



CITY OF CERRITOSSM

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AGENDA REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Art Gallucci, City Manager *AG*

INITIATED BY: Kristin Aguila, Director of Community Development *K Aguila*
Sabrina Chan, Advance Planning Manager *SC*

DATE: March 9, 2023

SUBJECT: **A REQUEST FOR CITY COUNCIL DIRECTION REGARDING THE CITY'S EXISTING TRANSPORTATION SERVICES, THE CERRITOS ON WHEELS FIXED-ROUTE SERVICE AND THE DIAL-A-RIDE DEMAND RESPONSE SERVICE.**

EXECUTIVE SUMMARY

For three decades, the City of Cerritos has provided the community with two (2) low-cost transportation services by way of the Cerritos on Wheels (COW) fixed-route service and the Dial-A-Ride demand response service. Since 2013, both services have been managed by the City's transit contractor, Transdev Inc. ("Transdev"), formerly First Transit Inc., with operations of the COW service provided by Transdev, and operations of the Dial-A-Ride service outsourced to Secure Transportation Inc. ("Secure Transportation"). After almost ten (10) years of an exceptional partnership with Transdev and its subcontractor Secure Transportation, the City's contract with Transdev is set to expire on June 30, 2023.

As a result of the upcoming expiration of the City's transportation contracts, staff has commenced a comprehensive assessment of existing transit services, and is currently analyzing ridership trends, transit user needs, operations, and opportunities to improve system-wide efficiency and cost effectiveness. As further described in this agenda report, the costs associated with maintaining and operating the COW and Dial-A-Ride services continue to increase as a result of minimum wage laws, labor laws, inflation, and increased fuel and vehicle maintenance costs. Simultaneously, while the City's transportation services have historically been wholly funded through the use of restricted Proposition A and Proposition C grant funds derived from gasoline sales tax, the costs to maintain the current level of service provided by the COW and Dial-A-Ride services are anticipated to exceed said revenues received by the City of Cerritos in the near future.

As such, at this time, staff is seeking direction from the City Council regarding the COW and Dial-A-Ride transportation services, and the potential to modify services for greater operational efficiency, demand, and/or use of funds to subsidize transportation in Cerritos. To facilitate the solicitation of City Council direction, the following agenda report will provide an overview of the COW and Dial-A-Ride transportation services, the existing professional services agreement/contract, funding availability, existing vehicle conditions, and ridership trends.

CERRITOS ON WHEELS (COW) FIXED-ROUTE SERVICE

COW – Program Overview

The Cerritos on Wheels (COW) transportation service was established in 1993 in an effort to provide alternative transportation to Cerritos residents, businesses, and the community, with connections to other local transportation service providers. The COW service provides fixed-route transportation to the general public, on a bi-directional loop, to over one hundred eighty (180) locations, including City parks, schools, regional commercial centers (Los Cerritos Center, Plaza 183, Cerritos Towne Center), Cerritos Community College, and many of the City's renowned facilities, including the Cerritos Senior Center, Cerritos Library, Cerritos Civic Center, the Cerritos Center for the Performing Arts, and numerous City recreational facilities (see Exhibit 1, COW Route Map and Schedule). The COW service currently operates with sixty (60) minute headways, and since 2004, has been available at a low cost of fifty cents (\$.50) per ride. Monthly bus passes are available for one (1) month for \$20, or three (3) months for \$30.

Prior to the COVID-19 pandemic, the COW service operated from 6:00 a.m. until 7:49 p.m. Monday through Friday, 9:00 a.m. until 4:49 p.m. on Saturday, and no service was provided on Sunday. During the COVID-19 pandemic, operation of the COW service continued, but due to reduced ridership and demand, operational hours were reduced. As a result, the COW service currently operates Monday through Saturday from 9:00 a.m. until 4:49 p.m.

COW – Professional Services Agreement

In 2013, the City of Cerritos awarded a ten (10) year contract, in the form of a Professional Services Agreement, to Transdev (formerly First Transit) for the management, maintenance, and operation of the COW service. Pursuant to the Professional Services Agreement, in addition to the operation and management of the service, Transdev is responsible for employee hiring, training and supervision, reporting data compilation, complaint investigation and follow-up, and maintenance of City-owned buses. Transdev's staff (supervisors, bus drivers, maintenance, dispatchers) are vetted by Transdev, through an extensive background check process, and are provided extensive training to ensure that employees provide the highest quality of service, consistent with City of Cerritos standards.

COW – Funding

The COW service is funded by restricted Proposition A and Proposition C (Proposition A/C) local return monies, generated through a County-initiated, voter-approved, half-cent gasoline sales tax measure. Proposition A/C funds are provided to the City of Cerritos by the State of California, by way of the Los Angeles County Metropolitan Transportation Authority (Metro). These funds are provided to the City of Cerritos on an annual basis and are restricted for transportation or other public works/street improvement purposes only. On average, the City receives approximately \$1.8 million in Proposition A/C funds each year, of which approximately \$1 million is used to fund the COW service.

COW – Operational Costs

Pursuant to the existing contract between the City and Transdev, the City is billed a fixed rate per revenue service hour, subject to incremental increases each year. The total number of revenue service hours fluctuates minimally based on the total number of service days per calendar month the COW service is in operation per month. In addition to the fixed rate per service hour, the City is responsible to fund any increases in contract costs related to State labor/wage laws, increases in fuel costs, all maintenance costs associated with COW buses, and/or any other incidental costs associated with providing COW service. The following table provides a summary of the total operational costs of providing COW service over the past twenty (20) years:

Table 1: COW - Total Operational Costs

Fiscal Year	Transit Contractor	Total Annual Expenditures	Total Monthly Expenditures (Average)
04/05	MV Transit	\$1,105,550	\$92,129
05/06	MV Transit	\$1,258,532	\$104,878
06/07	MV Transit	\$1,251,259	\$104,272
07/08	MV Transit	\$1,223,884	\$101,990
08/09	MV Transit	\$1,197,049	\$99,754
09/10	MV Transit	\$1,591,207	\$132,601
10/11	MV Transit	\$1,669,425	\$139,119
11/12	MV Transit	\$1,666,404	\$138,867
12/13	MV Transit	\$1,527,402	\$127,284
13/14	First Transit/Transdev	\$1,013,017	\$84,418
14/15	First Transit/Transdev	\$1,080,403	\$90,034
15/16	First Transit/Transdev	\$1,103,472	\$91,956
16/17	First Transit/Transdev	\$1,186,200	\$98,850
17/18	First Transit/Transdev	\$1,231,662	\$102,638
18/19	First Transit/Transdev	\$1,238,862	\$103,239
19/20*	<i>First Transit/Transdev</i>	<i>\$1,139,060</i>	<i>\$94,922</i>
20/21*	<i>First Transit/Transdev</i>	<i>\$882,822</i>	<i>\$73,568</i>
21/22*	<i>First Transit/Transdev</i>	<i>\$1,016,825</i>	<i>\$84,735</i>
22/23*	<i>First Transit/Transdev</i>	<i>\$1,052,573 (est.)</i>	<i>\$87,714 (est.)</i>

*The operational costs depicted by shaded italicized text has been provided for informational purposes only. Specifically, said costs do not accurately represent the true cost of the COW service under normal operating conditions and are the result of the COVID-19 pandemic.

In March 2020, as a result of the COVID-19 pandemic, COW service was reduced to its current schedule, operating at reduced service hours. As a result, the City's annual operational costs since Fiscal Year 2019-2020 continue to be lower than the operating costs of other Transdev contract years. It should be noted that if the COW service were to

resume normal operating/service hours comparable to pre-COVID-19 pandemic levels, the COW's operating costs would significantly increase. Further, said cost increases would be realized regardless of total ridership and/or the demand for the service.

COW – Ridership

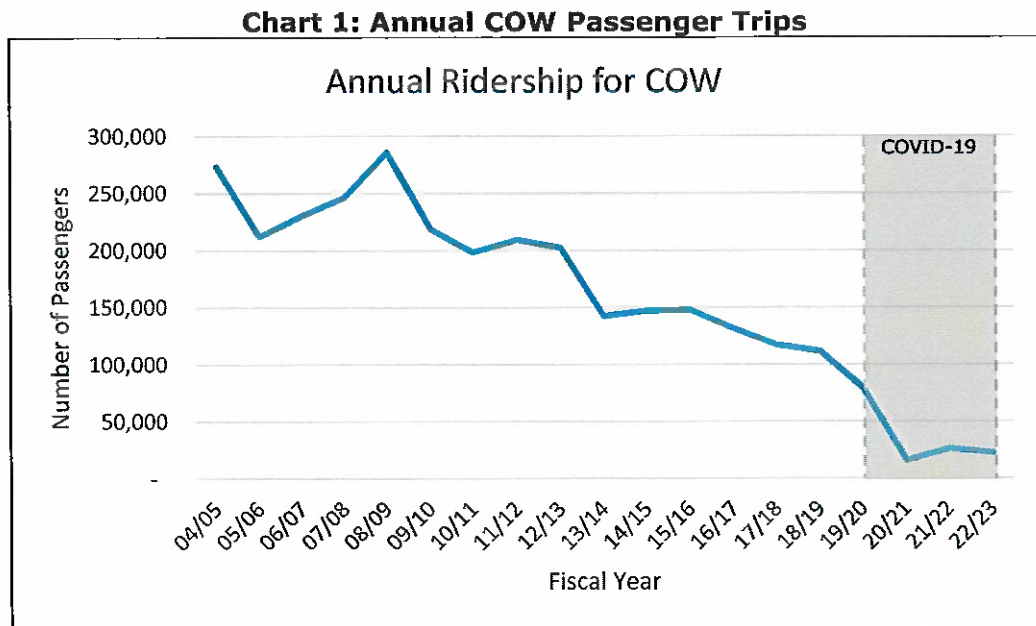
Over the past twenty (20) years, COW ridership has fluctuated as a result of changes in demand over time. At its peak ridership in Fiscal Year 2008-2009, the COW service provided 285,674 passenger trips per year, with an average of 882 passenger trips per day. However, since this peak ridership, annual and daily ridership has continued to steadily decline to a pre-COVID low in Fiscal Year 2018-2019, with a total of 111,329 annual passenger trips, and approximately 366 passenger trips per day. The following table and chart illustrate COW passenger trips over the past twenty (20) years:

Table 2: Annual COW Ridership

Fiscal Year	Annual Passenger Trips	Average Daily Passenger Trips
04/05	273,292	761
05/06	212,018	592
06/07	230,158	641
07/08	246,335	684
08/09	285,674	882
09/10	218,840	718
10/11	198,042	647
11/12	209,175	679
12/13	202,047	665
13/14	142,047	466
14/15	147,037	482
15/16	147,496	482
16/17	131,238	427
17/18	116,685	381
18/19	111,329	366
<i>19/20*</i>	<i>78,852</i>	<i>258</i>
<i>20/21*</i>	<i>15,811</i>	<i>52</i>
<i>21/22*</i>	<i>26,206</i>	<i>86</i>
<i>22/23*</i>	<i>22,392 (est.)</i>	<i>73 (est.)</i>

*The ridership depicted by shaded italicized text has been provided for information purposes only. Specifically, said ridership does not accurately represent ridership levels under the COW's normal operating conditions and are the result of the COVID-19 pandemic.

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In addition to the steady decline in COW passenger trips over the past twenty (20) years, it should be noted that as a result of approximately 80% of COW passengers utilizing the service for transportation to/from local ABC Unified District schools, ridership significantly declines during June, July, and August of each year. While COW service is currently being provided at a reduced level due to the reduction in passenger demand and overall transit user's aversion and/or reluctance to utilize fixed route public transportation following the COVID-19 pandemic, ridership during the current fiscal year is anticipated to remain low, with an estimated total of 22,000 passenger trips.

COW – Total Cost Per Passenger

As illustrated in the previous tables/charts, over the past several years (pre-COVID), COW ridership has continued to steadily decline, while the costs of providing COW service continued to increase. As mentioned, passenger fares have remained low at \$0.50 per trip. Further, despite the City's efforts to solicit additional funding in support of the COW service from the ABC Unified School District, no such monies or assistance has ever been provided by the District to offset the City's high cost of transporting students to/from school. As a result, the COW service is wholly funded by the City of Cerritos, and passenger trips have been significantly subsidized over the past twenty (20) years, as illustrated by the following table:

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Table 3: COW Cost Per Passenger

Fiscal Year	Total Annual Expenditures	Annual Passenger Trips	Total Cost Per Passenger Trip	Passenger Fare	City Subsidy Per Passenger Trip
04/05	\$1,105,550	273,292	\$4.05	\$.50	\$3.55
05/06	\$1,258,532	212,018	\$5.94	\$.50	\$5.44
06/07	\$1,251,259	230,158	\$5.44	\$.50	\$4.94
07/08	\$1,223,884	246,335	\$4.97	\$.50	\$4.47
08/09	\$1,197,049	285,674	\$4.19	\$.50	\$3.69
09/10	\$1,591,207	218,840	\$7.27	\$.50	\$6.77
10/11	\$1,669,425	198,042	\$8.43	\$.50	\$7.93
11/12	\$1,666,404	209,175	\$7.97	\$.50	\$7.47
12/13	\$1,527,402	202,047	\$7.56	\$.50	\$7.06
13/14	\$1,013,017	142,047	\$7.13	\$.50	\$6.63
14/15	\$1,080,403	147,037	\$7.35	\$.50	\$6.85
15/16	\$1,103,472	147,496	\$7.48	\$.50	\$6.98
16/17	\$1,186,200	131,238	\$9.04	\$.50	\$8.54
17/18	\$1,231,662	116,685	\$10.56	\$.50	\$10.06
18/19	\$1,238,862	111,329	\$11.13	\$.50	\$10.63
19/20*	<i>\$1,139,060</i>	<i>78,852</i>	<i>\$14.45</i>	<i>\$.50</i>	<i>\$13.95</i>
20/21*	<i>\$882,822</i>	<i>15,811</i>	<i>\$55.84</i>	<i>\$.50</i>	<i>\$55.34</i>
21/22*	<i>\$1,016,825</i>	<i>26,206</i>	<i>\$38.80</i>	<i>\$.50</i>	<i>\$38.30</i>
22/23*	<i>\$1,052,573</i>	<i>22,392</i>	<i>\$47.01</i>	<i>\$.50</i>	<i>\$46.51</i>

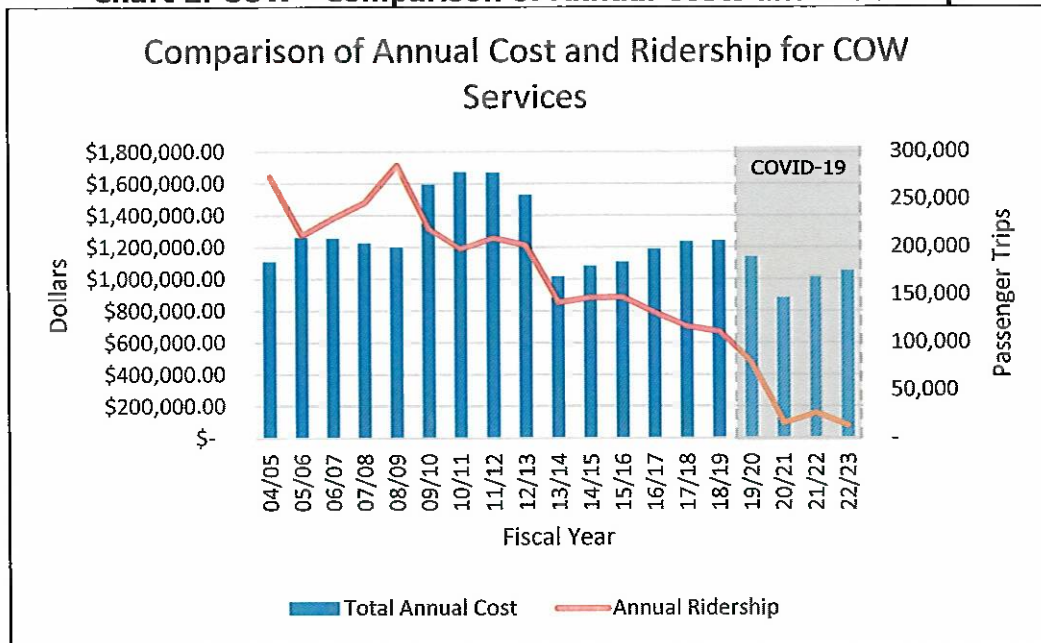
*The operational costs depicted by shaded italicized text has been provided for information purposes only. Specifically, said costs do not accurately represent the true cost of the COW service under normal operating conditions and are the result of the COVID-19 pandemic.

As shown in Table 3 above, the City's subsidy per passenger trip during COVID-19 significantly increased, due to escalating operational costs coupled with declining ridership. For illustrative purposes, the total City subsidy per passenger trip prior to COVID-19, was approximately \$10.00 per trip, with passengers paying \$0.50 per one-way trip. While the City's subsidy has gradually increased over the past twenty years (20), ridership demand has steadily declined.

The following chart further depicts the trends in COW ridership, when compared to the annual costs of providing COW service:

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Chart 2: COW - Comparison of Annual Costs and Ridership



COW – Existing Bus Conditions

In 2005, through the use of Federal grant funds, the City purchased five (5) liquefied propane buses to reduce service and operational expenses for the benefit of transit users. With diligent maintenance efforts, and refurbishment in 2016, the City’s liquefied propane buses continue to be in operation seventeen (17) years after acquisition. However, natural wear and tear, daily use, and lack of available parts/maintenance resources have contributed to the overall deterioration of the buses. Over the past few years, COW buses consistently experience mechanical and engine issues, resulting in delayed service and/or missed routes. As a result, the COW service is often supplemented by spare vehicles provided by Transdev, and the existing fleet of five (5) buses are in dire need of replacement.

In anticipation of the need to replace the City’s existing bus fleet, the City of Cerritos continuously pursued Federal grant funds, and in 2022, was awarded a \$4.4 million grant from the U.S. Department of Transportation Federal Transit Administration for the acquisition of new electric buses. Additionally, \$350,000 of the City’s restricted Air Quality Management District (AQMD) funds have been earmarked for this purpose. In 2021, the City obtained an estimate for the base price of one (1) 35’ electric vehicle bus at approximately \$800,000, with an additional \$65,000 in support infrastructure for each electric bus. While these awarded grant funds, may cover the purchase of five (5) new electric vehicles, Proposition A/C monies, as well as potential General Fund monies, may be required to fund the purchase and installation of the infrastructure required to charge the buses throughout the day. Additional expenses borne by the City would include the cost of leasing property for the storage of the subject vehicles when not in use, as the existing fleet is currently stored at a Transdev-leased property located in the City of Norwalk.

Other Fixed-Route Transit Providers in the City of Cerritos

In addition to the COW service, five (5) other transit entities provided fixed-route service in and around the City of Cerritos, including Bellflower Bus, Los Angeles County Metropolitan Transportation Authority (Metro), Long Beach Transit, Norwalk Transit, and Orange County Transportation Authority (OCTA) (see Exhibit 2, Map of Transit Routes in Cerritos). These five (5) transportation entities provide connections to Orange County, areas around Los Angeles County, as well as connections to the Metro Green Line light-rail transit station.

CERRITOS DIAL-A-RIDE DEMAND RESPONSE SERVICE

Dial-A-Ride – Program Overview

In 1989, the City of Cerritos established the Cerritos Dial-A-Ride service, a curb-to-curb demand response transit service, for seniors age fifty-five (55) and older, or persons with disabilities, residing within the City of Cerritos. The Dial-A-Ride service transports City-approved, eligible residents throughout the community based on a three (3) tiered system (see Exhibit 3, Dial-A-Ride Brochure and Map). Dial-A-Ride vehicles travel anywhere within the City's boundaries and portions of the City of Artesia (Tier 1) for a flat rate of \$1.00 each way. In addition, Dial-A-Ride provides service to and from any medical facility or hospital within a three-mile radius of Tier 1 boundaries (Tier 2) for \$2.00 each way, and also to City-approved medical facilities and hospitals outside Tier 2 boundaries (Tier 3) for \$3.00 each way, including Talbert Medical Group, Los Alamitos Medical Center, Veterans Hospital of Long Beach, Long Beach Memorial Hospital, and Los Alamitos Orthopedic & Sports Physical Therapy Clinic. Pursuant to past City Council direction, the Cerritos Dial-A-Ride service area was expanded to include Cypress Community College, for transporting students enrolled in courses for students with special development needs, which are not otherwise offered locally at Cerritos Community College. Dial-A-Ride operates from 8:00 a.m. to 8:00 p.m. Monday through Friday, and from 8:00 a.m. to 5:00 p.m. Saturday and Sunday.

Dial-A-Ride – Professional Services Agreement/Subcontractor Agreement

As part of the City's contract with Transdev for transit services, Transdev subcontracts the City's Dial-A-Ride service. At the start of Transdev's contract in 2013, Dial-A-Ride services were subcontracted to A White and Yellow Taxicab Company ("AWYTC"), the demand response subcontractor retained by the previous fixed-route contractor. At that time, Dial-A-Ride service was provided to eligible Cerritos residents by way of taxi service. After only three (3) years of providing service under the existing ten (10) year contract, with four (4) days' notice, the City was informed that AWYTC was operating at a loss and was unable to continue to provide the City's demand response services.

In response to the subcontractor's abandonment of the service, City staff diligently worked with Transdev to secure a reliable, efficient, and professional demand response subcontractor to take over the City's demand response services. With one (1) week's notice, and honoring AWYTC's costs for operating the service, which was considered to be insufficient to cover the service's true costs or impacts, Secure Transportation in good faith took over the subcontract, with no lapse in service to Dial-A-Ride passengers.

Through a separate two-party agreement between Transdev/Secure Transportation, to which the City is not a party thereto, Secure Transportation assumed full responsibility over the management and operation of the City's Dial-A-Ride service. Transdev, by way of Secure Transportation, is responsible for providing transportation to the City's senior and disabled populations, fielding all reservations, scheduling and routing all trips, providing dispatch staff, and providing passenger trip service. Dial-A-Ride service is provided by ten (10) dedicated demand response vans with wheelchair accessibility. Secure Transportation has provided excellent service to the City of Cerritos and its residents, and the City is extremely pleased with the high-quality customer service, professionalism, well maintained vehicles, and training of Secure Transportation staff, which is needed for Dial-A-Ride services.

It should be noted that, as a result of Transdev serving as the City's direct liaison to Secure Transportation and being responsible for required Dial-A-Ride reporting and oversight, the City is assessed an 8% administration fee for this purpose. Should the City elect to continue to provide both COW and Dial-A-Ride services, it would be advisable for the City to consider contracting with each independent operator separately thereby eliminating the need for the aforementioned 8% administration fee.

Dial-A-Ride – Funding

Similar to the City's fixed-route COW service, the Dial-A-Ride service is wholly funded by Proposition A/C local return funds. While the City receives approximately \$1.8 million in combined Proposition A/C funds each year, approximately \$400,000-\$700,000 funds the City's Dial-A-Ride program annually.

Dial-A-Ride – Operational Costs

Pursuant to the existing City/Transdev contract, the City of Cerritos is billed on a fixed rate per service mile, within a minimum bill rate per trip, plus an additional cost based on vehicle type (ambulatory vs. wheelchair). For each one-way passenger trip, the City is billed based on distanced traveled, not based on the number of trips or passengers. As a result, trips to medical facilities in Tier 2 and medical/hospital facilities in Tier 3 are significantly more expensive than traveling to a destination in Cerritos (Tier 1). In addition to the bill rate based on service mileage and vehicle type, the City is responsible to fund any increases in contract costs related to State labor/wage laws, increases in fuel costs, and/or any other incidental costs associated with providing Dial-A-Ride service. The following table provides a summary of the total operational costs of providing Dial-A-Ride service over the past twenty (20) years:

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Table 4: Dial-A-Ride – Total Operational Costs

Fiscal Year	Transit Subcontractor	Total Annual Expenditures	Total Monthly Expenditures (Average)
04/05	A White and Yellow Taxicab Company	\$326,742	\$27,229
05/06	A White and Yellow Taxicab Company	\$328,879	\$27,407
06/07	A White and Yellow Taxicab Company	\$372,634	\$31,053
07/08	A White and Yellow Taxicab Company	\$387,550	\$32,296
08/09	A White and Yellow Taxicab Company	\$390,272	\$32,523
09/10	A White and Yellow Taxicab Company	\$418,242	\$34,853
10/11	A White and Yellow Taxicab Company	\$447,856	\$37,321
11/12	A White and Yellow Taxicab Company	\$463,176	\$38,598
12/13	A White and Yellow Taxicab Company	\$504,500	\$42,042
13/14	A White and Yellow Taxicab Company	\$198,669	\$16,558
14/15	A White and Yellow Taxicab Company	\$240,835	\$20,070
15/16	AWYTC/Secure Transportation	\$255,840	\$21,320
16/17	Secure Transportation	\$263,220	\$21,935
17/18	Secure Transportation	\$235,394	\$19,616
18/19	Secure Transportation	\$314,559	\$26,213
19/20*	<i>Secure Transportation</i>	<i>\$361,800</i>	<i>\$30,150</i>
20/21*	<i>Secure Transportation</i>	<i>\$179,610</i>	<i>\$14,968</i>
21/22*	<i>Secure Transportation</i>	<i>\$470,484</i>	<i>\$39,207</i>
22/23*	<i>Secure Transportation</i>	<i>\$700,812 (est.)</i>	<i>\$58,401 (est.)</i>

*The operational costs depicted by shaded italicized text has been provided for information purposes only. Specifically, said costs do not accurately represent the true cost of the Dial-A-Ride service under normal operating conditions and are the result of the COVID-19 pandemic.

While total operational costs for providing Dial-A-Ride service is not determined based on ridership, in Fiscal Year 2020-2021, as a result of the COVID-19 pandemic, total number of trips began to decrease, thereby impacting the per mileage billing rate. As a result of the reduction of trips, and a concurrent increase in fuel and labor costs, the City was notified that Secure Transportation was now operating at a loss and could no longer sustain providing Dial-A-Ride service because the actual cost of providing demand response service exceeded the existing service rate paid by the City. In light of Secure Transportation's outstanding service and because it in good faith willingly assumed the service rates established by the previous operator, the City administratively approved an amendment to the City/Transdev contract to retain the services of Secure Transportation. Per the amendment, which was authorized under the original contract, the billing method was

changed providing for the establishment of a flat monthly rate based on the actual operating costs of the Dial-A-Ride service, which equals approximately \$58,000 per month for Fiscal Year 2022-2023.

Dial-A-Ride – Ridership

Over the past twenty (20) years, Dial-A-Ride service ridership has fluctuated based on the varying transportation needs of senior and disabled passengers. At its peak ridership in Fiscal Year 2018-2019, prior to COVID-19, the Dial-A-Ride service provided 25,172 passenger trips per year, with an average of 71 passenger trips per day. During the COVID-19 pandemic, the City saw a significant decline in utilization of the Dial-A-Ride service, despite the service being fully operational. To date, the City has approximately 2,000 Cerritos residents approved to utilize the City's Dial-A-Ride service. The following table and chart illustrate Dial-A-Ride passenger trips over the past twenty (20) years:

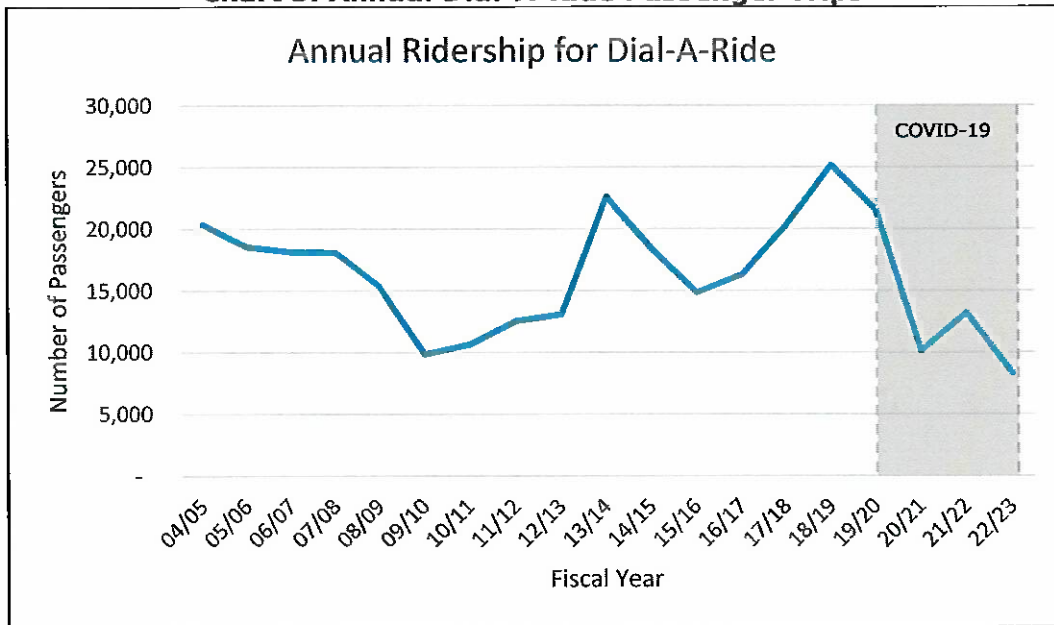
Table 5: Dial-A-Ride Passenger Trips

Fiscal Year	Annual Passenger Trips	Average Daily Passenger Trips
04/05	20,382	57
05/06	18,550	52
06/07	18,131	51
07/08	18,075	50
08/09	15,340	43
09/10	9,853	28
10/11	10,662	30
11/12	12,572	35
12/13	13,080	37
13/14	22,620	63
14/15	18,359	51
15/16	14,842	41
16/17	16,283	46
17/18	20,336	57
18/19	25,172	71
<i>19/20*</i>	<i>21,505</i>	<i>60</i>
<i>20/21*</i>	<i>10,152</i>	<i>28</i>
<i>21/22*</i>	<i>13,203</i>	<i>37</i>
<i>22/23*</i>	<i>14,259 (est.)</i>	<i>40</i>

*The ridership depicted by shaded italicized text has been provided for information purposes only. Specifically, said ridership does not accurately represent ridership levels under the Dial-A-Ride's normal operating conditions and are the result of the COVID-19 pandemic.

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Chart 3: Annual Dial-A-Ride Passenger Trips



Dial-A-Ride – Total Cost Per Passenger

As mentioned previously, Dial-A-Ride service is provided to City-approved seniors and disabled residents at a low cost of \$1.00-\$3.00 depending on trip destination within three (3) tiers. In addition to the flat monthly rate that covers Secure Transportation's minimum operating costs, the City is billed based on service mileage. As such, the further the destination, the higher the cost the City pays per passenger trip. The following table provides a summary of the approximate cost/City subsidy, per one-way passenger:

Table 6: Dial-A-Ride Cost Per Passenger

Fiscal Year	Total Annual Expenditures	Annual Passenger Trips	Passenger Fare (Based on Tier)	Cost Per Passenger Trip (One-Way)
04/05	\$326,742	20,382	\$1.00-\$3.00	\$16.03
05/06	\$328,879	18,550	\$1.00-\$3.00	\$17.73
06/07	\$372,634	18,131	\$1.00-\$3.00	\$20.55
07/08	\$387,550	18,075	\$1.00-\$3.00	\$21.44
08/09	\$390,272	15,340	\$1.00-\$3.00	\$25.44
09/10	\$418,242	9,853	\$1.00-\$3.00	\$42.45
10/11	\$447,856	10,662	\$1.00-\$3.00	\$42.00
11/12	\$463,176	12,572	\$1.00-\$3.00	\$36.84
12/13	\$504,500	13,080	\$1.00-\$3.00	\$38.57
13/14	\$198,669	22,620	\$1.00-\$3.00	\$8.78
14/15	\$240,835	18,359	\$1.00-\$3.00	\$13.12

Fiscal Year	Total Annual Expenditures	Annual Passenger Trips	Passenger Fare (Based on Tier)	Cost Per Passenger Trip (One-Way)
15/16	\$255,840	14,842	\$1.00-\$3.00	\$17.24
16/17	\$263,220	16,283	\$1.00-\$3.00	\$16.17
17/18	\$235,394	20,336	\$1.00-\$3.00	\$11.58
18/19	\$314,559	25,172	\$1.00-\$3.00	\$12.50
19/20*	\$361,800	21,505	\$1.00-\$3.00	\$16.82
20/21*	\$179,610	10,152	\$1.00-\$3.00	\$17.69
21/22*	\$470,484**	13,203	\$1.00-\$3.00	\$35.63
22/23*	\$700,812 (est.)**	8,318 (est.)	\$1.00-\$3.00	\$49.15

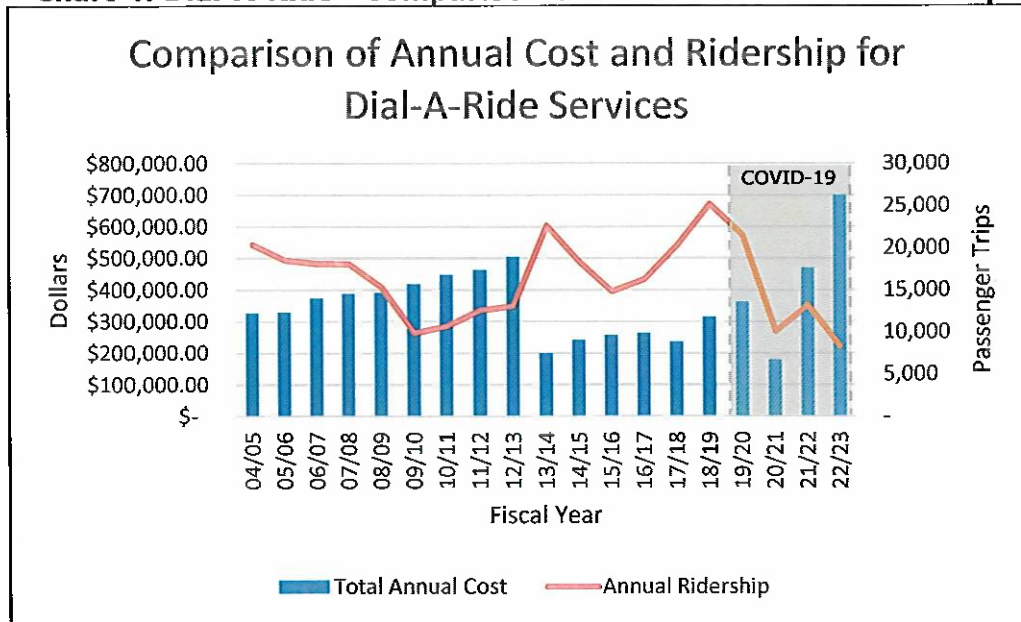
*The operational costs depicted by shaded italicized text has been provided for information purposes only. Specifically, said costs do not accurately represent the true cost of the Dial-A-Ride service under normal operating conditions and are the result of the COVID-19 pandemic.

**Reflects the modified billing method that provides for a fixed per month billing rate, per a City-executed amendment

Over the past twenty (20) years, the City's cost per one-way passenger trip was at its lowest during Fiscal Year 2013-2014 at approximately \$5.78-\$7.78 per one-way passenger trip, and at its highest Pre-COVID/current contract level during Fiscal Year 2019-2020 at \$13.82-\$15.82 per one-way passenger trip. While ridership for the Dial-A-Ride service continues to fluctuate based on the needs of the City's eligible residents, costs to continue this shared curb-to-curb transportation service are anticipated to continue to increase in order to be financially feasible for demand response service providers. To further illustrate this comparison, Chart 4 provides a comparison of the annual costs and ridership over the past several years.

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Chart 4: Dial-A-Ride - Comparison of Annual Costs and Ridership



Other Demand Response/Paratransit Providers in the City of Cerritos

While demand response/paratransit providers are limited in the City of Cerritos, such services are also provided by Access Services. Access Services provides shared ADA paratransit services throughout the County of Los Angeles for eligible passengers, to/from any location within 3/4 of a mile of any fixed-route bus or light rail operated by Metro. Fares range from \$2.75 to \$3.50 for each one-way passenger trip. While Access Services is Countywide, eligible Cerritos residents are able to utilize Access Services as an alternative demand response/paratransit service.

FINANCIAL IMPACT TO THE CITY

As previously mentioned, the City's COW and Dial-A-Ride services are currently funded by Proposition A/C local return monies, generated through a voter-approved half-cent sales tax measure, and are provided to the City of Cerritos by the State of California, by way of Metro. These funds are provided to the City of Cerritos on an annual basis and are restricted for transportation or other public works/street improvement purposes only. Currently, under the existing contract, the City's Proposition A/C funds wholly cover the costs of providing COW and Dial-A-Ride services, and as such, no General Fund monies are used. However, in light of the current contract expiration in June 2023, and through discussions with the City's existing transit providers, costs for the continuation of these services are expected to significantly increase by approximately 25-40%, thereby requiring the use of Proposition A/C reserve funds (approx. \$3 million), as well as the eventual use of General Fund monies.

In accordance with Metro's Proposition A/C Local Return Guidelines, such funds may only be used for the following:

Proposition A Funds	Proposition C Funds
Transportation Projects: <ul style="list-style-type: none"> • Operation of public transit services • Bus stop improvements/maintenance • Capital purchases • Transportation systems management • Transit security • Fare subsidy • Transportation planning • Transit marketing • Park-and-ride lots • Transit facilities • Transportation enhancements • Metro Rail capital • Transportation demand management 	Transportation Projects: <ul style="list-style-type: none"> • Operation of public transit services • Bus stop improvements/maintenance • Capital purchases • Transportation systems management • Transit security • Fare subsidy • Transportation planning • Transit marketing • Park-and-ride lots • Transit facilities • Transportation enhancements • Metro Rail capital • Transportation demand management
Public Works/Streets Projects: <ul style="list-style-type: none"> • Right-of-way improvements • Direct administration • Signal synchronization 	Public Works/Streets Projects: <ul style="list-style-type: none"> • Right-of-way improvements • Direct administration • Signal synchronization management • Congestion management program • Bikeways and bike lanes • Street improvement and maintenance • Reporting requirements • Pavement management system

REQUEST FOR DIRECTION

As the existing contract for the COW and Dial-A-Ride transit services expires June 30, 2023, staff is seeking City Council direction regarding whether or not the City should continue to provide both transportation services. If the City Council, by consensus, elects to support the continued provision of the COW and Dial-A-Ride transportation services, City staff recommends the retention of a qualified, independent consultant to conduct a comprehensive analysis of both services, with the objective of formulating recommendations on how best to improve operational efficiency and effectiveness system-wide. Subject to City Council authorization to proceed, City staff will commence the preparation of a Request for Proposals/Request for Qualifications (RFP/RFQ) to solicit proposals from qualified consultants to complete the analysis and to present their findings and recommendations to the City Council for consideration. Additionally, said consultant will assist the City with updating COW routes and associated schedule, and aid City staff with the selection of the preferred vehicle fleet and fixed-route transportation contractor. Pursuant to the requirements under the City's Title VI program, any direction provided which requires modifications to existing services, will result in an agenda report and supporting resolution to be considered by the City Council at a future publicly noticed meeting.

Cerritos on Wheels (COW) Service:

REQUEST FOR DIRECTION #1: COW SERVICE

At this time, staff is seeking City Council direction regarding the Cerritos on Wheels (COW) fixed-route service, specifically related to the continuation of service. Please note that with the expiration of the existing contract in June 2023, the solicitation of proposals for continued service is anticipated to be for a new multi-year term so as to allow for the purchase of new vehicles and/or required infrastructure to be amortized over the life of the contract.

OPTION 1A: Continue providing fixed-route COW service, and solicit proposals for a consultant to conduct an analysis of the existing service for the purpose of formulating recommendations on how best to improve operational efficiency and effectiveness system-wide. Additionally, the consultant will assist City staff with updating COW routes and schedules, and aid in the selection of the new vehicle fleet and fixed-route transportation contractor.

OPTION 1B: Discontinue providing fixed-route COW service, and work with other service providers to determine the feasibility of other providers to expand existing routes throughout Cerritos.

OPTION 1C: Provide alternative direction regarding the provision of fixed-route COW service.

Dial-A-Ride Service:

REQUEST FOR DIRECTION #2: DIAL-A-RIDE SERVICE

At this time, staff is seeking City Council direction regarding the Dial-A-Ride demand response service, specifically related to the continuation of service. Please note that with the expiration of the existing contract in June 2023, the solicitation of proposals for continued service is anticipated to be for a new multi-year term.

OPTION 2A: Continue providing demand response Dial-A-Ride service, and solicit proposals for a consultant to conduct an analysis of the existing service for the purpose of formulating recommendations on how best to improve operational efficiency and effectiveness system-wide. Additionally, the consultant will assist City staff with updating service areas and operational hours if necessary, and aid in the selection of the new demand response transportation contractor.

OPTION 2B: Discontinue providing demand response Dial-A-Ride service, and refer Cerritos Dial-A-Ride passengers to Access Services.

OPTION 2C: Provide alternative direction regarding the provision of demand response Dial-A-Ride service.

PUBLIC HEARING NOTICE

Pursuant to the City's Public Participation Plan established by way of the City's Title VI Program in compliance with the Civil Rights Act of 1964, notice of a public hearing regarding this item was published in the *Los Cerritos Community News* on February 24, 2023, at least ten (10) days prior to the public hearing on March 9, 2023. Notices were also posted at the City's four (4) designated posting boards on February 24, 2023.

NEXT STEPS

As previously mentioned, if City Council direction results in the discontinuation of COW or Dial-A-Ride services, an agenda report and resolution will be brought back to the Cerritos City Council for adoption and implementation, followed by an extensive public education and outreach campaign to notify the public of any such discontinuation. Conversely, if City Council direction results in the continuation of services, staff will proceed in soliciting proposals for the retention of a qualified, independent consultant to conduct a comprehensive analysis of both services, with the objective of formulating recommendations on how best to improve operational efficiency and effectiveness of both services. It should be noted that due to the timing of the existing contract expiration, staff is in discussions with Transdev to discuss potential short term (month-to-month) extensions of the existing contract, as authorized by the existing Professional Services Agreement.

RECOMMENDATION

The following is recommended to the City Council:

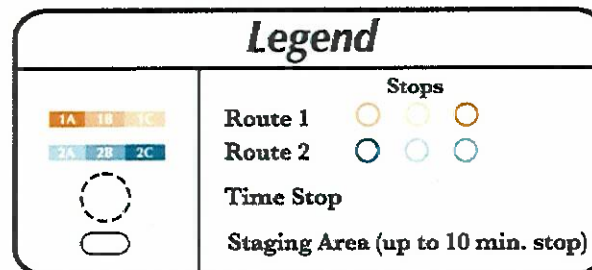
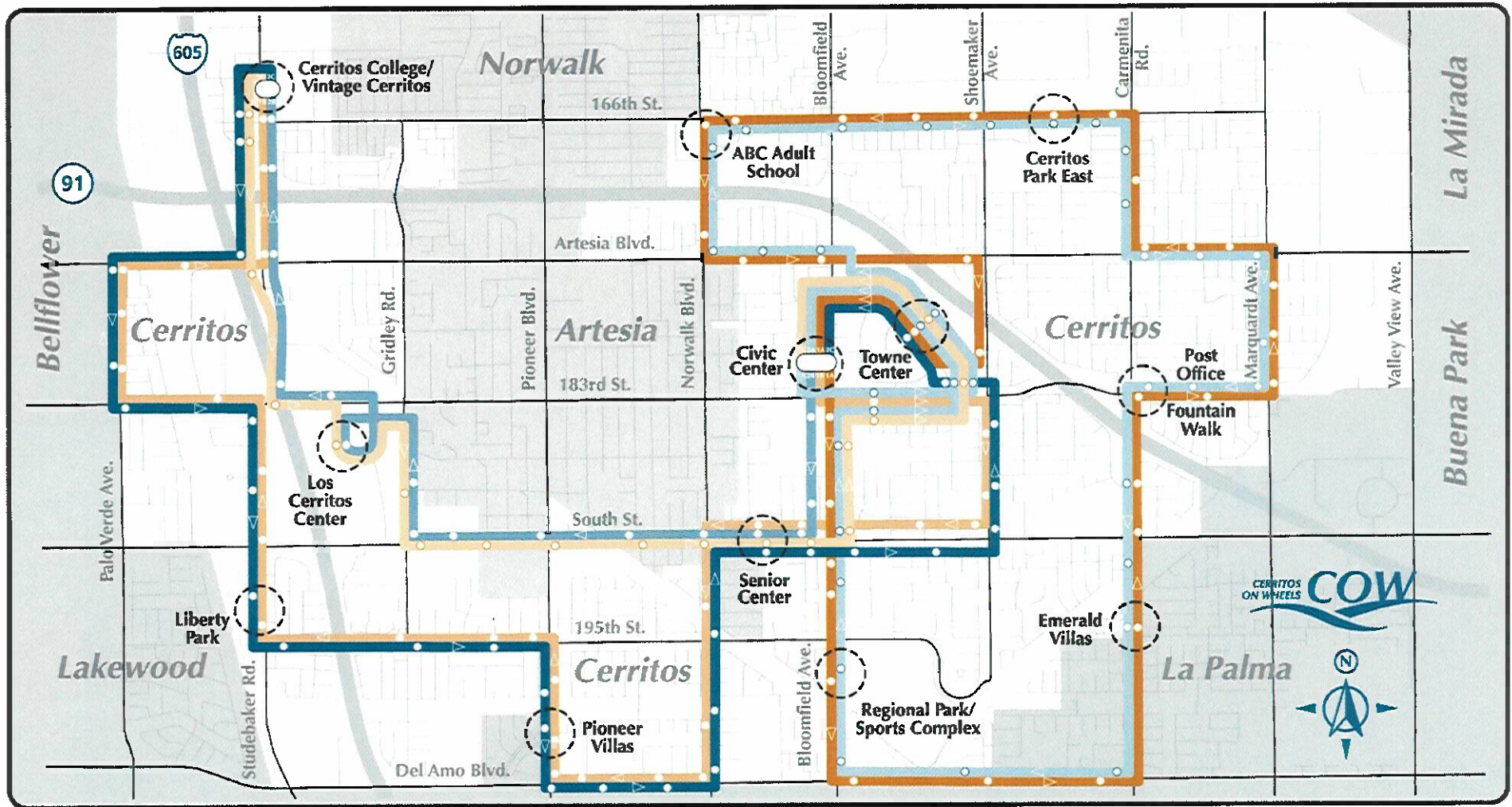
1. Review and discuss the information provided;
2. Conduct a public hearing; and,
3. Provide direction to staff regarding the Cerritos on Wheels (COW) fixed-route service and the Dial-A-Ride demand-response service, as discussed herein.

Exhibits

1. COW Route Map and Schedule
2. Map of Transit Routes in Cerritos
3. Dial-A-Ride Brochure and Map

Route Map

www.cerritotransit.com



Route 1— Monday through Saturday

In response to the COVID-19 public health emergency, and for the protection of all COW passengers and employees, effective Monday, March 30, 2020, COW buses will operate Monday through Saturday from 9:00 a.m. to 4:48 p.m., and will arrive at each bus stop every sixty (60) minutes. Please note, this will remain in effect until further notice. Should you have any questions or concerns, please contact the City of Cerritos Department of Community Development at (562) 916-1201.

1A

1B

1C

Civic Center (Depart)	Regional Park	Emerald Villas	Post Office	Cerritos Park East	ABC Adult School	Towne Center	Civic Center (Arrive)	Civic Center (Depart)	Senior Center	Pioneer Villas	Liberty Park	Cerritos College (Arrive)	Cerritos College (Depart)	Los Cerritos Center	Senior Center	Towne Center	Civic Center (Arrive)
9:00 AM	9:05 AM	9:10 AM	9:13 AM	9:20 AM	9:25 AM	9:32 AM	9:35 AM	9:47 AM	9:55 AM	10:02 AM	10:07 AM	10:19 AM	10:24 AM	10:32 AM	10:39 AM	10:44 AM	10:48 AM
10:00 AM	10:05 AM	10:10 AM	10:13 AM	10:20 AM	10:25 AM	10:32 AM	10:35 AM	10:47 AM	10:55 AM	11:02 AM	11:07 AM	11:19 AM	11:24 AM	11:32 AM	11:39 AM	11:44 AM	11:48 AM
11:00 AM	11:05 AM	11:10 AM	11:13 AM	11:20 AM	11:25 AM	11:32 AM	11:35 AM	11:47 AM	11:55 AM	12:02 PM	12:07 PM	12:19 PM	12:24 PM	12:32 PM	12:39 PM	12:44 PM	12:48 PM
12:00 PM	12:05 PM	12:10 PM	12:13 PM	12:20 PM	12:25 PM	12:32 PM	12:35 PM	12:47 PM	12:55 PM	1:02 PM	1:07 PM	1:19 PM	1:24 PM	1:32 PM	1:39 PM	1:44 PM	1:48 PM
1:00 PM	1:05 PM	1:10 PM	1:13 PM	1:20 PM	1:25 PM	1:32 PM	1:35 PM	1:47 PM	1:55 PM	2:02 PM	2:07 PM	2:19 PM	2:24 PM	2:32 PM	2:39 PM	2:44 PM	2:48 PM
2:00 PM	2:05 PM	2:10 PM	2:13 PM	2:20 PM	2:25 PM	2:32 PM	2:35 PM	2:47 PM	2:55 PM	3:02 PM	3:07 PM	3:19 PM	3:24 PM	3:32 PM	3:39 PM	3:44 PM	3:48 PM
3:00 PM	3:05 PM	3:10 PM	3:13 PM	3:20 PM	3:25 PM	3:32 PM	3:35 PM	3:47 PM	3:55 PM	4:02 PM	4:07 PM	4:19 PM	4:24 PM	4:32 PM	4:39 PM	4:44 PM	4:48 PM

No service on Sunday



Fare

The COW fare is fifty cents (\$.50) per trip.

Monthly Bus Pass: \$20 for 1 pass

\$30 for 3 passes when
purchased at once

COW Information and Lost and Found Items

COW Info Line

(562) 928-4COW or (562) 928-4269

during COW operating hours.

Route 2 — Monday through Saturday

In response to the COVID-19 public health emergency, and for the protection of all COW passengers and employees, effective Monday, March 30, 2020, COW buses will operate Monday through Saturday from 9:00 a.m. to 4:49 p.m., and will arrive at each bus stop every sixty (60) minutes. Please note, this will remain in effect until further notice. Should you have any questions or concerns, please contact the City of Cerritos Department of Community Development at (562) 916-1201.

2A								2B				2C						
Civic Center (Depart)	Towne Center	ABC Adult School	Cerritos Park East	Post Office	Emerald Villas	Regional Park	Towne Center	Civic Center (Arrive)	Civic Center (Depart)	Senior Center	Los Cerritos Center	Cerritos College (Arrive)	Cerritos College (Depart)	Liberty Park	Pioneer Villas	Senior Center	Towne Center	Civic Center (Arrive)
9:00 AM	9:04 AM	9:09 AM	9:16 AM	9:23 AM	9:26 AM	9:31 AM	9:38 AM	9:41 AM	9:51 AM	9:58 AM	10:05 AM	10:13 AM	10:18 AM	10:30 AM	10:34 AM	10:41 AM	10:46 AM	10:49 AM
10:00 AM	10:04 AM	10:09 AM	10:16 AM	10:23 AM	10:26 AM	10:31 AM	10:38 AM	10:41 AM	10:51 AM	10:58 AM	11:05 AM	11:13 AM	11:18 AM	11:30 AM	11:34 AM	11:41 AM	11:46 AM	11:49 AM
11:00 AM	11:04 AM	11:09 AM	11:16 AM	11:23 AM	11:26 AM	11:31 AM	11:38 AM	11:41 AM	11:51 AM	11:58 AM	12:05 PM	12:13 PM	12:18 PM	12:30 PM	12:34 PM	12:41 PM	12:46 PM	12:49 PM
12:00 PM	12:04 PM	12:09 PM	12:16 PM	12:23 PM	12:26 PM	12:31 PM	12:38 PM	12:41 PM	12:51 PM	12:58 PM	1:05 PM	1:13 PM	1:18 PM	1:30 PM	1:34 PM	1:41 PM	1:46 PM	1:49 PM
1:00 PM	1:04 PM	1:09 PM	1:16 PM	1:23 PM	1:26 PM	1:31 PM	1:38 PM	1:41 PM	1:51 PM	1:58 PM	2:05 PM	2:13 PM	2:18 PM	2:30 PM	2:34 PM	2:41 PM	2:46 PM	2:49 PM
2:00 PM	2:04 PM	2:09 PM	2:16 PM	2:23 PM	2:26 PM	2:31 PM	2:38 PM	2:41 PM	2:51 PM	2:58 PM	3:05 PM	3:13 PM	3:18 PM	3:30 PM	3:34 PM	3:41 PM	3:46 PM	3:49 PM
3:00 PM	3:04 PM	3:09 PM	3:16 PM	3:23 PM	3:26 PM	3:31 PM	3:38 PM	3:41 PM	3:51 PM	3:58 PM	4:05 PM	4:13 PM	4:18 PM	4:30 PM	4:34 PM	4:41 PM	4:46 PM	4:49 PM

No service on Sunday



Fare

The COW fare is fifty cents (\$.50) per trip.

Monthly Bus Pass: \$20 for 1 pass

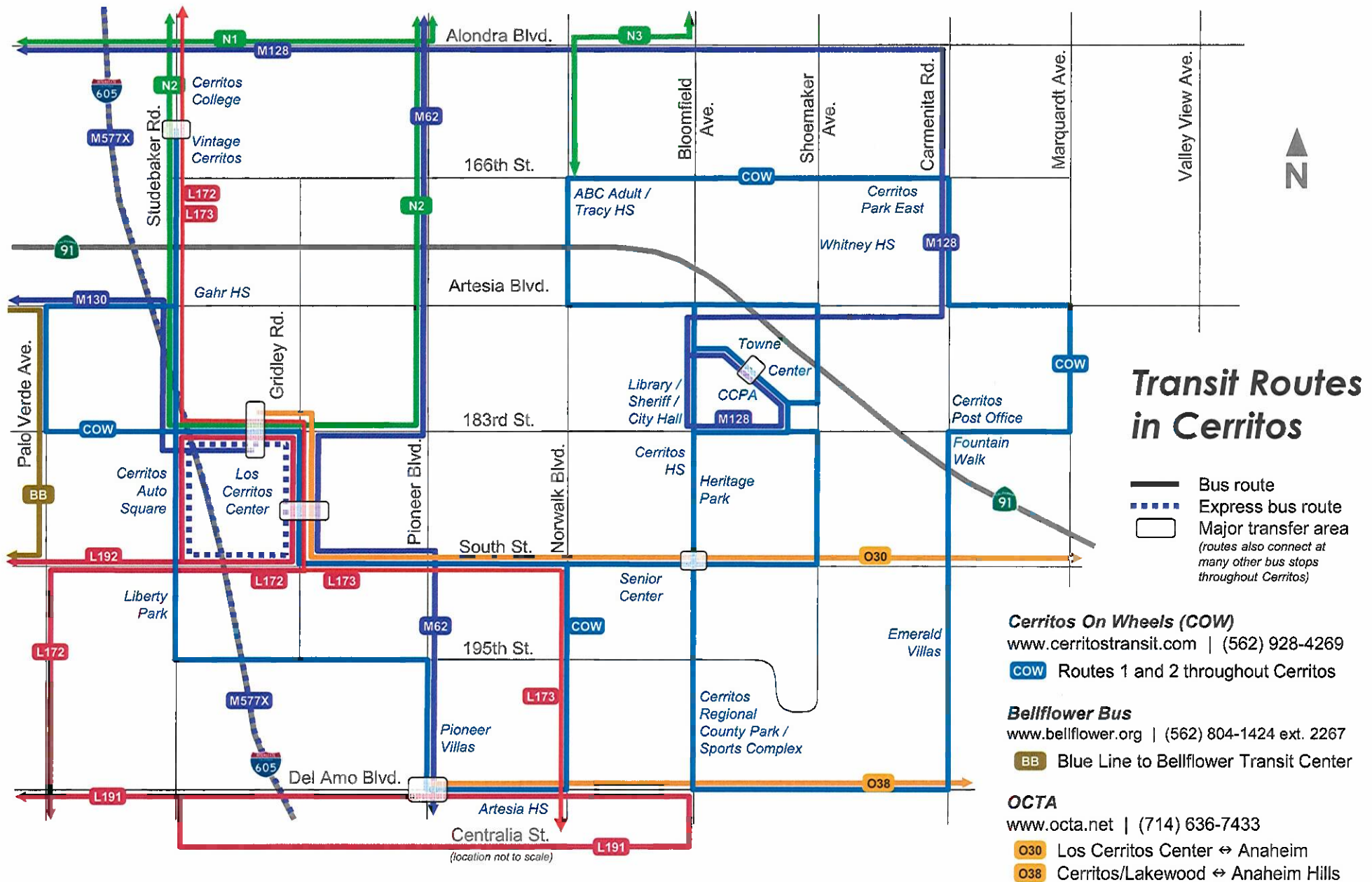
\$30 for 3 passes when
purchased at once

COW Information and Lost and Found Items

COW Info Line

(562) 928-4COW or (562) 928-4269

during COW operating hours.



L.A. County Metro

www.metro.net | (323) 466-3876

- M62** Downtown L.A. ↔ Hawaiian Gardens
- M128** Compton Station ↔ Towne Center
- M130** Redondo Beach ↔ Los Cerritos Center
- M577X** Long Beach ↔ El Monte Sta. via I-605

Long Beach Transit

www.lbtransit.com | (562) 591-2301

- L172** Norwalk Green Line Station ↔ Long Beach
- L173** Norwalk Green Line Station ↔ Long Beach
- L191** Long Beach ↔ Cerritos/Lakewood
- L192** Long Beach ↔ Los Cerritos Center

Norwalk Transit

www.ci.norwalk.ca.us | (562) 929-5550

- N1** Bellflower ↔ Rio Hondo College
- N2** Norwalk Green Line Station ↔ Norwalk Civic Center
- N3** Gateway Plaza Norwalk & 166th

How to Schedule Service

To schedule a trip on **Dial-A-Ride**, call any one of these numbers:

(562) 402-RIDE
(562) 402-7433

For your convenience, you may also use the toll-free number when you're away from home.

1-(866)-402-RIDE
1-(866)-402-7433

When you call, please be sure to tell the **Dial-A-Ride** operator:

- Your desired pick up time
- The complete street address where you want the vehicle to pick you up
- Your destination address
- Your desired return trip reservation time (Note: drivers cannot take trip reservations)
- If you use a wheelchair

Shared Service

The **Dial-A-Ride** is a shared service. A shared ride means that you may ride with other passengers in the van. In addition, the van may pick-up other passengers along your trip. The operator may ask passengers to accept trip reservation times that are different from their original desired pick-up time. Please try to be flexible so that more passengers can be served. Your cooperation is appreciated.

Cancelling a Service Reservation

If you need to cancel your **Dial-A-Ride** reservation, remember to call any one of these numbers:

(562) 402-RIDE
(562) 402-7433

For your convenience, you may also use the toll-free number when you're away from home.

1-(866)-402-RIDE
1-(866)-402-7433

It is important to be courteous to other passengers. Therefore, please notify the **Dial-A-Ride** operator of a cancellation.

Passenger Tips

When your **Dial-A-Ride** departure time is near, watch for your vehicle to arrive or wait by the curb. Be ready to board as soon as the vehicle arrives, as it can only wait a short time. As a **Dial-A-Ride** passenger, you may be accompanied by an escort. Be sure to keep carry-on items to a manageable size and number. Vehicles cannot carry bicycles or strollers unless they fold down. Pets are not allowed on the vehicles, except Seeing Eye Dogs.

Additional Transit Information

Cerritos on Wheels (COW)

(562) 928-4269

www.cerritostransit.com

Fare is \$.50 per trip

Monthly Bus Pass

\$20.00 for 1 pass

\$30.00 for 3 passes when purchased at once

Hours: Weekdays 6 a.m. – 7:30 p.m.

Saturdays 9 a.m. – 5 p.m.

No service on Sundays

Access Services, Inc. (LA County)

(800) 827-0829

www.asila.org

For people with hearing and communication disabilities: (800) 827-1359

If you have any questions in regard to transportation or if you have any **Dial-A-Ride** comments or complaints, please contact the City of Cerritos at (562) 916-1201.



City of Cerritos

Department of Community Development

(562) 916-1201

www.cerritostransit.com

Monday through Friday 8 a.m. – 5 p.m.

CITY OF CERRITOS
DIAL-A-RIDE

A white Dial-A-Ride van with blue and green accents is parked in front of a building. Two people are standing next to the van, one of whom is using a wheelchair. The van has "DIAL-A-RIDE" and "CITY OF CERRITOS" written on its side.

562-402-RIDE

DIAL-A-RIDE

The City of Cerritos **Dial-A-Ride** transit system serves seniors, age 55 or older, and people with disabilities. The City also offers the convenient Cerritos on Wheels (COW) fixed-route transit system for everyone in the community. **Dial-A-Ride** service is provided for those who are unable to use the COW service. For more information about the COW, please see the other side.

Dial-A-Ride is a curb-to-curb shared transportation service and is offered seven days a week. All vehicles are wheelchair accessible. Reservations are accepted in advance of the pick-up time. Riders may also reserve routine trips based on availability.

Requests for same-day service are accepted on a first-come, first-served basis. The vehicle will usually arrive within one hour of the call for immediate service requests.

Please note that **Dial-A-Ride** is a shared ride service. Other riders may be in the vehicle during any portion of your trip. It is very likely that the vehicle will stop and pick up other riders as it proceeds to your destination.

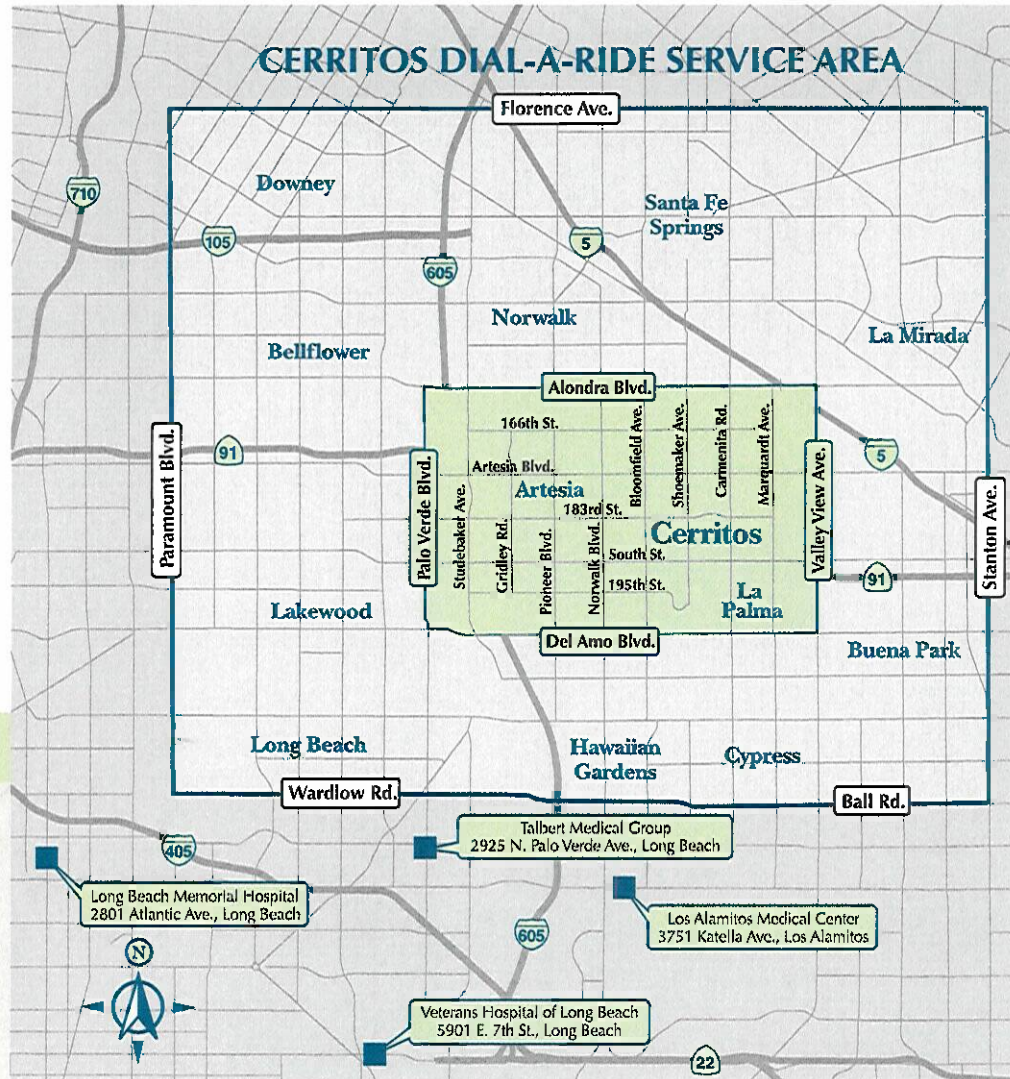
Service Hours

Monday through Friday
8 a.m. – 8 p.m.

Saturday and Sunday
8 a.m. – 5 p.m.

Service is not available on major holidays.

DIAL-A-RIDE
562-402-RIDE



Service Area

Tier 1

Dial-A-Ride service is provided for Cerritos residents to and from any destination within Cerritos, Artesia, and portions of La Palma and Norwalk. Residents will be picked up by **Dial-A-Ride** vans. All vans are wheelchair accessible.

Tier 2

Cerritos residents may travel to and from any medical facility or hospital within a three-mile radius of Tier 1. Passengers will be picked up by a taxi for Tier 2 trips.

Tier 3

Cerritos residents may also travel to City approved medical facilities and hospitals outside the Tier 2 boundaries. Passengers will be picked up by a taxi for Tier 3 trips.

Taxi vehicles with wheelchair access are available. When making a reservation, passengers must request a wheelchair accessible vehicle for their destination.

Please note that taxi vehicles will vary by color and company logo. Passengers may not be picked up by the same vehicle for each trip to the same destination.

Fare

The **Dial-A-Ride** fare is based on the trip destination.

Tier 1 trip fare: \$1.00 each way

Tier 2 trip fare: \$2.00 each way

Tier 3 trip fare: \$3.00 each way