

Support Material Agenda Item No. 12

Board of Directors Meeting

**January 8, 2020
10:30 AM**

Location:

San Bernardino County Transportation Authority
First Floor Lobby Board Room
Santa Fe Depot, 1170 W. 3rd Street
San Bernardino, CA 92410

CONSENT CALENDAR

Transit

12. Needles Short Range Transit Plan

That the Board, acting as the San Bernardino County Transportation Authority:

Approve the Needles Short Range Transit Plan 2020-2025.

The Needles Short Range Transit Plan 2020-2025 is being provided separately for your information.



NEEDLES TRANSIT SERVICES SHORT RANGE TRANSIT PLAN 2020- 2025 Draft Report

Prepared for the City of Needles and SBCTA



Prepared by AMMA Transit Planning



November 2019

Needles Transit Services Short Range Transit Plan

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Needles Transit Services Short Range Transit Plan

INTRODUCTION

The City of Needles is required to prepare a Short Range Transit Plan (SRTP) to guide expenditure of public funds for near and mid-terms activities of its public transportation program, in compliance with the California Transportation Development Act (TDA). The City of Needles' last SRTP was prepared in FY 2015-2016. Developing this SRTP, under the sponsorship of the San Bernardino County Transportation Authority (SBCTA), is advisable, given changes in the flow of state funds to the City of Needles that will positively impact its transportation program.

During the period leading up to the current SRTP development process, the City of Needles participated in an SBCTA-sponsored marketing effort termed the Local Carbon Transit Programs' Marketing and Subsidy Project. This has brought a refreshed look and new marketing tools to the City's transit operation and administration. Among these are the bus wraps on the Needles Area Transit's (NAT) new buses, a new ride guide, refreshed web information and new bus stop signage.



Early results on the impacts of this multipronged marketing effort, reported later in this document, indicate that new riders are using the NAT. After a period of declining ridership, this is very good news. This SRTP 2020-2025 will seek to build upon this recent favorable experience.

This document is an examination of existing conditions within the City of Needles related to the mobility needs and concerns of residents. This will help to establish the framework for this SRTP and the alternatives and recommendations that it proposes, for the continued provision of public transportation to Needle residents. This includes describing potential demand for public transit service, including particular markets to characterize general mobility needs of the community. This document discusses:

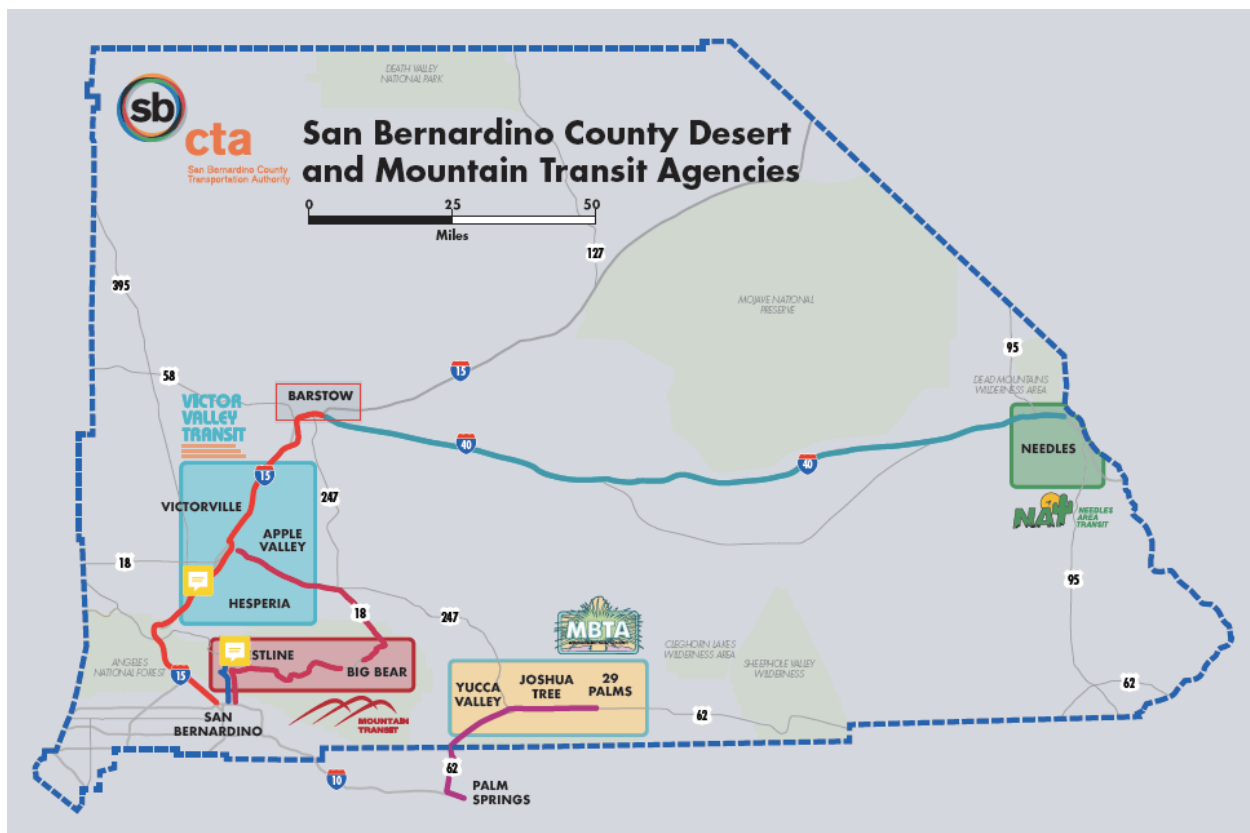
- Description of Study Area
- Key Demographic Characteristics
- Review of Previous Planning Efforts
- NAT On-Board Rider Survey
- Public Outreach Activities and Themes

EXISTING CONDITIONS

Description of Study Area

The City of Needles and its transit programs are among four operators in San Bernardino County's mountain and desert region. Needles is located on the eastern border of San Bernardino County in the State of California along the Colorado River, over 200 miles from the City of San Bernardino. The City spreads over 30 square miles in the rural portion of the County with most of the City developing along I-40 and the Colorado River. At the eastern border of the City is the State of Arizona, the Fort Mohave Reservation to the north, the Sacramento Mountains to the west and Chemehuevi Mountains to the south.

Figure 1, City of Needles as the Eastern-most Transit Operator in San Bernardino County



The City lies along major thoroughfares, including the following:

- I-40 — a key east-west highway of the Interstate system with the western terminus at I-15 in the City of Barstow and eastern terminus at I-95 in Benson, North Carolina.
- U.S. Route 95 — a major highway connecting I-10 in the City of Blythe and Needles and extending into Arizona and Nevada.
- BNSF corridor — a major railroad corridor between Southern California and Chicago, Illinois. The Burlington Northern Santa Fe (BNSF) railroad operates freight trains along this corridor,

which the City of Needles lays along the alignment. In addition, Amtrak operates the Southwest Chief along this railroad corridor with a stop in Needles.

The City is identified by several different distinguishing factors and general locations. Needles Transit Services provides service to and from many of these specific areas, as there are some key destinations located throughout the City.

South End — Located south of I-40, this area of the City includes the Colorado River Medical Center, Social Security Administration, San Bernardino County Behavioral, Needles Regional Senior Center, Dollar General and a number of single-family and multi-family residential areas.

North End — The north side of the City can be categorized as the area east of Historic U.S. Route 66 and along the Colorado River. Key destinations in the area include the Verde Shores Estates, Jack Smith Park and Boat Launch Facility, Ed Parry Park and several residential homes located along the river.

Downtown Needles — The downtown area is situated between I-40 and BNSF railroad tracks. Major destinations in the downtown area include the Amtrak Station at El Garces, City Hall, Post Office, Palo Verde College, Center for Change and the Chamber of Commerce.

East End — This area of the City includes several residential and commercial uses. One key destination is the Needles Town Center, which includes Ride Aid, Needles DMV Office and the San Bernardino County Department of Social Services. The BLM, Needles Office is located in this part of the City. Rite Aid is the primary shopping destination in the City, which provides limited groceries (no fresh produce or meat).

West End — The west end of Needles includes many highway-oriented uses, such as hotels, gas stations and restaurants. This area provides a number of employment opportunities for residents of the City. Moreover, the west end of the City includes Needles Highway, the main arterial that crosses the Colorado River, traveling to the State of Arizona. The Fort Mojave Indian Tribe office is located in this part of the City and the area is adjacent to designated Fort Mojave Indian Reservation tribal lands.

The SRTTP study area includes a portion of the Fort Mojave Indian Reservation. The Reservation covers almost 42,000 acres over three states: Arizona, California and Nevada. The Reservation includes areas along the Colorado River, with the communities of Riviera and Bullhead City located to the north, Dead Mountains Wilderness Area to the west and Goose Lake to the south, with the Tribal headquarters located in the City of Needles.

Available Public Transportation Services in the City

The City of Needles operates four public transportation services:

1. **Needles Area Transit (NAT)** is the primary local public transportation provider in the City of Needles. NAT operates one deviated fixed-route service on one-hour headways between the hours of 7:00 a.m. to 7:00 p.m. Monday through Friday and 10:00 a.m. to 5:00 p.m. on Saturday. The route includes two loops, both beginning and ending on G Street at Broadway. The first loop is the West Loop, which stops at the Elks Lodge, Needles Regional Senior Center, Colorado River Medical Center, Library and Sheriff's department. The second loop is the North-South Loop

with stops at a Carl's Jr. and Best Western Motel.

2. **Needles Dial-a-Ride**, also known as the Senior Shuttle, provides curb-to-curb service for persons age 55 and over and for persons with a disability that limits mobility. Service is provided Monday through Friday beginning at 9:00 a.m., and the final drop-off is at 1:00 p.m. Trips are scheduled on a reservation basis with same-day trips scheduled after 8:30 a.m. Needles Dial-a-Ride provides trips within City limits but, through special requests, may transport passengers outside of City limits.
3. **Needles Dial-a-Ride Medical** is a service provided twice a week on Tuesdays and Thursdays, available to the general public on a first-come, first-served basis strictly for medical appointments up to the Bullhead City area. Service is by advance reservation and requires advance payment of the fares. Prospective riders are asked to schedule medical appointments accordingly.
4. **Shopper Shuttle Pilot** is a pilot program providing service once a week on Wednesday, departing the El Garces west parking lot at 8:15 a.m. The Shopper Shuttle stops at the Walmart Supercenter, Safeway, Smith's and CVS in Fort Mohave. The Shopper Shuttle returns to the City at approximately 12:30 p.m., dropping passengers at their residence. Round-trip fare costs \$9.00. Passengers schedule a reservation up to 11:00 a.m. on the Tuesday prior. The City of Needles received a total of \$1,475 in donations to offer fully subsidized trips at the start of service in July 2019. Prepaid (donated) fares will be utilized until donations are exhausted.

Table 1 illustrates current fare payment for each transportation service.

Table 1, City of Needles Public Transportation Services Fare Table

NAT Deviated Fixed-Route Service		
	Adults and Youth age 6 and older	Seniors age 60 and over and Persons with Disabilities
Regular Route (single fare each boarding)	\$1.35	\$1.25
Deviation Service (single fare each boarding)	\$2.00	\$1.90
Single Boarding Pass	\$1.35	\$1.35
30-ride Punch Pass	\$39.00	
Children age 5 and under, two per fare-paying adult	Free	
Dial-a-Ride (Senior Shuttle)		
Curb-to-curb transportation for seniors age 55 and older and persons with disabilities (single fare per boarding)		\$1.10
Medical Transportation/Shopper Shuttle to Mohave Valley/Bullhead City		
Round Trip to Valley View Medical Center, paid in advance		\$6.00
Round Trip to Bullhead City medical facilities, paid in advance		\$12.00
Shopper Shuttle Pilot Program		
Round Trip		\$9.00

Transportation Options from Other Transit Providers

Additional public transportation in the region includes a Victor Valley Transit Authority (VVTA)-operated bus connection to Barstow and Victorville, rail service and local bus services in Bullhead City, Arizona.

Needles Route 200 Needles Link (Table 2) provides service to Barstow and Victorville for those living in Needles with one run and return trip on Fridays only. Service begins at 6:15 a.m. in the City of Needles and drops off passengers at the Barstow Library at 9:30 a.m., in Victorville at Lorne and at 7th Transfer Center at 10:50 a.m. and the Victorville Court House at 10:30 a.m.

The return trip from Victorville to Needles begins at 2:30 p.m., departs from Barstow at 4 p.m. and arrives in Needles at 7:15 p.m. Passengers are encouraged to reserve trips with VVTA as far out as two weeks ahead of time.

Table 2, Route 200 Service to Barstow and Victorville

VVTA Route 200 El Garces, Barstow Library, Victorville Courthouse		
	Adults and Youth age 6 and older	Seniors (age 60 and over), Disabled/Medicare/Veteran
Regular Route (single fare, each boarding)	\$13.00	\$6.50

VVTA Needles CarShare (Figure 2) is a program initiated by Victor Valley Transit in partnership with Enterprise Rent-A-Car. The program provides residents with a valid driver's license that are age 21 and over with a vehicle to rent to travel within and outside of the City. Residents can sign up for the program to become a member in order to get a membership card. Members can rent a vehicle on an hourly basis at \$5.00 an hour. Vehicles are available 24-hours a day, seven days a week. Vehicles are parked in the Credit Union parking lot in Downtown Needles.

Currently, one sedan and one van are available to rent. Both vehicles are insured with liability coverage. A free gas card is provided with the vehicle. Members are required to ensure that there is at least a ¼ tank of fuel before returning the vehicle, using the gas card to purchase gasoline.

Amtrak provides intercity rail service through the Southwest Chief between Los Angeles and Chicago. Trains depart at 12:08 a.m. eastbound to Chicago and 12:31 a.m. westbound to Los Angeles. Trains operate on the Burlington Northern Santa Fe (BNSF) railroad right-of-way.

Neighboring Transit Agency

Bullhead Area Transit System (BATS) provides fixed-route and dial-a-ride (DAR) service for the City of Bullhead City in Arizona, 22 miles north and slightly east of Needles (Figure 3). BATS operates four fixed routes, primarily in the communities of Riviera and Bullhead City with services extending as far north as Laughlin/Bullhead International Airport and as far south as the Mohave Walk-in Care facility near the Mohave Crossroads Shopping Center on Highway 95. Service operates six days a week. Service begins at 7:00 a.m. and ends at 6:00 p.m. on Mondays to Fridays. Saturday service begins at 7:30 a.m. and ends at 3:30 p.m.

Figure 2, Car Share Description From VVTA.org Website

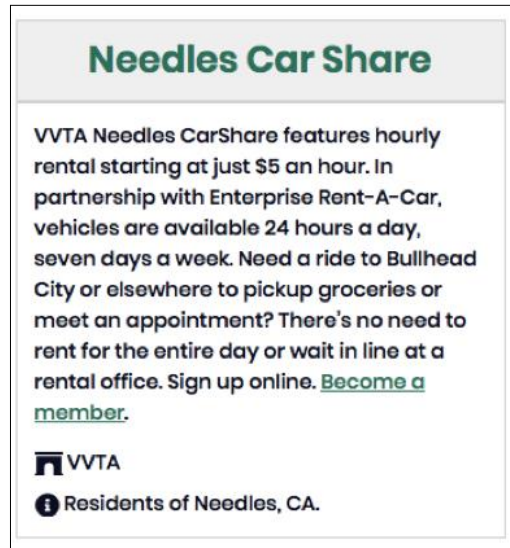


Figure 3, Bullhead City Transit System Map



Key Demographic Characteristics

Examining demographic characteristics can help with understanding the potential for public transit use in a given area. Important themes about a community's need for public transportation arise from looking at specific demographic indicators that paint a picture of transit demand and need.

The following key demographic indicators are examined in this document¹:

Population — provides the general count of those living in the target area, an understanding of ethnicities living in the area and median age.

Households — provides insight into the household characteristics of the area, such as vacancy rates, median household incomes, the number of individuals living below the poverty line and the number of households with limited access to a personal vehicle.

Employment — provides information on employment status for those age 16 and older that are in the workforce. In addition, commute mode choice is discussed under this section.

The following sections and tables also include information on San Bernardino County and California. While these two geographic areas are much larger and include a combination of urban, suburban and rural areas, they provide a point of comparisons for changes in City of Needles' demographics.

Population

The general population provides insight to the potential overall market. In addition to population, population per square mile is a helpful indicator to see where the City stands in comparison to the County and State. Table 3 presents the population and population per square mile. Figure 4 illustrates the City's population change over time.

Changes in population are attributed to births, deaths and migration. In Table 3 population changes of the City are compared to San Bernardino County and the State. Over the past 16 years, the population for the City has remained under 5,000. Population growth increases slightly during this time period. In contrast, both San Bernardino County and California experienced more than a 19 percent and 10 percent increase, respectively, in population between 2000 and 2010.

American Community Survey (ACS) data reveals that population estimates for the City showed a slight decline in population in 2012 and 2013 but have modestly increased since then, with net gains of about 100 residents since 2000.

¹ The key demographic indicators for this report are obtained from the United States Census. Census data is obtained from two sources: 1) a Decennial Census is conducted every 10 years in a year ending in "0" and presents a 100 percent count of all individuals living in the Country and territories, and 2) the American Community Survey, 5-year estimate, provides an ongoing survey that provides detailed information on household commute patterns, employment status and information originally found under the Statistical File (SF-3) during the 2010 Census.

Table 3, Population Change: City of Needles and San Bernardino County

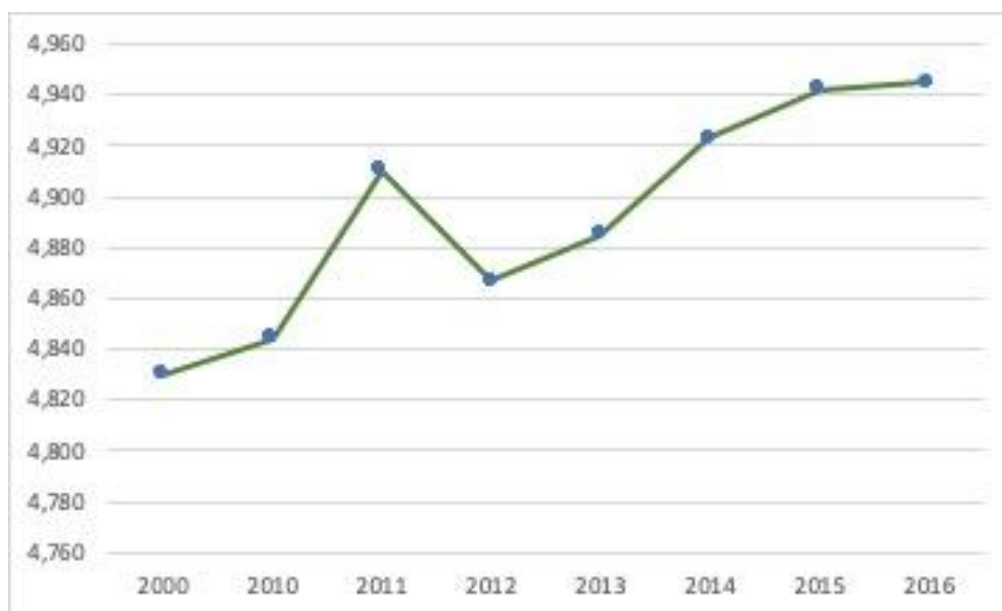
	City of Needles			San Bernardino County			California		
	2000	2010	2016	2000	2010	2016	2000	2010	2016
Population	4,830	4,844	4,945	1,709,434	2,035,210	2,106,754	33.9 million	37.3 million	38.7 million
Percent Change from Previous Year		0.3%	2.1%		19.1%	3.5%		10.0%	3.8%
Square Miles	29.8	30.8	30.8	20,052	20,056	20,057	155,959	155,779	155,792
Pop./Sq. Mile	162.1	157.3	160.6	85.2	101.5	105.0	217.2	239.1	248.1

Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP05.

Figure 4, Changes in City of Needles Population Estimates Over Time



Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2011 to 2016, data from corresponding American Community Survey, 5-Year estimates, DP05.

Demographic Profile by Race

Figure 5 illustrates the demographic profile by race for the City of Needles in contrast with San Bernardino County and the State of California. Understanding racial demographics is important toward identifying populations with Limited English Proficiency (LEP). The U.S. Department of Transportation is committed to ensuring that all programs funded with federal dollars, such as public transportation, are

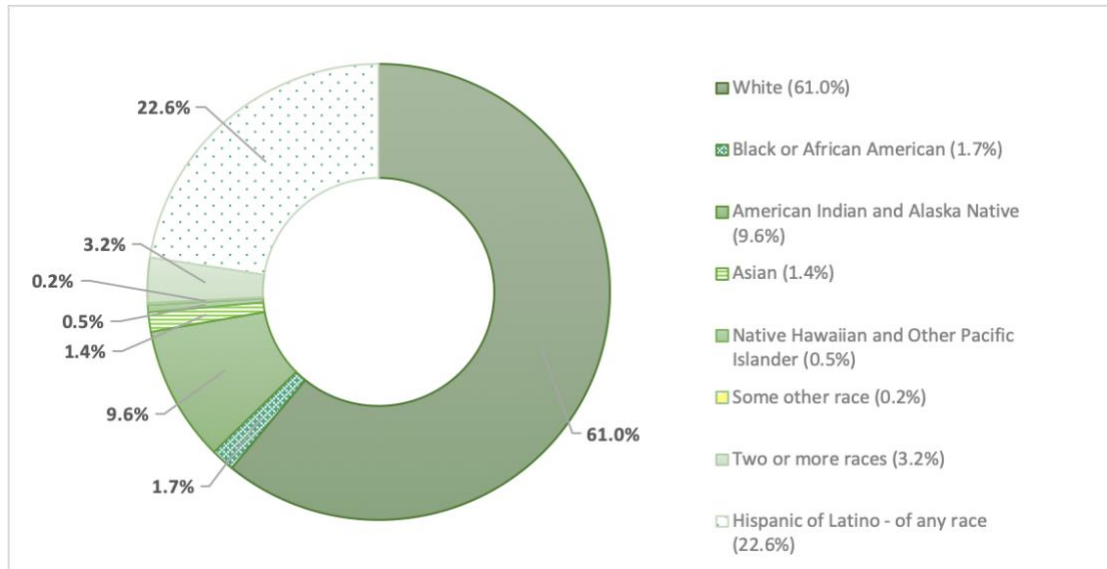
accessible to all persons and do not discriminate against persons from accessing such important resources.

The racial demographics of the City vary greatly from that of San Bernardino County as a whole and the State. The City is predominately white at 61 percent of the population. White/Caucasian people are only 30.5 percent and 38.4 percent of the population of San Bernardino County and California, respectively.

People of Hispanic/Latino racial background make up the second largest segment of the population in the City at 22.6 percent. However, 51.7 percent of the population in San Bernardino County reports that they are of Hispanic/Latino heritage while 38.6 percent of the statewide population identify as Hispanic/Latino.

The City is adjacent to the Fort Mojave Indian Reservation. Thus, 9.6 percent of the population is of American Indian decent. In contrast, only 0.3 percent and 0.4 percent of San Bernardino County and California, respectively, identify as American Indian or Alaska Native.

Figure 5, City of Needles, Demographics by Race



Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP05.

Demographic Profile by Age

Age can be a factor in understanding potential transit markets. School age children under 17 and seniors age 65 and older can benefit from improved transit service. Such age groups are identified as part of the U.S. Census and ACS. One measure to better understand changes in age in the given area is the median age. Table 4 illustrates the change in median age over time for the City, County and State.

Table 4, Median Age Over Time

Location	2000	2010	2016
City of Needles	39.0	39.3	41.7
San Bernardino County	30.3	31.7	32.7
California	33.3	35.2	36.0

Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP05.

Increasing median age shows that populations in the City, County and State are each shifting to an older demographic. More importantly, the median age in the City now exceeds 41 years. This is a 6 percent increase when compared to the City's median age of 39.3 in 2010 and well above the countywide median of 32.7 years and the statewide median of 36 years.

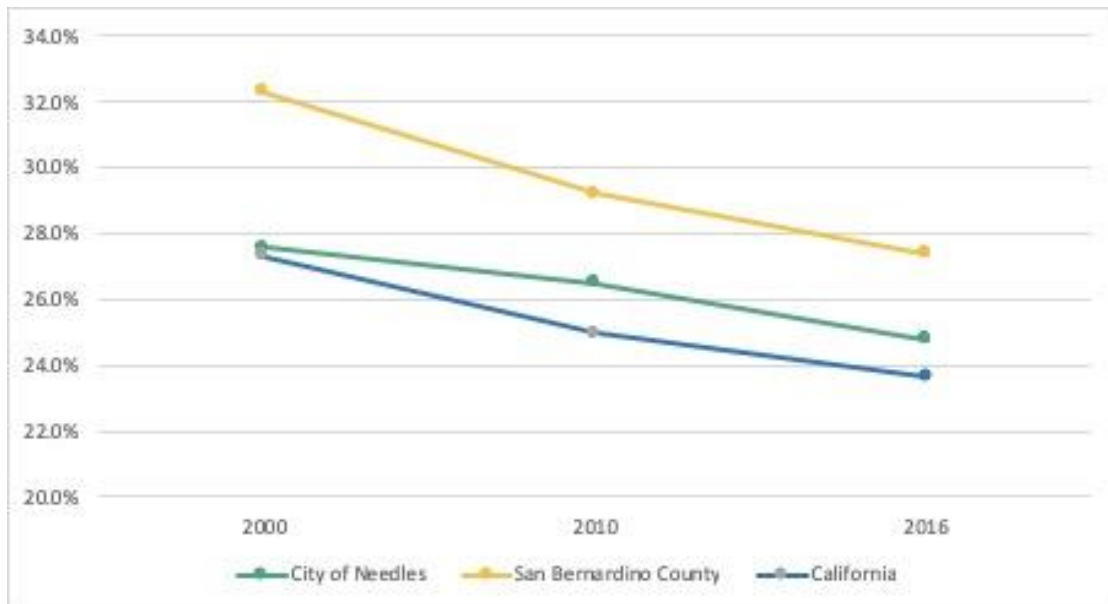
Changes in specific age cohorts can further describe the population. The two age cohorts examined: 1) youth age 17 and younger and 2) seniors age 65 and older. These age ranges typically include potential rider markets.

The first age cohort examined is youth age 17 and younger. Figure 6 illustrates the change in the proportion of individuals in this specific age cohort over a period of time beginning with the 2000 Census. This figure compares changes for the City, County and State.

The proportion of youth age 17 and under continues to decline since 2000 for all three geographic areas. In 2000, approximately 27 percent (1,332 individuals) of the population in the City was age 17 and younger. By 2016, the ACS estimates that 24 percent (an estimate of 1,226 individuals) of the population is age 17 and under. This decline in youth can contribute to the aging median age, as discussed above.

A decrease in the number of youth points to a reduced market share for transit. However, service to middle and high school age should continue as this mode provides much needed service for children that choose to use public transportation to travel to school and other destinations in the City. New service alternatives may even provide additional opportunities for working age youth to travel to other areas to access employment opportunities.

Figure 6, Change in Proportion of Population Age 17 and Younger Over Time

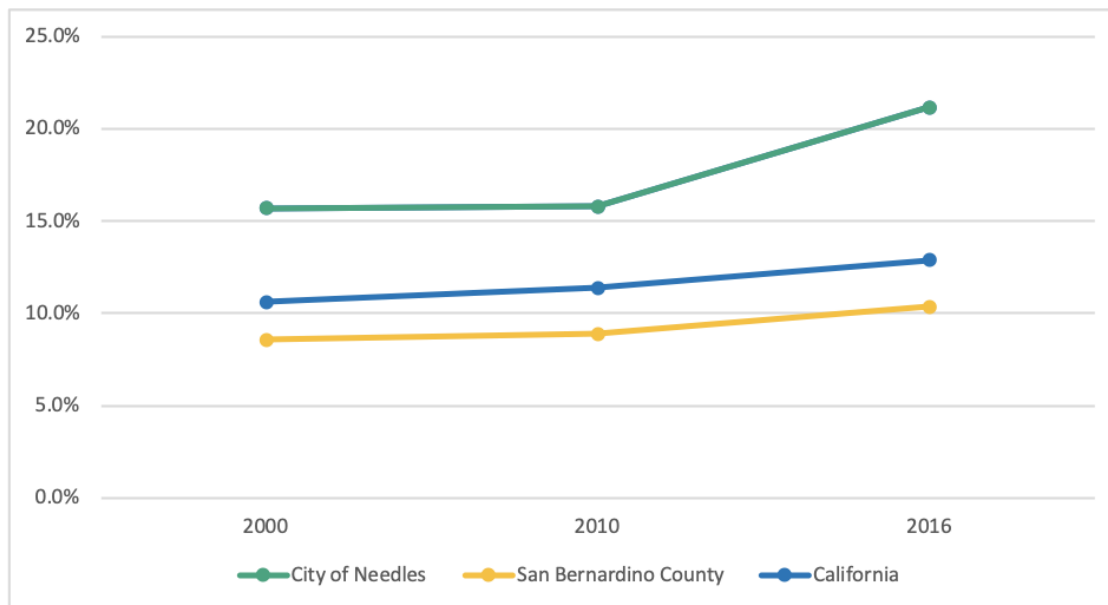


Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP05.

Figure 7, Change in Proportion of Population Age 65 and Over



Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP05.

An analysis of individuals age 65 and older yields an interesting finding in the City. When compared to the County and State, the proportion of seniors increased significantly from 2000 to 2016 (Figure 7). In 2000, more than 15 percent of Needles' population (758 individuals) was age 65 and older. By 2016, it was estimated that more than 21 percent of the population (1,046 individuals) are seniors.

This increase supports the change in the median age and a shift to an older community. Public transportation service is available to the Senior Center and other programs that support access to services frequented by an older population and can help provide an alternative to driving for this market segment.

Households

Table 5 presents selected household information for the City, County and State from the 2000 and 2010 Census and 2012-2016 ACS estimates. The total number of housing units, vacant and owner-/renter-occupied units is presented below.

Table 5, Household Characteristics: City of Needles and San Bernardino County

	City of Needles			San Bernardino County			California		
	2000	2010	2016	2000	2010	2016	2000	2010	2016
Total Housing Units	2,551	2,895	2,992	601,369	699,637	708,442	12.2 million	13.7 million	13.9 million
Percentage Change in Housing Units		13.5%	3.4%		16.3%	1.3%		12.0%	1.7%
Vacant Housing Units	611	977	931	72,775	88,019	89,520	711,679	1.1 million	1.1 million
Vacancy Rate	24.0%	33.7%	31.1%	12.1%	12.6%	12.6%	5.8%	8.1%	7.9%
Occupied Housing Units	1,940	1,918	2,061	528,594	611,618	618,922	11.5 million	12.6 million	12.8 million
Occupancy Rate	76.0%	66.3%	68.9%	87.9%	87.4%	87.4%	94.2%	91.9%	92.1%
Owner-occupied Housing Units	1,104	1,015	1,123	340,933	383,573	365,576	6.5 million	7.0 million	6.9 million
Renter-occupied Housing Units	836	903	938	187,661	228,045	253,346	5.0 million	5.5 million	5.9 million
Average Household Size of Owner-occupied	2.48	2.54	2.61	3.18	3.25	3.32	2.93	2.95	2.99
Average Household Size of Renter-occupied	2.49	2.50	2.15	3.08	3.28	3.31	2.79	2.83	2.91

Note: 2000 data from 2000 Census Summary File (SF) 1, DP-1.

Note: 2010 data from 2010 Census Summary File (SF) 1, DP-1.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP04.

The total number of households for all geographic areas (City, County and State) increased during the past 16 years. Dramatic increases in the number of housing are the highest between the 2000 and 2010 Census. The number of housing units in the City increased by 13.5 percent during this timeframe, which is slightly higher than the State, which only grew by 12.0 percent. By 2016, the number of housing units in the City increased by 3.4 percent. This is higher than both the County and State in which the number of housing units increased by 1.3 and 1.7 percent, respectively.

The percentage of occupied homes is much lower in the City when compared to the County and State. In 2000, the number of housing units occupied (both owner and renter) was 76 percent. This is much lower when compared to the County (87.9 percent) and State (94.2 percent). Occupied units in the City would continue to decline in 2010 where only 66.3 percent of housing units were occupied. In 2016, approximately 68.9 percent of housing units are occupied. Again, occupancy is much lower than the State and County averages.

Average household size tends to be lower in the City when compared to the County and State. Both the average household size of owner-/renter-occupied units is anywhere from 2.15 to 2.61 persons per household. Average household size in the State ranges from 2.91 to 2.99 persons, as reported in the 2012-2016 ACS. Average household size in the County is much higher, averaging more than 3 persons per housing unit during the Census and ACS period.

One item that stands out in this analysis is the vacancy rate in the City, which is over 31 percent, much higher than the County rate at over 12 percent and almost 8 percent in the State. Even with population slightly increasing, household vacancies tend to be higher in the City. Consistent vacancy rates coupled with slow population growth points to potential issues, such as the lack of employment and/or educational opportunities in the City. There is a possibility that many move out of the City to find opportunities in Arizona or other parts of the State. Nonetheless, population is not declining and there are people that benefit from public transportation services. Moreover, should new industries and employment opportunities come to the City, many of the new residents can benefit from the available housing stock in the area.

Median Household Income

Median household income is an economic indicator that provides insight into the standard of living of any given area. Understanding household income ranges can provide insight into more serious living situations that have implications for public transportation.

The median household income in the City is much lower when compared to the County and State. Between the 2000 and 2010 Census period, the median household income increased significantly. However, the City increased by only 19.6 percent while the median household income in San Bernardino County increased by 32.8 percent. The median household income in the State would increase by 28.2 percent during this time period. In 2016, the median household income increased by 9.6 percent in the City whereas the State would increase by 4.8 percent. The median household income in the County would decrease by 2.5 percent during this timeframe (Table 6).

Table 6, Median Household Income Over Time

Location	2000	2010	2016
City of Needles	\$26,108	\$31,226	\$34,214
		19.6%	9.6%
San Bernardino County	\$42,066	\$55,845	\$54,469
		32.8%	-2.5%
California	\$47,493	\$60,883	\$63,783
		28.2%	4.8%

Note: 2000 data from 2000 Census Summary File (SF) 3, DP-3.

Note: 2010 data from 2006-2010 American Community Survey, 5-Year estimates, S1901.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, S1901.

Poverty Status

Because the median household income is so low, this indicates that many may live below the poverty line. Poverty status can be an indicator of the need for public transportation services in a given area. For the purpose of this SRTP, poverty information of the City is obtained from the Census Bureau. The Census Bureau determines poverty using income thresholds of varying household size, ranging from \$12,228 for a one-person household to about \$16,500 for a two-person household and \$24,500 for a four-person household. These thresholds vary by the age of individuals, including additional allowance for children or persons over age 65.

Table 7 illustrates the percentage of people living in poverty during the past three Census periods.

Table 7, Percent of All Individuals Living In Poverty

Location	2000	2010	2016
City of Needles	26.1%	26.1%	24.9%
San Bernardino County	15.8%	14.8%	19.1%
California	14.2%	13.7%	15.8%

Note: 2000 data from 2000 Census Summary File (SF) 3, DP-3.

Note: 2010 data from 2006-2010 American Community Survey, 5-Year estimates, DP03.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP03.

As of the 2012–2016 ACS, 24.9 percent of the City of Needles population lives in poverty. This is almost five points higher than San Bernardino County as a whole, in which an estimate of 19.1 percent of the population lives in poverty. Approximately 15.8 percent of the population in the State of California lives in poverty, placing Needles nine points above this statewide indicator of poverty.

Although the percentage of individuals living in poverty in the City is slowly declining (as opposed to the County and State where it is increasing), a significant portion of people lives under unfavorable

circumstances. Persons living in poverty tend to depend on public transportation service due to limited, if any, access to a personal vehicle. Because of a high percentage of individuals living in poverty, providing an efficient public transit service to employment, retail, medical and other needs is of utmost importance, especially in areas where resources can be limited.

Access to a Vehicle

Access to a vehicle is also an indicator of the limited amount of personal resources individuals face in the City. Those that do not have access to a vehicle must find other ways to travel to work, shopping and medical appointments. This is where public transportation plays a role in providing access to necessary life activities.

The ACS provides estimates of the number of workers 16 and over in households that have access to a vehicle. Table 8 shows the number of workers age 16 and over that have limited access (access to one or no vehicle) to a personal vehicle.

Workers age 16 and over in the City of Needles have limited access to a personal vehicle where 6.2 percent of households have no access to any vehicle and 24.6 percent of the households only have access to one vehicle. The percentage of households with limited access to a vehicle in the City is much higher when compared to San Bernardino County (2.1 percent) and the State (3.4 percent).

Table 8, Access to a Vehicle (Workers Age 16 and over by Household)

	City of Needles	San Bernardino County	California
Estimates (16 and over by household)	1,639	825,348	17,041,624
No Vehicle Available	6.2%	2.1%	3.4%
One Vehicle Available	24.6%	17.0%	19.7%

Employment

Examining employment status is helpful in two ways: 1) it helps provide an indication of employment health of the area, and 2) an understanding of what role the commuter plays as a potential transit target market. Table 9 illustrates the employment status of the population age 16 and older in the three geographic areas over time.

Table 9, Employment Status

	City of Needles			San Bernardino County			California		
	2000	2010	2016	2000	2010	2016	2000	2010	2016
Population 16 Years and Over	3,687	3,861	3,824	1.2 million	1.5 million	1.6 million	25.6 million	28.4 million	30.6 million
Number in Labor Force	1,848	1,994	1,757	735,589	940,945	962,592	16.0 million	18.4 million	19.4 million
Percent in Labor Force	50.1%	51.6%	45.9%	59.4	63.6%	60.2%	62.4%	64.7%	63.4%
Civilian Labor Force	1,837	1,994	1,757	721,185	927,251	951,616	15.8 million	18.3 million	19.3 million
Employed	1,728	1,721	1,641	661,272	823,910	847,144	14.7 million	16.6 million	17.6 million
Unemployed	109	273	116	59,913	103,341	104,472	1.1 million	1.6 million	1.7 million
Percent Unemployed	3.0%	7.1%	3.0%	4.9%	7.0%	6.5%	4.3%	5.8%	5.5%
Armed Forces	11	0	0	14,404	13,694	10,976	148,677	143,435	130,452
Not in Labor Force	1,839	1,867	2,067	478,779	538,565	635,920	9.6 million	10.0 million	11.2 million

Note: 2000 data from 2000 Census Summary File (SF) 3, DP-3.

Note: 2010 data from 2006-2010 American Community Survey, 5-Year estimates, DP03.

Note: 2016 data from 2012-2016 American Community Survey, 5-Year estimates, DP03.

Examining the employment status of the City shows that the percentage of the civilian labor force reporting unemployment is at 3.0 percent, similar to what the City experienced during the 2000 Census. However, this unemployment rate can be deceiving. In 2016, only 45.9 percent of individuals of working age are in the labor force, suggesting that some are no longer seeking employment. Another factor that can contribute to a low number of individuals in the labor force is an aging population where more than 21 percent of the population is age 65 and older.

Commute Patterns

Commute characteristics are provided through the ACS by sampling working-age individuals age 16 and over by the mode of travel to work. Table 10 shows the travel to work distribution from the 2012–2016 ACS, 5-year estimate and compares commute characteristics of Needles with San Bernardino County and the State. The working population is defined as those that worked during the sample period. The working population includes both civilian and military personal. Travel to work is separated by mode.

Table 10, Travel to Work Characteristics of Working Age Individuals

	Needles	San Bernardino County	California
Working Population (Age 16 +)	1,639	834,181	17.2 million
Drove Alone	79.5%	78.5%	73.5%
Carpool/Vanpool	9.3%	12.5%	10.6%
Public Transportation	0.0%	1.6%	5.2%
Walk	6.2%	1.7%	2.7%
Bicycle	0.4%	0.4%	1.1%
Taxicab, motorcycle or other means	1.3%	0.9%	1.4%
Worked at home	3.3%	4.6%	5.4%

Source: 2012–2016 ACS, 5-year Estimates, Table S0801 Commuting Characteristics

The majority of workers in the City travel to work alone, reported at 79.5 percent of working age population. This is comparable to the County level of 78.5 percent who drove alone to work but much higher than the State with 73.5 percent of the population who drove alone. Carpool/vanpool is the second most popular form of travel to work. Approximately 9.3 percent of workers in Needles commute to work by carpooling, which is less than the County at 12.5 percent of workers and 10.6 percent of all commuters in the State. A high percentage of workers in the City choose to walk with 6.2 percent walking to a job/work. The percentage of workers that travel to work by walking in San Bernardino County and the State is much less at 1.7 and 2.7 percent, respectively. Of significant importance is that zero percent of workers travel to work through public transit in the City. A number of factors can contribute to this, such as uncongested roadways, convenience and time savings of using another mode, size of workforce, job availability and the lack of regional transit services.

Emerging Demographic Themes

Key indicators from the U.S. Census paint a picture of selected attributes of the City. Many of the findings point to a transit-dependent population in terms of income and poverty thresholds. Households with limited access to a personal vehicle also demonstrate a need for improved public transportation services. Such services may need to extend beyond the City limits in order to provide access to employment, retail and medical opportunities that exist across the river in Arizona or at farther distances to the west within San Bernardino County.

The following list highlights key findings from the U.S. Census:

- The relatively stable growth of the area demonstrates that existing public transportation service should continue.
- The population in the City is aging, with the median age of 41.7 years old. Moreover, the number of seniors age 65 and older increased by 21 percent from 2010 to 2016.
- Youth, under age 17, while a smaller proportion than in past years, are still over 1,200 individuals and are likely to have some transportation needs.

- Household vacancy rate is relatively high when compared to San Bernardino County and the State with more than 31 percent of dwelling units unoccupied.
- Median household income is just over \$32,000, well below the countywide median of \$55,000.
- Almost a quarter of individuals in the City live in poverty. Moreover, more than one-quarter of households have limited access to a personal vehicle.
- More than half of the working age population is in the workforce. This can be attributed to a number of factors, including the number of seniors age 65 and over.
- The latest ACS estimates that zero percent of the population commutes to work using public transportation. This can be attributed to a number of factors, including the lack of employment opportunities, regional public transportation services or an aging population.

Given these findings, potential markets that can benefit from the existing public transportation service continue to be seniors age 65 and older. Supporting services that address the mobility issues of this population can aid seniors' travel to the senior center, medical appointments and other opportunities that can enhance individuals' quality of life.

There is a small, but significant youth population in Needles. While its size is decreasing, need for transportation services is likely not, given the low household incomes of many families.

Another potential market that should not be ignored is the commuter market, or getting workers to jobs. It is quite feasible that expanding public transportation services to employment rich areas, particularly those in Arizona, can provide opportunities for those living in the City. Expanding employment opportunities will help improve economic conditions in the City and thus ensure the long-term health of the City of Needles.

Previous Planning Studies

The following studies were completed since the adoption of the last Needles Transit Services SRTTP. Many of these documents can have a direct relationship and impact on this SRTTP update. Some documents, such as the Western Arizona Council of Governments Transportation Coordination Plan, do not have a direct impact on this SRTTP but do speak to the theme of coordinating public transportation services in large rural areas with very low-density populations and the challenges of improving efficiency, especially for those that need it the most.

Fort Mojave Indian Reservation Transit Study (2014)

The purpose of this study was to design and recommend a transit service for the Fort Mojave Indian Reservation. The study area covered more than 32,000 acres in the states of Arizona, California and Nevada. The study recommended implementing a deviated fixed-route within the reservation as well as providing connections to neighboring transit systems of Bullhead Area Transit (BAT) and NAT. This recommendation was developed using the methodology from the TRANSPORTATION COOPERATIVE RESEARCH PROGRAM (TCRP) REPORT 161: METHODS FOR FORECASTING DEMAND ON QUANTIFYING NEED FOR RURAL PASSENGER TRANSPORTATION: FINAL WORKBOOK. This methodology uses a combination of datasets to estimate demand by determining the *number of people likely to need passenger transportation and the number of trips*

required to provide individuals without personal vehicles with a level of mobility equal to those having access to a personal vehicle.

The study recommends connecting with NAT at O Street and Needles Highway. Transferring between systems will allow for improved service and interconnectivity for the area.

The proposed service is expected to operate on 90-minute headways. The route will travel north-south on Arizona SR-95 with a segment traveling east-west between the City of Needles and Arizona Village. The study identifies two options that extend to the Avi Resort and Casino (Option A) and Target in Bullhead City (Option B), which could extend the running time to 120-minute headway.

An operating and capital plan is included with costs associated with the three service types. The three service types include Fixed Route with Deviated All Day Service, Peak Hour only service and Express Service. A one-vehicle and two-vehicle option is provided for each of these service types. Operating costs varied by service type based on the amount of service provided by the operator.

Capital improvements include system start-up, which includes revenue vehicles, bus stop signs, amenities and dispatch systems. Total capital costs for all stops and two vehicles are estimated at \$492,000.

Funding sources identified through the plan include traditional Federal Transit Administration 5311 Rural program as well as other sources, such as advertising revenue, local government funding and a combination of other federal Department of Transportation funds from the Federal Highway Administration (FHWA) and FTA, as well as the United States Department of Agriculture (USDA).

San Bernardino County Public Transit – Human Services Transportation Coordination Plan (2017)

This plan is a federally mandated document that identifies mobility needs and provides countywide goals and strategies that improve mobility options for transit-dependent populations in San Bernardino County. The plan specifically targets seniors, persons with disabilities, persons with low-income and veteran populations that can benefit significantly from improved transportation coordination between public transit service providers, nonprofit organizations and the county transportation commission. Through the planning process, public transit and nonprofit agencies can apply for funding to address these mobility gaps through FTA's 5310 Enhanced Mobility of Seniors and Individuals with Disabilities grant program.

The plan was developed through extensive public and stakeholder outreach components with meetings that identified service gaps throughout San Bernardino County.

Several themes of mobility needs and gaps emerged as part of the planning process. The following themes specific to the City of Needles are identified as follows:

- **Underserved and unserved areas exist throughout the County** — Individuals reported a need to travel beyond the City.
- **Expanding service hours, days of service and increasing frequencies can fill some gaps** — Individuals expressed extended weekday service for shopping trips, extended Saturday service

into later afternoon hours and limited Sunday service for church and social activities. Moreover, individuals expressed extending trips to the Palo Verde Community College facility.

- **Long-distance regional, medical and work trip needs exist throughout the County** — Individuals expressed a need for long-distance medical trips to Arrowhead Regional Medical Center and Loma Linda University Medical Center in the San Bernardino Valley as well as medical destinations in Bullhead City, Arizona. Veterans noted that they travel to Lake Havasu City Community Based Outpatient Clinic (CBOC) in Lake Havasu City, Arizona, for medical care.
- **Affordability can be a barrier to use** — Persons from low-income households expressed the difficulty in purchasing a 30-trip pass at one time and expressed an interest in a Day Pass.
- **Increased awareness and training about existing services, programs and resources will help meet trip needs** — Persons in Needles stated that there is limited awareness of the Dial-A-Ride Medical service for non-seniors. Moreover, stakeholders stated that the agency should improve the website to provide more information on the services provided.

The outcome of these meetings was five goals with strategies that transportation service providers could prioritize and felt that were significantly important in the region. Transportation service providers could then develop projects from these strategies and apply for federal funding dedicated to improving transportation options for these target populations.

The plan includes the following five goals to improve mobility choices in San Bernardino County. These are:

1. Grow Mobility Choices
2. Promote and Coordinate Transportation Services
3. Connect and Speed Transit
4. Improve Healthcare Transportation Access
5. Promote Safe and Comfortable Mobility

Subsequent strategies were developed through the planning process to support these goals countywide. Such strategies play an important role in securing 5310 funding for the region. Some of the top-ranking strategies include improved healthcare access, increased frequency of existing transit services and growing human service transportation services as an alternative to public transit.

Transit Marketing and Fare Subsidy Project for the San Bernardino Mountain and Desert Transit Properties (2018)

The TRANSIT MARKETING AND FARE SUBSIDY PROJECT was a coordinated effort between SBCTA and transit operators in San Bernardino County (with the exception of Omnitrans) to encourage and promote transit ridership through a targeted marketing campaign catered to each operator. The project is a multi-phase effort that includes:

- **A Market Research Report** — This includes findings from staff interviews, onboard passenger surveys and customer experience reviews that informed the marketing efforts and recommendations.
- **Marketing Brief** — This includes a description of the marketing campaign and slogan.

The Marketing Brief for NAT includes improvements to the agency's communication materials. This includes:

- **New Passenger Guide:** The new guide includes an introduction of the NAT system, route map, schedule and other rider information.
- **Redesigned webpage:** The redesigned webpage includes schedule information and route map from the new passenger guide.
- **Bus Stop Decals:** The new decals include the stop name/location, time on the hour the bus arrives and Needles Transit Services phone number and webpage address.
- **Information Displays:** These displays are placed at key locations to hold Passenger Guides.
- **Ridership Promotion:** Promotions include a postcard with the marketing slogan, information on NAT and a fare incentive of 10 free rides, which are distributed to residents near the NAT route by direct mail in early summer and fall.
- **Exterior Graphics for New Buses:** These graphics create a more modern look of the existing Needles Area Transit's brand to create a bus wrap for the new buses.

Needles Transit Services implemented all these improvements within calendar year 2018. The first free-ride promotion was extremely popular with standing-room only on some vehicle runs.

The results of the Low Carbon Transit Operations Program (LCTOP) campaigns include some that are difficult to measure, specifically in relation to increased awareness and improved understanding of the NAT services. A central element of the LCTOP campaign was the offering of free rides, to see if that would bring in new users and contribute to an increase in ridership. The Needles Area Transit saw substantial use of the free-ride coupons, with 72 percent of the persons surveyed during October 2018 indicating they had used the free ride opportunity. This was the highest rate of use, among the four transit systems participating in the LCTOP campaign (Figure 8). Of these, 16 percent were new users, riding the NAT for the first time. In contrasting ridership of the NAT during the period of this campaign, the NAT saw a 52 percent increase in use, up from average daily boardings of 92 passengers per day to approximately 140 average daily boardings in the month following the campaign (Table 11).

Figure 8, Post Campaign Survey: Free Ride Users

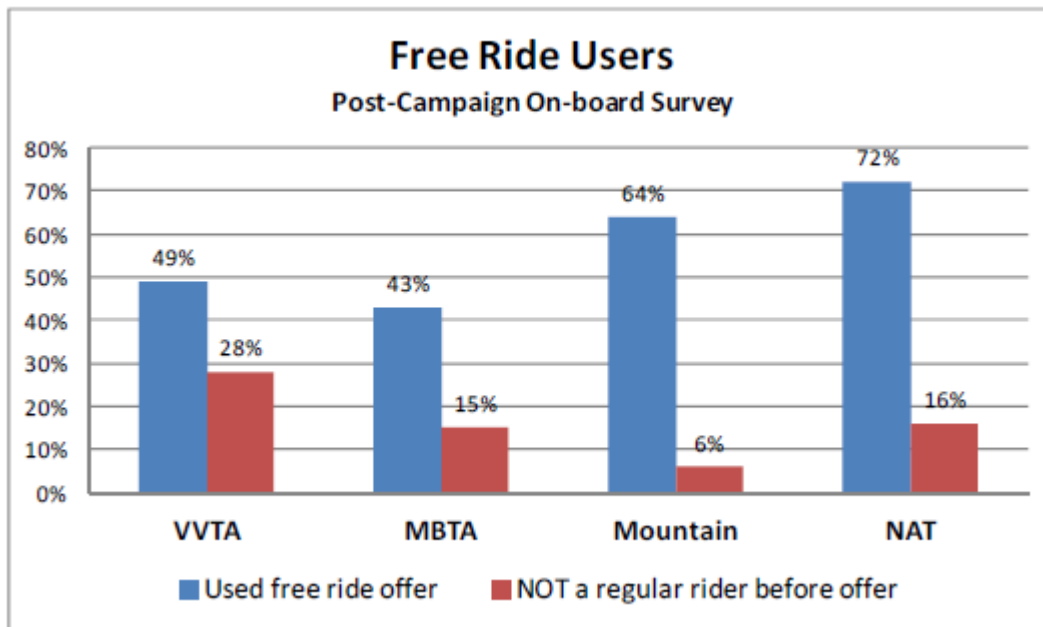


Table 11, Post-Campaign Survey: Change in Ridership

Direct Mail	Free Ride Period	Change from same month 2017	Change from month immediately prior to promotion
VVTA-Barstow	May 7 - June 3	9.6%	9.3%
MBTA	Aug 20 - Sept 16	9.0%	32.6%
Mountain Transit	May 28 - June 24	35.0%	16.1%
NAT	Aug 21 - Nov 4	51.9%	51.2%

Victor Valley Transit Authority (VVTA) Comprehensive Operational Analysis (2017)

The VVTA Comprehensive Operational Analysis (COA) is a study that covers a 10-year horizon with specific service improvements proposed for the first five years and service improvement considerations up to FY 2026/27. The document includes a community and demographic profile, a comprehensive analysis of services provided by VVTA, a public outreach component, and alternatives and service modifications that best serve Victor Valley. In addition, an analysis of funding sources and capital and operating cost projections were included as part of the report. The document includes an overview of VVTA's role as a Consolidated Transportation Services Agency (CTSA) and identification of future programs that VVTA can implement. Finally, the COA/SRTP provides an Action Plan over a 10-year period beginning in FY 2018.

One of the more important items completed under this study was a Comprehensive Fare Policy Analysis. The challenge with service consolidation is that numerous fare types exist for both VVTA and Barstow Area Transit. Hence, the COA developed a fare policy goal to “create fare policies and changes that are consistent between services in Victor Valley and in Barstow.” The proposed fixed-route and County route fare policy includes proposals for “Urban” and “County” areas. The COA recommends reducing cash and day pass fares for both urban and County areas in Barstow to levels in the respective Victor Valley areas. A Fare Equity Study was conducted for Barstow that analyzed the impacts of the proposed fare changes. The study noted that only 3.3 percent of Barstow users will see an increase in fares for County routes. Veterans, seniors and persons with disabilities using a 31-day pass on County routes will experience a fare increase in County routes. For passengers riding on urban routes in the Barstow area, student day passes and the 31-day pass for all users will increase.

Within the study, both the Needles Link (Route 200) and carshare program are discussed in the report. The Needles Link started on June 17, 2016, for the purpose of providing Needles residents access to court and Medi-Cal facilities in Barstow and Victorville. According to the document, Route 200 is funded primarily through Local Transportation Funds (LTF). No further service changes were recommended for Route 200 since it was a new route at the time of the study.

This study included a description of the carshare program. Operating under the CTSA, the Needles CarShare program began in August 2016 to provide Needles residents with a mobility option to travel to grocery stores, medical trips and other trips that could not be completed in the City. At the time of the report, there were 30 members under the carshare program.

Bullhead City Short Range Transit Plan (2014)

The BULLHEAD CITY SHORT RANGE TRANSIT PLAN (SRTP) was developed in conjunction with the Arizona Department of Transportation’s (ADOT) Multimodal Planning Division and City of Bullhead City. These two organizations formed the Project Management Team (PMT). The PMT worked with a Technical Advisory Committee (TAC) comprised of the Southern Nevada Transit Coalition, Fort Mojave Indian Tribe and Western Arizona Council of Governments. This SRTP effort established agency goals and reiteration of agency objectives, system evaluation, operations plan, financial and capital plans, and marketing plan.

Recommendations to highlight with regards to Needles Transit Services include:

- Goal 2: Address the mobility needs of the Bullhead City community with the objective to promote regional connectivity.
- Service Expansion Recommendation 6: Extend service south to Valley View Medical Center in Fort Mohave (VVMC) addresses this Goal and Objective. The proposed “Silver Line” would provide four round trips on weekdays as an extension of another proposed transit route. VVMC is located further south of the current southernmost stop of BATS. The SRTP references the Fort Mojave Indian Tribe Transit Study, which states that there may be other proposed service improvements to connect Fort Mohave and Bullhead City.

Western Arizona Council of Governments (WACOG) Western Arizona Regional Transportation Coordination Plan (2016)

The WESTERN ARIZONA REGIONAL TRANSPORTATION COORDINATION PLAN is the Transportation Human Service Coordination Plan that satisfies Federal requirements of a coordinated human services transportation plan. This plan covers an area of Arizona’s Region IV excluding the Yuma Metropolitan Planning Organization (YMPO). Coordinated efforts of this plan include the Lake Havasu Metropolitan Planning Organization (LHMPO), La Paz and Mohave counties. This plan *“serves as a framework to improve coordination among transportation service providers and human service agencies in the WACOG region to enhance transportation services for seniors and individuals with disabilities.”*

The document lists WACOG transit providers, identifies mobility gaps and provides an assessment of need. WACOG’s Mobility Management Program is also described in the document. The Mobility Manager under this program is responsible for *“cultivating partnerships and multi-agency relationships to facilitate rides for seniors and persons with disabilities; coordinating community-wide networking and coordination meetings; managing the regional transportation coordination plan; and providing technical assistance and resources for partners.”*

Ultimately, the document introduces potential regional projects funded under FTA Sections 5310 and 5311 programs. The prioritization process is also described in this plan. Through this process, a series of regional projects were identified for potential funding. Projects selected do not have a direct impact for those using Needles Transit Services.

Emerging Themes from Planning Efforts

Many of the documents listed here speak to an overarching theme consistent in public transportation: improving public transportation access to those areas that do not have service. Many barriers exist to providing improved transportation service, more notably the availability of operating funds. Transit operators must plan accordingly and operate in a fiscally constrained matter. However, it is through the planning process that transit operators can document and report “need” and identify how best to accommodate this need.

This leads to the importance of reviewing previous planning efforts to better understand the “need” of the agency authoring a document. Of the documents listed above, the San Bernardino County Public Transit — Human Services Coordinated Plan speaks to the overall needs of those living in the City. Many of the findings in the document show a need for improved regional travel to access employment, commercial and medical opportunities outside of the City. Coupled with the findings from the Census, this SRTP should explore the possibility of providing regional service to neighboring areas in Arizona.

Planning studies of the Fort Mojave Indian Reservation Study, BATS SRTP and WACOG’s Regional Coordination Transportation Plan illustrate service improvements that take place within the Reservation. Opportunities exist to connect Needles Transit Services to BATS in Arizona, thus allowing better connectivity and more opportunities for those living in Needles. VVTA’s COA includes Route 200 and Needles CarShare program as integral parts of the agency. As the CTSA, it is important that regional connectivity exists between Needles and other points of San Bernardino County.

The Needles SRTP will build further on the findings and recommendations of other planning efforts. Opportunities exist to create true regional connections and provide the residents of Needles access to jobs, commercial, retail and medical opportunities that are not readily available in the City.

COMMUNITY OUTREACH

Approach

During early November 2018, outreach meetings were conducted with various Needles' stakeholders and constituency representatives to understand how current Needles Transit Services are working and what needs, concerns and opportunities could be identified. Outreach activities included:

- Interviews with key community stakeholder agencies and organizations
- Public Open House on November 8th at the Needles Senior Center with notices on-board the vehicles and around the community
- Meeting with Needles Transit Services Drivers and Dispatchers

Figure 9 presents a listing of the organizations and agencies who participated in the outreach process. Including the community meeting, approximately 40 persons participated with another 60 persons providing surveys through the on-board rider survey process.

Figure 9, Agencies and Organizations Involved in SRTP Research

Agencies Involved in SRTP Outreach

- City of Needles
- Needles Chamber of Commerce
- Colorado River Medical Center
- Department of Aging and Adult Services
- Department of Behavioral Health
- Needles Center for Change
- Needles Regional Senior Citizens
- Needles Transit Services Drivers and Dispatchers
- Needles Unified School District
- Palo Verde College, Needles Center
- St. Vincent de Paul Society

Messages from the Public Meeting

At the November Open House, participants were invited to provide feedback in multiple ways:

- Conversation with the consultant team and City staff;
- Writing comments and drawing on maps; and
- “Voting” with prop money on improvements that matter to them.



Written Comments

Comments provided by community members at the Open House largely echoed those heard during other outreach activities. These included:

Access to Grocery Stores Across the River

- Need transportation to Fort Mohave
- Need transportation to grocery stores across the river, like Walmart and Smith’s
- Need rides for shopping trips (even on weekends)/need to be able to take more than two bags

Dial-a-Ride Improvements

- Replace Dial-a-Ride (Senior) buses
- Need expanded hours on Dial-a-Ride (Senior) bus: 7, 8 or 9 a.m. to 7 or 8 p.m.
- Need a 30-ride punch pass for Dial-a-Ride (Senior) bus
- Check that seatbelts on Senior bus are working
- Drivers need hands-free device for calls from Dispatch
- Drivers shouldn’t take personal calls

Regional Transportation

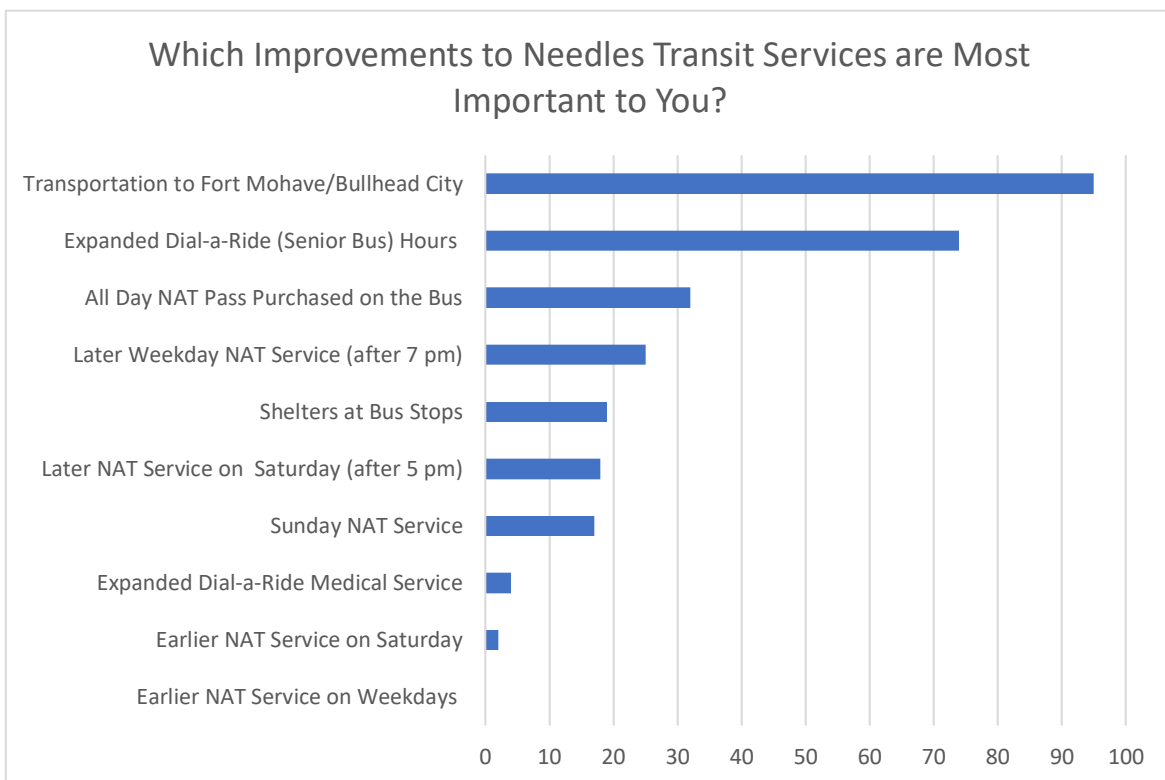
- VVTA CarShare program should have more cars and allow more than 200 miles a day
- Need bus service to San Bernardino and back, at least twice a day

Voting on Improvements

As they entered the Open House, each participant was given \$20 in prop money — one 10-dollar bill and 10 one-dollar bills — to spend on improvements. Participants voted by placing the amount of their choice in buckets labeled with NAT and Dial-a-Ride enhancements. They were asked to spend the 10-dollar bill on the improvement that was most important to them. These 10-dollar bill “votes” were weighted more heavily when calculating the totals. As detailed in Figure 10, the improvement with the most votes was Transportation to Fort Mohave/Bullhead City followed by Expanded Dial-a-Ride Hours.



Figure 10, Outcome of Voting on Improvements at Community Open House



Ten Themes Drawn from Community Stakeholders

The following 10 themes summarize the topics raised by community stakeholders during November 2018 interviews, dispatcher/driver meetings and Community Open House discussions.

1. Considerable awareness of and favorable impression of NAT services

Many individuals had favorable comments about the NAT services in and around the City of Needles. Several human service agency personnel had ridden the NAT to understand where it went and how riders accessed it. Others have been on the City of Needles' website but most spoke of seeing the vehicle traveling about the City, particularly the new vehicle most recently, and the NAT bus stops.

At the Open House, despite efforts to elicit concerns or complaints about the NAT from meeting participants, none were proffered. There were no concerns expressed around on-time performance, with some comments that customers recognize the NAT may deviate to pick up or drop off someone but fairly quickly gets back to its scheduled times at its bus stops.

2. Current NAT network serving most areas of the City well

The NAT routing has essentially been in place since the inception of the NAT in the early 1990s. There appears to be no desire or need to make improvements. Drivers commented that some deviations are to areas “inside” of the neighborhoods where the NAT travels on the perimeter. But the deviation capability makes this a non-problem.

One Open House participant asked that a stop be added in the south end of the route, between the existing Safari Drive at Cherry Street stop, near Victory Drive or on East Broadway. Drivers reported that they do sometimes drop an individual or two off in this area.

3. Some, limited support for expanding current NAT hours and days of service

The NAT currently operates Mondays through Fridays between 7 a.m. until 7 p.m. and on Saturdays from 10 a.m. until 5 p.m. There was some very limited support for expansion of service to Sunday, but this improvement ranked in the seventh position among a total of 10 possible enhancements, making it not a high priority need.

Increasing NAT weekday hours on Mondays through Thursdays was requested by Palo Verde Community College staff whose evening classes run until 8:30 p.m. Enrollments are small, five to six persons per class, but even a few additional persons at these evening classes could make the difference between holding them or cancelling them.



4. Continued importance of bus stop, pedestrian access and bicycle improvements

The City has commenced a multi-year bus stop improvement program with improvements and enhancements to stops and shelters over the next several years. Stakeholders commented that with the increasing number of days of extreme weather, more and more days with high temperatures and high winds, the bus stop shelters are very important. The City's emphasis on high-use stops makes sense, but efforts to provide additional shelters, across the system, should continue expeditiously.

Improvement to sidewalks, with continued attention to wheelchair and mobility device accessibility, is also important as there are still numerous areas of Needles without a sidewalk and with an accessible path that is essentially hard-packed dirt. Drivers report an interest in more benches at stops across the City. There is an expressed desire for solar lighting at bus stops, particularly for the winter months when darkness comes early. Bicycles are an additional mode of travel in Needles and are particularly important for young people. Continuing attention to safe-paths-of-access, including Class II and III bike paths will benefit those on bicycles, as reported by Needles Unified School District personnel.

Bus stop information enhancements, planned for implementation this winter, met with an enthusiastic response from several stakeholders. The School District and College personnel said that there are newcomers who would benefit from specific times at each bus stop. DAAS and Needles Unified School District staffers also described newcomers to the City of Needles who were unfamiliar with local services.

5. Dial-a-Ride service (Senior Bus) is well used and appears to be popular

The City's specialized transportation that provides curb-to-curb service on weekdays between 9 a.m. and 1 p.m. appears to be a popular service, from a review of the dial-a-ride trip sheets and in conversation with agency representatives.

Passenger trips range from a high of 33 trips per day to an average of 17 trips per day, with a solid three to six persons traveling daily to the Senior Center for lunch. These are short trips, reflected in average daily vehicle miles traveled of 36 miles, and most passenger trips at 2 miles and under.

DAAS programs, including the In-Home Support Services and the MediCal program, make monthly Senior Bus passes available for distribution to the local clientele, generally on a first-come, first-served basis. Staffers report that there is always a need for more passes.



6. NAT Fare policy a topic of interest

Various stakeholders spoke of the difficulties of some Needles residents in putting together the \$1.30 one-way fare for a NAT trip. Reportedly, there are 95 to 100 homeless individuals in Needles. School

district, college representatives, DAAS and Center for Change staff all spoke to this challenge for some of their constituents.

The St. Vincent de Paul Society has a modest ability to purchase fare cards and provide them to the most destitute. There is some interest in bolstering their grant-writing ability in order to be able to provide more such “free fare” opportunities.

Day-pass capabilities were expressed as a desire, one way in which to offset the passenger cost of multiple daily trips on the NAT; although the effect of any type of day-pass on the minimum passenger farebox requirements is not at all clear.

Agency purchase of passes is reported by DAAS, the Tri-State Medical Center, the Center for Change and the Behavioral Health Center. No problems with the current pass purchase procedures were reported.

7. Connections to Arizona Medical appointments through the City of Needles Dial-a-Ride Medical at a low level of use

The City’s specialized transportation into Arizona provides curb-to-curb service between the Needles Senior Center and the Valley View Medical Center in Fort Mohave for \$6 or to the Bullhead City area medical facilities for \$12. These fares are prepaid, with advance reservations for the service. An average of two passenger trips per run, generally a single person provided with a round-trip, are made a couple of times each week.

There were conflicting messages from stakeholders about this service. On the one hand, many specialized medical services in Arizona, such as orthopedics, dentistry, ob-gyn and other medical specialties, are not available in Needles. And, there are a few doctors in Arizona who provide services to California Medi-Cal recipients. Conversely, the use rates of the Dial-a-Ride Medical are lower than expected. Anecdotal information suggests that single individuals are using the service, particularly one person who requires two- and three-times’ weekly dialysis trips with a four- to five-hour vehicle round-trip. Stakeholders reported that as currently configured, the program doesn’t work for many, and some riders reported poor experiences.

8. Connections to Barstow, Victorville and the County Arrowhead Medical Center crucial to Needles residents who wish to use San Bernardino County services

Transportation assistance needs into Barstow and Victorville continue. These include court appointments — now moved to Victorville — child abuse program referrals now in Barstow, and visitation to kids in foster homes in Barstow and Victorville, among other trip purposes.

Various agency personnel reported general familiarity with the Friday-only service, Route 200, currently provided by the VVTA, which originates in Needles at 6:15 a.m. to travel to Barstow and Victorville, leaving Victorville at 2:30 p.m. with a 4 p.m. stop in Barstow and a 7:15 p.m. arrival in Needles. There is some confusion about the program, with some perceiving that it only serves trips traveling to or from the County courts in Victorville. Agency personnel at the Behavioral Health Service believed that the Route 200 only served court appointments while several stakeholders were uncertain as to where to go

to get more information about Route 200. There was uncertainty as to whether the service could transport a person in a wheelchair.

Stakeholders expressed appreciation for this resource, indicating that it was “very useful” but:

- a) wished that it ran twice a week for those that need to stay overnight to complete their business, and;
- b) that it be extended down to the Arrowhead Medical Center instead of turning around in Victorville.

Apparently, according to Medical Center staff, when Medi-Cal patients are referred to Arrowhead Regional Medical Center, their trip to ARMC facilities is covered but patients have to find their own return trip home. Behavioral Health Center staff noted that lacking a connection directly between Needles and the ARMC, it would be valuable to promote information about connecting via the 12:30 p.m. VVTA B-V Line departure from ARMC to the Friday 2:45 p.m. departure from Victorville’s 7th and Lorene Transit Center.

9. Connections to Arizona for groceries and for work trips are of high importance

Numerous stakeholders, including the Center for Change, Colorado River Medical Center, Behavioral Health Center, DAAS and the Chamber of Commerce, spoke to the difficulty of transportation access to groceries, including fresh meats and vegetables, now that the 99 Cents Only Store has closed and there are no grocery stores in Needles. Also reported, with request for alternatives, was the unavailability of transportation to jobs at the many businesses adjacent to Highway 95 from the Colorado River north to Fort Mohave and on to Bullhead City.

Enthusiasm for some type of shopper shuttle — operating a couple of days a week or perhaps one day a week with a couple of runs — was considerable. “Wonderful,” “excellent,” “lots of support,” “great” and “huge” were among the adjectives expressed. Stakeholders observed that people had learned to adapt to something that they shouldn’t have to adapt to and it would be much better to ensure a more regular flow of fresh foods to Needles’ residents through some sort of public transportation solution. It would, however, be important to promote any new service, given that people have developed varying work-around strategies.

Serving work trips, including earlier a.m. and return trips at the end of the traditional work day, was expressed as important by representatives of the Center for Change and the Chamber of Commerce, among others, noting that there are quite limited numbers of jobs to be had now in Needles proper. Most jobs are across the river, whether in retail or at the casinos. The increase in the Arizona minimum wage from \$7.50 to \$10 suggests that it will be more possible to earn a living wage and so there will, therefore, be greater interest by those without transportation to pursue entry-level work.

Awareness of the VVTA CarShare program, operated cooperatively with Enterprise Rent-a-Car, was reasonably widespread among the stakeholders contacted. The two vehicles parked at the Needles Credit Union on Broadway can be secured for \$5 an hour for those who reserve the vehicle in advance. Eligibility includes being age 21 or over, being a resident of Needles and having a major credit card or debit card. Demand for the vehicles is reportedly high during the first week of the month.

10. Limited use of technology in the transit environment

Community representatives, despite the recent LCTOP promotion of the NAT, generally expressed limited awareness of Google Transit and its ability to identify the closest NAT bus stop and when the next bus was scheduled to arrive there. Those introduced to it were quite excited to discover that NAT buses were identifiable on their smartphone.

Riders of the NAT expressed concern that so much communication was handled via a cell phone that the driver holds. For both the Senior Bus and the NAT, there is no tablet or screen display of trips, the Senior Bus demand-response pick-ups or the NAT deviation pick-ups. Ensuring a “hands-free” environment for drivers will be an important safety feature.

Dispatchers for the Senior Bus, Dial-a-Ride Medical and the NAT handle all requested curb-to-curb or deviation pick-ups through manual entry into dispatcher logs. Given the small size of the system, with single-bus operations, this has generally worked well. However, there are likely some tablet-oriented tools that could aid both dispatchers and drivers, albeit at these low per-day trip levels, with computer-entry of trip requests that can be readily uploaded both to tablets on the vehicles and to the TransTrack reporting system.

Survey Findings From Current Riders

Survey Design and Approach

An onboard survey was conducted to invite input directly from NAT riders to better understand their travel patterns and transportation needs. The results of this survey will contribute to the development of future transit marketing activities or service modifications and improvements in Needles.

The two-page onboard survey included 33 questions, grouped into four topical areas, including:

- Travel behavior of respondent;
- Desire for service modifications or improvement;
- Access to transit information; and
- Rider demographics and profile.

Each survey was printed on card stock for durability and serially numbered to allow tracking of each distributed form. The survey questions were developed by the SRTP consulting team with input provided by the City of Needles and the SBCTA.

The survey was administered on the first Monday of October 2018. NAT drivers reported that the first Monday of the month is usually their busiest day with the highest ridership.

Two surveyors boarded the vehicle at the first bus stop at G Street and Broadway and solicited responses beginning at 7:00 a.m. Surveys were distributed to each passenger boarding the bus who was willing to complete the form and had not already completed a survey that day. The surveyors continued to administer the survey on each one-hour loop of the NAT service throughout the day until 4:00 p.m. The afternoon ridership consisted mostly of repeat passengers surveyed earlier in the day.

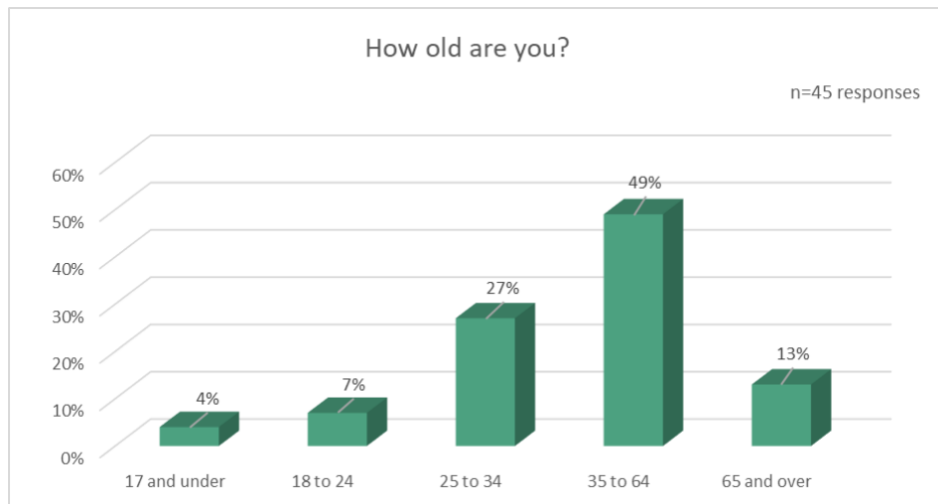
Summary of Survey Results

A total of 60 surveys were completed during the survey period. The survey data was entered into a Microsoft Access database, where the compilation of survey data is presented in a series of reports that can be found in Appendix A. These reports provide the compiled survey data summarized in this section.

Rider Characteristics

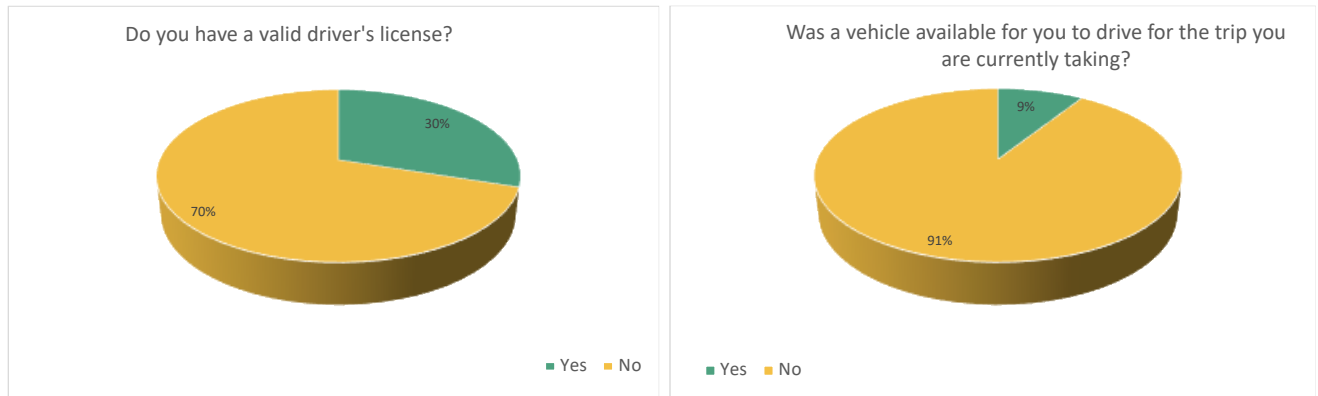
Each rider was asked to provide their age as an open-ended response. The responses were then grouped into five brackets: youth under the age of 17, young adults between the ages of 18 and 24, adults ages 25 to 34, adults ages 35 to 64 and older adults 65 and over. The youth group and younger adults are likely to consist of student travelers from grade school through college. The older age categories are expected to include shoppers, work commuters and those traveling to various appointments. Overall, adults between the ages of 25 and 64 account for three-fourths of the NAT's ridership. Only 13 percent of respondents reported to be over the age of 65 (Figure 11).

Figure 11, Onboard Survey: Age of Rider



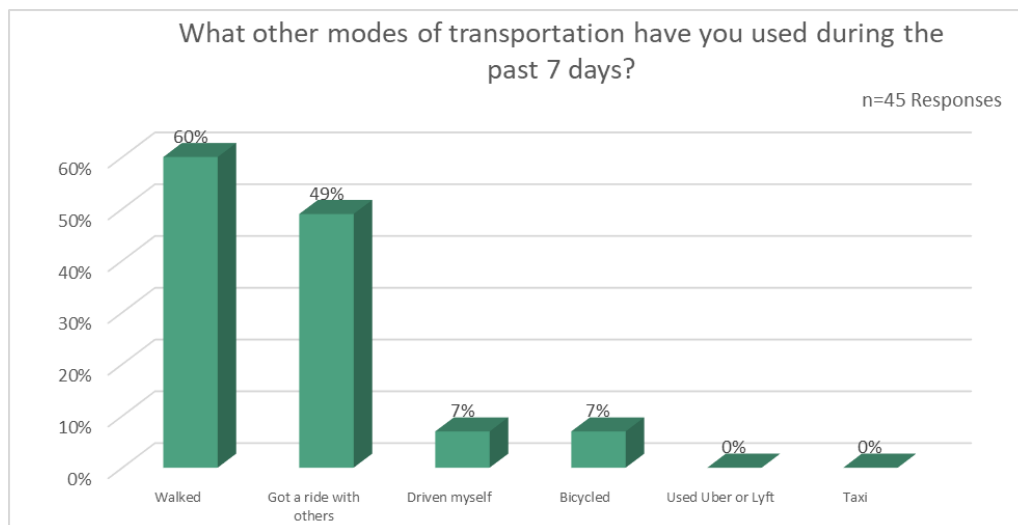
The NAT's ridership is shown to be very transit dependent with only 30 percent of respondents indicating they had a valid driver's license (Figure 12). This dependency is further reinforced as only 9 percent of those surveyed reported having access to a vehicle to otherwise drive the trip they were currently making. This means that the NAT service is a vital lifeline for the majority of its riders. It also means that in the Needles environment, where local resources are diminishing, the level of service provided by the NAT determines when most riders can travel. Service hours, days, frequency and geographic coverage govern the riders' mobility.

Figure 12, Onboard Survey: Ability to Drive



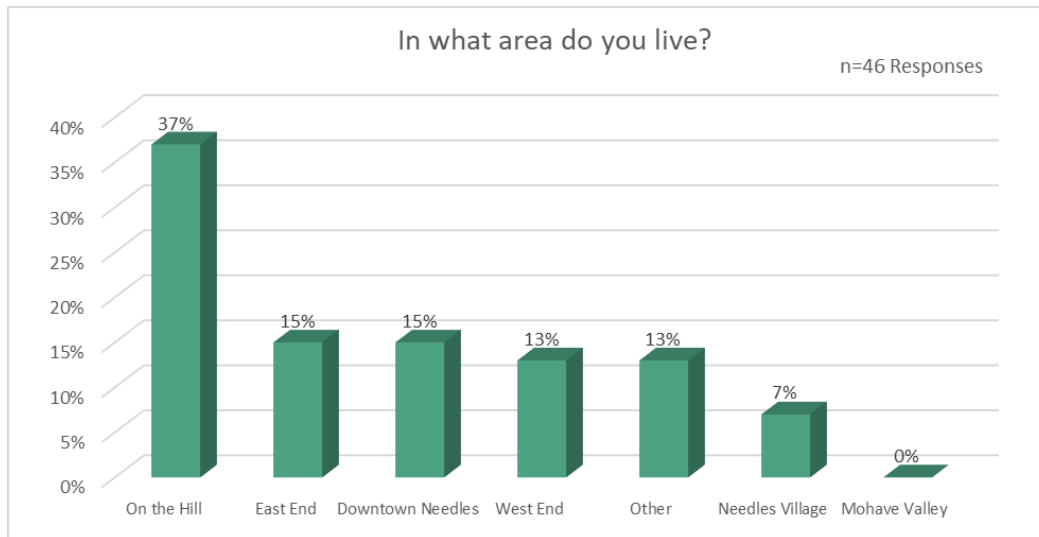
When asked what other modes of transportation they used besides NAT in the past week, 60 percent indicated walking to their destination and 49 percent reported catching a ride with someone else (Figure 13). Only 7 percent of riders reported driving themselves, further reinforcing the previous findings of transit dependency.

Figure 13, Onboard Survey: Other Modes of Travel



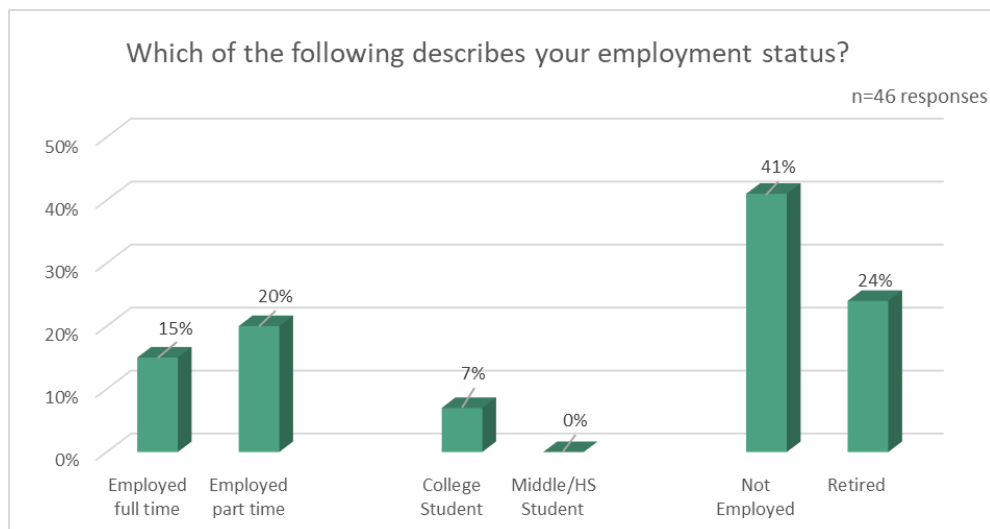
As demonstrated in Figure 14, most of the transit passengers (37 percent) reported living “On the Hill.” Residents of the East End of the City and Downtown are reported at 15 percent, respectively. The West End of the City is represented at 13 percent of respondents, while only 7 percent of riders live in the Needles Village. Another 13 percent of riders indicated living in some other part of the community. No passengers reported living in Mohave Valley.

Figure 14, Onboard Survey: Where Riders Live



The employment status of surveyed riders is presented as those that are currently working, are in school or are not employed. The majority of respondents are either unemployed (41 percent) or retired (24 percent) (Figure 15). This accounts for almost two-thirds of the NAT ridership and suggests that these trips are likely provided for shopping or appointments. Part-time employment was reported by 20 percent of riders and full-time employment was reported by 15 percent of those surveyed. Only 7 percent of riders reported that they are college students. There were no middle school or high school responses. It should be noted that some respondents reported being both a college student and either employed part-time or unemployed.

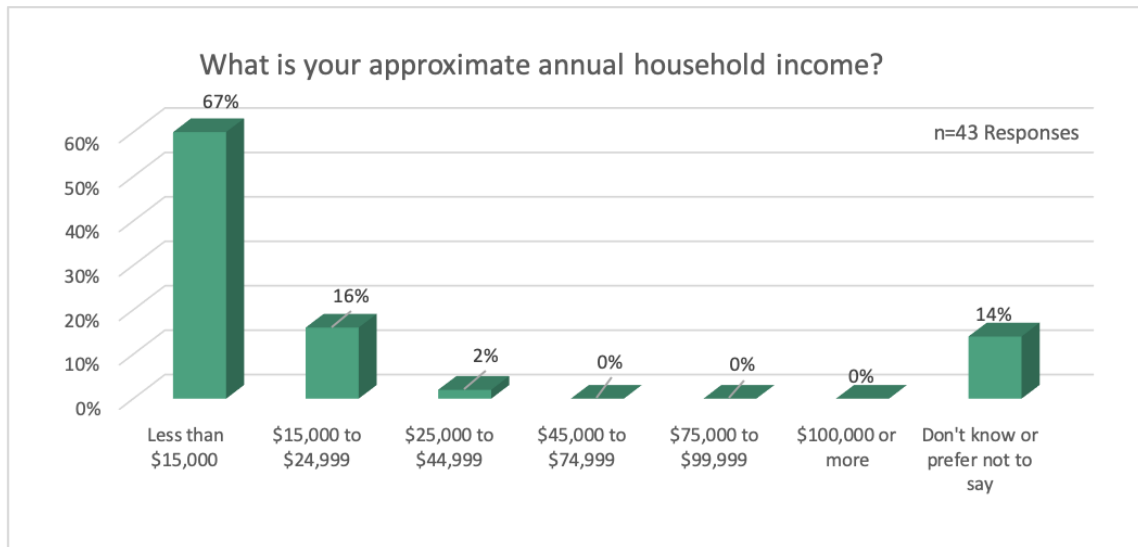
Figure 15, Onboard Survey: Employment Status



Survey respondents were asked to estimate their household income by selecting the dollar range that best matches their annual earnings. Of the respondents that were willing to provide annual household

income, 67 percent of rider households are earning less than \$15,000 per year. Another 16 percent are earning between \$15,000 and \$25,000 per year, as illustrated in Figure 16.

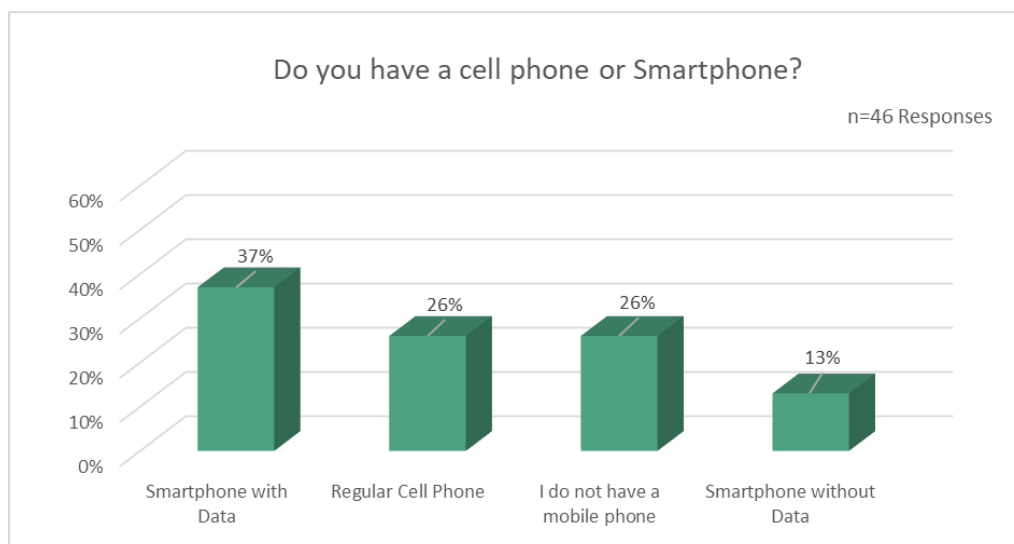
Figure 16, Onboard Survey: Household Income



Continued advances in technology and society's reliance on web-based applications have provided transit with new ways to interact with its consumers. Routing and fare information can be accessed through a transit agency's website or online through apps like Google Maps. Smartphones provide a way to access these portals while on the go or to residents without internet access at home.

This survey reports that 37 percent of riders have a smartphone with a data plan (Figure 17). Another 39 percent report having a regular cell phone or a smartphone without access to the internet. While this group does not currently have data services, it could be assumed that in the years to come, these consumers might gain internet access as entry-level smartphones and cellular service become more affordable.

Figure 17, Onboard Survey: Smartphone Access



Travel Behavior

To further understand the way in which riders utilize the NAT service, passengers were asked a series of questions related to their length of time as a NAT rider, their trip purposes and travel frequencies. Most survey respondents (40 percent) reported riding the NAT since or prior to 2012. Between 2013 and 2017, the NAT gained new riders at modest levels. However, 20 percent of riders reported that they began riding the NAT in 2018, a significant increase over previous years (Figure 18). This increase could be a result of the recent LCTOP marketing campaigns, which offered free rides as incentives to attract new riders.

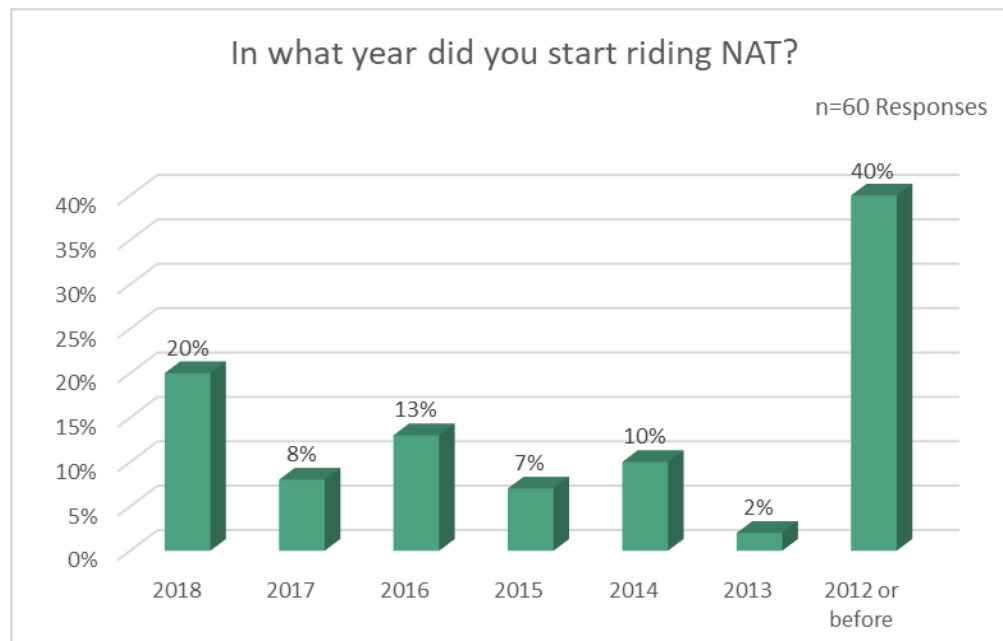


Figure 18, Onboard Survey: NAT Ridership Tenure

The most common travel destination is reported as shopping trips at 51 percent, followed by medical appointments at 20 percent (Figure 19). This reflects an older, transit-dependent ridership base that is largely unemployed or retired. Work trips were reported by 16 percent of riders while 13 percent are commuting to and from school or college. Trips for recreation, long-distance travel and social service appointments were reported at modest levels.

Figure 19, Onboard Survey: Trip Purpose

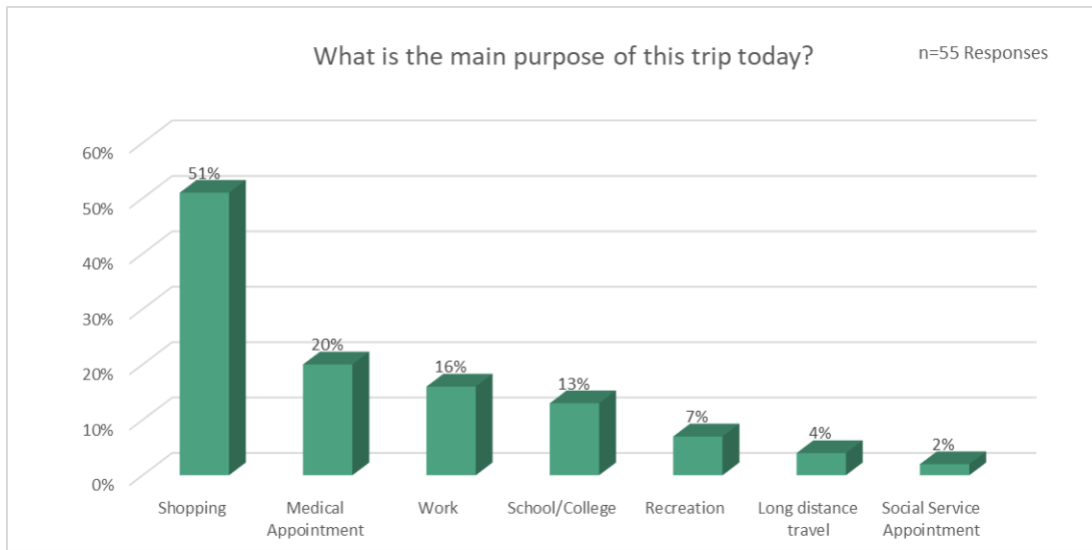
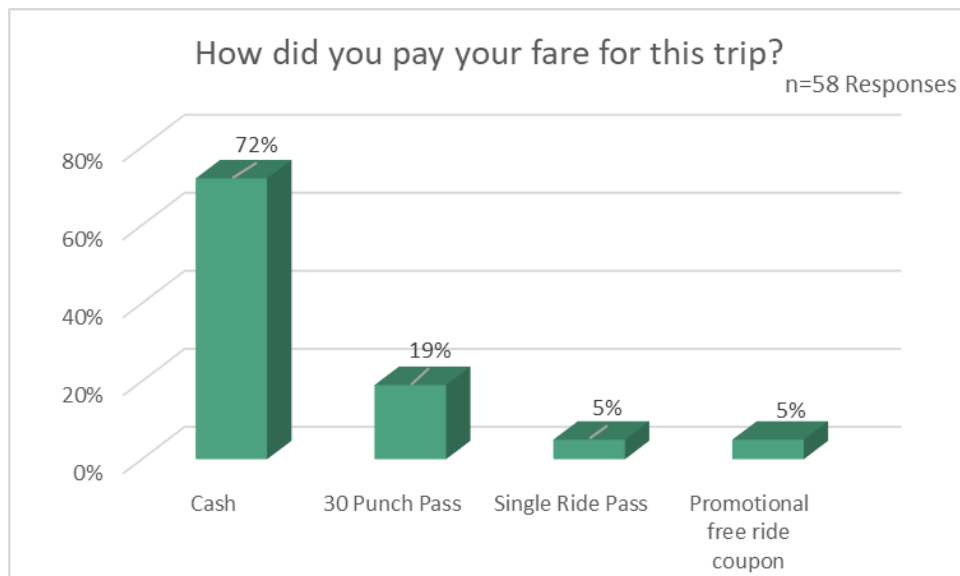


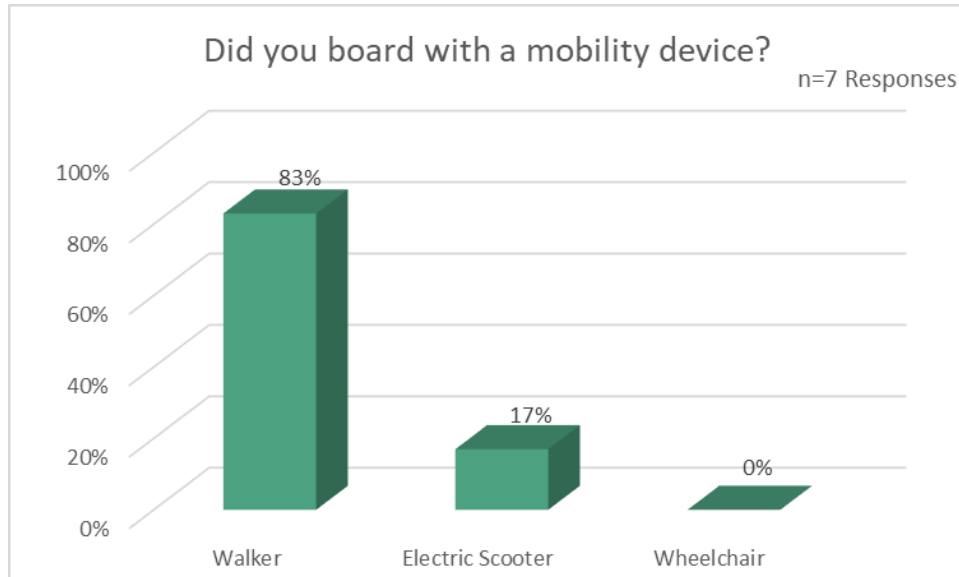
Figure 20 demonstrates that the majority of riders (72 percent) used cash to pay the bus fare for the trip they were making when surveyed. The NAT offers a 30-punch pass that offers a discount over the cash fare for a single trip. The punch pass was used by 19 percent of passengers while the single-ride passes and the promotional free coupon from the LCTOP marketing campaign were used by 5 percent of passengers, respectively.

Figure 20, Onboard Survey: Fare Payment



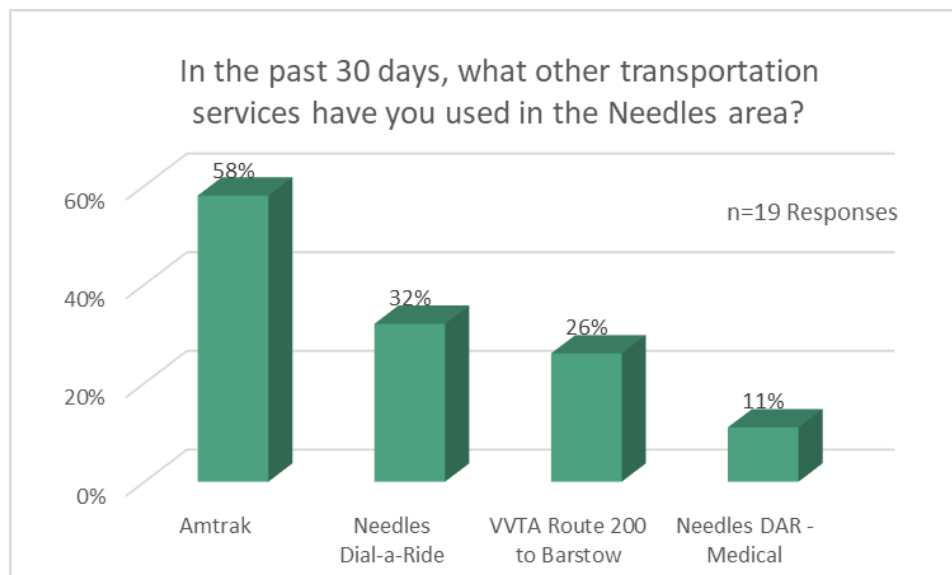
Only 10 percent of surveyed riders boarded the vehicle with a mobility device. Of those, 83 percent, or five people, boarded with a walker. Only one passenger boarded with an electric scooter. There were no wheelchair passengers surveyed that day (Figure 21).

Figure 21, Onboard Survey: Mobility Device Usage



The NAT is still the most utilized service in the Needles community, but transportation options have grown over the past couple of years with the introduction of VVTA's Route 200 to Barstow and the CarShare program. In the past 30 days, 58 percent of passengers indicated having ridden Amtrak while 32 percent of riders have used the local senior and disabled Dial-A-Ride (Figure 22). More than one-fourth of respondents have used the VVTA Route 200 to Barstow and 11 percent have used the Dial-A-Ride Medical service into Arizona.

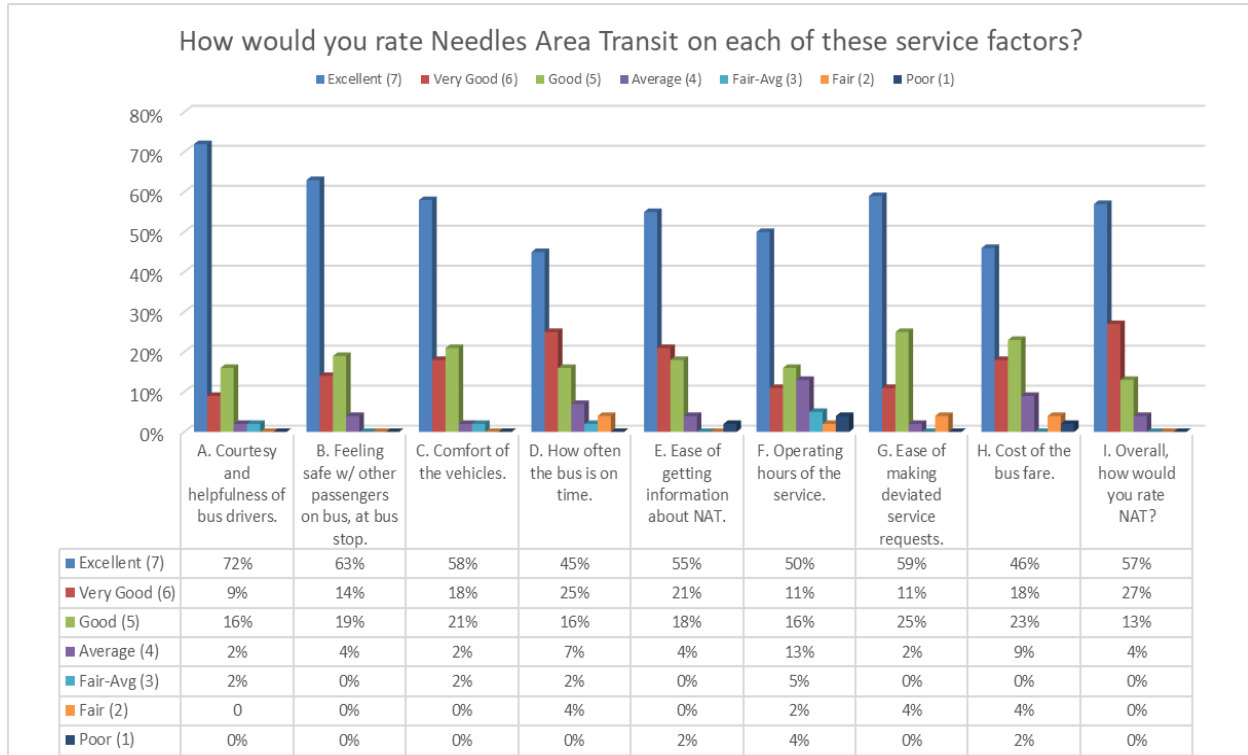
Figure 22, Onboard Survey: Other Transportation Services



Service Rating and Desire for Improvements

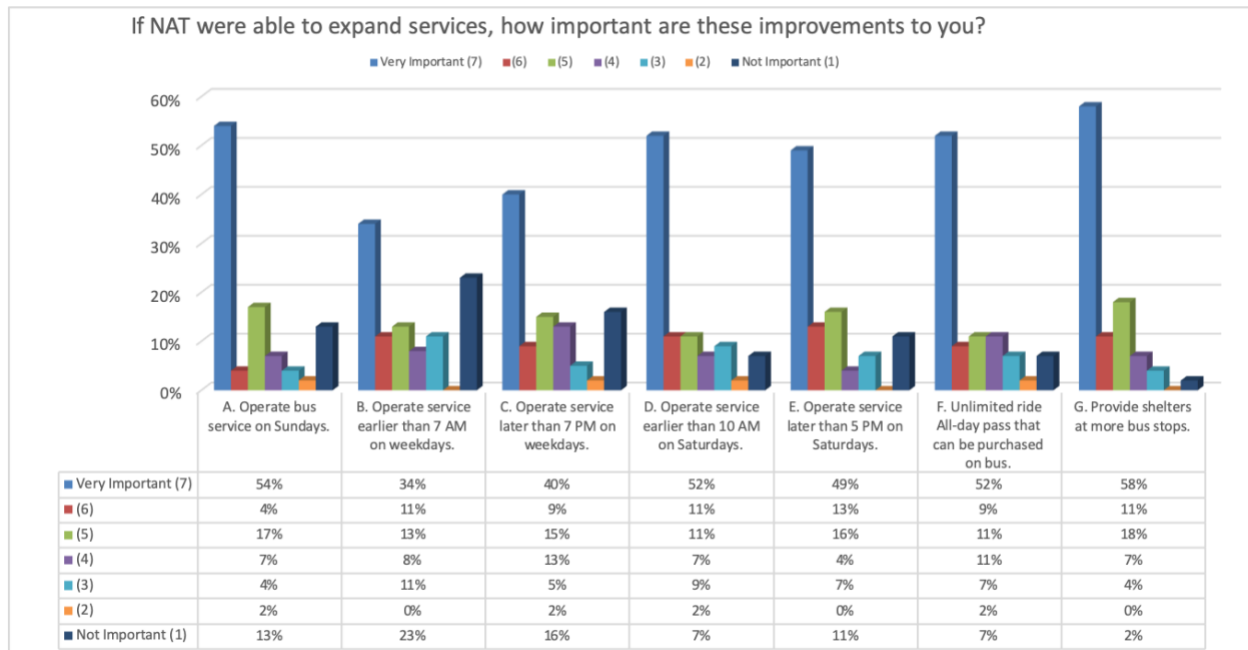
Service satisfaction is presented in Figure 23 for nine areas of customer interaction and rated on a seven-point scale, ranging from excellent to poor. Rider responses were predominantly positive where every category was led with excellent ratings as seen by the blue columns in the chart below. Very few categories have ratings of average or below; however, on-time performance, fare affordability and operating hours of service show slightly lower satisfaction ratings. Courtesy of drivers, safety and ease of deviation were amongst the highest ratings.

Figure 23, Onboard Survey: NAT Performance Ratings



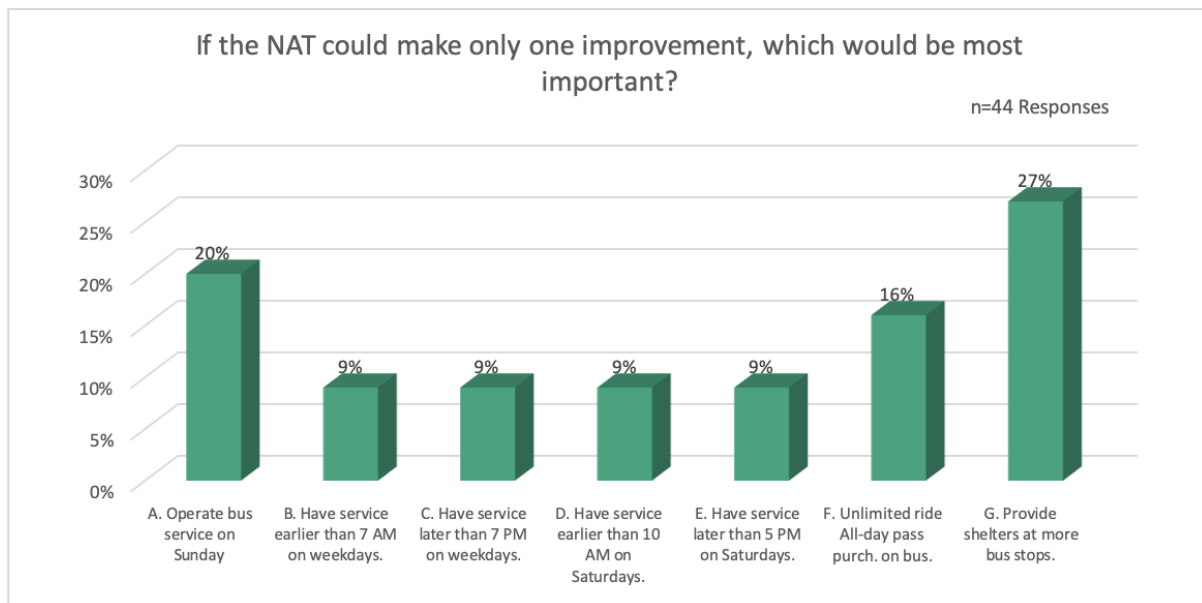
Riders were presented seven service improvements and were asked to rate the improvements on a seven-point scale, ranging from very important to not important. Outcomes are presented in Figure 24. The highest rated improvement was to provide shelters at more bus stops. It gets very hot during the summer months in Needles so providing some relief from the sun is of high concern to residents. Also, highly rated was the possibility of an unlimited day pass that can be purchased on the bus. An analysis of the financial implications a day pass might present to the system's farebox recovery ratio will need to be explored as this possibility is considered. Another highly desired improvement was to operate Saturday service earlier than 10:00 a.m. Although still mostly in favor, the lowest rated improvements were to operate service earlier than 7:00 a.m. or later than 7:00 p.m. on weekdays.

Figure 24, Onboard Survey: Importance of Service Improvements



When asked to narrow their improvement choice down to a single option, 27 percent of riders indicated their preference for more bus shelters followed by new Sunday service at 20 percent (Figure 25). The introduction of an all-day bus pass is supported by 16 percent of respondents while all other categories are favored by 9 percent of passengers, respectively.

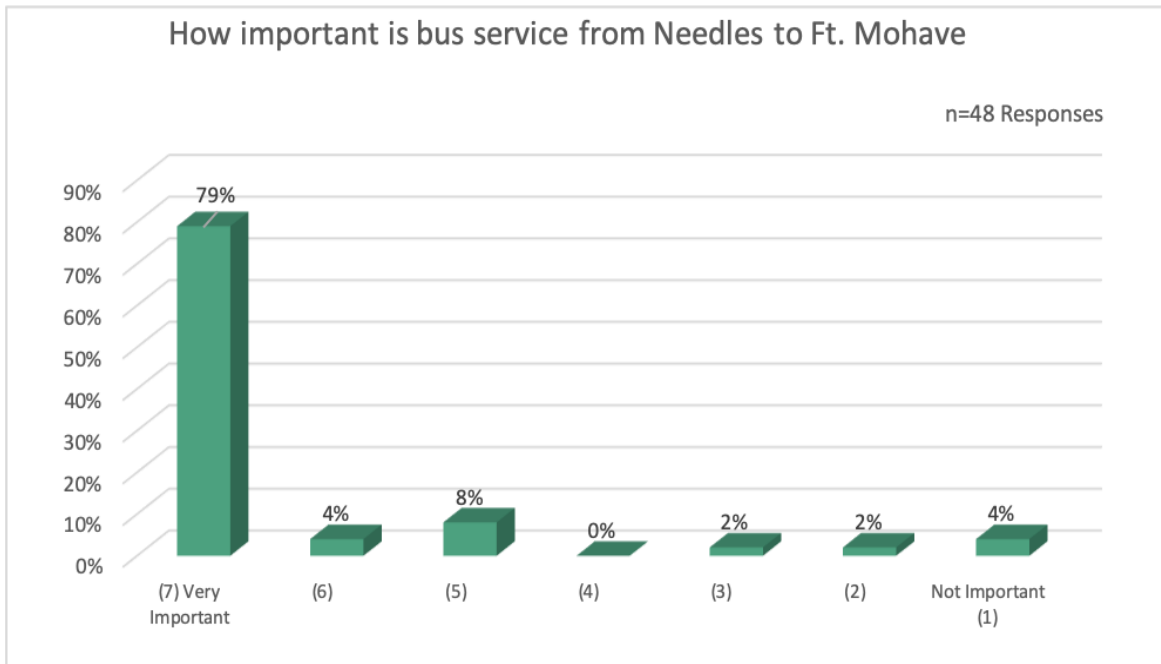
Figure 25, Onboard Survey: Most Important Service Improvement



Currently, the nearest grocery stores for residents of Needles are located across the Colorado River into Arizona in Fort Mohave. There, shopping is possible at Walmart, Safeway and Smith's markets. Riders

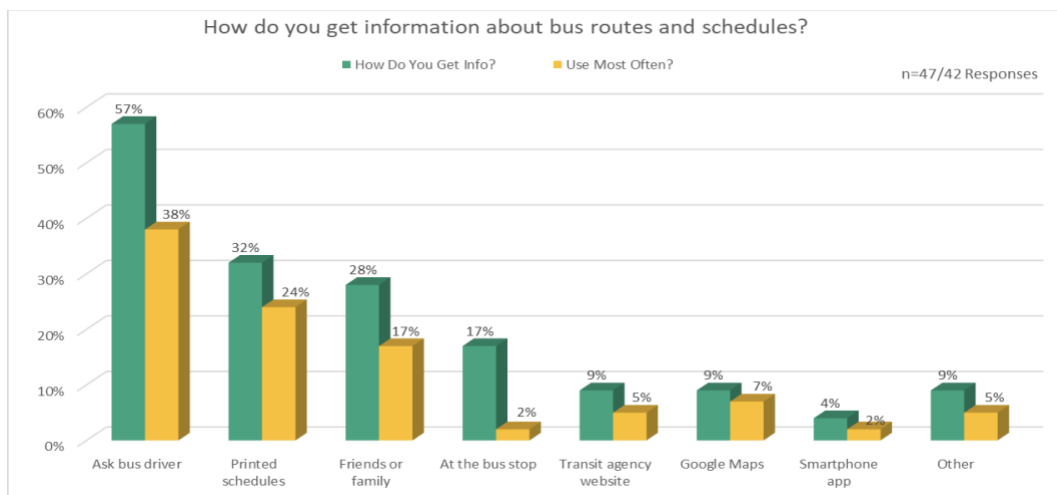
were asked to express how important a public transit connection to Fort Mohave would be to them. Responses, detailed in Figure 26, reveal a very high level of importance for a service of this nature, with 79 percent of riders indicating that it was very important and another 12 percent expressing a moderate level of importance.

Figure 26, Onboard Survey: Ft. Mohave Service



The most common way NAT riders get transit information is from the drivers while onboard the vehicles (57 percent). About one-third of the ridership is still using the printed schedules and 28 percent reported asking friends or family for help (Figure 27). Information also is being accessed at bus stops where schedule information is available. Accessing transit information online through the agency website, Google Maps or a smartphone app is not as popular as other channels.

Figure 27, Onboard Survey: Access to Transit Information



To better gauge the effectiveness of the recent free-ride campaign and the feasibility of future marketing efforts, riders were asked a series of questions related to awareness of the campaign, utilization of the free ride and how it might affect their transit behavior.

Almost half of the riders (47 percent) surveyed had seen some form of advertising for the NAT bus over the previous six months (Table 12). Encouragingly, 72 percent of those surveyed had taken advantage of the free-ride campaign and 84 percent of respondents were regular bus riders prior to receiving the free ride.

Table 12, Onboard Survey: Marketing Awareness and Free Rides

Transit Marketing Awareness	YES	NO
Have you seen any advertising for the NAT in the last 6 months?	47%	53%
Have you taken advantage of a free ride offer in the last 6 months?	72%	28%
Were you a regular bus rider before you received the free ride?	84%	16%
Do you expect to be still using the NAT in a year from now?	87%	13%

Discussion

The onboard survey findings describe NAT’s typical riders: adults, many unemployed or retired, who rely on NAT as their main method of transportation. Riders are generally very satisfied with the NAT, with the majority rating it as “Excellent.” They are interested in transportation across the river to grocery stores, in shelters at bus stops and service on Sundays. This input, in conjunction with other community input, is useful to prioritizing potential enhancements to NAT’s services.

SYSTEM PERFORMANCE ASSESSMENT

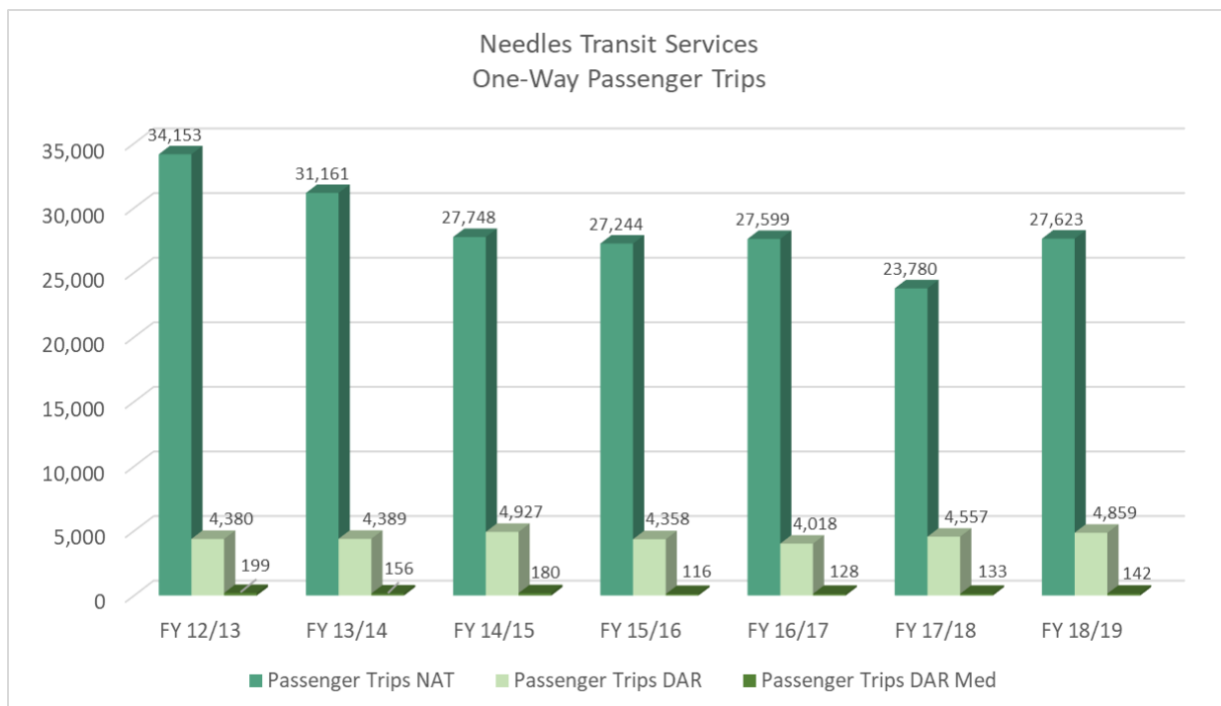
Existing Deviated Fixed-Route and DAR Service Performance

This section presents the performance measures of the NAT Deviated Fixed-Route, Senior Dial-A-Ride and Dial-A-Ride Medical/Shopper Shuttle Pilot programs. In Figure 28, key performance indicators are presented by mode over a seven-year period, from FY 12/13 through FY 18/19.

Ridership on the NAT service declined each year between FY 12/13 and FY 14/15 to 27,748 trips, a two-year decrease of 19 percent. Ridership remained level over the following two years through FY 16/17 and then declined again by 14 percent in FY 17/18 to 23,780 passengers. In FY 18/19, NAT regained ridership to previous years' levels at 27,623 trips. The decline in FY 17/18 could be attributed to the closing of the 99 Cents Only store in April 2018.

The Senior Dial-a-Ride has shown consistent ridership over the seven-year period. The highest years of ridership were during FY 14/15 and FY 18/19, reaching almost 5,000 passenger trips while the lowest year's total occurred in FY 16/17 at 4,018 trips. The Dial-A-Ride Medical service had its most productive year of ridership in FY 12/13 at 199 passenger trips. Service fell to its lowest point during FY 15/16 at 116 trips but has slowly increased over the following years to 142 in FY 18/19.

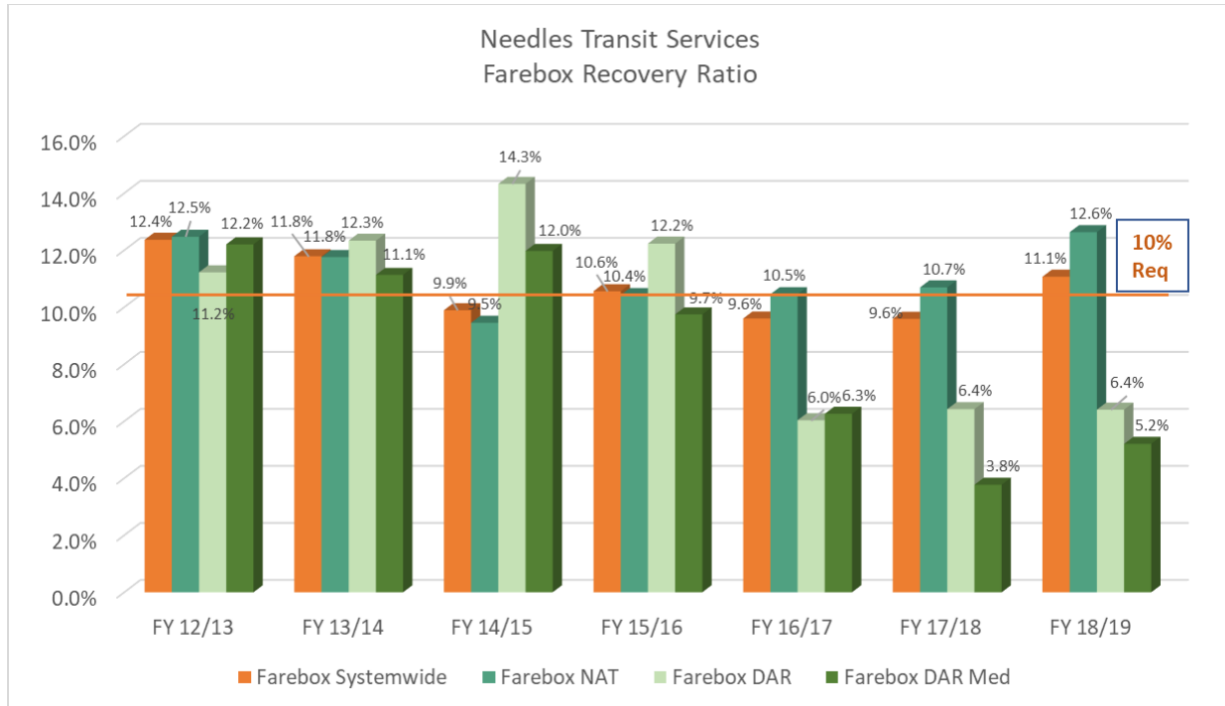
Figure 28, Needles Transit Services Trips Provided



As a rural public transit operator, Needles Transit Services is required to maintain a systemwide farebox recovery ratio of 10 percent, as depicted by the orange line in Figure 29. All Needles services met farebox in FY 12/13 and FY 13/14, but declining ridership and increasing operating costs on the NAT service brought the systemwide farebox recovery ratio down to 9.9 percent in FY 14/15. An increase in fare revenue and ridership and a slight decrease in NAT operating costs brought the systemwide farebox

recovery ratio to 10.6 percent in FY 15/16. Increases in operating costs due to the change in contractor for the Dial-A-Ride programs caused the system to fall short of the 10 percent required farebox ratio during FY 16/17 and FY 17/18 at 9.6 percent each year, respectively. The addition of LCTOP funding for two significant free-ride promotions has helped to increase farebox on the NAT and effectively raise the systemwide recovery ratio to 11.1 percent in FY 18/19.

Figure 29, Needles Transit Services Farebox Recovery



Key performance indicators for all Needles services are presented over the seven-year period in the set of tables that follow. Table 13 shows a summary of performance for the three combined services.

Systemwide findings include:

- Ridership decreased each year between FY 12/13 and FY 17/18 from 38,732 to 28,740 trips but rebounded in FY 18/19 to 32,624. The lowest point in ridership is shown in FY 17/18 at 28,470 trips.
- Vehicle service hours remained constant between FY 12/13 and FY 16/17 but rose by 9.4 percent in FY 17/18.
- Similar to vehicle service hours, vehicle service miles were level between FY 12/13 and FY 16/17 but increased by 5.6 percent in FY 17/18.
- Systemwide operating costs have been increasing each year with the largest single-year increase of 17 percent or \$58,713 shown during FY 16/17. This was driven mostly by the spike in Dial-A-Ride costs when operations were moved away from the senior citizens club to the existing deviated fixed-route contractor. A slight decrease of less than 1 percent was experienced in FY 18/19.

- Fare revenue fell between FY 12/13 and FY 14/15 but has increased each year between FY 15/16 and FY 18/19. The highest year of fare revenue was experienced during FY 18/19 at \$47,764.
- Passengers per revenue hour decreased for six straight years from 8.7 in FY 12/13 to 6.0 in FY 17/18, a decrease of 31 percent. The system showed an increase in FY 18/19 of 15 percent to 6.9 passengers per hour.
- Cost per service hours and cost per service miles were slowly increasing between FY 12/13 and FY 15/16 at about the same rate as operating costs increased. Costs increased at a higher rate during FY 16/17 and FY 17/18 but dropped slightly in FY 18/19.
- The required farebox recovery ratio of 10 percent was met in FY 12/13 and FY 13/14 but fell below the standard in FY 14/15, FY 16/17 and FY 17/18. Farebox recovered in FY 18/19, rising to 11.1 percent.

Table 13, Needles Transit Services Performance Summary

Systemwide	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19	Trend
Passenger Trips	38,732	35,706	32,855	31,718	31,745	28,470	32,624	■ ■ ■ ■ ■ ■ ■ ■
Revenue Service Hours	4,438	4,340	4,412	4,340	4,330	4,738	4,759	■ ■ ■ ■ ■ ■ ■ ■
Revenue Service Miles	58,121	57,547	58,716	59,343	59,267	62,990	62,150	■ ■ ■ ■ ■ ■ ■ ■
Operating Cost	\$316,997.00	\$323,398.00	\$347,517.00	\$345,194.00	\$403,907.00	\$434,858.00	\$431,421.00	■ ■ ■ ■ ■ ■ ■ ■
Fare Revenue	\$39,201.00	\$38,125.00	\$34,388.00	\$36,461.00	\$38,792.00	\$41,724.00	\$47,764.00	■ ■ ■ ■ ■ ■ ■ ■
Passengers per Hour	8.7	8.2	7.4	7.3	7.3	6.0	6.9	■ ■ ■ ■ ■ ■ ■ ■
Passengers per Mile	0.67	0.62	0.56	0.53	0.54	0.45	0.52	■ ■ ■ ■ ■ ■ ■ ■
Cost per Passenger	\$8.18	\$9.06	\$10.58	\$10.88	\$12.72	\$15.27	\$13.22	■ ■ ■ ■ ■ ■ ■ ■
Cost per Service Hour	\$71.43	\$74.52	\$78.77	\$79.54	\$93.28	\$91.78	\$90.65	■ ■ ■ ■ ■ ■ ■ ■
Cost per Service Mile	\$5.45	\$5.62	\$5.92	\$5.82	\$6.82	\$6.90	\$6.94	■ ■ ■ ■ ■ ■ ■ ■
Farebox Recovery	12.4%	11.8%	9.9%	10.6%	9.6%	9.6%	11.1%	■ ■ ■ ■ ■ ■ ■ ■

Table 14 shows the performance summary of the NAT service over the seven-year period. Highlights of notable findings include:

- Decreased ridership in FY 13/14 and FY 14/15 by 19 percent, falling again in FY 17/18 but recovering in FY 18/19.
- Steady levels of service hours and miles over the first five years but noticeably increasing in FY 17/18. This increase in service hours and miles can be attributed to the expanded Saturday service (additional three hours) effective July 1, 2017.
- Annual decrease in average passengers per hour between FY 12/13 and FY 17/18, falling from 10.5 to 7.0 passengers per hour. Positive increase of 15.7 percent in FY 18/19 to 8.1 passengers per hour.
- Met the farebox recovery standard of 10 percent in six out of seven years. Highest recovery was shown in FY 18/19 at 12.6 percent, supported by free-ride campaigns subsidized through LCTOP funds.

Table 14, Needles Area Transit Performance Summary

NAT	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19	Trend
Passenger Trips	34,153	31,161	27,748	27,244	27,599	23,780	27,623	
Revenue Service Hours	3,256	3,268	3,268	3,288	3,292	3,419	3,412	
Revenue Service Miles	46,054	46,440	46,443	46,980	47,913	50,356	50,101	
Operating Cost	\$281,852	\$289,683	\$311,749	\$307,626	\$325,283	\$339,780	\$329,462.00	
Fare Revenue	\$35,151	\$34,069	\$29,473	\$32,072	\$34,017	\$36,343	\$41,618.00	
Passengers per Hour	10.5	9.5	8.5	8.3	8.4	7.0	8.1	
Passengers per Mile	0.74	0.67	0.60	0.58	0.58	0.47	0.55	
Cost per Passenger	\$8.25	\$9.30	\$11.24	\$11.29	\$11.79	\$14.29	\$11.93	
Cost per Service Hour	\$86.56	\$88.64	\$95.39	\$93.56	\$98.81	\$99.38	\$96.56	
Cost per Service Mile	\$6.12	\$6.24	\$6.71	\$6.55	\$6.79	\$6.75	\$6.58	
Farebox Recovery	12.5%	11.8%	9.5%	10.4%	10.5%	10.7%	12.6%	

Table 15 shows the performance summary of the Senior Dial-A-Ride service over the seven-year period. Highlights of notable findings include:

- Fairly consistent ridership with highest production in FY 14/15 at 4,927 trips and FY 18/19 at 4,859 trips.
- Revenue service miles dropped by 13 percent from FY 17/18 to FY 18/19 to 7,926 miles. The highest count of service miles was seen in FY 15/16 at 10,592.
- Fare revenue has increased each year from \$2,745 in FY 12/13 to \$4,478 in FY 18/19, an increase of 63 percent.
- Operating costs increased significantly by 124 percent from \$29,259 in FY 15/16 to \$65,686 in FY 16/17 under the new contractor.
- Increase in operating costs has raised cost per hour and cost per passenger indicators between FY 16/17 and FY 18/19.
- The increase in fare revenue has not been enough to offset the rise in operating costs, which reduced farebox recovery from 12.2 percent in FY 15/16 to 6.0 percent in FY 16/17. Farebox recovery in FY 18/19 was 6.4 percent.

Table 15, Dial-a-Ride Performance Summary

Senior Dial-A-Ride	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19	Trend
Passenger Trips	4,380	4,389	4,927	4,358	4,018	4,557	4,859	
Revenue Service Hours	887	864	921	907	873	875	829	
Revenue Service Miles	9,102	8,421	9,594	10,592	9,508	9,143	7,926	
Operating Cost	\$24,453	\$25,183	\$26,873	\$29,259	\$65,686	\$67,727	\$69,914.00	
Fare Revenue	\$2,745.00	\$3,106.00	\$3,850.00	\$3,579.00	\$3,965.00	\$4,349.00	\$4,478.00	
Passengers per Hour	4.9	5.1	5.3	4.8	4.6	5.2	5.9	
Passengers per Mile	0.48	0.52	0.51	0.41	0.42	0.50	0.61	
Cost per Passenger	\$5.58	\$5.74	\$5.45	\$6.71	\$16.35	\$14.86	\$14.39	
Cost per Service Hour	\$27.57	\$29.15	\$29.18	\$32.26	\$75.24	\$77.40	\$84.34	
Cost per Service Mile	\$2.69	\$2.99	\$2.80	\$2.76	\$6.91	\$7.41	\$8.82	
Farebox Recovery	11.2%	12.3%	14.3%	12.2%	6.0%	6.4%	6.4%	

Table 16 shows the performance summary of the Dial-A-Ride Medical service over the seven-year period. Highlights of notable findings include:

- Ridership peaked in FY 12/13 at 199 trips and then dropped to 116 in FY 15/16. Ridership in FY 18/19 was 142 trips.
- Significant increases in service hours and miles in FY 17/18 and FY 18/19 after several years of decrease.
- Operating costs spiked in FY 17/18 under a new contractor with the highest cost experienced in FY 18/19 at \$32,045. Costs per passenger, service hours and service miles all increased as operating costs rise.
- Farebox recovery ratio dropped substantially between FY 16/17 and FY 18/19 related to increasing costs.

Table 16, Dial-a-Ride Medical Performance Summary

Dial-A-Ride Medical	FY 12/13	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18	FY 18/19	Trend
Passenger Trips	199	156	180	116	128	133	142	■ — — — — —
Revenue Service Hours	295	208	223	145	165	444	518	— — — — — ■
Revenue Service Miles	2,965	2,686	2,679	1,771	1,846	3,491	4,123	■ — — — — ■
Operating Cost	\$10,692.00	\$8,532.00	\$8,895.00	\$8,309.00	\$12,938.00	\$27,351.00	\$32,045.00	— — — — — ■
Fare Revenue	\$1,305.00	\$950.00	\$1,065.00	\$810.00	\$810.00	\$1,032.00	\$1,668.00	■ — — — — ■
Passengers per Hour	0.7	0.8	0.8	0.8	0.8	0.3	0.3	■ ■ ■ ■ ■ —
Passengers per Mile	0.07	0.06	0.07	0.07	0.07	0.04	0.03	■ ■ ■ ■ ■ —
Cost per Passenger	\$53.73	\$54.69	\$49.42	\$71.63	\$101.08	\$205.65	\$225.67	— — — — — ■
Cost per Service Hour	\$36.24	\$41.02	\$39.89	\$57.30	\$78.41	\$61.60	\$61.86	— — — — — ■
Cost per Service Mile	\$3.61	\$3.18	\$3.32	\$4.69	\$7.01	\$7.83	\$7.77	— — — — — ■
Farebox Recovery	12.2%	11.1%	12.0%	9.7%	6.3%	3.8%	5.2%	■ ■ ■ — — —

OVERVIEW AND RECOMMENDATIONS

Overview of Findings

Both the Existing Conditions analyses and Public Outreach activities illustrate the needs of the existing ridership within the City. It is critical to emphasize these themes to better understand the potential recommendations that can improve the quality of life for those living in the City, especially those reliant on public transportation. From the work conducted in these preceding chapters, residents of the City and their stakeholders have indicated they are in need of:

- Regional connections to destinations that support everyday life, such as access to groceries, shopping and specialized medical services that are not available in the City limits;
- Passenger shelters that protect passengers from the elements;
- Improved dispatching and vehicle monitoring.

Further refinement of these themes from discussion with the public generated recommendations that were most important to existing riders, social service agencies and the City. This allows for the selection of projects that help improve the provision of transit services for the life of this plan.

Prioritizing 15 Alternatives for Improvement of Needles Transit Services

In response to the findings of this Short Range Transit Plan effort, Table 17 presents 15 alternatives that are responsive, in some degree, to the findings presented in this document. In order to assess these alternatives, an analysis framework is offered. This includes the “score” at the public workshop or interest registered via the on-board survey, as well as any stakeholder comments offered. How or whether to consider this alternative further is proposed and finally, potential next steps are suggested.

The alternatives are presented in relation to those that can be readily funded within the existing funding envelope and those for which further, additional funding will be necessary. This helps to inform the recommendations, both those for the near term and those for the long term.

Table 17, Overview of 15 Alternatives

	Alternative	On-Board Survey	Public Workshop	Stakeholder Interviews	Comment on Alternative for Consideration	Potential Next Steps
		<i>Percent marked as "Very Important" by</i>	<i>Public Workshop prioritization</i>			
Constrained Scenario - Uses Existing Funding	Service to Fort Mohave	79%	95		Develop service plan to travel to Fort Mohave/Bullhead City.	Develop operating plan that modifies the existing Dial-a-Ride Medical shuttle.
	Unlimited ride all-day pass	52%	31	Important with social service agencies.	Fare study.	Conduct fare study and determine the potential for implementation.
	Provide shelters at bus stops	58%	19		Bus shelter implementation program.	To discuss with SBCTA and Needles. Determine bus stop improvement schedule.
	Access to Retail			Important for stakeholders as they recognize the lack of a grocery store and jobs in the City.	See Service to Fort Mohave.	Develop operating plan.
Unconstrained Scenario - Unfunded	Dispatching Software/Hardware for Needles Transit Services			Identified as an opportunity during Public Workshop. Also, communicated by DAAS representative at December 2018 PASTACC meeting.	Research potential dispatching software.	Draft need statement. Explore use of Syncromatics or other appropriate dispatching software.
	Operate bus on Sundays	54%	17		Include in Unconstrained Scenario as potential service	Include in Unconstrained Scenario
	Operate service later than 7:00 p.m. on Weekdays	40%	25	Possible PVVC use.	Include in Unconstrained Scenario as potential service expansion	Include in Unconstrained Scenario
	Operate service earlier than 10:00 a.m. on Saturdays	52%	1		Include in Unconstrained Scenario as potential service expansion	Include in Unconstrained Scenario
	Operate service later than 5:00 p.m. on Saturdays	49%	18		Include in Unconstrained Scenario as potential service expansion	Include in Unconstrained Scenario
	Access to jobs in Arizona			Important for stakeholders as they recognize the lack of a grocery store and jobs in the City.	Increase Fort Mohave service to 5 days a week.	Develop service description and next steps for implementation.
	Expand DAR service		72		Include in Unconstrained Scenario as potential service expansion	Include in Unconstrained Scenario
	Improve service to Barstow/Victorville.			Improve service to Barstow/Victorville areas.	Look at providing an additional trip on Route 200 to Barstow/Victorville.	Begin conversation with VVTA and look at opportunities for 5311(f) funding.
	Improve service to healthcare such as trips to ARMC and other hospitals that accept Medicaid.			Important service for many of the social service agencies.	Develop partnership with healthcare community, social service, non-profit. Develop mobility option to access regional healthcare.	Draft need statement and identify potential funding opportunities.
	Restructure DAR Medical Service		4	Conflicting message from some of the social service agencies. However, it is an important service for one or two passengers that use the service regularly.	Include in Unconstrained Scenario as potential service expansion	Include in Unconstrained Scenario
	Operate service earlier than 7:00 a.m. on Weekdays	34%			Not for consideration at this time.	Not for consideration at this time.

S RTP Plan Scenarios and Recommendations

Recommendations are divided into two distinct scenarios, suggested by the preceding analysis of alternatives. These two scenarios are 1) a Financially Constrained scenario and 2) a Financially Unconstrained scenario.

The Financially Constrained scenario presents an environment in which transit services can be improved given the amount of funding available during the life of this S RTP. These funds are a combination of Federal, State and local funds that fund the operation and capital portion of the service. In addition, it takes into account the funding realities provided through funding projections developed by the San Bernardino County Transportation Authority (SBCTA).

The Financially Unconstrained scenario presents an environment that includes all possible service improvements identified from the public outreach and examination of existing conditions. It is a wish list of projects that can be implemented if the agency could receive unlimited funding.

Recommendations under the unconstrained scenario are not funded in the life of this plan. The benefit of including these projects allows the City of Needles to pursue additional funding should funding become available during the life of the plan.

Constrained Scenario

The Financially Constrained scenario includes projects that can receive funding during the life of this S RTP. Projects selected under this scenario were among the highest ranking options ranked by NAT passengers, stakeholders and coach operators. In addition, these projects address many of the issues identified in previous planning efforts and speak to the need of regional connectivity, passenger facilities that protect passengers from sun and rain, and the ability to capitalize on available technology to enhance dispatching and improve safety.

Service to Fort Mohave and Arizona State — Ft. Mohave/Bullhead Limited Stop Pilot

Of the potential scenarios tested during the public outreach phase of the S RTP, service into Fort Mohave for shopping scored very well. Due to the closure of the only grocery store in the City, many expressed the need to travel into Fort Mohave to access fresh groceries. Thus, the City initiated a Shopper Shuttle Pilot service in July 2019 as a direct result of the outreach efforts conducted during the development of this S RTP.

In addition, the City's DAR Medical service provides service into Fort Mohave/Bullhead City on a reservation basis. Based on service performance, service productivity is very low, averaging 0.3 passengers per revenue vehicle service hour (RVSH) at a cost of more than \$61.00 per RVSH. The passenger subsidy continues to grow at over \$225.00 per passenger in FY 2018/19. As costs continue to grow, the ability for the City to maintain the service can become difficult. Thus, the City will need to evaluate Fort Mohave/Bullhead Limited service.

In an effort to sustain DAR Medical service and create an opportunity for the City's residents to access fresh groceries, this plan recommends consolidating DAR Medical and the Shopper Shuttle Pilot to the Fort Mohave/Bullhead Limited stop pilot (or Fort Mohave/Bullhead Limited) route. This pilot route will

operate twice a week on a reservation basis and allow the City’s residents to travel to services and shopping available to them in Fort Mohave/Bullhead City.

Conceptual operating parameters of the Fort Mohave/Bullhead Limited Pilot are provided below. Upon adoption of this SRTP, the City and SBCTA will work closely on finalizing the operating plan prior to implementation.

Passengers using the Fort Mohave/Bullhead Limited will board the bus at the El Garces west parking lot at approximately 8:15 a.m. to begin the outbound trip into Fort Mohave and Bullhead City.

The Pilot route will operate on a zone system and each zone will include stops identified by the passenger during the preregistration process. All service on the Limited Pilot is dependent on reservations; however, if a trip does not have service into Zone 2 during one of the two days in service, the Limited Pilot route will not stop in this Zone.

Outbound Zone 1 stops may include Valley View Medical Center, Walmart Superstore, Safeway, Smith's, CVS — Fort Mohave locations only — and other stops up to the intersection of Arizona Highway 95 and Aztec Road. Outbound Zone 2 includes all stops north of Arizona Highway 95/Aztec Road up to and including Silver Creek Road, Bullhead City.

Inbound (return trip) Zone 2 stops will begin at the farthest northern point on the Limited Pilot route. Inbound Zone 1 stops will begin at the intersection of Arizona Highway 95 and Aztec Road (Smith's, CVS and Safeway, Fort Mohave locations).

A preliminary draft fare structure for the Fort Mohave/Bullhead Limited is detailed in Table 18. The fare structure will be determined as part of the operating plan developed by the City and SBCTA.

Table 18, Fare Structure for Fort Mohave/Bullhead Limited Pilot

Fort Mohave/Bullhead Limited Pilot	
Zone 1 (round-trip)	\$9.00
Zone 2 (round-trip)	\$12.00

In addition, the City will initiate a marketing campaign to advertise this service. This plan recommends that the Fort Mohave/Bullhead Limited will begin in July 2020.

A description of operating costs, including a one-time advertising cost calculated as an operating expense, is presented in Table 19.

Table 19, Fort Mohave/Bullhead Operating and Capital Costs

Fort Mohave/Bullhead Limited (FY 2020/21)	
Operating Costs	
Annual Revenue Vehicle Service Hour (RVSH) (Excludes holidays)	728
RVSH Rate	\$42.78
Total RVSH Costs	\$31,151
Other operating costs (e.g., insurance, internet access, vehicle fuel)	\$13,565
Operating Cost Sub-Total	\$44,716
One-time Advertising Costs (optional)	
Promotion (includes printing)	\$7,000
Promotional tote bags	\$500
Optional Cost Sub-Total	\$7,500
Grand Total	\$52,216

Figure 30 illustrates the Shopper Shuttle Pilot route. The route shows the proposed stop locations for the Fort Mohave/Bullhead Limited.

Figure 30, Fort Mohave/Bullhead Limited Pilot – For Illustrative Only Purpose (not to scale)



Bus Stop Improvement Program

Another recommendation that scored high is the installation of bus shelters and amenities at bus stops to protect passengers from weather exposure. SBCTA, the City and AMMA completed a bus stop assessment for the 2015 SRTP. Subsequently, the City received funding through SBCTA's TDA Article 3 Transit Stop Access Improvements in which several stops were improved based on the recommendations of the previous SRTP. Through these funds, the City improved pedestrian access and installed shelters at several stop locations along the NAT route.

In an effort to facilitate a safe, convenient location for passenger boardings and alightings, the Bus Stop Improvement Program will support SBCTA and the City's initiatives to provide safe, accessible bus stops that include, but are not limited to, shelter installation, associated passenger amenities, clear and concise stop information, Americans with Disabilities Act (ADA) compliant paths of travel and reinforced concrete bus pads to minimize damage to the roadway. The City will receive an annual allocation of STA funding to improve bus stops throughout the City. This Bus Stop Improvement Program will ensure that the City continues to improve accessibility and provide passenger shelter and amenities on NAT bus stops. In addition, the City will apply for TDA Article 3 funding when SBCTA releases a Call for Projects.

Appendix B includes the bus stop assessment, initial project cost and status. The City will prioritize stop improvements on an annual basis. Several factors contribute to prioritization, including, but not limited to, passenger volume, accessibility issues and bus stop location. An estimated total cost to update the remaining bus stops in FY 20/21 dollars is provided in Appendix B. These costs will vary year after year dependent on future material and labor costs at the time the projects are bid.

Zero Emission Bus Rollout Plan

The Zero Emission Bus (ZEB) Rollout Plan is a requirement of transit operators that operate transit buses that exceed a gross vehicle weight rating (GVWR) greater than 14,000 pounds. Given this new State mandate, transit operators will need to develop a ZEB Rollout Plan that details how a transit operator will initiate, operate and maintain an electric vehicle fleet within their service area. Rural operators will need to submit a ZEB Rollout Plan to the State by July 1, 2023, which is within this SRTP cycle.

SBCTA is conducting a Zero Emission Bus plan specific for the needs of transit operators in the County. Outcomes of this study can help assist the City in better preparing for operating an electric bus.

Replacement Vehicle

During the SRTP five-year period, the City will need to replace one revenue vehicle (Asset ID N-7). This vehicle will exceed its useful life by April 2022. The SRTP recommends purchasing a vehicle during FY 21/22 to ensure that the City receives the vehicle once N-7 exceeds its useful life. The City will work with SBCTA to purchase this vehicle using STA funding for the vehicle purchase.

Unconstrained Scenario

Recommendations presented under the Unconstrained Scenario are unfunded. These recommendations will require additional resources and personnel to accommodate the increase in service hours or the implementation of new services.

Sunday Service

Of the other recommendations tested, 54 percent of those that took the onboard survey ranked Sunday service as important compared to other service improvements, such as later service on weekdays or Saturdays. Service currently operates six days a week. In order to initiate Sunday service, the City will have to provide for an additional driver and dispatcher in order to operate the new service through the contract operator.

Operate Weekday Service Later than 7:00 p.m.

This recommendation targets students of Palo Verde College. This will allow students who have later evening classes the opportunity to travel back home after class from the Palo Verde College, Needles Center. The PVC, Needles Center offers interactive video conferencing (iTV) with the main PVC campus in the City of Blythe. Students wishing to participate can attend later classes if bus service is available past 7:00 p.m. Classes at PVC can end as late as 9:00 p.m. Further research will be required to coordinate with iTV class times to accommodate service from Needles Center.

Operate Saturday Service Later than 5:00 p.m.

Some respondents expressed value in providing service later than 5:00 p.m. on Saturdays. This will allow transit users additional time for recreational or work trips on Saturdays. Adding an additional run will require an additional driver and dispatcher to cover a part-time shift.

Access to Jobs in Arizona

In order for work trips to Arizona to occur, service must operate five days a week. One service type to consider is a commuter route that will travel during peak hours from the City to employment centers in Arizona. One option is for a shuttle to depart at 7:00 a.m. from Needles for the outbound trip. The inbound trip can depart from Arizona at 5:00 p.m.

Regional routes into Arizona are identified in a number of prior planning studies, such as the Fort Mojave Indian Reservation Transit Study and the San Bernardino County Public Transit – Human Services Transportation Coordination Plan. Unfortunately, funding for such a service is difficult. The City will need to further explore the viability of this service to better determine if it is possible to implement the route and potential funding sources that can help fund the service.

Expand Dial-a-Ride Service Hours

One recommendation is to expand Dial-a-Ride (DAR) service beyond 1:00 p.m. This will allow seniors and persons with disabilities to continue to use DAR service throughout the City. This alternative can be costly and is thus identified in the Unconstrained Scenario. Further examination of utilization and cost implications will need to be considered before initiating service.

Improve Service to Barstow/Victorville

Improving service to Barstow/Victorville can address intra-County trips that are especially important to those depending on County services. Social service agencies expressed the need to provide additional service into the Barstow and Victorville areas. This service gap is currently provided by the Victor Valley Transportation Authority (VVTA) through its Route 200 and Enterprise CarShare program. Additional

service to Barstow/Victorville can be improved should the City of Needles begin providing such services to the area.

One alternative to address this service gap is a mileage reimbursement program to transport individuals to Victor Valley. A mileage reimbursement program capitalizes on community networks by providing an incentive to those willing to transport family, friends and neighbors to places outside of the City. These programs work in areas where readily available public transit does not exist. In addition, given the distance that residents of Needles have to travel if going to other parts of San Bernardino County, a mileage reimbursement program is an attractive alternative because it provides a one-seat, direct trip to a destination and back. This recommendation stretches beyond what public transit typically provides but as the need continues to grow, other cost-effective alternatives need to be considered.

Improve Healthcare Access to San Bernardino Valley

Another comment received during the public outreach phase was improved access to healthcare, such as service to the Arrowhead Regional Medical Center (ARMC) in the City of Colton. Residents depend on Medicaid to reimburse healthcare coverage and must therefore stay in the State. Specialized healthcare services are also available in areas with higher populations. This recommendation must be explored with a consortium of healthcare practitioners to first identify the specific needs of the community, opportunities for partnerships, and identification of funding to implement a plan that can provide the services needed by those that need specific types of healthcare. Moreover, a trip reimbursement program is also a feasible alternative for transporting those in need of specialized medical care to destinations in the San Bernardino Valley.

Dispatching Software/Hardware

Dispatching software and hardware can enhance communication between drivers and dispatch. While NAT is a small system, the agency can benefit from real-time dispatching to assist in driver safety. Moreover, should services extend into the State of Arizona, the ability to locate vehicles will be ever more helpful in real-time. Estimated costs of dispatching software/hardware are provided in the Capital Improvement Program. Estimated costs are based on real-time tracking hardware/software in dispatch as well as hardware/software components for revenue vehicles.

FINANCIAL PLAN

The Financial Plan outlines the proposed operating and capital costs for implementing the recommendations in the Constrained Scenario. The Constrained Scenario represents an operating environment given the expected revenues from Federal, State and local funding available to the City.

Revenue projections are provided by the San Bernardino County Transportation Authority (SBCTA). Funding projections are developed by SBCTA based on historic data and current revenue trends with assistance from industry professionals as consultants for State of California and local sales tax driven revenues. These forecasts are based on previous allocations and are projected to fiscal year (FY) 2029/30.

Of important note, assumptions are required for the Transportation Development Act (TDA) State Transit Assistance (STA) funds allocated through the population share. These funds fluctuate every year. For the purpose of this plan, an amount of \$200,000 is assumed beginning in FY 2020/21 with subsequent years exceeding \$200,000.

Operating Budget/Funding Request

The Operations Plan includes the operating costs for the three individual services provided by the City. This plan includes the fixed-rate and variable rate of the new contract between the City of Needles and Transportation Concepts executed on September. 10, 2019. This new contract is a result of the City initiating a search for a new contractor to operate NAT deviated fixed route, Dial-a-Ride (DAR), DAR Medical and Shopper Shuttle pilot services after the previous contractor, McDonald Transit, notified the City it is exercising its right to terminate for convenience the agreement between the City of Needles and McDonald.

The Operations Plan uses the City's FY 2019/20 budget request to SBCTA. The budget request was developed prior to the selection of a contractor. Using FY 2019/20 allows for a much more conservative budget. Once actual costs for FY 2019/20 are available at the end of the fiscal year, the City can recalibrate the operations plan budget for FY 2021/22 and FY 2022/23 to ensure that operating costs are within SBCTA's LRTP.

In using the FY 2019/20 budget, the Shopper Shuttle pilot is included as part of the operating cost for DAR Medical. However, the FY 20/21 budget should include a line item for the Fort Mohave/Bullhead Limited pilot route.

One final note of import, the City will conduct a budget revision in FY 2019/20 to reflect an increase in insurance costs. The increase in insurance costs reflects Transportation Concepts rate and represents an increase in the insurance rate beginning in FY 2019/20. Subsequent plan years will reflect the new insurance rates from Transportation Concepts for all vehicles under the DAR services Vehicle Insurance line items.

Table 20 illustrates the approved FY 2019/20 budget as of July 2019 (excludes any budget revisions) and the proposed operating and capital budget over a period of five years beginning in FY 2020/21.

Operating costs increase every year. In this scenario, the fixed costs and hourly costs of the contractor were provided by Transportation Concepts and are reflected in this table beginning in FY 2020/21.

Modest increases of 2.0 percent in individual operating cost line items are applied in future years with the exception of fuel. Due to fluctuating fuel prices, an assumption of 3.0 percent increase is applied to fuel.

Table 20, Five Year Operations Plan

	FY 2019/20		FY 2020/21		FY 2021/22		FY 2022/23		FY 2023/24		FY 2024/25	
	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital
Dial-a-Ride												
Contractor	\$63,660		\$38,896		\$40,772		\$42,739		\$44,801		\$46,962	
Vehicle Insurance ¹	\$4,235		\$5,730		\$5,902		\$6,079		\$6,322		\$6,575	
Internet Access	\$990		\$1,010		\$1,030		\$1,051		\$1,072		\$1,093	
Advertising	\$250		\$255		\$260		\$265		\$271		\$276	
Vehicle Fuel	\$3,690		\$3,801		\$3,915		\$4,032		\$4,153		\$4,278	
Administration	\$7,370		\$7,517		\$7,668		\$7,821		\$7,978		\$8,137	
Mode Expenditure Sub-total	\$80,195		\$57,209		\$59,547		\$61,987		\$64,596		\$67,321	
Ft. Mohave/Bullhead Limited												
Contractor	\$55,420		\$31,151		\$32,654		\$34,229		\$35,880		\$37,611	
Vehicle Insurance ¹	\$2,085		\$5,730		\$5,902		\$6,079		\$6,322		\$6,575	
Internet Access	\$510		\$520		\$531		\$541		\$552		\$563	
Advertising	\$250		\$7,500		\$260		\$265		\$271		\$276	
Vehicle Fuel	\$3,690		\$3,801		\$3,877		\$3,954		\$4,033		\$4,114	
Administration	\$3,445		\$3,514		\$3,584		\$3,656		\$3,729		\$3,804	
Mode Expenditure Sub-total	\$65,400		\$52,216		\$46,807		\$48,725		\$50,787		\$52,943	
NAT												
Contractor	\$335,817		\$350,277		\$364,539		\$379,397		\$394,876		\$411,003	
Property Insurance	\$1,237		\$1,530		\$1,561		\$1,592		\$1,624		\$1,656	
Vehicle Insurance ¹	\$1,237		\$5,730		\$5,902		\$6,079		\$6,322		\$6,575	
Advertising	\$500		\$510		\$520		\$531		\$541		\$552	
Travel, Dues, and Mbrshp	\$1,050		\$1,561		\$1,592		\$1,624		\$1,657		\$1,690	
Vehicle Fuel	\$20,350		\$20,961		\$21,589		\$22,237		\$22,904		\$23,591	
Administration	\$9,200		\$9,384		\$9,572		\$9,763		\$9,958		\$10,158	
Computer Software	\$13,833		\$14,110		\$14,392		\$14,680		\$14,973		\$15,273	
Replacement Vehicle						\$130,000						
Bus Stop Imp. Prog.				\$15,000		\$45,000		\$15,000		\$15,000		\$15,000
ZEB Rollout Plan						\$30,000						
Mode Expenditure Sub-total	\$383,224	\$0	\$404,062	\$15,000	\$419,666	\$205,000	\$435,902	\$15,000	\$452,855	\$15,000	\$470,497	\$15,000
Total	\$528,819	\$0	\$513,487	\$15,000	\$526,020	\$205,000	\$546,614	\$15,000	\$568,238	\$15,000	\$590,760	\$15,000
Annual Total	\$528,819		\$528,487		\$731,020		\$561,614		\$583,238		\$605,760	

¹ Vehicle insurance for FY 19/20 is from FY 19/20 budget. Vehicle insurance from FY 20/21 and on is from TC Memo for three vehicles split for each vehicle.

Table 21, Operating/Capital Revenue by Mode and Fund Source

	FY 2019/20		FY 2020/21		FY 2021/22		FY 2022/23		FY 2023/24		FY 2024/25	
	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital	Operating	Capital
Dial-a-Ride												
Fare Revenue	\$5,000		\$5,025		\$5,050		\$5,075		\$5,101		\$5,126	\$0
Measure I	\$10,100		\$12,427		\$12,882		\$13,357		\$13,818		\$14,312	\$0
STA - Pop	\$65,095		\$39,757		\$41,615		\$43,555		\$45,677		\$47,882	
Mode Revenue Sub-Total	\$80,195	\$0	\$57,209	\$0	\$59,547	\$0	\$61,987	\$0	\$64,596	\$0	\$67,320	\$0
Ft. Mohave/Bullhead Limited												
Fare Revenue	\$3,500		\$5,460		\$5,515		\$5,570		\$5,625		\$5,682	\$0
STA - Pop	\$61,900		\$46,756		\$41,292		\$43,155		\$45,162		\$47,261	
Mode Revenue Sub-Total	\$65,400	\$0	\$52,216	\$0	\$46,807	\$0	\$48,725	\$0	\$50,787	\$0	\$52,943	\$0
NAT												
Fare Revenue	\$36,000		\$36,360		\$36,724		\$37,091		\$37,462		\$37,836	\$0
FTA 5311	\$39,707		\$40,627		\$40,627		\$40,627		\$40,627		\$40,627	
LTF	\$213,025		\$233,756		\$222,407		\$225,653		\$234,114		\$243,479	
STA - Ops	\$4,598		\$3,962		\$3,962		\$3,962		\$3,962		\$3,962	
SGR - Op	\$640		\$636		\$649		\$662		\$675		\$689	
SGR - Pop	\$7,039		\$6,729		\$6,864		\$7,001		\$7,141		\$7,284	
STA - Pop	\$67,115		\$81,991	\$15,000	\$108,434	\$92,680	\$120,906	\$15,000	\$128,874	\$15,000	\$136,620	\$15,000
LCTOP - Ops ¹						\$4,375						
LCTOP - Pop ¹						\$47,945						
Article 3						\$30,000						
MDAQMD ²	\$15,100					\$30,000						
Mode Revenue Sub-Total	\$383,224	\$0	\$404,062	\$15,000	\$419,667	\$205,000	\$435,902	\$15,000	\$452,855	\$15,000	\$470,497	\$15,000
Total	\$528,819	\$0	\$513,487	\$15,000	\$526,020	\$205,000	\$546,614	\$15,000	\$568,238	\$15,000	\$590,760	\$15,000

¹ Assumes that City can swap LCTOP dollars with other TDA recipients for TDA funding.

² Assumes that MDAQMD funding is available each year.

Table 22, Allocation of Funding by Mode and Fiscal Year

	Operating										Capital			Grand Total
	Op Expense	Pass Rev	FTA 5311	LTF	STA - Op Share	STA - Pop Share	Measure I	Total LCTOP (swap)	Other Rev ¹	Op Total	STA - Pop Share	Other (Article 3, AQMD)	Cap Total	
DAR	\$80,195	\$5,000				\$65,095	\$10,100			\$80,195				\$80,195
DAR Med/Shppr	\$65,400	\$3,500				\$61,900				\$65,400				\$65,400
NAT	\$383,224	\$36,000	\$39,707	\$213,025	\$4,598	\$67,115			\$22,779	\$383,224				\$383,224
FY 19/20 TOTAL	\$528,819	\$44,500	\$39,707	\$213,025	\$4,598	\$194,110	\$10,100		\$22,779	\$528,819				\$528,819
DAR	\$57,209	\$5,025				\$39,757	\$12,427			\$57,209				\$57,209
Ft. Mohave Limited	\$52,216	\$5,460				\$46,756				\$52,216				\$52,216
NAT	\$404,062	\$36,360	\$40,627	\$233,756	\$3,962	\$71,527		\$10,464	\$7,365	\$404,062	\$15,000		\$15,000	\$419,062
FY 20/21 TOTAL	\$513,487	\$46,845	\$40,627	\$233,756	\$3,962	\$158,040	\$12,427	\$10,464	\$7,365	\$513,487	\$15,000		\$15,000	\$528,487
DAR	\$59,547	\$5,050				\$41,615	\$12,882			\$59,547				\$59,547
Ft. Mohave Limited	\$46,807	\$5,515				\$41,292				\$46,807				\$46,807
NAT	\$419,666	\$36,724	\$40,627	\$222,407	\$3,962	\$97,969		\$10,464	\$7,513	\$419,666	\$145,000	\$60,000	\$205,000	\$624,666
FY 21/22 TOTAL	\$526,020	\$47,288	\$40,627	\$222,407	\$3,962	\$180,876	\$12,882	\$10,464	\$7,513	\$526,019	\$145,000	\$60,000	\$205,000	\$731,019
DAR	\$61,987	\$5,075				\$43,555	\$13,357			\$61,987				\$61,987
Ft. Mohave Limited	\$48,725	\$5,570				\$43,155				\$48,725				\$48,725
NAT	\$435,902	\$37,091	\$40,627	\$225,653	\$3,962	\$110,442		\$10,464	\$7,663	\$435,902	\$15,000		\$15,000	\$450,902
FY 22/23 TOTAL	\$546,614	\$47,736	\$40,627	\$225,653	\$3,962	\$197,152	\$13,357	\$10,464	\$7,663	\$546,614	\$15,000		\$15,000	\$561,614
DAR	\$64,596	\$5,101				\$45,677	\$13,818			\$64,596				\$64,596
Ft. Mohave Limited	\$50,787	\$5,625				\$45,162				\$50,787				\$50,787
NAT	\$452,855	\$37,462	\$40,627	\$234,114	\$3,962	\$118,410		\$10,464	\$7,816	\$452,855	\$15,000		\$15,000	\$467,855
FY 23/24 TOTAL	\$568,238	\$48,188	\$40,627	\$234,114	\$3,962	\$209,249	\$13,818	\$10,464	\$7,816	\$568,238	\$15,000		\$15,000	\$583,238
DAR	\$67,321	\$5,126				\$47,882	\$14,312			\$67,320				\$67,320
Ft. Mohave Limited	\$52,943	\$5,682				\$47,261				\$52,943				\$52,943
NAT	\$470,497	\$37,836	\$40,627	\$243,479	\$3,962	\$126,156		\$10,464	\$7,973	\$470,497	\$15,000		\$15,000	\$485,497
FY 24/25 TOTAL	\$590,760	\$48,644	\$40,627	\$243,479	\$3,962	\$221,299	\$14,312	\$10,464	\$7,973	\$590,760	\$15,000		\$15,000	\$605,760
Grand Total	\$3,273,938	\$283,202	\$242,843	\$1,372,434	\$24,408	\$1,160,726	\$76,896	\$52,320	\$61,109	\$3,273,938	\$205,000	\$60,000	\$265,000	\$3,538,938

¹ Other revenue includes State of Good Repair - SB1, Article 3 and Mohave Desert AQMD funds

Table 21 illustrates the operating and capital revenue by mode and fund source. DAR is primarily funded through TDA STA Population allocation and Measure I. The Fort Mohave/Bullhead Limited route is funded through STA Population allocation. NAT is funded by a number of Federal, State and local fund sources.

Table 22 illustrates the allocation of funding by mode and fiscal year. The allocation of resources follows the same methodology the City uses when allocating funds to each mode. Federal dollars from the Federal Transit Administration's (FTA) 5311 program is allocated to NAT services only. This limits Federal oversight to the NAT service only. DAR and DAR Medical are strictly funded through State and Local funds, usually in the form of TDA and San Bernardino County's local transportation sales tax Measure I.

The estimated fare revenue is also included in both Table 21 and 22. The projected fare revenue is included to determine the net operating costs. A separate fare analysis is being conducted to determine the fare structure of the three services provided by the City. The fare analysis will be complete this fiscal year. Changes in the fare structure will impact the projected fare revenue of this SRTSP. However, as long as the City maintains its farebox recovery ratio as dictated by TDA, the agency is not in danger of losing TDA funding.

Regarding TDA State Transit Assistance (STA) funds, funding assumption was developed based on need per fiscal year beginning in FY 2020/21. This will be required to continue providing the level of service for NAT, DAR and Fort Mohave Limited given the modest increase in operating costs. However, by FY 2021/22, the total allocation of STA – population (i.e., operating and capital) will exceed \$200,000. In an effort to maintain service levels, both the City and SBCTA will need to evaluate Fort Mohave Limited service and decide to continue, reduce or eliminate service during the development of the FY 22/23 budget.

An estimated annual allocation of the State's Low Carbon Transit Operations Program (LCTOP) is included as part of the City's operating expense. LCTOP is a funding program that provides operating and capital dollars to transit operators with the goal of reducing greenhouse gas (GHG) emissions. Agencies utilizing these funds must demonstrate that projects and programs with LCTOP are reducing GHG. In addition, an emphasis on implementing transit services in areas designated as disadvantaged communities as identified under the California Environmental Protection Agency (CalEPA) is required under this program.

Due to the nature of LCTOP funding, the City should continue to work with SBCTA on swapping LCTOP funding for additional TDA funding with transit agencies. This funding swap will allow agencies in San Bernardino County to maximize the amount of LCTOP funding allocated to the region while allowing the City to utilize additional STA funding for operating service.

Other revenue sources may become available in future years. In FY 2019/20, the City budgeted \$15,000 in Mojave Desert Air Quality Management District (MDAQMD) AB 2766 funds. Should the City receive these funds again in future years, it can offset STA funding for operations of NAT.

Capital Improvement Program

The Capital Improvement Program (CIP) relies on discretionary funding. Capital projects moving forward under this plan during the next five years are listed below. Funding is subject to SBCTA Board approval or awards from funding agencies.

Bus stop improvements – This SRTP recommends proceeding with the bus stop improvement program funded annually at \$15,000 in STA – population dollars beginning in FY 20/21. The City will be responsible for prioritizing bus stop improvements annually. In addition, the City will submit an application for TDA Article 3 funding for significant bus stop improvements when SBCTA releases a call for projects. This plan anticipates that SBCTA will release the call for projects in FY 21/22.

Zero Emission Bus Rollout Plan – This SRTP recommends allocating \$30,000 in Mojave Desert Air Quality Management District (MDAQMD) funds, if available, for the City's Zero Emission Bus (ZEB) Rollout Plan in FY 2021/22. Rural operators that operate a transit bus with a gross vehicle weight rating (GVWR) of 14,000 pounds and over are required to submit a plan by July 1, 2023. The ZEB Rollout Plan will provide detail on how the agency will achieve a 100 percent zero-emission bus fleet by 2040, the type of ZEB vehicle(s) the agency will deploy, construction schedule of infrastructure required to support ZEB vehicle rollout, the City's efforts in providing service to disadvantaged communities, the City's efforts in training operators and maintenance personnel, and the funding required to transition to a zero emission bus fleet.

Vehicle Replacement – This SRTP recommends that the City proceed with these strategies for replacement vehicles for the Needles Transit Services. These strategies include:

- 1) Work with transit agencies in San Bernardino County to swap Low Carbon Transit Operations Program (LCTOP) dollars for TDA funding to support vehicle replacement.
- 2) Maximize TDA allocation to use State Transit Assistance (STA) funds for vehicle purchase.

As of this current plan cycle, it is necessary for the City to work with SBCTA and the other transit operators to maximize the use of funding in the region. Because of the LCTOP's stringent requirements, coupled with the State's mandate of moving forward with vehicle electrification, an opportunity exists to maximize the use of LCTOP funding. In order to proceed with this recommendation, SBCTA will work with operators currently moving forward with vehicle electrification to allocate Needles' LCTOP dollars each year for TDA funding. This recommendation will require initial planning efforts and agreements between the City and other partner agencies.

APPENDICES

Appendix A: Onboard Survey Data

NAT PASSENGER SURVEY SUMMARY 60 Surveys Processed

APPENDIX A

1. In what year did you start riding NAT?

2018	12	20%
2017	5	8%
2016	8	13%
2015	4	7%
2014	6	10%
2013	1	2%
2012 or before	24	40%
Responses:	60	

2. During the PAST WEEK, how many days have you ridden the bus?

1	8	14%
2	9	16%
3	10	18%
4	5	9%
5	8	14%
6	10	18%
7	7	12%
Responses:	57	
This is my first timing riding NAT	3	5%

3. Compared to a year ago, which describes your frequency of riding the bus?

Riding more often than a year ago	27	47%
Riding less often than a year ago	6	10%
Riding about the same amount	18	31%
I wasn't riding the bus a year ago	7	12%
Responses:	58	

4. What is the main purpose of this trip today?

Work	9	16%
School/College	7	13%
Shopping	28	51%
Medical Appointment	11	20%
Social Service Appointment	1	2%
Recreation	4	7%
Long distance travel	2	4%
<i>Such as connecting with Amtrak or Greyhound</i>		
Responses:	55	

5. How many ONE-WAY trips will you make on NAT TODAY?

1	18	31%
2	23	40%
3	6	10%
4	5	9%
5	2	3%
6	3	5%
more than 6	1	2%
Responses:	58	

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NAT PASSENGER SURVEY SUMMARY, page 2
60 Surveys Processed

APPENDIX A

6. How did you pay your fare for this trip?

Cash	42	72%
30 Punch Pass	11	19%
Single Ride Pass	3	5%
Promotional free ride coupon	3	5%
Responses:	58	

7. Did you board with a mobility device?

Wheelchair	0	0%
Electric Scooter	1	17%
Walker	5	83%
Responses:	6	

8. Did you bring a bicycle on the bus today?

Yes	2	4%
No	50	96%
Responses:	52	

9. In the past 30 days, what other transportation services have you used in the Needles area?

Needles Dial-a-Ride	6	32%
Amtrak	11	58%
Needles DAR - Medical	2	11%
VVTA Route 200 to Barstow	5	26%
Responses:	19	

NAT PASSENGER SURVEY SUMMARY, page 3
60 Surveys Processed

APPENDIX A

10. How would you rate Needles Area Transit on each of these service factors?

	1=Poor		2=Fair		3=Fair-Avg		4=Average		5=Good		6=Very Good		7=Excellent	
A. Courtesy and helpfulness of bus drivers.	0	0%	0	0%	1	2%	1	2%	9	16%	5	9%	41	72%
B. Feeling safe w/ other passengers on bus, at bus stop.	0	0%	0	0%	0	0%	2	4%	11	19%	8	14%	36	63%
C. Comfort of the vehicles.	0	0%	0	0%	1	2%	1	2%	12	21%	10	18%	33	58%
D. How often the bus is on time.	0	0%	2	4%	1	2%	4	7%	9	16%	14	25%	25	45%
E. Ease of getting information about NAT.	1	2%	0	0%	0	0%	2	4%	10	18%	12	21%	31	55%
F. Operating hours of the service.	2	4%	1	2%	3	5%	7	13%	9	16%	6	11%	28	50%
G. Ease of making deviated service requests.	0	0%	2	4%	0	0%	1	2%	14	25%	6	11%	33	59%
H. Cost of the bus fare.	1	2%	2	4%	0	0%	5	9%	13	23%	10	18%	26	46%
I. Overall, how would you rate NAT?	0	0%	0	0%	0	0%	2	4%	7	13%	15	27%	32	57%

11. If Needles Area Transit were able to expand services, how important would each of these improvements be to you?

	1=Not Important		2=		3=		4=		5=		6=		7=Very Important	
A. Operate bus service on Sundays.	7	13%	1	2%	2	4%	4	7%	9	17%	2	4%	29	54%
B. Operate service earlier than 7 AM on weekdays.	12	23%	0	0%	6	11%	4	8%	7	13%	6	11%	18	34%
C. Operate service later than 7 PM on weekdays.	9	16%	1	2%	3	5%	7	13%	8	15%	5	9%	22	40%
D. Operate service earlier than 10 AM on Saturdays.	4	7%	1	2%	5	9%	4	7%	6	11%	6	11%	28	52%
E. Operate service later than 5 PM on Saturdays.	6	11%	0	0%	4	7%	2	4%	9	16%	7	13%	27	49%
F. Unlimited ride All-day pass that can be purchased on bus.	4	7%	1	2%	4	7%	6	11%	6	11%	5	9%	28	52%
G. Provide shelters at more bus stops.	1	2%	0	0%	2	4%	4	7%	10	18%	6	11%	32	58%

12. If they could make only one improvement, which would be most important?

A. Operate bus service on Sunday.		
* 1 rider chose A, B; reported under A	9	20%
B. Have service earlier than 7 AM on weekdays.	4	9%
C. Have service later than 7 PM on weekdays.	4	9%
D. Have service earlier than 10 AM on Saturdays.	4	9%
E. Have service later than 5 PM on Saturdays.	4	9%
F. Unlimited ride All-day pass purch. on bus.	7	16%
G. Provide shelters at more bus stops.	12	27%

Responses: 44

13. How important would it be to you to have bus service from Needles to Ft. Mojave that would connect with Bullhead Area Transit system?

	1=Not Important		2=		3=		4=		5=		6=		7=Very Important	
Responses: 48	2	4%	1	2%	1	2%	0	0%	4	8%	2	4%	38	79%

14. If there were bus service to Ft. Mojave and you could transfer to Bullhead Area Transit for trips into Bullhead City, how often would you use it?

Not at all	4	8%
Less than once a month	6	12%
1-3 days per month	12	24%
Once a week	11	22%
More than once a week	17	34%

Responses: 50

15. What types of trips would you want to be able to travel to Ft. Mohave/Bullhead for?

Shopping	44	92%
Medical Appointments	21	44%
Recreation	12	25%
Connect to Greyhound	9	19%
Other	7	15%

Responses: 48

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NAT PASSENGER SURVEY SUMMARY, page 4
60 Surveys Processed

APPENDIX A

16. How do you get information about bus routes and schedules?

Transit agency website	4	9%
Printed schedules	15	32%
At the bus stop	8	17%
Smartphone app	2	4%
Google Maps	4	9%
Ask bus driver	27	57%
Friends or family	13	28%
Other	4	9%
Responses:	47	

17. Which ONE of the information sources you checked in #16 do you use MOST OFTEN?

Transit agency website	2	5%
Printed schedules	10	24%
At the bus stop	1	2%
Smartphone app	1	2%
Google Maps	3	7%
Ask bus driver	16	38%
Friends or family	7	17%
Other	2	5%
Responses:	42	

18. During the past six months, have you seen any advertising for this transit system?

Yes	22	47%
No	25	53%
Responses:	47	

21. During the past six months, have you taken advantage of a free ride offer provided by this transit agency?

Yes	33	72%
No	13	28%
Responses:	46	

22. Were you a regular bus rider before you received the free ride offer?

Yes	36	84%
No	7	16%
Responses:	43	

23. A year from now, do you expect to still be using this public transit system?

Yes, I will still be using this transit system.	40	87%
No, I plan to get a car and stop using transit.	3	7%
No, I plan to stop using this transit system for another reason.	3	7%
Responses:	46	

NAT PASSENGER SURVEY SUMMARY, page 5
60 Surveys Processed

APPENDIX A

24. In what area do you live?

West End	6	13%
East End	7	15%
Downtown Needles	7	15%
Needles Village	3	7%
On the Hill	17	37%
Mohave Valley	0	0%
Other	6	13%
Responses:	46	

25. What other modes of transportation have you used during the past 7 days?

Driven myself	3	7%
Got a ride with others	22	49%
Bicycled	3	7%
Walked	27	60%
Used Uber or Lyft	0	0%
Taxi	0	0%
Responses:	45	

26. Do you have a valid driver's license?

Yes	14	30%
No	33	70%
Responses:	47	

27. Was a vehicle available for you to drive for the trip you are currently taking?

Yes	4	9%
No	42	91%
Responses:	46	

28. How old are you?

17 and under	2	4%
18 to 24	3	7%
25 to 34	12	27%
35 to 64	22	49%
65 and over	6	13%
Responses:	45	

29. Which of the following describes your employment status?

Employed full time	7	15%
Employed part time	9	20%
College Student	3	7%
Middle/HS Student	0	0%
Not Employed	19	41%
Retired	11	24%
Responses:	46	

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NAT PASSENGER SURVEY SUMMARY, page 6
60 Surveys Processed

APPENDIX A

30. Do you have a cell phone or Smartphone?

Regular Cell Phone	12	26%
Smartphone with Data	17	37%
Smartphone without Data	6	13%
I do not have a mobile phone	12	26%

Responses: 46

31. What is the primary language you speak at home?

English	46	100%
Spanish	0	0%
Other	0	0%

Responses: 46

32. What is your approximate annual household income?

Less than \$15,000	29	67%
\$14,999 to \$24,999	7	16%
\$25,000 to \$44,999	1	2%
\$45,000 to \$74,999	0	0%
\$75,000 to \$99,999	0	0%
\$100,000 or more	0	0%
Don't know or prefer not to say	6	14%

Responses: 43

Appendix B: Needles Bus Stop Improvement List

Appendix B: Needles Bus Stop Improvements List

Type	Site #	Comments	Location	Total	Status
Shelter and Bench					
Shelter and Bench	X	Library	NB Bailey/NS J	\$14,506	Complete
Shelter and Bench	7	Recommended for Senior Center stop.	NB Baily Ave. at Lily Hill Dr	\$14,506	
Shelter and Bench	27	Stop needs boarding area	Broadway at D St.	\$14,497	Complete
Signage					
Sign post	X	Library needs sign	NB Bailey/NS J	\$200	Complete
Sign post	16	Stop needs sign	WB Broadway at E St.	\$200	Complete
Sign post	18	Stop needs sign	WB Broadway at J St.	\$200	Complete
Sign post	30	Stop needs sign	SB Broadway at Goodwill	\$200	Complete
New sign	all 32 stops			\$1,120	
Information laminate fixture	all 32 stops			\$2,560	
Information laminate	all 32 stops			\$160	
Bus Stop Improvements/ ADA Accessibility					
Improvements	4	Boarding should be widened. Sign is partially obscured by fence, needs taller post	SB D St. at Cibola	\$6,804	
Improvements	9	Stop needs boarding area/possible relocation for students	WB Erin Dr. at Bailey Ave.	\$6,788	
Improvements	10	Access path needed to mobile home park west of stop	WB Erin Dr. at Coronado	\$6,400	Complete
Improvements	11	Access path needed to stop for wheelchairs, driver picks up wheelchairs across the street	SB Coronado at J St.	\$7,440	Complete
Improvements	12	Wheelchair curb ramp needed	EB J St. at Civic Center	\$11,000	Complete
Improvements	13	Need retaining wall for sliding dirt	EB J St. at I-40 EB on-ramp	\$7,540	Stop relocated
Improvements	19	Need sidewalk and curb ramp at corner	NB Broadway at Market St.	\$13,020	Complete
Improvements	20	Need sidewalk from south of corner and raised boarding area	SB Q St. at Needles Hwy.	\$8,974	Complete
Improvements	24	Stop needs boarding area path	SB Broadway at Market	\$12,160	Complete
Improvements	28	Widen boarding area	EB Broadway at A St.	\$6,628	
Improvements	32	Wheelchair curb ramp needed and pave boarding area	Dollar Tree Store	\$11,802	
Repairs to Enhance Path-of-Access					
Repairs	7	Tree root damage to access path	NB Baily Ave. at Lily Hill Dr	\$0	
Repairs	16/35	Sidewalk needs repair from stop west to corner	WB Broadway at E St.	\$0	
Repairs	18	Repair wheelchair curb ramp	WB Broadway at J St.	\$5,216	Complete
Repairs	25	Repair boarding area and sidewalk	EB Broadway at J St.	\$1,748	Complete
Bus Stop Relocation for ADA Accessibility or for Path-of-Access					
Relocation	2	Relocate bus stop to far side of F St. closer to city office	EB 3rd St. at F St.	\$500	
Relocation	21	Move sign so bus does not block driveway	Needles Hwy. at U St.	\$500	
Relocation	23	Relocate stop to suitable position east to farside R St. between 2nd and 3rd driveways or westbound Needles Hwy. farside of R St. in front of store	EB Needles Hwy. at R St.	\$500	
Relocation	26	Move stop post out from behind shelter	EB Broadway at G St.	\$500	
Relocation	31	Relocate to southbound Cherry farside Safari	WB Safari Dr. at Cherry St.	\$12,308	
Total				\$167,977	
Cost to improve remaining stops (2015 dollars)				\$64,676	
Estimated cost (FY 20/21 dollars)				\$72,836	