



Challenges & Opportunities

Eastern Sierra Transit Authority 2010 Annual Report

Message from the Executive Director-

The 2009/10 fiscal year for Eastern Sierra Transit brought both successes and challenges. ESTA's primary funding source, Local Transportation Fund dollars from the California Transportation Development Account, which is funded by ¼ cent of the general sales tax declined due to the overall economic decline. The general economic woes also led to decreases in ridership on most of ESTA's routes.



Overall, ridership increased by 114,000 passenger trips, however the vast majority of this gain was attributable to the Reds Meadow service, which only operated for one month in FY 08/09. Excluding the Reds Meadow and Mammoth Lakes fixed route services, the balance of ESTA's routes experienced ridership declines averaging 15%. To address these declines in ridership, ESTA offered a promotional fare decrease on many of the routes. Unfortunately, on other than the Mammoth Express route, this program did not have the desired affect of increasing ridership. The ridership declines of FY 09/10 set the stage for service adjustments early in FY 10/11 to balance service with available funding.

Although the economic climate and associated reduction in ridership in 09/10 were significant negatives, all was not gloomy. ESTA realized several important successes during the year. Ridership on the fixed routes in Mammoth Lakes (Lift and Trolley routes) showed impressive ridership growth of more than 17% year over year. Additionally, the Reds Meadow service realized ridership increases of nearly 20% over previous years' numbers. The Reds Meadow service was viewed very favorably by the U.S. Forest Service, who envisions a long-term relationship with ESTA. In related news, last April, ESTA learned that a grant application submitted by the Forest Service on behalf of Eastern Sierra Transit had been partially funded. A grant award in the amount of \$1.6 million was made to Eastern Sierra Transit, which will fund the purchase of the initial four buses for the operation of the service. ESTA also received notification of award of a Section 5311(f) grant that will pay for an Automated Customer Information System, which will allow passengers to receive real-time updates on the CREST intercity routes.

Although the economic situation is still challenging, the outlook for ESTA is encouraging. The Authority has taken steps to implement a sustainable service level that meets the needs of the wide variety of passengers served by ESTA. ESTA looks forward to leveraging partnerships that have begun in recent years with the Forest Service, the Town of Mammoth Lakes, and the Mammoth Mountain Ski Area. These partnerships will provide significant funding allowing the Authority to continue and to expand services during tough economic times. ESTA also looks forward to enhancing its services in the coming years through the implementation of technology, which will allow passengers to access valuable transit information using a variety of tools including phone, cell-phone, and Internet.

On a daily basis, the men and women of the Eastern Sierra Transit Authority continue to provide safe, reliable and responsive transit service throughout the Eastern Sierra region. The ability of these dedicated employees to successfully meet the challenges of the past year will pave the way for continued success in 2011.

John Helm

ESTA PASSENGER SPOTLIGHT

Randy Jackson is one of Eastern Sierra Transit's many dedicated commuters. Every weekday morning and evening you can find Randy aboard the Bishop to Lone Pine commuter bus riding between Bishop and Independence. He began riding the Bishop-Lone Pine Route two years ago, after the Inyo County Water Department offices were moved to Independence. He chose ESTA over a car pool initially because of the cost. After figuring the cost per mile for his car and the cost per mile for the bus, ESTA won hands down. He has been hooked on the commuter service ever since.



"I plan to use ESTA'S service for my entire time of employment in Independence."

Randy boasts about how he can sleep along the way because of the smooth ride, stating, somehow the drivers miss every pot hole and cigarette butt on the road. He also talks about the variety of people he has met on the bus. Recently, Randy visited with a fellow passenger who had worked at Red Dog, a lead zinc mine in arctic Alaska where Randy had worked on an exploration crew right out of school in the 1970s. As they say, it truly is a small world.

Randy praised ESTA's drivers and service saying, "I want to commend the drivers on the Bishop-Indy morning and return runs. They are fine people, provide excellent service and are a pleasure to ride with. Personnel of this quality are to be commended, and because of them, I plan to use ESTA'S service for my entire time of employment in Independence. Thank you to the drivers of ESTA."

ESTA EMPLOYEE SPOTLIGHT

ERIKA LANGEVIN spent the first six years of her life in Germany before her parents emigrated to north San Diego County. She gradually made her way northward ending up in the Bishop area 27 years ago. In 2006, Erika came to learn that she had a brother she had not known of who still resided in Germany. Her mother had been forced to give him up for adoption during the challenging period following World War II. They corresponded with one another through translators (he does not speak English, and Erika had long ago forgotten her German). In the summer of 2009, Erika traveled to Germany and was able to meet her brother for the first time face-to-face.



At about the same time that Erika learned of her brother in Germany, she also made a career change into the public transit field. After operating her own house-cleaning business for 20 years, she decided to give driving a try after hearing about job openings from a friend who worked for Inyo-Mono Transit (ESTA's predecessor agency). She says that she had always liked to drive and that the job sounded exciting. Four years later, she's knows that she's found a job to her liking. Erika explains that every day is different. She states "you never who you're going to meet driving the bus, or how you'll be able to brighten someone's day". Erika drives the CREST route from Bishop to Lancaster two days per week and explains that she really enjoys meeting

"the variety of passengers really makes the job interesting"

the wide variety of people who use that route. From backpackers, to visiting Europeans, to folks heading for shopping or medical appointments, the variety of passengers serves to keep the job interesting. Erika also explains that she gets a lot of fulfillment from providing a very valuable service for seniors and others who depend on Eastern Sierra Transit for their needs. Although Erika feels that she receives more

from her work than she gives, we believe that Erika's passengers think it's the other way around.

OVERVIEW of the AUTHORITY

The Eastern Sierra Transit Authority was created by a Joint Powers Agreement between Inyo County, Mono County, the City of Bishop and the Town of Mammoth Lakes to address growing public transit needs within the Eastern Sierra.

Eastern Sierra Transit provides public transit service along a 400 linear mile service area extending from Lancaster in the south to Reno in the north. The Authority's services meet a wide range of needs from door-to-door dial-a-ride service in Bishop, Mammoth Lakes, Lone Pine and the Antelope Valley, to town-to-town routes serving commuters and shoppers accessing work and commercial centers in Lone Pine, Independence, Bishop and Mammoth Lakes, to the intercity routes known as the CREST route providing access to the national intercity bus network and an international airport in Reno, and the national intercity bus network and regional commuter rail service in Lancaster. The Authority also operates weekly lifeline service from Bridgeport to Carson City out of Mono County, and from Tecopa/Shoshone to Pahrump in southern Inyo County.



The Eastern Sierra Transit Authority is governed by an eight-member Board of Directors composed of two elected officials appointed by each of the four jurisdictions.

BOARD OF DIRECTORS

Chair

Skip Harvey

Town Council Member

Town of Mammoth Lakes

Vice-Chair

Susan Cash

Second District Supervisor

Inyo County

Linda Arcularius

First District Supervisor

Inyo County

Vikki Bauer

Supervisor – District 3

Mono County

John Eastman

Town Council Member

Town of Mammoth Lakes

Jeff Griffiths

City Council Member

City of Bishop

Byng Hunt

Supervisor – District 5

Mono County

David Stottlemeyer

City Council Member

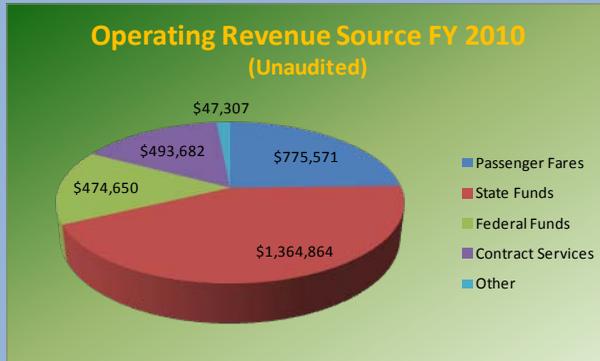
City of Bishop

STATEMENT OF REVENUES AND EXPENDITURES

For the 12 Month Period Ending June 30, 2010 (unaudited)

REVENUE

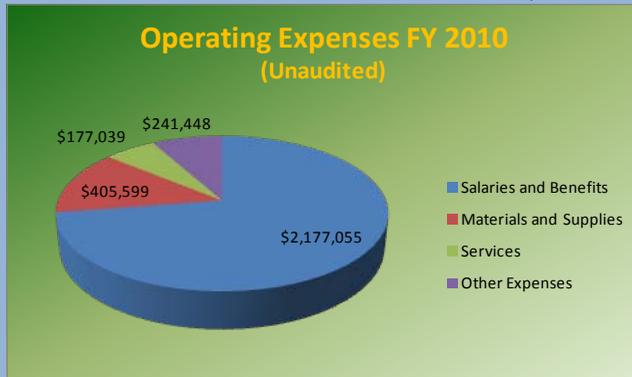
Passenger Fares	\$775,571
State Funds	\$1,364,864
Federal Funds	\$474,650
Contract Services	\$493,682
Other	\$47,307
TOTAL	\$3,156,074



EXPENSES

Salaries and Benefits	\$2,177,055
Materials and Supplies	\$405,599
Services	\$177,039
Other Expenses	\$241,448
TOTAL	\$3,001,141

Contribution to Fund Balance **\$154,933**



STATISTICS



FLEET

- (5) 20+ Passenger Buses (CREST Routes)
- (30) – 16 Passenger Minibuses* (Dial-a-Ride and local fixed route)
- (6) Trolleys*
- (4) Minivans (Dial-a-Ride)
- (10) 35' Transit Buses *

* 6 minibuses and 6 Trolleys are owned by the Town of Mammoth Lakes; 35' Transit buses leased seasonally from Mammoth Mountain Ski Area; one minibus operated on the Blue Route is owned by the Bishop Paiute Tribe.

STAFF

- Management - 2
- Administrative - 8
- Drivers - 60

FY 2010 OPERATING STATISTICS

- 50,340 Vehicle Service Hours
- 920,000 Service Miles
- 532,000 Passenger Trips

FY 2010 KEY PERFORMANCE INDICATORS

- 10.6 Passenger Trips per hour
- 25.3% Farebox Recovery Ratio
- \$4.21 Subsidy per Passenger
- 1.36 Accidents per 100,000 Miles

