

# ARIZONA DEPARTMENT OF TRANSPORTATION MULTIMODAL PLANNING DIVISION

TOWN OF QUARTZSITE  
2015 TRANSIT FEASIBILITY STUDY

FINAL REPORT  
NOVEMBER 2015



*This report was funded in part through grants from the Federal Transit Administration, U.S. Department of Transportation. The contents of this report reflect the views of the authors, who are responsible for the facts and the accuracy of the data, and for the use or adaptation of previously published material, presented herein. The contents do not necessarily reflect the official views or policies of the Arizona Department of Transportation or the Federal Transit Administration, U.S. Department of Transportation. This report does not constitute a standard, specification, or regulation. Trade or manufacturers' names that may appear herein are cited only because they are considered essential to the objectives of the report. The U.S. government and the State of Arizona do not endorse products or manufacturers.*



# Table of Contents

<b>Executive Summary.....</b>	<b>ES-1</b>
<b>Chapter 1: Introduction to the Project .....</b>	<b>1-1</b>
<b>Chapter 2: Demographic, Social, Economic, and Cultural Aspects of the Town of Quartzsite.....</b>	<b>2-1</b>
<b>Chapter 3: Evaluation of Current Service .....</b>	<b>3-1</b>
<b>Chapter 4: Community Involvement .....</b>	<b>4-1</b>
<b>Chapter 5: Operational and Administrative Recommendations....</b>	<b>5-1</b>
<b>Chapter 6: Budgetary Considerations .....</b>	<b>6-1</b>
<b>Appendix A: Survey Instrument.....</b>	<b>A-1</b>
<b>Appendix B: Survey Simple Frequencies .....</b>	<b>B-1</b>
<b>Appendix C: Summary of TAC Meetings.....</b>	<b>C-1</b>
<b>Appendix D: Summary of Community Workshops.....</b>	<b>D-1</b>
<b>Appendix E: Online Participation Example .....</b>	<b>E-1</b>





*This Page Intentionally Left Blank*





# Table of Exhibits

Exhibit 2.1 Map of Study Area .....	2-1
Exhibit 2.2 Western La Paz County Transit Connections .....	2-2
Exhibit 2.3 Quartzsite Main Street 1908.....	2-3
Exhibit 2.4 Quartzsite RVs 2013 .....	2-3
Exhibit 2.5 Cultural Resources .....	2-4
Exhibit 2.6 Town of Quartzsite year-round population .....	2-5
Exhibit 2.7 Town of Quartzsite population by age, gender, and disability .....	2-5
Exhibit 2.8 Town of Quartzsite Population by Race.....	2-6
Exhibit 2.9 Town of Quartzsite Economic Status .....	2-6
Exhibit 2.10 Worker Travel Mode and Time .....	2-7
Exhibit 2.11 Housing Units & Density .....	2-8
Exhibit 2.12 Population growth projections .....	2-9
Exhibit 4.1 Residency .....	4-7
Exhibit 4.2 Personal Vehicle Access .....	4-8
Exhibit 4.3 Personal Vehicle Access .....	4-8
Exhibit 4.4 Frequency of Trips Outside Quartzsite .....	4-9
Exhibit 4.5 Purpose of Intercity Trip .....	4-10
Exhibit 4.6 Mode of Transport to Intercity Destinations .....	4-10
Exhibit 4.7 Impact of Lack of Transit.....	4-11
Exhibit 4.7.a Personal Vehicle Access vs. Impact of Lack of Transit .....	4-11
Exhibit 4.8 Awareness of Quartzsite Public Transit .....	4-12
Exhibit 4.9 Recent Ridership .....	4-12
Exhibit 4.10 Support for Public Transit .....	4-13
Exhibit 4.10.a Priority of Services.....	4-14
Exhibit 4.10.b Use of Highest Priority Service.....	4-14
Exhibit 4.11 Age .....	4-15
Exhibit 4.12 Disability.....	4-15
Exhibit 4.13 Household Income .....	4-16
Exhibit 6.1 Options 1 and 2 - Status Quo with revised budget for service as described .....	6-2
Exhibit 6.2 Option 3 Budget – General Public Dial-A-Ride within Quartzsite .....	6-3
Exhibit 6.3 Option 4 Budget – School Circulator.....	6-4
Exhibit 6.4 Option 5 Budget – Parker Route .....	6-4
Exhibit 6.5 Option 6 Budget – Blythe Route .....	6-5
Exhibit 6.6 Option 7 Budget – Lake Havasu City Route.....	6-6
Exhibit 6.7 Option 8 Budget – Yuma Route.....	6-7
Exhibit 6.8 Administrative Recommendations Budget .....	6-8





*This Page Intentionally Left Blank*





## Executive Summary

Quartzsite, Arizona, is located in La Paz County, 17 miles east of the Arizona/California border, 18 miles east of the Colorado River, 83 miles north of Yuma, and 130 miles west of Phoenix. Though situated less than one mile from Interstate 10, Quartzsite is relatively isolated, with many day-to-day services located 35 miles to the north in Parker, Arizona, or 24 miles to the west in Blythe, California. The town is completely surrounded by Bureau of Land Management (BLM) lands and a parcel of State Trust land, privately-owned property outside the town-site is limited.

Quartzsite has a population of 3,613, or roughly 100 persons per square mile, yet its relatively remote location attracts a large influx of visitors and exhibitors for rocks, gems, mineral specimens and fossils during the town's famous two-month-long gem show and swap meet every January and February. Thousands of visitors come in RVs to set up dry camps in the desert.

In 2015, the Arizona Department of Transportation (ADOT) enlisted Moore & Associates to prepare a Feasibility Study and Short Range Transit Plan on behalf of the Town. The Plan is intended to present an effective and efficient public transit system to meet the specific public transportation needs of residents and winter visitors alike. The project was funded under an FTA Section 5311 grant, which provides funding for public transportation in rural areas open to the general public.

The 2015 Transit Feasibility Study consists of five primary components: demographic overview, review of current transit services, summary of public outreach campaigns, program recommendations, and financial plan. Each chapter addresses a section from one of the primary components. The Demographic Overview (Chapter 2) includes (GIS) maps reflective of socioeconomic trends within the town of Quartzsite.

The Evaluation of Existing Services is presented in Chapter 3. The Town operates a demand-response transit program open to senior and disabled residents within the service area, with limited service to the general public. The primary service area covers a little more than 36 square miles (inclusive of the Quartzsite town limits). Regional trips – to Blythe, Lake Havasu City, and Yuma/Algodones – are typically provided on a monthly schedule. This extended service area is expansive; Lake Havasu City is located more than 75 miles to the north, while Yuma is 83 miles to the south. During much of the year, the existing Section 5310-funded transit service addresses many local mobility needs by providing transportation for seniors and persons with disabilities. However, many essential services including healthcare and higher education opportunities are located in communities distant to Quartzsite. Additionally, the Section 5310 transit service does not currently provide the general public with access to educational, employment, recreational, social service, shopping, medical and tourism activities. The service also does little to reduce congestion or traffic during the tourist season, which strains the capacity of the local road network. Such drastic differences in population and transit demand are among the challenges addressed as part of the Feasibility Study and subsequent Short Range Transit Plan.

Chapter 4 includes discussion and data collected from public involvement efforts via community workshops, a community survey, and stakeholder interviews.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



Based on findings presented in Chapters 2, 3, and 4, as well as feedback from City staff, Program Recommendations (Chapter 5) were developed. Recommendations are divided into two sections: Operational Recommendations and Administrative Recommendations. The recommendations should be viewed as a menu of options rather than a specific implementation guideline. The program recommendation options include maintaining the status quo, expanding local area Dial-a-Ride to include General Public on “space available” basis, implementing limited-hour Saturday general public Dial-a-Ride service within Quartzsite on a 3- to 6-month trial basis, establishing a “school year” local circulator, establishing shared cost/inventory limited-stop service between Quartzsite and Parker, and establishing three times/week service to Blythe, Establish service between Quartzsite and Lake Havasu City, and establishing service between Quartzsite and Yuma. The Administrative Recommendations include increasing the marketing of transit services, establishing coordinated service/operating schedule with Palo Verde Valley Transit Agency regarding Quartzsite-Blythe service, establishing a Travel Training program, enhancing the transit webpage, and establishing a “Friends of Transit” fundraising program for demonstration service on Saturday.

The Budgetary Considerations chapter (Chapter 6) summarizes cost estimates to implement program recommendations.

Detailed survey and community workshop summaries, examples of online participation, and copies of survey instruments may be found in the Appendix.





## Chapter 1

# Introduction to the Project

In 2015, the Town of Quartzsite enlisted a consultant to prepare a Feasibility Study and Short Range Transit Plan that would design an effective and efficient public transit system to meet the particular public transportation needs of the community.

Currently, the Town of Quartzsite operates a demand-response program open to senior and disabled residents of the service area, with limited service to the general public. The current service is funded under Federal Transit Administration (FTA) Section 5310, which provides funding for the purpose of assisting private nonprofit groups in meeting the transportation needs of the elderly and persons with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs.

Using three vehicles, it provides nearly 8,600 unlinked trips annually, traveling more than 29,000 revenue miles. The service operates Monday through Friday from 8:30 a.m. to 3:30 p.m. The primary service area covers a little more than 36 square miles (inclusive of the Quartzsite town limits). Regional trips – to Blythe, Lake Havasu City, and Yuma/Algodones – are typically provided on a monthly schedule. This extended service area is expansive; Lake Havasu City is located more than 75 miles to the north, while Yuma is more than 80 miles to the south.

This geography provides opportunities. Quartzsite, located in La Paz County just 18 miles east of the Colorado River at the junction of I-10 and U.S. Highway 95, enjoys a large influx of visitors and exhibitors for rocks, gems, mineral specimens and fossils during the town’s famous two-month-long gem show and swap meet every January and February. Thousands of campers come in RVs to set up dry camps in the desert.

Under an FTA Section 5311 grant, which provides funding for public transportation in rural areas open to the general public, the Town of Quartzsite conducted a Feasibility Study to determine the optimal service plan to meet the mobility needs of residents and winter visitors alike.

During much of the year, the existing Section 5310-funded service addresses many local mobility needs by providing transportation for seniors and persons with disabilities. However, with a population of just 3,613, many essential services – including healthcare – as well as higher education opportunities are located in communities distant to Quartzsite. Additionally, the Section 5310 transit service does not provide the general public with access to educational, employment, recreational, social service, shopping, medical and tourism activities. The service also does little to reduce congestion or traffic during the tourist season, and delays upwards of one hour are common on the local street network.

From December 2013 to February 2014, the Town operated a trolley service on a trial basis, which provided much-needed mobility during the busy visitor season. Such drastic differences in population and transit demand are among the challenges addressed as part of the Feasibility Study and subsequent Short Range Transit Plan.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



The Feasibility Study’s objectives include assessing community transit service preferences while also identifying and quantifying transit demand within Quartzsite as well as to and from surrounding communities. The project methodology included an evaluation of options for a fixed-route system as well as continued access to intercity connections to Yuma, Lake Havasu and other regional destinations where riders seek medical and personal services. Residents have known transit needs to destinations such as Blythe (California), Ehrenberg, Lake Havasu City, Parker, Yuma, and Andrade (port to Algodones). The proposed transit service requires an examination of infrastructure issues related to pedestrian safety such as controlled intersections with crosswalks and the ability to establish bus stops on state rights-of-way given ADOT restrictions.

The following chapters detail the findings of the study and recommendations for potential mobility options in the future.





Section 2

# Demographic, Social, Economic, and Cultural Aspects of the Town of Quartzsite

## Location

The Town of Quartzsite is located 17 miles east of the Arizona/California border, 83 miles north of Yuma and 130 miles west of Phoenix. Though situated less than one mile from Interstate 10, Quartzsite is considered remote, with rural general services located 35 miles to the north in Parker, Arizona, and 24 miles to the west in Blythe, California.

With a total area of 36.3 square miles, the town lies on the western portion of the La Posa Plain along Tyson Wash. Completely surrounded by Bureau of Land Management (BLM) lands and a parcel of State Trust land, privately-owned property outside the town-site is scarce.

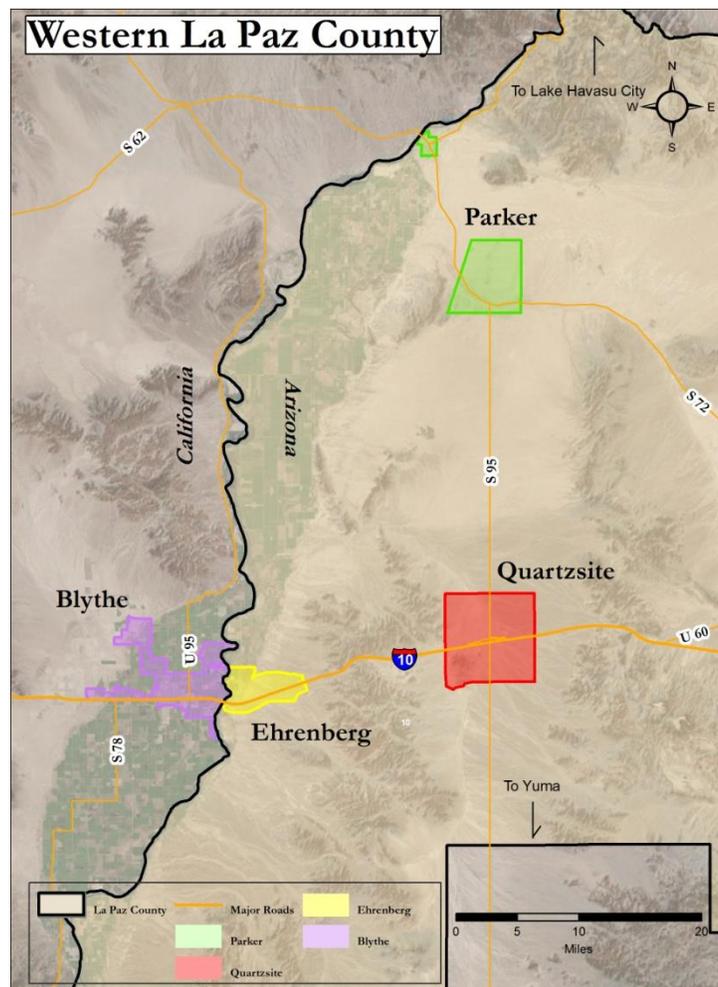
Located in the Sonoran Desert with an average 3.51 inches of rainfall annually, Quartzsite has mild to warm winters from November to March and hot to extreme summers for the balance of the year. In the height of summer, Quartzsite is one of the hottest places in the United States, with recorded temperatures as high as 122°F (50.0°C) on 28 July 1995.

## Roadways

There are only two state classified roads near Quartzsite: Interstate 10 running east and west, and State Route 95 running north and south. There is one minor road (Old Moon Rd) which feeds into Quartzsite from the northwest connecting to Mohave Road which runs north/south through the Colorado River Indian Tribes (CRIT) reservation to Parker. There are no improved roads onto the BLM land surrounding the town.

Seasonal traffic increases of more than 90 percent create severe traffic congestion on the limited road network in and around Quartzsite. The congestion also limits transit service capacity for the area as most winter residents and visitors have cars or other vehicles and use them to move about in Quartzsite.

Exhibit 2.1 Map of Study Area



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



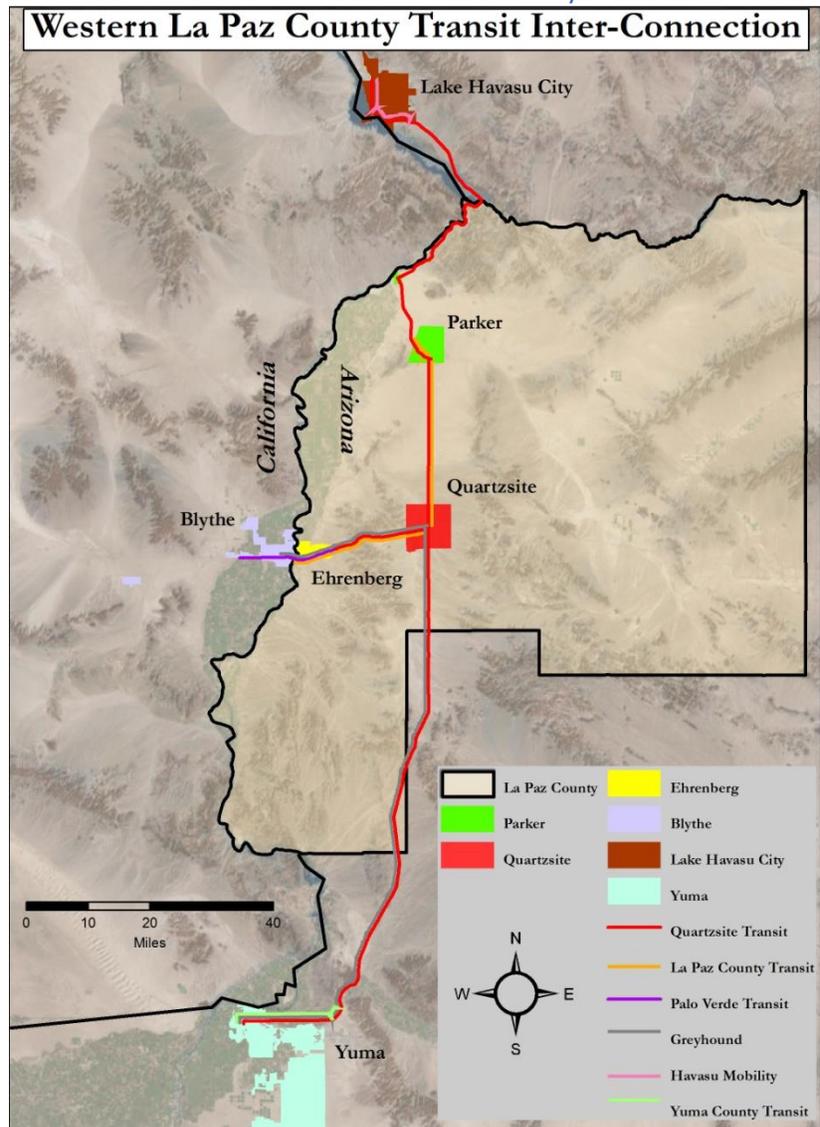
### Travel Needs

Intra-community travel needs during the non-winter months in Quartzsite are limited to basic services including town hall services, the library, schools, and local grocery markets.

High season or winter months add significant outdoor market options as swap meets, gem shows, and open air food markets fill land surrounding the town.

Intercity travel needs include basic human service requirements such as grocery and other shopping, healthcare, schools, and other services generally required by a population. These are found in Parker, Blythe, Lake Havasu, and Yuma. This creates a significant burden on the limited transportation resources available in and around Quartzsite.

Exhibit 2.2 Western La Paz County Transit Connections





### History<sup>1</sup>

Since the 1850s the area known as Fort Tyson was used as a watering hole for travelers. By 1866, a stage stop was established and in 1893, a post office. In 1896 the community began to grow with the establishment of common services including a butcher, general store and saloons. The post office provided the official (and misspelled) town name after the mineral commonly found in the area, Quartzsite. The following decades would see a boom – bust – boom trend as mining interests waxed and waned.

Exhibit 2.3 Quartzsite Main Street 1908



By the 1960s the town was in a “bust” mode as mining had ceased and the population was down to 50 summer residents. It was during this time that local visionaries came together to stage a mineral show during the winter months that quadrupled the population in its first year.

An estimated two million<sup>2</sup> people visit Quartzsite each winter for gem shows and swap meets; creating an RVer’s Mecca on BLM land each January and February. Well over 100,000 people make Quartzsite their home for the longer winter season as snow birds; leaving the year-round population somewhat stable at around 3,500<sup>3</sup>.

Exhibit 2.4 Quartzsite RVs 2013



Photo by Maria Langer: Pilot, Writer, Photographer – aneclecticmind.com

<sup>1</sup> Town of Quartzsite 2014 General Plan.

<sup>2</sup> Town of Quartzsite website 2015, <http://www.ci.quartzsite.az.us/>.

<sup>3</sup> U.S. Census Bureau, 2010.





**Governance<sup>4</sup>**

Incorporated in 1989, Quartzsite is governed via an elected council and strong town manager form of government. Residents elect a mayor and six members to a governing Town Council which meets twice each month to consider Town business. The Town Manager is appointed by the Council and acts as the administrative head of the Town government under the direction and control of the Council.

**Cultural Resources<sup>5</sup>**

The Town of Quartzsite and its nearby surrounding area boast a number of cultural resources.

Exhibit 2.5 Cultural Resources

Name	Description
<b>Fisherman Intaglio</b>	Human-shape figure holding a large spear with a white quartz point.
<b>Big Arrow Site</b>	Complex geoglyph with two human figures, a huge arrow, and several other features.
<b>Bouse geoglyph</b>	Large human-shaped earth figure.
<b>White Cross</b>	Small cross and circle made of white quartz.
<b>Circle and Arrow</b>	Small rock alignment in the form of an arrow emerging from a circle.
<b>Tyson Wash Site</b>	A complex with many petroglyphs, a water tank in the wash, and mortar holes in the rocks.
<b>Dripping Springs</b>	Complex petroglyph site and historic mining developments at an active seep.
<b>Tule Springs</b>	Group of red pictographs.
<b>Lazarus Tanks</b>	Large site with petroglyphs.
<b>North Kofa Site</b>	Small complex of petroglyphs.
<b>Black Mesa Southwest Kegley/Lynch #1</b>	Small complex of petroglyphs.
<b>Bear Hills Site</b>	Small petroglyph site with several rock rigs.
<b>Rock Ring "Town"</b>	Complex of very large rock rings.
<b>The Community Center</b>	"Big House" area with several huge cleared areas.
<b>The Quartzsite Rock Alignment</b>	Military rock alignment of a large arrow pointing to Quartzsite.
<b>Military Campsites</b>	Training or maneuver sites related to General Patton's World War II or 1964 Desert Strike activities.
<b>Quartzsite Milling Site Granite</b>	A huge milling site on the side of a hill.
<b>Mountain Cabin Spanish Wall</b>	A stone wall built to create a drywash ramp for mining purposes.
<b>Erdman Mine</b>	A unique mining operation.

<sup>4</sup> Town of Quartzsite website 2015, <http://www.ci.quartzsite.az.us>.

<sup>5</sup> Town of Quartzsite General Plan 2003.





### Natural Resources

While there are abundant natural resources in and around the Town of Quartzsite, there are no federal or state designations within the Town limits that identify specific resources for protection or study.

Natural resources include an abundant variety of wildlife, ground water, minerals, grazing, potential for wind and solar energy, and access to nearby recreational sites not located within the town limits.

### Resident Demographics

With a town-site of 36.3 miles and an estimated population of 3,613, Quartzsite’s population sits at 100 persons per square mile. La Paz County, in 2010, was home to 4.6 persons per square mile, the lowest in the state. Parker sees 142.8, and Arizona as a state average sees 20 persons per square mile in non-urbanized areas (excluding Phoenix and Tucson).

The following tables identify general demographic information. Using the latest census data for each data set, this section also illustrates trends by identifying data from the Census 2010 and figures from Census 2013 surveys. Where possible, 2014 estimates were included.

Exhibit 2.6 Town of Quartzsite year-round population<sup>6</sup>

2010	2011	2012	2013	2014 est.
3653	3660	3664	3662	3613

Exhibit 2.7 Town of Quartzsite population by age, gender, and disability<sup>7</sup>

Subject	2010		2013	
	Number	Percent	Number	Percent
<b>Total population</b>	3,653	100.0	3,662	100
<b>Under 5 years</b>	0	0	0	0
<b>5 to 9 years</b>	36	1	53	1.4
<b>10 to 14 years</b>	160	4.4	165	4.5
<b>15 to 19 years</b>	27	.7	53	1.4
<b>20 to 24 years</b>	0	0	0	0
<b>25 to 34 years</b>	232	6.4	85	2.3
<b>35 to 44 years</b>	209	5.7	253	6.9
<b>45 to 54 years</b>	221	6	254	6.9
<b>55 to 59 years</b>	128	3.5	275	7.5
<b>60 to 64 years</b>	711	19.5	455	12.4
<b>65 to 74 years</b>	1,396	38.2	1,259	34.4
<b>75 to 84 years</b>	396	10.8	515	14.1
<b>85 years and over</b>	137	3.8	295	8.1
<b>Median age (years)</b>	66.4		67.7	
<b>Persons with a disability</b>			938	25.6

<sup>6</sup> American Fact Finder 2010-2014 estimates.

<sup>7</sup> American Fact Finder 2010-2013.





Exhibit 2.8 Town of Quartzsite Population by Race<sup>8</sup>

<b>Total population 2013</b>	3,662	100.0
<b>One Race</b>	3,603	98.0
<b>Two or More Races</b>	74	2.0
<b>Race alone or in combination with one or more other races: [4]</b>		
<b>White</b>	3,461	94.5
<b>Black or African American</b>	28	0.8
<b>American Indian and Alaska Native</b>	120	3.3
<b>Asian</b>	12	0.3
<b>Native Hawaiian and Other Pacific Islander</b>	2	0.1
<b>Some Other Race</b>	118	3.2
<b>Hispanic or Latino</b>		
<b>Total population</b>	3,662	100.0
<b>Hispanic or Latino (of any race)</b>	231	6.7
<b>Mexican</b>	214	5.8
<b>Puerto Rican</b>	2	0.1
<b>Cuban</b>	0	0.0
<b>Other Hispanic or Latino [5]</b>	30	0.8
<b>Not Hispanic or Latino</b>	3,431	93.3

Exhibit 2.9 Town of Quartzsite Economic Status<sup>9</sup>

	2010	2013
<b>Unemployment Rate</b>	<b>10.3%</b>	<b>19.8%</b>
<b>Households Below Poverty Line</b>	<b>5.4%</b>	<b>11.7%</b>
<b>Median Family Income</b>	<b>\$34,124</b>	<b>\$44,048</b>
<b>Per Capita Income</b>	<b>\$24,478</b>	<b>\$24,514</b>

### Employment Centers

Quartzsite’s largest employers are government entities. Year-round employment is limited to freeway service, local accommodations, and tourism while winter employment is primarily retail sales and tourism-based. In 2013, 811 of the more than 3,000 residents were estimated to be employed. More than half of those jobs were held in the retail trade. Service occupations, which include public, protective, accommodations, food service, etc. is second. Job centers outside Quartzsite are in Vicksburg, Blythe, Parker, and even long-distance communities such as Yuma and Lake Havasu City.

<sup>8</sup> American Fact Finder 2013.

<sup>9</sup> American Fact Finder 2010-2013.





Exhibit 2.10 Worker Travel Mode and Time<sup>10</sup>

	2010	2013
<b>Workers 16 years and over</b>	1,120	811
<b>MEANS OF TRANSPORTATION TO WORK</b>		
Car, truck, or van	63.3%	47.3%
Drove alone	44.3%	34.3%
Carpooled	19%	13.1%
Public transportation (excluding taxicab)	0%	0.0%
Walked	11.5%	20.2%
Taxicab, motorcycle, or other means	5.2%	8.9%
Worked at home	20%	23.6%
<b>Workers 16 years and over who did not work at home</b>	896	620
<b>TIME LEAVING HOME TO GO TO WORK</b>		
5:00 a.m. to 5:29 a.m.	5.4%	6.8%
6:30 a.m. to 6:59 a.m.	4.7%	8.1%
7:00 a.m. to 7:29 a.m.	9.6%	21.8%
7:30 a.m. to 7:59 a.m.	11.3%	7.6%
8:00 a.m. to 8:29 a.m.	10.2%	22.3%
8:30 a.m. to 8:59 a.m.	10.6%	11.6%
9:00 a.m. to 11:59 p.m.	32.1%	21.9%
<b>TRAVEL TIME TO WORK</b>		
Less than 10 minutes	57.7%	62.6%
35 to 44 minutes	12.1%	12.7%
45 to 59 minutes	30.2%	24.7%
Mean travel time to work (minutes)	19.8	18.5
<b>VEHICLES AVAILABLE</b>		
<b>Workers 16 years and over in households</b>	1,120	805
No vehicle available	2.6%	9%
1 vehicle available	21.2%	48.0%
2 vehicles available	50.2%	19.1%
3 or more vehicles available	26%	23.9%

<sup>10</sup> American Fact Finder 2010-2013.





Exhibit 2.11 Housing Units & Density<sup>11</sup>

HOUSING OCCUPANCY	2010		2013	
Total housing units	3,202	100%	3221	100%
Occupied housing units	2,173	67.9%	2142	66.5%
Vacant housing units	1,029	32.1%	1079	33.5%
<b>UNITS IN STRUCTURE</b>				
Total housing units	3,202	100%	3221	100%
1-unit, detached	1,129	35.3%	1223	38%
Mobile home	1,241	38.8%	1260	39.1%
10-19 units			64	2%
Boat, RV, van, etc.	832	26.0%	674	20.9%
<b>HOUSEHOLD SIZE</b>				
1 Person Household		29.5%		37.3%
2 person household		54.4%		53.9%
3 person household		11.0%		3.4%
4 person or more household		5.1%		5.5%
Family households		59.5%		56.1%
Non-family households		40.5%		43.9%
Family households with children <18 years of age		11.1%		8.9%
Family households without children		88.7%		91.1%

<sup>11</sup> American Fact Finder 2010-2013.





### Future Demographic and Socioeconomic Projections

The Arizona Demographer's office projects growth for Quartzsite over the next 30 years.

Exhibit 2.12 Population growth projections

Year	2016	2017	2018	2019	2020	2030	2040
Population	4031	4122	4213	4300	4383	5166	5904

However, the *Arizona Atlas and Gazetteer*, using census data and trending analysis, shows Quartzsite's growth potential to be much more flat.

Exhibit 2.13 Growth rate projections

GROWTH RATES	2010-2015	2015-2020
Population	-0.1%	-0.09%
Households	0.11%	0.07%
Families	0.28%	-0.07%
Median Household Income		1.15%
Per Capita Income		1.71%





*This Page Intentionally Left Blank*





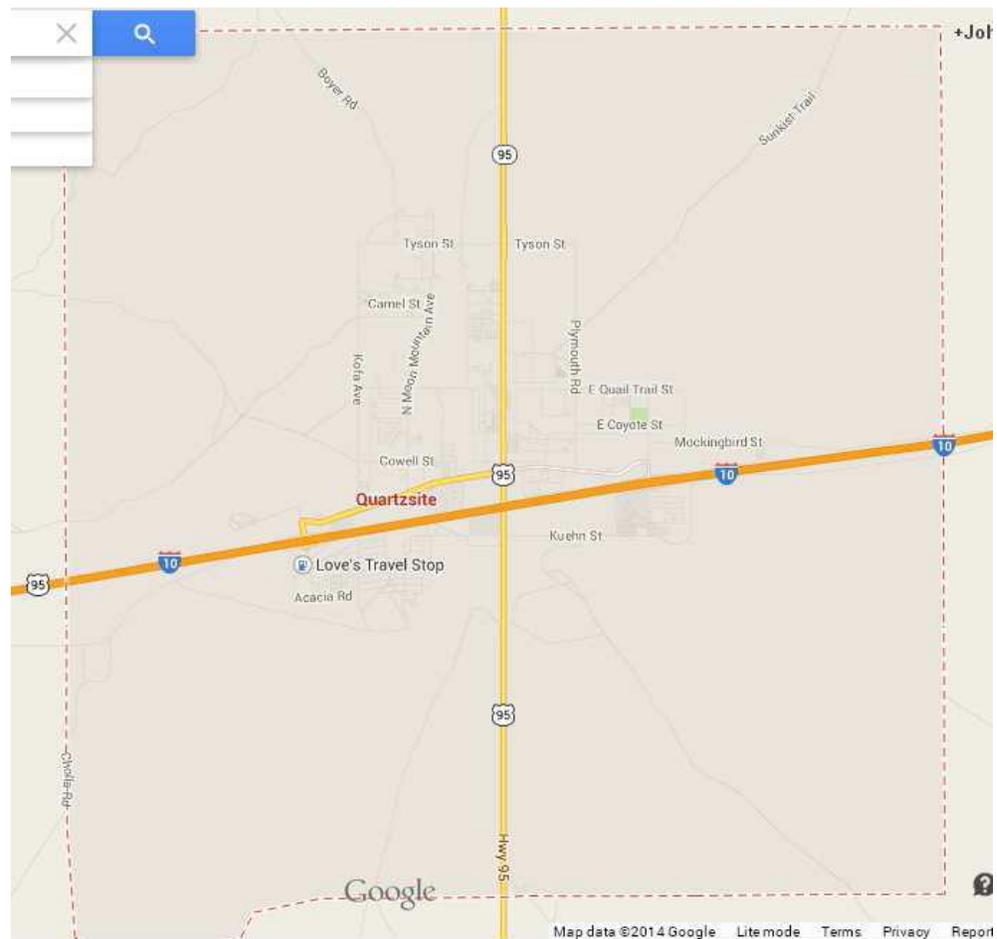
## Chapter 3

# Evaluation of Current Service

The Town of Quartzsite operates a reservation-based, shared-ride demand-response program open to senior and disabled residents of the service area, with limited service available for the general public. The current service is funded under FTA Section 5310. Using three vehicles, it provides nearly 8,600 unlinked trips annually, traveling more than 29,000 miles.

At the time of project initiation, Quartzsite Transit operates Monday through Friday, excluding federal holidays. The Town provides local destination service Monday through Friday and regional destination service on Tuesdays, Wednesdays, and Thursdays. The service operates Monday through Friday from 8:30 a.m. to 3:30 p.m. The primary service area covers a little more than 36 square miles (reflective of the Quartzsite town limits). Regional trips – to Blythe, Lake Havasu City, and Yuma/Algodones – are typically provided on a monthly schedule. This extended service area is expansive; Lake Havasu City is located more than 75 miles to the north, while Yuma is more than 80 miles to the south.

Exhibit 3.1 Quartzsite Transit Service Area



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



In October, 2015, Quartzsite Transit shifted from different schedules during summer and winter months, to a single schedule.

The schedule is:

- Blythe, first and third Tuesday
- Yuma/Algodones, first and third Wednesday,
- Lake Havasu City, second Wednesday
- Monthly Cultural Trip

The route to Blythe includes a stop in Ehrenberg, AZ.

Cultural Trips out of town are also provided one Wednesday per month, transportation is offered to local events, and special trips are provided to pick up patients from the hospitals in Parker, Arizona, and Blythe, California.

In 2015 Quartzsite changed from a donation-based fare system to a regular fare system. Fare to ride within Quartzsite is \$3.00, a trip to Blythe is \$10.00, a trip to Lake Havasu City or Yuma is \$15.00, and a trip to Phoenix is \$20.00.

Trip requests may be made up to two weeks in advance, and a minimum of one week in advance, and are scheduled on a first-come, first-served basis.

The three Quartzsite Transit drivers are Town employees whose work week is capped at 29 hours each.

The Town's public transit program includes three drivers and three vehicles (one minivan and two ADA-compliant cutaways). There is neither a dedicated dispatcher nor a dedicated transit customer info/ride request line. The transit phone line is answered by a variety of Town administrative staff. The older vehicle is owned by the Town, the other two were obtained via a lien with ADOT. The two larger vehicles average 8-10 thousand miles/annually, and there is a 100,000 mile threshold (life cycle) associated with these vehicles. While the larger vehicles have a service life of five years or 100,000 miles, these parameters are impractical given the Quartzsite Transit operating environment which includes travel over many unimproved roads.

In addition to the services provided by Quartzsite, La Paz County Transit provides service to seniors and persons with disabilities. Weekly service linking Quartzsite and Parker, AZ is provided each Wednesday. La Paz County Transit is funded by the La Paz County Department of Health. The inter-community service began in June 2014 and replaced a similar service provided by the Town.

### The Trolley

From mid-December 2013 into early February 2014, the Town undertook a demonstration project featuring a trolley. A single replica trolley was obtained via a low-cost lease from the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) and utilized federal operating funds. Service consisted of an hourly loop with designated stops.

# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



The Town sold onboard advertising to defray operating costs. The trolley was operated and maintained via a contract with Transportation Concepts (Irvine, CA).

Reportedly, there was an info-post installed at each stop. The info-posts were removed following service cessation.

The trolley was viewed by some in town as a precursor to introduction of Section 5311 service. Ridership was low but increased during January during the event season, with a peak of 99 riders in one day. Exhibit 3.2 below outlines the Trolley's key performance metrics based on ridership, operating cost, and Vehicle Service Hours (VSH).

Exhibit 3.2 Trolley Performance Metrics

Performance Measure	Total
Operating Cost (Actual \$)	\$16,028.32
Operating cost/VSH	\$41.66
Operating cost/passenger	\$26.28
Passengers/VSH	1.59
Passengers/VSM	0.12
Farebox recovery	6.12%
Operating cost/VSM	\$3.12
Fare/passenger	\$1.61
Passenger/trip	1.18

Source: Town of Quartzsite

The Town's trolley demonstration project received mixed reviews from residents, local business owners, and Town officials.

Benefits of the project included additional mobility options for residents and visitors of Quartzsite, a relatively low project cost, and raised awareness of the Town's transit program.

However, the project utilized just a single vehicle which circulated with limited frequency. Additionally, service data showed low ridership, and low fare revenue.

If the Town were to attempt Trolley service in the future, observers suggested several changes:

- Need a minimum of two vehicles in order to provide desired frequency.
- The trolley should be managed in-house (i.e., by the Town).
- There is/was a need to increase and improve marketing/promotion.
- Future trolley service should be designed to more effectively serve the vendor community.
- Future service should perhaps be limited to seasonal service.





## PREVIOUS STUDIES AND PLANS

*The following are verbatim excerpts from plans produced in the last four years in Western Arizona. Not every plan included a transit specific section yet each acknowledged the current system and/or recommended public transit for the Quartzsite area.*

### 2014 Quartzsite General Plan

With Quartzsite's seasonal population boom, mass transit of the people has been an ongoing concern for many years. While this creates issues during the peak season, the permanent population is not large enough to warrant the need for a fixed mass transit system. The Town has addressed this concern to help alleviate the traffic and parking issues...

The Town currently operates a transit bus system which is a curb to curb service, meaning the bus picks up its riders at their curb and drops them off at the curb of where they want to go. The Town has two Americans with Disabilities Act (ADA) compliant buses with lifts for scooters and wheelchairs and one minivan available for transportation. The buses run Monday thru Friday and travel locally within the Town limits as well as out of town to Parker, Lake Havasu, Yuma, and Blythe, CA. Rides for the Transit bus system are coordinated through the Quartzsite Town Hall.

The Town of Quartzsite has also launched a pilot trolley program for the 2013-2014 season. This program launched on December 16, 2013 and ran until February 2, 2014. The trolley system is designed to assist with the movement of residents and visitors to local businesses and vendor sites without impeding traffic and assist with the parking issues discussed earlier in this chapter. The trolley program offers daily or season passes available for purchase through the Town Hall or at the Quartzsite Chamber of Commerce and operates seven days a week with the exception of Christmas Day and New Year's Day. This pilot program also helped in creating two additional jobs for drivers for the Town. This program will be up for review and approval by the Town Council for future seasons after February 2014.

These two additions of mass transit have earned the Town of Quartzsite the 2013 Most Improved 5310 Program Award for its devotion and commitment to achieving a higher standard in transportation and transit. This award was presented to the Town of Quartzsite in December 2013 by the Western Arizona Council of Governments (WACOG) and shows what a great effort has been made throughout the community. The transit programs have been funded by the Town of Quartzsite as well as a grant from the U.S. Department of Transportation Federal Transit Administration (FTA). The 5310 program is a transit program for rural communities, specifically designed to aid with the elderly and disabled and helps fund the daily operation of the transit system in Quartzsite.

### 2010 La Paz Transportation Planning Study

Implement deviated fixed-route local circulator service within the Town of Quartzsite.

Such service could mitigate traffic congestion on Main Street during the tourist season, and facilitate local travel among the RV Parks, Rock and Gem Shows, and other area traffic generators and attractions.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



#### 2014 WACOG Coordination Plan

Quartzsite has a small 5310 program that has been identified by the town as being inadequate. Their population goes from 3,000 in the summer months to over 200,000 in the winter months. The existing 5310 program is hard pressed to provide good quality service during the winter months. They are currently working on re-structuring their program, and wish to eventually apply for a 5311 program in the near future. In 2014, the Town applied for and received AAA funding to assist in supporting their current 5310 program. They also applied for and received 5311 funding to complete a feasibility study to address the need for a public transit system for the town.

#### 2010 La Paz County Comprehensive Plan

Transit is an important alternative form of transportation providing access to critical services for many people. Transit is also an important tool to help reduce traffic on roadways. It is recommended that the County work with local communities to develop a transit plan and system.

Building upon existing transit services provided in La Paz County, the transit plan and system will provide services to meet the future medical, social, and recreational needs of residents and visitors.

### **SUMMARY OF PREVIOUS PLANS**

Within recent regional and local planning documents there are a number of strategies that call for careful management of existing transportation resources. These plans call for a transit system to help alleviate the town's seasonal influx of residents that creates a significant burden on transportation resources. While these plans are not binding and recommendations are subject to changing operational conditions, they do demonstrate the value of mobility options in Quartzsite.





*This Page Intentionally Left Blank*





## Chapter 4

# Community Involvement

A key component of the Feasibility Study was the solicitation of input from community residents about their travel habits, mobility needs, and preferences. Although the goal was to collect input from a maximum number of residents, outreach focused in particular on groups considered to be transit-dependent: seniors, youths, persons with disabilities, low-income households, and veterans.

Outreach was accomplished through five channels: stakeholder interviews, a Technical Advisory Committee (TAC), a project webpage, a community survey, and public workshops.

*Stakeholder interviews.* One-on-one interviews were conducted with key stakeholders who could offer insight into the Town's transit needs throughout the year, including during the influx of visitors during the winter months.

*Technical Advisory Committee.* The Technical Advisory Committee (TAC) was established to provide feedback and direction to the consultant team. The TAC included representation from the business community, area health care providers, and regional lawmakers. TAC meetings were held to coincide with key milestones in the project.

*Project webpage.* A project webpage was developed and kept up-to-date with general information about the project as well as opportunities for public input. The webpage included project documents, announcements regarding public meetings and other events, a link to the community survey, and an online comment form. The webpage also enabled visitors to register for electronic project updates online.

*Community survey.* A community survey was conducted to solicit transit-specific input from community residents about their travel habits, mobility needs, and preferences. The survey was administered chiefly through a mailer to all households in Quartzsite. An online version was also made available for seasonal residents.

*Public workshops.* A series of workshops was held at the Town's Community Center. The workshops were held at different times so as to be accessible to the maximum number of residents. At the workshops, attendees were presented with transit scenarios and offered the opportunity to provide their feedback.

### Overview of Findings

Throughout the public outreach process, residents and business leaders reinforced the importance of public transit in Quartzsite. Though most residents have access to personal vehicles, a small number of residents rely on the current Dial-A-Ride service. A majority of residents surveyed, as well as business leaders, said it was important to continue to provide mobility options for these individuals.

An appetite for expanded transit options also was discovered, particularly for more frequent intercommunity trips, where residents often travel for shopping and healthcare needs. Many riders





requested a longer layover time for intercommunity trips, to allow time to accomplish errands while in cities such as Parker, Blythe, and Lake Havasu City.

The following sections provide a detailed look at public outreach efforts and summarize the attitudes and preferences of community members who participated.

## 4.1 STAKEHOLDER INTERVIEWS

One-on-one interviews with key stakeholders were conducted to identify key mobility considerations to be addressed in the Study. Stakeholders were identified who could offer insight into the Town's transit needs throughout the year, including during the influx of visitors during the winter months.

During an initial site visit of June 26, 2015, the project team met with a number of local stakeholders as part of its effort to identify concerns and opinions regarding mobility within the community. The following stakeholders participated:

- Town of Quartzsite,
- Road Runner Market/Main Event,
- Quartzsite Police Department,
- Pilot Travel Center,
- Desert Gardens RV Park,
- *Desert Messenger*,
- Rock and Gem Show,
- Quartzsite Senior Center,
- Quartzsite Chamber of Commerce,
- La Paz Regional Hospital Clinic,
- La Paz Regional Hospital, and
- Education Options High School.

The following is a summary of discussions arising from the stakeholder interviews.

- Public transit is particularly important during the winter season when the town's population regularly grows to more than 100,000.
- Despite the fact that the "town is walkable" and that "everybody has a vehicle," the "town needs transit." Quartzsite Transit can play an important alternative mobility (i.e., non-auto) role during the winter season, especially providing linkage between BLM lands and/or RV parks and Quartzsite activity centers. The trolley demonstration project was not seen as successful (perhaps because reliance upon a single vehicle impacted both capacity and service frequency).
- Two objectives were identified for local public transit:
  1. Level out seasonal fluctuations (in population and activity level) in Quartzsite, and
  2. Broaden the local visitor market.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



- The Town’s future transit program should:
  1. Focus on life-line services and
  2. Include a fixed fare policy (versus a donation policy that formerly applied to demand-response services).
  
- Top destinations within Quartzsite are the bank, post office, and Dollar Stores.
  
- The Pilot Travel Center operates 24/7. In addition to fuel, Pilot has a large convenience market as well as in-store fast food outlets, and staff is comprised chiefly of local residents, many of whom ride bicycles to work. While local transit is not a viable travel alternative for employees (given the 24/7 operating scope), representatives of the Travel Center felt it would be good if all Quartzsite Transit vehicles featured bike racks. This could help mitigate the challenges of “first and last mile” travel.
  
- Quartzsite Transit should contact/survey doctors/healthcare providers in Parker to determine which day(s) the inter-community transit service should operate. Currently, La Paz County Transit provides weekly service (Wednesday) linking Quartzsite and Parker. Many Parker doctors are closed on Wednesday. Humana is the most common insurance provider in Quartzsite because of its affordability. However, not all healthcare providers in Parker accept Humana. La Paz Regional Hospital is getting “credentialed” to accept Humana and TriCare. (This should help mitigate the coverage/eligibility issue.)
  
- Introduction of a graduated scale governing transit fares was preferred by some stakeholders.
  
- A need was identified for higher-profile bus stops, including signage and amenities. One suggestion was the introduction of a program for bus stop/shelter sponsorship.
  
- The Quartzsite Clinic has 24/7 airlift capability to Parker. There did not appear to be an appreciation for the synergy between transit/mobility and healthcare, as evidenced by the absence of any transit info/material in clinic lobby/info display.
  
- The Town does not have a general fund tax base. Funding for future transit service should come from a partnership between the Town, Western Arizona Council of Governments (WACOG), La Paz County, and the La Paz Regional Hospital.
  
- The Town’s trolley demonstration project also was discussed, and potential improvements were identified in the case service is re-instated in the future. Among these improvements:
  - A minimum of two vehicles would be needed to increase service frequency.
  - The trolley should be managed by the Town.
  - There would be a need to increase and improve marketing/promotion.
  - Future trolley service should be designed to more effectively serve the vendor community.
  - The trolley was viewed by some in the town as a precursor to possible introduction of Section 5311-funded service.





## 4.2 TECHNICAL ADVISORY COMMITTEE

A Technical Advisory Committee (TAC) was established to provide feedback and direction to the consultant team. The TAC included representation from the following:

- Town of Quartzsite business community,
- Town of Quartzsite Health and Development Board,
- La Paz County Health District,
- La Paz Regional Hospital, and
- Western Arizona Council of Governments (WACOG).

The complete roster of members is provided below:

- John Andoh, Town of Quartzsite Transit Planner
- Massere Bangura, La Paz Medical Clinic Director
- Anita Carlson\*, Senior Housing Complex
- George Colangeli, Palo Verde Valley Transit Agency
- Janet Collier, Town of Quartzsite Transit Manager
- Mark Goldberg\*, Business Community
- Carollynn Henshaw, Quartzsite School District Board Member
- Michael Jones, ADOT Yuma District Assistant District Engineer
- Gaby Kemp, ADOT Yuma District Senior Community Relations Officer
- Sue McCracken, Quartzsite Senior Center Director
- Felicia Mandragon, WACOG
- Connie Matthewson, La Paz County
- Skylor Miller, Town of Quartzsite Town Manager
- Jim Moore, Project Manager
- Tina Munoz, ADOT 5311 Manager
- Mike Normand, ADOT Director of Transit Programs
- Katherine Ocampo, Arizona Western College Associate Dean

*\*Joined after the first TAC meeting.*

### TAC Meeting No. 1

The first TAC meeting was held August 5, 2015 at Quartzsite town hall. The meeting was attended by 15 stakeholders and co-facilitated by Janet Collier (Transit Coordinator, Town of Quartzsite) and Jim Moore (Moore & Associates).

The goal of the meeting was to provide attendees with an overview of the Town's Transit Feasibility Study/Short Range Transit Plan (SRTTP) project, invite their participation on the project's Technical Advisory Committee (TAC), discuss the consultant's draft Public Involvement Plan (PIP), and solicit comments on the consultant's draft Working Paper #1 (Historic Conditions).

Following an overview of project goals and perceptions of current mobility needs, attendees were invited to provide input for the project. A summary of this participation follows.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



1. Katheline Ocampo (Arizona Western College) offered to promote the proposed community survey to AWC students, faculty, and staff. The Town accepted this offer, and Moore & Associates agreed to provide appropriate social media content to Arizona Western College for dissemination.
2. Sue McCracken (Quartzsite Senior Center) spoke about the Town's current Dial-A-Ride service, and the possibility of having an in-town route/service connecting senior housing with the Senior Center. Sue also expressed the need to more effectively coordinate physician/doctor appointment availability with the Town's weekly transit service to and from Parker, Arizona.
3. George Colangeli (Palo Verde Valley Transit Agency in Blythe, California) spoke about the importance of coordination between the Town's weekly transit service to Blythe and PVVT's service in and around Blythe (schedule coordinating, coordinated fare and inter-service transfers).
4. Gaby Kemp (ADOT) requested that BlueWater Casino and Wal-Mart in Parker be included as project stakeholders, and that the consultant contact each entity to solicit project participation.
5. A request was made to identify a representative from senior housing in Quartzsite.
6. Skylor Miller/Town Manager recommended the next meeting be held at the Town's Community Center.

#### TAC Meeting No. 2

The second TAC meeting was held at Quartzsite Town Hall on September 24, 2015. There were 11 attendees plus one call-in. Following a discussion of the results of the community transit survey, stakeholders provided more input for the project.

A summary of key discussions follows.

1. Palo Verde Valley Transit Agency expressed interest in coordinating efforts to transport passengers across the Arizona/California border. The proposal included transferring in Ehrenberg and increasing transit rider amenities in that area.
  - Quartzsite and Blythe already have bus stops set up in Ehrenburg (at the same location). Coordinating the schedules of the two systems would cut down on the amount of time people have to wait for transfers.
  - Since Ehrenberg is only two miles from Blythe, the possibility of instead having a roundtrip from Parker to Blythe with a stop in Quartzsite was discussed, rather than making passengers make a transfer. Currently, Quartzsite does not provide public transit service to Parker. La Paz County Health Department provides transportation between Parker and Quartzsite for seniors and persons with disabilities only.
2. The area should not support competing transit services. There should be only one coordinated service with shared costs.

4-5





3. BlueWater Casino expressed interest in coordinating its shuttle service to/from the Casino. The Casino provided the service for the first time from December 2014 to April 2015. Given only modest demand, the Casino is considering cutting back to only Sunday service.
4. Potential funding scenarios regarding additional services was discussed, including:
  - Using current funding for service between Parker and Quartzsite as a local match for Section 5311 in order to expand current service. The County has expressed no desire to move to Section 5311 funding.
  - Using Section 5310 funding for Dial-A-Ride services within Quartzsite and other funding could be used to supplement service within Quartzsite, but primarily for an inter-community service as there appears to be more demand.
  - Various options for Saturday service. Should it be provided in addition to Monday-Friday service or should it replace a weekday? Could it be done seasonally instead of annually?

## 4.3 COMMUNITY SURVEY

In August and September 2015, the consultant team conducted a community survey designed to collect input about mobility needs within the community. The survey was sent to all Quartzsite households via USPS and also was available online via the project webpage.

### Survey Development

Moore & Associates prepared a survey instrument for Town of Quartzsite review and approval. Following approval, the survey instrument was developed into an online version and links were provided via the project webpage.

The community survey was distributed to approximately 3,000 P.O box holders in both Quartzsite zip codes on August 24, 2015. The survey was promoted via a media release, two display advertisements in the *Desert Messenger*, the project webpage, and the Town's social media outlets. The survey was also available at Quartzsite Town Hall. Ultimately, the survey garnered 228 valid responses, providing a 95-percent confidence level and +/- 6.5 percent margin of error.

All completed surveys were delivered to Moore & Associates for data entry, cleaning, and analysis.

### Data Processing

All survey data was entered into a Microsoft Excel spreadsheet using dedicated data entry personnel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout each day.

Data cleaning was undertaken by trained personnel following completion of data entry. This process resolved variations in data formatting that resulted in identical responses being sorted as different (i.e., "insurance" and "medical insurance" were cleaned to form one response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis.

The SPSS database allowed our project team to compile simple frequencies as well as perform cross-tabulations within each dataset. Data cross-tabulations allow comparisons between survey responses





that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

### Survey Findings

#### *“Typical” Respondent Profile*

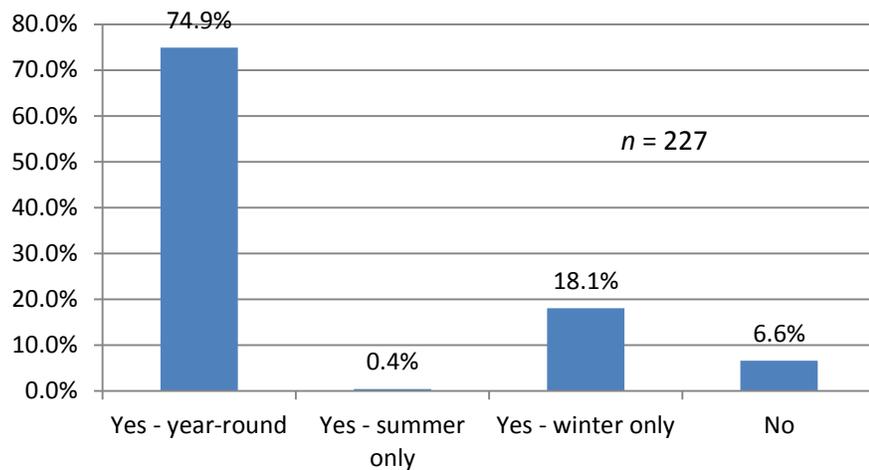
By analyzing the simple frequencies arising from the collected data, we compiled a profile of the “typical” respondent. Based upon the collected survey data, the “profile” survey respondent:

- Lives in Quartzsite year-round,
- Has access to a personal vehicle,
- Is age 65 or older, and
- Has a total household income of \$35,000 or less.

#### **Question 1: Are you a resident of Quartzsite?**

Nearly 75 percent of survey participants reported living in Quartzsite year-round. Slightly more than 18 percent reported living in Quartzsite during the winter only.

Exhibit 4.1 Residency

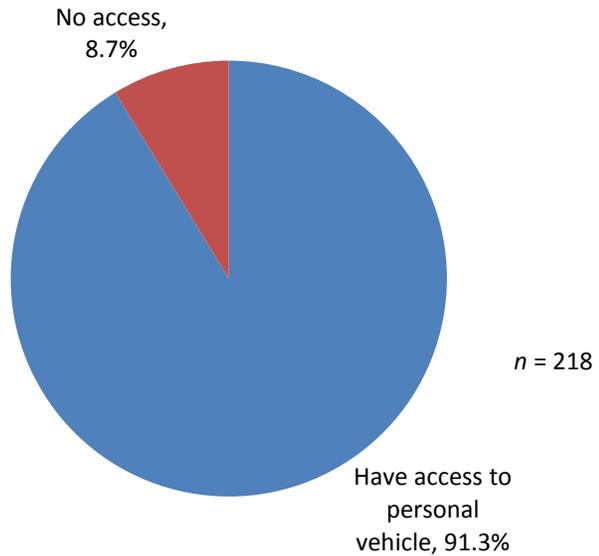




**Question 2: Do you have ready access to a personal vehicle when in Quartzsite?**

The vast majority of survey respondents indicated having access to a personal vehicle when in Quartzsite (91.3 percent).

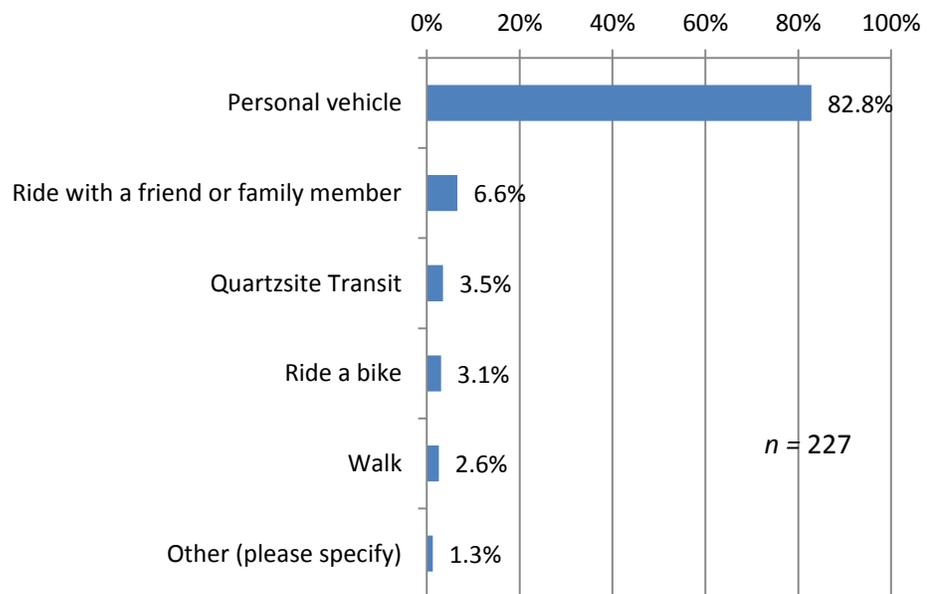
Exhibit 4.2 Personal Vehicle Access



**Question 3: How do you typically travel within Quartzsite?**

Mirroring the responses from Question 2, 82.8 percent reported reliance upon a personal vehicle as the primary means of travel within Quartzsite. "Other" responses included "scooter" and "motorcycle."

Exhibit 4.3 Personal Vehicle Access





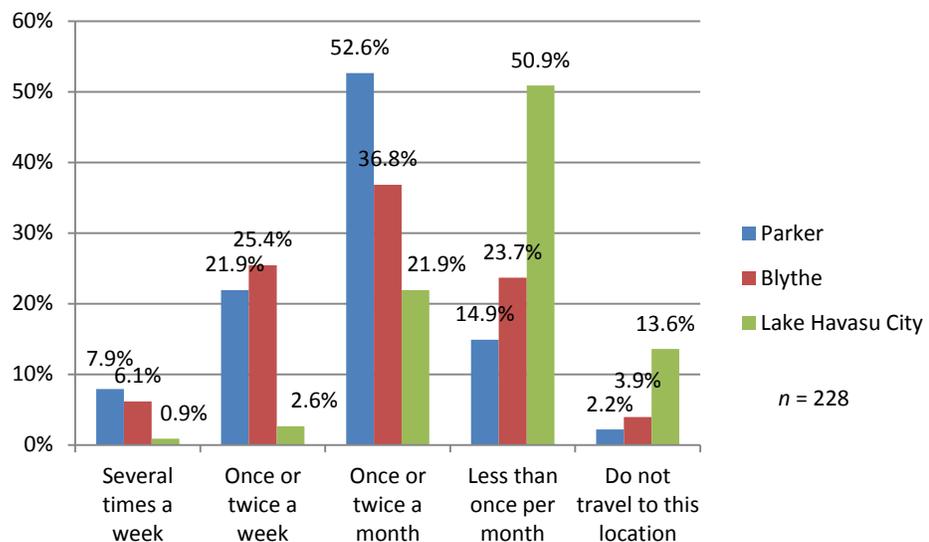
**Questions 4-6: Please describe you or your household members' travel habits regarding the following locations outside of Quartzsite.**

Questions 4-6 were grouped together as an attempt to gain an understanding of Quartzsite residents' trips to Blythe, Parker, and Lake Havasu City. The questions sought to quantify the frequency of trips, the typical purposes of these trips, and the typical mode of travel.

**Question 4: How frequently do you travel to these destinations?**

Similar percentages of respondents reported traveling to Parker and Blythe several times per week and once or twice per week. The highest percentages of respondents reported traveling to Parker and Blythe once or twice per month, with nearly 53 percent of survey participants reporting travel to Parker at this rate. Nearly 65 percent reported traveling to Lake Havasu City less than once monthly, if at all.

Exhibit 4.4 Frequency of Trips Outside Quartzsite

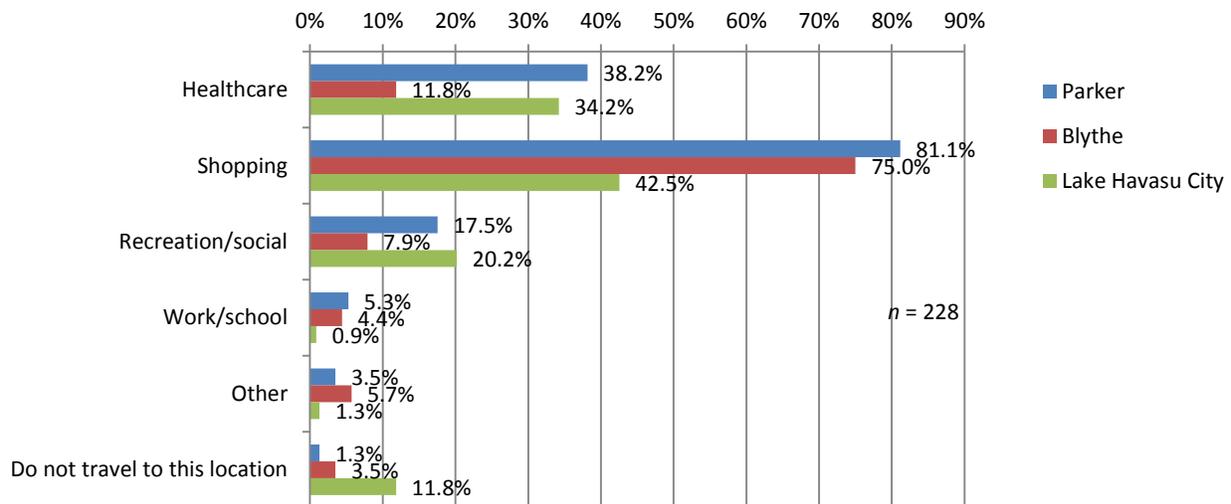




#### Question 5: What is the typical purpose of the trip?

Survey participants traveling to Parker and Blythe were most likely shopping or traveling for healthcare. Respondents traveling to Lake Havasu City were most likely to be traveling for work or school. This suggests that despite the low numbers of respondents traveling to Lake Havasu City, their travel objective could only be realized at that location.

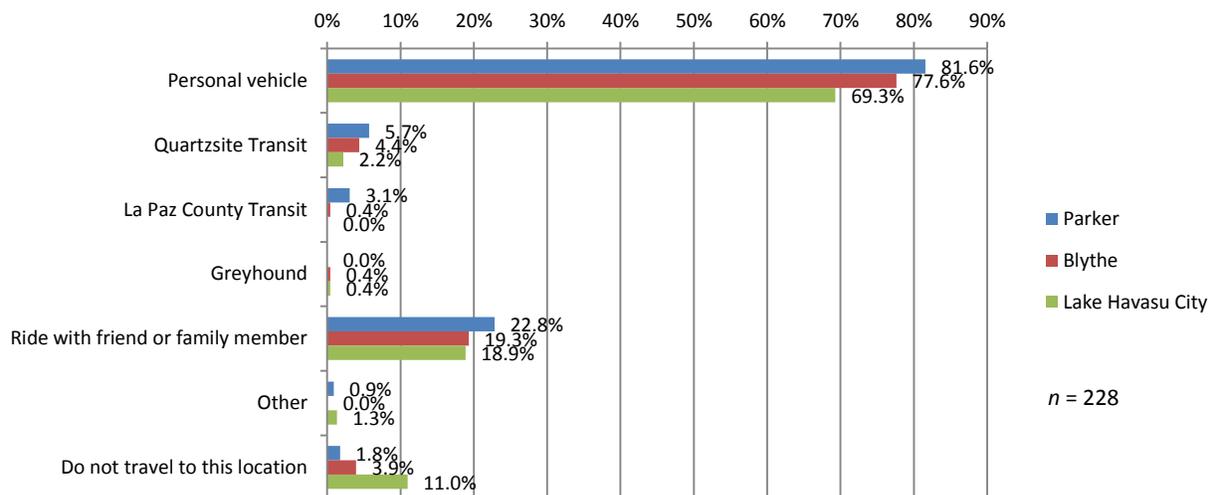
Exhibit 4.5 Purpose of Intercity Trip



#### Question 6: How do you or members of your household typically travel to these destinations?

Just as personal vehicles were the most commonly cited mode of travel within Quartzsite, personal vehicles were the most popular option for traveling outside Quartzsite. Riding with friends or family members was the second most common way to travel to Parker, Blythe, and Lake Havasu City.

Exhibit 4.6 Mode of Transport to Intercity Destinations

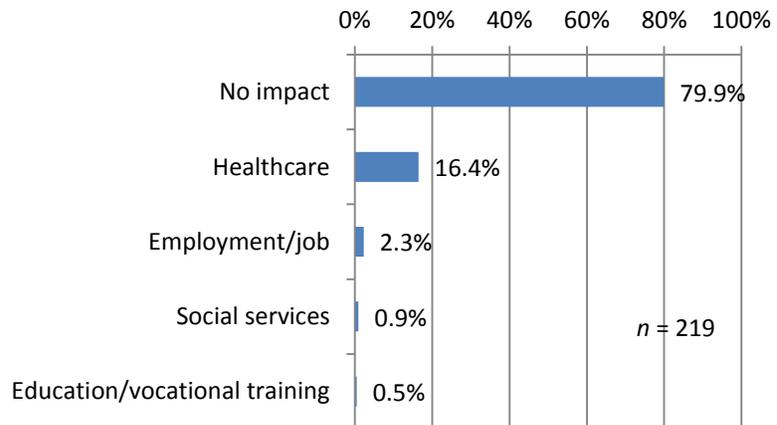




#### Question 7: Has the absence of affordable public transportation impacted your (or a member of your household's) access to...? (check all that apply)

Nearly 80 percent of survey participants reported little impact from the absence of affordable public transportation. However, more than 16 percent indicated their access to healthcare has been impacted.

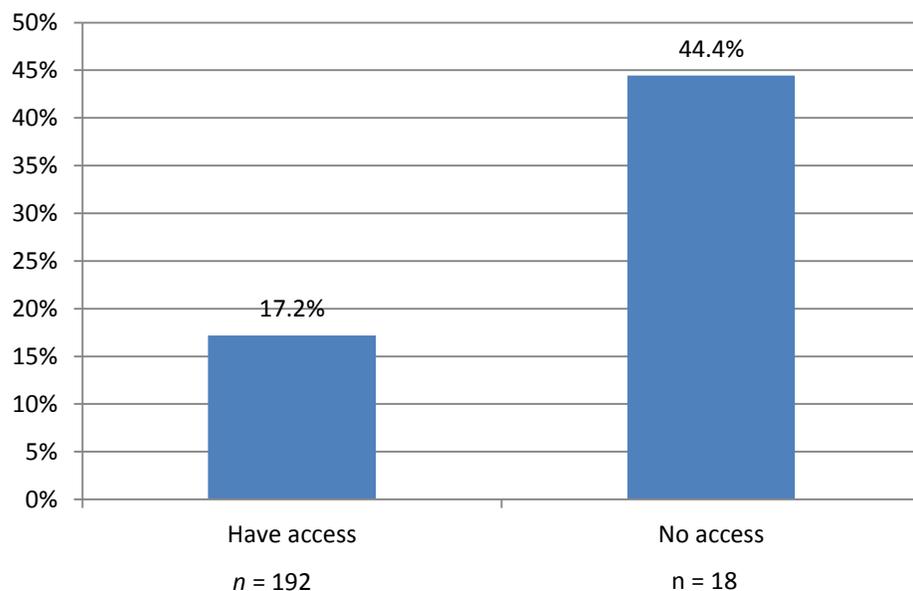
Exhibit 4.7 Impact of Lack of Transit



#### Cross-tabulation: Personal Vehicle Access (Question 2) vs. Impact of Lack of Transit (Question 7)

The following data cross-tabulation shows how the absence of affordable public transit impacted two categories of respondents: Those with ready access to a personal vehicle and those without. As expected, those who reported no ready access to a personal vehicle were more likely to be impacted (44.4 percent). Surprisingly, 17.2 percent of persons with ready access to a personal vehicle still reported being impacted by a lack of affordable public transit. Healthcare was the destination most commonly impacted for respondents in both categories.

Exhibit 4.7.a Personal Vehicle Access vs. Impact of Lack of Transit

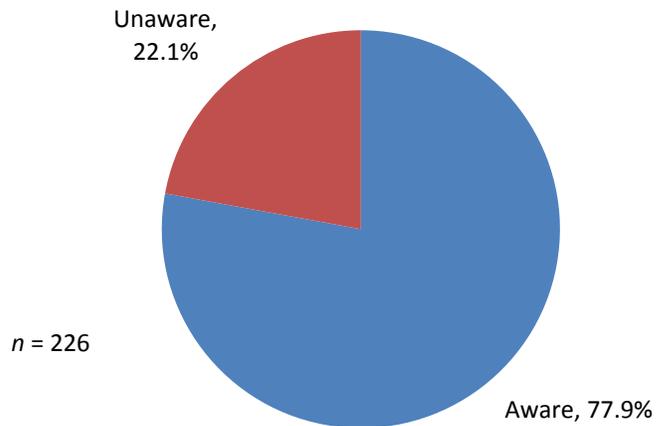




**Question 8: Are you aware the Town of Quartzsite provides local public transit service as well as transit service to locations such as Blythe, Yuma, and Lake Havasu City (intercity service)?**

Awareness of local and intercity public transit service was high, with 77.9 percent of respondents indicating unaided awareness.

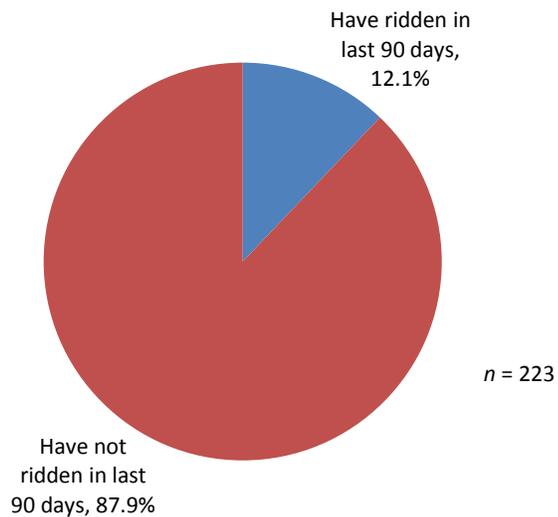
Exhibit 4.8 Awareness of Quartzsite Public Transit



**Question 9: Have you or a member of your household ridden Quartzsite Transit in the past 90 days?**

Nearly 88 percent of respondents indicated no patronage of Quartzsite Transit within the past 90 days prior to the survey contact.

Exhibit 4.9 Recent Ridership

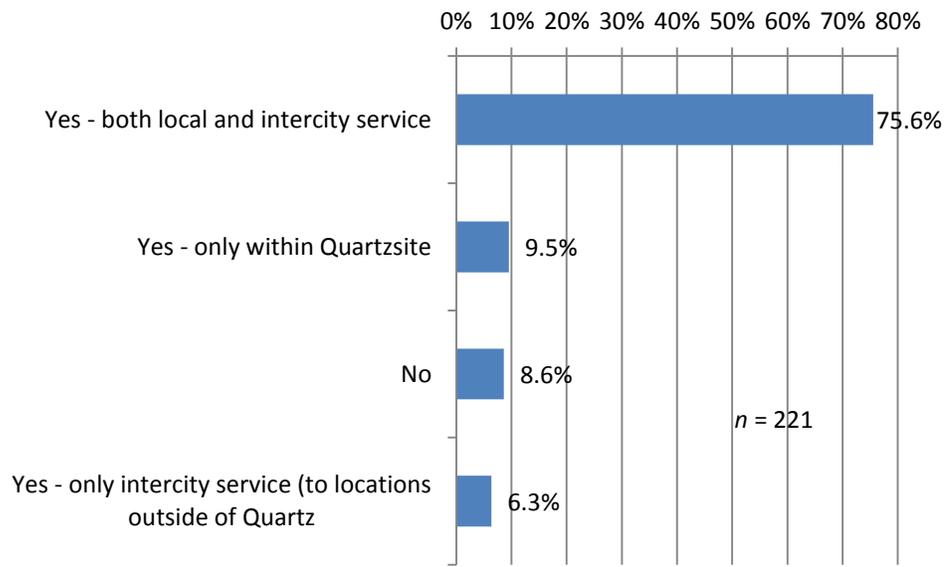




#### **Question 10: Do you believe the Town should continue to provide public transit service?**

Support for public transit service was strong among survey participants. Nearly 76 percent indicated that the Town should continue to provide both local and intercity service. Less than nine percent indicated that the Town should halt providing future public transit service.

Exhibit 4.10 Support for Public Transit

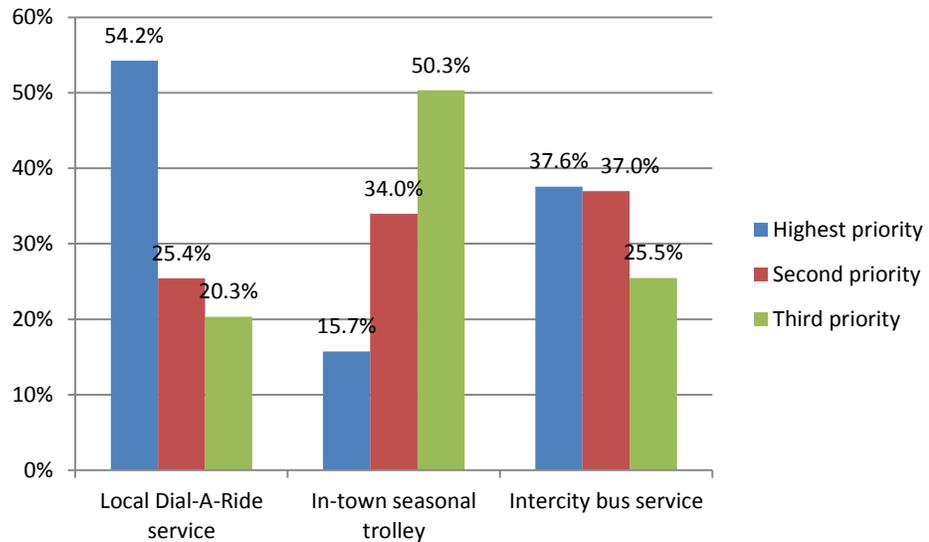




**10a. Which of the possible services listed below should have the highest priority? Rank each option as 1, 2, or 3, with 1 being the highest priority.**

The largest percentage of respondents ranked Dial-A-Ride as the highest service priority. The in-town seasonal trolley was frequently cited as the lowest priority.

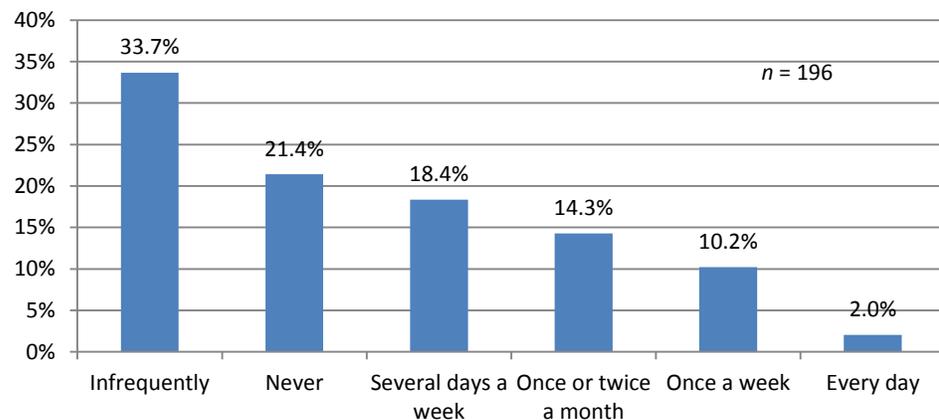
Exhibit 4.10.a Priority of Services



**10b. How frequently would you or members of your household use the type of service selected as your top priority (#1) in Question 10a?**

Although more than half of respondents exhibited a low propensity to use the preferred service, nearly 18.4 percent indicated that they would ride their highest-priority service “several times per week.”

Exhibit 4.10.b Use of Highest Priority Service

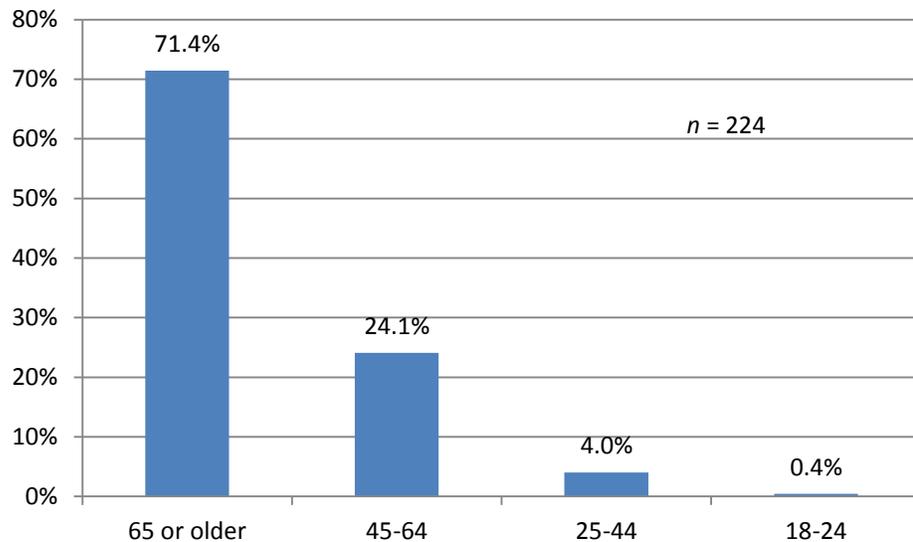




#### Question 11: What is your age?

Slightly more than 71 percent of survey respondents were age 65 or older. This reflects a slight overrepresentation of this age group among survey respondents. According to Census 2010 data, nearly 56 percent of Quartzsite residents are 65 or older, with the median age of 67.1. Less than five percent of survey participants indicated being younger than 45. Approximately 17.1 percent of residents are younger than 45, according to Census data.

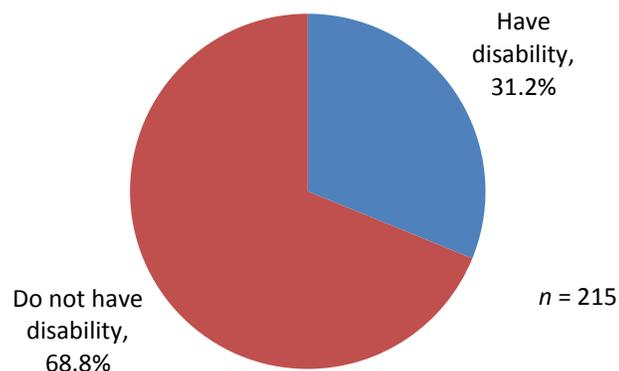
Exhibit 4.11 Age



#### Question 12: Do you have a disability that impacts your mobility?

Slightly more than 31 percent of survey participants reported having a disability which impacts their personal mobility.

Exhibit 4.12 Disability

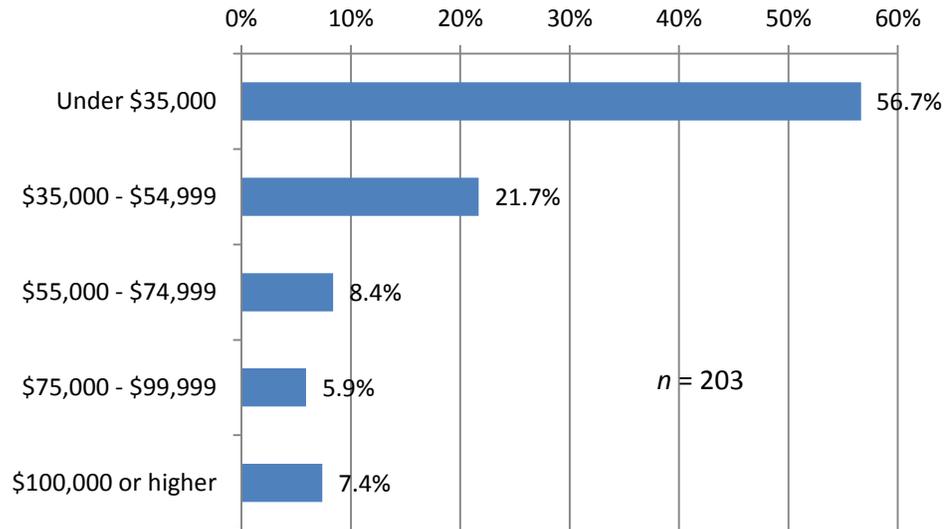




#### Question 13: What was your total household income in 2014?

Almost 57 percent of survey respondents reported a total 2014 household income of less than \$35,000. The second-most common response was \$35,000 - \$54,999, cited by 21.7 percent.

Exhibit 4.13 Household Income





## 4.4 COMMUNITY WORKSHOPS

*On September 24 and 25, 2015, community workshops were held to solicit input from community members regarding potential mobility needs and to review the results of the community survey.*

### Community Workshop No. 1 – Sept. 24, 2015, Quartzsite Community Center

The first community workshop was held in the evening at the Quartzsite Community Center. Approximately 20 people attended. Following a review of survey results as well as a summary of current transit options in Quartzsite, community members provided input, which is summarized below:

- Low-income individuals get tickets for a free daily pass if they are going to the pharmacy, medical appointments, or senior lunch. These individuals may use the pass for any trip for the rest of the day once the qualifying trip is completed. Many workshop attendees stated that the tickets are confusing and people do not understand how they work or how to qualify.
- Residents requested a “How to Ride” brochure with step-by-step instructions on how to use the transit service.
- According to workshop attendees, the greatest unmet need in Quartzsite is transportation for the children in the community. Youth currently have no way, other than rides from adults, to get to after school programs and around town. Quartzsite Transit currently runs outside school hours. The school bus stop is at the edge of town and picks up at 7 a.m. and drops off at 5 p.m. Even if children make reservations, there are age restrictions and seniors get priority. Children get “bumped” if a senior needs a ride at the same time.
- Quartzsite has an aging population that will have increased dependency on transit.
- The current trips to Lake Havasu and Yuma do not give passengers enough time to complete errands before the bus returns back to Quartzsite.
- Some people in the area are very low-income. Now that fares are mandatory they have to decide if they can afford to ride the bus.
- Quartzsite is laid out so that the residential area is on one side of town and the businesses are on the other. It is three miles from one side of town to the other and especially in the summer, that can be a long walk.
- Currently, Quartzsite Transit does not operate in the afternoons or on weekends. In the winter months this makes it difficult to attend special events and shows.
- It was hypothesized that younger residents didn’t complete the survey because they think the transit system is for seniors.
- Workshop attendees believed fixed-route service within Quartzsite would be useful.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



#### Community Workshop No. 2 – Sept. 25, 2015, Quartzsite Community Center

The second community workshop was held during morning hours, 9:30 a.m. to 10:45 a.m., at the Quartzsite Community Center. Fourteen people attended.

Following a review of survey results as well as a project overview, community members provided input, which is summarized below:

- Even though most Quartzsite residents own vehicles, many do not use them to drive outside of town or at night.
- It was hypothesized that many residents believed the survey was junk mail and threw it away.
- Although the winter trolley was not the ideal mode of transportation in town, vendors and visitors at the gem show really liked having an option for getting around.
- Residents were interested in bus service to Parker.
- Some churches in Quartzsite provide transportation to and from church on Sunday but there are no other transit options.

#### 4.5 ONLINE COMMENTS

Residents and visitors who could not attend community workshops were given the opportunity to leave comments on the project webpage, <http://quartzsitetransitstudy.com/>.

Just one person took advantage of this forum. That comment is presented below:

“Many snowbirds own winter homes in Quartzsite and would prefer to fly into & out of PHX airport. However, the only way to get to or from that airport is to ask a friend or neighbor for a ride OR to rent a car, & pay the extra \$100 or so dollars for them to pick up the car. We need at least one option for airport transport!”





## Chapter 5

# Operational and Administrative Recommendations

The purpose of this chapter is to advance a series of potential solutions addressing mobility needs identified through the project’s public involvement activities. The recommendations should be viewed as a menu of options rather than a specific implementation guideline.

The discussion presented herein is divided into two sections: Operational recommendations and Administrative recommendations. Operational recommendations focus on service enhancements which could impact existing service provision. Administrative recommendations are those which will require attention primarily from the City and internal processes, including marketing considerations. Each recommendation is supplemented with supporting reasoning and brief implementation strategy.

## 5.1 OPERATIONAL RECOMMENDATIONS

Operational recommendations provide various options to consider when planning for the mobility needs of residents and visitors of Quartzsite.

### 1. Maintain status quo.

The first option available to the Town of Quartzsite is to maintain the status quo. Maintaining the status quo would entail continuing to provide eligibility-based services and limited frequencies to intercity destinations.

### 2. Expand local area Dial-a-Ride to include General Public on “space available” basis.

Among the most frequent requests identified from public feedback was for mobility services available to members of the general public, who currently are ineligible to use the Town’s demand-response services. One way to efficiently serve the general public who otherwise do not meet Dial-a-Ride eligibility requirements is to allow such persons to ride on a “space available” basis. Under this approach, seniors and persons with disabilities would receive priority on Dial-a-Ride trips, but empty seats could be filled with the general public. Such a system not only provides mobility options to the general public, but allows the Town to collect additional revenue at little additional expense utilizing seats that otherwise would have gone empty.

### 3. Implement limited-hour Saturday general public Dial-a-Ride service within Quartzsite on a 3- to 6-month trial basis.

Two service needs identified through the public involvement process were the absence of mobility options for the general public and a lack of Saturday service.

A demonstration project allowing the general public to utilize Dial-A-Ride service would provide evidence as to the benefits of such a service. We recommend scheduling such a demonstration project during a time period that overlaps both summer and winter months to determine demand within each season.

If implemented, weekend service should be limited so as to require only one driver and should be timed to provide trips during daytime hours versus evenings. An initial limit of three or six months





should be set. Separate performance metrics would be established for the service, and regular (not less than monthly) review of performance would be completed to assess the viability of the demonstration project.

#### 4. Establish “school year” local circulator.

Though Quartzsite has a relatively small youth population, findings from the public involvement process indicate that there are extracurricular activities that could attract more students if only these students had transportation options. A local circulator could link community activity centers with Quartzsite Elementary and the Education Options High School. Though attendance at Education Options is low, currently school students must walk two miles across town to get there.

A school tripper route would operate on weekdays in the morning before school and in the afternoon after school. This route would operate only when school is in session.

#### 5. Establish shared cost/inventory limited-stop service between Quartzsite and Parker.

Many members of the community are unhappy with both the frequency of service to inter-community destinations and the turnaround time at these destinations. The Town currently does not operate service to Parker, though La Paz County Transit has provided service to seniors and persons with disabilities since June 2014. La Paz County Transit is funded via grants by the La Paz County Department of Health.

We recommend the Town explore ways to provide at least one round trip on three weekdays. Once there, riders need time to accomplish their missions—to complete a doctor’s visit, for example—so the return trip must take place a few hours after the initial drop-off. We also recommend the Town explore the cost of providing two round trips on these days. Because this destination is just 35 miles one way, a driver could return to Parker after the initial drop-off before a vehicle is re-dispatched to retrieve passengers later. If there are two round trips, vehicles could also bring passengers from Blythe to Quartzsite (and then return to Quartzsite).

Potential funding partners for such a service include La Paz Regional Hospital, La Paz County Health Department, and Blue Water Resort & Casino. Currently the Casino operates a 28-passenger bus between Lake Havasu City and La Paz County Park in Parker.

#### 6. Establish three times/week service to Blythe.

As discussed in the previous recommendation, there is a desire by residents for more frequent trips to inter-community destinations. Blythe is a popular destination for healthcare and shopping. Trips to Blythe are currently provided twice monthly. We recommend increasing the frequency to three times per week, including two weekdays and a Saturday. The distance is 23 miles one-way, which would allow for two one-way trips to Blythe in a service day, which would eliminate the practice of the Town paying for (non-revenue) layover time.

A potential partner in this venture is the Department of Veterans Affairs, which operates a Rural Health Clinic in Blythe. The clinic operates like a primary care office and treats veterans currently registered with the VA on an appointment basis. The clinic is open Monday to Friday from 8 a.m. to 4:30 p.m. Staff from the Riverside County Veterans Affairs take applications from veterans who wish to register with the VA on the first Wednesday of each month from 10 a.m. to 2 p.m. These





applications are accepted on a first-come, first-served basis, so veterans queue to sign in when the doors to the clinic open at 8 a.m.

We also recommend that service to Blythe be coordinated with Palo Verde Valley Transit Agency. All PVVTA routes travel through the Blythe Kmart, so strategically arriving at just this one stop would enhance regional connectivity by allowing riders access to destinations throughout Palo Verde Valley.

#### 7. Establish service between Quartzsite and Lake Havasu City.

As discussed in previous recommendations, there is a stated appetite for more frequent trips to inter-community destinations. The Town could increase the frequency of this trip to weekly or more. The Town could also offer one round trip per service day, with time allotted between arrival in Lake Havasu City and return to Quartzsite to allow passengers time to complete their appointments. The distance for this service is 75 miles one way, meaning that a driver would have layover time in Lake Havasu City before making the return trip.

We recommend the Town Investigate a cost-sharing agreement with the Colorado River Indian Tribes, which already operates a shuttle between Lake Havasu City and Parker for its Blue Water Resort & Casino.

#### 8. Establish service between Quartzsite and Yuma.

Yuma is another potential destination for which has been requested for more frequent service. The Town could increase the frequency of this trip to at least once weekly. The Town could offer one round trip per service day, with time allotted between arrival in Yuma and return to Quartzsite to allow passengers time to complete their appointments. Yuma is a popular destination due to its border crossing into Mexico. The trip is 83 miles one way, meaning that a driver would have layover time in Yuma before making the return trip.

## 5.2 ADMINISTRATIVE RECOMMENDATIONS

These recommendations are intended to optimize available resources and provide the Quartzsite community with the most efficient and effective transit program possible.

#### 1. Increase marketing of transit services.

Quartzsite Transit's marketing materials are best characterized as limited. Even the 2014 Rider Guide, which is available on the Town's website, does not include full schedule information. The Transit webpage also links to two PDFs, one of which includes the Summer Season schedule and one of which includes the Winter Season schedule. The hours of operation on these PDFs appear to contradict the hours of operation listed in the Rider Guide, and fare information listed on the website and on the seasonal schedule PDFs appears to be outdated.

For this reason, we recommend the creation of a dedicated transit brochure that includes an "service effective" date. A dedicated transit brochure would not only improve dissemination of information to the community, it would also provide an opportunity to increase awareness of the service and provide a concise format for providing transit-related information. Such a brochure could be distributed in partnerships with local markets, the library, healthcare providers, and other



public and social services to ensure transit-dependent populations are not only aware of the available services, but readily understand how to use them.

2. **Establish coordinated service/operating schedule with PVVTA regarding Quartzsite-Blythe service.**  
Because there are a low number of services within Quartzsite, there is a need for regional transportation. Establishing relationships with entities such as the Palo Verde Valley Transit Agency would help facilitate connections and allow for shared costs to benefit both operators.

3. **Establish Travel Training program.**  
Travel Training programs have proven effective at mitigating many of the barriers to use of public transit. Establishing a Travel Training program would allow the Town to distribute information explaining what services are available and also demonstrating how these services are used. Individual trip planning services are also a component of Travel Training programs.

The Town's Travel Training program would include the creation of explanatory materials (possibly including videos) that demystify the experience of utilizing public transit. The Town and its representatives could then partner with social service organizations to schedule training sessions targeting mobility-challenged populations.

4. **Enhance transit webpage.**  
It can be rather challenging to access the Town's transit webpage, especially for someone unfamiliar with internet browsing. Quartzsite Transit does not have a distinctive webpage URL; it is available as a subpage to the Town's webpage at <http://ci.quartzsite.az.us/index.php/2013-01-08-06-19-36/public-transit2>.

The design, fonts, and organization of information on the Transit page follow no clear pattern. While there are many important links on this page, it can difficult to locate them. A notice of Public Hearing was buried below several other links at the top of the page. Additionally, this information was outdated, as the notice was for a hearing occurring March 2015.

The addition of "Monthly Calendar" information is beneficial, as is the Spanish version of this calendar.

We recommend the Town enhance the overall appeal of the webpage by arranging the information in a clear manner and possibly adding transit-related photos.

All service information should also be made available in Spanish.

Customer response to the webpage can be measured through market research (future onboard or community surveys) as well as through questions asked of callers to the customer service line.

5. **Establish "Friends of Transit" fundraising program for demonstration service on Saturdays.**  
One idea originating from the community workshops was the creation of a "Friends of Transit" fundraising program that can help raise money to offset the costs of new services. This group would include community representatives who could act as advocates for mobility services and help solicit donations.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



Our recommendation is for such a group that would be raising funds for a small initiative, such as the trial of Saturday general-public Dial-A-Ride service. Starting with a small project increases the chances of success and the implementation of additional services that can then generate goodwill among the public who will then be more likely to support future endeavors.





*This Page Intentionally Left Blank*





## Section 6

# Budgetary Considerations

The purpose of this chapter is to understand the budget requirements associated with the current service and recommendations set forth in the previous chapter. This section is designed to aid in the selection of system menu options with a view toward budget considerations.

The discussion presented herein is based on a Section 5311 supported budget for the provision of core services as they are presently provided under the Section 5310 supported program. The first table is a refined budget for current core services that includes a local demand/response system and three intercity trips per week.

Options highlighted in the previous chapter are presented separately, and include both administrative and operating budget requirements. **These costs are in addition to maintaining the core service.**

### 6.1 CORE SERVICE BUDGET – OPTIONS 1 AND 2

This budget includes funds necessary for maintaining the current core service. Recommendation #1 is to maintain the status quo in terms of service; however, it does assume financial support from the Section 5311 program rather than the current Section 5310 funds. Option 2 recommends the expansion of the program to allow use by the general public. While Section 5310 funding allows use by the general public, it is on a space available basis after the needs of the elderly and disabled have been met. Section 5311 funding is used for the general public and includes elderly and disabled. By switching FTA funding sources from 5310 to 5311, the system can enjoy improved financial efficiencies and also expand ridership.

#### **Justification:**

Section 5310 operating funds are limited across the state with the fund generally focused on capital needs. Using Section 5311 funds may provide a more advantageous match ratio for the Town and allow a greater use of the service by the general public.

#### **Service:**

Local demand-response service is provided Monday through Friday from 8:30 a.m. until 4:00 p.m. in the town of Quartzsite.

Intercity service to Lake Havasu City via the Town of Parker is provided on Wednesdays between the hours of 8:30 a.m. and 5:00 p.m.

Intercity service to Yuma is recommended for Thursdays (presently scheduled for Tuesdays, in conflict with the Ehrenburg service) from 8:30 a.m. to 5:00 p.m.

Intercity service to Ehrenburg is provided on Tuesdays from 8:30 a.m. until 4:00 p.m.





**Budget:**

Budgets are based on current ADOT 5311 match ratios: Administration Match requirement is 80/20; Operations Match requirement is 58/42. These may change at FTA’s or ADOT’s discretion.

The Core service provides 3,224 hours of service at a cost of \$75.69 per hour (after fare revenue deductions.)

**Exhibit 6.1 Options 1 and 2 - Status Quo with revised budget for service as described**

**Option 1 – Status Quo with revised budget for service as described**

<b>EXPENSES</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Admin. Expenses	\$97,372	\$98,758	\$101,900	\$105,147	\$108,502
Operating Expenses	\$160,984	\$173,614	\$179,626	\$185,863	\$192,335
<b>ADMIN. &amp; OPERATING TOTAL</b>	<b>\$258,356</b>	<b>\$272,373</b>	<b>\$281,526</b>	<b>\$291,009</b>	<b>\$300,837</b>
Fares	\$14,326	\$14,756	\$15,198	\$15,654	\$16,124
<b>ADJUSTED ADMIN. &amp; OPERATING EXPENSES</b>	<b>\$244,030</b>	<b>\$257,617</b>	<b>\$266,327</b>	<b>\$275,355</b>	<b>\$284,713</b>

<b>REVENUES</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Quartzsite Council and/or Partners	\$48,727	\$53,004	\$54,806	\$56,677	\$58,619
Quartzsite Council In-Kind	\$38,360	\$39,666	\$41,017	\$42,415	\$43,862
AZDOT 5311	\$156,942	\$164,947	\$170,505	\$176,263	\$182,232
<b>REVENUE TOTAL</b>	<b>\$244,030</b>	<b>\$257,617</b>	<b>\$266,327</b>	<b>\$275,355</b>	<b>\$284,713</b>

<b>Budget share based on hours (after fares)</b>	<b>Service Hours</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Quartzsite	1950	\$147,598	\$155,817	\$161,084	\$166,546	\$172,205
Lake Havasu City via Parker	442	\$33,456	\$35,318	\$36,513	\$37,750	\$39,033
Yuma	442	\$33,456	\$35,318	\$36,513	\$37,750	\$39,033
Ehrenburg	390	\$29,520	\$31,163	\$32,217	\$33,309	\$34,442
<b>Total</b>	<b>3224</b>	<b>\$244,030</b>	<b>\$257,617</b>	<b>\$266,327</b>	<b>\$275,355</b>	<b>\$284,713</b>

**6.2 SATURDAY GENERAL PUBLIC DIAL-A-RIDE WITHIN QUARTZSITE – OPTION 3**

In addition to the core service described in 6.1, Option 3 provides a recommendation for expansion of service to include a local Saturday dial-a-ride program.

**Justification:**

In adding an additional day of service for the local dial-a-ride system, the program addresses survey responses requesting weekend service and access to service by the general public. These services may be most useful in periods of high population (winter months).



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Service:

Local demand-response service is provided on Saturday from 9:30 a.m. until 3:30 p.m. in the town of Quartzsite.

#### Budget:

This recommendation requires an additional seven hours of budgeted service per week. This includes six service hours and one pre-post hour each Saturday.

The budget below provides cost estimates for a three-month, six-month, and year-round system. Recommendations include a demonstration project in both winter and summer to determine the best course of action for continued service.

The budget figures below are for additional service only.

Exhibit 6.2 Option 3 Budget – General Public Dial-A-Ride within Quartzsite

Recommendation 3 - Saturday Service	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours one week = 7	\$530	\$559	\$578	\$598	\$618
Service hours 12 weeks = 84	\$6,358	\$6,712	\$6,939	\$7,174	\$7,418
Service hours 24 weeks = 168	\$12,716	\$13,423	\$13,878	\$14,349	\$14,836

## 6.3 SCHOOL CIRCULATOR – OPTION 4

In addition to the core service described in 6.1, Option 4 provides a recommendation for an additional two-hour school circulator to move elementary and high school students between schools and activity centers.

#### Justification:

In adding a school circulator, the program addresses survey responses requesting services for students wishing to attend extracurricular activities. These services can be provided during a demonstration period or throughout the school year.

#### Service:

Local demand/response service is provided Monday through Friday for two hours – an hour before school and an hour after school – during the 36-week school year.

#### Budget:

This recommendation requires an additional 10 hours of budgeted service per week.

The budget below provides cost estimates for a 12-week demonstration period and a 36-week school year.

The budget figures below are for additional service only.





Exhibit 6.3 Option 4 Budget – School Circulator

Recommendation 4 - School Circulator	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours one week = 10	\$757	\$799	\$826	\$854	\$883
Service hours 12 weeks demo = 120	\$9,083	\$9,588	\$9,913	\$10,249	\$10,597
Service hours 36 week school year = 360	\$27,248	\$28,764	\$29,740	\$30,748	\$31,792

## 6.4 PARKER ROUTE – OPTION 5

In addition to the core service described in 6.1, Option 5 provides a recommendation for an additional three trips per week for the general public to access shopping, appointments, and entertainment in the nearby Town of Parker.

**Justification:**

In adding additional trips to Parker the program addresses survey responses requesting services for the general public wishing to shop, keep appointments, and take advantage of recreation and entertainment options located in the Town of Parker.

**Service:**

Anticipated service is three days per week, two trips per day (morning and afternoon) 8:30 a.m. to 4:00 p.m. the service requires an 8.5-hour service day that includes pre-post inspection time.

Stops at activity centers in Parker including the regional hospital, Wal-Mart, grocer, Blue Water Casino, and others as needed will address survey requests.

These services can be provided during a demonstration period and during high population periods in the winter. Service may be reduced during summer months as need demands.

**Budget:**

This recommendation requires an additional 25.5 hours of budgeted service per week during peak periods and 8.5 hours per week during the off-peak summer months.

The budget figures below are for additional service only.

Exhibit 6.4 Option 5 Budget – Parker Route

Recommendation 5 - Parker Route	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours 12 weeks demo = 102	\$7,720	\$8,150	\$8,426	\$8,712	\$9,008
Service hours 16 week winter = 136	\$10,294	\$10,866	\$11,235	\$11,616	\$12,010
Service hours 36 week summer = 306	\$23,161	\$24,449	\$25,279	\$26,135	\$27,023





## 6.5 BLYTHE ROUTE – OPTION 6

In addition to the core service described in 6.1, Option 6 provides a recommendation for an additional three trips per week for the general public to access shopping, appointments, and entertainment in the nearby Town of Blythe.

**Justification:**

In adding additional trips to Parker the program addresses survey responses requesting services for the general public wishing to shop and access VA services and other destinations located in Blythe.

**Service:**

Anticipated service is 3 days per week, two trips per day (morning and afternoon) 8:30 a.m. to 4:00 p.m. The service requires an 8.5-hour service day that includes pre-post inspection time.

Stops at activity centers in Blythe include the Veterans Affairs Clinic, K-Mart, grocers, and transfer connections through the Palo Verde Valley Transit system.

These services can be provided during a demonstration period and during high population periods in the winter. Service may be reduced during summer months as need demands.

**Budget:**

This recommendation requires an additional 25.5 hours of budgeted service per week during peak periods and 8.5 hours per week during the off-peak summer months.

The budget figures below are for additional service only.

Exhibit 6.5 Option 6 Budget – Blythe Route

Recommendation 6 – Blythe Route	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours 12 week demo = 102	\$7,720	\$8,150	\$8,426	\$8,712	\$9,008
Service hours 16 week winter = 136	\$10,294	\$10,866	\$11,235	\$11,616	\$12,010
Service hours 36 week summer = 306	\$23,161	\$24,449	\$25,279	\$26,135	\$27,023

## 6.6 LAKE HAVASU CITY (LHC) ROUTE – OPTION 7

The core service, described in 6.1, and its associated budget, provides services to Lake Havasu City once a week. Recommendations suggest that an additional trip per week may be added if warranted.

**Justification:**

In adding an additional trip to LHC, the program addresses survey responses requesting more frequent services for the general public wishing to shop, access health services and other appointments, along with entertainment and other recreational destinations located in LHC.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Service:

In addition to the once weekly service, the program may wish to add an additional trip to LHC. Service would be provided with a departure at 8:30 a.m. and a return at 5:00 p.m. The service requires a 9.5-hour service day that includes pre-post inspection time.

Stops at activity centers include regional health care centers, shopping, grocers, and other activity centers that can be accessed through Lake Havasu Transit.

This additional route to LHC can be added to the core service if the current once-weekly route demand requires it – particularly during peak winter months.

#### Budget:

This recommendation requires an additional 9.5 hours of budgeted service per week during peak winter periods and may be reduced back to the core service of once-weekly service or as needed during the off-peak summer months.

The budget figures below are for additional service only and do not consider cost sharing potential.

Exhibit 6.6 Option 7 Budget – Lake Havasu City Route

Recommendations 7 - Lake Havasu City	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours one week = 9.5	\$719	\$759	\$785	\$811	\$839
Service hours 12 weeks during winter = 114	\$8,629	\$9,109	\$9,418	\$9,737	\$10,067

## 6.7 YUMA ROUTE – OPTION 8

Similar to the LHC route, the core service described in 6.1, and its associated budget, provides services to Yuma once a week. Recommendations suggest that an additional trip per week may be added if warranted.

#### Justification:

In adding an additional trip to Yuma, the program addresses survey responses requesting more frequent services for the general public wishing to shop, access health services and other appointments, along with along with border crossing destinations located in Yuma.

#### Service:

In addition to the once weekly service, the program may wish to add an additional trip to Yuma. Service would be provided with a departure at 8:30 a.m. and a return at 5:00 p.m. The service requires a 9.5-hour service day that includes pre-post inspection time.

Stops at activity centers include regional health care centers, shopping, grocers, the international border, and other activity centers that can be accessed through the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) and its YCAT transit system.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



This additional route to Yuma can be added to the core service if the current once-weekly route demand requires it – particularly during peak winter months.

#### **Budget:**

This recommendation requires an additional 9.5 hours of budgeted service per week during peak winter periods and may be reduced back to the core service of once-weekly service or as needed during the off-peak summer months.

The budget figures below are for additional service only and do not consider cost sharing potential.

Exhibit 6.7 Option 8 Budget – Yuma Route

Recommendations 8 - Yuma	2017	2018	2019	2020	2021
Hourly Service Rate	\$75.69	\$79.90	\$82.61	\$85.41	\$88.31
<b>Additional Budget Requirement</b>					
Service hours one week = 9.5	\$719	\$759	\$785	\$811	\$839
Service hours 12 weeks during winter = 114	\$8,629	\$9,109	\$9,418	\$9,737	\$10,067





## 6.8 ADMINISTRATIVE BUDGET RECOMMENDATIONS

In addition to service recommendations, this plan also provides recommendations for supplemental efforts in administration of the program. These recommendations, as described in Chapter 5.2, are tied to improvements in, and/or additions to operations service provision. As such, costs may be “one-time” or require annual expenditures. The administrative expenses below are in addition to those of the core service, described in 6.1.

Exhibit 6.8 Administrative Recommendations Budget

Administrative Recommendations	Core Service Funds*	2017 Additional funds	2018 Additional funds	2019 Additional Funds	2020 Additional Funds	2021 Additional Funds
5.2.1. Transit Rider Guide design, development, updates, and printing with complete, bi-lingual, service description, schedules, etc.	\$8,000	\$12,000				
5.2.2. Coordination with Blythe, Lake Havasu City, and Yuma for intercity connections and cost sharing.	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
5.2.3. Travel Training for Riders with “on board” introductions and access at local and regional events, as well as incentives and promotional products such as bus passes, rides, magnets, etc.	\$0	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
5.2.4. Website development and maintenance that is coordinated with WACOG’s mobility manager, Lake Havasu City, Yuma, and Blythe transit systems.	\$0	\$6,000	\$2,000	\$2,000	\$2,000	\$2,000
5.2.5. Friends of Transit - a public group dedicated to supporting and financing Quartzsite’s transit program.	\$0	\$0	\$0	\$0	\$0	\$0

\*These funds are already in the existing “status quo,” Section 5311-supported budget as found in 6.1.





# Appendix A

## Survey Instruments





*This Page Intentionally Left Blank*





Exhibit A.1 Community Survey Instrument



**Town of Quartzsite**  
**Community Transportation Survey**



The Town of Quartzsite is conducting an ADOT-funded Transit Feasibility Study to determine what type of public transit service would best meet the needs of the community. Please take a few minutes to tell us about your current travel habits. Your input could help shape the future of public transit in Quartzsite. Take the survey online at <https://www.surveymonkey.com/r/quartzsitesurvey> or return the paper survey to Town Hall or via mail. All submittals received by **September 8, 2015** will be entered into a random drawing for a \$100 VISA gift card. Thank you for your participation.

1. Are you a resident of Quartzsite?
  - Yes – year-round       Yes – summer only
  - Yes – winter only
  - No (where do you live? \_\_\_\_\_)
2. Do you have ready access to a personal vehicle while in Quartzsite?
  - Yes     No
3. How do you typically travel within Quartzsite? (check one)
  - Personal vehicle       Quartzsite Transit
  - Walk                       Ride a bike
  - Ride with a friend or family member
  - Other \_\_\_\_\_

Please describe your or your household members' travel habits regarding the following locations outside of Quartzsite. (check all that apply)

4. How frequently do you travel to these destinations?	Parker	Blythe	Lake Havasu City
a. Several times a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Once or twice a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Once or twice a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Less than once per month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Do not travel to this location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. What is the typical purpose of the trip?	Parker	Blythe	Lake Havasu City
a. Healthcare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Recreation/social	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Work/school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Do not travel to this location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. How do you or members of your household typically travel to these destinations?	Parker	Blythe	Lake Havasu City
a. Personal vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Quartzsite Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. La Paz County Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Greyhound	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Ride with a friend or family member	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Do not travel to this location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Has the absence of affordable public transportation impacted your (or a member of your household's) access to...? (check all that apply)
  - Healthcare       Employment/job
  - Education/vocational training
  - Social services       None of the above
8. Are you aware the Town of Quartzsite provides local public transit service as well as transit service to locations such as Blythe, Yuma, and Lake Havasu City (intercity service)?
  - Yes     No





Exhibit A.1 (continued) Community Survey Instrument

9. Have you or a member of your household ridden Quartzsite Transit in the past 90 days?

- Yes  No

10. Do you believe the Town should continue to provide public transit service?

- Yes – only within Quartzsite → Continue to Question 10a
- Yes – only intercity service (to locations outside of Quartzsite → Continue to Question 10a
- Yes – both local and intercity service → Continue to Question 10a
- No → Skip to Question 11

10a. Which of the possible services listed below should have the highest priority? Rank each option as 1, 2, or 3, with 1 being the highest priority.

- \_\_\_\_\_ Local Dial-A-Ride service
- \_\_\_\_\_ In-town seasonal trolley
- \_\_\_\_\_ Intercity bus service

10b. How frequently would you or members of your household use the type of service selected as your top priority (#1) in Question 10a?

- Every day
- Several days a week
- Once a week
- Once or twice a month
- Infrequently
- Never

11. What is your age?

- Under 18  18-24
- 25-44  45-64
- 65 or older

12. Do you have a disability that impacts your mobility?

- Yes  No

13. What was your total household income in 2014?

- Under \$35,000
- \$35,000-\$54,999
- \$55,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or higher

Completed surveys can be returned to Town Hall or via mail to:

Moore & Associates, Inc.  
PMB 187  
25852 McBean Pkwy  
Valencia, CA 91355-9960

Thank you for your participation. If you would like to be entered in the random drawing for a \$100 VISA gift card, please provide your contact information below. *Your personal information will not be used for any purpose other than to contact you regarding the prize drawing.*

Name \_\_\_\_\_

Phone # or email \_\_\_\_\_





## Appendix B

# Survey Simple Frequencies





*This Page Intentionally Left Blank*



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Q1. Are you a resident of Quartzsite?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - year-round	170	74.6	74.9	74.9
	Yes - summer only	1	0.4	0.4	75.3
	Yes - winter only	41	18.0	18.1	93.4
	No	15	6.6	6.6	100.0
	Total	227	99.6	100.0	
Missing	System	1	0.4		
Total		228	100.0		

#### Q1a. If no, where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		211	92.5	92.5	92.5
	620 W Tyson #7	1	0.4	0.4	93.0
	Blythe, CA	1	0.4	0.4	93.4
	California	1	0.4	0.4	93.9
	Commercial Business located in many other cities	1	0.4	0.4	94.3
	D.H.S. CA, 92240	1	0.4	0.4	94.7
	Huntington Beach, CA	1	0.4	0.4	95.2
	Idaho	1	0.4	0.4	95.6
	Indiana	1	0.4	0.4	96.1
	La Paz County	1	0.4	0.4	96.5
	Las Vegas, but I work here.	1	0.4	0.4	96.9
	Phoenix	1	0.4	0.4	97.4
	Rainbow Acres	2	0.9	0.9	98.2
	Roy, Utah	1	0.4	0.4	98.7
	Santa Cruz, CA	1	0.4	0.4	99.1
	Scottsdale, AZ	1	0.4	0.4	99.6
	visit during winters	1	0.4	0.4	100.0
	Total	228	100.0	100.0	

#### Q2. Do you have ready access to a personal vehicle while in Quartzsite?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	199	87.3	91.3	91.3
	No	19	8.3	8.7	100.0
	Total	218	95.6	100.0	
Missing	System	10	4.4		
Total		228	100.0		





**Q3. How do you typically travel within Quartzsite?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (please specify)	8	3.5	3.5	3.5
	Personal vehicle	185	81.1	81.5	85.0
	Quartzsite Transit	8	3.5	3.5	88.5
	Walk	6	2.6	2.6	91.2
	Ride a bike	7	3.1	3.1	94.3
	Ride with a friend or family member	13	5.7	5.7	100.0
	Total	227	99.6	100.0	
Missing	System	1	0.4		
Total		228	100.0		

**Q3a. Other (please specify)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		220	96.5	96.5	96.5
	Company vehicle	1	0.4	0.4	96.9
	Motorcycle, car	1	0.4	0.4	97.4
	On scooter	1	0.4	0.4	97.8
	Personal vehicle	2	0.9	0.9	98.7
	Ride w/ friend or family member	2	0.9	0.9	99.6
	Walk, ride bus or get a ride	1	0.4	0.4	100.0
	Total	228	100.0	100.0	

**Q4. How frequently do you travel to these destinations?**

**Q4a. Several times a week**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Parker	18	7.9	100.0	100.0
Missing	System	210	92.1		
Total		228	100.0		

**Q4b. Several times a week**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blythe	14	6.1	100.0	100.0
Missing	System	214	93.9		
Total		228	100.0		



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Q4c. Several times a week

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	2	0.9	100.0	100.0
Missing System	226	99.1		
Total	228	100.0		

#### Q4a. Once or twice a week

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	50	21.9	100.0	100.0
Missing System	178	78.1		
Total	228	100.0		

#### Q4b. Once or twice a week

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	58	25.4	100.0	100.0
Missing System	170	74.6		
Total	228	100.0		

#### Q4c. Once or twice a week

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	6	2.6	100.0	100.0
Missing System	222	97.4		
Total	228	100.0		

#### Q4a. Once or twice a month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	120	52.6	100.0	100.0
Missing System	108	47.4		
Total	228	100.0		

#### Q4b. Once or twice a month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	84	36.8	100.0	100.0
Missing System	144	63.2		
Total	228	100.0		





**Q4c. Once or twice a month**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	50	21.9	100.0	100.0
Missing System	178	78.1		
Total	228	100.0		

**Q4a. Less than once per month**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	34	14.9	100.0	100.0
Missing System	194	85.1		
Total	228	100.0		

**Q4b. Less than once per month**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	54	23.7	100.0	100.0
Missing System	174	76.3		
Total	228	100.0		

**Q4c. Less than once per month**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	116	50.9	100.0	100.0
Missing System	112	49.1		
Total	228	100.0		

**Q4a. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	5	2.2	100.0	100.0
Missing System	223	97.8		
Total	228	100.0		

**Q4b. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	9	3.9	100.0	100.0
Missing System	219	96.1		
Total	228	100.0		





**Q4c. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	31	13.6	100.0	100.0
Missing System	197	86.4		
Total	228	100.0		

**Q5. What is the typical purpose of the trip?**

**Q5a. Healthcare**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	87	38.2	100.0	100.0
Missing System	141	61.8		
Total	228	100.0		

**Q5b. Healthcare**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	27	11.8	100.0	100.0
Missing System	201	88.2		
Total	228	100.0		

**Q5. Healthcare**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	78	34.2	100.0	100.0
Missing System	150	65.8		
Total	228	100.0		

**Q5. Shopping**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	185	81.1	100.0	100.0
Missing System	43	18.9		
Total	228	100.0		

**Q5. Shopping**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	171	75.0	100.0	100.0
Missing System	57	25.0		
Total	228	100.0		





**Q5. Shopping**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	97	42.5	100.0	100.0
Missing System	131	57.5		
Total	228	100.0		

**Q5. Recreation/social**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	40	17.5	100.0	100.0
Missing System	188	82.5		
Total	228	100.0		

**Q5. Recreation/social**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	18	7.9	100.0	100.0
Missing System	210	92.1		
Total	228	100.0		

**Q5. Recreation/social**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	46	20.2	100.0	100.0
Missing System	182	79.8		
Total	228	100.0		

**Q5. Work/school**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	12	5.3	100.0	100.0
Missing System	216	94.7		
Total	228	100.0		

**Q5. Work/school**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	10	4.4	100.0	100.0
Missing System	218	95.6		
Total	228	100.0		





**Q5. Work/school**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	2	0.9	100.0	100.0
Missing System	226	99.1		
Total	228	100.0		

**Q5. Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	8	3.5	100.0	100.0
Missing System	220	96.5		
Total	228	100.0		

**Q5. Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	13	5.7	100.0	100.0
Missing System	215	94.3		
Total	228	100.0		

**Q5. Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	3	1.3	100.0	100.0
Missing System	225	98.7		
Total	228	100.0		

**Q5. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	3	1.3	100.0	100.0
Missing System	225	98.7		
Total	228	100.0		

**Q5. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	8	3.5	100.0	100.0
Missing System	220	96.5		
Total	228	100.0		



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Q5. Do not travel to this location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	27	11.8	100.0	100.0
Missing System	201	88.2		
Total	228	100.0		

#### Q5. Other (please specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	212	93.0	93.0	93.0
Bank/ Smart and Final	1	0.4	0.4	93.4
Church and Van Dykes farm	1	0.4	0.4	93.9
Church, dine in a restaurant, groceries	1	0.4	0.4	94.3
Eat	1	0.4	0.4	94.7
Government issues	1	0.4	0.4	95.2
Parts	2	0.9	0.9	96.1
Personal errands	5	2.2	2.2	98.2
Recreation/social	1	0.4	0.4	98.7
Religious affiliation	1	0.4	0.4	99.1
Veterinarian, Steve Montgomery, DVM, Blythe	1	0.4	0.4	99.6
Visit nursing home	1	0.4	0.4	100.0
Total	228	100.0	100.0	

#### Q6. How do you or members of your household typically travel to these destinations?

##### Q6. Personal vehicle

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	186	81.6	100.0	100.0
Missing System	42	18.4		
Total	228	100.0		

##### Q6. Personal vehicle

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	177	77.6	100.0	100.0
Missing System	51	22.4		
Total	228	100.0		

##### Q6. Personal vehicle

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	158	69.3	100.0	100.0
Missing System	70	30.7		
Total	228	100.0		





**Q6. Quartzsite Transit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	13	5.7	100.0	100.0
Missing System	215	94.3		
Total	228	100.0		

**Q6. Quartzsite Transit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	10	4.4	100.0	100.0
Missing System	218	95.6		
Total	228	100.0		

**Q6. Quartzsite Transit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	5	2.2	100.0	100.0
Missing System	223	97.8		
Total	228	100.0		

**Q6. La Paz County Transit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	7	3.1	100.0	100.0
Missing System	221	96.9		
Total	228	100.0		

**Q6. La Paz County Transit**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	1	0.4	100.0	100.0
Missing System	227	99.6		
Total	228	100.0		

**Q6. La Paz County Transit**

	Frequency	Percent
Missing System	228	100.0

**Q6. Greyhound**

	Frequency	Percent
Missing System	228	100.0





**Q6. Greyhound**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blythe	1	0.4	100.0	100.0
Missing	System	227	99.6		
Total		228	100.0		

**Q6. Greyhound**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lake Havasu City	1	0.4	100.0	100.0
Missing	System	227	99.6		
Total		228	100.0		

**Q6. Ride with friend or family member**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Parker	52	22.8	100.0	100.0
Missing	System	176	77.2		
Total		228	100.0		

**Q6. Ride with friend or family member**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blythe	44	19.3	100.0	100.0
Missing	System	184	80.7		
Total		228	100.0		

**Q6. Ride with friend or family member**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lake Havasu City	43	18.9	100.0	100.0
Missing	System	185	81.1		
Total		228	100.0		

**Q6. Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Parker	2	0.9	100.0	100.0
Missing	System	226	99.1		
Total		228	100.0		

**Q6. Other**

		Frequency	Percent
Missing	System	228	100.0





**Q6. Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	3	1.3	100.0	100.0
Missing System	225	98.7		
Total	228	100.0		

**Q6. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Parker	4	1.8	100.0	100.0
Missing System	224	98.2		
Total	228	100.0		

**Q6. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blythe	9	3.9	100.0	100.0
Missing System	219	96.1		
Total	228	100.0		

**Q6. Do not travel to this location**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lake Havasu City	25	11.0	100.0	100.0
Missing System	203	89.0		
Total	228	100.0		

**Q6. Other (please specify)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	227	99.6	99.6	99.6
Drive thru as we travel to other areas	1	0.4	0.4	100.0
Total	228	100.0	100.0	

**Q7. Has the absence of affordable public transportation impacted your (or a member of your household's) access to...?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Healthcare	36	15.8	16.4	16.4
Employment/job	5	2.2	2.3	18.7
Education/vocational training	1	0.4	0.5	19.2
Social services	2	0.9	0.9	20.1
None of the above	175	76.8	79.9	100.0
Total	219	96.1	100.0	
Missing System	9	3.9		
Total	228	100.0		





**Q8. Are you aware the Town of Quartzsite provides local public transit service as well as transit service to locations such as Blythe, Yuma, and Lake Havasu City (intercity service)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	176	77.2	77.9	77.9
	No	50	21.9	22.1	100.0
	Total	226	99.1	100.0	
Missing	System	2	0.9		
Total		228	100.0		

**Q9. Have you or a member of your household ridden Quartzsite Transit in the past 90 days?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	11.8	12.1	12.1
	No	196	86.0	87.9	100.0
	Total	223	97.8	100.0	
Missing	System	5	2.2		
Total		228	100.0		

**Q10. Do you believe the Town should continue to provide public transit service?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - only within Quartzsite	21	9.2	9.5	9.5
	Yes - only intercity service (to locations outside of Quartz)	14	6.1	6.3	15.8
	Yes - both local and intercity service	167	73.2	75.6	91.4
	No	19	8.3	8.6	100.0
	Total	221	96.9	100.0	
Missing	System	7	3.1		
Total		228	100.0		

**Q10a. Which of the following possible services listed below should have the highest priority? Rank each option as 1, 2, or 3, with 1 being the highest priority.**

**Q10a. Local Dial-A-Ride service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	96	42.1	54.2	54.2
	2	45	19.7	25.4	79.7
	3	36	15.8	20.3	100.0
	Total	177	77.6	100.0	
Missing	System	51	22.4		
Total		228	100.0		



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



#### Q10a. In-town seasonal trolley

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	11.0	15.7	15.7
	2	54	23.7	34.0	49.7
	3	80	35.1	50.3	100.0
	Total	159	69.7	100.0	
Missing	System	69	30.3		
Total		228	100.0		

#### Q10a. Intercity bus service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	62	27.2	37.6	37.6
	2	61	26.8	37.0	74.5
	3	42	18.4	25.5	100.0
	Total	165	72.4	100.0	
Missing	System	63	27.6		
Total		228	100.0		

#### Q10b. How frequently would you or members of your household use the type of service selected as your top priority (#1) in the previous question?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	4	1.8	2.0	2.0
	Several days a week	36	15.8	18.4	20.4
	Once a week	20	8.8	10.2	30.6
	Once or twice a month	28	12.3	14.3	44.9
	Infrequently	66	28.9	33.7	78.6
	Never	42	18.4	21.4	100.0
	Total	196	86.0	100.0	
Missing	System	32	14.0		
Total		228	100.0		

#### Q11. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	1	0.4	0.4	0.4
	25-44	9	3.9	4.0	4.5
	45-64	54	23.7	24.1	28.6
	65 or older	160	70.2	71.4	100.0
	Total	224	98.2	100.0	
Missing	System	4	1.8		
Total		228	100.0		





**Q12. Do you have a disability that impacts your mobility?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	29.4	31.2	31.2
	No	148	64.9	68.8	100.0
	Total	215	94.3	100.0	
Missing	System	13	5.7		
Total		228	100.0		

**Q13. What was your total household income in 2014?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$35,000	115	50.4	56.7	56.7
	\$35,000 - \$54,999	44	19.3	21.7	78.3
	\$55,000 - \$74,999	17	7.5	8.4	86.7
	\$75,000 - \$99,999	12	5.3	5.9	92.6
	\$100,000 or higher	15	6.6	7.4	100.0
Total		203	89.0	100.0	
Missing	System	25	11.0		
Total		228	100.0		





## Appendix C

# TAC Meeting Summaries





*This Page Intentionally Left Blank*



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



Town of Quartzsite  
Transit Feasibility Study/SRTP  
Technical Advisory Committee  
August 5, 2015: Meeting Summary

The meeting was called to order at 2:10 pm at Quartzsite town hall. The meeting was co-facilitated by Janet Collier (Transit Coordinator, Town of Quartzsite) and Jim Moore (Moore & Associates).

A list of attendees is attached. The meeting began with self-introductions.

1. The goal of the meeting was to provide attendees with an overview of the Town's Transit Feasibility Study/Short Range Transit Plan (SRTP) project, invite their participation on the project's Technical Advisory Committee (TAC), discuss the consultant's draft Public Involvement Plan (PIP), and solicit comments on the consultant's draft Working Paper #1 (Historic Conditions).
2. Janet Collier provided an overview of the Town's current public transit offerings.
3. Gaby Kemp (ADOT) spoke about perceived mobility /transit needs of Quartzsite residents and visitors; including the seasonal variances in town population and the probable differences between in-town and inter-community travel.
4. Jim Moore outlined the proposed public involvement activities including stakeholder interviews, community survey, project webpage (including online comment mechanism), periodic TAC meetings, and public/community workshops. The consultant's draft PIP was distributed to all TAC invitees prior to the August 5 meeting.
5. Katheline Ocampo (Arizona Western College) offered to promote the proposed community survey to AWC students, faculty, and staff. The Town accepted this offer, and Moore & Associates agreed to provide appropriate social media content to Arizona Western College for its use.
6. Mike Normand/ADOT provided example of common/typical transit service models (fixed-route, DAR, etc.) and underscored the importance of identifying the "best fit" for the Quartzsite community's immediate and near-term mobility/transit needs. There was also a brief discussion of the importance of both practicality as well as sustainability with respect to determining the "best fit" for Quartzsite.
7. Sue McCracken (Quartzsite Senior Center) spoke about the Town's current DAR service, and the possibility of having an in-town route/service connecting senior housing with the Senior Center. Sue also expressed the need to more effectively coordinate physician/doctor appointment availability with the Town's weekly transit service to and from Parker, Arizona.
8. George Colangeli /Palo Verde Valley Transit (Blythe, CA) spoke about the importance of coordination between the Town's weekly transit service to Blythe and PVVT's service in and around Blythe (schedule coordinating, possible fare and inter-service transfers). George/PVVT

C-3



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



has been added to list of project stakeholders, and the consultant will contact George to conduct stakeholder “interview”.

9. Jim Moore spoke to the project’s two phase approach. First, complete the feasibility aspect. Second, prepare SRTP to reflect the outcome/findings of Phase One.
10. Gaby Kemp requested that Bluewater Casino and Wal-Mart in Parker be included as project stakeholders, and that the consultant contact each entity to solicit project participation.
11. A request was made to identify a representative from senior housing in Quartzsite. Janet Collier will follow up.
12. Jim Moore will work with Town staff, ADOT staff, and TAC members to identify a convenient date for the next TAC meeting. Skylor Miller/Town Manager recommended the next meeting be held at the Town’s Community Center.

The goal of the next TAC meeting would be 1) present findings from the community survey, 2) outline potential transit service delivery scenarios, and 3) present an overview of state and federal transit funding.

The meeting was concluded at 4:00 pm.



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report



Town of Quartzsite  
Transit Feasibility/SRTP  
Technical Advisory Committee  
Thursday September 24, 2015  
1:30 PM – 3:00 PM

Location: Quartzsite Town Hall  
465 Plymouth Rd.  
Quartzsite, AZ 85346  
Time: 1:40 p.m. to 3:00 p.m.

#### 1. Introductions

- 11 attendees plus John Andoh called in to the meeting. Full list attached.

#### 2. Community transit survey

- Jim Moore discussed the results
- 235 responses showed high interest/support from community
- Very few responses from AWC even though school was in session
- Full survey results posted on project website

#### 3. Latest stakeholder discussions

- Palo Verde Valley Transit is interested in coordinating efforts to transport passengers across state lines. Propose transferring in Ehrenberg and increasing rider amenities in that area.
- Quartzsite and Blythe already have bus stops set up in Ehrenburg (at the same location) yet coordinating the schedules of the two systems would cut down on the amount of time people have to wait for transfers.
- Since Ehrenberg is only 2 miles from Blythe, it seems more expedient to have a roundtrip from Parker to Blythe with a stop in Quartzsite. Rather than making passengers make a transfer.
- Currently, Quartzsite does not provide public transit service to Parker. La Paz County Health Department provides transportation between Parker and Quartzsite for seniors and persons with disabilities only.
- The area should not support competing transit services. There should be only one coordinated service with shared costs.
- Blue Water Casino wishes to coordinate its shuttle service to/from the Casino. They provided it for the first time December 2014 to April 2015. There was little demand, Blue Water Casino is considering cutting back to only Sunday service.

#### 4. Overview of Town's transit financials

- Full financials are posted to Basecamp.

C-5



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



- Fares paid account for 22-25% of transit expenditures
  - Of proposed budget \$223,474 how much is the Town of Quartzsite responsible for versus grants/subsidies? Mike Normand of ADOT indicated 20 percent as a reasonable target.
  - Could the current funding for service between Parker and Quartzsite be used as a local match for Section 5311 in order to expand current service? The County has expressed no desire to move to Section 5311 funding.
  - Is Saturday service cost effective? Should it be in addition to M-F or replace a weekday. Could it be done seasonally instead of annually?
  - \$106,000 is currently provided by Section 5310 but that money is not supposed to be used for the general public, (only seniors and persons with disabilities).
5. Initial service delivery recommendations
- Perhaps Section 5310 funding should be used for DAR within Quartzsite and other funding could be used to supplement service within the town, but primarily for an inter-community service as there appears to be more demand.
6. Next steps
- Discuss coordinating travel between Parker and Quartzsite with La Paz County Hospital and La Paz County Area Agency on Aging.
  - Take the collected data and information and formulate it into a true business plan that presents multiple options including cost and forecast ridership.
  - The involvement of the Town's Health and Development Board will be determined before final report is presented to the town council.
  - The final draft report will be presented to the town council before it is released publicly.





Appendix D

# Community Workshop Summaries





*This Page Intentionally Left Blank*





Town of Quartzsite  
Transit Feasibility/SRTP  
Community Meeting  
Thursday, September 24, 2015

Location: Quartzsite Community Center

Time: 6:00 PM - 8:00 PM

#### 1. Introductions

- Approximately 20 attendees. Sign-in list attached.
- Meeting began with introductions by Gaby Kemp ADOT.

#### 2. Community transit survey

- Jim Moore discussed the results
- 235 responses showed high interest/support from community
- Very few responses from AWC even though school was in session
- Full survey results posted on project website

#### 3. Public Comments

- Why weren't Yuma and Phoenix, AZ included in the survey as destination options?
- Seniors and persons with disabilities currently have more public transit options in Quartzsite than the general public.
- Does Quartzsite currently provide transport into town for people living in rural areas?
  - Yes
- Janet Collier summarized current transit options:
  - Dial-A-Ride with limited service for the general public
  - Operates within Quartzsite Monday-Friday
  - Trips to Blythe CA, two Tuesdays per month
  - Trips to Yuma AZ, two Wednesdays per month
  - Trip to Lake Havasu AZ, one Wednesday per month
  - Trip to Phoenix AZ, on Wednesday per month
  - Special trips to Parker, AZ to pick up from hospital
  - Transportation to local City events
  - "Safe Ride" on New Year's Eve
  - \$3 day pass
  - Low-income individuals get ticket for free daily pass if they are going to the pharmacy, medical appointments or senior lunch. May use the pass for any trip for the rest of the day once the qualifying trip is completed.





- Tickets are confusing and people don't understand how they work or how to qualify.
- People need a "How to Ride" brochure with step-by-step instructions on how to use the transit service.
  - There is currently a flyer, with instructions, available on the website, onboard the transit vehicles and, at the senior center, library and local businesses.
  - Perhaps they could be left at the local churches as well?
- What are ADOT and Moore & Associates roles? What is the next step?
  - ADOT's primary role is funding
  - Moore & Associates role is to identify and quantify demand public transit. What should the focus be? Determine available budget and present options for what can be provided within the budget.
- What is the timetable moving forward?
  - The findings and plan will be presented to the town council in November.
- Greatest unmet need in Quartzsite is transportation for the children in the community. They currently have no way, other than rides from adults, to get to after school programs and around town.
- There are approximately 100 children in Quartzsite and the lack of transportation presents a barrier.
- Quartzsite Transit currently runs outside school hours. The school bus stop is at the edge of town and picks up at 7 am and drops off at 5 pm. Even if children make reservations, there are age restrictions and seniors get priority. Children get "bumped" if a senior needs a ride at the same time.
  - Currently most funding comes from Section 5310 so seniors get priority.
  - Mike Normand ADOT explained difference between Section 5310 funding and Section 5311 funding along with other funding options.
- Quartzsite has an ageing population that will have increased dependency on transit.
- The community survey didn't ask what people think the town needs. Only asked about current options.
  - We are in the information gathering phase. Who needs to ride and where do they want to go? Moore & Associates will provide recommendations regarding how mobility can be improved within the framework of available/forecast funding
- Will findings/options be presented to the Town's Health and Development Board?
- Did Moore & Associates look at the Health and Development Board's survey done in Spring 2015?
  - Yes
- The current trips to Lake Havasu and Yuma don't give passengers enough time to complete errands before the bus returns back to Quartzsite. Passengers should be made aware of exactly how much time they will have in each location before heading back.
  - Perhaps the survey should have asked: What is the number one location you travel to outside of Quartzsite? How often do you need to travel there? Yuma, Blythe, Parker, Phoenix, Lake Havasu, Mexico? Rank them in order of priority.





- Did Moore & Associates contact the Youth Council? They meet the 2nd and 4th Tuesday of each month.
- Some people in the area are very low-income. Now that fares are mandatory they have to decide if they can afford to ride the bus.
- Quartzsite is laid out so that the residential area is on one side of town and the businesses are on the other. It is 3 miles from one side of town to the other and especially in the summer, that can be a long walk.
- Currently Quartzsite Transit does not operate in the afternoons or on weekends. In the winter months this makes it difficult to attend special events and shows.
- Perhaps younger residents didn't complete the survey because they think the transit system is for seniors. Didn't realize we were exploring new options.
- Why wasn't anything posted on the Town's Facebook page? There are over 2,000 members.
  - "Quartzsite Chatter" is not the official town page so we didn't post on it.
- Why were stakeholders left out of the decision process? The media wasn't contacted, the school board president wasn't contacted?
  - We attempted to reach all residents and stakeholders. (The media was contacted and was represented at both TAC and community meetings. The school board president was present at the first TAC meeting and was invited to the second)
- Town's Health and Development Board is not represented on the TAC.
  - Sue McCracken has been at both TAC meetings as a representative on the H&D Board.
- Fixed-route service within Quartzsite would be useful
- Will the winter trolley return?
  - It was not cost-effective. It would need to operate more frequently to be useful.
- What can I do to help?
  - Attend future town workshops, Town council meetings, tell a friend, bring a friend.

#### 4. Next steps





Town of Quartzsite  
Transit Feasibility/SRTP  
Community Meeting  
Friday, September 25, 2015

Location: Quartzsite Community Center

Time: 9:30 AM - 10:45 AM

#### 1. Introductions

- 14 attendees. Sign-in list attached.
- Meeting began with introductions by Jim Moore.

#### 2. Community transit survey

- Jim Moore discussed the results
- 235 responses showed high interest/support from community
- Very few responses from AWC even though school was in session
- Full survey results posted on project website

#### 3. Public Comments

- Why wasn't Yuma, AZ included in the survey as a destination option?
- Even though most people have vehicles, many don't use them to drive outside of town or at night.
- Maybe people thought the survey was junk mail and threw it away?
- Even though the winter trolley wasn't ideal, vendors and visitors at the gem show really liked having an option for getting around.
- What was the main purpose of the survey?
  - To identify and quantify demand for public transit. Determine available budget and present some options reflective of what can be provided with current and probable budget.
- What types of funding are available?
  - Jim Moore provided an overview of federal, state and local transit funding. Including use restrictions.
- Does having access to personal vehicles mean we don't get a bus system?
  - No, access to a vehicle does not preclude access to public transit.
- Could a bus be purchased privately? Without getting government funding?
  - Yes, but a more realistic plan might raise money to supplement the existing service. Such as Saturday or evening service.
- What is the process to include the public in choosing the new service options? Will the public be able to vote on options? When will that happen?
- Was a TAC formed for this project?



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



- Yes. The TAC is made up of town stakeholders and held its second meeting on September 24.
- Will there be a bus to Parker?
- Have you spoken to Tesla or other corporations about funding a pilot program in Quartzsite to make it a transit "showcase?"
  - First the Town would need a plan to present. We are here to help the Quartzite community craft a realistic plan.
- Some of the churches provide transportation to/from church on Sunday but there are no other transit options.
- How many surveys went out? How was it determined who would get one? Some of the RV parks share one PO Box. Were they sent multiple surveys?
  - Nearly 3,000 went out. Everyone with a PO Box received one. Yes, Janet took extra surveys to area RV parks.
- How many surveys were bounced back as undeliverable?
- The survey was confusing and none of the surveys were given to children.





*This Page Intentionally Left Blank*





Appendix E  
**Example of Online Participation**





*This Page Intentionally Left Blank*



# 2015 Transit Feasibility Study

## Town of Quartzsite

### Final Report

---



“Many snowbirds own winter homes in Quartzsite and would prefer to fly into & out of PHX airport. However, the only way to get to or from that airport is to ask a friend or neighbor for a ride OR to rent a car, & pay the extra \$100 or so dollars for them to pick up the car. We need at least one option for airport transport!”





*This Page Intentionally Left Blank*

