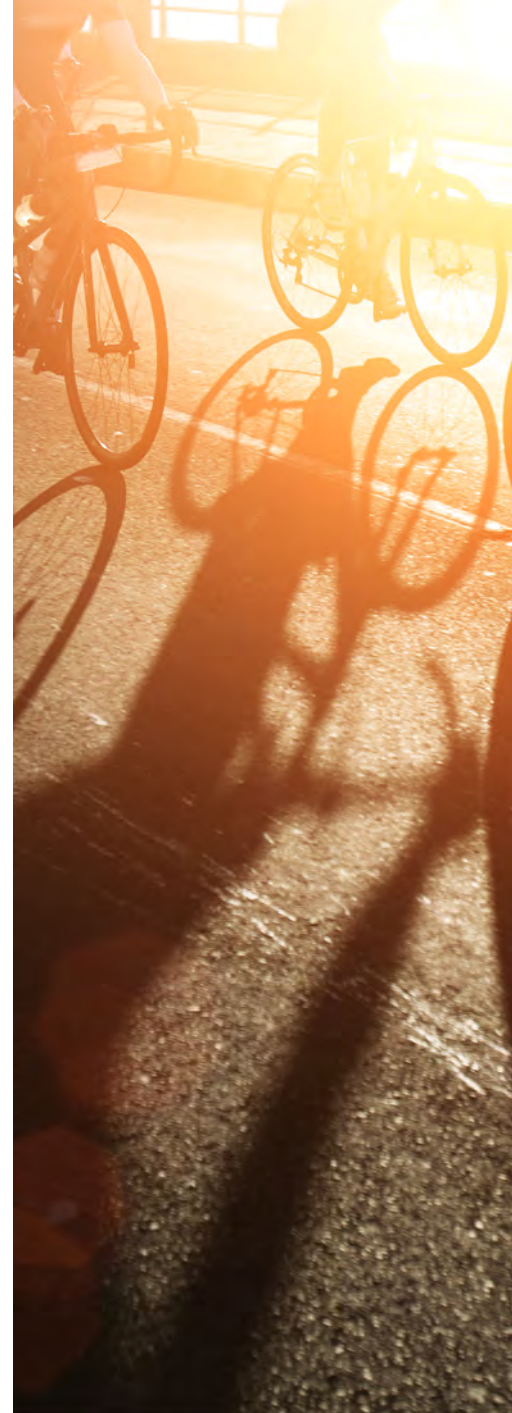

BOARD OF DIRECTORS MEETING

February 12, 2023

Consent Calendar

- 4a. Approve Board Minutes for Regular Meeting of January 22, 2024
- 4b. Approve Board Resolution 2024-02 Authorizing the Executive Director to Execute Agreements with the California Department of Transportation for Funding Awarded by the SACOG Transformative Grant Program for Tolled Advance Planning for the Yolo 80 Managed Lanes Project.
- 4c. Retire Yolo 80 Tolling Advance Planning Ad Hoc Committee



Item 5: 3-Month Status Report on BeeLine Woodland

Table of Contents

- Ridership Trends
- Top Destinations
- Relationship Between Microtransit and Fixed-Route Services
- Customer Satisfaction, Experience and Testimonials
- Challenges and Next Steps

Ridership Trends

In its first full quarter of operations, Beeline has served a combined **6,208 riders** across all three service zones.

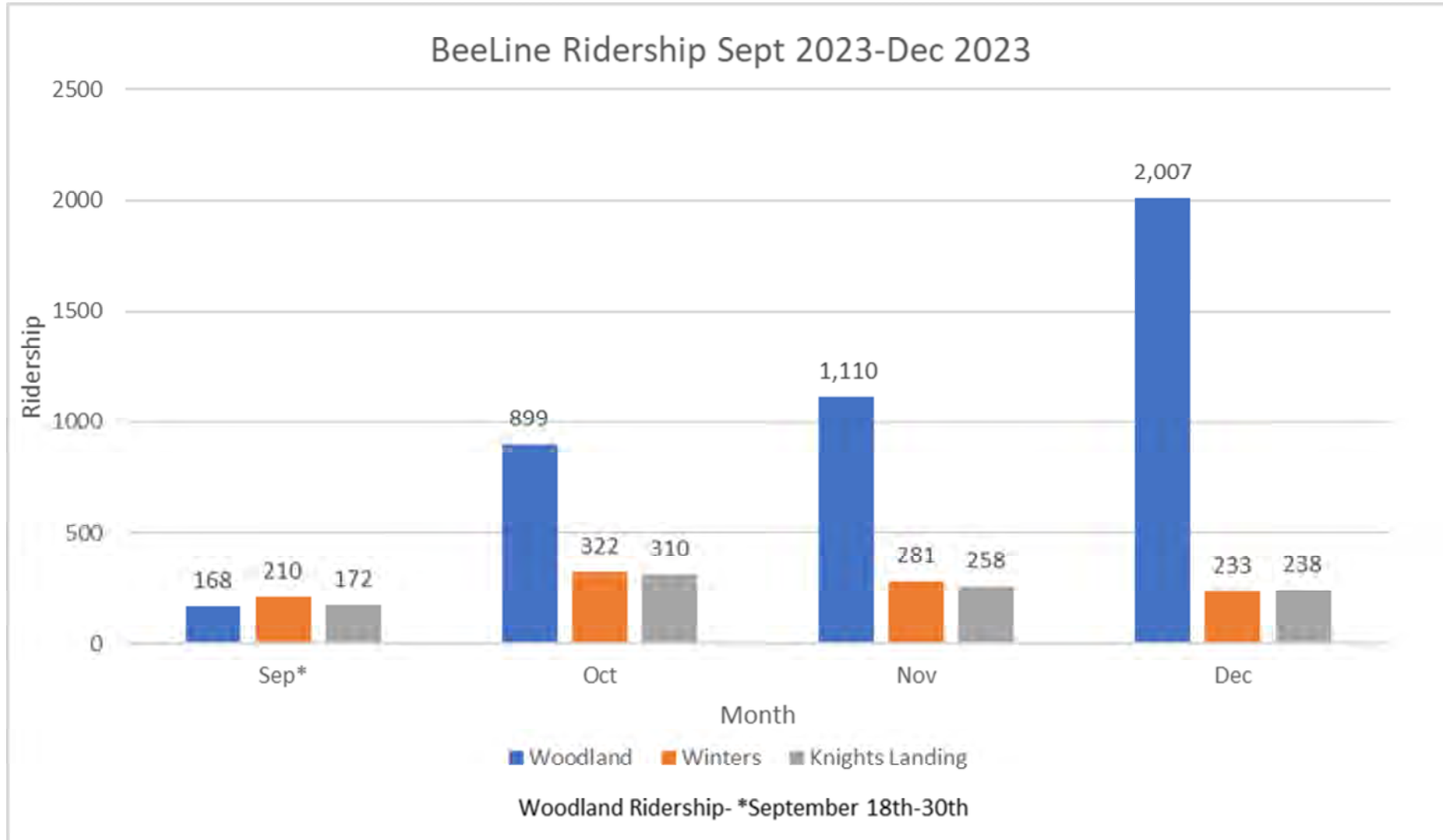
Woodland

- Steady ridership growth in first three months of service
- 81% increase from November to December, despite seasonal trends

Knights Landing and Winters:

- Ridership jumped 65% in October after BeeLine launched
- Modest decline (13%) in Nov/Dec, consistent with seasonal trends
- Ridership remains higher than before the launch

Item 5: 3-Month Status Report on BeeLine Woodland



Top Destinations: Woodland

The top three locations for both pickup and dropoff are:

- (1) **County Fair Mall** (Yolobus Transit Center)
- (2) **Costco/Gateway Shopping Center** (Veterans at Maxwell)
- (3) **Woodland Community College**

Top Destinations: Winters

The top three locations for pickup are:

- (1) **El Rio Villa/Yolo Housing** (Shams at CR 32)
- (2) **Downtown Winters** (Main St at Rotary Park)
- (3) **Lorenzo Market** (Grant Ave at Morgan St)

The top three locations for drop off are:

- (1) **El Rio Villa/Yolo Housing** (Shams at CR 32)
- (2) **Safeway/Marketplace Shopping Center in Davis** (W. Covell at Sycamore)
- (3) **Walmart Supercenter in Vacaville** (Helen Power at Burton)

Top Destinations: Knights Landing

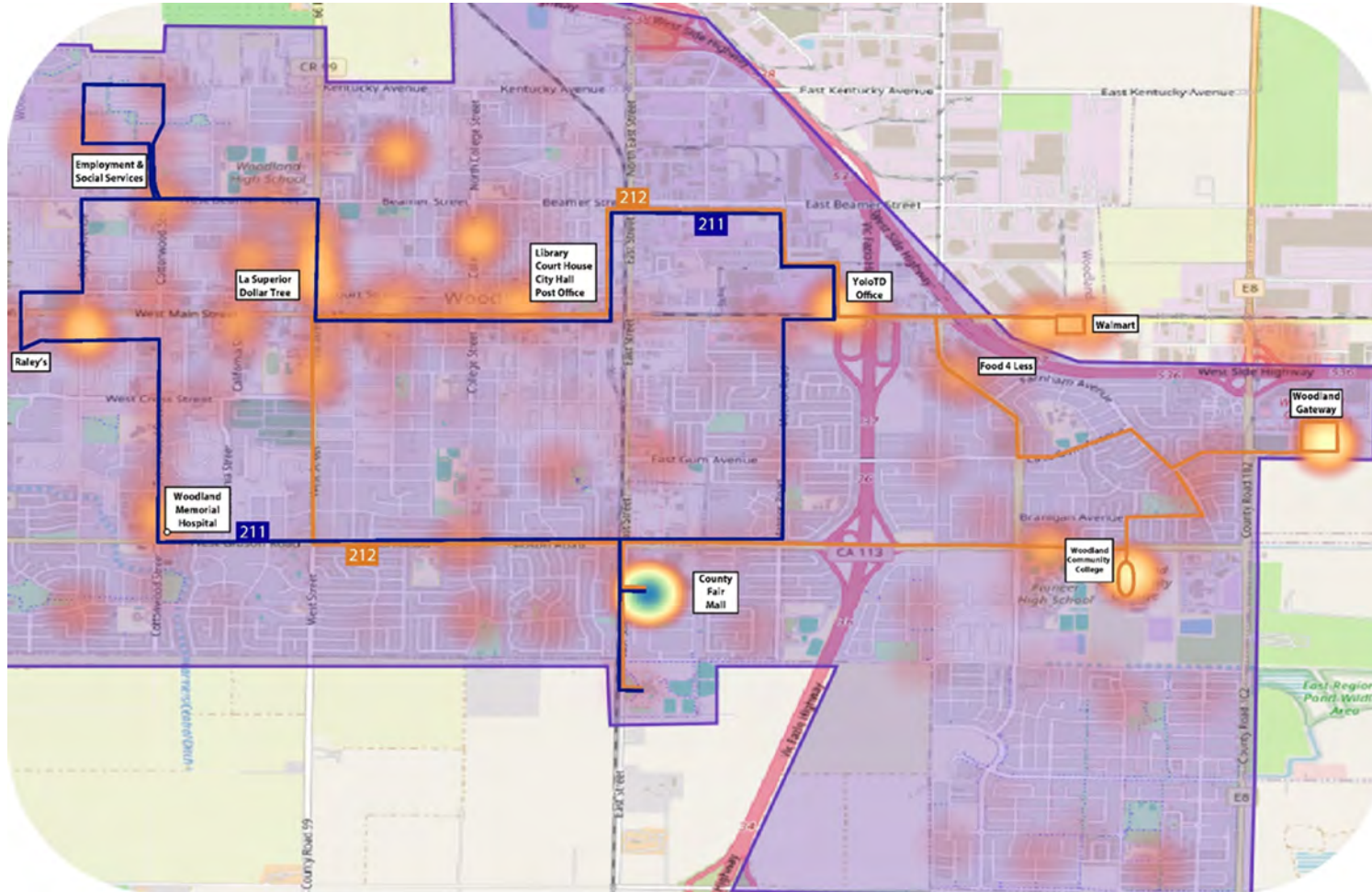
The top three locations for pickup are:

- (1) Landing Grocery Store (6th St at Locust St)
- (2) Wayside Market (Locust St at CR 116)
- (3) Woodland Community College

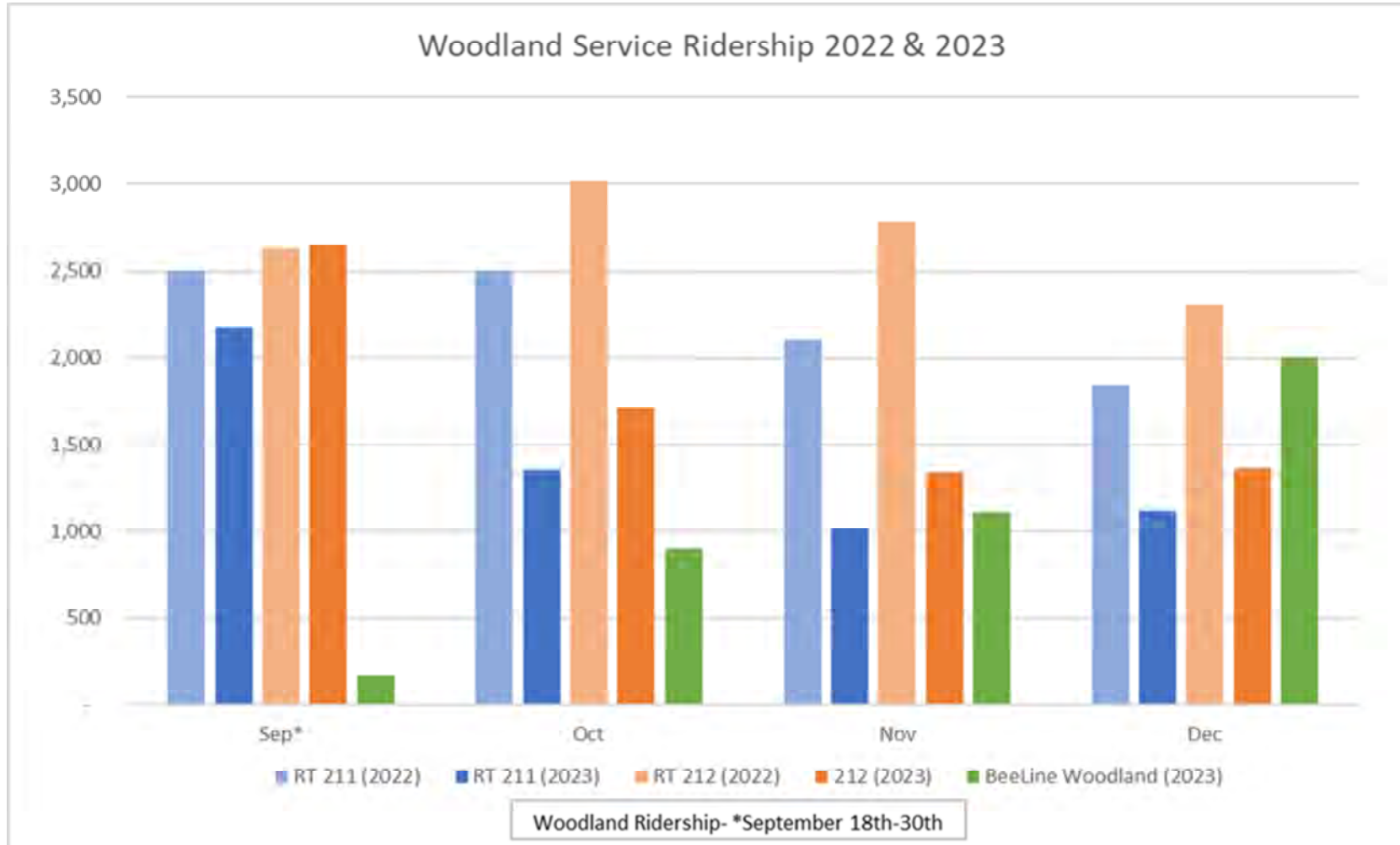
The top three locations for drop-off are:

- (1) Landing Grocery Store (6th St at Locust St)
- (2) Wayside Market (Locust St at CR 116)
- (3) Walmart Shopping Center in Woodland (E. Main at Gamestop)

Many BeeLine Destinations in Woodland are also YoloBus stops



Ridership on Woodland Local Routes Declines



Customer Ratings and Testimonials

Across all service areas, BeeLine has an average 4.7 customer rating.

- Woodland: 4.7
- Knights Landing: 4.7
- Winters: 4.3

"The driver was amazing, very friendly, and I also felt very safe during the whole drive."

"A dream come true! I hope this service continues because it is seriously life changing."

Challenges and Next Steps

Challenges:

- Some riders report difficulty downloading and using the RideCo app
- Transdev staff using the RideCo app properly
- Late pickups and missed trips due to high demand and/or RideCo app not designed for large rural service areas
 - especially Winters service area

Next Steps:

- Continue monitoring, share written reports to Board monthly
- July 2024: Presentation to Board of 6 months' ridership data

Item 6: Administrative Reports

- a. Board Members' Verbal Reports
- b. Transdev's Verbal Report
- c. Executive Director's Verbal Report
- d. Yolo 80 Managed Lanes Project Update
- e. Long-Range Calendar

Long Range Calendar

March

- Report/Possible Action on Woodland Transit Center Relocation
- Expansion of BeeLine Knights Landing Service Area to town of Yolo
- FY 23-24 2nd Quarter Financial Status Report
- FY 22-23 Financial Report -Audit

April

- Report/Possible Action on Updates to ADA Policy, Rider Information, Application and Service Changes
- Draft Workplan for FY 24-25
- Short Range Transit Plan Consultant Agreement

Adjournment