

# EXECUTIVE SUMMARY

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## SECTION I: INTRODUCTION

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This plan reflects Madera County's "Short-Range Transit Development Plan" (SRTDP) for the five-year period, FY2002/03 through FY2006/07. This plan responds to state, federal, and local requirements to ensure public transit services are effective in meeting the needs within the region.

The SRTDP is intended to serve as a guide for improving public transit agencies within Madera County. The primary objectives of the SRTDP are to:

1. Assess the efficiency and effectiveness of existing transit services throughout Madera County.
2. Develop cost-effective recommendations and a five-year service plan to improve transit services based upon rider and community input.
3. Provide marketing and outreach strategies to promote services based on an understanding of the needs of current and potential riders.
4. Develop financially feasible capital and operating plans that support the five-year service plan and that address existing and future transit needs in Madera County.

This plan focuses primarily on public transit operations, but addresses how all transportation services should be coordinated to the maximum extent possible. The public transit operations include:

City of Madera  
Madera Area Express/MAX  
Madera Dial-A-Ride

City of Chowchilla  
Chowchilla Area Transit Express/CATX

Madera County  
Madera County Connection/MCC  
Eastern Madera County Senior Bus  
Eastern Madera County Escort Program

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## SECTION II: SOCIOECONOMIC CHARACTERISTICS

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The existing setting forms the basis for transportation demand that is anticipated to grow as the community's population and employment base expands. This demand will provide the impetus and direction for both the public and private sectors to cooperatively develop effective transportation options.

### POPULATION TRENDS

As shown in Exhibit II-1, Madera County's 2000 population was 117,100. The County's population rose from 41,500 in 1970 to 117, 100 in 2000. In 2000, the unincorporated county area comprised 56% of the County population compared to 32% for the City of Madera, and 12% for the City of Chowchilla.

**EXHIBIT II-1  
MADERA COUNTY POPULATION TRENDS  
1970 to 2000**

Location	1970		1980		1990		2000	
	Pop	% of Total Pop	Pop	% of Total Pop	Pop	% of Total Pop	Pop	% of Total Pop
City of Madera	16,044	39%	21,732	34%	29,281	33%	37,600	32%
City of Chowchilla*	4,349	10%	5,122	8%	5,930	7%	13,650	12%
Unincorporated Area	21,126	51%	36,262	58%	52,879	60%	65,800	56%
<b>Total County</b>	<b>41,519</b>	<b>100%</b>	<b>63,116</b>	<b>100%</b>	<b>88,090</b>	<b>100%</b>	<b>117,050</b>	<b>100%</b>

\* 2000 includes population from two women's prisons.  
Source: U.S. Census

In 1998, 33% of Madera County's population was under 20 years old, 54% between 20 and 65 years, and 13% over 65 years of age or older. During this same period, 51% of the population was white, 41% Hispanic, 4% African-American, 2% American Indian, Eskimo or Aleut, and 2% Asian or Pacific Islander. Madera County's population is projected to reach 224,600 in 2020.

### EMPLOYMENT

In 1999, Madera County's agricultural employment comprised 29% of jobs and nonagricultural employment 71%. Agricultural employment represented 11,100 jobs while the service and government sectors represented the next highest level of jobs at 7,100 and 7,200 jobs, respectively. Madera County's unemployment rate is 11.7%.

## INCOME

Lower income levels generally indicate a high degree of transit dependency or the lack of alternative transportation options. The State Department of Finance estimates that the median household income in Madera County was \$37,600. The City of Madera median income was \$21,000 (in 1990 dollars) with more than 25 percent of the City's population living below the poverty level. Forty-eight percent of children ages 0 to 18 in the City of Madera live at or below the poverty level.

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## SECTION III: TRANSIT GOALS, OBJECTIVES AND PERFORMANCE STANDARDS

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This section presents goals, objectives, and performance standards that will serve as a guide to public transit operators in Madera County. Clear and attainable goals and objectives, as presented below, are important in ensuring efficient and effective transit services. Performance standards will provide a means of measuring and comparing operations.

### GOALS AND OBJECTIVES

**Goal I: Provide safe, reliable, high quality, and economical public transportation.**

Objectives:

- A. Provide safe transit.
- B. Provide reliable transit.
- C. Provide service when and where it is needed.
- D. Operate transit efficiently and economically.
- E. Coordinate transit services with other regional transit operations.
- F. Increase the level of public information about transit services.

**Goal II: Operate an efficient and effective system that maximizes service and minimizes cost impacts.**

Objectives:

- A. Provide productive transit service.
- B. Maximize operating and capital costs.
- C. Minimize overhead costs.
- D. Maximize farebox recovery.
- E. Take advantage of available external funds to support local transit.

**Goal III: Evaluate, monitor, and improve transit systems on an on-going basis.**

Objectives:

- A. Implement a sound data collection process.
- B. Undertake on-board ridership surveys on a regular basis.

- C. Develop up-to-date management information.
- D. Undertake regular monitoring of system data and management information.
- E. Undertake on-going performance evaluation.
- F. Initiate service improvements, as warranted.

**Goal IV: Undertake effective marketing, outreach, and public participation.**

Objectives:

- A. Implement proactive marketing, outreach, and public participation strategies.
- B. Coordinate with other regional transit systems, social service agencies, and other interested parties to ensure wide dissemination of transit information.
- C. Present information directly to existing and potential riders through public presentations and participation at special community events.

**Goal V: Coordinate transit system development with community planning and development efforts and land use policy.**

Objectives:

- A. Encourage new facilities that may have public transit impacts to locate in current service areas, with pedestrian access from current stops.
- B. Coordinate with appropriate jurisdictions to accommodate public transit, including provision for bus turnouts and other passenger amenities.

**PERFORMANCE STANDARDS**

Transit performance standards can vary significantly depending upon the type of service—(fixed-route versus demand-response), ridership characteristics (general public versus seniors and disabled), vehicle type and capacity, trip lengths, urban versus rural densities, geographic dispersion of origins and destinations, and intra-city versus inter-city. The following standards shown on Exhibit III-1 represent recommended performance standards that Madera County transit operators should strive to achieve.

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**SECTION IV: EXISTING TRANSIT SERVICES AND RECENT TRANSIT ACCOMPLISHMENTS**

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This section provides an overview of existing transit services within Madera County and a summary of recent transit accomplishments. The Madera County region is served by two fixed-route and four demand-response public transit services. Exhibit IV-1 provides an overview of the type of transit service provided by each jurisdiction.

**CITY OF MADERA**

The City of Madera operates MAX and Madera Dial-A-Ride under contract with Laidlaw Transit Services, Inc. The City of Madera provides and maintains vehicles for both operations through its Department of Public Works. The Laidlaw Administrative Office for both MAX and Dial-A-Ride is located at the Downtown Intermodal Facility at 123 North 'E' Street.

**EXHIBIT III-1**  
**KEY PERFORMANCE STANDARDS**

Performance Measure	Standard
System Accessibility	Fixed-route: 85% of population of urban area within ¼ mile of the bus route.
Miles between Preventable Accidents	>60,000 miles
Passenger Injuries per 100,000 Miles	<2 injuries
Demand-Response: <ul style="list-style-type: none"> <li>• Maximum wait time</li> <li>• Average wait time</li> <li>• Percent pickups within 15-minute window of scheduled time</li> </ul>	<ul style="list-style-type: none"> <li>&lt;40 minutes</li> <li>&lt;30 minutes</li> <li>80% pickups</li> </ul>
Fixed-Route: <ul style="list-style-type: none"> <li>• % scheduled departures on time (0 -5 min. late)</li> <li>• No buses should depart time point early</li> </ul>	<ul style="list-style-type: none"> <li>95% on time</li> <li>0% depart early</li> </ul>
Minimum Service Frequency <ul style="list-style-type: none"> <li>• Local fixed routes</li> <li>• Inter-city fixed routes</li> </ul>	<ul style="list-style-type: none"> <li>60 minutes</li> <li>8 - 10 trips per week</li> </ul>
Passengers per Revenue Vehicle Hour	<ul style="list-style-type: none"> <li>Urban demand-response: &gt;4.0</li> <li>Rural demand-response: &gt;2.5</li> <li>Urban local fixed-route: &gt;8.0</li> <li>Rural inter-city fixed-route: &gt;5.0</li> </ul>
Farebox Recovery Ratio	<ul style="list-style-type: none"> <li>Urban demand-response: &gt;20%</li> <li>Rural demand-response: &gt;10%</li> <li>Urban local fixed-route: &gt;20%</li> <li>Rural/Inter-city fixed-route: &gt;10%</li> </ul>
Demand-Response Service Refusals	<1 per day
Percent of Capacity in Any Hour for Subscription	<50% capacity
Minimum Useful Life of Vehicles: <ul style="list-style-type: none"> <li>• Large, heavy-duty (approx. 35'-40')</li> <li>• Medium size, heavy-duty (approx. 30')</li> <li>• Medium size, medium duty (approx. 30')</li> <li>• Medium size, light duty (approx. 25'-35')</li> <li>• Light-Duty (small buses and vans)</li> </ul>	<ul style="list-style-type: none"> <li>12 years or 500,000 miles</li> <li>10 years or 350,000 miles</li> <li>7 years or 200,000 miles</li> <li>5 years or 150,000 miles</li> <li>4 years or 100,000 miles</li> </ul>
Spare Bus Ratio: <ul style="list-style-type: none"> <li>• Demand-response</li> <li>• Fixed-route</li> </ul>	<ul style="list-style-type: none"> <li>20% spare bus ratio</li> <li>20% spare bus ratio</li> </ul>

**EXHIBIT IV-1  
SUMMARY OF MADERA COUNTY PUBLIC TRANSIT SERVICES  
June 2002**

SYSTEM DESCRIPTION	MADERA AREA EXPRESS/MAX	MADERA DIAL-A-RIDE	CHOWCHILLA AREA TRANSIT EXPRESS/CATX	E. MADERA COUNTY SENIOR BUS	E. MADERA COUNTY ESCORT PROGRAM	MADERA COUNTY CONNECTION/MCC
Service Type	Fixed-Route	Demand-Response Seniors/Disabled General Public	Demand-Response General Public	Demand-Response Seniors	Demand-Response	Fixed-Route
Eligible Riders	General Public	General	General	General	General Public	General Public
Trip Purpose	General	General	General	General	Medical/Dental	General
Operator	Laidlaw Transit Services	Laidlaw Transit Services	City of Chowchilla	Madera County Community Action Agency	Madera County Community Action Agency	Laidlaw Transit Services
Total Vehicles	3	5	2	1	1	2
Lift-Equipped	Yes	Yes	Yes	Yes	No	Yes
Maintenance	City of Madera	City of Madera	City of Chowchilla	Coarsegold Unified School District	Coarsegold Unified School District	Laidlaw Transit Services

### **Madera Area Express/MAX**

MAX, a general public fixed-route system, was initiated on a demonstration basis in July 1998. Based on successful ridership, MAX was approved to continue on a permanent basis in February 1999. The system operates six days a week---7:00 a.m. to 6:30 p.m. on weekdays and 9:00 a.m. to 4:00 p.m. on Saturdays. MAX's service area encompasses primarily the City limits. The system utilizes three lift-equipped vehicles and transports over 100,000 riders annually. MAX's FY2001-02 operating budget is \$315,300.

### **Madera Dial-A-Ride**

Madera Dial-A-Ride provides general public, demand-response service six days a week. Weekday hours are from 7:00 a.m. to 6:30 p.m. Service is available on Saturdays from 9:00 a.m. to 4:00 p.m. and Sundays from 8:30 a.m. to 2:30 p.m. The system operates within the Madera urban area covering a five-mile radius from the downtown area and transports 70,000 riders annually. This service is funded jointly by the City and County. Dial-A-Ride's FY2001-02 operating budget is \$444,900.

## **CITY OF CHOWCHILLA**

### **Chowchilla Area Transit Express/CATX**

The City of Chowchilla operates Chowchilla Area Transit Express (CATX), a general public, demand-responsive service. This system was initiated in 1995 and incorporated its senior bus service. CATX operates with two vehicles on weekdays from 8:00 a.m. to 3:30 p.m. The CATX service area encompasses the City and contiguous unincorporated areas, including Fairmead. CATX offers demand-responsive weekday trips to the Chowchilla Women's Prison and a monthly trip to the City of Madera. CATX transports 28,000 riders annually. The FY2001-02 CATX operating budget is \$133,900.

## **MADERA COUNTY**

Madera County currently operates a general public, fixed-route system and specialized senior transit services. The Madera County Connection (MCC) is an inter-city, fixed-route bus service. Two types of senior transportation services are offered---the Eastern Madera County Senior Bus Program, an intra-community demand-response bus service, and the Eastern Madera County Escort Program, an inter-city demand-response bus service.

### **Madera County Connection (MCC)**

MCC is a general public, fixed-route weekday service. MCC was initiated on a one-year demonstration basis in July 2001 and will continue through FY2002-03. The system operates two fixed-routes---one serving Eastern Madera County and one serving Fairmead and the City of Chowchilla. The Eastern Madera route, or Green Line, extends to Madera Community College, Madera Ranchos, and Valley Children's Hospital. MCC operates weekdays from 6:00 a.m. to 8:30 p.m. During the period July 2001 through January 2002, MCC transported approximately 1,800 riders. The system's FY2001-02 operating budget is approximately \$250,000, including start-up costs.

**Eastern Madera County Senior Bus**

The Eastern Madera County Senior Bus is a demand-response service operating weekdays (except holidays) from 8:00 a.m. to 5:00 p.m. This program serves Eastern Madera County seniors 60 years and older and disabled residents. As shown on Exhibit IV-5, the service area encompasses a large region, including Oakhurst, Bass Lake, Coarsegold, and Ahwahnee. Madera County contracts with the Madera County Community Action Agency to operate this service with one full-time driver. During FY2000-01, the service carried 3,080 passengers. The system's FY2001-02 operating budget is \$57,175.

**Eastern Madera County Escort Program**

The Escort Program is a demand-response, general public transportation service. The system operates with one van used by a volunteer driver for medical-related appointments in Madera and Fresno Counties. It serves Eastern Madera County general public residents with an emphasis on serving senior residents 60 years and older and the disabled. Service is provided on Tuesday and Thursday from 8:00 a.m. to 5:00 p.m. Madera County contracts with the Madera County Community Action Agency to operate this service. The van driver is provided a stipend of \$10.00 per day. The Escort Program transported 193 passengers during FY2000-01. The system's FY2001-02 operating budget is \$16,295.

**OTHER TRANSPORTATION PROVIDERS**

Eight social service agencies provide transportation in Madera County. These agencies largely provide service to their clients and to specific sites. Two private carriers--Greyhound and Amtrak, provide inter-city services. Greyhound operates seven days a week from the City of Madera's Downtown Intermodal Center on North "E" Street. Amtrak operates seven days a week with eight daily stops in Madera. One private taxi operator provides service in Madera County seven days a week, 24 hours a day and is based at the Downtown Intermodal Center.

**SUMMARY OF RECENT ACCOMPLISHMENTS**

A number of major public transit milestones have been reached in Madera County changing the way in which transit services are delivered in the region. Significant fixed-route and demand-responsive service changes in the City of Madera and its environs have resulted from in-depth assessments of transit needs. These studies have resulted in comprehensive planning analyses and notable service improvements and are summarized in further detail in the full section of this Plan.

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**SECTION V: PERFORMANCE EVALUATION**

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**PERFORMANCE INDICATORS**

Key performance or productivity indicators are used to evaluate public transit operations and how successful they are at meeting accepted performance standards. They include the following:

- ◆ Passengers Per Hour
- ◆ Passengers Per Mile
- ◆ Cost Per Passenger
- ◆ Cost Per Hour
- ◆ Cost Per Mile
- ◆ Subsidy Per Passenger
- ◆ Farebox Return

### **RIDERSHIP AND PERFORMANCE TREND**

Exhibit V-1 shows the ridership trend of the existing public transit services within Madera County. Ridership has grown in both the Cities of Madera and Chowchilla while the more specialized rural services, the Eastern Madera Senior Bus and Escort Program, have experienced declining ridership. Exhibits V-10 and V-11 summarize the performance of all systems.

#### **EXHIBIT V-1 MADERA COUNTY TRANSIT RIDERSHIP FY98/99 - FY00/01**

<b>SYSTEM</b>	<b>FY1998-99</b>	<b>FY1999-00</b>	<b>FY2000-01*</b>	<b>% Change FY99 to FY01</b>
Madera Area Express	110,513	143,081	136,843	23.8%
Madera Dial-A-Ride	71,109	61,083	54,896	-22.8%
Chowchilla Area Transit Express	17,680	26,061	28,139	59.2%
Madera County Connection	NA	NA	2,297	---
E. Madera County Senior Bus	3,454	3,565	3,080	-10.8%
E. Madera County Escort	256	236	193	-24.6%
<b>TOTAL</b>	<b>203,012</b>	<b>234,026</b>	<b>225,448</b>	<b>11.1%</b>

\* MCC ridership reflects July 2001 to January 2002.

**EXHIBIT V-10  
SUMMARY OF TRANSIT SYSTEM STATISTICS  
FY2000-01**

<b>INDICATOR</b>	<b>MADERA AREA EXPRESS</b>	<b>MADERA DIAL-A- RIDE</b>	<b>CATX</b>	<b>SENIOR BUS</b>	<b>ESCORT</b>	<b>MCC*</b>
Passengers	136,843	54,896	28,139	3,080	193	1,803
Revenue Hours	9,728	13,038	2,315	1,894	NA	1,798
Revenue Miles	119,670	200,333	38,607	26,584	18,270	65,831
Operating Costs	\$265,000	\$419,000	\$130,000	\$50,750	\$16,295	\$146,000
Fare Revenue	\$95,200	\$94,451	\$25,971	\$4,442	\$1,605	\$3,779

\* July 2001 – January 2002.

**EXHIBIT V-11  
COMPARATIVE SYSTEM INDICATORS  
FY2000-01**

<b>PERFORMANCE INDICATOR</b>	<b>MADERA AREA EXPRESS</b>	<b>MADERA DIAL-A- RIDE</b>	<b>CATX</b>	<b>SENIOR BUS</b>	<b>ESCORT</b>	<b>MCC*</b>
Passengers Per Hour	14.1	4.2	12.2	1.6	NA	1.0
Passengers Per Mile	1.1	0.3	0.7	0.12	0.01	0.03
Operating Cost Per Hour	\$27.24	\$32.10	\$56.16	\$26.80	NA	\$81.20
Operating Cost Per Mile	\$2.21	\$2.09	\$3.37	\$1.91	\$0.89	\$2.22
Farebox Recovery	35.8%	22.5%	20.0%	8.8%	9.8%	2.6%
Cost Per Passenger	\$1.93	\$7.63	\$4.62	\$16.48	\$84.43	\$80.98
Subsidy Per Passenger	\$1.24	\$5.91	\$3.70	\$15.04	\$76.11	\$78.88

\* July 2001 – January 2002.

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## **SECTION VI: TRANSIT NEEDS ASSESSMENT**

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This section identifies transit needs throughout Madera County. These needs must be identified to develop meaningful, realistic transportation solutions. This needs analysis is based on a number of studies and a variety of input.

### **SURVEY FINDINGS**

An on-board ridership survey of each of the public transit services operating in Madera County was undertaken to elicit feedback regarding general public and senior transportation needs and satisfaction level. The on-board survey findings generally indicate that the majority of riders are very satisfied with the existing services. When asked to rate the systems, the majority of riders expressed that services were good to excellent, with no poor ratings. Most riders are female and are “captive” riders, or have no alternative means of transportation. The top two trip purposes on MAX, DAR, CATX, Senior Bus, and Escort Program are medical and shopping. Madera County Connection/MCC riders use the service for school and social/recreational purposes. For all systems, an overwhelming majority agreed that their ride was on time and that service is courteous. Two non-rider surveys in Eastern Madera County also were undertaken. Key survey findings are as follows:

- Riders Have High Satisfaction Level with Existing Public Transit Services:
- Existing Riders are Highly Dependent on Existing Public Transit Services:
- Most Common Trip Purposes are Shopping/Errands and Medical/Dental
- Low Use of Transit Services by Non-Bus Senior Survey Respondents:
- Costs Perceived to be Too High for Non-Rider Eastern Madera Seniors

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## **SECTION VII: TRANSIT NEEDS, ISSUES AND RECOMMENDED ACTIONS**

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Based on findings from the On-Board Surveys, transit workshop, transit presentations throughout the County, administrative and transit staff input, the MCTC Unmet Transit Needs process, and technical studies, this section summarizes County-wide transit needs and issues, and recommends key actions to be taken over the next five years. Exhibit VII-2 reflects a timeline for implementation of recommended improvements by system.

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## **SECTION VIII: FINANCIAL PLAN**

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This section presents a five-year operating and capital plan for the period FY2002/03 to FY2006/07. Operating and capital budgets are based on projected revenue, current service levels, and key recommended service improvements. The capital plan projects the cost of new and replacement vehicle purchases and transit-related amenities, including benches and shelters. These improvements respond to the findings from the needs assessment and identification of specific issues by each transit operation.

**EXHIBIT VII-2  
IMPLEMENTATION TIMELINE  
FOR RECOMMENDED IMPROVEMENTS**

<b>RECOMMENDED IMPROVEMENTS BY SYSTEM</b>	<b>FISCAL YEAR</b>				
	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>	<b>2005/06</b>	<b>2006/07</b>
<b>MADERA AREA EXPRESS/MAX</b> <ul style="list-style-type: none"> <li>• Howard Road Service</li> <li>• Bus Shelters</li> <li>• Coordinate Fares/Transfers</li> <li>• Undertake Marketing/Outreach</li> </ul>	X X X X	X X	X X	X X X	X X X
<b>MADERA DIAL-A-RIDE</b> <ul style="list-style-type: none"> <li>• More Buses</li> <li>• Better On-Time Performance</li> <li>• Shorter Trip Times</li> <li>• Coordinate Fares/Transfers</li> <li>• Undertake Marketing/Outreach</li> </ul>	X X X X X	X X X X	X X X X	X X X X	X X X X
<b>CHOWCHILLA AREA TRANSIT EXPRESS/CATX</b> <ul style="list-style-type: none"> <li>• Service to Merced</li> <li>• Later Hours</li> <li>• More Buses</li> <li>• Coordinate Fares/Transfers</li> <li>• Undertake Marketing/Outreach</li> </ul>	X X	X X X X	X X	X X	X X
<b>MADERA COUNTY CONNECTION/MCC</b> <ul style="list-style-type: none"> <li>• Expand Service to Outlying Areas</li> <li>• Undertake Marketing/Outreach</li> <li>• Coordinate Fares/Transfers</li> </ul>	X X X	X X	X X	X X	X X
<b>COUNTY SENIOR BUS</b> <ul style="list-style-type: none"> <li>• Coordinate for Escort Backup</li> <li>• Evaluate Consolidation/Merger with Escort</li> <li>• Undertake Marketing/Outreach</li> <li>• Coordinate Fares/Transfers</li> </ul>	X X X X	X X	X X	X X	X X
<b>COUNTY ESCORT PROGRAM</b> <ul style="list-style-type: none"> <li>• More Volunteers</li> <li>• Coordinate for Senior Bus Backup</li> <li>• Serve Madera Ranchos Area</li> <li>• Evaluate Consolidation/Merger with Senior Bus</li> <li>• Better On-Time Performance</li> <li>• Undertake Marketing/Outreach</li> <li>• Coordinate Fares/Transfer</li> </ul>	X X X X X X X	X X X X	X X X X	X X X X	X X X X

A County-wide total of \$9.5 million in public transit revenue and expenditures is projected over the next five years. The City of Madera expenditures during this period are estimated at \$6.2 million or 65% of the total, Madera County \$2.1 million or 22% of the total, and the City of Chowchilla \$1.2 million or 13%. Exhibit VIII-6 shows that total operating costs for all Madera County transit systems are projected at \$7.8 million from FY2002/03 to FY2006/07. County-wide capital costs are estimated at \$1.7 million for a total five-year expenditures of \$9.5 million.

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## **SECTION IX: TRANSIT MARKETING STRATEGIES**

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Marketing plays an integral role in increasing public awareness of transit services and attracting and maintaining ridership. Key marketing objectives are to:

- ◆ Promote an understanding of services being offered
- ◆ Increase public acceptance
- ◆ Provide quality services
- ◆ Developing effective ongoing outreach and targeted marketing tools

Marketing and outreach activities in Madera County are now conducted independently by each transit system. Given the variety of transit services offered, however, there is a growing need to integrate marketing concepts and collaborate on outreach efforts on a regular basis. Transit marketing encompasses a number of key elements. These include:

- ◆ System Identity
- ◆ Passenger Information
- ◆ Advertising
- ◆ Targeted Marketing and Outreach
- ◆ Special Promotions

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## **SECTION X: PUBLIC PARTICIPATION PROCESS**

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The SRTDP is specifically designed to respond to diverse public transportation needs throughout Madera County. This effort is undertaken using an effective public participation process that includes outreach efforts to a broad representation of groups within the community, including low-income, minority populations, elderly, disabled, Native Americans, community-based organizations and those with limited English proficiency. The approach utilized by the MCTC is comprehensive, collaborative, continuous, and well documented.

The MCTC has a number of committees composed of a broad representation of County groups. These committees include the Regional Transportation Plan Steering Committee and the SSTAC. MCTC public workshops are conducted encouraging general public comments. All MCTC meetings also are public meetings providing ample opportunity for public input. Each jurisdiction in Madera County also provides for public comment at all public meetings. Public hearings related to public transportation are conducted

inviting public testimony and to ensure maximum opportunity and accessibility is provided in the decision-making process.