

Council Meeting of  
April 19, 2011

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the City Council:

**SUBJECT: Transit – Consider proposed changes to Senior and Disabled Taxi Program**

**RECOMMENDATION**

Recommendation of the Transit Director that City Council:

1. Approve a universal fare of \$3.00 per taxi ticket and a reduced subsidy from \$13.00 to \$10.00 per trip effective July 1, 2011, or as an alternative;
2. Approve reducing the maximum number of taxi tickets per month from 16 to 12, effective July 1, 2011.

**FUNDING**

At council direction, a net \$1,000,000 annual budget has been dedicated to the program. Staff is not recommending any changes to this amount.

**BACKGROUND AND ANALYSIS**

In July 2003, the Transit Department made several changes to the Torrance Senior Ride and Dial-a-Lift programs. Those changes have helped preserve the financial integrity of both programs and allowed the City of Torrance to continue offering these vital services for the past 8 years.

**Implemented 2003 Changes to the Senior Ride and Dial-a-Taxi Programs**

1. Expiration of Taxi Tickets:

The Finance Department expressed concern regarding the financial liability of “sold but unused” taxi tickets. Finance felt that if senior ride participants ever redeemed their unused tickets *en masse*, the City would be ill equipped to handle the financial burden. Staff was aware that many seniors bought more tickets than they could use in one month and kept a surplus for emergencies.

Reviewing the structure of the program, Transit staff concluded that since the City sold senior ride tickets on a monthly basis, the expectation was that the participant would use the purchased tickets within that month or shortly thereafter. Transit staff implemented a ninety-day expirations on all senior ride tickets beginning July 2003.

2. Torrance Dial-a-Lift and Senior Ride Consolidation:

Transit Department proposed changing the Torrance Dial-a-Lift operation. The City of Torrance owned and maintained the Dial-a-Lift vehicles and a private contractor operated the service. Transit staff proposed that having a contractor operate and maintain vehicles would save the City money and allows the City to provide better service. Staff also proposed changing to an all taxi format to eliminate the need for a separate administrative staff and dispatch center solely for the Dial-a-Lift operation.

Transit staff submitted a proposal to City Council. Council adopted the proposal as part of the budget process in June 2003.

Under the submitted proposal, Transit staff consolidated the Torrance Dial-a-Lift and Senior Ride as functions under the *Torrance Community Transit Program*.

The then new service for the disabled operated similarly to the Senior Taxi Program. Taxicab companies provide 24-hour service using regular taxicabs or accessible minivans for those who need them. Prior to the change, Dial-a-Lift patrons had to make appointments several days in advance. Under the new system, patrons are able to request same-day service.

In an attempt to mirror the Senior Ride program as much as possible, the program limited ticket purchase to a maximum of sixteen tickets per month (like Senior Ride). However, patrons with special needs are able to receive additional tickets on a case by case basis. Eligibility requirements remained the same.

These proposed changes took effect on October 1, 2003.

3. Program Fare Changes:

On October 1, 2003, fares for disabled patrons increased from fifty cents (\$0.50) per ticket to seventy five cents (\$0.75) per ticket. Senior fares remained the same.

On July 1, 2004, low-income senior taxi fares increased from seventy five cents (\$0.75) per ticket to \$1.00 per ticket for seniors with household incomes below 50% of the area median.

At the City Council's request, Torrance Transit introduced a third senior taxi pricing tier of \$5.00 for those seniors with household incomes at or above the area median income. Seniors with incomes between 50% and 100% of the area median income continued to pay \$3.00 per ticket.

All disabled fares became \$1.00 per ticket regardless of income on July 1, 2004.

### **Current challenges facing the Torrance Community Transit Program**

Until recently, the program has been able to preserve its financial integrity under the current program structure. However, the downturn in the economy resulting in funding reductions, increased participation levels and projected growth in the programs will require changes to be implemented in order to continue to offer these vital services.

The program is experiencing significant growth of new patrons joining the program, as seen in Attachment "A". Over the last seven (7) quarters we have seen an increasing number of patrons joining the program, with a high of 111 patrons joining this past quarter, Quarter 3 of FY 2011. The amount of patrons joining each quarter has been growing at an average of 6%. Each patron that joins the program is eligible to purchase up to 16 tickets a month, multiplied by 12 months of the year= 192 tickets annually. Those tickets purchased at the \$1.00 level, which consist of 89% of ticket sales, results in approximately \$2,300 per year in City subsidies.

The growth in tickets sold in the program through FY 2015, based on historical trends, is projected to be approximately 6% annually. Attachment "B" displays the actual tickets sold from FY 2008 through February 28, 2011 of FY 2011. Staff has approximated the ticket sales for the remainder of FY 2011 by using the month over month average growth for the same period one year prior (March 2010 – June 2010). The average growth in tickets sold over the last four Fiscal Years (FY 2008-2011) averages 6.36%. Staff is estimating growth for FY 2012-2015 at 6% annually. It is projected that the total cost of the program, by FY 2015, could reach \$1,620,000, with revenue off-sets estimated at only \$215,000, which would exceed the \$1,000,000 program cap by over \$405,000, if no action is taken. The projected expenditures and revenues of the program can be seen below and also found on Attachment "C" and Attachment "D", respectively.

- FY 2012:
  - Projected Expenditures= \$1,361,008
  - Projected Revenues= \$180,304
  - Projected Shortfall= \$180,703
- FY 2013:
  - Projected Expenditures= \$1,442,668
  - Projected Revenues= \$191,123
  - Projected Shortfall= \$251,546
- FY 2014:
  - Projected Expenditures= \$1,529,228
  - Projected Revenues= \$202,590
  - Projected Shortfall= \$326,638
- FY 2015:
  - Projected Expenditures= \$1,620,982
  - Projected Revenues= \$214,746
  - Projected Shortfall= \$406,237

The Torrance Community Transit Program is funded with Proposition A Local Return funds. Since 2008, transit has seen Proposition A revenues drop by 18%. To mitigate this reduction and to enhance and stretch the senior transportation dollar, staff developed the Senior Ambassador program to establish a confidence and comfort level for our seniors to help get them started utilizing the fixed route public transit system.

Currently the program is not sustainable and will not be able to remain within the council directed \$1,000,000 net program cap, given the growth seen above. On November 23, 2010 your honorable approved an additional appropriation of \$115,000 to cover program costs that exceeded the budget cap. At the meeting staff shared it would be returning with mitigation strategies to address the current and future challenges.

Staff is proposing two recommendations for your honorable body's consideration and direction:

**Proposed Changes to the Senior and Dial-a-Taxi Program:**

**Recommendation #1**

**1. Program Fare Modification:**

The program fare modification proposes a flat \$3.00 per ticket for all Torrance Community Transit Program (TCTP) participants. Currently, based on income levels, 84% of all senior taxi tickets purchased are at \$1.00; 10% are purchased for \$3.00; and 6% are purchased at \$5.00. Every Dial-a-Taxi participant pays \$1.00 per ticket. When combined for both the Senior Taxi and Dial-a-Taxi, then 89% of all tickets purchased are at \$1.00; 7% of all tickets purchased are at \$3.00; and 4% of all tickets purchased are at \$5.00. Attachment "D" shows the proposed change and the potential revenues, as well as potential revenues from other changes to the program.

**2. Reduce the current Taxi Ticket Value and Subsidy:**

The proposed modification is to reduce the ticket value from \$13.00 to \$10.00. The value of each taxi ticket is currently \$13, and the City currently subsidizes up to \$12 per ticket. The overall average subsidy paid by the City for each ticket is \$11.71 between the Senior Taxi and Dial-a-Taxi programs. This is because of the high number of patrons that qualify and purchase the \$1.00 tickets, which consist of 89% of all ticket sales. The City subsidizes an average of \$2,250 per patron annually, for those that purchase 16 tickets a month over the course of the year. Attachment "C" reflects the potential annual costs based on reduced ticket values of \$10.00, \$11.00 and \$12.00 levels.

Both modifications are proposed to be implemented on July 1, 2011.

## **Feedback received from the public**

Transit staff sought feedback from users of the program on the above proposed changes in a number of ways. Beginning in late February and through March 2011, Transit staff included a flyer outlining Recommendation #1 with every order for taxi tickets that was mailed. Additionally a voice “Hotline” was established, the transit website provided a contact link for comments and an address was provided for all mail correspondences. The flyer was posted at all senior centers and at the city west annex transit store. Attachment “E” contains the flyer that was distributed. A total of seventy-four (74) patrons responded, with 57 voice messages, 13 letters and 4 e-mails received. The majority of correspondences expressed the financial hardship a fare increase would pose. A number of patrons expressed that the ticket value reduction from \$13.00 to \$10.00 would limit the distance they could travel with the current taxi cab rates. All feedback can be seen in Attachment “F” where summary information was collected from each patron response staff received.

Staff presented and provided updates to the Commission on Aging three times between the months of January to March and to the Transportation Committee at its February 24, 2011 meeting. Staff also had discussions with the Harbor Regional Center, a prominent community based organization that provide services to the disabled and for many Torrance residents. The center placed and distributed flyers to their staff and clients to solicit feedback regarding the proposed changes. To further increase our outreach efforts, Transit staff also made contact and conducted interviews with users of the service at various local events and locations including the Farmer’s Market at Wilson Park, the new Downtown Torrance Farmer’s Market and local grocery markets within Torrance.

Given the general theme of feedback received through the several sources, Transit staff is offering a second alternative for your consideration. This alternative seeks to make an adjustment to the program that acknowledges and attempts to mitigate the financial hardship to the patrons who use the program. This alternative recommendation can be seen below:

### **Recommendation #2**

#### **1. Reduce the amount of tickets offered on a monthly basis:**

Due to the large amount of feedback from patrons expressing their concerns in raising fares and reducing ticket values, staff is proposing this alternative to reduce the amount of tickets offered on a monthly basis. Currently, members of the Senior Taxi and the Dial-a-Taxi programs are eligible to purchase up to 16 tickets a month. Staff is recommending that this be reduced to 12 tickets per month.

As seen in Attachment "C", with the current ticket value set at \$13, by FY 2015 the potential program expenditures for the city could reach \$1,620,000. As seen in Attachment "D", projected revenues for FY 2015 at current price levels could reach approximately \$215,000. Therefore the program would exceed the current program cap of \$1,000,000 by \$405,000. In an effort to reduce program expenditures, without passing on additional costs to the patrons using the program, another option would be reduction in tickets available to patrons on a monthly basis. Attachment "G" illustrates the projected costs of the program if staff were to cap the maximum available tickets at 16, 14, 12, and 10 tickets per month. Staff recommends keeping the cost structure as it is, and lowering the amount of tickets each patron is eligible to purchase to 12 tickets, which would reduce FY2015 projected costs by \$405,000. Capping the amount of tickets sold at 12, staff believes, offers the most sustainable long-term option that does not pass on a financial hardship to those who use the program. The overall annual city subsidy would be approximately \$1,687.

#### **Advertising revenues to offset shortfalls in Torrance Community Transit Program**

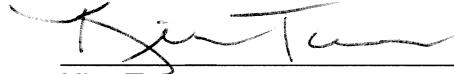
Due to the shortfalls in the TCTP program, there have been discussions and staff has been directed to investigate using advertising revenues to backfill and compensate for this variance. Staff contacted the Federal Transit Administration (FTA) to discuss the plausibility of using advertising revenues to compensate for the shortfalls in the TCTP program. The FTA explained that revenues generated from federally funded items (i.e. rolling stock, advertising shelters), need to be applied to operating that service. For example, if revenues are generated from bus advertising revenues, those revenues need to be used for fixed route transit service operations. FTA Circular 5010.D published November 1, 2008 provides guidance on the incidental use of federally funded equipment, supplies, and rolling stock. FTA C 5010.1D, Ch. IV, Subsection 3.e.(3) references incidental use of project property. Advertising on federally funded buses would qualify as incidental use, and subsection "(c)" states, "The grantee uses revenues received from the incidental use for capital and/or operating expenses that were or will be incurred to provide the public transportation". All revenues generated from the incidental use of federally funded supplies, equipment, or rolling stock must be used for capital and/or operating expense for providing that public transportation service, per FTA guidelines.

#### **What Other Comparable Cities Offer**

Attachment "H" shows transportation services other cities offer to their senior and disabled residents. The Torrance City Council is very supportive of its senior and disabled citizens. Many cities, like our own are facing similar challenges.

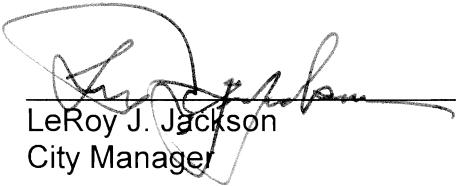
The Transit Department recognizes that changes to these programs can profoundly affect Torrance's senior and disabled populations. However, Transit staff is committed to providing assistance to all *Torrance Community Transit Program* patrons during this transition.

Respectfully submitted,



Kim Turner  
Transit Director

CONCUR:

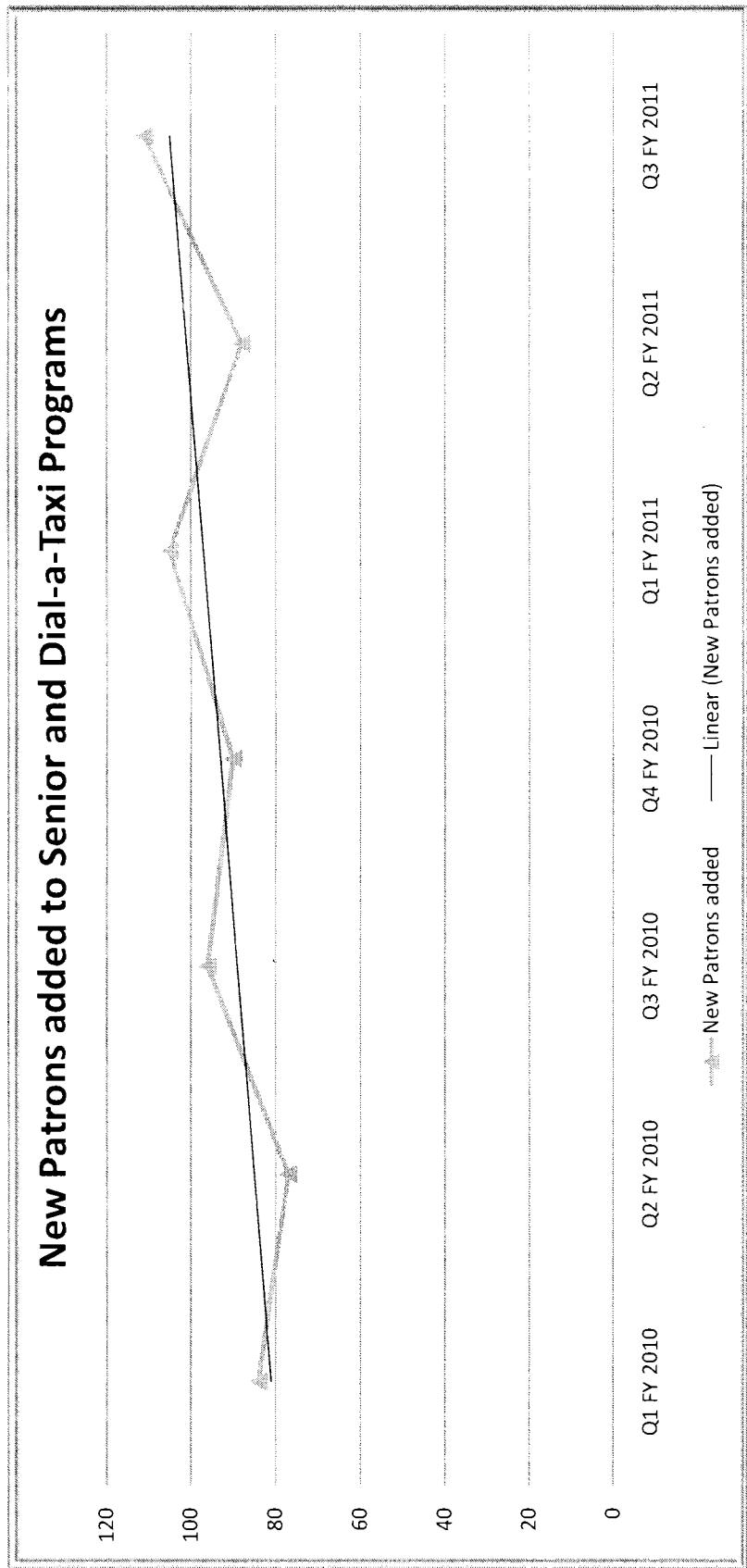


LeRoy J. Jackson  
City Manager

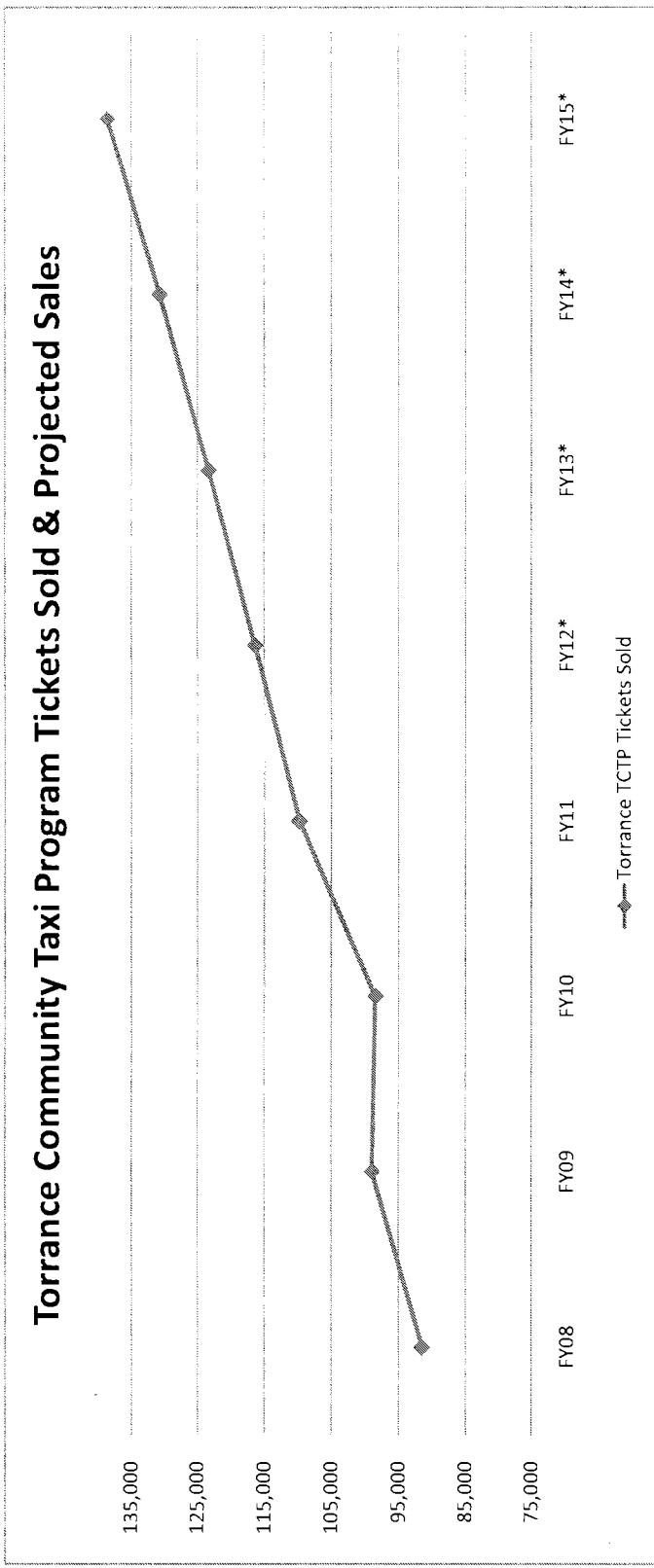
Attachments:

- A) New patrons added to Senior and Disabled Taxi Program
- B) Senior and Disabled Taxi Program historical and projected ticket sales
- C) Senior and Disabled Taxi historical and projected expenditures
- D) Senior and Disabled Taxi historical and projected revenues
- E) Notice of Proposed changes to Senior and Disabled Taxi program
- F) Feedback received from patrons regarding proposed changes
- G) Senior and Disabled Taxi historical and projected expenditures
- H) Senior and Disabled Taxi city comparisons









Year	TCTP Tickets sold & Projected Sales	Percentage Growth
FY08	91,519	
FY09	98,970	8.14%
FY10	98,469	-0.51%
FY11	109,741	11.45%
FY12*	116,325	6.00%
FY13*	123,305	6.00%
FY14*	130,703	6.00%
FY15*	138,545	6.00%
<b>FY 08-11 Average Growth</b>		<b>6.36%</b>

\*FY12-15 assumes 6% growth in tickets sold



**Senior & Dial-a-Taxi Past, Current & Projected Expenditures**

Year	Tickets sold	Growth	Costs @ \$13 ticket value	Costs @ \$12 ticket value	Costs @ \$11 ticket value	Costs @ \$10 ticket value
FY08	91,519			921,164		
FY09	98,970	8.14%		1,033,113		
FY10	98,469	-0.51%		1,201,464		
FY11	109,741	11.45%		1,282,901		
FY12	116,325	6.00%	1,361,008	1,256,315	1,151,622	1,046,929
FY13	123,305	6.00%	1,442,668	1,331,694	1,220,719	1,109,745
FY14	130,703	6.00%	1,529,228	1,411,595	1,293,963	1,176,330
FY15	138,545	6.00%	1,620,982	1,496,291	1,371,600	1,246,909



**Senior & Dial-a-Taxi Past, Current & Projected Revenues**

Year	Tickets sold	Percentage Growth	Current Revenues	Revenues @ \$3 cost per ticket	Revenues @ \$2 cost per ticket	Revenues @ \$2/\$4/\$6, \$2 for Dial-a-Taxi
FY08	91,519		133,214			
FY09	98,970	8.14%	153,676			
FY10	98,469	-0.51%	165,799			
FY11	109,741	11.45%	168,159			
FY12	116,325	6.00%	180,304	348,976	232,651	253,959
FY13	123,305	6.00%	191,123	369,915	246,610	269,196
FY14	130,703	6.00%	202,590	392,110	261,407	285,348
FY15	138,545	6.00%	214,746	415,636	277,091	302,469





**NOTICE OF PROPOSED FARE AND SUBSIDY CHANGES  
TO THE SENIOR AND DISABLED DIAL-A-TAXI PROGRAM**

**TORRANCE TRANSIT SYSTEM**

**NOTICE IS HEREBY GIVEN**, that the Torrance Transit System (Herein after referred to as the Agency), is proposing a fare change and a reduction in the current city subsidy for the senior and disabled dial-a taxi program. The proposal is to set the cost per taxi ticket at \$3.00 per ticket, regardless of income level, and reduce the amount the city will pay for a trip from \$13.00 to \$10.00 (rider will pay the cost of the trip after \$10). The proposed changes will be effective July 1, 2011.

The purpose of this notice is to inform the public and the City Council about a proposed fare change for the Torrance Senior Taxi and Disabled Dial-A-Taxi program, and to gather public comment. Torrance Transit staff is available to address questions and collect comments from the public. If you require Spanish interpretation, please contact Torrance Transit staff at (310) 618-6266.

**Comments may be made no later than March 30, 2011, either in person at the west annex, via telephone to the Torrance Transit Hotline, Postal Mail or Email:**

**Torrance Transit Hotline:**  
(310) 781-6925

**In Writing to:**  
Torrance Transit System  
20500 Madrona Ave.  
Torrance, CA 90503  
Attn: Proposed Taxi Fare Change

**Email:**  
[ldaley@torranceca.gov](mailto:ldaley@torranceca.gov)

All comments received will be summarized in a final report to the Torrance City Council prior to the implementation of any proposed changes. Staff anticipates coming to council with recommendations at its April 19, 2011 meeting.



<b>Method of receipt</b>	<b>COMMENT</b>
Telephone	Been using program for 5 1/2 years; they have limited/fixed income; change will compromise their ability to do what they need to do; their rides rarely cost \$10; difference between \$13 & \$10 ticket value would be huge for them; could be difficult to go to medical appointments and errands; already they have to wait 2 weeks to go grocery shopping until funds are available; seniors should not be caused additional hardship. <b>Staff Response:</b> Returned call on 3/21/11, spoke with wife, but told to call back to speak with husband. Called again 3/22/11 and left voicemail.
Telephone	Left voicemail asking for return call to discuss. <b>Staff Response:</b> The patron asked if this increase was driven from the taxi companies or the City, it was explained that this was from the City and that the taxi rates were not currently changing. The patron expressed her concerns with the aging population and the viability of the program with that sort of growth. The patron also expressed that since she did not use all of her tickets typically that the 90 day expiration date was too short. Explained that this rule was suggested by finance department to address the potential outstanding financial liability for the City and to protect the longevity of the program, she understood. The patron was overall understanding of the increase and expected there was one due with the 7 years of it remaining the same, but she felt it was a large increase but doable for her. The patron said the program has been a good one, it was generous, maintained her spontaneity, and served her well. The patron had 2 suggestions: 1) raise the senior eligibility age to 70 since people work longer now. 2) make the disability eligibility stricter; emphasizing on the form to doctors that this is a capped program and should only be used to ensure people unable to drive should be eligible.
Letter	The patron expressed that if the value of each ticket is only \$10 that they would require more tickets and that the tickets already do not get them very far. The patrons doctor appointments already require additional tickets and if the value were reduced she would need much more tickets to get to doctors appointments.
Letter	The patron explained that they have not received any increases in income and the extra cost of Dial-a Taxi tickets is a hardship for many. The patron depends on the taxi service and cannot safely ride the bus or driver their car. The change from \$13.00 value to \$10.00 value would really hurt since the distance would be limited. The patrons ability to walk is limited to 2-3 blocks with rest stops (no hills). Will be forced to give up on Dr.'s visits and food shopping because of the lessened money value of the coupon. The rise in cost I expect; the loss of value will hurt and limit me greatly.
Telephone	The patrons expressed concerns about the changes and hoped the recommended changes did not occur at the April 19, 2011 meeting. The patrons understands these are very difficult times and the City has a budget shortfall. Explained that, as a senior she has expensive medications to pay for and this program helps her very much.
Telephone	The patron suggested to just increase the price of the tickets and not reduce the amount the City will pay for a trip. The patron is very grateful for this service.
Telephone	Patron requested a return call. <b>Staff Response:</b> Returned call on 3/8/11. Explained that it is only proposed right now to be effective by July 1, 2011. Patron discussed that they had not received COLA increases for 3 years. The patron agreed that it has to done for the good of the program.
Telephone	Please give call back regarding the cost of the setback of Torrance satellite program; confused about how it's going to work; would like a call, but did not leave phone number. <b>Staff Response:</b> No return number left, logged their feedback.
Telephone	The patron doesn't know she can afford it if taxi tickets go up and they don't pay for as much. Uses the tickets for doctor's appointments and already has to use multiple tickets per trips. The patron doesn't know what she will do if it changes. <b>Staff Response:</b> Returned call, patrons expressed their concerns about raising the costs, and that it would be a large burden for her to go to medical appointments.



	The patron expressed their concerns with raising the fares to \$3, the change is too drastic. It would make the program unaffordable to low income individuals who use the program. Understands that the city needs to save money, but if the rates go up, the patron feels more seniors will try to drive themselves, in an unsafe manner. The patron feels the program is too generous for well off seniors. The patron suggested perhaps and smaller increase of 25 to 50 cents would be more appropriate for the disabled.
Email	There has been no cost of living increase for the past 3 years, expressed concerns about raising fares so significantly. The patron understands the city is doing the best they can with taxi, but how much more can they cut senior citizens programs.
Telephone	Telephone Please return call. <b>Staff Response:</b> Left voicemail on 3/8/11 at 1:40 p.m.
Telephone	The patron understands the reason for changes; in order to get places she needs to go, she needs more tickets. The patron was understanding for the increase in price, but unsure if she could manage her monthly trips without receiving more tickets, since the value of each would decrease.
Telephone	Disabled, low-income patron would express financial difficulty in paying. The patron would appreciate if City didn't change it. The patron doesn't think it's fair.
Telephone	The patron is low-income and doesn't agree with the changes, cannot afford the \$48 for 16 tickets.
Telephone	The patron thinks proposal is out of line. The patron is living on fixed income; and only uses for medical purposes. The patron would be unable to purchase the tickets at the new price level. <b>Staff Response:</b> Left voicemail on 3/8/11 at 1:41 p.m. Received call back, said she cannot afford it. She explained that the changes could add too much of a burden.
Telephone	The patron requested call for clarification. <b>Staff Response:</b> Returned call on 3/9 @ 3:00p.m., explained the budget problems with the program and the growth we are experiencing. Clarified what the patron would be responsible for paying with the new proposed changes, in terms of after the \$10 ticket value. The patron expressed their hopes in the item not passing City Council meeting, since the patron is on a very fixed income.
	The patron explained that the proposal is a hardship for senior citizens and persons with severe disabilities, who are the most underprivileged and weakest area of population. The patron has been using the program for over 5 years. The patron has a very limited and fixed income. The patron submitted the following suggestions: 1. Reduce the numbers of tickets to 12 from 16, but keep the limit at \$13.00 for each ticket. 2. If any body needs 16 tickets, he/she has to pay \$4.00 each for extra 4 tickets, and the limit will remain \$13.00 for each ticket as it is. 3. On severe medical condition who get 32 tickets, it should remain the same. They really need more tickets for frequent hospital/doctors visits. 4. If two persons in the same household get this facility, their ticket should be combined and limit should not be more than 24 tickets with prevailing conditions. 5. In worst case you can introduce the monthly tickets to once in 2 (two) months. That is 16 tickets in two months and 32 tickets in 2 months for the persons who have severe medical conditions. 6. Try to introduce pool tickets for two persons of very close neighbors to travel with a single ticket.
Letter	Interested in making comments about Disabled Dial-a-Ride program, would like a phone call. <b>Staff Response:</b> The patron expressed their inability to afford the changes. Explained budget constraints and growth in program.
Telephone	The patron inquired if fare were over the \$10 ticket value, could additional tickets still be used. The patron requested a call back. <b>Staff Response:</b> Returned call on 03/09 @ 3:20p.m., left voicemail offering to answer any outstanding questions.
Letter	The patron expressed their inability to afford the proposed changes because they are disabled and live on low income. The bus and cab is the only transportation options the patron has to do banking, doctors, groceries. The patron has been using the cab program for a couple years. The patron hopes not to raise the prices because of their tight budget and the tight budgets many others are facing



Letter	The patron expressed their thanks for the program and that the patron has been using taxi tickets as well as riding buses 3, 2, 8 and 4 for many years. The patron would like to be updated and address concerns. The patron was understanding of the rate increase. The patron would be willing to use the buses more but for their appointments the bus does not travel on Del Amo Blvd.	<b>Staff Response:</b> Staff called and let patron know that staff is willing to answer any questions.	
Telephone	The patron expressed that it's not easy to pay \$3 when you have low-income from Social Security; needs to buy food, clothing and to provide shelter.		
	The patron is elderly and disabled, and depends greatly on taxi program. The patron expressed that if fares were to be raised this much, they would have no way to get to the doctor or grocery store; it would be terrible hardship to her and many other people. The patron hopes this change doesn't go through.	<b>Staff Response:</b> The patron says they would not be able to afford the taxi program with the changes and her income could not support it. The patron said that \$10 would not get her very far at all.	
Telephone	The patron would like to learn more and understand it better; would appreciate a call discuss.	<b>Staff Response:</b> Returned call and explained the changes are only proposed and will need to be presented at the City Council meeting before anything is changed. Staff clarified any points of confusion with the proposed changes.	
Telephone	Patron was all for the program and said she needs it since she does not drive.		
Telephone	The patron left voicemail requesting a return telephone call. The patron does not want ticket prices to increase, lives on the poverty level. The patron expressed that the changes would make a large difference to people using the program. \$10 ticket value will not get very far, and \$3 price is drastic. Feels that too many people qualify for the \$1 level. The patron has no relatives that she can turn to help her with any financial concerns. Has not received the COLA for 3 years.	<b>Staff Response:</b> Clarified the changes of the program that are being proposed. The patron requested a return telephone call to clear up confusion regarding the proposed changes.	
Telephone	The patron was interested in how the feedback would be presented to the City Council; explained it would be included as attachment. The patron asked how disabled patrons will be able to pay for these increases. The patron understands the raising of the fare and understands that it needs to happen. The patron is very appreciative of the program.	<b>Staff Response:</b> Clarified the changes of the program that are being proposed. The patron was interested in what triggered this problem. Explained the budgetary problems, and that we are trying to be proactive. The patron feels the increase is excessive in ticket prices. These charges would cause patrons to make difficult decision between expenses and this program. With the economy the patron now looks at each expense much more closely to save every dollar possible. The patron suggested making the expiration 6 months, raising the fares to only \$2 would be more acceptable.	



Telephone	The patron called on behalf of her parents who currently use the Disabled Taxi Program to travel from Torrance to San Pedro and back; Currently trips require more than one ticket, plus they pay the difference after two. The proposed changes would really infringe on their freedom. This program is one of the last senses of independence that they have; The patrons have about five doctor appointments per week. The price of \$3 per ticket could be afforded, but feels others with lower income will not be able to afford.
Letter	The patron did not agree with the proposed changes. The patron voiced that seniors have not had a raise on the COLA allotment. The patron also pointed out the state has not provided the tax rebate for low income individuals, and that interest rates have really decreased. The patron really does not feel that the ticket value being \$10 is nearly adequate. The patron has no one to depend on for transportation. The patron does not know what they would do without them. The patron felt that is the price needs to be raised, that they cannot understand why so much.
Telephone	The patron called to express the changes would be a financial hardship for her doctor's appointments. The patron is currently living on social security; can't afford the proposed ticket prices. The patron disagrees that the price is being tripled and the mileage is being reduced; she can barely make it to most doctor's appointments for \$13, let alone \$10. The patron feels this is going to burden senior citizens living on social security; thinks it's totally unfair.
Telephone	The patron expressed their concerns with the new proposal to put the seniors together with together with the disabled. The patron expressed the real costs per trip for the doctor's appointments they need to go to, and that it would be unaffordable. The patrons lives on social security, thinks it is far too much to triple the cost of the ticket.
Telephone	The patron feels that the proposed changes are a bad idea. They felt the program was very good and now the program is not there to help seniors like it should.
Telephone	The patron requested a return telephone call. <b>Staff Response:</b> The patron asked if multiple tickets can still be used on a trip, explained that is still possible. The patron asked when the changes would be effective, explained it will have to go to City Council to be approved.
Telephone	The patron disagreed with the proposed changes and requested a return telephone call. <b>Staff Response:</b> The patron expressed that they are a senior and living on a fixed income and that other costs, such as rent have increased. The patron can barely afford the \$1 tickets already. The patron proposed that maybe \$2 per ticket could be more acceptable.
Telephone	The patron understands there is a budget crunch, but it shouldn't be on the backs of poor people. The patron explained that Torrance is known for helping seniors, especially poor seniors and that this proposal is not consistent to that; The patron hopes that these changes do not pass.
Telephone	The patron wants the cost per ticket to only be \$1. The patron does not agree with the flat fee regardless of income, feels the tiered program should still be in place.
Telephone	The patron expressed their disappointment. The patron feels the taxi program is a godsend, and expressed her thanks each time she receives those tickets because they depend heavily. The patron understands her old age is not the city of Torrance's problem, and appreciates the independence the program allows her to have.
Telephone	The patron has lived in Torrance for 46 years and cannot currently walk 6 blocks to her bus stop. The patron would like to see the expiration be 6 months rather than ninety days in case all tickets are not used.
Telephone	The patron expressed their disagreement with the proposed changes of charging \$3 per ticket and reducing the ticket value to \$10. The patron pointed out their inability to travel very far with only a \$10 ticket value. The patron also disagrees with the flat rate system.
Telephone	The patron requested a telephone call back. <b>Staff Response:</b> The patron was curious if you can still use more than one ticket per ride, explained that is still going to be allowed. The patron is disappointed in the raising of the fee, they would like to see one changed, not both. The patron requested to leave cost at \$1 and reduce ticket value. The patron appreciates the program greatly, says it is a godsend.



Telephone	The patron thinks it's unfair to charge seniors and disabled the same flat rate that is being proposed. The patron feels \$3 per ticket is too much; \$10 not enough. The patron feels the tickets should be worth \$13 and cost less than \$3.
Telephone	Very concerned about this change; thinks they charge a lot to begin with; by the time you get in and get yourself adjusted, you spend \$13; you don't go very far on \$13; it was okay when it was \$1 a piece and it wasn't abused; thinks the whole thing needs to be looked into; it's not fair what the taxi cabs charge; they are making all the money and we are being pushed aside; something more should be done; phone number is 310-540-7320.
Email	The patron expressed that many elderly and disabled are stretched thin with their budgets with doctor's appointments. The patron feels many will not longer be able to get to the required doctor's appointments with the proposed rate increases. The patron feels there is a lot of other areas the city could save money. The new costs per trip could not be afforded.
Telephone	The patron has a very limited income and does not think this is good to pass this cost on to the seniors. The patron can hardly afford tickets now.
Letter	The patron has not had increases in social security and has had other costs increase, and feels this cost would be a hardship. This patron relies on public transportation and believes it is not good to pass these costs on to seniors in the community.
Telephone	The patron is a handicapped 89 year old who is living on social security. The patron expressed their inability to pay for the increased ticket prices and does not feel it is right to pass these costs on to seniors.
Telephone	The patron expressed their inability to afford the \$3 cost per ticket, and hopes the fee will remain the same.
Letter	The patron was sorry to hear about the proposed changes. The patron relies on the program because she is unable to drive herself. She hopes that the cost will not be put on elderly, and also feels the program is a godsend.
Telephone	The patron does not agree with the proposed changes and would not like to see this burden be passed on to seniors and disabled. The patron would like to see the ticket value go up and cost per ticket decrease. The patron feels raising the prices for those that already do not have enough doesn't make sense.
Telephone	Please call at 310-328-3033. <b>Staff Response:</b> Returned call on 4/5/11 at 4:20p.m., left voicemail. The patron expressed their disagreement with the increase and hopes that city council will not raise rates.
Telephone	Some people won't be able to afford \$48 for 16 tickets; \$2 would be better; please call at 310-540-7529. <b>Staff Response:</b> Returned call on 4/5/11 at 4:40p.m., left voicemail
Telephone	The patron feels it's a little pricey; \$48 for 16 ticket's high. The patrons would like to not increase so much. She and her disabled son both use program. The patron would like a return call. <b>Staff Response:</b> Returned call on 4/5/11 at 4:40p.m., left voicemail.
Telephone	The patron has some questions, and would like a return call. <b>Staff Response:</b> Returned call on 4/5/11 at 4:45p.m., left voicemail. Received call back, patron needed clarification on what costs would be, explained \$48 if she purchased 16 tickets in a month. She currently has to pay additional money on top of ticket when going to her doctor's appointment.
Letter	The patron uses the program and if the cost for taxi were to increase to \$3 per ticket, it would be really difficult to continue purchasing the tickets.
Letter	The patron hopes you will consider the least expensive option to this issue.
Letter	The patron feels that that the Disabled-Dial-A-taxi program has helped me out tremendously and would like to thank you very much for the program. The patron lives on social securit only which is quite a challenge. The patron is on oxygen which makes using the bus very difficult. The patron realizes with the economy the way it is that an increase in your program is probably warranted. However, the patron feels tripling the amount of the ticket from \$1 to \$3 what we pay is really going to hurt a lot of disabled people, including themselves. The patron also feels that the reduction in ticket value will be a hardship as she will not be able to make it to most doctor's appointments with one ticket.



Telephone	The patron does not agree with the flat pricing structure. The patron would like to see \$2 cost per ticket and the ticket value be \$13.
Email	The patron feels the proposed fare changes would be a hardship on many who use the program. The patron expressed many participants are on fixed incomes. Torrance has had a very good and fair taxi program for those of us in need, I would hate to see that change. I rely on this program especially since I am elderly, disabled and unable to take or walk to a bus.
Telephone	The patron can't get to any of their doctor appointments, that are near Torrance Memorial, for under \$13, figures it will cost \$12 - \$15 to get to doctor's appointment that is east of Torrance Memorial. The patron lives on social security and could not afford new price, doesn't know what she will do. The patron asked to please reconsider giving handicapped, with low income, a better deal than what you're offering.
Telephone	The patron has not received increase in social security last 2 years; won't get very far with reduction of face value.
Telephone	The patron would like to protest the raise in fares, as they live on very low income, strictly social security. They would appreciate rates staying as it is now.
Letter	The patron hopes that council will find another solution. The patron expressed that it would be too much financially to participate. I appreciate the fact that I can use the taxi service, as I have no one to take me to my medical appointments. I am normally a nice person and with the new increase, I will be miserable. Please don't make me miserable.
Telephone	The patron expressed it's a real hardship for seniors, especially those that it's the only way they can leave the house. The patron feels it's a drastic hike; hoping that the City will reconsider and it will be done differently.
Telephone	Resident of Torrance for 33 years; very upset about rate change; believes City is taking total advantage of seniors and disabled people; Torrance is a rich place that can afford the \$3 that they are lowering the worth of the taxi tickets; she is appalled.
Telephone	The patron requested a return telephone call. <b>Staff Response:</b> The patron felt that the change was too sudden and it should be done incrementally.
Telephone	The patron uses taxi to go to doctor and shopping; The patron has no car and lives on fixed income.
Telephone	The patron relies heavily on the taxi program because they are legally blind, the patron would like a return telephone call. <b>Staff Response:</b> Returned call on 4/5/11 at 5:00pm., left voicemail.
Email	The patron feels this is passing the burden on too much to seniors. The patron would like to see the program maintained as it is necessary for many people, and would like to see the expiration dates extended.
Telephone	The patron stated that if tickets are valued less then perhaps the city could extend the expiration dates.
Telephone	The patron would like a return telephone call. <b>Staff Response:</b> The patron feels it is a large raise, and that the patron currently lives on a low income. The patron understands that city needs to raise money and that it is a small price to pay.
Telephone	The patron is opposed to this change, at least the portion that states regardless of income level; so many are on a fixed incomes; doesn't know how it could be charged differently for those on fixed incomes. The patron believes this will create a hardship.
Telephone	The patron expressed the increase would be a hardship. The patron also wanted to tell the City thanks for the program and how much they appreciate it.
Letter	The patron uses the taxi system because they can't ride the bus. The patron is also on a fixed income with social security and will not have enough money for the taxi with the new system.



**Senior & Dial-a-Taxi Past, Current & Projected Expenditures**

Year	Tickets sold	Growth	Costs @ 16 tickets sold	Costs @ 14 tickets sold	Costs @ 12 tickets sold	Costs @ 10 tickets sold
FY08	91,519			921,164		
FY09	98,970	8.14%		1,033,113		
FY10	98,469	-0.51%		1,201,464		
FY11	109,741	11.45%		1,282,901		
FY12	116,325	6.00%	1,361,008	1,190,882	1,020,756	850,630
FY13	123,305	6.00%	1,442,668	1,262,335	1,082,001	901,668
FY14	130,703	6.00%	1,529,228	1,338,075	1,146,921	955,768
FY15	138,545	6.00%	1,620,982	1,418,359	1,215,737	1,013,114



**Senior & Dial-a-Ride Transportation Comparisons**

Agency	Type of Service	Cost	Hours	Monthly Cap	Details
Beverly Hills	Taxicab	\$6 for \$24 in cab fare	N/A	24 hours	Anywhere in Carson, only to 17 satellite points outside Carson for medical appointments only. Pay up to \$20 per trip.
Carson	Taxicab	\$2/one way trip	20 vouchers	24 hours	\$21 or \$9 price levels depend on income
City of LA	Taxicab	\$21 or \$9 for \$42 in cab fare	N/A		For residents of Gardena, Hawthorne and the unincorporated Alondra Park and Del Aire areas of Los Angeles County
Gardena	Shared DAR Cutaway buses	\$ .75 each way	None	8:00am-5:00pm	
Glendale	Shared DAR Services	\$1/ one way trip	None	8:00am-6:00pm	Can travel anywhere within El Segundo Blvd., Crenshaw Blvd. and PCH
Hermosa Beach	Taxicab	\$1/ one-way trip	20 vouchers	24 hours	
Lomita	Taxicab	\$1/ one way trip	None	24 hours	
Long Beach	Shared DAR Services	\$2/ one way trip	None	7:00am-10:30pm	
Palos Verdes	Taxicab	\$5/ one way trip on peninsula, \$20 off peninsula for medical only	None	24 hours	
Pasadena	Shared DAR Cutaway buses	\$75/ one way trip	None	7:00am-9:00pm	
Redondo Beach	Shared DAR Cutaway buses	\$1/ one way trip	None	6:00am-10:00pm	
Santa Clarita	Shared DAR Cutaway buses	\$2/ one way trip	None	5:00am-10:30pm	
Torrance	Taxicab	\$16 for \$208 in cab fare	16 vouchers	24 hours	