



City of Maricopa

Legislation Text

File #: CON 12-033, Version: 1

The Mayor and City Council shall discuss and possibly take action on approving an extension to the contract for Demand Response Transit Services with Total Transit in an amount not to exceed \$81,016.00. The contract term would begin October 1, 2012 through September 30, 2013. The contract will be funded from the following line items: Not to exceed 58% from Grants Fund, Transportation-Technical (22044146-53340-13401) and not to exceed 42% from General Fund, Transportation-Technical (10044146-53340-13401) from FY12-13 and FY13-14 funding (contingent on Council FY13-14 budget approval). Discussion and Action.

The proposed action would exercise a one-year extension of the contract with Total Transit to operate the demand response transit service that was approved by the Mayor and City Council in December 2011. The proposed contract amendment is funded through a combination of existing line items from the proposed FY12-13 budget that would apply for the first nine months of service. The remaining three months will be funded in the FY13-14 budget contingent on Council approval.

Total Transit was awarded a nine month contract in December 2011 to operate the demand response program until September 30, 2012. There were two responses received to RFP 12TRA092711. The Transportation Advisory Committee made the final recommendation to staff that Total Transit demonstrated the necessary knowledge to operate the program and presented the best value to the City. Total Transit and its staff have consistently demonstrated a high level of professionalism and commitment to provide high quality services to the citizens and the City of Maricopa. Total Transit is a comprehensive transportation management company that was founded in March 1984 and has grown into one of the premier transportation companies in the country. Total Transit has over 25 years of service in both the public and private sectors of the United States, delivering leading service levels and developing unique transportation solutions. Total Transit's intimate knowledge of operating demand response plays a critical role in providing Maricopa residents access to employment, health care, education, community service, and other activities necessary for sustainability in our community.

Demand Response is comprised of vehicles operating in response to calls from passengers (or their agents) to the transit operator, who then dispatches a vehicle to pick up the passengers and transport them to their destinations. A demand response operation is characterized by the following: (a) the vehicles do not operate over a fixed route or on a fixed schedule except, perhaps, on a temporary basis to satisfy a special need; and (b) typically, the vehicle may be dispatched to pick up several passengers at different pick-up points before taking them to their respective destinations and may even be interrupted en route to these destinations to pick up other passengers. Demand response transit service increases passenger throughput because multiple passengers typically use the service at one time. The reduction in vehicle trips also reduces the demand on a facility. The designated days of service were created based on input from residents during several public participation meetings. As ridership increases or needs change, there is flexibility to modify the service to meet the demands of residents. As demonstrated below, ridership is being tracked not only by type but by number of unique passengers, and the trend is a slow but steady increase. It is staff's goal to continue to increase these figures through enhanced program promotion, word of mouth, and consistent service reputation.

Ride Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Medical	22	30	15	25	9	36							137
Groceries	2	14	23	27	4	10							80

Work	4	5	5	12	12	12							50
Mall	0	0	62	0	41	57							160
Leisure	9	90	43	51	30	25							248
Misc.	12	19	0	38	16	20							105
TOTAL	49	158	148	153	112	160							780
Passengers	9	31	23	25	29	30							147

Ridership for the week ending July 6: 13 passengers; 33 trips; Ridership for the week ending July 13: 19 passengers; 48 trips. *Breakdowns of ride types for each month are provided to staff by the 15th day of the following month, per their contract terms. Staff will update the table as soon as these numbers are provided.*

The City of Maricopa is still considered to be a regional hub for transit throughout Pinal County. The City of Maricopa has partnered with Valley Metro to provide assistance in matching residents with existing vanpools, and in creation of new vanpools, to meet sufficient demand.

Staff conducts an annual survey of transit riders and has participated in the Citizen’s Survey. The annual transit survey allows the residents to voice their opinions on the service received and solicits their suggestions for ways to improve the service. Additionally, staff has participated in several presentations to members of the Copia Seniors and residents of Province to explain and market the transit services available to them. Continued public involvement is planned, as well as promotion of the program, to increase ridership.

Recommendations by the Transportation Advisory Committee have been instrumental in various aspects of the transit program. Staff is awaiting the recommendation of the appointed Board and Commission Task Force to continue with the Transportation Advisory Committee, which currently has two vacancies. This Committee is required to meet on a quarterly basis based on the agreement between the Arizona Department of Transportation (ADOT) and the City.

Staff recommends approval of the extension of the contract with Total Transit for the operations of the demand response transit program for FY12-13 and three months of FY13-14.