

Pleasanton Downtown Route Program

East County



PROJECT BENEFITS:

Users of this service pay half of the usual paratransit fare, making the service an affordable option for riders. The service offers unlimited rides per day, and in coordination with Wheels fixed-route service of the Livermore Amador Valley Transit Authority, provides riders free transfers and travel training throughout the Bay Area.

PROJECT UPDATE:

On September 21, 2009, a new, 23-passenger DTR Bus went online, accommodating the increased demand for this service. The increase was so substantial that the highest ridership of 675 trips completed was achieved in December 2009.

Also, the Project Sponsor created a new DTR marketing brochure and distributed it to over 500 seniors and people with disabilities.

To find out more about the program, please contact the Project Sponsor.

PROJECT SPONSOR:

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 Recreation Program
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In the effort to meet the need for same-day, affordable transportation for the city's senior and disabled community, the City of Pleasanton piloted a new Downtown Route (DTR) program in addition to the Pleasanton Paratransit Service (PPS), which provides shared-ride paratransit services to Pleasanton and Sunol residents. The DTR program connects senior housing complexes with the Main Street business district, via a shuttle bus on a circular route through downtown Pleasanton.

This grant funds the continuation and expansion of the service, including the purchase of a new 23-passenger bus, additional staff to operate and maintain the vehicle, and outreach, evaluation, marketing and oversight services. The City of Pleasanton is also developing partnerships with local businesses to provide additional incentives for shuttle riders.

Project Budget and Funding

TOTAL PROJECT COST	\$315,246
Funding	
ACTIA Paratransit Gap Grant Award	\$240,038
Matching Funds	
Source:	
Local Match	\$75,208



Project Schedule

Commence ACTIA Grant (Cycle 4)	July 1, 2008
Begin Travel Training and Daily Operations for Downtown Route Service	July 2008
Purchase One 18-passenger Downtown Route Shuttle	August 2009
Operate Shuttle Service During Fiscal Year 2008-2009	July 1, 2008 – June 30, 2009
Complete 6-month Evaluation of DTR Service for Fiscal Year 2008-2009	January 2009
Complete 1-year Evaluation of DTR Service for Fiscal Year 2008-2009	July 2009
Operate Shuttle Service During Fiscal Year 2009-2010	July 1, 2009 – June 30, 2010
Complete 6-month Evaluation of DTR Service for Fiscal Year 2009-2010	January 2010
Complete 1-year Evaluation of DTR Service for Fiscal Year 2009-2010	July 2010
Complete Grant Funding Period	June 30, 2010

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