

**NOTICE OF COMBINED MEETING**  
**OF THE**  
**YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM**  
**(YARTS) AUTHORITY ADVISORY COMMITTEE AND**  
**JOINT POWERS AUTHORITY**

Monday, March 18, 2013 – 10:00 a.m.

Merced County Association of Governments  
Front Conference Room  
369 W. 18<sup>th</sup> Street  
Merced, California  
(209) 723-3153

**THIS MEETING WILL BE CONDUCTED BY VIDEOCONFERENCE  
AT THE FOLLOWING LOCATION:  
SIERRA CENTER MALL, BOARD OF SUPERVISORS CONFERENCE  
ROOM, THIRD FLOOR  
452 OLD MAMMOTH ROAD, MAMMOTH LAKES, CA  
MEMBERS OF THE YOSEMITE AREA REGIONAL  
TRANSPORTATION SYSTEM AUTHORITY ADVISORY  
COMMITTEE AND MEMBERS OF THE PUBLIC MAY ATTEND  
AND PARTICIPATE IN THE MEETING AT THE  
VIDEOCONFERENCE LOCATION. MEMBERS OF THE PUBLIC  
APPEARING AT A VIDEOCONFERENCE LOCATION WILL BE  
PROVIDED AN OPPORTUNITY TO ADDRESS THE LEGISLATIVE  
BODY DIRECTLY AS PROVIDED BY LAW.**

1. INTRODUCTIONS
2. PUBLIC COMMENT

**PERSONS WISHING TO COMMENT ON ANY ITEM NOT ON THE AGENDA MAY DO  
SO AT THIS TIME. PLEASE LIMIT YOUR COMMENTS TO A MAXIMUM OF FIVE  
MINUTES PER PERSON. STATING YOUR NAME FOR THE RECORD IS OPTIONAL,  
BUT USEFUL IN ACTING ON COMMENTS AND REQUESTS. FOR ITEMS NOT ON  
THE AGENDA, NO ACTION WILL BE TAKEN AT THIS TIME.**

**THE PUBLIC IS INVITED TO SPEAK ON ANY ITEM ON THE AGENDA.**

**PERSONS WISHING TO COMMENT ON ITEMS LISTED ON THE AGENDA MAY DO  
SO WHEN THE COMMITTEE CONSIDERS THAT ITEM. THE CHAIRPERSON WILL  
CALL FOR COMMENTS FOLLOWING STAFF INTRODUCTION OF THE ITEM AND  
QUESTIONS BY COMMITTEE MEMBERS HAVE BEEN DISCUSSED.**

**COPIES OF STAFF REPORTS OR OTHER WRITTEN DOCUMENTATION RELATING TO ITEMS OF BUSINESS REFERRED TO ON THE AGENDA ARE ON FILE IN THE OFFICE OF MERCED COUNTY ASSOCIATION OF GOVERNMENTS. PERSONS WITH QUESTIONS CONCERNING AGENDA ITEMS MAY CALL MCAG TO INQUIRE ON THE NATURE OF THE ITEM DESCRIBED ON THE AGENDA.**

**ITEM**

**STAFF**

- \*       **3. Minutes of the January 14, 2013 YARTS JPA and AAC combined meeting**
  
- 4. Information/Discussion Only**
- #       a. VIA Monthly Service Reports for December 2012 – January 2013
- #       b. YARTS Ridership History
- #       c. YARTS Financial Report
  
- \* #       **5. Sierra Foothill Charter School Request** Dick Whittington
- Discuss the request from Sierra Foothill Charter School to use the YARTS Mariposa Park and Ride parking facility and the Catheys Valley bus stop shelter for a pickup and return site for their students and direct staff to take the necessary actions to implement the Board decision.
  
- \* #       **6. YARTS Authority Advisory Committee (AAC)** Dick Whittington
- Conduct a discussion by the members of the YARTS Board of Commissioners and the AAC and provide staff with direction on action to revitalize the format and function of the AAC.
  
- \* #       **7. Public Hearing – Proposed YARTS Budget for Fiscal Year 2013/2014** Dick Whittington
- Approve the proposed budget for Fiscal Year 2013/2014.
  
- \*       **8. Public Hearing – Proposed YARTS Fare Increases - Structure Evaluation** Dick Whittington
- The staff report for this item will come under separate cover.

- \* # **9. Request to Release Request for Proposal's and Execute Agreements for YARTS Website and Social Media Marketing Services** Dick Whittington

Authorize staff to:

- a. Release RFP's for Website and Social Media Marketing Services; and
- b. Execute service agreements for Website and Social Media Marketing Services.

- 10. Oral Report – Managers' Report** Dick Whittington

- 11. Oral Report – National Park Service** Marty Nielson

- 12. Board of Commissioners Remarks**

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\* Action

# Attachment

+ Enclosure

*The next YARTS meetings will be held Monday, May 13, 2013 at the Merced County Association of Governments, Front Conference Room, 369 W. 18<sup>th</sup> Street, Merced, CA*

**YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM  
(YARTS) AUTHORITY ADVISORY COMMITTEE AND  
JOINT POWERS AUTHORITY**

**MINUTES**

**January 14, 2013**

The combined meeting of the Yosemite Area Regional Transportation System (YARTS) Authority Advisory Committee and the Joint Powers Authority Board held Monday, January 14, 2013 at the Merced County Association of Governments, 369 W. 18<sup>th</sup> Street, Merced, CA was called to order by Commissioner Stetson at 1:02 p.m.

**MEMBERS PRESENT**

Tim Alpers, Mono County Supervisor (via video conference)  
Kevin Cann, Mariposa County Supervisor  
Linn Davis, Merced County Supervisor  
Bung Hunt, Mono County Supervisor (via video conference)  
Lee Stetson, Mariposa County Supervisor  
Hub Walsh, Merced County Supervisor

**MEMBERS ABSENT**

None

**OTHERS PRESENT**

Karen Baker, City of Merced, AAC member  
Scott Burns, Mono County LTC, AAC member (via video conference)  
Barbara Carrier, Mariposa County, AAC member  
Cliff Chambers, Mobility Planners LLC  
Heather DeBethizy, Mono County (via video conference)  
Denise Demery, VIA Adventures  
Rich Green, Transit Joint Powers Authority for Merced County, AAC member  
Larry Harris, YARTS Rider  
Sandy Hogan, Mono County LTC, AAC member (via video conference)  
Marjie Kirn, Interim Executive Director, MCAG (arrived at 2:20 p.m.)  
Robin Lamas, YARTS staff  
Dariana Lua, YARTS staff  
Marty Nielson, National Park Service, Yosemite  
Sheri Ogden, Yosemite National Park, AAC member  
Sinarath Pheng, Caltrans, AAC member  
Tyler Summersett, Tuolumne County Transportation Council  
Dick Whittington, YARTS Staff

**1. Introductions**

Commissioner Stetson introduced the two new Supervisors from Mono County, Tim Alpers and Byng Hunt, who will also be Commissioners on the YARTS Board.

**2. Public Comment**

None.

**3. Minutes of the November 5, 2012 YARTS JPA and AAC Combined Meeting**

Sandy Hogan noted that Dana Stroud's title should be changed to Yosemite Gateway Partners.

Commissioner Walsh moved to approve the minutes of the November 5, 2012 YARTS JPA and AAC combined meeting minutes with the correction noted.

Seconded by Commissioner Cann.

Abstained – Commissioners Stetson, Alpers, Hunt

**MOTION CARRIED.**

**4. Information/Discussion Only**

- a. VIA Monthly Service Reports for October 2012 – November 2012
- b. YARTS Ridership History/Visitation History
- c. YARTS Financial Report

4b – The ridership numbers were updated/corrected.

So noted.

**5. YARTS Audit – Fiscal Year 2011/2012**

Commissioner Walsh moved to approve and accept the YARTS Audit for Fiscal Year ending June 30, 2012 prepared by Price, Paige & Company.

Seconded by Commissioner Hunt.

**MOTION CARRIED UNANIMOUSLY.**

**6. YARTS New Service Contract**

Commissioner Davis moved to authorize the Interim Executive Director to process the contract to full execution.

Seconded by Commissioner Walsh.

**MOTION CARRIED UNANIMOUSLY.**

**7. YARTS Treasurer and Controller Appointment**

Dick Whittington gave a brief review of the Treasurer and Controller appointment.

**8. Fare Boxes and Credit Card Use**

Dick Whittington gave a review of the purchase of the electronic fare boxes and the benefits of improved money handling procedures and data collection. Dick stated that the new fare boxes have arrived and will be installed on or around February 8, 2013. Staff will continue meeting with representatives of the card processors needed to be able to accept credit cards from YARTS riders.

**9. Fare Structure Evaluation**

This item will be moved forward to the next YARTS meeting in March or there may possibly be a special meeting to expedite consideration of the item.

**10. Oral Report – Managers’ Report**

So noted.

**11. Oral Report – National Park Service**

Marty Nielson gave the report from the National Park Service.

**12. Board of Commissioners Remarks**

So noted.

**THERE BEING NO FURTHER BUSINESS OF THE YARTS AUTHORITY ADVISORY COMMITTEE / JOINT POWERS AUTHORITY, THE MEETING WAS ADJOURNED AT 2:35 P.M.**

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: VIA MONTHLY REPORTS**

Attached for your review are the monthly reports from VIA Adventures, for December 2012 and January 2013. Staff or the contractor's representative will field any questions you may have on these reports.

**REQUESTED ACTION**

For information and discussion only



January 8, 2013

Mr. Whittington  
Merced County Association of Governments  
369 W. 18<sup>th</sup> Street  
Merced, CA 95340

**RE: YARTS Monthly Report: December 1-31, 2012**

Dear Mr. Whittington,

In accordance with the summer contract agreement between the Yosemite Area Regional Transportation System Joint Powers Authority (YARTS JPA) and VIA Adventures, Inc. attached please find the monthly summary of operating statistics for December 1 – 31, 2012.

Please feel free to contact me directly at 384-1315 should you have questions or need additional information.

Sincerely,

Denise Demery  
YARTS Program Manager



**RIDERSHIP**

From 12/1/2012 to 12/31/2012

A total of 6,162 passengers were carried on the HWY 140 system by VIA. Of these, 653 were Amtrak passengers utilizing the YARTS service.

**Ridership - All**

Date	DNC	NPS	Other	Total Employees	Adult Paid	Sr/Child Paid	Commuter Paid	Child Free	Amtrak Paid	Total Paid	Total
12/1/2012	0	9	0	9	48	1	8	4	9	66	79
12/2/2012	0	8	0	8	50	2	13	1	13	78	87
12/3/2012	2	81	4	87	45	12	48	4	9	114	205
12/4/2012	3	84	11	98	51	12	49	13	13	125	236
12/5/2012	3	76	5	84	47	1	55	9	11	114	207
12/6/2012	3	93	6	102	42	1	35	3	12	90	195
12/7/2012	6	43	3	52	50	2	21	3	9	82	137
12/8/2012	2	7	3	12	33	3	5	1	15	56	69
12/9/2012	4	5	1	10	49	5	5	0	15	74	84
12/10/2012	1	58	5	64	64	5	30	4	18	117	185
12/11/2012	2	86	3	91	63	0	34	7	30	127	225
12/12/2012	2	75	0	77	62	10	49	1	14	135	213
12/13/2012	3	82	2	87	55	2	32	6	17	106	199
12/14/2012	2	45	0	47	70	11	32	7	24	137	191
12/15/2012	0	9	0	9	53	2	13	0	12	80	89
12/16/2012	0	10	0	10	44	6	16	1	22	88	99
12/17/2012	0	82	0	82	82	7	38	7	26	153	242
12/18/2012	3	76	11	90	92	6	37	8	19	154	252
12/19/2012	0	80	4	84	101	8	43	6	57	209	299
12/20/2012	1	64	6	71	82	4	34	5	11	131	207
12/21/2012	2	43	0	45	107	11	18	4	25	161	210
12/22/2012	1	5	9	15	101	4	9	13	14	128	156
12/23/2012	2	6	3	11	92	8	11	1	22	133	145
12/24/2012	3	4	0	7	136	8	22	13	18	184	204
12/25/2012	0	6	0	6	120	2	7	11	14	143	160
12/26/2012	1	24	0	25	175	11	24	20	42	252	297
12/27/2012	14	18	44	76	249	8	22	32	52	331	439
12/28/2012	1	21	1	23	295	27	31	32	40	393	448
12/29/2012	0	9	17	26	184	1	21	13	29	235	274
12/30/2012	3	4	0	7	103	1	23	9	19	146	162
12/31/2012	0	12	17	29	88	4	20	4	22	134	167
<b>Total</b>	64	1,225	155	1,444	2,833	185	805	242	653	4,476	6,162
<b>Percent</b>	1.04%	19.88%	2.52%	23.43%	45.98%	3.00%	13.06%	3.93%	10.60%	72.64%	100.00%

## Ridership Excluding Amtrak

Date	DNC	NPS	Other	Total Employees	Adult Paid	Commuter Paid	Child Free	Sr/Child Paid	Total Paid	Total
12/1/2012	0	9	0	9	48	8	4	1	57	70
12/2/2012	0	8	0	8	50	13	1	2	65	74
12/3/2012	2	81	4	87	45	48	4	12	105	196
12/4/2012	3	84	11	98	51	49	13	12	112	223
12/5/2012	3	76	5	84	47	55	9	1	103	196
12/6/2012	3	93	6	102	42	35	3	1	78	183
12/7/2012	6	43	3	52	50	21	3	2	73	128
12/8/2012	2	7	3	12	33	5	1	3	41	54
12/9/2012	4	5	1	10	49	5	0	5	59	69
12/10/2012	1	58	5	64	64	30	4	5	99	167
12/11/2012	2	86	3	91	63	34	7	0	97	195
12/12/2012	2	75	0	77	62	49	1	10	121	199
12/13/2012	3	82	2	87	55	32	6	2	89	182
12/14/2012	2	45	0	47	70	32	7	11	113	167
12/15/2012	0	9	0	9	53	13	0	2	68	77
12/16/2012	0	10	0	10	44	16	1	6	66	77
12/17/2012	0	82	0	82	82	38	7	7	127	216
12/18/2012	3	76	11	90	92	37	8	6	135	233
12/19/2012	0	80	4	84	101	43	6	8	152	242
12/20/2012	1	64	6	71	82	34	5	4	120	196
12/21/2012	2	43	0	45	107	18	4	11	136	185
12/22/2012	1	5	9	15	101	9	13	4	114	142
12/23/2012	2	6	3	11	92	11	1	8	111	123
12/24/2012	3	4	0	7	136	22	13	8	166	186
12/25/2012	0	6	0	6	120	7	11	2	129	146
12/26/2012	1	24	0	25	175	24	20	11	210	255
12/27/2012	14	18	44	76	249	22	32	8	279	387
12/28/2012	1	21	1	23	295	31	32	27	353	408
12/29/2012	0	9	17	26	184	21	13	1	206	245
12/30/2012	3	4	0	7	103	23	9	1	127	143
12/31/2012	0	12	17	29	88	20	4	4	112	145
<b>Total</b>	64	1,225	155	1,444	2,833	805	242	185	3,823	5,509
<b>Percent</b>	1.16%	22.24%	2.81%	26.21%	51.42%	14.61%	4.39%	3.36%	69.40%	100.00%

## Ridership by Pick-up Location

Pick-up Location	Riders	Percentage
Merced Mall/Targ	11	0.18%
Airport	15	0.24%
Merced College	13	0.21%
Mall (PG&E)	3	0.05%
Downtown (Court	10	0.16%
Amtrak	825	13.39%
Transpo	202	3.28%
Catheys Valley	75	1.22%
MPMidtown	245	3.98%
Roadside Rest	547	8.88%
Mariposa Park &	491	7.97%
KOA	88	1.43%
MidPines	275	4.46%
MPPO	136	2.21%
Bug Hostel	178	2.89%
Cedar Lodge	169	2.74%
NPS Maintenance	324	5.26%
Barium Mine Rd	91	1.48%
El Portal PO	191	3.10%
YV Lodge	264	4.28%
YosVCenter	662	10.74%
Curry Village	335	5.44%
Ahwahnee	247	4.01%
YosLodge	747	12.12%
UC Merced	18	0.29%
<b>Totals</b>	<b>6162</b>	<b>100.00%</b>

**LOAD FACTOR ANALYSIS : December 01 - December 31, 2012**

Below please find the load factor calculations for the HWY 140 runs operated by VIA for December 01 through December 31, 2012. The load factor analysis is broken down by daily-all routes, weekday, and weekend service.

**WITH AMTRAK**

Daily - All Runs

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,100	478	43.45%	Inbound 5:28am service from Catheys Valley to Y
02C.1	1,705	767	44.99%	Inbound 5:58am service from Catheys Valley to Y
3.1	1,100	457	41.55%	Inbound 7:00am service from Merced to YV
4.4	1,705	829	48.62%	Inbound 10:20am service from Merced to YV
5.4	1,705	471	27.62%	Inbound 1:20am service from Merced to YV
5.5	62	14	22.58%	Inbound 1:20pm extra service from Merced to YV
6.2	1,100	170	15.45%	Inbound 4:30pm service from Merced to Midpines
7.1	1,045	109	10.43%	Outbound 6:20am service from Hostel to Merced
8.1	1,705	647	37.95%	Outbound 10:00am service from YV to Merced
9.6	1,705	813	47.68%	Outbound 3:45pm service from YV to Merced
10.2	1,100	402	36.55%	Outbound 4:40pm service from YV to Mariposa
11.3	1,705	586	34.37%	Outbound 5:10pm service from YV to Merced
12.4	1,705	419	24.57%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>17,442</b>	<b>6,162</b>	<b>35.33%</b>	

## Weekdays

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,100	478	43.45%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,100	510	46.36%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,100	457	41.55%	Inbound 7:00am service from Merced to YV
4.4	1,100	530	48.18%	Inbound 10:20am service from Merced to YV
5.4	1,100	339	30.82%	Inbound 1:20am service from Merced to YV
5.5	55	8	14.55%	Inbound 1:20pm extra service from Merced to YV
6.2	1,100	170	15.45%	Inbound 4:30pm service from Merced to Midpines
7.1	1,045	109	10.43%	Outbound 6:20am service from Hostel to Merced
8.1	1,100	449	40.82%	Outbound 10:00am service from YV to Merced
9.6	1,100	625	56.82%	Outbound 3:45pm service from YV to Merced
10.2	1,100	402	36.55%	Outbound 4:40pm service from YV to Mariposa
11.3	1,100	380	34.55%	Outbound 5:10pm service from YV to Merced
12.4	1,100	301	27.36%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>13,200</b>	<b>4,758</b>	<b>36.05%</b>	

## Weekends/Holidays

Runs	Max Load Capacity	Ridership	Load Factor	
02C.1	605	41	6.78%	Inbound 5:58am service from Catheys Valley to YV
02C.1	605	216	35.70%	Inbound 5:58am service from Catheys Valley to YV
4.4	605	25	4.13%	Inbound 10:20am service from Merced to YV
4.4	605	274	45.29%	Inbound 10:20am service from Merced to YV
5.4	605	13	2.15%	Inbound 1:20am service from Merced to YV
5.4	605	119	19.67%	Inbound 1:20am service from Merced to YV
5.5	7	6	85.71%	Inbound 1:20pm extra service from Merced to YV
8.1	605	22	3.64%	Outbound 10:00am service from YV to Merced
8.1	605	176	29.09%	Outbound 10:00am service from YV to Merced
9.6	605	18	2.98%	Outbound 3:45pm service from YV to Merced
9.6	605	170	28.10%	Outbound 3:45pm service from YV to Merced
11.3	605	34	5.62%	Outbound 5:10pm service from YV to Merced
11.3	605	172	28.43%	Outbound 5:10pm service from YV to Merced
12.4	605	7	1.16%	Outbound 6:00pm service from YV to Merced
12.4	605	111	18.35%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>8,477</b>	<b>1,404</b>	<b>16.56%</b>	

## WITHOUT AMTRAK

### Daily - All Routes

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,100	478	43.45%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,705	767	44.99%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,100	457	41.55%	Inbound 7:00am service from Merced to YV
4.4	1,705	589	34.55%	Inbound 10:20am service from Merced to YV
5.4	1,705	364	21.35%	Inbound 1:20am service from Merced to YV
5.5	62	2	3.23%	Inbound 1:20pm extra service from Merced to YV
6.2	1,100	153	13.91%	Inbound 4:30pm service from Merced to Midpines
7.1	1,045	107	10.24%	Outbound 6:20am service from Hostel to Merced
8.1	1,705	501	29.38%	Outbound 10:00am service from YV to Merced
9.6	1,705	719	42.17%	Outbound 3:45pm service from YV to Merced
10.2	1,100	402	36.55%	Outbound 4:40pm service from YV to Mariposa
11.3	1,705	583	34.19%	Outbound 5:10pm service from YV to Merced
12.4	1,705	387	22.70%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>17,442</b>	<b>5,509</b>	<b>31.58%</b>	

## Weekdays

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,100	478	43.45%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,100	510	46.36%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,100	457	41.55%	Inbound 7:00am service from Merced to YV
4.4	1,100	350	31.82%	Inbound 10:20am service from Merced to YV
5.4	1,100	268	24.36%	Inbound 1:20am service from Merced to YV
5.5	55	2	3.64%	Inbound 1:20pm extra service from Merced to YV
6.2	1,100	153	13.91%	Inbound 4:30pm service from Merced to Midpines
7.1	1,045	107	10.24%	Outbound 6:20am service from Hostel to Merced
8.1	1,100	346	31.45%	Outbound 10:00am service from YV to Merced
9.6	1,100	558	50.73%	Outbound 3:45pm service from YV to Merced
10.2	1,100	402	36.55%	Outbound 4:40pm service from YV to Mariposa
11.3	1,100	377	34.27%	Outbound 5:10pm service from YV to Merced
12.4	1,100	281	25.55%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>13,200</b>	<b>4,289</b>	<b>32.49%</b>	



## Weekends/Holidays

Runs	Max Load Capacity	Ridership	Load Factor	
02C.1	605	41	6.78%	Inbound 5:58am service from Catheys Valley to YV
02C.1	605	216	35.70%	Inbound 5:58am service from Catheys Valley to YV
4.4	605	24	3.97%	Inbound 10:20am service from Merced to YV
4.4	605	215	35.54%	Inbound 10:20am service from Merced to YV
5.4	605	11	1.82%	Inbound 1:20am service from Merced to YV
5.4	605	85	14.05%	Inbound 1:20am service from Merced to YV
8.1	605	13	2.15%	Outbound 10:00am service from YV to Merced
8.1	605	142	23.47%	Outbound 10:00am service from YV to Merced
9.6	605	16	2.64%	Outbound 3:45pm service from YV to Merced
9.6	605	145	23.97%	Outbound 3:45pm service from YV to Merced
11.3	605	34	5.62%	Outbound 5:10pm service from YV to Merced
11.3	605	172	28.43%	Outbound 5:10pm service from YV to Merced
12.4	605	7	1.16%	Outbound 6:00pm service from YV to Merced
12.4	605	99	16.36%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>8,470</b>	<b>1,220</b>	<b>14.40%</b>	

## PASSENGER FARES BY TYPE

Below please find a breakdown of passenger fares recorded by VIA for HWY 140 runs for 12/1/2012 through 12/31/2012.

### Daily - All Routes

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
01C.1	15	303	1	64	16	6	73	0	478
02C.1	20	269	36	266	21	25	130	0	767
10.2	5	187	52	95	20	8	35	0	402
11.3	6	112	19	319	38	3	86	3	586
12.4	3	86	2	220	12	11	53	32	419
3.1	8	85	14	217	32	24	77	0	457
4.4	0	5	0	504	25	30	25	240	829
5.4	2	1	0	286	20	22	33	107	471
5.5	0	0	0	1	0	1	0	12	14
6.2	0	0	0	88	6	1	58	17	170
7.1	0	0	0	38	0	5	64	2	109
8.1	0	12	17	390	29	23	30	146	647
9.6	5	165	14	345	23	26	141	94	813
<b>Total</b>	64	1,225	155	2,833	242	185	805	653	6,162
<b>Percent</b>	1.04%	19.88%	2.52%	45.98%	3.93%	3.00%	13.06%	10.60%	100.00%

## Weekdays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
01C.1	15	303	1	64	16	6	73	0	478
02C.1	14	229	31	122	16	12	86	0	510
10.2	5	187	52	95	20	8	35	0	402
11.3	3	103	10	170	27	2	62	3	380
12.4	3	65	0	175	9	5	24	20	301
3.1	8	85	14	217	32	24	77	0	457
4.4	0	5	0	296	8	27	14	180	530
5.4	2	1	0	200	17	18	30	71	339
5.5	0	0	0	1	0	1	0	6	8
6.2	0	0	0	88	6	1	58	17	170
7.1	0	0	0	38	0	5	64	2	109
8.1	0	11	0	271	21	19	24	103	449
9.6	2	158	14	219	16	22	127	67	625
<b>Total</b>	52	1,147	122	1,956	188	150	674	469	4,758
<b>Percent</b>	1.09%	24.11%	2.56%	41.11%	3.95%	3.15%	14.17%	9.86%	100.00%

### Weekends/Holidays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
02C.1	6	40	5	144	5	13	44	0	257
11.3	3	9	9	149	11	1	24	0	206
12.4	0	21	2	45	3	6	29	12	118
4.4	0	0	0	208	17	3	11	60	299
5.4	0	0	0	86	3	4	3	36	132
5.5	0	0	0	0	0	0	0	6	6
8.1	0	1	17	119	8	4	6	43	198
9.6	3	7	0	126	7	4	14	27	188
<b>Total</b>	12	78	33	877	54	35	131	184	1,404
<b>Percent</b>	0.85%	5.56%	2.35%	62.46%	3.85%	2.49%	9.33%	13.11%	100.00%

**PASSENGER FARES BY TYPE EXCLUDING AMTRAK**

**Daily - All Routes**

<b>Run</b>	<b>DNC</b>	<b>NPS</b>	<b>Other</b>	<b>Adult</b>	<b>Child Free</b>	<b>Sr/Child</b>	<b>Commuter</b>	<b>Total</b>
01C.1	15	303	1	64	16	6	73	478
02C.1	20	269	36	266	21	25	130	767
10.2	5	187	52	95	20	8	35	402
11.3	6	112	19	319	38	3	86	583
12.4	3	86	2	220	12	11	53	387
3.1	8	85	14	217	32	24	77	457
4.4	0	5	0	504	25	30	25	589
5.4	2	1	0	286	20	22	33	364
5.5	0	0	0	1	0	1	0	2
6.2	0	0	0	88	6	1	58	153
7.1	0	0	0	38	0	5	64	107
8.1	0	12	17	390	29	23	30	501
9.6	5	165	14	345	23	26	141	719
<b>Total</b>	64	1,225	155	2,833	242	185	805	5,509
<b>Percent</b>	1.16%	22.24%	2.81%	51.42%	4.39%	3.36%	14.61%	100.00%

## Weekdays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Total
01C.1	15	303	1	64	16	6	73	478
02C.1	14	229	31	122	16	12	86	510
10.2	5	187	52	95	20	8	35	402
11.3	3	103	10	170	27	2	62	377
12.4	3	65	0	175	9	5	24	281
3.1	8	85	14	217	32	24	77	457
4.4	0	5	0	296	8	27	14	350
5.4	2	1	0	200	17	18	30	268
5.5	0	0	0	1	0	1	0	2
6.2	0	0	0	88	6	1	58	153
7.1	0	0	0	38	0	5	64	107
8.1	0	11	0	271	21	19	24	346
9.6	2	158	14	219	16	22	127	558
<b>Total</b>	52	1,147	122	1,956	188	150	674	4,289
<b>Percent</b>	1.21%	26.74%	2.84%	45.61%	4.38%	3.50%	15.71%	100.00%

### Weekends/Holidays

<b>Run</b>	<b>DNC</b>	<b>NPS</b>	<b>Other</b>	<b>Adult</b>	<b>Child Free</b>	<b>Sr/Child</b>	<b>Commuter</b>	<b>Total</b>
02C.1	6	40	5	144	5	13	44	257
11.3	3	9	9	149	11	1	24	206
12.4	0	21	2	45	3	6	29	106
4.4	0	0	0	208	17	3	11	239
5.4	0	0	0	86	3	4	3	96
5.5	0	0	0	0	0	0	0	0
8.1	0	1	17	119	8	4	6	155
9.6	3	7	0	126	7	4	14	161
<b>Total</b>	12	78	33	877	54	35	131	1,220
<b>Percent</b>	0.98%	6.39%	2.70%	71.89%	4.43%	2.87%	10.74%	100.00%

## OPERATING STATISTICS

### **REVENUE MILES December 01 - December 31 2012**

From December 01 through December 31, 2012 VIA HWY 140 operated a total of 24,704 revenue service miles.

Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Weekdays</b>					
	Catheys Valley	01C.1	20	69	1,380
	Catheys Valley	02C.1	20	69	1,380
	Merced	3.1	20	87	1,740
	Merced	4.4	20	87	1,740
	Merced	5.4	20	87	1,740
	Merced	5.5	1	87	87
	Merced	6.2	20	51	1,020
	Midpines	7.1	19	51	969
	Yosemite	10.2	20	55	1,100
	Yosemite	11.3	20	87	1,740
	Yosemite	12.4	20	87	1,740
	Yosemite	8.1	20	87	1,740
	Yosemite	9.6	20	87	1,740
<b>Total Mileage</b>					<b>18,116</b>

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Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Weekends</b>					
	Catheys Valley	02C.1	10	69	690
	Merced	4.4	10	87	870
	Merced	5.4	10	87	870
	Merced	5.5	1	87	87
	Yosemite	11.3	10	87	870
	Yosemite	12.4	10	87	870
	Yosemite	8.1	10	87	870
	Yosemite	9.6	10	87	870
<b>Total Mileage</b>					<b>5,997</b>

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Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Holidays</b>					
	Catheys Valley	02C.1	1	69	69
	Merced	4.4	1	87	87
	Merced	5.4	1	87	87
	Yosemite	11.3	1	87	87
	Yosemite	12.4	1	87	87
	Yosemite	8.1	1	87	87
	Yosemite	9.6	1	87	87
<b>Total Mileage</b>					<b>591</b>
<b>Grand Total</b>					<b>24,704</b>
<b>Nonchargeable YARTS runs 5 and 9</b>					<b>0</b>
<b>Nonchargeable YARTS extras</b>					<b>0</b>
<b>YARTS Total</b>					<b>24,704</b>

## REVENUE HOURS

From December 01 through December 31, 2012 VIA HWY 140 provided a total of 925.7 vehicle service hours.

Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Weekdays</b>					
	Catheys Valley	01C.1	20	2.40	48.00
	Catheys Valley	02C.1	20	2.40	48.00
	Merced	3.1	20	3.20	64.00
	Merced	4.4	20	3.40	68.00
	Merced	5.4	20	3.40	68.00
	Merced	5.5	1	3.40	3.40
	Merced	6.2	20	1.90	38.00
	Midpines	7.1	19	1.70	32.30
	Yosemite	10.2	20	1.80	36.00
	Yosemite	11.3	20	3.00	60.00
	Yosemite	12.4	20	3.00	60.00
	Yosemite	8.1	20	3.80	76.00
	Yosemite	9.6	20	3.60	72.00
<b>Total Hours</b>					<b>673.70</b>

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Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Weekends</b>					
	Catheys Valley	02C.1	10	2.40	24.00
	Merced	4.4	10	3.40	34.00
	Merced	5.4	10	3.40	34.00
	Merced	5.5	1	3.40	3.40
	Yosemite	11.3	10	3.00	30.00
	Yosemite	12.4	10	3.00	30.00
	Yosemite	8.1	10	3.80	38.00
	Yosemite	9.6	10	3.60	36.00
<b>Total Hours</b>					<b>229.40</b>

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Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Holidays</b>					
	Catheys Valley	02C.1	1	2.40	2.40
	Merced	4.4	1	3.40	3.40
	Merced	5.4	1	3.40	3.40
	Yosemite	11.3	1	3.00	3.00
	Yosemite	12.4	1	3.00	3.00
	Yosemite	8.1	1	3.80	3.80
	Yosemite	9.6	1	3.60	3.60
<b>Total Hours</b>					<b>22.60</b>
<b>Grand Total</b>					<b>925.70</b>
<b>Nonchargeable YARTS runs 5 and 9</b>					<b>0.00</b>
<b>Nonchargeable YARTS extras</b>					<b>0.00</b>
<b>YARTS Total</b>					<b>925.70</b>

## Passengers Left / Wheelchair Usage

### Bus Full / # of Passengers Left

Run Date	Route	Total
12/27/2012	3.1	5
12/28/2012	4.4	24
12/28/2012	3.1	12
	<b>Grand Total</b>	<b>41</b>

### Wheel Chair

Run Date	Route	Total
12/7/2012	7.1	1
	<b>Grand Total</b>	<b>1</b>

## **ACCIDENTS/INCIDENTS**

There were zero (0) accidents on YARTS vehicles during the month of December 1 - 31, 2012.

## **ROAD CALLS**

There was one (1) road call during the month of December 1 - 31, 2012.

<b>12/27/12</b>	<b>Run 8</b>	Service delayed 45 minutes in El Portal due to mechanical problems. A bus was dispatched from Yosemite to transport passengers to Merced and a mechanic was sent from Merced to repair the bus.
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### **Mammoth:**

None

### **Sonora:**

None

## **SERVICE DELAYS**

There were three (3) service delays during the month of December 1 - 31, 2012. Numerous additional service delays occurred due to foggy and icy road conditions plus chain control in the park and along the Highway 140 corridors. (See Traffic Delays).

### **Hwy 140**

<b>12/8/12</b>	<b>Run 4</b>	Service delayed 15 minutes due to late Amtrak arrival.
<b>12/24/12</b>	<b>Run 7</b>	Service missed due to operational problems. "See Missed Runs."
<b>12/27/12</b>	<b>Run 8</b>	Service delayed 45 minutes in El Portal due to mechanical problems.

### **Mammoth:**

None

### **Sonora:**

None

## **MISSED RUNS**

There was one (1) missed VIA YARTS trip during the period of December 1 - 31, 2012.

### **Hwy 140:**

<b>12/24/12</b>	<b>Run 7</b>	Service missed due to operational problems. "See Missed Runs."
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**Mammoth:**

None

**Sonora:**

None

**EXTRA TRIPS**

There were two (2) extra Highway 140 YARTS trips chargeable to YARTS operating during the period of December 1-31, 2012.

**MAINTENANCE**

YARTS Buses are kept maintained regularly. Currently buses are rotated among runs to evenly distribute miles across the fleet. Regular buses are assigned to each route.

**CUSTOMER SERVICE**

A total of **238** YARTS customer inquiry calls were received in the VIA YARTS offices during the period from December 1 - 31, 2012. A comprehensive log of incoming calls by type, including calls regarding customer complaints, commendations, and recommendations is maintained and monitored continually.

**Count on All Calls**

- 196 Calls received on schedule issues and questions for Hwy 140 Corridor.
- 10 Calls received on Mammoth Lake schedule information.
- 0 Calls received on Coulterville schedule information.
- 3 Calls received on Sonora/Groveland schedule information.
- 7 Calls received on park information (lodging, tours, camping, etc.)
- 22 Miscellaneous calls (lost & found, hang up calls, etc.)
- 0 Calls received as customer complaints.
- 238** Total

**CUSTOMER COMPLAINTS AND FOLLOW UP ACTIONS**

There were two (2) complaints received by e-mail from the same person during the month of December 1 – 31, 2012. A motorist relayed that YARTS drivers did not use the turnout on 3 occasions in December between Catheys Valley and Mariposa.



YARTS VIA supervisor addressed the specific drivers for the occasions where a time of the occurrence was given, and additionally, relayed information reminding all drivers of the law and VIA policy. The law requires drivers to pull over at first safe locations once 5 cars are following the bus. However, VIA's policy is to pull over if safe and the schedule allows for even one vehicle. Dick informed motorists of the followup action and asked them to let us know if the problem continued.

## **OTHER**

### **Wheel Chair Request**

There was one (1) wheelchair request for the month of December 1 - 31, 2012. Ten (**10**) wheelchair buses are available to accommodate YARTS passengers who request transportation 48 hours in advance and in accordance with ADA and transit requirements.

### **Traffic Delays**

There were several service delays from 10 minutes to 1 hour in duration due to foggy and icy road conditions plus chain control both in Yosemite and along the highway 140 corridor during the month of December 1 – 31, 2012.



February 5, 2013

Mr. Whittington  
Merced County Association of Governments  
369 W. 18<sup>th</sup> Street  
Merced, CA 95340

**RE: YARTS Monthly Report: January 1-31, 2013**

Dear Mr. Whittington,

In accordance with the summer contract agreement between the Yosemite Area Regional Transportation System Joint Powers Authority (YARTS JPA) and VIA Adventures, Inc. attached please find the monthly summary of operating statistics for January 1 – 31, 2013.

Please feel free to contact me directly at 384-1315 should you have questions or need additional information.

Sincerely,

Denise Demery  
YARTS Program Manager

**RIDERSHIP**

From 1/1/2013 to 1/31/2013

A total of 5,790 passengers were carried on the HWY 140 system by VIA. Of these, 587 were Amtrak passengers utilizing the YARTS service.

**Ridership - All**

Date	DNC	NPS	Other	Total Employees	Adult Paid	Sr/Child Paid	Commuter Paid	Child Free	Amtrak Paid	Total Paid	Total
1/1/2013	0	3	0	3	67	1	30	9	29	127	139
1/2/2013	0	40	0	40	115	5	53	15	25	198	253
1/3/2013	1	52	7	60	127	3	28	16	17	175	251
1/4/2013	0	36	0	36	81	6	30	9	19	136	181
1/5/2013	0	2	0	2	72	7	14	7	16	109	118
1/6/2013	0	5	0	5	66	0	16	0	15	97	102
1/7/2013	0	75	4	79	80	8	31	8	13	132	219
1/8/2013	7	81	3	91	95	3	34	12	14	146	249
1/9/2013	0	56	0	56	90	1	63	3	11	165	224
1/10/2013	2	66	6	74	100	10	52	14	9	171	259
1/11/2013	0	20	3	23	81	2	31	10	14	128	161
1/12/2013	0	8	0	8	106	1	11	8	6	124	140
1/13/2013	3	8	6	17	119	1	9	5	30	159	181
1/14/2013	9	92	4	105	85	7	39	4	12	143	252
1/15/2013	1	83	10	94	64	8	40	7	15	127	228
1/16/2013	0	91	0	91	73	3	56	8	15	147	246
1/17/2013	1	47	6	54	60	3	48	9	13	124	187
1/18/2013	2	56	3	61	69	10	36	8	6	121	190
1/19/2013	0	2	0	2	82	3	13	8	76	174	184
1/20/2013	7	3	2	12	80	4	7	6	20	111	129
1/21/2013	0	2	1	3	37	4	13	9	19	73	85
1/22/2013	3	90	5	98	57	2	45	2	17	121	221
1/23/2013	6	68	7	81	42	0	37	2	18	97	180
1/24/2013	1	67	3	71	65	5	42	9	9	121	201
1/25/2013	4	43	13	60	74	8	33	4	15	130	194
1/26/2013	1	5	3	9	56	3	7	2	13	79	90
1/27/2013	4	16	2	22	57	0	8	4	33	98	124
1/28/2013	4	65	3	72	84	1	32	5	7	124	201
1/29/2013	1	79	5	85	42	2	34	5	14	92	182
1/30/2013	8	77	1	86	39	1	54	2	54	148	236
1/31/2013	7	75	3	85	47	2	31	5	13	93	183
<b>Total</b>	72	1,413	100	1,585	2,312	114	977	215	587	3,990	5,790
<b>Percent</b>	1.24%	24.40%	1.73%	27.37%	39.93%	1.97%	16.87%	3.71%	10.14%	68.91%	100.00%

## Ridership Excluding Amtrak

Date	DNC	NPS	Other	Total Employees	Adult Paid	Commuter Paid	Child Free	Sr/Child Paid	Total Paid	Total
1/1/2013	0	3	0	3	67	30	9	1	98	110
1/2/2013	0	40	0	40	115	53	15	5	173	228
1/3/2013	1	52	7	60	127	28	16	3	158	234
1/4/2013	0	36	0	36	81	30	9	6	117	162
1/5/2013	0	2	0	2	72	14	7	7	93	102
1/6/2013	0	5	0	5	66	16	0	0	82	87
1/7/2013	0	75	4	79	80	31	8	8	119	206
1/8/2013	7	81	3	91	95	34	12	3	132	235
1/9/2013	0	56	0	56	90	63	3	1	154	213
1/10/2013	2	66	6	74	100	52	14	10	162	250
1/11/2013	0	20	3	23	81	31	10	2	114	147
1/12/2013	0	8	0	8	106	11	8	1	118	134
1/13/2013	3	8	6	17	119	9	5	1	129	151
1/14/2013	9	92	4	105	85	39	4	7	131	240
1/15/2013	1	83	10	94	64	40	7	8	112	213
1/16/2013	0	91	0	91	73	56	8	3	132	231
1/17/2013	1	47	6	54	60	48	9	3	111	174
1/18/2013	2	56	3	61	69	36	8	10	115	184
1/19/2013	0	2	0	2	82	13	8	3	98	108
1/20/2013	7	3	2	12	80	7	6	4	91	109
1/21/2013	0	2	1	3	37	13	9	4	54	66
1/22/2013	3	90	5	98	57	45	2	2	104	204
1/23/2013	6	68	7	81	42	37	2	0	79	162
1/24/2013	1	67	3	71	65	42	9	5	112	192
1/25/2013	4	43	13	60	74	33	4	8	115	179
1/26/2013	1	5	3	9	56	7	2	3	66	77
1/27/2013	4	16	2	22	57	8	4	0	65	91
1/28/2013	4	65	3	72	84	32	5	1	117	194
1/29/2013	1	79	5	85	42	34	5	2	78	168
1/30/2013	8	77	1	86	39	54	2	1	94	182
1/31/2013	7	75	3	85	47	31	5	2	80	170
<b>Total</b>	72	1,413	100	1,585	2,312	977	215	114	3,403	5,203
<b>Percent</b>	1.38%	27.16%	1.92%	30.46%	44.44%	18.78%	4.13%	2.19%	65.40%	100.00%

## Ridership by Pick-up Location

Pick-up Location	Riders	Percentage
Merced Mall/Targ	12	0.21%
Airport	10	0.17%
Merced College	53	0.92%
Mall (PG&E)	3	0.05%
Downtown (Court	11	0.19%
Amtrak	735	12.69%
Transpo	219	3.78%
Catheys Valley	85	1.47%
MPMidtown	148	2.56%
Roadside Rest	596	10.29%
Mariposa Park &	581	10.03%
KOA	81	1.40%
MidPines	305	5.27%
MPPO	166	2.87%
Bug Hostel	196	3.39%
Cedar Lodge	57	0.98%
NPS Maintenance	405	6.99%
Barium Mine Rd	100	1.73%
El Portal PO	170	2.94%
YV Lodge	184	3.18%
YosVCenter	702	12.12%
Curry Village	210	3.63%
Ahwahnee	156	2.69%
YosLodge	587	10.14%
UC Merced	18	0.31%
<b>Totals</b>	<b>5790</b>	<b>100.00%</b>

### LOAD FACTOR ANALYSIS : January 01 - January 31, 2013

Below please find the load factor calculations for the HWY 140 runs operated by VIA for January 01 through January 31, 2013. The load factor analysis is broken down by daily-all routes, weekday, and weekend service.

### WITH AMTRAK

#### Daily - All Runs

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,155	557	48.23%	Inbound 5:28am service from Catheys Valley to Y
02C.1	1,705	693	40.65%	Inbound 5:58am service from Catheys Valley to Y
3.1	1,155	442	38.27%	Inbound 7:00am service from Merced to YV
EX4	58	57	98.28%	Inbound Service 10:45am to YV from Merced
4.4	1,705	660	38.71%	Inbound 10:20am service from Merced to YV
5.4	1,705	387	22.70%	Inbound 1:20am service from Merced to YV
6.2	1,155	192	16.62%	Inbound 4:30pm service from Merced to Midpines
7.1	1,155	178	15.41%	Outbound 6:20am service from Hostel to Merced
8.1	1,705	538	31.55%	Outbound 10:00am service from YV to Merced
9.6	1,705	862	50.56%	Outbound 3:45pm service from YV to Merced
10.2	1,155	378	32.73%	Outbound 4:40pm service from YV to Mariposa
11.3	1,705	535	31.38%	Outbound 5:10pm service from YV to Merced
12.4	1,705	311	18.24%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>17,768</b>	<b>5,790</b>	<b>32.59%</b>	

## Weekdays

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,155	557	48.23%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,155	510	44.16%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,155	442	38.27%	Inbound 7:00am service from Merced to YV
4.4	1,155	370	32.03%	Inbound 10:20am service from Merced to YV
5.4	1,155	247	21.39%	Inbound 1:20am service from Merced to YV
6.2	1,155	192	16.62%	Inbound 4:30pm service from Merced to Midpines
7.1	1,155	178	15.41%	Outbound 6:20am service from Hostel to Merced
8.1	1,155	395	34.20%	Outbound 10:00am service from YV to Merced
9.6	1,155	670	58.01%	Outbound 3:45pm service from YV to Merced
10.2	1,155	378	32.73%	Outbound 4:40pm service from YV to Mariposa
11.3	1,155	381	32.99%	Outbound 5:10pm service from YV to Merced
12.4	1,155	178	15.41%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>13,860</b>	<b>4,498</b>	<b>32.45%</b>	

## Weekends/Holidays

Runs	Max Load Capacity	Ridership	Load Factor	
02C.1	550	33	6.00%	Inbound 5:58am service from Catheys Valley to YV
02C.1	550	150	27.27%	Inbound 5:58am service from Catheys Valley to YV
EX4	58	57	98.28%	Inbound Service 10:45am to YV from Merced
4.4	550	44	8.00%	Inbound 10:20am service from Merced to YV
4.4	550	246	44.73%	Inbound 10:20am service from Merced to YV
5.4	550	28	5.09%	Inbound 1:20am service from Merced to YV
5.4	550	112	20.36%	Inbound 1:20am service from Merced to YV
8.1	550	31	5.64%	Outbound 10:00am service from YV to Merced
8.1	550	112	20.36%	Outbound 10:00am service from YV to Merced
9.6	550	38	6.91%	Outbound 3:45pm service from YV to Merced
9.6	550	154	28.00%	Outbound 3:45pm service from YV to Merced
11.3	550	23	4.18%	Outbound 5:10pm service from YV to Merced
11.3	550	131	23.82%	Outbound 5:10pm service from YV to Merced
12.4	550	27	4.91%	Outbound 6:00pm service from YV to Merced
12.4	550	106	19.27%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>7,758</b>	<b>1,292</b>	<b>16.65%</b>	



**WITHOUT AMTRAK**

Daily - All Routes

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,155	557	48.23%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,705	693	40.65%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,155	442	38.27%	Inbound 7:00am service from Merced to YV
4.4	1,705	441	25.87%	Inbound 10:20am service from Merced to YV
5.4	1,705	306	17.95%	Inbound 1:20am service from Merced to YV
6.2	1,155	185	16.02%	Inbound 4:30pm service from Merced to Midpines
7.1	1,155	177	15.32%	Outbound 6:20am service from Hostel to Merced
8.1	1,705	435	25.51%	Outbound 10:00am service from YV to Merced
9.6	1,705	769	45.10%	Outbound 3:45pm service from YV to Merced
10.2	1,155	378	32.73%	Outbound 4:40pm service from YV to Mariposa
11.3	1,705	530	31.09%	Outbound 5:10pm service from YV to Merced
12.4	1,705	290	17.01%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>17,710</b>	<b>5,203</b>	<b>29.38%</b>	

## Weekdays

Runs	Max Load Capacity	Ridership	Load Factor	
01C.1	1,155	557	48.23%	Inbound 5:28am service from Catheys Valley to YV
02C.1	1,155	510	44.16%	Inbound 5:58am service from Catheys Valley to YV
3.1	1,155	442	38.27%	Inbound 7:00am service from Merced to YV
4.4	1,155	242	20.95%	Inbound 10:20am service from Merced to YV
5.4	1,155	202	17.49%	Inbound 1:20am service from Merced to YV
6.2	1,155	185	16.02%	Inbound 4:30pm service from Merced to Midpines
7.1	1,155	177	15.32%	Outbound 6:20am service from Hostel to Merced
8.1	1,155	323	27.97%	Outbound 10:00am service from YV to Merced
9.6	1,155	605	52.38%	Outbound 3:45pm service from YV to Merced
10.2	1,155	378	32.73%	Outbound 4:40pm service from YV to Mariposa
11.3	1,155	378	32.73%	Outbound 5:10pm service from YV to Merced
12.4	1,155	169	14.63%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>13,860</b>	<b>4,168</b>	<b>30.07%</b>	

## Weekends/Holidays

Runs	Max Load Capacity	Ridership	Load Factor	
02C.1	550	33	6.00%	Inbound 5:58am service from Catheys Valley to YV
02C.1	550	150	27.27%	Inbound 5:58am service from Catheys Valley to YV
4.4	550	31	5.64%	Inbound 10:20am service from Merced to YV
4.4	550	168	30.55%	Inbound 10:20am service from Merced to YV
5.4	550	14	2.55%	Inbound 1:20am service from Merced to YV
5.4	550	90	16.36%	Inbound 1:20am service from Merced to YV
8.1	550	24	4.36%	Outbound 10:00am service from YV to Merced
8.1	550	88	16.00%	Outbound 10:00am service from YV to Merced
9.6	550	26	4.73%	Outbound 3:45pm service from YV to Merced
9.6	550	138	25.09%	Outbound 3:45pm service from YV to Merced
11.3	550	23	4.18%	Outbound 5:10pm service from YV to Merced
11.3	550	129	23.45%	Outbound 5:10pm service from YV to Merced
12.4	550	25	4.55%	Outbound 6:00pm service from YV to Merced
12.4	550	96	17.45%	Outbound 6:00pm service from YV to Merced
<b>Total</b>	<b>7,700</b>	<b>1,035</b>	<b>13.44%</b>	

## PASSENGER FARES BY TYPE

Below please find a breakdown of passenger fares recorded by VIA for HWY 140 runs for 1/1/2013 through 1/31/2013.

### Daily - All Routes

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
01C.1	6	299	16	77	31	2	126	0	557
02C.1	12	307	29	158	9	10	168	0	693
10.2	17	210	16	83	9	5	38	0	378
11.3	13	189	14	201	29	2	82	5	535
12.4	8	52	3	169	20	7	31	21	311
3.1	5	127	12	182	14	22	80	0	442
4.4	1	1	0	358	27	18	36	219	660
5.4	4	0	0	241	21	6	34	81	387
6.2	0	0	0	85	6	9	85	7	192
7.1	0	0	0	74	2	4	97	1	178
8.1	0	6	1	351	27	12	38	103	538
9.6	6	222	9	333	20	17	162	93	862
EX4	0	0	0	0	0	0	0	57	57
<b>Total</b>	72	1,413	100	2,312	215	114	977	587	5,790
<b>Percent</b>	1.24%	24.40%	1.73%	39.93%	3.71%	1.97%	16.87%	10.14%	100.00%

### Weekdays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
01C.1	6	299	16	77	31	2	126	0	557
02C.1	6	278	21	57	6	10	132	0	510
10.2	17	210	16	83	9	5	38	0	378
11.3	12	179	9	100	22	0	56	3	381
12.4	6	46	2	85	11	3	16	9	178
3.1	5	127	12	182	14	22	80	0	442
4.4	1	1	0	196	15	7	22	128	370
5.4	1	0	0	157	14	3	27	45	247
6.2	0	0	0	85	6	9	85	7	192
7.1	0	0	0	74	2	4	97	1	178
8.1	0	6	1	258	18	11	29	72	395
9.6	3	213	9	216	9	14	141	65	670
<b>Total</b>	57	1,359	86	1,570	157	90	849	330	4,498
<b>Percent</b>	1.27%	30.21%	1.91%	34.90%	3.49%	2.00%	18.88%	7.34%	100.00%

### Weekends/Holidays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Amtrak	Total
02C.1	6	29	8	101	3	0	36	0	183
11.3	1	10	5	101	7	2	26	2	154
12.4	2	6	1	84	9	4	15	12	133
4.4	0	0	0	162	12	11	14	91	290
5.4	3	0	0	84	7	3	7	36	140
8.1	0	0	0	93	9	1	9	31	143
9.6	3	9	0	117	11	3	21	28	192
EX4	0	0	0	0	0	0	0	57	57
<b>Total</b>	15	54	14	742	58	24	128	257	1,292
<b>Percent</b>	1.16%	4.18%	1.08%	57.43%	4.49%	1.86%	9.91%	19.89%	100.00%

**PASSENGER FARES BY TYPE EXCLUDING AMTRAK**

**Daily - All Routes**

<b>Run</b>	<b>DNC</b>	<b>NPS</b>	<b>Other</b>	<b>Adult</b>	<b>Child Free</b>	<b>Sr/Child</b>	<b>Commuter</b>	<b>Total</b>
01C.1	6	299	16	77	31	2	126	557
02C.1	12	307	29	158	9	10	168	693
10.2	17	210	16	83	9	5	38	378
11.3	13	189	14	201	29	2	82	530
12.4	8	52	3	169	20	7	31	290
3.1	5	127	12	182	14	22	80	442
4.4	1	1	0	358	27	18	36	441
5.4	4	0	0	241	21	6	34	306
6.2	0	0	0	85	6	9	85	185
7.1	0	0	0	74	2	4	97	177
8.1	0	6	1	351	27	12	38	435
9.6	6	222	9	333	20	17	162	769
EX4	0	0	0	0	0	0	0	0
<b>Total</b>	72	1,413	100	2,312	215	114	977	5,203
<b>Percent</b>	1.38%	27.16%	1.92%	44.44%	4.13%	2.19%	18.78%	100.00%

## Weekdays

Run	DNC	NPS	Other	Adult	Child Free	Sr/Child	Commuter	Total
01C.1	6	299	16	77	31	2	126	557
02C.1	6	278	21	57	6	10	132	510
10.2	17	210	16	83	9	5	38	378
11.3	12	179	9	100	22	0	56	378
12.4	6	46	2	85	11	3	16	169
3.1	5	127	12	182	14	22	80	442
4.4	1	1	0	196	15	7	22	242
5.4	1	0	0	157	14	3	27	202
6.2	0	0	0	85	6	9	85	185
7.1	0	0	0	74	2	4	97	177
8.1	0	6	1	258	18	11	29	323
9.6	3	213	9	216	9	14	141	605
<b>Total</b>	57	1,359	86	1,570	157	90	849	4,168
<b>Percent</b>	1.37%	32.61%	2.06%	37.67%	3.77%	2.16%	20.37%	100.00%



### Weekends/Holidays

<b>Run</b>	<b>DNC</b>	<b>NPS</b>	<b>Other</b>	<b>Adult</b>	<b>Child Free</b>	<b>Sr/Child</b>	<b>Commuter</b>	<b>Total</b>
02C.1	6	29	8	101	3	0	36	183
11.3	1	10	5	101	7	2	26	152
12.4	2	6	1	84	9	4	15	121
4.4	0	0	0	162	12	11	14	199
5.4	3	0	0	84	7	3	7	104
8.1	0	0	0	93	9	1	9	112
9.6	3	9	0	117	11	3	21	164
EX4	0	0	0	0	0	0	0	0
<b>Total</b>	15	54	14	742	58	24	128	1,035
<b>Percent</b>	1.45%	5.22%	1.35%	71.69%	5.60%	2.32%	12.37%	100.00%

## OPERATING STATISTICS

### **REVENUE MILES January 01 - January 31 2013**

From January 01 through January 31, 2013 VIA HWY 140 operated a total of 24,981 revenue service miles.

Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Weekdays</b>					
	Catheys Valley	01C.1	21	69	1,449
	Catheys Valley	02C.1	21	69	1,449
	Merced	3.1	21	87	1,827
	Merced	4.4	21	87	1,827
	Merced	5.4	21	87	1,827
	Merced	6.2	21	51	1,071
	Midpines	7.1	21	51	1,071
	Yosemite	10.2	21	55	1,155
	Yosemite	11.3	21	87	1,827
	Yosemite	12.4	21	87	1,827
	Yosemite	8.1	21	87	1,827
	Yosemite	9.6	21	87	1,827
<b>Total Mileage</b>					<b>18,984</b>

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Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Weekends</b>					
	Catheys Valley	02C.1	8	69	552
	Merced	4.4	8	87	696
	Merced	5.4	8	87	696
	Merced	EX4	1	87	87
	Yosemite	11.3	8	87	696
	Yosemite	12.4	8	87	696
	Yosemite	8.1	8	87	696
	Yosemite	9.6	8	87	696
<b>Total Mileage</b>					<b>4,815</b>

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Type of Day	Starting Point	Runs	Trips	Mileage	Total Mileage
<b>Holidays</b>					
	Catheys Valley	02C.1	2	69	138
	Merced	4.4	2	87	174
	Merced	5.4	2	87	174
	Yosemite	11.3	2	87	174
	Yosemite	12.4	2	87	174
	Yosemite	8.1	2	87	174
	Yosemite	9.6	2	87	174
<b>Total Mileage</b>					<b>1,182</b>
<b>Grand Total</b>					<b>24,981</b>
<b>Nonchargeable YARTS runs 5 and 9</b>					<b>0</b>
<b>Nonchargeable YARTS extras</b>					<b>0</b>
<b>YARTS Total</b>					<b>24,981</b>

## REVENUE HOURS

From January 01 through January 31, 2013 VIA HWY 140 provided a total of 934.7 vehicle service hours.

Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Weekdays</b>					
	Catheys Valley	01C.1	21	2.40	50.40
	Catheys Valley	02C.1	21	2.40	50.40
	Merced	3.1	21	3.20	67.20
	Merced	4.4	21	3.40	71.40
	Merced	5.4	21	3.40	71.40
	Merced	6.2	21	1.90	39.90
	Midpines	7.1	21	1.70	35.70
	Yosemite	10.2	21	1.80	37.80
	Yosemite	11.3	21	3.00	63.00
	Yosemite	12.4	21	3.00	63.00
	Yosemite	8.1	21	3.80	79.80
	Yosemite	9.6	21	3.60	75.60
<b>Total Hours</b>					<b>705.60</b>

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Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Weekends</b>					
	Catheys Valley	02C.1	8	2.40	19.20
	Merced	4.4	8	3.40	27.20
	Merced	5.4	8	3.40	27.20
	Merced	EX4	1	3.10	3.10
	Yosemite	11.3	8	3.00	24.00
	Yosemite	12.4	8	3.00	24.00
	Yosemite	8.1	8	3.80	30.40
	Yosemite	9.6	8	3.60	28.80
<b>Total Hours</b>					<b>183.90</b>

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Type of Day	Starting Point	Runs	Trips	Actual Hours	Total Hours
<b>Holidays</b>					
	Catheys Valley	02C.1	2	2.40	4.80
	Merced	4.4	2	3.40	6.80
	Merced	5.4	2	3.40	6.80
	Yosemite	11.3	2	3.00	6.00
	Yosemite	12.4	2	3.00	6.00
	Yosemite	8.1	2	3.80	7.60
	Yosemite	9.6	2	3.60	7.20
<b>Total Hours</b>					<b>45.20</b>
<b>Grand Total</b>					<b>934.70</b>
<b>Nonchargeable YARTS runs 5 and 9</b>					<b>0.00</b>
<b>Nonchargeable YARTS extras</b>					<b>0.00</b>
<b>YARTS Total</b>					<b>934.70</b>

**Passengers Left / Wheelchair Usage**

Run Date	Route	Total
	<b>Grand Total</b>	<b>0</b>



## **ACCIDENTS/INCIDENTS**

There were zero (0) accidents involving a VIA YARTS vehicle during the month of January 1 - 31, 2013.

## **ROAD CALLS**

There were zero (0) road calls during the month of January 1 - 31, 2013.

### **Mammoth:**

**None-Not in service**

### **Sonora:**

**None—Not in service**

## **SERVICE DELAYS**

There were eight (8) service delays during the month of January 1 - 31, 2013. Numerous additional service delays from 10 minutes to 50 minutes occurred due to winter weather conditions and continuous road work in the park and along the Highway 140 corridor. (See Traffic Delays)

### **Hwy 140**

<b>1/6/13</b>	<b>Run 4</b>	Service delayed 10 minutes at Amtrak due to passenger misplacing their ticket.
<b>1/8/13</b>	<b>Run 8</b>	Service delayed 10 minutes at Yosemite Lodge due to a passenger with ticket problems.
<b>1/10/13</b>	<b>Run 5</b>	Service delayed 25 minutes at Amtrak due to late train arrival and 25 minutes due to chaining.
	<b>Run 12</b>	Service delayed 45 minute in the 140 corridor due to a non-YARTS involved vehicle accident.
<b>1/15/13</b>	<b>Run 4</b>	Service delayed 1hour at the Transpo Center due to operational problems. "See Missed Runs".
<b>1/16/13</b>	<b>Run 5</b>	Service delayed 10 minutes at Amtrak due to late train arrival.
<b>1/17/13</b>	<b>Run 1</b>	Service delayed 15 minutes due to a broken tire chain en route to Yosemite.
<b>1/22/13</b>	<b>Run 2</b>	Service delayed 30 minutes at the Mariposa Park and Ride due to operational problems. "See Missed Runs".

**Mammoth:**

**NONE-Not in service**

**Sonora:**

**NONE-Not in service**

**MISSED RUNS**

There were two (2) missed VIA YARTS trip during the period of January 1 - 31, 2013.

**Hwy 140:**

<b>1/15/13</b>	<b>Run 4</b>	Service delayed 1hour at the Transpo Center due to operational problems.
<b>1/22/13</b>	<b>Run 2</b>	Service delayed 30 minutes at the Mariposa Park and Ride due to operational problems.

**Mammoth:**

**None-Not in service**

**Sonora:**

**None-Not in service**

**EXTRA TRIPS**

There was one (1) extra Highway 140 VIA YARTS trips chargeable to YARTS operating during the period of January 1-31, 2013.

**MAINTENANCE**

YARTS Buses are kept maintained regularly. Currently buses are rotated among runs to evenly distribute miles across the fleet. Regular buses are assigned to each route.

**CUSTOMER SERVICE**

A total of **227** YARTS customer inquiry calls were received in the VIA YARTS offices during the period from January 1 - 31, 2013. A comprehensive log of incoming calls by type, including calls regarding customer complaints, commendations, and recommendations is maintained and monitored continually.

## Count on All Calls

168	Calls received on schedule issues and questions for Hwy 140 Corridor.
17	Calls received on Mammoth Lake schedule information.
0	Calls received on Coulterville information
2	Calls received on Sonora schedule information.
14	Calls received on park information (lodging, tours, camping, etc.)
23	Miscellaneous calls (lost & found, hang up calls, etc.)
3	Calls received as customer complaints.
<b>227</b>	<b>Total</b>

## CUSTOMER COMPLAINTS AND FOLLOW UP ACTIONS

There were three (3) complaints received by phone and (2) two by e-mail during the month of January 1 – 31, 2013.

<b>1/9/13</b>	<b>Run 2</b>	<p>A customer called regarding the special courtesy pickup at the Transpo Center saying the bus did not show this morning.</p> <p>Followed up by contacting the driver to verify that he had in fact missed this courtesy stop. Reminded driver to pay attention to his paperwork which annotated this stop details. Contacted customer to apologize and assure them that this driver is now aware of the stop and that we are making every effort to keep all drivers informed to prevent this from re-occurring.</p>
<b>01/10/13</b>	<b>Run 5</b>	<p>Received a call from a customer at the Mariposa Park and Ride wanting to know why the bus had not shown.</p> <p>Follow up indicated that while the caller was on the phone the bus arrived at the stop.</p>
<b>1/15/13</b>	<b>Run 4</b>	<p>A customer at the Transpo Center called saying the bus had not showed.</p> <p>Followed up by informing the customer that we were having operational problems and a bus should be at the Transpo Center within the hour. See “Missed Runs”.</p>
<b>1/22/13</b>	<b>Run 2</b>	<p>A customer at Yosemite Lodge called complaining he was late for the bus to Badger Pass due to our bus being late at the Mariposa Park and Ride.</p>

Followed up by informing the customer that we were having operational problems and apologized for the delay. Provided the customer with a complimentary trip on his next YARTS ride.

**1/28/13**

**Run 11**

Received a call from a Mariposa resident claiming a bus nearly hit him while he was crossing the street in the crosswalk at the 6<sup>th</sup> Street and Hwy 140 intersection in Mariposa.

Followed up with driver who said he saw a pedestrian at the crosswalk on the left side of the road, but pedestrian had not yet entered the crosswalk as the bus proceeded down highway 140. Driver did not see anyone in the crosswalk at the intersection. VIA Operations is having the video pulled by YARTS staff for further investigation into the complaint.

## **OTHER**

### **Wheel Chair Request**

There were zero (0) wheelchair requests for the month of January 1 - 31, 2013. Ten (**10**) wheelchair buses are available to accommodate YARTS passengers who request transportation 48 hours in advance and in accordance with ADA and transit requirements.

### **Traffic Delays**

There were several service delays from 10 to 50 minutes in duration due to winter weather conditions and continuous road construction projects both in Yosemite and along the highway 140 corridor during the month of January 1-31, 2013.

Additional delay occurred on January 15<sup>th</sup> due to road closure on the south side of Sentinel Drive to housekeeping camp. The detour lane was on the north side against traffic going from the Valley to the Ahwahnee Hotel. Also, on January 29<sup>th</sup> a small fire occurred at Curry Village. Buses were re-routed for pickup at the skating rink instead of the normal Curry Village stop which was closer to the fire location.

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: YARTS RIDERSHIP**

**Ridership**

Two months into the third quarter, ridership for this fiscal year is 7.96% ahead of last year. In January, records indicate an 18.79% increase. In that month, employee ridership was down by 17.88% while visitor ridership was up by 47.67%. In February the over figures indicate a decrease of 8.28%. Employee ridership during that month was down by 19.87% while visitor ridership remained almost static.

The diminishing employee ridership continues to be recorded because of the transfer of park employees to a new facility in Mariposa. Fewer NPS employees have to commute to the park for that reason. The increase that is being sustained is from increases in visitor ridership.

Amtrak Thruway ridership was down in both January and February, 2.33% and 35.42% respectively. The large comparative decrease in February appears more to be because of an inordinately high ridership in February of 2012 than a huge drop in 2013. For this fiscal year, Amtrak Thruway ridership is up a solid 24.16%.

**Visitation**

Updated visitation information was not available at the time of the agenda deadline, but may be available at the time of the meeting.

**REQUESTED ACTION**

For information and discussion only.

Attachment: Ridership History

**Hwy 140 and Hwy 120 Ridership  
by Fiscal Year**

	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07
Visitors & Others	2921	3452	3371	2610	1754	2012	2091	1729	2246	2508	3472	3882
Hwy 120	774	1054	462									162
NPS/DNC	612	741	1205	1409	1333	1204	1690	1482	1899	1716	1889	1696
<b>TOTAL</b>	<b>4307</b>	<b>5247</b>	<b>5038</b>	<b>4019</b>	<b>3087</b>	<b>3216</b>	<b>3781</b>	<b>3211</b>	<b>4145</b>	<b>4224</b>	<b>5361</b>	<b>5740</b>
% Change previous year	-45.94%	-42.32%	-24.15%	-22.59%	-22.22%	-9.33%	-8.16%	-16.27%	-19.62%	-21.43%	65.46%	74.73%
year to date	4307	9554	14592	18611	21698	24914	28695	31906	36051	40275	45636	51376
%	-45.94%	-44.01%	-38.44%	-35.60%	-33.98%	-31.58%	-29.20%	-28.08%	-27.20%	-26.64%	-21.50%	-16.36%
Amtrak	0	0	0	0	0	0	0	0	0	0	0	776
Amtrak YTD	0	0	0	0	0	0	0	0	0	0	0	776
<b>RIDERSHIP TOTAL</b>	<b>4307</b>	<b>5247</b>	<b>5038</b>	<b>4019</b>	<b>3087</b>	<b>3216</b>	<b>3781</b>	<b>3211</b>	<b>4145</b>	<b>4224</b>	<b>5361</b>	<b>6516</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>4307</b>	<b>9554</b>	<b>14592</b>	<b>18611</b>	<b>21698</b>	<b>24914</b>	<b>28695</b>	<b>31906</b>	<b>36051</b>	<b>40275</b>	<b>45636</b>	<b>52152</b>

	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08
Visitors & Others	4627	4881	3457	2867	2004	2170	2151	2033	2520	2787	4124	5395
Hwy 120	958	1030	223	0	0	0	0	0	0	0	0	296
NPS/DNC	1950	1684	1387	1618	1518	1360	1754	1506	1477	1696	1765	2580
<b>TOTAL</b>	<b>7535</b>	<b>7595</b>	<b>5067</b>	<b>4485</b>	<b>3522</b>	<b>3530</b>	<b>3905</b>	<b>3539</b>	<b>3997</b>	<b>4483</b>	<b>5889</b>	<b>8271</b>
% Change previous year	74.95%	44.75%	0.58%	11.59%	14.09%	9.76%	3.28%	10.21%	-3.57%	6.13%	9.85%	44.09%
year to date	7535	15130	20197	24682	28204	31734	35639	39178	43175	47658	53547	61818
%	74.95%	58.36%	38.41%	32.62%	29.98%	27.37%	24.20%	22.79%	19.76%	18.33%	17.33%	20.32%
Amtrak	750	1075	821	789	723	795	1480	743	1087	1372	1545	1045
Amtrak YTD	750	1825	2646	3435	4158	4953	6433	7176	8263	9635	11180	12225
% Change previous year	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	34.66%
<b>RIDERSHIP TOTAL</b>	<b>8285</b>	<b>8670</b>	<b>5888</b>	<b>5274</b>	<b>4245</b>	<b>4325</b>	<b>5385</b>	<b>4282</b>	<b>5084</b>	<b>5855</b>	<b>7434</b>	<b>9316</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>8285</b>	<b>16955</b>	<b>22843</b>	<b>28117</b>	<b>32362</b>	<b>36687</b>	<b>42072</b>	<b>46354</b>	<b>51438</b>	<b>57293</b>	<b>64727</b>	<b>74043</b>

	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09
Visitors & Others	5930	5683	4408	3288	1987	3123	2175	1756	2502	2562	3835	4504
Hwy 120	1478	1532	304	0	0	0	0	0	0	0	0	226
NPS/DNC	2781	2293	2197	2215	1672	1704	1772	1624	1995	2020	1897	2420
<b>TOTAL</b>	<b>10189</b>	<b>9508</b>	<b>6909</b>	<b>5503</b>	<b>3659</b>	<b>4827</b>	<b>3947</b>	<b>3380</b>	<b>4497</b>	<b>4584</b>	<b>5732</b>	<b>7150</b>
% Change previous year	35.22%	25.19%	36.35%	22.70%	3.89%	36.74%	1.08%	-4.49%	12.51%	2.25%	-2.67%	-13.55%
year to date	10189	19697	26606	32109	35768	40595	44542	47922	52419	57003	62735	69885
%	35.22%	30.19%	31.73%	30.09%	26.82%	27.92%	24.98%	22.32%	21.41%	19.61%	17.16%	13.05%
Amtrak	1346	1344	1061	869	526	884	1076	631	792	1134	1369	875
Amtrak YTD	1346	2690	3751	4620	5146	6030	7106	7737	8529	9663	11032	11907
% Change year to date	79.47%	47.40%	41.76%	34.50%	23.76%	21.74%	10.46%	7.82%	3.22%	0.29%	-1.32%	-2.60%
<b>RIDERSHIP TOTAL</b>	<b>11535</b>	<b>10852</b>	<b>7970</b>	<b>6372</b>	<b>4185</b>	<b>5711</b>	<b>5023</b>	<b>4011</b>	<b>5289</b>	<b>5718</b>	<b>7101</b>	<b>8025</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>11535</b>	<b>22387</b>	<b>30357</b>	<b>36729</b>	<b>40914</b>	<b>46625</b>	<b>51648</b>	<b>55659</b>	<b>60948</b>	<b>66666</b>	<b>73767</b>	<b>81792</b>

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
Visitors & Others	5431	4941	4285	3223	2306	2557	2447	2145	3010	3316	4348	5636
Hwy 120	1327	1520	228	0	0	0	0	0	0	0	0	161
NPS/DNC	2399	2226	1932	1921	1697	1826	1849	1969	2189	2206	2425	2582
<b>TOTAL</b>	<b>9157</b>	<b>8687</b>	<b>6445</b>	<b>5144</b>	<b>4003</b>	<b>4383</b>	<b>4296</b>	<b>4114</b>	<b>5199</b>	<b>5522</b>	<b>6773</b>	<b>8379</b>
% Change previous year	-10.13%	-8.63%	-6.72%	-6.52%	9.40%	-9.20%	8.84%	21.72%	15.61%	20.46%	18.16%	17.19%
year to date	9157	17844	24289	29433	33436	37819	42115	46229	51428	56950	63723	72102
%	-10.13%	-9.41%	-8.71%	-8.33%	-6.52%	-6.84%	-5.45%	-3.53%	-1.89%	-0.09%	1.57%	3.17%
Amtrak	1142	1135	974	676	506	752	1014	659	970	1293	1505	1007
Amtrak YTD	1142	2277	3251	3927	4433	5185	6199	6858	7828	9121	10626	11633
% Change year to date	-15.16%	-15.55%	-8.20%	-22.21%	-3.80%	-14.93%	-5.76%	4.44%	22.47%	14.02%	9.93%	15.09%
<b>RIDERSHIP TOTAL</b>	<b>10299</b>	<b>9822</b>	<b>7419</b>	<b>5820</b>	<b>4509</b>	<b>5135</b>	<b>5310</b>	<b>4773</b>	<b>6169</b>	<b>6815</b>	<b>8278</b>	<b>9386</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>10299</b>	<b>20121</b>	<b>27540</b>	<b>33360</b>	<b>37869</b>	<b>43004</b>	<b>48314</b>	<b>53087</b>	<b>59256</b>	<b>66071</b>	<b>74349</b>	<b>83735</b>

	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
Visitors & Others	5625	5534	4746	3598	3141	3083	2687	2361	2523	2949	5057	6369
Hwy 120	1598	1688	318	0	0	0	0	0	0	0	0	65
NPS/DNC	2662	2322	1772	1487	1646	1558	1873	1838	1791	1968	2037	2201
<b>TOTAL</b>	<b>9885</b>	<b>9544</b>	<b>6836</b>	<b>5085</b>	<b>4787</b>	<b>4641</b>	<b>4560</b>	<b>4199</b>	<b>4314</b>	<b>4917</b>	<b>7094</b>	<b>8635</b>
% Change previous year	7.95%	9.87%	6.07%	-1.15%	19.59%	5.89%	6.15%	2.07%	-17.02%	-10.96%	4.74%	3.06%
year to date	9885	19429	26265	31350	36137	40778	45338	49537	53851	58768	65862	74497
%	7.95%	8.88%	8.14%	6.51%	8.08%	7.82%	7.65%	7.16%	4.71%	3.19%	3.36%	3.32%
Amtrak	1092	1277	1036	1213	489	753	658	554	610	1164	1363	1228
Amtrak YTD	1092	2369	3405	4618	5107	5860	6518	7072	7682	8846	10209	11437
% Change year to date	-4.38%	12.51%	6.37%	79.44%	-3.36%	0.13%	-35.11%	-15.93%	-37.11%	-9.98%	-9.44%	21.95%
<b>RIDERSHIP TOTAL</b>	<b>10977</b>	<b>10821</b>	<b>7872</b>	<b>6298</b>	<b>5276</b>	<b>5394</b>	<b>5218</b>	<b>4753</b>	<b>4924</b>	<b>6081</b>	<b>8457</b>	<b>9863</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>10977</b>	<b>21798</b>	<b>29670</b>	<b>35968</b>	<b>41244</b>	<b>46638</b>	<b>51856</b>	<b>56609</b>	<b>61533</b>	<b>67614</b>	<b>76071</b>	<b>85934</b>

	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
Visitors & Others	7241	6348	4875	3510	3020	2678	2450	2754	3547	4047	5166	6702
Hwy 120 E.	1626	2092	596	0	0	0	0	0	0	0	0	384
Hwy 120 W.	0	0	0	0	0	0	0	0	0	0	65	1150
NPS/DNC	2234	2060	2012	1715	1949	1606	1930	2003	2089	2263	2136	1956
<b>TOTAL</b>	<b>11101</b>	<b>10500</b>	<b>7483</b>	<b>5225</b>	<b>4969</b>	<b>4284</b>	<b>4380</b>	<b>4757</b>	<b>5636</b>	<b>6310</b>	<b>7367</b>	<b>10192</b>
% Change previous year	12.30%	10.02%	9.46%	2.75%	3.80%	-7.69%	-3.95%	13.29%	30.64%	28.33%	3.85%	18.03%
year to date	11101	21601	29084	34309	39278	43562	47942	52699	58335	64645	72012	82204
%	12.30%	11.18%	10.73%	9.44%	8.69%	6.83%	5.74%	6.38%	8.33%	10.00%	9.34%	10.35%
Amtrak	1167	1290	921	768	631	705	601	974	804	956	1465	2120
Amtrak YTD	1167	2457	3378	4146	4777	5482	6083	7057	7861	8817	10282	12402
% Change year to date	6.87%	1.02%	-11.10%	-36.69%	29.04%	-6.37%	-8.66%	75.81%	31.80%	-17.87%	7.48%	72.64%
<b>RIDERSHIP TOTAL</b>	<b>12268</b>	<b>11790</b>	<b>8404</b>	<b>5993</b>	<b>5600</b>	<b>4989</b>	<b>4981</b>	<b>5731</b>	<b>6440</b>	<b>7266</b>	<b>8832</b>	<b>12312</b>
<b>RIDERSHIP TOTAL YTD</b>	<b>12268</b>	<b>24058</b>	<b>32462</b>	<b>38455</b>	<b>44055</b>	<b>49044</b>	<b>54025</b>	<b>59756</b>	<b>66196</b>	<b>73462</b>	<b>82294</b>	<b>94606</b>

	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
Visitors & Others	7223	6637	5036	3541	3142	4065	3618	2758				
Hwy 120 E.	2011	2245	436	0	0	0	0	0				
Hwy 120 W.	1241	875	366	0	0	0	0	0				
NPS/DNC												

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: YARTS FINANCIAL REPORT**

Attached for your review and comment is the financial report for this fiscal year, through February 28, 2013.

**REQUESTED ACTION**

For information and discussion only.

Attachment: YARTS Revenue by Fiscal Year

## YARTS Revenue by Fiscal Year

	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09
<b>FY 08 / 09</b>												
Ticket Vendors	\$ 4,421.60	\$ 4,684.90	\$ 3,411.50	\$ 1,920.80	\$ 1,965.50	\$ 1,864.20	\$ 1,099.40	\$ 784.40	\$ 1,093.00	\$ 1,441.90	\$ 3,634.10	\$ 4,299.50
VIAAdventures / Hwy 140	\$ 29,444.00	\$ 28,831.00	\$ 24,127.00	\$ 17,255.20	\$ 8,767.00	\$ 14,023.00	\$ 10,635.00	\$ 9,038.00	\$ 12,150.75	\$ 13,102.10	\$ 20,315.00	\$ 21,849.00
VIAAdventures / Hwy 120	\$ 11,199.00	\$ 11,392.00	\$ 2,277.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,769.00
U S Department of Transportation (NPS Employee Vouchers)	\$ 14,593.00	\$ 15,828.00	\$ 14,841.00	\$ 14,896.00	\$ 15,606.00	\$ 16,170.00	\$ 16,397.00	\$ 16,333.00	\$ 17,050.00	\$ 16,461.00	\$ 16,829.00	\$ 17,353.00
Monthly Without Amtrak	\$ 59,657.60	\$ 60,735.90	\$ 44,656.50	\$ 34,072.00	\$ 26,338.50	\$ 32,057.20	\$ 28,131.40	\$ 26,155.40	\$ 30,293.75	\$ 31,005.00	\$ 40,778.10	\$ 45,270.50
Year to Date Total Without Amtrak	\$ 59,657.60	\$ 120,393.50	\$ 165,050.00	\$ 199,122.00	\$ 225,460.50	\$ 257,517.70	\$ 285,649.10	\$ 311,804.50	\$ 342,098.25	\$ 373,103.25	\$ 413,881.35	\$ 459,151.85
Monthly % Change from previous year w/o Amtrak	31%	28%	34%	21%	30%	36%	18%	19%	21%	23%	13%	-2%
Annual % Change from previous year w/o Amtrak	31%	29%	30%	29%	29%	30%	28%	28%	27%	27%	25%	22%
Amtrak	\$ 26,540.00	\$ 24,800.00	\$ 24,000.00	\$ 24,800.00	\$ 24,000.00	\$ 25,030.00	\$ 29,600.00	\$ 22,400.00	\$ 24,800.00	\$ 24,000.00	\$ 27,200.00	\$ 24,053.00
Amtrak Year to date Total	\$ 26,540.00	\$ 51,340.00	\$ 75,340.00	\$ 100,140.00	\$ 124,140.00	\$ 149,170.00	\$ 178,770.00	\$ 201,170.00	\$ 225,970.00	\$ 249,970.00	\$ 277,170.00	\$ 301,223.00
Monthly Total All	\$ 86,197.60	\$ 85,535.90	\$ 68,656.50	\$ 58,872.00	\$ 50,338.50	\$ 57,087.20	\$ 57,731.40	\$ 48,555.40	\$ 55,093.75	\$ 55,005.00	\$ 67,978.10	\$ 69,323.50
Year to Date All	\$ 86,197.60	\$ 171,733.50	\$ 240,390.00	\$ 299,262.00	\$ 349,600.50	\$ 406,687.70	\$ 464,419.10	\$ 512,974.50	\$ 568,068.25	\$ 623,073.25	\$ 691,051.35	\$ 760,374.85
Monthly % Change from previous year	24%	18%	20%	10%	10%	18%	-6%	8%	7%	-4%	1%	-3%
Annual % Change from previous year	24%	21%	21%	18%	17%	17%	14%	13%	12%	11%	10%	8%

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
<b>FY 09 / 10</b>												
Ticket Vendors	\$ 5,138.30	\$ 3,794.10	\$ 3,781.80	\$ 1,325.60	\$ 1,995.50	\$ 1,292.20	\$ 1,442.30	\$ 764.40	\$ 1,928.30	\$ 2,438.10	\$ 3,297.40	\$ 6,611.20
VIAAdventures / Hwy 140	\$ 26,066.00	\$ 26,982.00	\$ 22,054.00	\$ 16,914.00	\$ 10,654.00	\$ 13,994.00	\$ 12,807.50	\$ 11,070.00	\$ 13,504.00	\$ 13,484.00	\$ 19,070.00	\$ 25,789.00
VIAAdventures / Hwy 120	\$ 9,782.00	\$ 11,772.00	\$ 1,756.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,169.00
U S Department of Transportation (NPS Employee Vouchers)	\$ 18,809.00	\$ 21,137.00	\$ 21,663.00	\$ 21,709.00	\$ 21,033.00	\$ 21,213.00	\$ 20,579.00	\$ 20,625.00	\$ 20,386.00	\$ 19,809.00	\$ 19,769.00	\$ 19,424.00
Monthly Without Amtrak	\$ 59,795.30	\$ 63,685.10	\$ 49,254.80	\$ 39,948.60	\$ 33,682.50	\$ 36,499.20	\$ 34,828.80	\$ 32,459.40	\$ 35,818.30	\$ 35,731.10	\$ 42,136.40	\$ 52,993.20
Year to Date Total Without Amtrak	\$ 59,795.30	\$ 123,480.40	\$ 172,735.20	\$ 212,683.80	\$ 246,366.30	\$ 282,865.50	\$ 317,694.30	\$ 350,153.70	\$ 385,972.00	\$ 421,703.10	\$ 463,839.50	\$ 516,832.70
Monthly % Change from previous year w/o Amtrak	0%	5%	10%	17%	28%	14%	24%	24%	18%	15%	3%	17%
Annual % Change from previous year w/o Amtrak	0%	3%	5%	7%	9%	10%	11%	12%	13%	13%	12%	13%
Amtrak	\$ 24,972.80	\$ 25,235.50	\$ 24,030.00	\$ 26,400.00	\$ 24,000.00	\$ 24,800.00	\$ 24,800.00	\$ 22,400.00	\$ 24,800.00	\$ 25,600.00	\$ 28,000.00	\$ 24,800.00
Amtrak Year to date Total	\$ 24,972.80	\$ 50,208.30	\$ 74,238.30	\$ 100,638.30	\$ 124,638.30	\$ 149,438.30	\$ 174,238.30	\$ 196,638.30	\$ 221,438.30	\$ 247,038.30	\$ 275,038.30	\$ 299,838.30
Monthly Total All	\$ 84,768.10	\$ 88,920.60	\$ 73,284.80	\$ 66,348.60	\$ 57,682.50	\$ 61,299.20	\$ 59,628.80	\$ 54,859.40	\$ 60,618.30	\$ 61,331.10	\$ 70,136.40	\$ 77,793.20
Year to Date All	\$ 84,768.10	\$ 173,688.70	\$ 246,973.50	\$ 313,322.10	\$ 371,004.60	\$ 432,303.80	\$ 491,932.60	\$ 546,792.00	\$ 607,410.30	\$ 668,741.40	\$ 738,877.80	\$ 816,671.00
Monthly % Change from previous year	-2%	4%	7%	13%	15%	7%	3%	13%	10%	12%	3%	12%
Annual % Change from previous year	-2%	1%	3%	5%	6%	6%	6%	7%	7%	7%	7%	7%

	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
<b>FY 10 / 11</b>												
Ticket Vendors	\$ 4,954.20	\$ 3,829.70	\$ 3,666.20	\$ 3,145.20	\$ 2,721.60	\$ 1,862.40	\$ 613.70	\$ 1,288.40	\$ 864.90	\$ 1,072.60	\$ 3,734.30	\$ 6,040.50
VIAAdventures / Hwy 140	\$ 26,942.00	\$ 27,508.00	\$ 20,453.00	\$ 16,645.00	\$ 13,771.00	\$ 15,198.00	\$ 12,998.00	\$ 11,069.00	\$ 11,595.27	\$ 14,252.00	\$ 24,175.00	\$ 29,315.00
VIAAdventures / Hwy 120	\$ 12,519.00	\$ 13,582.00	\$ 2,647.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 535.00
U S Department of Transportation (NPS Employee Vouchers)	\$ 20,458.00	\$ 13,506.00	\$ 13,442.00	\$ 13,548.00	\$ 5,721.00	\$ 9,572.00	\$ 9,464.00	\$ 10,171.00	\$ 9,600.00	\$ 10,380.00	\$ 11,613.00	\$ 13,669.00
Monthly Without Amtrak	\$ 64,873.20	\$ 58,425.70	\$ 40,208.20	\$ 33,338.20	\$ 22,213.60	\$ 26,632.40	\$ 23,075.70	\$ 22,528.40	\$ 22,060.17	\$ 25,704.60	\$ 39,522.30	\$ 49,559.50
Year to Date Total Without Amtrak	\$ 64,873.20	\$ 123,298.90	\$ 163,507.10	\$ 196,845.30	\$ 219,058.90	\$ 245,691.30	\$ 268,767.00	\$ 291,295.40	\$ 313,355.57	\$ 339,060.17	\$ 378,582.47	\$ 428,141.97
Monthly % Change from previous year w/o Amtrak	8%	-8%	-18%	-17%	-34%	-27%	-34%	-31%	-38%	-28%	-6%	-6%
Annual % Change from previous year w/o Amtrak	8%	0%	-5%	-7%	-11%	-13%	-15%	-17%	-19%	-20%	-18%	-17%
Amtrak	\$ 25,600.00	\$ 25,253.35	\$ 24,054.00	\$ 28,000.00	\$ 24,000.00	\$ 26,400.00	\$ 24,800.00	\$ 25,088.00	\$ 27,776.00	\$ 30,930.00	\$ 37,496.00	\$ 26,880.00
Amtrak Year to date Total	\$ 25,600.00	\$ 50,853.35	\$ 74,907.35	\$ 102,907.35	\$ 126,907.35	\$ 153,307.35	\$ 178,107.35	\$ 203,195.35	\$ 230,971.35	\$ 261,901.35	\$ 299,397.35	\$ 326,277.35
Monthly Total All	\$ 90,473.20	\$ 83,679.05	\$ 64,262.20	\$ 61,338.20	\$ 46,213.60	\$ 53,032.40	\$ 47,875.70	\$ 47,616.40	\$ 49,836.17	\$ 56,634.60	\$ 77,018.30	\$ 76,439.50
Year to Date All	\$ 90,473.20	\$ 174,152.25	\$ 238,414.45	\$ 299,752.65	\$ 345,966.25	\$ 398,998.65	\$ 446,874.35	\$ 494,990.75	\$ 544,326.92	\$ 600,961.52	\$ 677,979.82	\$ 754,419.32
Monthly % Change from previous year	7%	-6%	-12%	-8%	-20%	-13%	-20%	-13%	-18%	-8%	10%	-2%
Annual % Change from previous year	7%	0%	-3%	-4%	-7%	-8%	-9%	-10%	-10%	-10%	-8%	-8%

	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12
<b>FY 11 / 12</b>												
Ticket Vendors	\$ 4,063.50	\$ 6,041.30	\$ 3,372.50	\$ 477.60	\$ 1,148.40	\$ 723.20	\$ 228.60	\$ 195.60	\$ 960.90	\$ 674.70	\$ 741.90	\$ 2,508.50
VIAAdventures / Hwy 140	\$ 35,180.00	\$ 31,425.00	\$ 22,887.00	\$ 15,945.00	\$ 14,019.00	\$ 12,906.00	\$ 12,158.00	\$ 11,924.00	\$ 15,437.00	\$ 18,023.00	\$ 24,602.00	\$ 34,120.00
VIAAdventures / Hwy 120	\$ 13,398.00	\$ 17,468.00	\$ 5,358.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 498.00	\$ 4,073.00
U S Department of Transportation (NPS Employee Vouchers)	\$ 14,359.00	\$ 15,738.00	\$ 15,759.00	\$ 7,282.00	\$ 10,938.00	\$ 10,991.00	\$ 7,926.00	\$ 8,242.00	\$ 9,813.00	\$ 7,209.00	\$ 9,488.00	\$ 9,915.00
Monthly Without Amtrak	\$ 67,000.50	\$ 70,672.30	\$ 47,376.50	\$ 23,704.60	\$ 26,105.40	\$ 24,620.20	\$ 20,312.60	\$ 20,361.60	\$ 26,210.90	\$ 25,906.70	\$ 35,329.90	\$ 50,616.50
Year to Date Total Without Amtrak	\$ 67,000.50	\$ 137,672.80	\$ 185,049.30	\$ 208,753.90	\$ 234,859.30	\$ 259,479.50	\$ 279,792.10	\$ 300,153.70	\$ 326,364.60	\$ 352,271.30	\$ 387,601.20	\$ 438,217.70
Monthly % Change from previous year w/o Amtrak	3%	21%	18%	-29%	18%	-8%	-12%	-10%	19%	1%	-11%	2%
Annual % Change from previous year w/o Amtrak	3%	12%	13%	6%	7%	6%	4%	3%	4%	4%	2%	2%
Amtrak	\$ 28,104.00	\$ 28,104.00	\$ 27,365.00	\$ 31,016.00	\$ 26,880.00	\$ 27,776.00	\$ 27,776.00	\$ 34,894.00	\$ 30,206.00	\$ 28,500.00	\$ 32,636.00	\$ 37,485.00
Amtrak Year to date Total	\$ 28,104.00	\$ 28,104.00	\$ 27,365.00	\$ 31,016.00	\$ 26,880.00	\$ 27,776.00	\$ 27,776.00	\$ 34,894.00	\$ 30,206.00	\$ 28,500.00	\$ 32,636.00	\$ 37,485.00
Monthly Total All	\$ 95,104.50	\$ 98,776.30	\$ 74,741.50	\$ 54,720.60	\$ 52,985.40	\$ 52,396.20	\$ 48,088.60	\$ 55,255.60	\$ 56,416.90	\$ 54,406.70	\$ 67,965.90	\$ 88,101.50
Year to Date All	\$ 95,104.50	\$ 165,776.80	\$ 212,414.30	\$ 239,769.90	\$ 261,739.30	\$ 287,255.50	\$ 307,568.10	\$ 335,047.70	\$ 356,570.60	\$ 380,771.30	\$ 420,237.20	\$ 475,702.70
Monthly % Change from previous year	5%	18%	16%	-11%	15%	-1%	0%	16%	13%	-4%	-12%	15%
Annual % Change from previous year	5%	-5%	-11%	-20%	-24%	-28%	-31%	-32%	-34%	-37%	-38%	-37%

	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
<b>FY 12 / 13</b>												
Ticket Vendors	\$ 4,013.80	\$ 1,648.00	\$ 1,134.00	\$ 287.90	\$ 618.30	\$ 772.10	\$ 483.60	\$ -	\$ -	\$ -	\$ -	\$ -
VIAAdventures / Hwy 140	\$ 34,120.00	\$ 36,414.00	\$ 23,911.00	\$ 17,126.00	\$ 14,495.00	\$ 20,237.00	\$ 16,831.00	\$ -	\$ -	\$ -	\$ -	\$ -
VIAAdventures / Hwy 120	\$ 4,201.00	\$ 20,194.00	\$ 5,636.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
U S Department of Transportation (NPS Employee Vouchers)	\$ 10,180.00	\$ 10,031.00	\$ 9,472.00	\$ 11,433.00	\$ 6,332.00	\$ 10,480.00	\$ 2,177.00	\$ 7,494.00	\$ -	\$ -	\$ -	\$ -
Monthly Without Amtrak	\$ 52,514.80	\$ 68,287.00	\$ 40,153.00	\$ 28,846.90	\$ 21,445.30	\$ 31,489.10	\$ 19,491.60	\$ 7,494.00	\$ -	\$ -	\$ -	\$ -
Year to Date Total Without Amtrak	\$ 52,514.80	\$ 120,801.80	\$ 160,954.80	\$ 189,801.70	\$ 211,247.00	\$ 242,736.10	\$ 262,227.70	\$ 269,721.70	\$ 269,721.70	\$ 269,721.70	\$ 269,721.70	



**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANGER**

**RE: SIERRA FOOTHILL CHARTER SCHOOL REQUEST**

On a recent trip to Mariposa County, I encountered a school bus from the Sierra Foothill Charter School dropping off elementary grade students to parents parked and waiting for them on the YARTS Park and Ride facility in Mariposa. Phone contact with the school was cordial and they asked to continue to use the facility for the pickup and return of their students to Mariposa. The school has also been using the bus stop shelter location in Catheys Valley as a pickup location. Their letter making that request for the continued use of both locations is attached.

Consultation with YARTS Counsel, Steven Dahlem, produced an Agreement of Indemnity, also attached, which would be required of the school, if the YARTS Board approves of the concept of having the school use the YARTS Mariposa Park and Ride parking facility and the Catheys Valley bus stop location in this way.

Sierra Foothill Charter School does not conduct classes during the summer so they would not be creating demand on the parking facility during the peak visitation/ridership months. During the fall/winter season, the demand for parking at the Park and Ride is currently much less than capacity and the school's requested use would have little impact on the facility being available.

**REQUESTED ACTION**

Discuss the request from Sierra Foothill Charter School to use the YARTS Mariposa Park and Ride parking facility and the Catheys Valley bus stop shelter for a pickup and return site for their students and direct staff to take the necessary actions to implement the Board decision.

Attachments: Letter Request from Sierra Foothill Charter School  
Proposed Agreement of Indemnity

January 23, 2013

Yosemite Area Regional Transportation System  
ATTN: Dick Whittington, YARTS Transit Manager  
880 Thornton Road  
Merced, CA 95341

RE: Request To Use YARTS Mariposa Park & Ride Lot  
and Stop on Highway 140 in Catheys Valley

Dear Mr. Whittington,

It was a pleasure to speak with you on the phone. I am the office manager for Sierra Foothill Charter School in Catheys Valley. We are a first year Charter School with ninety-seven students in kindergarten through eighth grade. We were established by parents and volunteers in the community after Catheys Valley Elementary School was closed in 2011 due to budget cuts.

We have recently hired our own bus driver and we lease a bus from Merced Transportation. We would like to request permission to use the YARTS Park & Ride lot in Mariposa and the stop on Highway 140 in Catheys Valley as a bus stop for our students. Our school year started late August 2012 and will end on June 4 2013. At the Park & Ride we pick up approximately 3-4 students at 7:00 AM and drop off approximately 5-9 at 4:15 PM. At the stop on Highway 140 we do not pick up students and we drop off two students at 3:45 PM each day.

If you are willing to give us permission to use the Park & Ride Lot and the stop on Highway 140 , we will provide a certificate of insurance that will name YARTS as an additional insured with respect to Sierra Foothill Charter School's use of both locations.

You can send your written response to me at the address above or fax it to me at 209-742-6922. Thank you for taking the time to give me a call. We look forward to hearing from you soon.

Sincerely,



Charli McCord  
Office Manager  
209-742-6222 (office)  
[charli@sierrafoothillcharterschool.org](mailto:charli@sierrafoothillcharterschool.org)

cc: Travis Blagg, SFCS Principal  
Jill Harry, SFCS Board Chair

## USE AND INDEMNITY AGREEMENT

**THIS AGREEMENT** is entered into between the Yosemite Area Regional Transportation System (YARTS) and Sierra Foothill Charter School (Charter School) and effective upon the \_\_\_\_ day of \_\_\_\_\_ 2013.

**WHEREAS**, Charter School desires to use the YARTS park and ride lot in Mariposa located at 4974 Joe Howard Street, Mariposa, California and the YARTS bus stop/shelter location on Highway 140 in Catheys Valley, California, as drop off and pickup locations for their students, before and after school; and

**WHEREAS**, YARTS is willing to allow Charter School the use of the YARTS park and ride lot in Mariposa and the bus stop/shelter location in Catheys Valley for student drop off and pick up purposes.

**NOW, THEREFORE**, YARTS and Charter School agree as follows:

1. YARTS grants Charter School permission to use the YARTS park and ride lot in Mariposa and the bus stop/shelter location in Catheys Valley for student drop off and pick up purposes.
2. YARTS may terminate this Agreement at any time by providing a thirty (30) day notice in writing to Charter School that the Agreement is terminated.
3. To the fullest extent permitted by law, Charter School shall indemnify, hold harmless and defend the YARTS and its agents, officers and employees (the Indemnified Parties) from and against all claims, damages, losses, judgments, liabilities, expenses and other costs, including litigation costs and attorneys' fees, arising out of, resulting from, or in connection with the performance of this Agreement by Charter School or Charter School's officers, employees, agents, representatives or subcontractors and resulting in or attributable to personal injury, death, or damage or destruction to tangible or intangible property, including the loss of use (the Indemnity Obligations); provided, however, such indemnification shall not extend to or cover loss, damage or expense arising from the sole negligence or willful misconduct of the YARTS or its agents, officers and employees.
4. YARTS agrees that it shall promptly notify Charter School of any claim, action or proceeding giving rise to an Indemnity Obligation. In addition, YARTS shall reasonably cooperate in the defense of an Indemnity Obligation. Charter School may select counsel, having sufficient qualifications and experience to provide such defense, subject to YARTS approval.
5. Notwithstanding the foregoing, YARTS reserves the right, at its sole discretion, to elect to participate in the defense of any such claim, action, or proceeding with counsel of its own choosing, provided that it shall bear its own attorney's fees and costs for such counsel.
6. Charter School shall not settle any of the claims against an Indemnified Party without such party's written consent. An Indemnified Party shall not unreasonably withhold its consent to settlement of such claim, action or proceeding, provided, however, no Indemnified Party shall be

required to consent to any settlement of such claim, action or proceeding that imposes any financial liability upon such party unless Charter School agrees to fully assume, pay and discharge such liability and includes in any settlement agreement that they will be fully paid and discharged by Charter School. Any settlements shall be approved by YARTS as required by law.

7. YARTS and Charter School agree to mediate any dispute or claim arising between them out of this Agreement before resorting to arbitration or court action. Mediation fees, if any, shall be divided equally among YARTS and Charter School. If, for any dispute or claim to which this section applies, any party commences an action without first attempting to resolve the matter through mediation, or refuses to mediate after a request has been made, then that party shall not be entitled to recover attorney's fees even if they would otherwise be available to that party in any such action.

8. YARTS and Charter School agree that any dispute or claim in law or equity arising between them out of this Agreement which is not settled through mediation shall be submitted to nonbinding arbitration. The arbitrator shall be a retired judge or justice, or an attorney with at least 10 years of civil litigation experience, unless the parties mutually agree to a different arbitrator, who shall render an award in accordance with substantive California law. In any action, proceeding or arbitration proceeding, the prevailing party shall be entitled to reasonable attorney's fee and costs from the nonprevailing party, except as provided in Section 5.

**YOSEMITE AREA REGIONAL  
TRANSPORTATION SYSTEM:**

**SIERRA FOOTHILL CHARTER  
SCHOOL:**

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**STEVEN W. DAHLEM**  
Attorney for YARTS

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: YARTS AUTHORITY ADVISORY COMMITTEE (AAC)**

Reaching back to April of 2012, a conversation about the format or function of the YARTS Authority Advisory Committee (AAC) was started but never fully completed. At the July 2012 Board meeting, after some discussion, Commissioners Bauer and Stetson volunteered to form a committee that would bring a recommendation back to the Board for how the AAC might be revitalized to be of the most value to YARTS and the Board.

Health issues, elections, and a heavy work load on the part of both of the committee members left the issue unresolved. Following the election in Mono County, Commissioner Bauer recommended that the issue be held over until after January so that the two new members on the YARTS Board from Mono County could participate in the discussion and decision. There is now also a new member on the YARTS Board from Mariposa County.

At your meeting in January, you asked staff to send copies of the AAC Bylaws to all of the YARTS Commissioners and to the current AAC members. Staff also included copies of the JPA Bylaws and JPA Agreement as well as the staff report from the July 2012 agenda. The AAC Bylaws and the July 2012 staff report are included here again, in the event you did not receive the previous e-mailings.

**REQUESTED ACTION**

Conduct a discussion by the members of the YARTS Board of Commissioners and the AAC and provide staff with direction on action to revitalize the format and function of the AAC.

Attachments: YARTS AAC Bylaws  
Staff Report from the July 2012 YARTS Board Meeting  
Current AAC Member Roster

**YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM (YARTS)**

**AUTHORITY ADVISORY COMMITTEE (AAC)**

**BYLAWS**

**WHEREAS**, having been designated as the Authority Advisory Committee for the Yosemite Area Regional Transportation System Authority; and

**NOW THEREFORE**, be it resolved that the following bylaws are adopted as the bylaws of the Authority Advisory Committee for the Yosemite Area Regional Transportation System Authority.

**ARTICLE I – PURPOSE**

The purpose of the YARTS Authority Advisory Committee (AAC) is to advise the YARTS Joint Powers Authority (JPA) on issues and make recommendations to the Authority on policy matters and projects.

**ARTICLE II - MEMBERSHIP**

The membership of the AAC shall consist of thirteen (13) voting members. The members shall be nominated to serve on the AAC from their respective jurisdiction in the following fashion: Three (3) members shall be nominated by each of the three Board members of the YARTS Joint Powers Authority. The YARTS Executive Director shall nominate two (2) members. The National Park Service-Yosemite shall nominate two (2) members.

Vacancies on the AAC will be filled by the elected members of the Joint Powers Authority, from their jurisdictions, to maintain the representational balance previously stated above.

Members of the AAC should be selected from areas such as transportation planning, Visitor Bureaus, economic development, tourism related business, environmental groups and organizations and the National Park Service or other such groups or organizations that may add perspective and expertise to items being considered by the AAC from time to time.

The YARTS JPA Board will have final approval of all AAC nominees.

**ARTICLE III - TERM**

The term of each member of the Authority Advisory Committee shall be for two years. Each member may serve a maximum of four terms on the Authority Advisory

Committee; however, member shall serve on this committee at the pleasure of their respective appointing authorities.

It is anticipated that members of the AAC will faithfully attend all scheduled meetings and participate fully in the discussions of the business brought before the committee. If a member fails to attend three (3) consecutive unexcused meetings, the appointing authority will be consulted as to the disposition of the member. Another representative shall be appointed to fill the position subsequent to notifying the member. The member must, however, be notified after the second missed meeting.

#### **ARTICLE IV – VOTING**

Each appointed member of the AAC shall have one (1) vote. The members shall be entitled to cast their vote on all matters brought to a vote during a regular or called meeting, which said member is present and providing a quorum is present at the time as specified in Article V.

#### **ARTICLE V- QUORUM**

The majority of the voting membership of the Authority Advisory Committee, officially holding appointments from the appointing authority shall constitute a quorum and a quorum shall be necessary for the transaction of any official business by the AAC. A majority of the AAC voting members who are present shall be required to pass, accept or approve motions brought by those members.

Votes taken by the Authority Advisory Committee shall be considered advisory only and shall not be binding on the YARTS Joint Powers Authority governing board.

#### **ARTICLE VI – ELECTION OF CHAIRMAN, VICE CHAIRMAN, SECRETARY,**

##### Section 1

The officers of the AAC shall be a Chairman and Vice-Chairman and shall be selected in accordance with Section 2 of this article.

##### Section 2

The Chairman and Vice-Chairman shall be nominated from the floor at the first meeting of the AAC fiscal year and will rotate between the represented jurisdictions. The chair must have at least one year experience as an Authority Advisory Committee member. The term of the offices shall be for one year.

The Secretary shall be the Executive Director or his designee and shall be a non-voting participant.

**ARTICLE VII – DUTIES OF CHAIRMAN AND VICE CHAIRMAN**

Section 1

The Chairman shall preside at all meetings of the Committee and is eligible to vote on all matters coming before the Committee. The Chairman shall be responsible for conducting all meetings in an orderly manner and of appointing the necessary committees, which are needed to meet the objectives of the Authority Advisory Committee.

Section 2

The Vice-Chairman shall perform all of the duties and assume all of the responsibilities of the Chairman in the Chairman’s absence.

Section 3

The Secretary shall:

- a. Keep an accurate record of all proceedings of the Authority Advisory Committee.
- b. Be responsible for preparing and issuing all necessary notices, copies of agenda, etc., in a timely manner.

**ARTICLE VIII – MEETING DATES**

The regular meetings of this Committee shall be held no less than one (1) in every quarter or as established by the YARTS Joint Powers Authority governing board.

**ARTICLE IX – SPECIAL MEETINGS**

Special meetings of the AAC may be called by the Chairman, or in the Chairman’s absence, the Vice-Chairman. Notice by letter or by phone seventy-two (72) hours prior to the schedule time shall be considered ample notice.

**ARTICLE X – AMENDMENTS**

The bylaws of the Authority Advisory Committee may be amended by a majority vote at any regular YARTS Authority Board meeting where the proposed by-laws amendment has been distributed to the Board at least 14 day prior to the meeting.

Adopted \_\_\_\_\_, 2006

AYES:

NOES:



ABSENT:

ATTEST:

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Chair, Vikki McGee Bauer

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Vice-Chair, Mike Nelson

Attachment

ITEM 9

MEMORANDUM

**DATE:** JULY 6, 2012

**TO:** YARTS JOINT POWERS AUTHORITY

**FROM:** DICK WHITTINGTON, TRANSIT MANAGER

**RE:** YARTS AUTHORITY ADVISORY COMMITTEE FORMAT

At the YARTS Board meeting in April, Chairperson Bauer indicated that the AAC members from Mono County had been meeting to discuss the YARTS issues from an eastern Sierra perspective and suggested that the other counties do the same.

While the suggestion was very interesting and worthwhile to consider, a review of the AAC Bylaws suggests that the traditional meetings still should take place.

In discussing the matter further with Supervisor Bauer, it was resolved that the item needed to come back to the Board for further discussion, including input from the AAC members as to how they would perceive their time as best spent.

Perspective: The AAC traditionally met prior to the regular Board meetings. The agenda they worked from was essentially the same as the one the Board would act on. At that time, the AAC was meeting at 10 AM and the Board was meeting at 11 AM. There were often conflicts with trying to finish the AAC agenda in time for the Board meeting to start on time. About three years ago, the Board approved moving the start of the Board meeting to 1 PM, which allowed time for a full exchange of ideas at the AAC meeting and still have a timely start of the Board meeting.

During the period of time that the YARTS Short Range Transit Plan (SRTP) was being conducted and discussed, the Board made the decision to include the AAC into the Board meetings so that all of the input from the Board and the AAC could be shared by all. To all concerned, it seemed to work well and be well received. Once the SRTP was completed, attendance by AAC members at the Board meetings seemed to wane in 2011, but has come back somewhat in 2012.

Also during the time of the SRTP development, the Board moved from quarterly meetings to every-other-month meetings. Recent Board action has sustained that change.

Attached is a copy of the AAC Bylaws. The purpose of the AAC is to advise the YARTS Board and the makeup of the AAC is intended to provide the Board with a broad spectrum of perspective from each of the member counties. While each member county appoints AAC members, the entire Board has the final approval of the individuals.

The Bylaws call for at least one meeting quarterly or as established by the Board. The Board can amend the Bylaws with a majority vote, following proper notice.

Today: There are currently a number of vacancies on the AAC, with members having moved away, or simply drifted away. This conversation offers an opportunity to revive this important committee and make it more productive and fulfilling for its members and for YARTS.

Staff reports typically offer a proposed solution(s) after stating a position or problem. This one does not.

The AAC has played a vital role in the life of YARTS and should/could again without too much effort. Staff would like to see the direction toward that end come from the member counties rather than from the YARTS staff.

### **REQUESTED ACTION**

Conduct a discussion by members of the YARTS Board and the AAC and provide staff with direction on actions to revitalize the AAC.

Attachment: YARTS Authority Advisory Committee Bylaws

## YARTS AAC MEMBERS LIST

Karen Baker	City of Merced - Visitors Services
Scott Burns	Mono County LTC
Barbara Carrier	Mariposa County Public Works
Rich Green	Transit Joint Powers Authority for Merced County – The Bus
Sandy Hogan	Mono County LTC
Candy O’Donel-Browne	Private Citizen, Midpines
Sheri Ogden	Yosemite National Park
Sinarath Pheng	Caltrans, District 10
Danna Stroud	Yosemite Gateway Partners
Richard Wiebe	YNP Environmental Organization
Sean Williams	Holiday Inn Express & Suites

**ITEM 7**

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: PUBLIC HEARING - PROPOSED YARTS BUDGET FOR FISCAL YEAR 2013/2014**

The YARTS Bylaws require the approval of an annual budget for the upcoming fiscal year by April 15. Because the Board meetings are now being held bi-monthly, and there will be no regular meeting in April, a proposed budget is attached for your review and approval.

With so many things in flux at this time; the use of electronic fare boxes, the acceptance of debit and credit cards for purchase of tickets, the possibility of tickets sales being available on-line on the YARTS web site, the attached budget will adhere to the requirements of the Bylaws, but almost certainly will have to be revised in the near future as soon as questions are resolved regarding the variables.

The budget as presented anticipates a decrease in the cost of operating the buses. The preponderance of the savings is anticipated to come from the use of YARTS-owned buses. The differential has been projected at 15%, however, with the new contract the cost of fuel is transferred as a direct expense to YARTS on a monthly basis. The volatility of fuel prices is cause for caution in predicting final results. The saving, consequently, is projected conservatively at 8%.

The management, accounting, planning and service monitoring expenses are increased from the budgeted amount last year by \$8000. That increase reflects the demand on day to day management because of the expanded service. An additional \$8000 is included under the marketing category for the same reason. Both of these expense items are funded by the Cooperative Agreement with the Park Service covering the expanded service.

Under the capital program items, two new buses are listed as they are anticipated to be delivered (and invoiced) during the 2013/14 Fiscal Year. The buses are fully funded as indicated in the budget.

Four new electronic fare boxes are also shown under the capital program. These boxes are for use on the two new buses indicated above and for two buses that the contractor is currently

acquiring to back up the YARTS fleet. A grant application under the 5311(f) program will be filed this spring. The grant will require a 20% local match, which is also shown.

On the revenue side, most items remain the same with the exception of the carryover, which reduced from \$246,162 to \$73,730.

With the understanding that there will be a budget revision proposed at or before the July YARTS Board meeting the proposed Budget is presented for approval.

**REQUESTED ACTION**

Approve the proposed YARTS budget for Fiscal Year 2013/2014.

Attachment: Proposed YARTS Budget for Fiscal Year 2013/2014  
Notice of Public Hearing

July 1, 2013 - June 30, 2014

**YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM (YARTS)**

<b>OPERATIONS</b>			
<b>EXPENDITURES</b>		<b>REVENUES</b>	
Service contract	\$ 1,572,770		
Expanded Service	\$ 410,789	Mariposa County	\$ 136,360
Subtotal for Svc Contract(s)	\$ 1,983,559	Mono County	\$ 30,000
Management, Accounting, Planning & Service Monitoring	\$ 134,000	NPS Contribution	\$ 300,000
Audit and Insurance	\$ 27,500	Expanded Service, NPS	\$ 454,520
Park and Ride Maint.	\$ 22,080	Caltrans 5311(f)	\$ 300,000
Transpo Station Lease	\$ 4,800	Carryover	\$ 73,730
Subtotal	\$ 188,380	Farebox	\$ 550,289
		Amtrak contract	\$ 327,040
Subtotal	\$ 2,171,939	Subtotal	\$ 2,171,939
Public Education/Media Relations- Marketing Admin	\$ 85,000	Merced County-CMAQ	\$ 85,000
Expanded Service Marketing	\$ 8,000	Expanded Service, NPS	\$ 8,000
Subtotal for Public Education	\$ 93,000	Subtotal for Public Education	\$ 93,000
Total Operations Expenditures	\$ 2,264,939	Total Ops Revenues	\$ 2,264,939
<b>CAPITAL PROGRAM</b>			
Bus Purchase (1)	\$ 582,159	5309 Program	\$ 240,489
		PTMISEA	\$ 60,122
		CMAQ	\$ 281,548
Bus Purchase (1)	\$ 582,159	5320 Program	\$ 582,159
Electronic Fare Boxes (4)	\$ 61,896	5311(f) Program	\$ 49,517
		Local Match	\$ 12,379
Total Capital Expenditures	\$ 1,226,214	Total Capital Revenue	\$ 1,226,214
Total Expenses	\$ 3,491,153	Total Revenue	\$ 3,491,153

NOTICE OF PUBLIC HEARING  
BUDGET ADOPTION AND FARE INCREASES

Notice is hereby given that the YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEMS (YARTS) JOINT POWERS AUTHORITY intends to adopt an annual budget for Fiscal Year 2013/14 and discuss the possibility of fare increases for Fiscal Year 2013/14.

Two Public Hearings on this matter will be held on Monday, March 18, 2013 at 10:00 a.m. at the Merced County Association of Governments, Conference Room, 369 W. 18<sup>th</sup> Street, Merced, CA 95340. Interested persons may be present at the public hearings to hear comments and discussion on the proposed budget and possible fare increases.

A copy of the proposed budget will be available at the Mariposa County Government Center, 5100 Bullion Street, Mariposa, CA; Merced County Administration Building, 2222 M Street, Board of Supervisors Office, Merced, CA and at the Mono County Board of Supervisors office, Annex 1, 74 School Street, Bridgeport, CA.



**ITEM 8**

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: PUBLIC HEARING – PROPOSED YARTS FARE INCREASES –  
STRUCTURE EVALUATION**

The staff report for this item will come under separate cover next week.

**MEMORANDUM**

**DATE: MARCH 8, 2013**

**TO: YARTS JOINT POWERS AUTHORITY**

**FROM: DICK WHITTINGTON, TRANSIT MANAGER**

**RE: REQUEST TO RELEASE REQUEST FOR PROPOSAL'S AND EXECUTE AGREEMENTS FOR YARTS WEBSITE AND SOCIAL MEDIA MARKETING SERVICES**

**BACKGROUND**

As part of the YARTS Short-Range Transit Plan (SRTP), approved by YARTS Board in 2011, one of the recommended marketing strategies is that Internet-Based Passenger Information be improved to increase community awareness of YARTS and promote ridership.

**DISCUSSION**

Marketing is critical to promoting YARTS as a viable transportation alternative. YARTS (SRTP) dedicates an entire section to Internet-Based Marketing, but YARTS currently lacks the staffing resources to perform this program in house. Therefore, staff is requesting authorization to hire consultants to perform two recommendations associated with the Internet Based Marketing Program: 1) remodel YARTS website; and 2) social media marketing. The strategies outlined in the SRTP will comprise the scope of work for the proposed Request for Proposals (RFP) and are attached for your review.

Support for these programs will be provided by Congestion Mitigation and Air Quality Improvement (CMAQ) grant funds. Staff is presently conducting independent cost assessment activities. The anticipated duration of the proposed service agreement to remodel the YARTS website is six months. The anticipated duration of the proposed service agreement for social media marketing is one year. If staff is able to secure additional funding, options to extend the contracts for up to two years will be noted in the RFP.

If there are questions regarding this item that you would like to discuss prior to the Board meeting, please contact Jeanette Garcia at 723-3153 x324.

**REQUESTED ACTION**

Authorize staff to:

- a. Release RFP's for Website and Social Media Marketing Services; and
- b. Execute service agreements for Website and Social Media Marketing Services.

Attachment: YARTS Volume II: Marketing Plan



Short Range Transit Plan

# Volume II: Marketing Plan



Yosemite Area Regional  
Transportation System

Final Report

January 2011

TRANSIT RESOURCE CENTER  
TRANSIT marketing



## ***Recommended Strategies***

The following strategies are intended to build on and enhance the already positive on-line presence which YARTS has developed. As the internet and social media become increasingly the dominant communications tool, these strategies will become increasingly critical.

### **WEBSITE**

While the YARTS website provides a great deal of information, it is not particularly user-friendly, nor easy to navigate. One of the key laws of website design is that "internet surfers scan, they don't read." The website needs to be redesigned for quick access to relevant information. Text, particularly on the home page, should be minimized in favor of relevant graphics and descriptive links presented in a graphic format that is clean and consistent with the new look of the buses, bus stop signs and materials.

Key elements of the website should include the following:

- **Interactive map with links to schedules and to all connecting transit services**

A central feature of the website should be an interactive route map. Each bus stop should be a link to detailed information about that stop, including:

- Exact location of stop (possibly with a photo of the stop)
- Scheduled departure times for that stop
- Key destinations proximate to the stop
- Connecting transit services

- **Schedules in html, PDF and download for PDA**

The schedules should be easily accessible:

- For on-screen reading (html format will allow them to be read by a screen reader used by persons with sight impairment)
- As PDF for printing
- For download to a PDA (for example, as an iPhone App)

- **Fare Calculator**

An easy to use fare calculator (such as the one found on [visitmariposa.net](http://www.visitmariposa.net)) should be included. It should allow the user to ask for one-way or round trip fares and should allow for the inclusion of one free child with each adult. (<http://www.visitmariposa.net/bus.html>)

- **Reasons to Ride list with links to details**

To promote the advantages of riding YARTS and deliver logistics information in a fun format, it is recommended that the website include a "Reasons to Ride YARTS" list that parallels the brochure discussed previously. Each reason would be a link which offers the viewer more information about the specific aspect of service-for example, just how much you can save by riding YARTS instead of driving, or exactly where the P&R lots are located.

- **Stop on Demand**

There needs to be a clear distinction between "Stop on Demand" stops shown on the schedule and courtesy stops made to accommodate hikers and backpackers inside the park. Different terminology for each would be appropriate. For example: Request Stops (to designated stops on the schedule) and Courtesy Drops (to designate unscheduled drop off points where there is no boarding). Along with the policy about unscheduled stops, the website should include a clear list of non-designated stops where it is safe for the bus to drop-off passengers at trailheads or other destinations along the route. This is likely to be far more useful to passengers (who are likely not as familiar with the route as YARTS staff and drivers) and might provide encouragement for them to use YARTS to get to places they may have thought inaccessible by bus. YARTS staff should work

with local hiking enthusiasts to construct this list and annotate it with the locations of trailheads and recreation sites.

- **Dedicated landing pages for specific types of visitors**

One great advantage of the internet is the ability to provide targeted information to specific ridership segments. For example, the website might include a dedicated page for Amtrak riders, Greyhound passengers and backpackers. These targeted pages could provide information of specific interest to these segments under a web address such as [www.yarts.com/Amtrak](http://www.yarts.com/Amtrak) which could be included in targeted communications and linked from the homepage.

- **Multilingual information or translator function**

A large percent of YARTS riders are international travelers. While many speak some English, it would be useful and courteous to provide basic information in other languages . BART's website (bart.gov) is a good example of providing key information in several languages (indicated by small flags at the bottom of the home page). Another approach would be to tie into a translator program that would translate the entire website. While automated translations are not perfect, they can be useful. It should also be noted that Google Transit provides information in 12 languages.

- **Feedback**

The feedback page should give visitors the chance to provide feedback in a variety of ways:

- Ask questions via e-mail
- Submit compliments, complaints or suggestions via email
- Submit their stories and photos for posting on the website
- Provide phone numbers

- **Travel Reviews**

The travel reviews page should definitely be continued and possibly expanded to be a more inclusive rider input page. It might include links to:

- General Reviews
- Favorite things to do on a YARTS day trip to Yosemite
- Best hikes using YARTS

- **Link to Facebook and Twitter**

Links from the homepage should take the viewer directly to YARTS Facebook page or provide the opportunity to sign up to follow YARTS on Twitter. These are discussed below under Social Media.

- **Facebook Fan Page**

YARTS should establish a Facebook Fan Page to provide an easy venue for providing timely information about YARTS and a forum for riders to share their experiences, questions, comments and stories. Creating a Facebook page is free and quite easy. However, the trick is to maintain it: Providing timely, useful information on a regular basis, responding to inquiries and deleting inappropriate posts. YARTS may wish to consider enlisting the support of a college marketing intern to provide support for this function. Types of information YARTS may wish to convey via Facebook:

- Service changes, disruptions or delays.
- Enhancements to service (e.g. new park & ride in Mariposa).
- Helpful travel tips (e.g. bringing bikes along).
- Advantages of YARTS over driving (Reasons to Ride brochure topics).
- Special events going on at Yosemite that might give locals a reason to ride YARTS.

- **Twitter**

Twitter can be an effective tool for communicating information that you want to get to users immediately- such as delays, weather conditions or other "timely" issues. Individuals who choose to "follow" YARTS on Twitter will receive these messages via text messages on their phones. Regular commuter riders may wish to follow YARTS on a regular basis. Visitors can be encouraged to follow YARTS during their stay in the Yosemite region to get the timeliest information.

- **On-line Forums**

On line forums are a very popular way for hikers, backpackers and other travelers to share information about their travel experiences. YARTS' Manager already follows these discussions. This practice should be continued and YARTS should comment on the discussions when there is information of value which can be added.

## **SOCIAL MEDIA**

For younger populations, social media such as Facebook and Twitter have become primary communications tools. For older populations with an interest in travel, on-line forums have long been a place to exchange information. These social media offer YARTS an opportunity to communicate directly with potential riders and to join the conversation that riders and potential riders are having about the service.

- Hotels along the routes
- Other Yosemite related websites
- Sierra Nevada Geotourism website

This will likely require a combination of e-mail, snail mail, phone contacts and in-person requests (as part of the gatekeeper outreach effort described on page 36). To facilitate the links, provide the gatekeepers with the YARTS website address, a very brief description of the service and a small logo graphic to use as a link. You might also offer a reciprocal link on the YARTS website.