

STANISLAUS REGIONAL TRANSIT AUTHORITY

BOARD OF DIRECTORS MEETING 1111 I STREET, SUITE 308 STANCOG POLICY BOARD ROOM THURSDAY, AUGUST 28, 2025 1:00 P.M.

In addition to in-person attendance at the location identified above, the following options are available to members of the public to listen, observe and participate in real time in this meeting and provide comments to the Board of Directors during the meeting:

1. You are strongly encouraged to listen to the Board Meeting by joining the meeting from your computer or tablet.

Please register in advance for the Stanislaus Regional Transit Authority Board Meeting at:

<https://us06web.zoom.us/meeting/register/tZltdOuppiIjH9UJ1bF6MbJVOpVS0B6Q4LXx>

2. If you wish to make a comment on a specific agenda item, please wait for the Chair or Moderator to recognize you and you will be called on during the meeting.

If you are participating via telephone only you will still need to register on Zoom using the link above. You can submit your comments via email to info@stanrta.org or by calling 209-477-7011 by 3:00 pm on August 27, 2025.

Written Comments will be shared with Board Members and placed into the record at the meeting. Every effort will be made to read comments received during the meeting into the record, but some comments may not be read due to time limitations. Comments received after an agenda item will be made part of the record if received prior to the end of the meeting.

Board Agendas and Minutes: Board agendas, minutes and copies of items to be considered by the Stanislaus Regional Transit Authority Board of Directors are available at least 72 hours prior to the meeting on the Authority's website www.stanrta.org and at the Authority office located at 912 11th Street, Modesto, CA during normal business hours. The documents are also available on the StanRTA website at www.stanrta.org.

Materials related to an item on this Agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection at the address listed above during normal business hours. These documents are also available on the StanRTA website, subject to staff's ability to post the documents before the meeting.

Reasonable Accommodations: This Agenda shall be made available upon request in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact Valerie Fabela at (209) 477-7011 during regular business hours at least 72 hours prior to the time of the meeting to enable the Stanislaus Regional Transit Authority to make reasonable arrangements to ensure accessibility to this meeting.

Notice Regarding Non-English Speakers: Stanislaus Regional Transit Authority Board meetings are conducted in English. Anyone wishing to address the Board of Directors is advised to have an interpreter or to contact Valerie Fabela at (209) 477-7011 during regular business hours at least 72 hours prior to the time of the meeting so that the Stanislaus Regional Transit Authority can provide an interpreter.

Aviso con Respecto a Personas que no Hablan el Idioma de Inglés: Las reuniones de la Mesa Directiva del Consejo de Gobiernos de Stanislaus son conducidas en Inglés. Cualquier persona que desea dirigirse a la Mesa Directiva se le aconseja que traiga su propio intérprete o llame a Valerie Fabela al (209) 477-7011 durante horas de oficina regulares o a lo menos 72 horas antes de la reunión, para proporcionarle con un intérprete.

AGENDA

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENTS

Members of the public may address the Board on any item not on the agenda. Comments shall be limited to three minutes unless the Chair of the Board sets a different time limit. The Board cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code.

5. PRESENTATIONS

- A. Employees of the Month
- B. Recognition of the Road Supervisor at the May 29, 2025, Transit Center Incident
- C. Stanislaus County Sheriff's Office Service Presentation

6. CONSENT CALENDAR

- A. Motion to Approve the Stanislaus Regional Transit Authority Meeting Minutes of June 26, 2025
- B. Motion to Approve the Stanislaus Regional Transit Authority Special Meeting Minutes of July 29, 2025
- C. Motion to Adopt Resolution 2025-197 Approving an Agreement with Swiftly, Inc. for a not to exceed amount of \$497,938.98 and Authorizing the CEO to Execute the Same
- D. Motion to Adopt Resolution 2025-198 Accepting the State of Good Repair Funds and Authorizing the CEO to Execute all Necessary Documents

- E. Motion to Adopt Resolution 2025-199 Approving the Transit Asset Management Plan Annual Update as Required by the Federal Transit Administration and Authorizing the CEO to Execute all Necessary Documents
- F. Motion to Adopt Resolution 2025-200 Approving the Fiscal Year 2026 Annual Update to the Public Transportation Agency Safety Plan and Authorizing the CEO to Execute all Necessary Documents
- G. Motion to Adopt Resolution 2025-201 Approving the Memorandum of Understanding with the Stanislaus Council of Governments for the Regional Early Action Planning Grant of 2021 (REAP 2.0) Funds and Authorizing the CEO to Execute all Necessary Documents and Motion to Adopt Resolution 2025-202 Approving the budget revision adding \$700,000 to fund the Short-Range Transit Plan/Bus Rapid Transit Feasibility Planning project in Regional Early Action Planning Grant of 2021 (REAP 2.0) Funds.

7. DISCUSSION/ACTION ITEMS

- A. Key Performance Indicators FY25 Update
- B. Motion to Adopt Resolution 2025-203 Approving an Agreement with Kimley-Horn and Associates, Inc. to Prepare a Short-Range Transit & Bus Rapid Transit Analysis and Implementation Plan and Authorizing the CEO to Execute the Same

8. INFORMATION ITEMS

- A. Key Performance Indicators
- B. Marketing Report

9. CEO REPORT

10. DIRECTOR REPORTS

11. ADJOURN TO CLOSED SESSION

- A. Conference with Real Property Negotiators pursuant to Government Code section 54956.8
Property: APN: 056-055-014
Agency Negotiator: Chief Executive Officer Adam Barth; Mark Mendoza with Paragon Partners
Negotiating Parties: 3807 Crows Landing, LLC
Under Negotiation: Price and terms of payment

12. RECONVENE FROM CLOSED SESSION

A. Report from Closed Session

13. ADJOURNMENT

Next Regularly Scheduled Stanislaus Regional Transit Authority Meeting:
Thursday, September 25, 2025, at 1:00 p.m.

STANISLAUS REGIONAL TRANSIT AUTHORITY

PRESENTATION

5A. Recognition of Drivers/Employees of the Month

STANISLAUS REGIONAL TRANSIT AUTHORITY

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STANISLAUS REGIONAL TRANSIT AUTHORITY

PRESENTATION

5B. Recognition of the Road Supervisor at the May 29, 2025, Transit Center Incident

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STANISLAUS REGIONAL TRANSIT AUTHORITY

PRESENTATION

5C. Stanislaus County Sheriff's Office Service Presentation

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STANISLAUS REGIONAL TRANSIT AUTHORITY

CONSENT CALENDAR

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STANISLAUS REGIONAL TRANSIT AUTHORITY

BOARD OF DIRECTORS MEETING

Minutes of June 26, 2025
(Thursday) 1:00 p.m.

DIRECTORS PRESENT: Steven Morrow (Citizen Member); George Carr (City of Hughson); Chris Ricci (City of Modesto); David Wright (City of Modesto); Channce Condit (Stanislaus County); Andrea Wilson (Citizen Member)(attended remotely – location identified on agenda); Terry Withrow (Stanislaus County)

DIRECTORS ABSENT: n/a

STAFF PRESENT: Adam Barth (CEO); Valerie Fabela; Angela Swanson, Roland Fecteau, Leticia Ortiz, Simon Herrera

ALSO PRESENT: Monica Streeter (General Counsel); Andrew Onofre, Cathy Postma, Hector Medina, Diana Castro, Victor Vierra, Elenor Chase, Jessica Lee, Tom Wittig, Clifton Crabtree, Gary Machado

1. CALL TO ORDER

Chair Carr opened the meeting at 1:00 pm

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

A Quorum of the Directors was present.

4. PUBLIC COMMENTS

Members of the public may address the Board on any item not on the agenda. Comments shall be limited to three minutes unless the Chair of the Board sets a different time limit. The Board cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code.

(Director Withrow arrives during public comment)

A member of the public spoke suggesting a return fare option to be used to return at anytime.

Operations Manager Clifton Crabtree with Transdev introduced new General Manager Tom Wittig.

5. PRESENTATIONS

A. Recognition of Drivers/Employees of the Month

Transdev employee Andrew Onofre was recognized as the June employee of the month.

Transdev employee Diana Castro was recognized as the April employee of the month.

Transdev employee Victor Vierra was recognized for his 18 years of service as he enters retirement.

Transdev employee Cathy Postma was recognized for her 18 ½ years of service as she enters retirement.

6. CONSENT CALENDAR

- A. Motion to Approve the Stanislaus Regional Transit Authority Meeting Minutes of May 29, 2025
- B. Motion to Adopt Resolution 2025-194 Approving a Master Agreement with Arrow Construction and United Pavement Maintenance for On-Call Concrete and Paving Services and Authorizing the CEO to Execute the Same
- C. Motion to Adopt Resolution 2025-195 Approving the Measure L Master Funding Agreement with StanCOG for Fiscal Years 2025-2030 and Authorizing the CEO to Execute the Same

***By Motion, (Director Morrow, Director Wright), and a 7-0 vote, the Stanislaus Regional Transit Authority Board Approved 6A, 6B and 6C of the Consent Items**

7. DISCUSSION/ACTION ITEMS

- A. Motion to Adopt Resolution 2025-196 Approving an Agreement with Stanislaus County to Provide Law Enforcement Services through the Stanislaus County Sheriff's Office and Authorizing the CEO to Execute the same

Operations Director Simon Herrera gave a presentation regarding the Law Enforcement Services Agreement with the Stanislaus County Sheriff's Office.

***By Motion, (Director Wright, Director Ricci), and a 7-0 vote, the Stanislaus Regional Transit Authority Board Approved 7A of the Discussion Items.**

B. Motion to Accept the 2025 Demand Response Survey Report

Angela Swanson gave a presentation regarding the Demand Response Survey Report.

***By Motion, (Director Wright, Director Withrow), and a 4-3 vote, the Stanislaus Regional Transit Authority Board Approved 7B of the Discussion Items.**

8. INFORMATION ITEMS

A. Key Performance Indicators

9. CEO REPORT

CEO Adam Barth shared the following updates:

1. Free rides on all modes to promote public transportation using the Low Carbon Transit Operations Grant.
2. StanRTA will return to this year's 4th of July parade.

10. DIRECTOR REPORTS

Chair Carr reintroduced new General Manager Tom Wittig.

Director Withrow thanked the StanRTA and Transdev staff for working with a member of the public to get her suspension resolved.

11. ADJOURNMENT TO CLOSED SESSION

- A. Conference with Real Property Negotiators pursuant to Government Code section 54956.8
Property: APN: 056-055-014
Agency Negotiator: Chief Executive Officer Adam Barth; Phillip Bonina and Mark Mendoza with Paragon Partners
Negotiating Parties: 3807 Crows Landing, LLC
Under Negotiation: Price and terms of payment

The Board adjourned to the Closed Session at 1:42 p.m.

12. RECONVENED FROM THE CLOSED SESSION

A. Report from closed session

The Board reconvened from closed session at 1:56 p.m. All directors were present for the duration of the closed session, there was no reportable action.

13. ADJOURNMENT

Adjournment: Meeting adjourned at 1:57 pm

***Next Regularly Scheduled Stanislaus Regional Transit Authority Meeting:
Thursday, August 28, 2025, at 1:00 p.m.***

STANISLAUS REGIONAL TRANSIT AUTHORITY

BOARD OF DIRECTORS MEETING

Minutes of July 29, 2025
(Thursday) 1:00 p.m.

DIRECTORS PRESENT: Steven Morrow (Citizen Member); George Carr (City of Hughson); Chris Ricci (City of Modesto) (attended remotely – location identified on agenda); David Wright (City of Modesto); Andrea Wilson (Citizen Member); Terry Withrow (Stanislaus County)

DIRECTORS ABSENT: Channce Condit (Stanislaus County)

STAFF PRESENT: Adam Barth (CEO); Angela Swanson, Simon Herrera

ALSO PRESENT: Monica Streeter (General Counsel)

1. CALL TO ORDER

Chair Carr opened the meeting at 1:05 pm

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

A Quorum of the Directors was present.

4. PUBLIC COMMENTS

Members of the public may address the Board on any item not on the agenda. Comments shall be limited to three minutes unless the Chair of the Board sets a different time limit. The Board cannot take action on matters not on the agenda, unless the action is authorized by Section 54954.2 of the Government Code.

No public comment

5. ADJOURNMENT TO CLOSED SESSION

A. Conference with Real Property Negotiators pursuant to Government Code section 54956.8

Property: APN: 056-055-014

Agency Negotiator: Chief Executive Officer Adam Barth; Phillip Bonina and Mark Mendoza with Paragon Partners
Negotiating Parties: 3807 Crows Landing, LLC
Under Negotiation: Price and terms of payment

The Board adjourned to the Closed Session at 1:07 p.m.

6. RECONVENED FROM THE CLOSED SESSION

A. Report from closed session

The Board reconvened from closed session at 1:40 p.m. All directors were present for the duration of the closed session, there was no reportable action.

7. ADJOURNMENT

Adjournment: Meeting adjourned at 1:41 pm

***Next Regularly Scheduled Stanislaus Regional Transit Authority Meeting:
Thursday, , August 28, 2025, at 1:00 p.m.***

Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Lucien Musso, Transit Planner
RE: Renewal Agreement with Swiftly, Inc.

Agenda Item: [6C]

Background:

The Stanislaus Regional Transit Authority (StanRTA) contracts with Swiftly, Inc. to provide cloud-based transit data software that supports real-time analysis, schedule adherence monitoring, and planning functions. The software collects and organizes General Transit Feed Specification (GTFS) data from the fixed-route fleet, enabling staff to review historical run-times, speeds, and on-time performance across all routes.

Since implementation, StanRTA has used Swiftly to adjust schedules for routes with persistent on-time performance challenges, particularly during peak traffic and school hours. By using Swiftly's tools, staff can identify where time should be added or reduced, improving reliability for passengers while increasing operational efficiencies. The system also allows planners to access up to three years of historical data for deeper analysis.

Discussion:

The original agreement with Swiftly, entered into in October 2024. Swiftly, Inc. was selected as it is the sole provider of GTFS-based performance management tools that combine on-time performance, run-time analysis, and speed mapping in a single platform with a user-friendly and intuitive interface. Competing CAD/AVL vendors primarily provide real-time vehicle tracking and automated announcements, but do not offer retrospective planning analytics or historical performance data storage in the way Swiftly does. Our existing Avail software has this data, but it requires additional labor in exporting the data, formatting it and importing into another system for analysis that is still not at the same level of sophistication and user-friendly interface that Swiftly provides in their software. Renewing the agreement ensures continuity of service, avoids costly software start-up costs, and preserves access to historical performance data already collected by StanRTA.

StanRTA proposes a five-year renewal with Swiftly with the following:

- Five-year service term, October 9, 2025 – October 8, 2030, with annual subscription billing.

- Subscription coverage for up to 89 fixed-route vehicles.
- Access to three primary modules:
 - On-Time Performance - identifies late or early departures and links delays to traffic patterns.
 - Run-Times - compares scheduled vs. actual travel times between stops, helping staff reallocate time points for better schedule accuracy and adjust timetables to achieve better on-time performance
 - Speed Map - records average speeds across segments of a route to pinpoint recurring slowdowns or bottlenecks.
- A 3% annual increase in subsequent years.
- Unlimited agency users, data availability for up to three years, and continuous feature upgrades.

These tools position StanRTA alongside peer agencies that are leveraging performance data to make more accurate schedule adjustments and improve rider experience.

The total cost of the five-year renewal is shown in Table 1 below:

Table 1: Swiftly Cost for a Five-Year Agreement

Period of Support	Annual Price 5-Year Contract
October 9, 2025 – October 8, 2026	\$ 93,789.09
October 9, 2026 – October 8, 2027	\$ 96,603.27
October 9, 2027 – October 8, 2028	\$ 99,500.22
October 9, 2028 – October 8, 2029	\$ 102,485.28
October 9, 2029 – October 8, 2030	\$ 105,561.12
Total Price	\$ 497,938.98

Fiscal Impact:

The FY25/26 budget includes funding for Year 1; costs for subsequent years will be incorporated into future budgets. The total cost for the 5 years is \$497,938.98.

Recommendation:

It is recommended that the Board of Directors:
 Adopt Resolution 2025-197 approving the 5-Year Renewal Agreement with Swiftly, Inc., with a not-to-exceed amount of \$497,938.98 and authorize the Chief Executive Officer to execute and implement the agreement.

**STANISLAUS REGIONAL TRANSIT AUTHORITY
RESOLUTION 2025-197**

**RESOLUTION APPROVING AN AGREEMENT WITH SWIFTLY, INC. AND
AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE THE AGREEMENT**

WHEREAS, the Stanislaus Regional Transit Authority (“Authority”) is a joint powers agency whose members are the City of Modesto and the County of Stanislaus, and which was created to consolidate transit services countywide with the exception of the City of Turlock; and

WHEREAS, Authority contracts with Swiftly, Inc. which provides cloud-based transit data software that supports real-time analysis, schedule adherence monitoring and planning functions; and

WHEREAS, the Authority has used the Swiftly, Inc. software to adjust schedules for routes with persistent on-time performance challenges, which improves reliability for passengers and increases operational efficiencies; and

WHEREAS, the Authority entered into an agreement with Swiftly, Inc. in 2024 because it is the sole provider of General Transit Feed Specification (GTFS) based performance management tools that combine on-time performance, run time analysis, and speed mapping in a single platform with a user friendly intuitive interface; and

WHEREAS, renewing the agreement with Swiftly ensures continuity of service, avoids costly software start-up costs, and preserves access to historical performance data already collected by Authority; and

WHEREAS, the proposed renewal is for a five-year service term running through October 8, 2030.

NOW, THEREFORE, BE IT RESOLVED, the Authority Board of Directors hereby approves a renewal agreement with Swiftly, Inc. for a five-year term, and a not-to-exceed amount of \$497,938.98.

BE IT FURTHER RESOLVED, the Chief Executive Officer is authorized to execute the agreement and to make administrative changes, as needed, to ensure the agreement is implemented in the most efficient and cost-effective manner possible.

The foregoing Resolution was introduced at a regular meeting of the Stanislaus Regional Transit Authority, on the 28h day of August 2025. A motion was made and seconded to adopt the foregoing Resolution. The Motion was carried, and the Resolution was adopted.

MEETING DATE: **August 28, 2025**

GEORGE CARR, CHAIR

ATTEST:

ADAM BARTH, CHIEF EXECUTIVE OFFICER

STANISLAUS REGIONAL TRANSIT AUTHORITY

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Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Dero In, Grants & Procurement Specialist
RE: Accept State of Good Repair Funds for Bus Stop Maintenance and Rehabilitation Project

Agenda Item: [6D]

Background:

The State of Good Repair (SGR) Program, established through Senate Bill (SB) 1, allocates approximately \$68 million annually to fund transit maintenance, rehabilitation, and capital projects aimed at maintaining a state of good repair for the public transit system. Pursuant to Public Utilities Code (PUC) section 99312.1 (c), the following projects are eligible for SGR funding:

- Transit capital projects or services to maintain or repair a transit vehicle fleet or transit facilities.
- The design, acquisition, and construction of new vehicles or facilities that improve existing transit service.
- Transit services that complement local efforts to repair and improve local transportation infrastructure.

Prior to receiving SGR funds, a recipient must submit a list of projects to Caltrans. These funds are then directly allocated to eligible transit agencies and Regional Transportation Planning Agencies (RTPAs) based on service-based and population-based distribution formulas. StanRTA qualifies as an eligible recipient of SGR funds and receives an annual apportionment through the State Controller's Office (SCO).

Discussion:

StanRTA requires maintenance and rehabilitation of approximately 926 bus stops in the region. These maintenance services include pressure washing of bus stop shelters and pads, cleaning benches, emptying trash, and checking solar light fixtures. In addition, StanRTA requires rehabilitating and enhancing its bus stops by replacing or installing benches, shelters, bus stops signs, lighting, and other improvements as needed at the bus stops. StanRTA will use SGR funds for maintenance and rehabilitation services to enhance the bus stops. These funds were already budgeted in the current FY25/26 budget.

Fiscal Impact:

StanRTA will receive a total of \$804,328 in State of Good Repair (SGR) funding to administer both the Bus Stop Maintenance & Rehabilitation project. This amount includes \$51,393 in PUC 99314 funds and \$752,935 in PUC 99313 funds.

No local matching funds are required for this project.

Recommendation:

It is recommended that the Board of Directors:

Adopt Resolution 2025-198 accepting the State of Good Repair funds and authorizing the Chief Executive Officer, or his designee, to execute all agreement documents.

STANISLAUS REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2025-198

**RESOLUTION ACCEPTING THE STATE OF GOOD REPAIR FUNDS AND
AUTHORIZING THE CHIEF EXECUTIVE OFFICER, OR HIS DESIGNEE,
TO EXECUTE ALL AGREEMENT DOCUMENTS**

WHEREAS, the State of Good Repair (SGR) Program, established through Senate Bill (SB) 1, allocates approximately \$68 million annually to fund transit maintenance, rehabilitation, and capital projects aimed at maintaining a state of good repair for the public transit system, and

WHEREAS, StanRTA qualifies as an eligible recipient of SGR funds and receives an annual apportionment through the State Controller's Office (SCO), and

WHEREAS, StanRTA requires cleaning and maintenance of approximately 950 bus stops in the region, and

WHEREAS, maintenance services includes pressure washing of shelters and pads, cleaning benches, emptying trash, and maintaining solar light fixtures, and

WHEREAS, rehabilitation services includes replacing or installing benches, shelters, bus stops signs, lighting, and other improvements as needed at the bus stops, and

WHEREAS, StanRTA will receive approximately \$804,328 in SGR funds which includes \$51,393 in PUC 99314 funds and \$752,935 in PUC 99313 funds which can be used to cover the costs associated with the bus stop cleaning, maintenance, and rehabilitation services.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Stanislaus Regional Transit Authority that it hereby agrees to accept the State of Good Repair funds.

NOW, THEREFORE, BE IT FURTHER RESOLVED, that the Chief Executive Officer is hereby authorized to execute any associated documents and to

make administrative adjustments as necessary to receive the SGR funds and to effectuate the purposes of this Resolution in a timely and efficient manner.

The foregoing resolution was introduced at a regular meeting of the Board of Directors of the Stanislaus Regional Transit Authority held on the 28th day of August, 2025. A motion was made and seconded to adopt the foregoing Resolution. Motion carried and the Resolution was adopted.

GEORGE CARR, CHAIR

ATTEST

ADAM BARTH, CHIEF EXECUTIVE OFFICER

Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Roland Fecteau, Transit Analyst
RE: Transit Asset Management Plan Update

Agenda Item: [6E]

Background:

In 2015, the U.S. Department of Transportation (USDOT) found that approximately 40 percent of buses were in poor condition, with a backlog of an estimated \$90 billion in deferred maintenance and replacement. As this backlog continued to grow, the safety and ability of transit systems were adversely affected. In July 2016, the Federal Transit Administration (FTA) issued a final rule requiring transit agencies to maintain, document, and report on minimum standards for Transit Asset Management (TAM) Plans. Federal law mandates that recipients of federal funds develop and implement a TAM plan. The Federal Transit Administration requires TAM Plans to be updated at least once every four years, with performance data and targets reported annually. The FTA requires an initial report along with annual updates to the approved plan to incorporate new vehicles, new construction, and any other changes that could impact asset management planning. This plan is essential for the ongoing maintenance and acquisition of new transit assets. The Stanislaus Regional Transit Authority (StanRTA), as a recipient of federal funds, updates the TAM plan at least every four years.

Discussion:

According to the FTA, transit asset management is a set of strategic and systemic processes and practices for managing performance, risks, and costs of transit assets across the entirety of their lifecycle to deliver service reliably, safely, and cost-effectively. The TAM plan is a business model that prioritizes funding based on the condition of transit assets. Optimal prioritization of assets will keep transit systems in compliance with the State of Good Repair (SGR) benchmarks as determined by the FTA. An ideal TAM plan incorporates the people, processes, technology, data, and continual improvement to better support these assets over their lifecycle. The TAM Plan helps StanRTA to see the long-term investment needed to maintain the transit assets and make innovative and sustainable investment decisions.

The FY 25/26 TAM Plan includes updated performance targets that include measures such as vehicle age, mileage, and equipment reliability. This update of the TAM plan reflects the updates to the revenue vehicle fleet. This TAM plan utilizes the minimum vehicle useful life definitions set by the Federal Transit Administration (FTA) in conjunction with local policies to develop the vehicle replacement schedule (Table 1).

Table 1. Useful Life of Revenue Vehicles

Vehicle	Vehicle Type Definition	Lifespan
Fixed-Route Commuter	Large, heavy-duty transit buses, including over-the-road buses (approximately 35' to 40' or larger including articulated buses	12 years or 500,000 miles
Cutaway	Medium-size, light-duty transit buses	5 years or 150,000 miles

Additionally, the Performance Targets have been updated for FY25/26 as shown in Table 2. The targets represent the proportion of the fleet that corresponds to the following measures. This approach leads to fewer aged and unreliable vehicles remaining in the fleet.

Table 2. Performance Targets

Item Description	Actual FY25	Target FY26
All fixed route rolling stock at or beyond ULB*	8%	7%
All demand response rolling stock at or beyond ULB*	57%	50%
All support equipment at or beyond ULB*	50%	50%
Annual Miles between Mechanical Failures	16,494	18,143

*ULB = Useful Life Benchmark

Fiscal Impact:

There is no direct fiscal impact when implementing the TAM plan. The only foreseeable impact is the savings accrued by following the plan, reducing maintenance costs when assets are repaired or replaced as specified.

The updated TAM plan can be found at <https://stanrta.org/442/Plans-Reports-Audits>

Recommendation:

It is recommended that the Board of Directors:

Adopt Resolution 2025-199 Approving the Transit Asset Management Plan update as required by the Federal Transit Administration and authorizing the Chief Executive Officer to sign the document and implement the plan.

STANISLAUS REGIONAL TRANSIT AUTHORITY

RESOLUTION 2025-199

RESOLUTION APPROVING THE TRANSIT ASSET MANAGEMENT PLAN ANNUAL UPDATE AS REQUIRED BY THE FEDERAL TRANSIT ADMINISTRATION

WHEREAS, in 2015, the U.S. Department of Transportation (USDOT) found that approximately 40 percent of buses were in poor condition with a backlog of an estimated \$90 billion in deferred maintenance and replacement; and

WHEREAS, in July 2016, the Federal Transit Administration (FTA) issued a final rule requiring transit agencies to maintain, document and report minimum Transit Asset Management (TAM) Plan standards; and

WHEREAS, federal law requires recipients of federal dollars to update the TAM plan at least once every four years, with performance data and targets reported annually;

WHEREAS, annual updates are required to incorporate new vehicles, new construction and any other changes that could impact asset management planning; and

WHEREAS, the Authority developed the initial TAM plan in 2021 and developed this annual update based on the current vehicle fleet which uses the minimum useful life for vehicles as determined by the FTA to determine a replacement schedule.

NOW, THEREFORE, BE IT RESOLVED, the Board of Directors of the Stanislaus Regional Transit Authority hereby approves the Transit Asset Management Plan Annual Update attached hereto as Exhibit A.

BE IT FURTHER RESOLVED, the Chief Executive Officer is authorized to sign, make administrative changes as needed, and implement the provisions of the Transit Asset Management Plan in the most efficient and cost-effective manner possible.

The foregoing Resolution was introduced at a regular meeting of the Stanislaus Regional Transit Authority, on the 28th day of August 2025. A motion was made and seconded to adopt the foregoing Resolution. Motion carried and the Resolution was adopted.

MEETING DATE: **August 28, 2025**

GEORGE CARR, CHAIR

ATTEST:

ADAM BARTH, CHIEF EXECUTIVE OFFICER

EXHIBIT A
TRANSIT ASSET MANAGEMENT PLAN ANNUAL UPDATE (AUGUST 2025)

<https://www.stanrta.org/442/Plans-Reports-Audits>

Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Roland Fecteau, Transit Analyst
RE: Public Transit Agency Safety Plan (PTASP) Annual Update

Agenda Item: [6F]

Background

On July 19, 2018, the Federal Transit Administration (FTA) published the Public Transportation Agency Safety Plan (PTASP) Final Rule. This requires certain public transportation operators that receive federal funds under FTA's Urbanized Area Formula Grants (5307) to develop safety plans that include the processes and procedures to implement Safety Management Systems (SMS). On March 24, 2022, the Board of Directors of the Stanislaus Regional Transit Authority (StanRTA) approved its original Agency Safety Plan (ASP) in compliance with FTA requirements. Regulatory changes introduced by the Bipartisan Infrastructure Law (BIL) in 2022 required an update to the plan, which was done in December. The BIL instituted several other changes, including annual review and update of the plan and establishing a safety committee composed of frontline employees, as a condition of continued funding. The ASP includes a documented version history and is approved by the StanRTA Board of Directors.

Discussion:

Safety in the Transit Industry

Our contracted operator, Transdev, and our maintenance contractor, the City of Modesto, work diligently to employ qualified staff in safe workplaces using quality tools and the best in technology. The public transportation industry remains among the safest surface transportation modes in terms of total reported safety events, fatalities, and injuries. Nonetheless, the public transportation industry remains vulnerable to catastrophic accidents. That is why the FTA has required this new safety program. The ASP formally adopts Safety Management Systems (SMS) principles and methods, consistent with FTA requirements, and applies them to all modes of service: fixed route, paratransit, demand response, commuter, and Medi-Van.

Safety Committee

As a large urban transit agency, StanRTA established a compliant Safety Committee made up of bus operators, supervisors, dispatchers, a safety manager, a maintenance supervisor, a

mechanic supervisor, and agency staff. The group represents all divisions within transit front-line service. The group convenes at least once annually to review performance metrics and offer recommendations on performance targets and safety strategies. This year the Chief Safety Officer reviewed the plan with the Safety Committee twice, on August 11 and August 18, 2025.

Annual Updates to ASP Performance Targets

The ASP is updated annually to reflect the previous year's actual performance against the goals and to set safety targets for the coming year. Plan engagement relies on a collaboration with the operations contractor, Transdev, and the City of Modesto's maintenance department. Overall, the ASP has helped to improve StanRTA's safety culture and by identifying critical areas for improvement. As part of each annual ASP review, revisions are made to reflect changes in operations or regulations.

Updates made in this year's edition of the ASP are:

- Actual Performance Metrics from FY 24/25 were added
- Performance Targets for FY25/26 were added

Risk Reduction Measures

- Contracted with Stanislaus County Sheriff's Office (SCSO) for sworn officer presence onsite at the Transit Center six days a week during the busiest hours of transit service
- Updates to and enforcement of the Code of Conduct and suspension policy have been deployed to mitigate potential bus operator assaults and increase overall safety of the system.

Safety Data for FY 24/25

In Table 1 below is a list of key safety measures and the performance record by StanRTA operator Transdev. The safety measurements are calculated as the rate an event occurs per every 100,000 Vehicle Revenue Miles (VRM) logged on service vehicles. In FY 24/25, StanRTA vehicles traversed 5,113,215 miles. This includes all services: fixed, commuter, and demand response. The measurements tracked in the safety plan are now also reported to the National Transit Database (NTD) maintained by the FTA.

These measures are defined as follows:

- **Major Events.** These are significant safety and security incidents that meet at least one NTD reporting threshold. They include collisions, fires, derailments, hazardous material spills, acts of nature, evacuations, or other serious occurrences involving transit operations—or property damage above \$25,000, injuries requiring immediate medical attention away from the scene, or fatalities.
- **Collisions.** This includes all collisions reported to the NTD, divided by VRM. It's a mode-specific measure showing collisions relative to revenue miles traveled.
- **Pedestrian Collisions.** A subcategory of the Collision Rate, representing collisions involving pedestrians—counted regardless of injury—divided by VRM.
- **Vehicular Collisions.** Though not always explicitly defined, this is typically understood as collisions involving another vehicle (excluding pedestrians), again divided by VRM.

- **Fatalities.** The number of fatal incidents divided by VRM. Usually expressed per million—or per 100 million—VRM to standardize across transit systems
- **Transit Worker Fatalities.** This specifically measures fatalities involving transit workers per VRM (e.g. per 100 million VRM)—an important indicator for workforce safety.
- **Injuries.** Count of reportable injuries—typically those requiring immediate medical attention away from the scene—resulting from safety events.
- **Transit Worker Injuries.** Similar to the previous rate, but focused only on injuries to transit workers, normalized per VRM
- **Assaults on Transit Workers.** Defined as physical or non-physical interference with a transit worker by someone, done without lawful authority, while the worker is performing their duties. Reporting includes contexts regardless of whether it caused injury.
- **System Reliability.** Measured as the mean vehicle-revenue miles (VRM) traveled between major mechanical failures. Higher values signal better performance—less downtime between failures.

StanRTA's performance results for above-mentioned measures in FY 24/25 are captured in Table 1 below.

Table 1: FY 24/25 Safety Performance Measures

Safety Performance Measure	Total Events	Event Rate (Total/100kVRM)
Major Events	16	0.31
Collisions	182	3.55
Pedestrian Collisions	0	0.0
Vehicular Collisions	98	1.91
Fatalities	0	0
Transit Worker Fatalities	0	0
Injuries	89	1.74
Transit Worker Injuries	72	1.4
Assaults on Transit Workers	0	0
System Reliability	310	6.06
Annual Vehicle Revenue Miles (VRM)	5,113,215	n/a

Among the most significant safety measurements are reports of fatalities and assaults on transit workers. StanRTA is pleased that we have never had a fatality or serious injury on the job. After experiencing some assault issues in FY 23/24, no transit worker incidents were reported this past year. Collisions have trended higher than industry standards. Transdev's investigation into this issue determined that the cause was veteran drivers becoming complacent about safe driving habits. In response, refresher training and daily skills maneuvers have been instituted to keep all operators alert and tuned into their surroundings. The plan establishes procedures for continuous monitoring of safety performance, inspections of facilities, equipment, and vehicles, and the internal safety audit program. Corrective Action Plans (CAPs) are developed when deficiencies are identified.

Goals established for FY 25/26, displayed in Table 2 below, were developed using the previous year's Vehicle Revenue Miles (VRM) as the basis and set a target of 10-20% reduction for each performance measure. Continued emphasis will be placed on reducing collisions.

Table 2. FY 26 Safety Performance Target Metrics

Safety Performance Measure	FY 26 Goal	FY 25 Events	% Reduction
Major Events	13	16	19%
Collisions	155	182	15%
Pedestrian Collisions	0	0	0%
Vehicular Collisions	78	98	20%
Fatalities	0	0	0%
Transit Worker Fatalities	0	0	0%
Injuries	71	89	20%
Transit Worker Injuries	57	72	20%
Assaults on Transit Workers	0	0	0%
System Reliability	279	310	10%

The ASP provides a range of training opportunities for operators, maintenance staff, and contractors to enhance the transit environment. Among these recommendations are annual refresher courses, de-escalation training, and coordination with local emergency responders. Safety communications are delivered through safety meetings, bulletins, and postings. Transdev, acting as StanRTA's operations contractor, is developing and implementing these FTA recommendations, either meeting or exceeding them.

The updated ASP can be found at <https://stanrta.org/442/Plans-Reports-Audits>

Fiscal Impact:

Implementation of the ASP has no direct impact on the current or future year budgets. Staff foresees cost benefits accruing to StanRTA from decreased risk to physical and human assets through injuries, accidents, or other serious incidents.

Recommendation:

It is recommended that the Board of Directors:

Adopt Resolution 2025-200 approving the annual update (Fiscal Year 2026) to the Public Transportation Agency Safety Plan as required by the Federal Transit Administration and authorizing the Chief Executive Officer to execute the document.

**STANISLAUS REGIONAL TRANSIT AUTHORITY
RESOLUTION 2025-200
RESOLUTION APPROVING THE ANNUAL UPDATE (FISCAL YEAR 2026) TO THE
PUBLIC TRANSPORTATION AGENCY SAFETY PLAN AND AUTHORIZING
THE CEO TO EXECUTE THE SAME**

WHEREAS, the Stanislaus Regional Transit Authority (“Authority”) is a joint powers agency whose members are the City of Modesto and the County of Stanislaus, and which was created to consolidate transit services countywide with the exception of the City of Turlock; and

WHEREAS, the Authority adopted the initial Public Transportation Agency Safety Plan (“ASP”) on March 24, 2022; and

WHEREAS, regulatory changes in 2022 required the Authority to renew the approval of the ASP as a condition of continued federal funding; and

WHEREAS, the Bipartisan Infrastructure Law resulted in an annual review and update of the ASP, as well as new safety requirements for transit agencies and requires transit agencies to establish a safety committee to address strategies to improve safety performance; and

WHEREAS, the Authority established a Safety Committee as required and the committee convenes at least once annually; and

WHEREAS, the annual review process helps improve safety culture and areas for improvement and this year resulted in updates to the performance targets.

NOW, THEREFORE, BE IT RESOLVED, the Authority Board of Directors hereby adopts the Fiscal Year 2026 Public Transportation Agency Safety Plan attached hereto as Exhibit “A”.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to execute any and all required documents, to implement the Public Transportation Agency Safety Plan and to make administrative changes, as needed, to ensure that the plan is implemented in the most efficient and cost-effective manner possible.

The foregoing Resolution was introduced at a regular meeting of the Stanislaus Regional Transit Authority, on the 28th day of August 2025. A motion was made and seconded to adopt the foregoing Resolution. The Motion was carried, and the Resolution was adopted.

MEETING DATE: **August 28, 2025**

ATTEST:

GEORGE CARR, CHAIR

ADAM BARTH, CHIEF EXECUTIVE OFFICER

EXHIBIT A
FISCAL YEAR 2025 PUBLIC TRANSPORTATION AGENCY SAFETY PLAN
DATED AUGUST 2025

<https://www.stanrta.org/442/Plans-Reports-Audits>

Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Angela Swanson, Senior Transit Analysis
RE: Memorandum of Understanding with the Stanislaus Council of Governments for Regional Early Action Planning Grant

Agenda Item: [6G]

Background:

One function of the Stanislaus Council of Governments (StanCOG), in its role as the Metropolitan Planning Organization (MPO) for the Modesto urbanized area, is to submit for state and federal grant programs on behalf of its member agencies and other designated recipients, which include the Stanislaus Regional Transit Authority (StanRTA).

StanCOG was recently awarded a \$7.0 million Regional Early Action Planning Grants of 2021 (REAP 2.0) award by the California Department of Housing and Community Development (HCD). StanRTA's \$700,000 portion of the REAP 2.0 grant is for the development of a Bus Rapid Transit (BRT) service. StanRTA and StanCOG will enter into a Memorandum of Understanding (MOU) which sets forth the responsibilities of each party for the agreed upon REAP 2.0 grant funded activities.

Discussion:

Local agencies in Stanislaus County will utilize the REAP 2.0 grant to accelerate the development of infill housing, reduce Vehicle Miles Traveled (VMT), increase housing supply across all affordability levels, promote fair housing practices, and support the implementation of regional and local plans to achieve these goals. Funds will also be used for Sustainable Communities Strategies (SCS) projects, including StanRTA's bus rapid transit, vanpool program expansion, bike/pedestrian projects, and program administration.

StanRTA REAP Grant Scope

StanRTA's \$700,000 allocation will fund a Short-Range Transit Plan (SRTP) and BRT implementation study. Based on an assessment of overall transit needs, StanRTA's first BRT line will move into the concept development phase, laying the groundwork for route construction. This chosen BRT configuration will connect areas with high poverty levels to public services and supportive land uses that offer employment and shopping options. Additionally, the BRT will promote the development of more housing along the route, especially in infill areas with strong

transit demand.

Specific activities supported by the grant and documented in the MOU include market analysis of route alignment, ridership and VMT forecasting, traffic and travel time analysis, conceptual roadway and stop design, stop amenities, service frequency planning, environmental review strategy, cost estimates for capital and operating needs, identification of risks and funding sources, stakeholder and public outreach, and project management activities.

The REAP 2.0 program operates on a reimbursement basis and is set to expire on December 31, 2026. StanCOG must submit all eligible expenditures to HCD by that deadline. Consequently, StanRTA must expend and invoice any funds to StanCOG in November 2026. The MOU requires StanRTA to provide quarterly progress reports, accompanied by invoices and supporting documentation, as well as an annual report detailing the project's status, expenditures, outcomes, and measurable progress toward REAP 2.0 goals. The agreement also requires compliance with state and federal regulations, the maintenance of records for audit, and adherence to competitive procurement procedures.

The MOU states that StanRTA is responsible for monitoring all third-party contracts and includes indemnity language that protects StanCOG. Either party can terminate the agreement with 15 days' written notice.

Fiscal Impact:

This MOU with StanCOG establishes the framework for StanRTA to receive reimbursement for eligible BRT project costs incurred through December 2026.

The REAP 2.0 grant was not included in the fiscal year 2025-26 Adopted Capital budget of \$83,015,435. A budget adjustment will be needed to increase the fiscal year 2025-26 capital budget by \$700,000 to \$83,715,435.

Recommendation:

It is recommended that the Board of Directors:

1. Adopt Resolution 2025-201 approving the Memorandum of Understanding between the Stanislaus Council of Governments and Stanislaus Regional Transit Authority and authorizing the Chief Executive Officer to execute all agreement documents.
2. Adopt Resolution 2025-202 approving the budget adjustment adding \$700,000 to the Short-Range Transit Plan/Bus Rapid Transit Feasibility Planning project in the Fiscal Year 2025-26 Capital Budget for the Regional Early Action Planning of 2021 (REAP 2.0) grant.

**STANISLAUS REGIONAL TRANSIT AUTHORITY
RESOLUTION NO. 2025-201**

**RESOLUTION APPROVING THE MEMORANDUM OF
UNDERSTANDING WITH THE STANISLAUS COUNCIL OF
GOVERNMENTS FOR THE REGIONAL EARLY ACTION PLANNING
GRANT OF 2021 (REAP 2.0) FUNDS AND AUTHORIZING THE CHIEF
EXECUTIVE OFFICER TO EXECUTE ALL AGREEMENT DOCUMENTS**

WHEREAS, the Stanislaus Regional Transit Authority (“Authority”) is a joint powers agency whose members are the City of Modesto and the County of Stanislaus, and which was created to consolidate transit services countywide with the exception of the City of Turlock; and

WHEREAS, the Stanislaus Council of Governments (StanCOG), in its role as the Metropolitan Planning Organization (MPO) and the Regional Transportation Planning Agency (RTPA), was awarded a \$7.0 million Regional Early Action Planning Grant of 2021 (REAP 2.0) award by the California Department of Housing and Community Development; and

WHEREAS, the REAP 2.0 Grant has been suballocated to different projects that advance the goals of REAP 2.0; and

WHEREAS, Authority will receive \$700,000 in REAP 2.0 funding for the development of a Short-Range Transit Plan and Bus Rapid Transit implementation study; and

WHEREAS, the REAP 2.0 funding will be provided on a reimbursement basis with all eligible expenditures to be incurred by December 31, 2026; and

WHEREAS, Authority and StanCOG will enter into a Memorandum of Understanding that sets forth the responsibilities of each party for the agreed upon REAP 2.0 grant funded activities.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Stanislaus Regional Transit

Authority and the Stanislaus Council of Governments is hereby approved.

NOW, THEREFORE, BE IT FURTHER RESOLVED, that the Chief Executive Officer is hereby authorized to execute any associated documents and to make administrative adjustments as necessary to effectuate the purposes of this Resolution in a timely and efficient manner.

The foregoing resolution was introduced at a regular meeting of the Board of Directors of the Stanislaus Regional Transit Authority held on the 28th day of August, 2025. A motion was made and seconded to adopt the foregoing Resolution. Motion carried and the Resolution was adopted.

GEORGE CARR, CHAIR

ATTEST

ADAM BARTH, CHIEF EXECUTIVE OFFICER

STANISLAUS REGIONAL TRANSIT AUTHORITY

RESOLUTION 2025-202

APPROVING THE BUDGET ADJUSTMENT ADDING \$700,000 TO THE SHORT-RANGE TRANSIT PLAN/BUS RAPID TRANSIT FEASIBILITY PLANNING PROJECT IN THE FISCAL YEAR 2025-26 CAPITAL BUDGET FOR THE REGIONAL EARLY ACTION PLANNING OF 2021 (REAP 2.0) GRANT

WHEREAS, the Stanislaus Regional Transit Authority (“Authority”) is a joint powers agency whose members are the City of Modesto and the County of Stanislaus, and which was created to consolidate transit services countywide with the exception of the City of Turlock; and

WHEREAS, the Authority established a project in FY25/26 to complete a Short-Range Transit Plan and Bus Rapid Transit Feasibility Study; and

WHEREAS, the approved Fiscal Year 25/26 budget only included Transportation Development Act (TDA) funds and a budget amendment is necessary to include the Regional Early Action Planning of 2021 (REAP 2.0) funds, and

WHEREAS, the project will be funded with TDA and REAP funds, and

NOW, THEREFORE, BE IT RESOLVED, the Authority Board of Directors hereby approves the budget adjustment adding \$700,000 to the Short Range Transit Plan/Bus Rapid Transit Feasibility Planning project in the Fiscal Year 2025-26 Capital Budget for the Regional Early Action Planning of 2021 (REAP 2.0) grant.

BE IT FURTHER RESOLVED that the Chief Executive Officer is authorized to make administrative changes, as needed, to ensure that the budget is implemented in the most efficient and cost-effective manner possible.

The foregoing Resolution was introduced at a regular meeting of the Stanislaus Regional Transit Authority, on the 28th day of August 2025. A motion was made and seconded to adopt the foregoing Resolution. The Motion was carried and the Resolution was adopted.

MEETING DATE: **August 28, 2025**

GEORGE CARR, CHAIR

ATTEST:

ADAM BARTH, CHIEF EXECUTIVE OFFICER

STANISLAUS REGIONAL TRANSIT AUTHORITY

DISCUSSION & ACTION ITEMS

STANISLAUS REGIONAL TRANSIT AUTHORITY

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STANISLAUS REGIONAL TRANSIT AUTHORITY

PRESENTATION

7A. Key Performance Indicators FY25 Update

STANISLAUS REGIONAL TRANSIT AUTHORITY

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Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Angela Swanson, Senior Transit Analyst
RE: Approve Agreement with Kimley-Horn and Associates, Inc for a Short-Range Transit Plan and Bus Rapid Transit Analysis and Route Development

Agenda Item: [7B]

Background

Through two planning efforts, the comprehensive operational analysis, termed Vision 2032, and the 2023 Zero Emission Bus (ZEB) Rollout Plan, the Stanislaus Regional Transit Authority (StanRTA), established a need for system enhancements, including the introduction of a Bus Rapid Transit (BRT) line. The Vision 2032 document, the result of a comprehensive operational analysis (COA), included abbreviated short-range and long-range transit plans. Now, three years after the approval of Vision 2032 and the implementation of its recommendations, StanRTA is ready for a vigorous new Short Range Transit Plan that incorporates a significant BRT element.

Discussion

On June 24, 2025, the StanRTA issued a Request for Proposals (RFP) to select a contractor for transit planning services. This effort aims to develop a Short-Range Transit Plan, which includes a sub-task of creating a feasibility analysis and master plan for Bus Rapid Transit (BRT), along with an implementation strategy for the most viable BRT service option. Firms interested in responding were invited to present their qualifications, relevant experience, and their proposed approach to delivering the required services. Rather than specifying a detailed list of activities, milestones, and deliverables, StanRTA chose to emphasize the desired outcomes of the process, allowing proposers the flexibility to tailor their methodologies to meet the project's goals.

StanRTA identified the broad strokes to accomplish from the SRTP/BRT project as:

- Improve routes to be more efficient
- Create an appropriate mix of coverage routes with the service on high-demand arterial corridors
- Introduce BRT in high-demand corridors
- Streamline service to reduce travel times, the number of connections, and improve frequency

- Integrate transit hubs into the route network
- Analyze transit hub options in the area currently served by the Vintage Faire Mall hub
- Improve On-time performance and reduce the number of buses required
- In balancing coverage vs. ridership priorities, evaluate opportunities for microtransit (e.g., Transportation Network Company (TNCs) or agency-sponsored) alternatives

Proposers were asked to express these planning considerations in the form of 10 outcomes:

- Next Level transit service
- Develop three network scenarios with financial projections
- Create a plan informed by authentic outreach and community engagement
- Engage StanRTA and contractor staff
- Provide a civil rights analysis of the fare study and service recommendations
- Provide a long-range vision for transit in Stanislaus County
- Integrate BRT solutions with first- and last-mile solutions
- Develop a capital funding roadmap
- Conduct feasibility analysis and master plan for BRT network
- Create an implementation plan for the initial BRT service

Selection Process

Three highly qualified firms submitted proposals and were interviewed on August 6, 2025, by a committee composed of StanRTA staff and transit professionals from nearby agencies. The firms submitting proposals and their final rankings follow:

Table 1. Firms Submitting Qualifications

Firm	Location(s)	Cumulative Score
Jarrett Walker + Associates with Parametrix	Portland, OR	359
<i>Kimley-Horn and Associates</i>	<i>Oakland, CA</i>	389
Nelson\Nygaard Consulting Associates	San Francisco CA	336

The firms were evaluated and scored based on the following rubric.

Table 2. Scoring Rubric

Category	Value
Firm Capability & Experience	25
Project Team & Project Manager	20
Project Approach & Schedule	35
References	10
Cost Proposal	10

The proposals were evaluated and scored by a committee consisting of two StanRTA staff and two colleagues from other transit agencies. The firms were very closely matched, and the reviewers found that all competitors could deliver an excellent product. Ultimately, the review team unanimously agreed that Kimley-Horn's proposal was the most refined in meeting

StanRTA's desired outcomes and project timeline. Staff recommend selecting Kimley-Horn, with the agreement to begin on September 1, 2025. Kimley-Horn was selected based on its strong proposal, which highlighted its strong knowledge of public transit planning and service analysis. A summary of Kimley-Horn's qualifications follows:

Kimley-Horn and Associates

Kimley-Horn, founded in 1967, is among the foremost transportation engineering and planning firms. The firm has nearly 250 professionals between its six Northern California offices, offering established services in transit, civil, highway, arterial roadway, active transportation, traffic, ITS, and many other areas. These offices are supported by a full-service engineering practice of more than 7,500 employees spread across 128 offices. This employee-owned firm has several SRTP and BRT projects throughout California, including the AC Transit SRTP, the Monterey Salinas Transit (MST) SURF! BRT project, and the South Bay BRT in San Diego. Kimley-Horn is supported by subconsultant Debrief, a local community engagement firm that was part of StanRTA's highly successful Vision 2032 planning process. Kimley-Horn is currently StanRTA's Architecture and Engineering on-call consultant, developing the facilities master plan (with subconsultant Stantec) for the proposed Operations and Maintenance Facility.

Fiscal Impact

The cost for all services provided through this action is included in the FY 2026 capital budget. Funding comes from Transit Development Act (TDA) funds and a Regional Early Action Planning Grant of 2021 (REAP 2.0) issued by the California Department of Housing and Community Development. All funding is available with the approval of the REAP 2.0 MOU.

Recommendation

It is recommended that the Board of Directors:

Adopt Resolution 2025-203 Approving the agreement with Kimley-Horn and Associates, Inc to prepare a Short-Range Transit & Bus Rapid Transit Analysis and Implementation Plan, for a not-to-exceed amount of \$799,878, and to direct the CEO to execute the agreement and take all necessary actions to effectuate the project activities.

**STANISLAUS REGIONAL TRANSIT AUTHORITY
RESOLUTION 2025-203
APPROVING AN AGREEMENT WITH KIMLEY-HORN AND ASSOCIATES, INC TO
PREPARE A SHORT-RANGE TRANSIT & BUS RAPID TRANSIT ANALYSIS AND
IMPLEMENTATION PLAN AND AUTHORIZING THE CHIEF EXECUTIVE OFFICER
TO EXECUTE THE SAME**

WHEREAS, the Stanislaus Regional Transit Authority (“Authority”) is a joint powers agency whose members are the City of Modesto and the County of Stanislaus, and which was created to consolidate transit services countywide with the exception of the City of Turlock; and

WHEREAS, through implementation of various planning efforts, including a comprehensive operational analysis, termed Vision 2032, and the 2023 Zero Emission Bus Rollout Plan, the Authority is ready to engage in a Short Range Transit Plan that incorporates a Bus Rapid Transit element; and

WHEREAS, the Authority issued a competitive request for proposals to select a contractor for the planning services: and

WHEREAS, three firms submitted responsive proposals and were interviewed by the evaluation committee on August 6, 2025; and

WHEREAS, Kimley-Horn and Associates is the highest ranking firm.

NOW, THEREFORE, BE IT RESOLVED that the Authority Board of Directors hereby approves the agreement with Kimley-Horn and Associates, Inc to prepare a Short-Range Transit & Bus Rapid Transit Analysis and Implementation Plan, for a not to exceed amount of \$799,878.

NOW, THEREFORE, BE IT FURTHER RESOLVED, that the Chief Executive Officer is hereby authorized to execute the agreement with Kimley-Horn and Associates, Inc.

NOW, THEREFORE, BE IT FURTHER RESOLVED, that the Chief Executive Officer is authorized to make administrative changes as necessary to implement the agreement in the most efficient and cost-effective manner possible.

The foregoing Resolution was introduced at a regular meeting of the Stanislaus Regional Transit Authority, on the 28th day of August 2025. A motion was made and seconded to adopt the foregoing Resolution. The Motion was carried, and the Resolution was adopted.

MEETING DATE: **August 28, 2025**

ATTEST:

GEORGE CARR, CHAIR

ADAM BARTH, CHIEF EXECUTIVE OFFICER

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Information Items

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Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

Agenda Item: [8A]

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
OPERATING DAYS														
Weekday	22	21	21	23	19	22	21	20	22	22	21	22	256	
Saturday	4	5	4	4	5	4	5	4	4	4	5	4	52	
Sunday	4	5	4	4	5	4	4	4	5	4	5	4	52	
TOTAL OPERATING DAYS	30	31	29	31	29	30	30	28	31	30	31	30	360	
RIDERSHIP BY ROUTE														
10	6,134	0	0	0	0	0	0	0	0	0	0	0	6,134	
21	16,931	0	0	0	0	0	0	0	0	0	0	0	16,931	
22	32,856	0	0	0	0	0	0	0	0	0	0	0	32,856	
23	18,864	0	0	0	0	0	0	0	0	0	0	0	18,864	
24	2,168	0	0	0	0	0	0	0	0	0	0	0	2,168	
25	24,423	0	0	0	0	0	0	0	0	0	0	0	24,423	
26	7,036	0	0	0	0	0	0	0	0	0	0	0	7,036	
29	7,742	0	0	0	0	0	0	0	0	0	0	0	7,742	
29T	11,897	0	0	0	0	0	0	0	0	0	0	0	11,897	
30	14,592	0	0	0	0	0	0	0	0	0	0	0	14,592	
31	13,711	0	0	0	0	0	0	0	0	0	0	0	13,711	
32	12,298	0	0	0	0	0	0	0	0	0	0	0	12,298	
33	9,200	0	0	0	0	0	0	0	0	0	0	0	9,200	
37	14,468	0	0	0	0	0	0	0	0	0	0	0	14,468	
38	17,372	0	0	0	0	0	0	0	0	0	0	0	17,372	
40	6,512	0	0	0	0	0	0	0	0	0	0	0	6,512	
42	18,154	0	0	0	0	0	0	0	0	0	0	0	18,154	
45	4,910	0	0	0	0	0	0	0	0	0	0	0	4,910	
47	10,314	0	0	0	0	0	0	0	0	0	0	0	10,314	
48	5,983	0	0	0	0	0	0	0	0	0	0	0	5,983	
50	6,840	0	0	0	0	0	0	0	0	0	0	0	6,840	
60	10,520	0	0	0	0	0	0	0	0	0	0	0	10,520	
61	1,865	0	0	0	0	0	0	0	0	0	0	0	1,865	
70 - ACE Commuter	1,245	0	0	0	0	0	0	0	0	0	0	0	1,245	
80 - Stockton Commuter	921	0	0	0	0	0	0	0	0	0	0	0	921	
90 - Modesto BART Commuter	2,979	0	0	0	0	0	0	0	0	0	0	0	2,979	
100 - Turlock/Patterson BART Commuter	247	0	0	0	0	0	0	0	0	0	0	0	247	
ROUTE RIDERSHIP	280,182	0	0	0	0	0	0	0	0	0	0	0	280,182	
TOTAL RIDERSHIP	280,182	0	0	0	0	0	0	0	0	0	0	0	280,182	



Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
RIDERSHIP BY FARE TYPE														
Regular 1 Day Pass	146	0	0	0	0	0	0	0	0	0	0	0	146	
Senior & Disabled 1 Day Pass	36	0	0	0	0	0	0	0	0	0	0	0	36	
Regular 7 Day Pass	2	0	0	0	0	0	0	0	0	0	0	0	2	
Senior & Disabled Pass 7 Day Pass	1	0	0	0	0	0	0	0	0	0	0	0	1	
Regular 31 Day Pass	10	0	0	0	0	0	0	0	0	0	0	0	10	
Senior & Disabled 31 Day Pass	5	0	0	0	0	0	0	0	0	0	0	0	5	
BART 1 Day Pass	6	0	0	0	0	0	0	0	0	0	0	0	6	
BART 31 Day Pass	1	0	0	0	0	0	0	0	0	0	0	0	1	
MJC Free	503	0	0	0	0	0	0	0	0	0	0	0	503	
Youth Free	10,191	0	0	0	0	0	0	0	0	0	0	0	10,191	
Veterans & Active Military	111	0	0	0	0	0	0	0	0	0	0	0	111	
County Employee	123	0	0	0	0	0	0	0	0	0	0	0	123	
City Employee	372	0	0	0	0	0	0	0	0	0	0	0	372	
All Free	240,762	0	0	0	0	0	0	0	0	0	0	0	240,762	
Cooling Zone	1,644	0	0	0	0	0	0	0	0	0	0	0	1,644	
Turlock Transfer	0	0	0	0	0	0	0	0	0	0	0	0	-	
Escalon Transfer	2	0	0	0	0	0	0	0	0	0	0	0	2	
Token Transit	238	0	0	0	0	0	0	0	0	0	0	0	238	
Mobility Device	3,797	0	0	0	0	0	0	0	0	0	0	0	3,797	
Bike	9,059	0	0	0	0	0	0	0	0	0	0	0	9,059	
Ramp Deployed	4,450	0	0	0	0	0	0	0	0	0	0	0	4,450	
VEHICLE MILES														
Revenue - MB	303,047												303,047	
Deadhead - MB	12,858												12,858	
Revenue - CB	29,907												29,907	
Deadhead - CB	2,450												2,450	
TOTAL VEHICLE MILES	348,262	0	0	0	0	0	0	0	0	0	0	0	348,262	
VEHICLE HOURS														
Revenue - MB	20,405												20,405	
Deadhead - MB	659												659	
Revenue - CB	889												889	
Deadhead - CB	108												108	
TOTAL VEHICLE HOURS	22,061	0	0	0	0	0	0	0	0	0	0	0	22,061	



Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
ON TIME PERFORMANCE														
Motor Bus	86%												86%	90%
Commuter Bus	64%												64%	90%
PUBLIC TRANSPORTATION AGENCY SAFETY PLAN (PTASP)														
Major Events													0	13
Collisions													0	155
Pedestrian Collisions													0	0
Vehicular Collisions													0	78
Fatalities													0	0
Transit Worker Fatalities													0	0
Injuries													0	71
Transit Worker Injuries													0	57
Assaults on Transit Workers													0	0
System Reliability													0	279
SAFETY AND SECURITY														
NTD Non-Major Collisions (S&S 50)	3												3	
NTD Major Event (S&S 40)	0												0	
Total Non-Preventable Collisions	6												6	
Total Preventable Collisions	2												2	
REVENUE														
Cash Fares	\$2,162												\$2,162	
Sales	\$15,878												\$15,878	
Token Transit Cash Deposit	\$2,979												\$2,979	
LCTOP	\$524,133												\$524,133	
TOTAL Revenue	\$545,152	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$545,152	
KEY PERFORMANCE INDICATORS														
Rides per Hour	13.16												13	
Rides per Mile	0.84												1	
Preventable Collisions per 100k Miles	0.60												0.60	< 0.50
Average Fare per Ride	\$1.95												\$ 1.95	
Complaints per 100k Miles	18.66												19	
Breakdowns per 100k Miles	8.41												8.41	



Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
BUS STOP MAINTENANCE														
Graffiti Removal	25												25	
Shelter Repair	38												38	
Shelter Removal	0												-	
Shelter Install	0												-	
Bench Repair	0												-	
Bench Removal	0												-	
Bench Install	0												-	
Stolen Lights	0												-	
Stolen Solar Panels	0												-	
Stolen Batteries	0												-	
Bus Stop Sign/Post Repair	13												13	
Bus Stop Sign/Post Replacement	0												-	
Bus Stop Infopost Repair	13												13	
Bus Stop Infopost Replacement	0												-	
SERVICE ISSUES														
Service related 20 < Late - Missed Trips	0												-	
Service related 20 > Late - Missed Trips	4												4	
Collision - Missed Trips	2												2	
Off Route - Missed Trips	1												1	
Mechanical Issue - Missed Trips	28												28	
No Bus - Missed Trips	1												1	
Negligence - Missed Trips	4												4	
Dispatcher Error - Missed Trips	4												4	
No Driver Available - Missed Trips	5												5	
Other - Missed Trips	9												9	
Passed Up Passengers	37												37	
Deficient Vehicle Condition	75												75	
Complaints	65												65	
Breakdowns	28												28	
Average Phone Queue Hold Times (mm:ss)	00:53												00:53	3:00
Average Hold time (mm:ss)	01:38												01:38	2:00
DIGITAL ANALYTICS														
Transit App Sessions	68,155												68,155	
MyStop App - Android Monthly Active Users	27,274												27,274	
MyStop App - iOS Monthly Active Users	9,068												9,068	
www.StanRTA.org Sessions	37,417												37,417	



Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
MAINTENANCE														
VEHICLE MILES														
Total Miles - MB	323,181												323,181	
Total Miles - CB	24,350												24,350	
TOTAL VEHICLE MILES	347,531	0	0	0	0	0	0	0	0	0	0	0	347,531	
SERVICE ISSUES														
Annual Miles between Mechanical Failures - All Modes	27,440												27,440	18,000
Major Mechanical System Failures - MB	12												12	
Major Mechanical System Failures - CB	0												-	
Other Mechanical System Failures - MB	15												15	
Other Mechanical System Failures - CB	0												-	
Road Calls - MB	27												27	
Road Calls - CB	0												-	
Preventable Road Calls - MB	0												-	
Preventable Road Calls - CB	0												-	
Repeat Failure - MB	0												-	
Repeat Failure - CB	0												-	
Open Work Orders - MB	108												108	
Open Work Orders - CB	12												12	
PREVENTATIVE MAINTENANCE PERFORMANCE														
Average hours PM "I" Service	0.83												0.83	
Average hours - "A" Service	1.35												1.35	
Average hours - "B" Service	2.33												2.33	
Percentage of non-billable hours	32%												32%	
MAINTENANCE COSTS PER MILE														
Maintenance Cost per Mile - MB	\$ -												\$ -	
Maintenance Cost per Mile - CB	\$ -												\$ -	
FUEL COSTS PER MILE														
Diesel Cost per Mile - MB	\$ -												\$ -	
Electric Cost per Mile - MB	\$ -												\$ -	
CNG Cost per Mile - MB	\$ -												\$ -	
Diesel Cost per Mile - CB	\$ -												\$ -	



Stanislaus Regional Transit Authority Monthly Summary Report - Fixed and Commuter Routes

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
PREVENTATIVE MAINTENANCE INSPECTIONS (PMI)														
On-Time PM "I" is +/- 150 miles	85												85	
Early PM "I"	48												48	
Late PM "I"	32												32	
On-Time PM "A" - CB and MB is +/- 750 miles	14												14	
Early PM "A" - CB and MB	1												1	
Late PM "A" - CB and MB	0												-	
On-Time PM "A"- DR is +/- 375 miles	12												12	
Early PM "A" - DR	4												4	
Late PM "A" - DR	0												-	
End-of-month: Overdue Vehicle PMs	3												3	
KEY PERFORMANCE INDICATORS														
Major Mechanical System Failures per 100k - MB	3.71												3.71	
Major Mechanical System Failures per 100k - CB	0.00												0.00	
Other Mechanical System Failures per 100k - MB	4.64												4.64	
Other Mechanical System Failures per 100k - CB	0.00												0.00	
STANRTA STAFFING LEVELS														
City of Modesto Maintenance Dept.	26												26	30
Transdev Fixed Route Drivers	173												173	177
Transdev Demand Response Drivers	59												59	78
Transdev Operations	58												58	60
StanRTA Admin Staff	17												17	18



Stanislaus Regional Transit Authority Monthly Summary Report - Demand Response

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
OPERATING DAYS														
Weekday	23	23	21	23	22	22	23	20	21	22	22	21	263	
Saturday	4	4	5	4	4	4	4	4	5	4	5	4	51	
Sunday	4	4	4	4	4	5	4	4	5	4	4	5	51	
TOTAL OPERATING DAYS	31	31	30	31	30	31	31	28	31	30	31	30	365	
RIDERSHIP BY SERVICE														
ADA	13,404	0	0	0	0	0	0	0	0	0	0	0	13,404	
ADA Eligibility	123	0	0	0	0	0	0	0	0	0	0	0	123	
MediVan	52	0	0	0	0	0	0	0	0	0	0	0	52	
Oakdale DAR	1	0	0	0	0	0	0	0	0	0	0	0	1	
Patterson DAR	5	0	0	0	0	0	0	0	0	0	0	0	5	
Riverbank DAR	0	0	0	0	0	0	0	0	0	0	0	0	-	
TOTAL RIDERSHIP	13,585	0	0	0	0	0	0	0	0	0	0	0	13,585	
VEHICLE MILES														
Revenue	106,093												106,093	
Deadhead	27,287												27,287	
TOTAL VEHICLE MILES	133,380	0	0	0	0	0	0	0	0	0	0	0	133,380	
VEHICLE HOURS														
Revenue	6,838												6,838	
Deadhead	2,367												2,367	
TOTAL VEHICLE HOURS	9,204	0	0	0	0	0	0	0	0	0	0	0	9,204	
ON TIME PERFORMANCE														
	90%												90%	95%
SAFETY AND SECURITY														
NTD Non-Major Collisions (S&S 50)	0												0	
NTD Major Event (S&S 40)	0												0	
Total Non-Preventable Collisions	0												0	
Total Preventable Collisions	2												2	
REVENUE														
Cash Fares	\$756												\$756	
Ticket Sales	\$25,078												\$25,078	
Ecolane Sales	\$2,134												\$2,134	
TOTAL Revenue	\$27,967	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,967	



Stanislaus Regional Transit Authority Monthly Summary Report - Demand Response

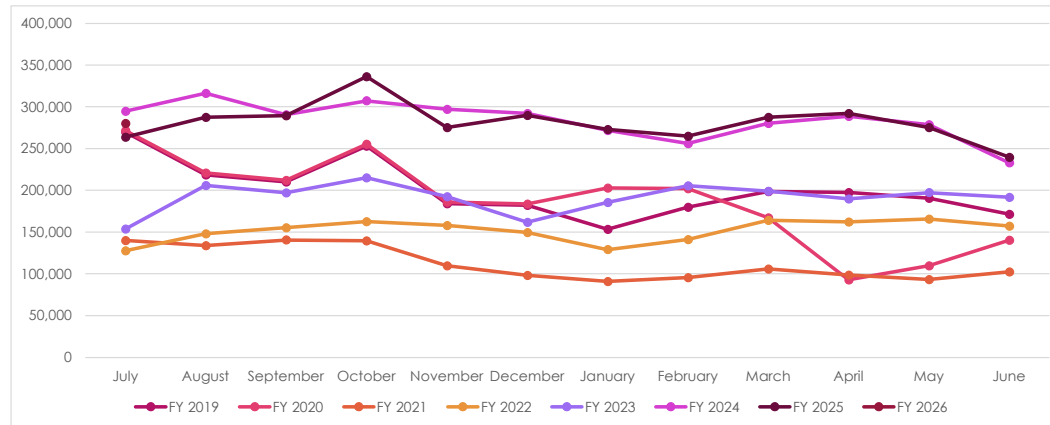
	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	ANNUAL	ANNUAL TARGET
SERVICE														
Rides per Hour	1.99												1.99	> 2.5
Preventable Collisions per 100k Miles	1.89												1.89	< 0.50
Average Fare per Ride	\$2.06												\$2.06	
Complaints per 1,000 Trips	0.997												0.997	< 4
Complaints per 100k Miles	12.00												12.00	
Road Calls per 100k Miles	12.25												12.25	
Average Phone Queue Hold Times (mm:ss)	01:54												01:54	3 min
Average Hold time (mm:ss)	01:05												01:05	2 min
Excessively Late Pickups	69												69	
Excessively Late Drop Offs	38												38	
Excessively Early Pickups	44												44	
Excessively Early Drop Offs	61												61	
No Shows - Invalid	56												56	
No Shows - Valid	347												347	
Cancel at Door - Invalid	28												28	
Cancel at Door - Valid	102												102	
Trip Denials ADA	2												2	
Trip Denials DR	0												-	
Trip Denials Medivan	0												-	
Missed Trips	113												113	
Major Mechanical System Failures per 100k - DR	3.00												3.00	
Other Mechanical System Failures per 100k - DR	6.75												6.75	
SERVICE ISSUES														
Deficient Vehicle Condition	75												75	
Complaints	16												16	
Breakdowns	14												14	
MAINTENANCE														
Major Mechanical System Failures - DR	4												4	
Other Mechanical System Failures - DR	9												9	
Road Calls - DR	13												13	
Preventable Road Calls - DR	2												2	
Repeat Failure - DR	0												-	
Open Work Orders - DR	25												25	
MAINTENANCE COSTS PER MILE														
Maintenance Cost per Mile - DR	\$ -												\$ -	
FUEL COSTS PER MILE														
Gasoline Cost per Mile - DR	\$ -												\$ -	
PREVENTATIVE MAINTENANCE INSPECTIONS (PMI)														
On-Time PM "A"- DR is +/- 375 miles	12												12	
Early PM "A" - DR	4												4	
Late PM "A" - DR	0												-	

**Stanislaus Regional Transit Authority
Month to Month Ridership Comparison Report**

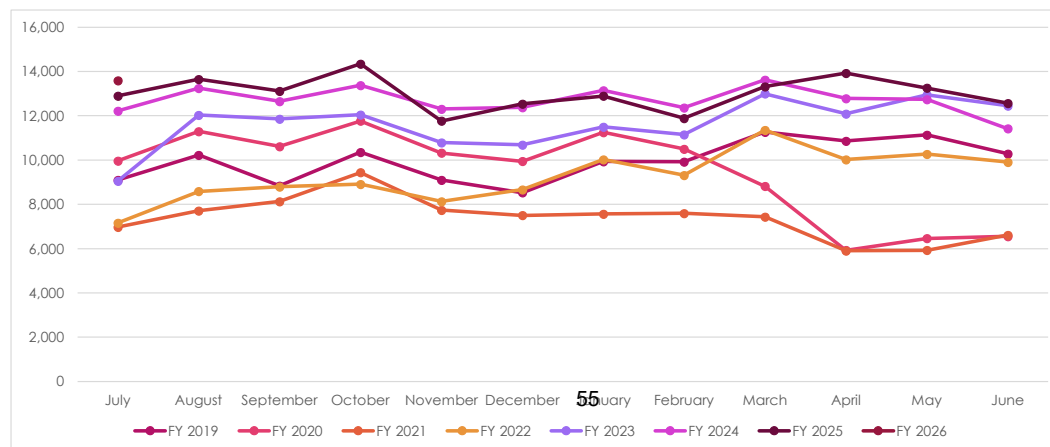
Fixed and Commuter Routes			
Route	July 2024	July 2025	Ridership % Change
10	5,945	6,134	3%
21	17,163	16,931	-1%
22	31,066	32,856	6%
23	18,070	18,864	4%
24	1,585	2,168	37%
25	24,707	24,423	-1%
26	6,420	7,036	10%
29	6,773	7,742	14%
29T	10,373	11,897	15%
30	13,965	14,592	4%
31	11,644	13,711	18%
32	12,372	12,298	-1%
33	9,886	9,200	-7%
37	13,851	14,468	4%
38	15,913	17,372	9%
40	6,036	6,512	8%
42	16,733	18,154	8%
45	3,437	4,910	43%
47	9,633	10,314	7%
48	4,542	5,983	32%
50	6,501	6,840	5%
60	10,680	10,520	-1%
61	1,564	1,865	19%
70 - ACE	873	1,245	43%
80 - Stockton	944	921	-2%
90 - Modesto BART	2,816	2,979	6%
100 - Turlock/Patterson BART	252	247	-2%
Total	263,744	280,182	6%

Demand Response Service			
Ridership by Service	July 2024	July 2025	Ridership % Change
ADA	12,667	13,404	6%
ADA Eligibility	143	123	-14%
MediVan	62	52	-16%
Oakdale DAR	0	1	#DIV/0!
Patterson DAR	28	5	-82%
Riverbank DAR	0	0	#DIV/0!
Total	12,900	13,585	5%

	Fixed Route Ridership												Total	Ave
	July	August	September	October	November	December	January	February	March	April	May	June		
FY 2019	269,699	218,332	209,941	253,082	183,895	181,997	153,446	179,855	198,638	197,375	190,575	171,278	2,408,113	200,676
FY 2020	271,714	220,782	212,036	255,433	185,868	183,635	202,711	202,180	167,035	93,047	109,876	140,202	2,244,519	187,043
FY 2021	139,982	133,883	140,682	139,438	109,854	98,345	90,954	95,471	105,995	98,520	93,158	102,363	1,348,645	112,387
FY 2022	127,798	148,098	155,426	162,426	158,095	149,667	129,078	141,224	164,168	162,388	165,715	157,211	1,821,294	151,775
FY 2023	153,876	205,957	197,181	215,189	192,491	161,830	185,444	205,612	199,079	189,918	197,242	191,533	2,295,352	191,279
FY 2024	294,554	316,195	290,385	307,163	297,109	291,911	271,733	256,071	280,271	288,403	278,696	232,884	3,405,375	283,781
FY 2025	263,744	287,373	289,442	336,085	275,035	289,719	272,933	264,832	287,589	292,117	275,305	239,750	3,373,924	281,160
FY 2026	280,182												280,182	280,182



	Demand Response Ridership												Total	Ave
	July	August	September	October	November	December	January	February	March	April	May	June		
FY 2019	9,096	10,231	8,838	10,356	9,097	8,530	9,931	9,920	11,269	10,862	11,143	10,279	119,552	9,963
FY 2020	9,960	11,292	10,615	11,770	10,320	9,944	11,252	10,503	8,817	5,928	6,463	6,561	113,425	9,452
FY 2021	6,974	7,714	8,131	9,442	7,737	7,503	7,563	7,594	7,438	5,911	5,928	6,608	88,543	7,379
FY 2022	7,165	8,586	8,800	8,911	8,126	8,670	10,029	9,310	11,353	10,021	10,265	9,914	111,150	9,263
FY 2023	9,059	12,037	11,858	12,042	10,789	10,690	11,491	11,151	12,998	12,087	12,941	12,445	139,588	11,632
FY 2024	12,222	13,247	12,654	13,370	12,304	12,385	13,138	12,360	13,628	12,790	12,745	11,419	152,262	12,689
FY 2025	12,900	13,644	13,121	14,348	11,766	12,539	12,892	11,886	13,319	13,929	13,253	12,567	156,164	13,014
FY 2026	13,585												13,585	13,585



Ride the



STANISLAUS REGIONAL TRANSIT AUTHORITY

DATE: August 28, 2025
TO: Board of Directors
FROM: Simon Herrera, Director of Operations and Planning
RE: Marketing Update

Agenda Item: [8B]

The following activities were undertaken during June, July and August 2025.

Pop Up events

StanRTA and Transdev have been out and about this summer – meeting riders, answering questions, handing out information, and collecting valuable feedback at pop-up events across Stanislaus County. Our pop-ups were vigorously promoted with engaging social media videos and boosted Facebook/Instagram posts. We also encouraged pop-up attendance and collected email sign-ups through the promotion of a StanRTA Swag Bag giveaway.

- June 7 – Modesto Transit Center
- June 9 – Five Points (Graffiti Statues)
- June 17 – Vintage Faire Mall
- June 22 – Galaxy Theatres, Riverbank
- July 2 – Modesto Transit Center
- July 11 – Modesto Senior Center
- July 15 – Turlock Transit Center
- July 19 – Veterans Park, Patterson
- July 28 – Modesto Transit Center
- August 16 – West Modesto Collaborative event

Dump the Pump - June 19, 2025

This year's Dump the Pump campaign saw 8,458 riders hop on board StanRTA across all our services, including Fixed Route, ADA Paratransit, Commuter Service, General Public Dial-A-Ride, and Medivan.

Free Fares July – July 2024

This year's Free Fares July resulted in 293,767 free rides across all services. The campaign was heavily promoted through:

- Digital banner ads on Westsideconnect.com, Cerescourier.com, Oakdaleleader.com, Riverbanknews.com, and Turlockjournal.com.
- Digital Display and Digital Out of Home ads throughout Stanislaus County.

- Social media content across our Facebook, Instagram, and Twitter pages.
- Inclusion in the Modesto City Beat e-newsletter.
- Onboard Car Cards and farebox covers.
- StanRTA website splash screen and mini-blog.
- Media release created and distributed to media, Stanislaus County supervisory board, and city council members.
- Print ads in the Patterson Irrigator, Latino Times, Denair Dispatch, Hughson Chronicle, and Modesto View.
- MyStop push notifications.

Our digital ad campaign for Free Fares July exceeded goals across all channels, delivering 116,880 display impressions, 42,380 Digital Out-of-Home impressions, and 58,817 Meta impressions - each surpassing budgeted targets.

Kiwanis/City of Modesto 4th of July Parade – July 4, 2025

StanRTA and Transdev staff participated in this beloved event. Staff walked alongside a star of the parade, our StanRTA bus, handing out promotional items.

Family Jubilee Night – July 25, 2025

StanRTA partnered with the Modesto City Schools District and gave away notebooks, StanRTA information, and lots of smiles to hundreds of families at this year's Family Jubilee Night. We also interviewed several enthusiastic riders of StanRTA to feature in future social media content.

7th Annual Kids Connect – July 26, 2025

The 7th Annual Kids Connect event at MJC provided another valuable opportunity to engage with the public and share information about StanRTA, including our Youth Ride Free and MJC Students Ride Free programs, as well as guidance on how to ride the bus.

Local News Coverage

- July 17, 2025 – CBS News Sacramento covered how StanRTA is using AI to resolve issues before a bus hits the road, keeping our riders safe and moving.
- July 29, 2025 – Fox40 reported on how we're working to keep the Modesto Transit Center safe for everyone by partnering with the Stanislaus County Sheriff's Department to patrol the MTC.

Social Media

Social media activity has increased significantly, with daily posts that include videos in English and Spanish, and shared content related to public transit. We also designed a standard Rider Alert graphic for social media posts to run in tandem with MyStop push notifications regarding detours. This consistent engagement supports rider communication and promotes awareness of StanRTA services.

Social Media Metrics

StanRTA has actively been building its social media presence on Facebook and Instagram, using these platforms to engage with the public and encourage ridership across our transit services. We post regularly, averaging one to two times per day, including daily video content to boost engagement and visibility. Both platforms provide detailed metrics that help evaluate the effectiveness of our posts, with Instagram showing significant growth across nearly all metrics during this reporting period.

The following table reflects activity for June 1 – July 31, 2025.

Facebook Metrics	
Metrics	Total
Views	294K
Reach	48.9K
Content Interactions	4.6K
Link Clicks	1,062
Visits	9.9K
Follows	119
Total Followers	3,724

Instagram Metrics	
Metrics	Total
Views	147.5K
Reach	25K
Content Interactions	2.1K
Link Clicks	874
Visits	2,439
Follows	139
Total Followers	1,256

Social Media Posts

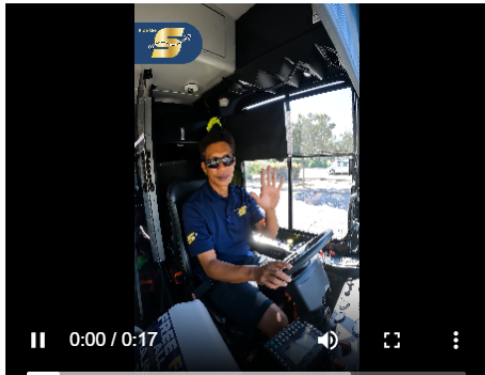
StanRTA has shared a wide range of post topics, including rider interviews, promotion of events where community members can meet our team and learn more about StanRTA, rider education, and campaigns such as Free Fares July. We also highlighted the launch of the public comment period for the September 28 service improvements and shared StanRTA and transit-related content and news coverage. Our top two posts from this period are shown below. Messages centered on safety and appreciation for our drivers resonated strongly with the community.

Keeping the Transit Center safe for everyone.
FOX40



Stanislaus deputies patrol major bus terminal following uptick of violent incidents
(FOX40.COM) – Stanislaus County Sheriff's Office is now patrolling Modesto's main bus terminal as part of a new effort to address safety...

Our drivers do more than drive — they help keep the whole community moving. 🙌🙌 Thanks to them, every ride feels a little easier.
#RideTheS #BestDriver



Service Enhancements Campaign – September 2025

- Created social media preview campaign to solicit public feedback. Collecting feedback through August 25 (30-day comment period). Created a tracking sheet for comments.
- Developed graphics with maps comparing the service today with proposed changes by route.
- Created website preview landing page, “The S Alert” website banner, and news alert.
- Created notifications for MyStop.
- Updated Ask The S app and website format to include Public Comment option.

Youth Ride Free Campaign – August 1-31

- Created onboard car cards.
- Updated website to reflect that MJC students are required to show their current mobile student ID.
- Created website news alert.
- Created notifications for MyStop.
- Developed and distributed media release to media and Stanislaus County supervisory boards and city council members
- Created social media video content and text.
- Digital Campaign Ads
 - Social Media Paid Advertising on Facebook and Instagram
 - Digital Out-Of-Home ads throughout Stanislaus County
 - Display ads (MJC Campus Geofence)
 - Pre-Roll Video (MJC Campus Geofence)
 - Twitch Stream ads
 - Audio Ads – run of network (i.e. iHeart Radio, Soundcloud, Pandora, Amazon Alexa, etc.)
 - Audio Spotify Ads

Other Activities:

- The StanRTA FY24 Annual Report was published on our website in both English and Spanish, ensuring broader accessibility for our diverse community.
- The quarterly *StanRTA Spotlight: Drivers Newsletter* covering April through June 2025 was completed and distributed. This edition featured updates on recent activities and events, informative articles, Employee of the Month recognition, and responses to driver feedback and suggestions.
- StanRTA’s agency quarterly newsletter, *Ride The S News*, was distributed in August.

Upcoming Events and Projects:

- August 28 – MJC Welcome Day
- September TBD – Oakdale Senior Center
- September – Service Enhancements campaign launch
- October 10 - Healthy Aging Summit
- October 18 – Stan State Warrior Expo

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CEO Reports

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Directors Reports

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