CITY OF SANTA CLARITA

TRANSPORTATION DEVELOPMENT PLAN

MAY 2013

FINAL DRAFT

moore
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CITY OF SANTA CLARITA
2012 Transportation Development Plan

FINAL DRAFT

May 2013

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TABLE OF CONTENTS

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LIST OF EXHIBITS

1. EXECUTIVE SUMMARY

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CHAPTER 1 – EXECUTIVE SUMMARY

The City of Santa Clarita was formed in 1987, incorporating the communities of Canyon Country, Newhall, Saugus, and Valencia. Since then, Santa Clarita has evolved into one of the most desirable places to live in Southern California, and in 2006 was named one of the top 100 places to live by *Money* Magazine. Now the third most populous city in Los Angeles County, Santa Clarita offers an abundance of retail centers, recreational opportunities, educational institutions, medical/healthcare facilities, cultural activities, and employers.

Santa Clarita Transit (SCT) has grown significantly since service was launched in 1991. The City's transit program is comprised of a local fixed-route network, commuter/express network, dial-a-ride, and special trolley service. The local fixed-route service offers eight routes that travel seven days a week and connect the outlying portions of the service area such as Canyon Country, Newhall, and Castaic with key destinations such as the College of the Canyons, Westfield Town Center, Six Flags, and the Valencia Industrial Center. Twenty supplemental routes operate on school days serving area junior high and high schools. SCT offerings also include local operations for Access Paratransit services as well as the City's Dial-A-Ride service.

The local transit links residents and visitors with regional transit services via three Metrolink stations (Santa Clarita, Newhall, and Via Princessa), McBean Regional Transit Center (MRTC), and designated park-and-ride facilities throughout the Santa Clarita Valley. The regional commuter/express service network is composed of five routes connecting the Santa Clarita Valley with Downtown Los Angeles, UCLA/West Los Angeles, North Hollywood (NoHo) Red Line Station, and the western portion of the San Fernando Valley. Most commuter/express routes operate during peak hours Monday through Friday, while Route 757 (North Hollywood Red Line Station) offers service from approximately 5:00 AM to 10:00 PM on weekdays, and approximately 7:00 AM to 7:30 PM on weekends. Two additional Station Link routes (Routes 501 and 502) provide a direct link between the Santa Clarita Metrolink Station and to key employment centers including Six Flags, Valencia Industrial Center, and the Valencia Commerce Center. These two routes operate on weekdays only.

Key Findings

- With tax revenue returning to previous levels, funding for service enhancements should become increasingly available.
- The highest priority for new operational expenditures should be service expansion within under-served areas. The second highest priority should be increased service frequency.
- The SCT program relies heavily upon the Internet for marketing and fare purchases. Other options (such as additional direct mail, newspaper advertisements, or other printed materials) should be made available for persons with limited Internet access.

- The profile of the typical Santa Clarita Valley resident differs considerably from the profile of the typical Santa Clarita Transit local service rider.

Report Overview

The goal of a Transportation Development Plan (TDP) is to present a plan for short-term operational, financial, and capital improvements for the City of Santa Clarita's transit program. These strategies reflect findings from rider and non-rider (community) input as well as a review of transit system performance. This TDP is an update of the prior TDP completed in 2006.   The 2012 TDP is divided into eight chapters:

1. Executive Summary;
2. Goals, Objectives, and Performance Standards;
3. Demographic and Demand Analysis;
4. Service Overview and Evaluation;
5. Public Outreach;
6. Service Recommendations;
7. Financial Plan; and
8. Appendix.

The Goals, Objectives, and Performance Standards outlined herein present the City with a blueprint that identifies ways in which the City can monitor SCT performance and cost-effectiveness. This chapter identifies five overarching goals:

- **Goal 1:** Maintain and enhance a diversified and sustainable transportation system.
- **Goal 2:** Evaluate, monitor, and improve infrastructure and regional connectivity on a regular basis.
- **Goal 3:** Fully integrate transit into the community, both now and in the future.
- **Goal 4:** Promote widespread use of Santa Clarita Transit and alternative modes of transportation.
- **Goal 5:** Use the transit system to foster a sense of community for Santa Clarita.

The Demographic and Demand Analysis provides an insight into the Santa Clarita Valley resident base. This chapter highlights segments of the population that are historically transit users. In preparing this chapter, we analyzed demographic data from the federal Census and the California Department of Finance. We then mapped our findings using Geographic Information Systems (GIS) software.

The Service Overview and Evaluation is a snapshot of current transit usage and system performance. The information is displayed by service type, route, direction, and time of day. This chapter allows the City to analyze how current performance aligns with program goals and objectives. For this analysis, we collected line-by-line route data for each SCT bus route and analyzed recent and historic

operating data. Through this process we were able to identify opportunities of improvement as well as growth.

The Public Outreach section included multiple surveys that targeted fixed-route riders, commuter bus riders, Dial-A-Ride users, and any other residents of the Santa Clarita Valley, regardless of transit patronage. In total, we collected over 3,200 unique pieces of data. In addition to our surveys, we also facilitated a variety of focus groups and conducted three rounds of community workshops that actively engaged members of the public in defining and prioritizing local transit needs.

Public involvement in the preparation of the 2012 TDP has been important to understanding the transit needs and priorities of residents throughout the Santa Clarita Valley. Through this process three cornerstone concepts became evident:

1. A desire for increased transit service frequency. In our survey of local fixed-route riders, when asked to identify a specific need, the overwhelming majority (more than 75 percent) cited increased service frequency. This priority was also evidenced in each community of the Santa Clarita Valley, on each of the commuter bus routes, and among vehicle owners and non-owners alike.
2. A desire for transit service to new developments in the geographically peripheral portions of the Santa Clarita Valley. Among existing specific areas identified were Castaic, Fair Oaks, Golden Valley, and Val Verde. Also, as future developments come to fruition, there is a desire to introduce transit service.   These locations include Vista Canyon, Newhall Ranch, Keystone, and the future Castaic High School.
3. A desire for improved access to fare media and transit service information overall. Based on public input at various community forums, the absence of easily accessible and understandable transit service information has negatively impacted transit usage. Additionally, some of the communities outside city limits (i.e., Castaic and Val Verde) continue to have limited access to transit fare media sales locations (particularly those that accept payment via debit or credit card).

In a perfect scenario, the City would provide transit service on every corridor every ten minutes. In reality, this is not possible, particularly in an area such as the Santa Clarita Valley, with limited connections between communities, significant geographical barriers (mountains and rivers), and where continued development away from a transit hub is found. Consequently, the desire for increased frequency must be balanced with the desire for geographic coverage. Given these oft-times competing priorities, and the fact that the "paired routes" offer relatively frequent service (approximately every 15 minutes) during peak hours, the 2012 TDP focuses primarily on extending service geographically rather than increasing frequency.

The Service Recommendations section details 25 recommendations designed to address the aforementioned findings. Each recommendation falls into one of two general categories:

1. Operating strategies include enhancements to existing service, changes in routing or route structure, or tactics relating to transit accessibility. For each, a general cost assessment is provided to facilitate comparison.

2. Marketing, administrative, and fare strategies aim to address perceived as well as actual deficiencies in the flow of customer information. These strategies are intended to aid the City in effectively defining and expanding transit's share of the local travel market. While marketing activities are not without cost, we believe the recommendations may have a dramatic effect on ridership with relatively small investment. Administrative and fare strategies are designed to increase ridership and fare revenue with little or no increase in operating cost.

Each strategy has been categorized by implementation horizon (near-, mid-, or long-term) and then prioritized within each category. Those strategies categorized as Priority 1 hold the potential for the greatest impact on performance or are tied to ongoing projects such as the McBean Park-and-Ride. Strategies categorized as Priority 2 may be considered less critical (representing "wants" rather than "needs"). A summary of these strategies is provided on the following pages.

The Financial Plan analyzes both the current state of SCT's finances and the financial ramifications of the recommendations presented in Chapter 6. This chapter discusses the components of the City's transit budget (capital needs, capital expenses, operational expenses, and revenue), then presents three distinct budget scenarios: a baseline (status quo) alternative, a Priority 1 Alternative, and an Full Implementation Alternative.

Exhibit 1.1 Summary of Strategies

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Near-Term (1-2 years)						
Operating	1	Increase frequency on overcrowded routes (Routes 1 and 2).	August 2013	Rider survey	Reduces wait time and improves travel experience for riders.	
Operating	1	Adjust schedule times on Routes 5, 14, and 791 to address ongoing running time issues.	August 2013	Ride check	Better on-time performance. Improves travel experience for riders.	May adversely affect timed transfer points.
Operating	1	Adjust schedule times to improve on-time performance after assessing impact of increased frequency on Routes 1 and 2.	February 2014	Ride check	Better on-time performance. Improves travel experience for riders.	May adversely affect timed transfer points.
Operating	1	Reconfigure all commuter bus runs originating in Valencia to serve the MRTC.	August 2014	Focus groups	Provides access to commuter bus service from MRTC.	
Operating	1	Monitor Route 757 on-time performance to ensure running time remains adequate; adjust as warranted.	Evaluation Spring 2014; implement August 2014	Ride check	Better on-time performance. Improves travel experience for riders.	May extend span-of-service, resulting in additional cost.
Fares	1	Evaluate the impact of allowing PCAs to ride the fixed-route service free of charge when accompanying disabled patrons. Implement a policy change if warranted.	Evaluation Spring 2014; implement August 2014	Focus groups	Potentially encourage more disabled customers to use fixed-route by allowing PCAs to ride free.	Study could reveal potential for loss of revenue.
Marketing	1	Raise awareness and promote usage of the City's technology resources and programs, including the Senior Ambassador program.	Summer/Fall 2013	Surveys, focus groups	Enhances knowledge and understanding of informational resources.	
Marketing	1	Conduct a targeted marketing campaign (low-income persons) promoting new pass sales outlets offering credit/debit purchase option.	August 2016	Community and rider surveys	Increased awareness re: access to non-cash fare media, especially among low-income customers.	

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Operating	2	Reassess demand and feasibility of providing fixed-route service to CSUN.	Winter 2013, to launch August 2014	Focus groups	Direct access to CSUN for SCV students and residents.	May not be sufficient demand or available funding from the University.
Marketing	2	Update SCT customer comment system to enable comments to be more effectively used for strategic planning and outreach/marketing.	Spring 2014	Program evaluation	Enable evaluation of customer comments and their direct application re: planning or outreach needs/activities.	
Operating	2	Increase span of service on Route 757 on weekend evenings during the Hollywood Bowl summer season.	June - September 2014	Focus groups	Increases ridership as well as appeal to choice riders.	
Marketing	2	Conduct a targeted marketing campaign promoting regional connectivity to North Hollywood in conjunction with expanded weekend service.	April - September 2014	Focus groups	Promote use of transit to access events at Hollywood Bowl.	
Operating	2	Introduce commuter bus service originating in Canyon Country on some Route 796, 797, and 799 runs so as to serve the Highway 14 park and ride facility.	August 2014	Focus groups	Provides access to commuter service from additional Park & Ride locations; reduces travel time for Canyon Country residents.	Some Valencia residents may have to travel to the Newhall/Sierra Hwy Park & Ride to access commuter bus service.
Marketing	2	Conduct a commuter marketing campaign to encourage increased ridership among current customers who ride one to three times a week.	Spring 2015	Commuter survey	Increase ridership.	
Mid-Term (3-5 years)						
Operating	1	Introduce service to new Castaic High School and Hillcrest Dr in Castaic.	August 2015	City transit goals and objectives; focus groups	Fulfillment of City transit goals; provide service to new schools.	Potential for increased travel time on existing routes.
Operating	1	Introduce service to Landmark Village (Phase I of the Newhall Ranch development) (expected to break ground in late 2013/early 2014).	August 2016	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential and commercial developments.	Potential for increased travel time on existing routes.

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Operating	1	Introduce service to the Keystone development (located off Newhall Ranch/Golden Valley).	August 2016	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential developments.	May require adjustment of proposed Saugus/Golden Valley route, resulting in longer trip times or reduced frequency.
Operating	1	Provide service to Vista Canyon development and Sand Canyon (concurrent with Via Princess Metrolink station relocation).	August 2017 or later	City transit goals and objectives; community and rider surveys; focus groups	Fulfillment of City transit goals; provide service to new and existing residents and new residential/commercial developments.	Requires adjustment of existing routing away from Via Princessa Metrolink.
Operating	2	Adjust Route 5/6 schedule to add stops at Villa Metro development on Soledad Canyon.	August 2015	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential community	
Operating	2	Provide one-seat service between Saugus and Golden Valley via the Cross-Valley Connector.	August 2015	City transit goals and objectives; community and rider surveys	Provides service to Golden Valley shopping/retail; additional service to Golden Valley H.S.; connects with all existing local routes.	Timed-transfers required for effective connectivity with other routes.
Marketing	2	Combine local and commuter schedules into a single "bus book" inclusive of schedules, maps, policies, and Dial-A-Ride information.	August 2016	Community and rider surveys	Promote local service to commuter customers and out-of-area services to local customers.	
Marketing	2	Add information kiosks throughout the SCV, particularly in areas of new service, and strategically utilize information displays to communicate service changes and promotions, raise awareness, and encourage choice ridership.	Ongoing	City transit goals and objectives	Raise awareness of transit service; improve access to information.	
Long-Term (6+ years)						
Operating	1	Introduce service to the Newhall Ranch development (on a phased approach).	August 2018 or later	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential and commercial developments.	Potential for increased travel time on existing routes.
Fares	2	Provide additional opportunities for fare media purchase, particularly within new service areas, through the installation of ticket vending machines (TVMs).	August 2018	Community and rider surveys	Increased access to non-cash fare media. TVMs also available 24 hours a day, seven days a week.	Requires identification of appropriate locations and regular maintenance.

Exhibit 1.2 Map of Proposed Service (Full Implementation)
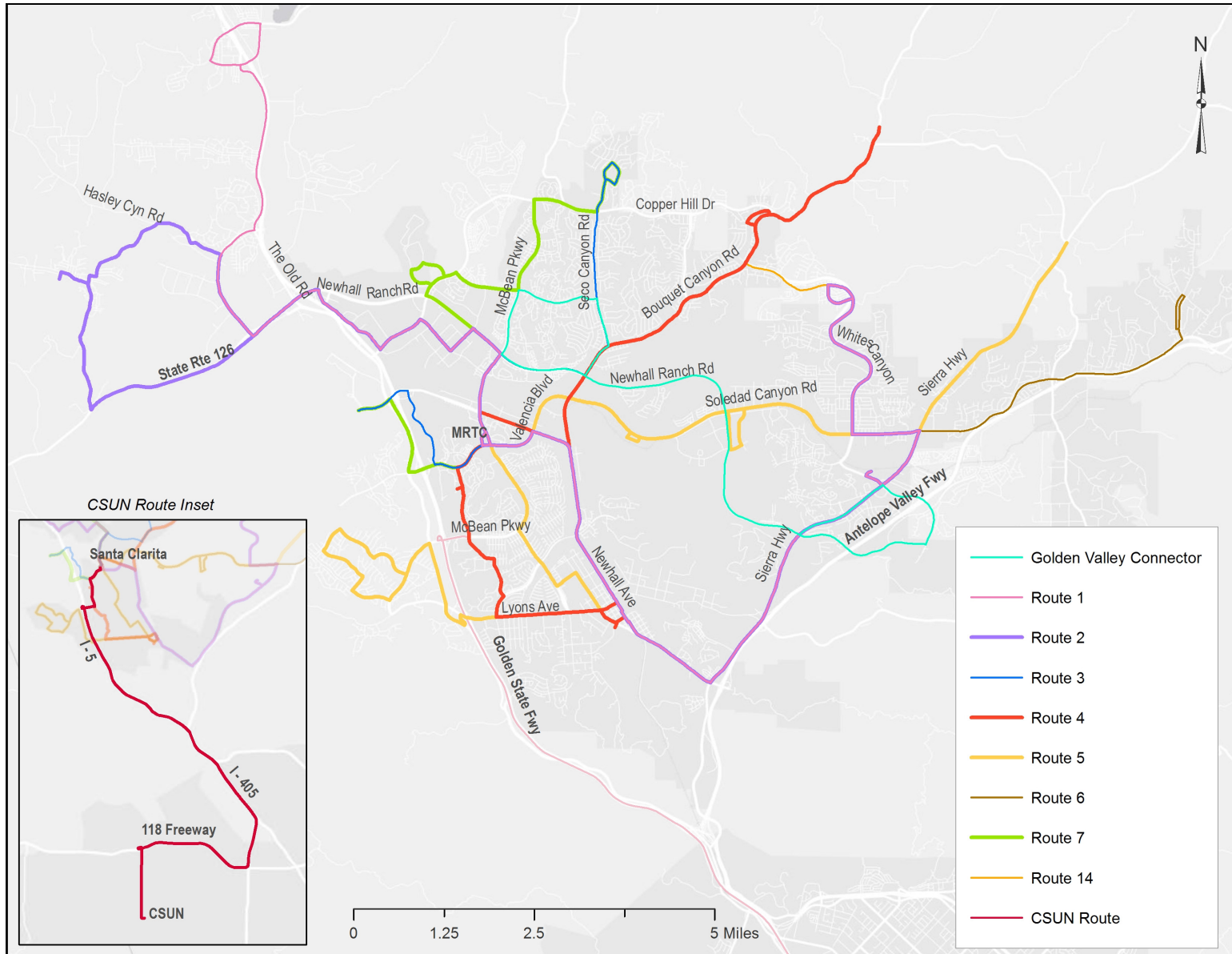
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2. GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

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CHAPTER 2 – GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

This chapter advances performance measures governing the public transit programs (i.e., fixed-route, commuter, demand-response) provided by Santa Clarita Transit. Performance measures are also included for the role of public transit in the community, including land-use, planning, and regional connectivity. Establishment of performance measures allows progress toward goals to be tracked and achieved.

In order to evaluate the effectiveness of any transit program, it must be measured against specific goals and standards appropriate to the services it provides and the environment in which it operates. These performance measures are composed of goals, objectives, tactics, and performance standards.

- Goals are statements that *qualify* the desired results. They are the end toward which efforts are directed. They are general and timeless, yet theoretically attainable.
- Objectives provide *quantifiable* measures of the goals. They are more precise and capable of both attainment and measurement.

Once goals and objectives are identified, tactics and performance measures can be defined, as well as performance standards against which to measure success.

- Tactics represent specific activities or actions that can be undertaken in support of specific objectives (i.e., provide reliable transit service).
- Performance measures indicate how the objective will be quantified (i.e., Operating Cost per Passenger, completion of a marketing plan, or compliance with ADA standards).
- Performance standards set *quantifiable* targets for achieving the adopted goals (i.e., minimum annual ridership growth, bus stop amenity thresholds, or maintenance guidelines).

Ten goals and more than 50 objectives were presented in the City's 2006 Transit Development Plan (TDP). Based on the prior TDP along with our current assessment of Santa Clarita Transit, we believe the primary focus should continue to be the provision of a safe, reliable, and efficient means of transportation. While the number of goals has been reduced, many of the prior goals have been restructured as objectives since they can be quantified. In addition, specific tactics have been identified, each tied to a specific performance measurement "yardstick" by which it can be evaluated. By updating these goals, the City commits to further enhance the regional transit network through meeting the needs of its residents and providing viable mobility options and solutions for regional connectivity.

The performance measures presented herein serve to update the service efficiency, effectiveness, service quality, planning, and coordination goals presented in the 2006 TDP. The updated performance measures assess the local fixed-routes, demand-response, and commuter routes using quantifiable criteria.

We propose five goals, each of which is supported by objectives, tactics, and performance measures.

- **Goal 1:** Maintain and enhance a diversified and sustainable transportation system.
- **Goal 2:** Evaluate, monitor, and improve infrastructure and regional connectivity on a regular basis.
- **Goal 3:** Fully integrate transit into the community, both now and in the future.
- **Goal 4:** Promote widespread use of Santa Clarita Transit and alternative modes of transportation.
- **Goal 5:** Use the transit system to foster a sense of community for Santa Clarita.

Performance measures were developed based on historic system performance and planning activities as well as individual service performance and operations management. The following tables link the objectives and tactics to adopted performance measures when possible; then compare actual recent performance with recommended performance standards where available. Recommended performance measures and standards are provided for the future implementation of this plan.

Exhibit 2.1 Goals, Objectives, and Performance Measures

Goal 1: Maintain and enhance a diversified and sustainable transportation system.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Provide effective, attractive, and innovative alternatives to the single-occupant automobile.	Provide reliable transit service.	On-time performance		
		Local fixed-route	81%†	90% of all trips should be operated "on time," defined as early and no more than 5 minutes late.
		Commuter	68%†	90% of all trips should be operated "on time," defined as early and no more than 5 minutes late.
		Demand-response	90.9%*	90% of all monthly trips operate "on time," defined as within 15 minutes of the scheduled pick-up time.
		Missed trips		
		Local fixed-route	May 2012: 0.9% June 2012: 1.7% July 2012: 0.7%††	Less than 1% of total monthly trips.
		Commuter	May 2012: 4.5% June 2012: 5.0% July 2012: 6.3%††	Less than 1% of total monthly trips.
		Demand-response	FY 2011/2012: 0.13%**	Less than 1% of total monthly trips, defined as more than 45 minutes past the scheduled pick-up window or missed entirely.
		Spare ratio		
		Local fixed-route	22.8%	20.0%
		Commuter	20.0%	20.0%
		Demand-response	9.0%	20.0%
		Maintenance schedule		
		Local fixed-route	Meets standard	All regularly scheduled maintenance completed within 1000 miles of scheduled date/cycle.
		Commuter	Meets standard	All regularly scheduled maintenance completed within 1000 miles of scheduled date/cycle.
		Demand-response	Meets standard	All regularly scheduled maintenance completed within 1000 miles of scheduled date/cycle.
		Technology	Meets standard	All technology (AVL, fareboxes, carmeras, radios, wireless, monitors, headsigns, etc.) should be operable 95% of the time.
		Fleet replacement	Meets standard	Replaces vehicles by the FTA bus useful life timelines.
	Track and resolve all customer complaints.	Monthly reports detailing number and type of complaint as well as resolution status	Meets standard	Complaints are received via the City's e-service request, or via phone by the customer service center. Once complaints are received, City staff sends to MV Transportation for investigation. Complaints are logged by City staff on a daily and monthly basis.

†Based on system-wide ride check analysis conducted in March 2012. See Chapter 4 for more details.

*Performance data based on contractor-provided monthly DAR reports.

†† Based on City-provided record of missed trips.

** Based on contractor liquidated damages summaries.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 1: Maintain and enhance a diversified and sustainable transportation system.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Contribute to the area's economic and social well-being by improving access to employment, shopping, and activity centers for the maximum number of residents.	Provide higher-frequency fixed-route service to all significant activity centers and neighborhoods of moderate-or-higher-density housing.	Compare current fixed-route alignments to moderate and higher-density housing.	In progress	Higher-frequency fixed-route service serves all significant activity centers and within 1/4 mile of 95% of residents in neighborhoods containing at least 400 units of moderate-or-higher-density housing.
	Provide fixed-route bus service to suburban-density neighborhoods.	Compare current fixed-route alignments to suburban-density housing.	In progress	Provide fixed-route bus service within 1/2 mile of at least 75% of residents in suburban-density neighborhoods where it is feasible to do so.
	Provide non-traditional or personalized services in low-density or inaccessible residential areas.	Are low-density areas and residential areas inaccessible to transit currently served by general public Dial-A-Ride?	In progress	Serve low-density areas and residential areas inaccessible to large buses (due to steep or rocky terrain) with customized or non-traditional services where not feasible to serve with fixed-route transit.
	Provide a high level of peak-hour transit service to employment centers from higher-density neighborhoods and from areas with low rates of car ownership.	Review peak-hour headways to employment centers in current fixed-route schedule	In progress	Provide service to employment centers from higher-density neighborhoods and from areas with low rates of car ownership.
	Focus routes with frequent headways and all day service to serve community commercial centers and neighborhoods with substantial transit-dependent populations.	Review service levels in transit-dependent neighborhoods in current fixed-route schedule.	In progress	Routes with frequent headways (30 minutes) and all-day service serve community commercial centers and neighborhoods with substantial transit-dependent populations.
	In conjunction with Metrolink, design midday transit service to serve a portion of non-work trips occurring within and/or originating within the Santa Clarita Valley.	Review current fixed-route and commuter schedules to assess available mid-day services outside the Santa Clarita Valley.	In progress	Combined fixed-route, commuter, and Metrolink service serves mid-day non-work trips within and outside the Santa Clarita Valley.
	Work with City and County to develop transit service based on current and anticipated development patterns.	Review planned develoments to determine if current services meet existing performance standards.	In progress	Use existing performance standards to determine if planned developments will warrant new transit service.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 1: Maintain and enhance a diversified and sustainable transportation system.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
		Passenger load standard	Meets standard	Vehicles should operate with standees on no more than 20% of the runs for any route to avoid recurring loads of more than 150% of the seating capacity.
		Passenger injuries	Meets standard	Less than one passenger injury per 100,000 boarding (fixed-route) or 10,000 boardings (demand-response).
		Preventable accidents	Meets standard	Minimum of 104,000 miles between preventable accidents.
		Driver training	Meets standard	Provide annual driver safety and training opportunities including a minimum of 8 hours of driver training.
		Bus stop standard	Meets standard	Visibly identifiable with signage, route information, and stop amenities.
		Passenger amenity standard	In progress	Shelter should be considered at stops serving 15 or more passenger boardings per day. Seating should be considered at stops serving 10 or more passenger boardings per day. Work with State or County for placement of transit amenities on respective roadways in accordance with this standard.
	Minimize operating cost	Farebox Recovery (system 2010/2011)	19.4%	20.0%
		Local fixed-route	21.1%	20.0%
		Commuter	29.0%	30.0%
		Demand-response	1.7%	10.0%
		Operating Cost/Vehicle Service Hour (VSH)	$102.30	$80.00
		Local fixed-route	$102.40	$90.00
		Commuter	$113.47	$110.00
		Demand-response	$91.50	$80.00
		Operating Cost/Vehicle Service Miles (VSM)	$5.93	$5.00
		Local fixed-route	$7.13	$7.00
		Commuter	$4.08	$5.00
		Demand-response	$5.45	$5.00
		Operating Cost/Passenger	$5.50	$5.00
		Local fixed-route	$4.19	$4.00
		Commuter	$7.52	$7.50
		Demand-response	$33.56	$30.00
	Increase transit passengers	Passengers/Vehicle Service Hour (VSH)	18.6	20.0
		Local fixed-route	24.4	30.0
		Commuter	15.1	15.0
		Demand-response	2.7	3.0
		Passengers/Vehicle Service Mile (VSM)	1.08	1.3
		Local fixed-route	1.7	2.0
		Commuter	0.54	0.5
		Demand-response	0.16	0.3
		Annual growth in passengers (FY09/10-FY10/1	-5.3%	At least 2.0% growth*
		Local fixed-route	-7.8%	At least 2.0% growth*
		Commuter	10.9%	At least 2.0% growth*
		Demand-response	0.0%	At least 2.0% growth*
	Ongoing, mandatory reporting	Regularly programmed data collection and reporting.	Meets standard	Monthly performance reports including such information as vehicle service hours, vehicle service mileage, fare revenue, ridership, accidents, and injuries.

* Threshold for performance/productivity for new services should be equal or greater to the system average unless specific mitigating circumstances are present (i.e., Lifeline services).

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 1: Maintain and enhance a diversified and sustainable transportation system.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Serve individuals with limited transportation options: the mobility-impaired, seniors, low-income individuals, and youth.	ADA accessibility	ADA standard	Meets standard	Fully meet the requirements of the Americans with Disabilities Act.
		Wheelchair-accessible vehicles	Meets standard	Maintain a fully accessible fleet.
	Bicycle accessibility	Bicycle amenities available	Meets standard	Provide bicycle racks on entire fleet to accommodate a minimum of two bikes each.
Pursue all realistic sources of funding to suport City's transportation system.	City should employ a dedicated staffer to manage grant funding.	Does the City employ a dedicated grants manager?	No	Employment of a dedicated grants manager.
	Level of service (as defined by annual Vehicle Service Hours) should not be less than the prior year except as directed by the Council.	Is the number of annual Vehicle Service Hours greater than or equal to the prior year, unless an exception has been granted by the Council?	Yes - meets standard	Number of annual Vehicle Service Hours should not be less than the prior year except as directed by the Council.
	Conduct fare policy review at least every three years using both actual and forecast revenue and expense calculations as well as a peer review.	Is fare policy review conducted every three years?	Date of last fare policy review: January-July 2012	Conduct a fare policy review every three years.
		Is the City's fare structure appropriate?	Yes - meets standard	Determine if the fare structure remains appropriate.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 2: Evaluate, monitor, and improve infrastructure and regional connectivity on a regular basis.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Develop and implement Capital Improvement Plans for short-term and long-term enhancements in support of a multimodal transportation system.	Develop a long-range capital improvement plan for transit facilities.	Does the City maintain a long-range capital improvement plan for transit facilities?	Yes - meets standard	The City should maintain a long-range capital improvement plan for transit facilities.
	Plan for future regional public transportation infrastructure.	Have rights-of-way for future bus rights-of-way, rail systems and possible extensions, stations, and park-and-ride lots been reserved?	Yes, for Vista Canyon; no for other locations	The City should acquire and/or reserve rights-of-way for future bus rights-of-way, rail systems and possible extensions, stations, and park-and-ride lots in accordance with regional plans.
Adapt to differing environmental and social conditions, new land-uses, and changes in the regional transportation network.	Experiment with other multi-occupant modes to develop the most effective new services.	Have other multi-occupant modes been studied for feasibility?	No	Determine the feasibility of implementing other multi-occupant modes, including shared-ride taxis, variable hybrid routes, and vanpools.
		If deemed feasible, have other multi-occupant modes been implemented?	N/A	Implement one or more new modes as a demonstration project.
	Consider development of a vanpool subsidy program.	Has the feasibility of a vanpool subsidy program been studied?	No	Determine the feasibility of subsidizing vanpools as a cost-effective alternative to providing additional commuter service.
		If deemed feasible, how many vanpools have been subsidized?	N/A	Subsidize vanpools as a cost-effective alternative to providing additional commuter service.
	Consider development of an employer shuttle program.	Has the feasibility of an employer shuttle program been studied?	No; currently offers two StationLink routes serving the Santa Clarita Metrolink Station	Determine the feasibility of working with employers to develop shuttle services to workplaces from Metrolink and/or transit centers.
		If deemed feasible, how many employer shuttles have been implemented?	N/A	Work with employers to implement shuttle services to workplaces from Metrolink and/or transit centers.
Coordinate with Metrolink and transit providers in the San Fernando and Antelope Valleys.	Develop joint goals and plans to attain maximum utilization of services for inter-area trips.	Does the City work with Metro, Metrolink, and AVTA to promote connections between services?	Yes - meets standard	Work with other providers to promote regional service connections.
	Coordinate services to minimize deadheading and increase utilization.	Are services coordinated?	Yes - meets standard	Services between SCT and regional services should be coordinated to minimize deadheading and increase efficiency.
	Coordinate schedules and market each other's services to facilitate reverse commutes.	Are schedules coordinated and services cross-promoted?	Yes - meets standard	Cross-promote services of other operators to facilitate reverse commutes.
	Provide bus service to major regional connection points.	Is service to regional connection points available?	Currently provides service to the NoHo Red Line Station (Route 757)	Provide service to major regional connection points, such as the Red/Orange Line terminal in North Hollywood.
	Develop a regional plan to promote and operate carpools, vanpools, and subscription buses in conjunction with Go511 regional ridematching services.	Is SCT included in a regional alternative transportation plan?	Yes - meets standard	SCT should be included in a regional alternative transportation plan.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 3: Fully integrate transit into the community, both now and in the future.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Work with City and County departments to achieve development patterns that reduce vehicular trips.	Focus development around existing transit corridors.	Have coordinated plans been developed?	Land-Use Element of General Plan calls for Transit-Oriented Development at the neighborhood level of the urban form	Develop coordinated plans for land-use, circulation, and transit with City and County to concentrate high-density housing, employment, and commercial areas close to transit corridors.
	Identify public transportation as a key resource/support service for future growth.	Is coordination with public transportation integrated into the Land-Use Element of the General Plan?	Section K of the Land-Use Element does not include public transportation in this list.	Include public transportation to the list of resources and other agencies to be synchronized with new development in the Land-Use Element of the General Plan.
	Facilitate access to non-motorized transportation and transit in new developments.	Are non-motorized modes and transit integrated into City planning efforts and development guidelines?	Meets standard	Work with City and County to require rights of way in new development for walking, bicycling, and access to transit. This includes through public streets, sidewalks, bicycle paths, design of intersections for easy pedestrian crossings, and linkages between paseos and arterial streets. (City adopted its Non-Motorized Transportation Plan in 2008; City's Unified Development Code includes non-motorized and transit amenity requirements for new developments; General Plan Land-Use Element intended to promote walkable communities.)
	Reduce need for parking and allow higher density development in commercial areas.	Is a change in zoning standards feasible and has it been implemented?	Not considered feasible; City will review on a case-by-case basis	Work with City and County to assess the feasibility of allowing a higher floor/area ratio (FAR) and lower parking requirements for commercial developments that provide transit facilities and subsidize shared-ride programs. (Current FAR requirements range from .375:1 to 2:1; current parking requirement varies by commercial use, but typically one space per 200-250 square
	Limit parking facilities in developments served by frequent fixed-route service.	Have the City's parking standards (Municipal Code Section 17.18.130) been amended to reflect maximum parking limits?	Not considered feasible; City will review on a case-by-case basis	Work with the City and County to establish maximum parking limits for major development that is located on routes with frequent transit service. (The City's current parking standards do not stipulate maximum parking limits for residential and commercial developments.)
	Advocate for the consideration of transit in urban development.	Does SCT participate in project and environmental review processes?	Yes - meets standard	Comment on environmental documents and serve as part of the project review team for the City and County and be an advocate in the community for urban design that supports transit use.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 3: Fully integrate transit into the community, both now and in the future.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Assist in preserving air and environmental quality while accommodating growth.	Develop new ridership and increase patronage on established routes.	Annual ridership (system-wide and by route)	2010: 3,922,052 2011: 3,714,742	Ridership should increase each year, both system-wide and by route.
	Provide new service where new development warrants and supports it.	*See Goal 1 for new service standards*		*See Goal 1 for new service standards*
	Market Santa Clarita Transit as an environmentally sound travel alternative.	Marketing collateral encouraging use of transit to preserve air quality	Yes - meets standard	Market the environmental benefits of transit to choice riders, particularly commuters.
	Develop an environmentally sound transit fleet.	Fleet roster by type of vehicle	Current fleet mix is 40.5% CNG, 50.5% diesel, and 9.0% gas	Use clean fuel vehicles as part of the fleet mix wherever feasible.

Goal 4: Promote widespread use of Santa Clarita Transit and alternative modes of transportation				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Implement an aggressive marketing and customer service plan for Santa Clarita Transit.	Prepare a strategic marketing and customer service plan and implement recommended activities.	Strategic marketing and customer service plan has been implemented.	Yes - meets standard	Preparation of a strategic marketing and customer service plan for Santa Clarita Transit.
	Identify low-productivity trips, routes or segments on an annual basis and adjust marketing programs to boost ridership.	Annual marketing collateral/activities specific to low-productivity trips, routes, or segments have been implemented.	Yes - meets standard	Documentation of low-productivity trips, routes, or segments and development of marketing response to boost ridership.
	Use bus stops and transfer points to promote transit with attractive and readable information and schedules.	Attractive and functional marketing collateral/signage is present at bus stops and transfer points.	Stops marked with bus stop signs; all stops feature QR codes; some stops feature info-posts or bus finder units; 30 locations feature message display signs	Provide attractive and functional service information at bus stops and transfer points, including info-posts, bus finder units, message display signs, and QR codes.
	Train drivers to be front-line transit marketing representatives.	Have drivers been trained to be part of Santa Clarita Transit's marketing efforts?	Yes, to the extent it fits into their job description	Provide training for drivers to teach them how to be part of the marketing team.
Conduct studies and research to understand customer needs and attitudes for targeted communications and outreach programs.	Conduct regular customer surveys to obtain demographic profiles to assist in preparation of targeted promotional materials.	Customer surveys conducted within last two years.	Date of last customer survey (all modes): Spring 2012	Conduct customer surveys at least every two years to identify in changes in customer perceptions, priorities, and demographics.
		Promotional materials updated to reflect last customer survey.	Date of last collateral update: August 2012; regularly updated every six months	Update promotional materials to reflect results of customer surveys when necessary.
	Conduct regular community surveys to identify barriers to transit use and prepare targeted marketing and advertising.	Community survey conducted within last three years.	Date of last community survey: Spring 2012	Conduct customer surveys at least every three years to identify in changes in community perceptions, priorities, and demographics, as well as barriers to transit use.
		Marketing and advertising strategies updated to reflect last community survey.	Date of last strategic update: 2010	Update strategic marketing plan to reflect changes within the community as needed following each community survey.
Goal 4: Promote widespread use of Santa Clarita Transit and alternative modes of transportation				
Work with the Chamber of Commerce, TMAs, key businesses, and City economic development staff to maximize transit marketing efforts.	Implement reciprocal promotion of transit by businesses and businesses by transit.	Reciprocal promotion program is included in the strategic marketing and customer service plan.	Yes - meets standard	Include reciprocal promotion of transit by business and business by transit in a strategic marketing plan.
	Use bus announcements to promote/identify important destinations.	Onboard bus announcements identify important destinations.	Not yet implemented	Work with businesses to determine bus announcements for important destinations.

Exhibit 2.1 Goals, Objectives, and Performance Measures (Continued)

Goal 4: Promote widespread use of Santa Clarita Transit and alternative modes of transportation				
Work with the Chamber of Commerce, TMAs, key businesses, and City economic development staff to maximize transit marketing efforts.	Implement reciprocal promotion of transit by businesses and businesses by transit.	Reciprocal promotion program is included in the strategic marketing and customer service plan.	Yes - meets standard	Include reciprocal promotion of transit by business and business by transit in a strategic marketing plan.
	Use bus announcements to promote/identify important destinations.	Onboard bus announcements identify important destinations.	In progress	Work with businesses to determine bus announcements for important destinations.

Goal 5: Use the transit system to foster a sense of community for Santa Clarita.				
Objective	Tactic	Performance measure	Actual performance	Performance standard
Build community support for the City's transit program	Focus transit services to reinforce the community center, the community commercial centers, and significant concentrations of employment.	Review of fixed-route and commuter schedules to assess level of service to these locations.	Review in progress	Transit system provides the level of service defined in Goal 1 to employment centers and key trip generators.
	Locate attractive transportation information kiosks in commercial and recreational centers.	Information kiosk placement	Yes - meets standard	Transportation information kiosks are located in commercial and recreational centers.
	Create a high profile for transit by participating in community emergency planning.	Inclusion in emergency management protocols and participation in community emergency planning activities	Yes - meets standard	In conjunction with the Santa Clarita Emergency Operations Center and Community Emergency Response Training (CERT), define transit's role in emergency planning and response.
	Support a high quality family environment by providing services that meet the needs of youth.	Provide school-day service, youth promotions, safety enhancements	City offers school-day service and youth-oriented promotions (Beach Bus); no youth fare	Transit system provides youth-focused services, including school-day service/school trippers, youth fare media and/or youth-focused promotions, and safety enhancements geared toward younger riders.

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3. DEMOGRAPHIC AND DEMAND ANALYSIS

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CHAPTER 3 – MARKET ANALYSIS

This chapter provides an analysis of population, demographic, and economic data, creating a general profile of Santa Clarita Valley residents. The profile was developed to illustrate current and forecast demand for transit, as well as local and regional travel patterns. The chapter is divided into several discussions including population, social, housing, and economic profiles, as well as trip generators and land-use.

Population Profile

Located in northern Los Angeles County, the Santa Clarita Valley is home to more than a quarter-million residents, of which nearly 70 percent reside within city limits. The Santa Clarita Valley recently experienced a large population increase: across the past ten years, growth in the valley was nearly 30 percent while Los Angeles County grew by approximately three percent. Large numbers of residential developments fueled by the advent of easily attainable mortgages in the early to mid-2000s were the catalysts for this significant population growth. The surrounding Santa Clarita Valley (unincorporated Los Angeles County) has been growing much faster than the City itself, resulting in a demand for transit services in areas that are currently underserved by public transit.

Exhibit 3.1 shows population growth for the city of Santa Clarita, the Santa Clarita Valley, Los Angeles County, and the State of California. Of these places, Stevenson Ranch and Castaic are the largest communities within the unincorporated portion of the Santa Clarita Valley.

Exhibit 3.1 Population

Jurisdiction	2000	2010	2030 Projected Population
Santa Clarita Valley	194,261	252,142	277,986
City of Santa Clarita	151,381	176,320	229,023***
Unincoporated Santa Clarita Valley	42,930	75,822	133,915
Stevenson Ranch	9930*	17,557	22,800**
Hasley Canyon	650*	1,137	1,500**
Castaic	10750*	19,015	24,700**
Val Verde	1400*	2,468	3,200**
Rest of valley	20200*	35,645	46,300**
Los Angeles County	9,519,338	9,818,605	11,318,280
California	34,000,835	37,312,510	44,574,756

Source: Census 2000 and 2010

*Note: Census data for unincorporated places (i.e. Stevenson Ranch, Hasley Canyon, Castaic, and Val Verde) not available for 2000. Data shown are estimates.

**Note: 2030 Projections based on forecast growth of rate for Los Angeles County.

***Note: Taken from City of Santa Clarita website: www.santa-clarita.com

Exhibit 3.2 illustrates Census 2010 population by block group with an overlay of existing local fixed-route bus lines. The data shows large populations residing in unincorporated areas of Santa Clarita Valley such as Castaic and Stevenson Ranch. The smaller block groups, as seen in the City of Santa Clarita, are a result of the greater level of land development, a more established road network, and other physical features. Although it may appear the unincorporated areas are denser, this is misleading because the block groups are much larger. The dark brown area east of Castaic actually represents Pitchess Detention Center, while the block north of Stevenson Ranch encompasses Six Flags Magic Mountain. In the latter of these cases, the acreage outside of Stevenson Ranch is sparsely populated.

Many Santa Clarita Transit routes serve the more densely populated areas in the Santa Clarita Valley. Specifically, the core areas of Canyon Country, Newhall, Saugus, and Valencia are all served by local transit service.

Exhibit 3.2 Population by Census Block Group

Population by Block Groups
TOTAL

- 0 - 2000
- 2001 - 4000
- 4001 - 6000
- 6001 - 8000
- 8001 - 10000
- SCT Routes
- Community Boundary
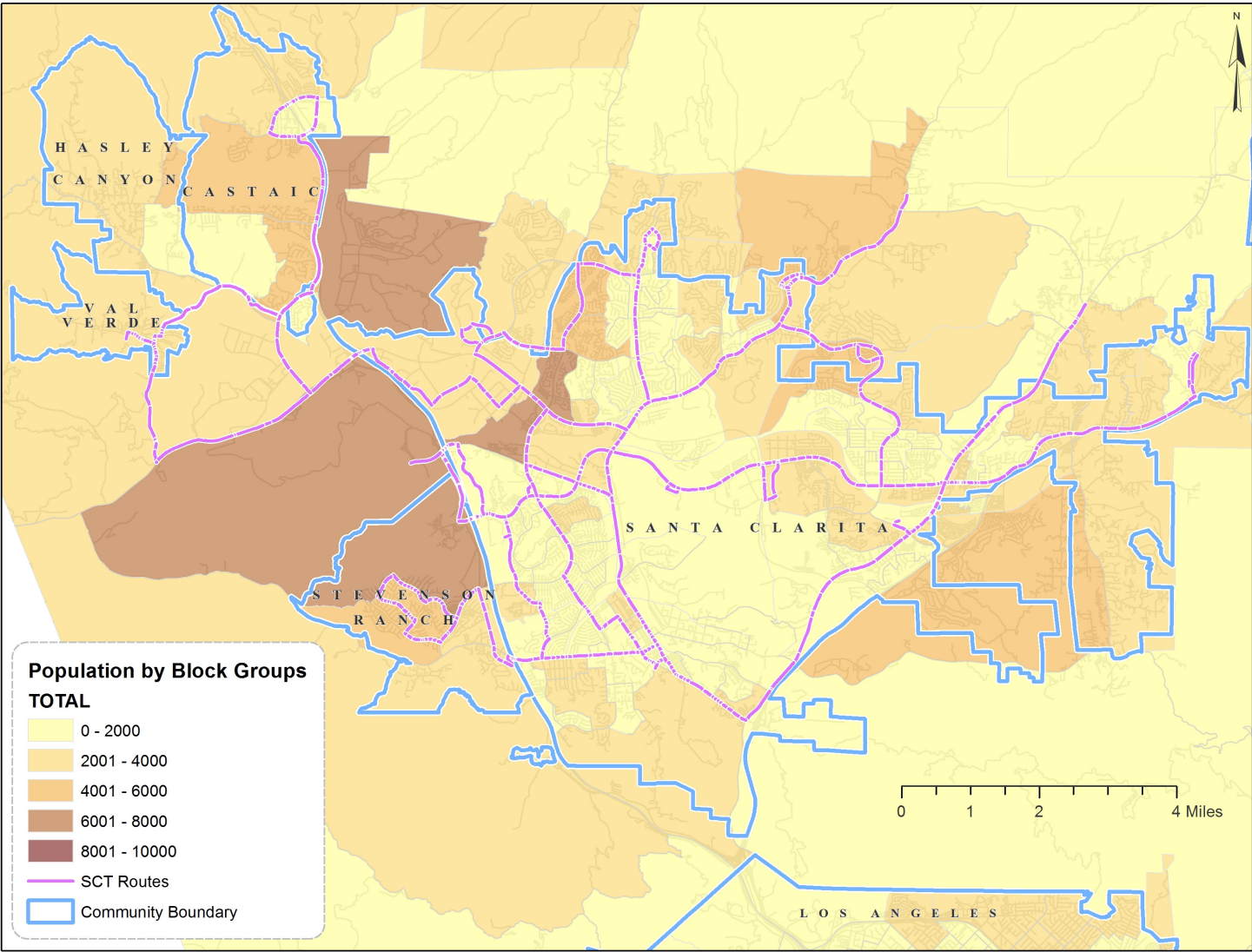
Source: Census 2010

Ride-Dependent Populations

Ride-dependent populations are defined as individuals who, for one reason or another, do not have the ability to transport themselves and therefore rely on other means (i.e., public transportation) for basic mobility needs. Industry standards defines ride-dependent individuals as low-income, seniors, youth, persons with disabilities, and those with no or limited access to a personal vehicle. The following is an analysis of current and forecast ride-dependent populations in the Santa Clarita Valley. Identification of areas with large populations of ride-dependent groups helps identify gaps between existing service (e.g., coverage, frequency) and demand.

Exhibit 3.3 illustrates the various population groups most likely to be dependent on public transit for some portion of their mobility needs. Low-income individuals and youth (ages 6 to 17) represent the largest growth within ride-dependent groups. In the Santa Clarita Valley, these groups have grown by 155 percent and 22 percent, respectively, across the last ten years. According to Census 2010, ride-dependent populations make up almost 60 percent of the total population of the Santa Clarita Valley. Reflecting recent population trends in the United States, an increase in ride-dependent seniors is expected as the "baby boomer" generation ages in place.

Exhibit 3.3 Ride-Dependent Population Estimates

Population Group	2000 Number	2000 Share of Population	2010 Number	2010 Share of Population	% Change 2000-2010
Youth (age 6 to 17)	42,212	21.73%	54,325	21.55%	28.7%
Seniors (60 and over)	17,321	8.92%	19,440	7.71%	12.2%
Persons with disabilities*	36,910	19.00%	44,281	17.56%	20.0%
Low-Income Individuals	11,233	5.78%	28,661	11.37%	155.2%
Persons with no vehicle access	2,577	1.33%	3,068	1.22%	19.1%
Santa Clarita Valley Total	194,261	100.0%	252,142	100.0%	29.8%

Source: Census 2010
Note: Data reflects 2006 - 2010 ACS data.

The increase in the ride-dependent populations translates to strong (and continuing) demand for effective transit options. While providing local fixed routes is useful in serving most populations (such as youth and low-income individuals), more individualized mobility options (such as dial-a-ride service) can be more effective for others (including some persons with disabilities or seniors). Santa Clarita Transit currently operates 20 supplemental routes to local junior high schools and high schools as a means of providing affordable home-to-school transportation for the community's youth, as well as a local dial-a-ride service for eligible seniors and persons with disabilities.

Seniors

Routes 1/2, 4/14, and 5/6 serve the Santa Clarita Senior Center, while the dial-a-ride service is available to those qualifying individuals over the age of 60 who are unable to use the fixed-route system. Additional senior-oriented destination/trip generators (such as senior housing) and the routes serving them include:

- Belcaro (Route 7);
- Bouquet Canyon Seniors (Routes 3, 4/14);
- Canterbury Village Seniors (Routes 4/14, 5/6);
- Canyon Country Senior Apartments (Routes 1/2);
- Castaic Lake Senior Village (Routes 1/2);
- Fountain Glen Apartments (Route 7);
- Friendly Valley (Routes 1/2);
- Orchard Arms (Routes 5/6);
- Pacifica Senior Living (Routes 5/6);
- Santa Clarita Convalescent Home (Routes 1/2);
- Summerhill Villa (Routes 5/6); and
- Sunrise at Sterling Canyon (Routes 5/6);
- Valencia Villas (4/14); and
- Whispering Oaks (Routes 4/14).

To illustrate the relationship between transit demand and supply, the mapping program ArcGIS was used to quantify aggregate demand (ride-dependent population as well as total residents) within individual census tracts in the Santa Clarita Valley. Exhibit 3.4 provides a visual representation of the aggregate demand by identifying the ride-dependent distribution combined with the previous block population information. This demand data was then contrasted with transit supply, quantified by representing each route alignment within the Santa Clarita Transit fixed-route service area.

In contrast to Exhibit 3.2 (Population by Census Block Group), there are high concentrations of ride-dependent persons residing in the south and southeast areas/portions of the Valley. These areas are currently served by Routes 1/2 and 5/6, along with several commuter routes (757, 795, 796, 797, and 799) and various school trippers. Given the density of ride-dependent populations in these areas existing levels of service should be maintained or expanded to keep up with expected population growth.

Exhibit 3.4 Ride-Dependent Populations by Block Group

Ride-Dependent Population

1,800

- Seniors
- Youth
- No Vehicle Access
- Low-Income
- Disabled

Population by Block Group

- 244 - 2000
- 2001 - 4000
- 4001 - 6000
- 6001 - 8000
- 8001 - 10000
- Places
- SCT Routes
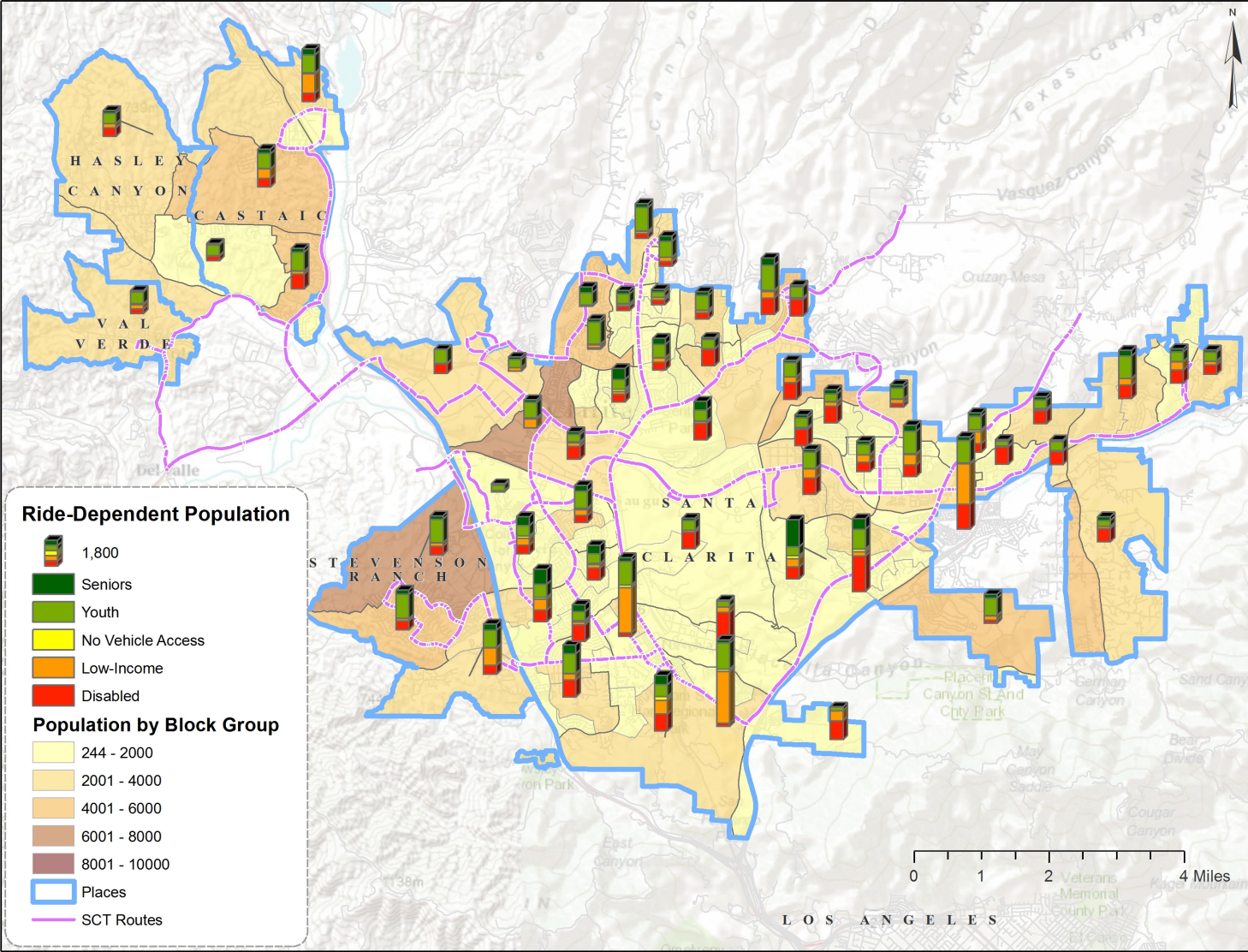
Source: Census 2010

Social Profile

According to the 2006-2010 American Community Survey, the median age in the Santa Clarita Valley and the city of Santa Clarita are approximately the same as the county and state. The contrast in demographics lies within the educational attainment of residents. Transit ridership typically has an inverse relationship to educational attainment[1]. Exhibit 3.5 indicates the Santa Clarita Valley and the City of Santa Clarita have fewer residents lacking a high school diploma than both Los Angeles County and California at-large. The Santa Clarita Valley also has fewer adults with a bachelor's degree or higher, whereas the city of Santa Clarita is on par with both the county and state.

Exhibit 3.5 Summary of Santa Clarita Valley Demographics

Jurisdiction	Median Age	Education		
		Percentage Over 25 without High School Diploma	Percentage High School Graduate Only*	Percentage Bachelors Degree or Higher
City of Santa Clarita	36.2	10.0%	21.0%	30.0%
Santa Clarita Valley	35.1	6.3%	33.6%	21.4%
Los Angeles County	34.8	24.1%	21.3%	29.0%
California	35.2	19.3%	21.5%	30.1%

Source: ACS 2006-2010 estimates

*Note, this category indicates individuals whose highest educational attainment is high school or GED.

Housing Profile

The housing profile of the Santa Clarita Valley indicates both the City of Santa Clarita and the overall Valley are more affordable than the balance of the County from both ownership and rental perspectives. The city, with its slightly more expensive median house value, is less affordable than the state average. The percentage of home owners paying more than 35 percent of their monthly income is lower for both the City of Santa Clarita and the Santa Clarita Valley, as compared to the county and state. Although median rent is much lower in the Santa Clarita Valley and city compared to the county and state, the percentage of renters who pay 35 percent or more of their income as rent is about equal for both the city and Santa Clarita Valley when compared to the county and state.

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[1] Fielding, S. R. (1998): *Report 28 Transit Markets of the Future.* Washington D.C.: National Academy Press.

Exhibit 3.6 Summary of Santa Clarita Valley Housing Characteristics

Jurisdiction	Median Rooms/ per Structure	Owner-Occupied		Renter-Occupied	
		Median Value	Mortgage Cost Greater Than 35% of Monthly Income	Median Rent	Rental Cost Greater Than 35% of Monthly Income
City of Santa Clarita	5.5	$ 465,700	40.8%	$ 1,474	45.9%
Santa Clarita Valley	5.8	$ 458,047	34.8%	$ 1,520	44.5%
Los Angeles County	4.6	$ 508,800	45.4%	$ 2,421	47.5%
California	5.1	$ 458,500	42.1%	$ 2,345	45.7%

Source: ACS 2006-2010 estimates

Economic Profile

Given the prevailing economic climate, high unemployment rates are found throughout the state. Fortunately, the Santa Clarita Valley and city of Santa Clarita have fared well in this respect. While California's unemployment rate is around 9 percent, the City of Santa Clarita's rate is almost half that at 5.5 percent. The city reflects 2 percent lower unemployment than the Santa Clarita Valley (7.6 percent).

Modes of travel used by residents of the Santa Clarita Valley and the City of Santa Clarita are fairly similar. Compared with county and state data, residents of the Valley and city are slightly more reliant on single-occupancy vehicles and shared rides for home-to-work travel.

Residents of the Santa Clarita Valley and city rely significantly less on transit and walking trips than the county and state. According to census data, Santa Clarita Valley residents utilize transit half as frequently as all Los Angeles County residents: 3.3 percent compared to 7.1 percent. Similarly, trips via walking occur less frequently within the city (1.5 percent) as compared to Los Angeles County (2.9 percent).

Exhibit 3.7 illustrates income levels. Residents have much higher median household incomes, median family incomes, and per capita incomes than the state or county. The Santa Clarita Valley includes significantly higher median household incomes and family incomes than the city. The median household income and family income for the Santa Clarita Valley is almost twice that of Los Angeles County. Given Santa Clarita's lower transit ridership and higher average income levels as reported in the 2006-2010 ACS, it suggests that much of the transit ridership is comprised of transit-dependent riders, rather than "choice riders" who utilize the service but have access to other means of transportation.

Exhibit 3.7 Summary of Economic Characteristics

Jurisdiction	Percentage Unemployed	Commute					Income				
		Drive Alone	Carpool	Public Transit	Walk	Other	Median Household Income	Social Security Income	Public Assistance Income	Median Family Income	Per Capita Income
City of Santa Clarita	5.5%	75.0%	13.0%	4.1%	1.5%	6.4%	$ 82,642	20.7%	1.8%	$ 92,436	$ 32,862
Santa Clarita Valley	7.6%	76.1%	12.6%	3.3%	1.6%	6.4%	$ 105,603	35.8%	0.5%	$ 113,877	$ 34,812
Los Angeles County	8.7%	72.1%	11.3%	7.1%	2.9%	6.6%	$ 55,476	21.6%	3.7%	$ 61,622	$ 27,344
California	9.0%	73.0%	11.9%	5.1%	2.8%	7.2%	$ 60,883	24.0%	3.4%	$ 69,322	$ 29,188

Source: ACS 2006-2010 Estimates

Key employment centers throughout the Santa Clarita Valley are concentrated mainly in and around the City of Santa Clarita. As illustrated in Exhibit 3.8, the largest employment center is Six Flags Magic Mountain, which employs nearly 3,800. The largest employers fall within the entertainment, government, healthcare, aviation, and education industries. Nearly all of the more important employment centers in the surrounding unincorporated county areas are served by fixed-route transit service.

Pitchess Detention Center, which houses both county and state inmates, is located adjacent to Castaic within the Santa Clarita Valley. As it is on the fringes of our study area and employs a large number of Santa Clarita Residents, it has been included within the study.   At the time of the TDP's development, Pitchess Detention Center is not within one mile of transit service.

Exhibit 3.8 Top Employers in Santa Clarita Valley

Company	Employment
Six Flags Magic Mountain	3,800
William S. Hart Union School District	2,988
Saugus Union School District	1,900
Princess Cruises	1,625
College of the Canyons	1,603
U. S. Postal Service	1,564
Pitchess Detention Center	1,430
Henry Mayo Newhall Memorial	1,356
Newhall School District	854
Quest Diagnostics	850
The Masters College	841
Woodward HRT (formerly HR Textron)	740
City of Santa Clarita	695
Walmart	592
California Institute of the Arts	525
Pharmavite	480
Aerospace Dynamics International	470
ITT Aerospace Controls	420
Arvato Digital Services	400
Contractors Wardrobe	400
Wesco Aircraft	350
Casraic Union School District	347
Shield Healthcare	289
Remo Inc.	287
Advanced Bionics	275
McDonalds	250

Source: Santa Clarita Valley Economic Development Corporation, 2011

Trip Generators and Land-Use

Home-to-school travel is a significant catalyst for of transit trips in the Santa Clarita Valley. As a result of our public outreach, some College of the Canyons students suggested better transit connections between the two campuses in Valencia and Canyon Country. The two campuses are served by Routes 4/14 for the Valencia campus and Route 5 for the Canyon Country campus (both of which also travel to the McBean Regional Transit Center). The California Institute of the Arts is served by Routes 4/14, while Charter College is served by Routes 1/2. Public and private primary schools within a half-mile of a bus stop that are served by Santa Clarita Transit are listed in Exhibit 3.9 with applicable route number(s); school day service is denoted by "school."

Exhibit 3.9 Santa Clarita School Districts

District	Schools	Santa Clarita Transit Routes								
		1	2	3	4	5	6	7	14	School
Castaic Union School District	Castaic Middle									
	Castaic Elementary									
	Live Oak Elementary		x							
	Northlake Hills Elementary		x							
Newhall School District (K-6)	McGrath	x	x							
	Meadows					x	x			
	Newhall	x	x		x	x	x	x		
	Oak Hills									
	Old Orchard				x	x	x	x		
	Peachland				x			x		
	Pico Canyon					x	x			x
	Stevenson Ranch					x	x			
	Valencia Valley					x	x			
	Wiley Canyon				x	x	x	x		x
Saugus Union High School District (K-6)	Bridgeport	x	x	x						x
	Cedarcreek	x	x							x
	Charles Helmers									x
	Emblem		x	x	x	x		x		x
	James Foster		x							x
	Highlands				x			x		
	Mountainview									
	North Park						x			
	Plum Canyon	x	x					x		x
	Rio Vista					x	x			x
	Rosedell				x			x		x
	Santa Clarita			x						x
	Skyblue Mesa	x	x							
	Tesoro del Valle									
	West Creek							x		x
Sulphur Springs School District	Canyon Springs	x	x			x	x			x
	Fair Oaks Ranch									x
	Golden Oak									x
	Leona Cox	x	x							x
	Mint Canyon					x				
	Mitchell						x			x
	Pinetree						x			x
	Sulphur Springs									
	Valley View	x	x							x
William S. Hart Union High School District (7-12)	Academy of the Canyons	x	x	x				x		x
	Bowman Continuation					x	x			
	Canyon High	x	x							x
	Golden Valley High	x	x							
	Hart High	x	x		x	x	x	x		
	Learning Post Continuation	x	x	x				x		x
	Saugus High			x	x			x		x
	Valencia High							x		x
	West Ranch High									
	La Mesa Junior High									x
	Arroyo Seco Junior High			x						x
	Placerita Junior High	x	x			x	x			
	Rancho Pico Junior High									
	Rio Norte Junior High									x
	Sierra Vista Junior High	x	x			x	x			x
Private Schools	Legacy Christian Academy	x	x					x		x
	Mission View					x	x			x
	Monticello Preparatory				x	x	x	x		
	Our Lady of Perpetual Help				x	x	x	x		
	Pinecrest Valencia					x	x			
	Pinecrest Canyon Country									
	Santa Clarita Christian	x	x			x	x			x
	Santa Clarita Valley International	x								x
	Trinity Classical Academy							x		

All three branches of the Santa Clarita Library (Canyon Country, Newhall, and Valencia) can be accessed directly via Santa Clarita Transit service, as can the Los Angeles County library branch in Castaic.

There are only a small number of dense block groups not currently served by public transit. The TDP uses the same density designations found in the 2008 Santa Clarita General Plan. As shown in Exhibit 3.10, two dense block groups within Saugus are not within either a quarter-mile or a half-mile of existing Santa Clarita Transit service: north of Decoro Drive and west of Haskell Canyon Road, respectively. Within the city of Santa Clarita, there are a few small areas zoned for mixed-use, of which most are found near existing Santa Clarita Transit routes (Exhibit 3.10). Mixed-use development is beneficial for creating density and a variety of uses that are excellent for quality transit service.

Exhibit 3.10 also illustrates the key trip generators within the Santa Clarita Valley as well as an overlay of existing transit service. Some trip generators include the top employers identified in the previous discussion, as well as high activity retail/shopping centers, education and healthcare facilities, government offices, and recreation destinations. A quick review of the map reveals Santa Clarita Transit's local routes serve the majority of key trip generators and activity centers, with the exception of the Master's College, which is slightly more than a half mile from a stop at Railroad Avenue and Thirteenth Street. A review of ride check data collected on Routes 1/2 reveals on average 26 boardings at this location, which is slightly higher than the average for Route 1 (23.5) and lower than the average for Route 2 (28.5).

Exhibit 3.10 Land-Use Designations

General Plan

Mixed Use
- MX-C
- MX-N

Commercial
- CC
- CN
- CR

Industrial
- BP
- I

Open Space
- O-NF
- OS
- OS-BLM

Specific Plan
- NL SP; SP

Rural Residential
- NU1/RR1 = 0.05 du/a
- NU2/RR2 = 0.1 du/a
- NU3/RR3 = 0.2 du/a
- NU4/RR4 = 0.5 du/a
- NU5/RR5 = 1.0 du/a

Urban Residential
- UR1 = 2.0 du/a
- UR2 = 5.0 du/a
- UR3 = 11.0 du/a
- UR4 = min. 10 du/a - max 18.0 du/a
- UR5 = min. 19 du/a - max. 30.0 du/a

Other
- PI - Public/Institutional
- TC - Transportation Corridor
- SCT Routes
- Unincorporated
- City of Santa Clarita

Note: Map legend only demonstrates zoning for the City of Santa Clarita. The zoning code for the unincorporated areas (Castaic, Stevenson Ranch, and Val Verde) can be found in the appendix.

Source: City of Santa Clarita (General Plan 2011) and the Southern California Association of Governments (SCAG 2009)

Exhibit 3.11 High-Density, Transit Service, and Activity Centers

Moderate to high density areas (dark red) that are not served by transit within 1/4-mile of any given route.

Suburban areas (red) that are not served by transit within 1/2-mile of any given route.

LEGEND

High-Density Block Groups
Not Served by Transit

6075 - 12000	*Suburban*
12001 - 40000	*Moderate-High*
	Block groups served by transit
	Activity Centers
	SCT Routes
	Streets
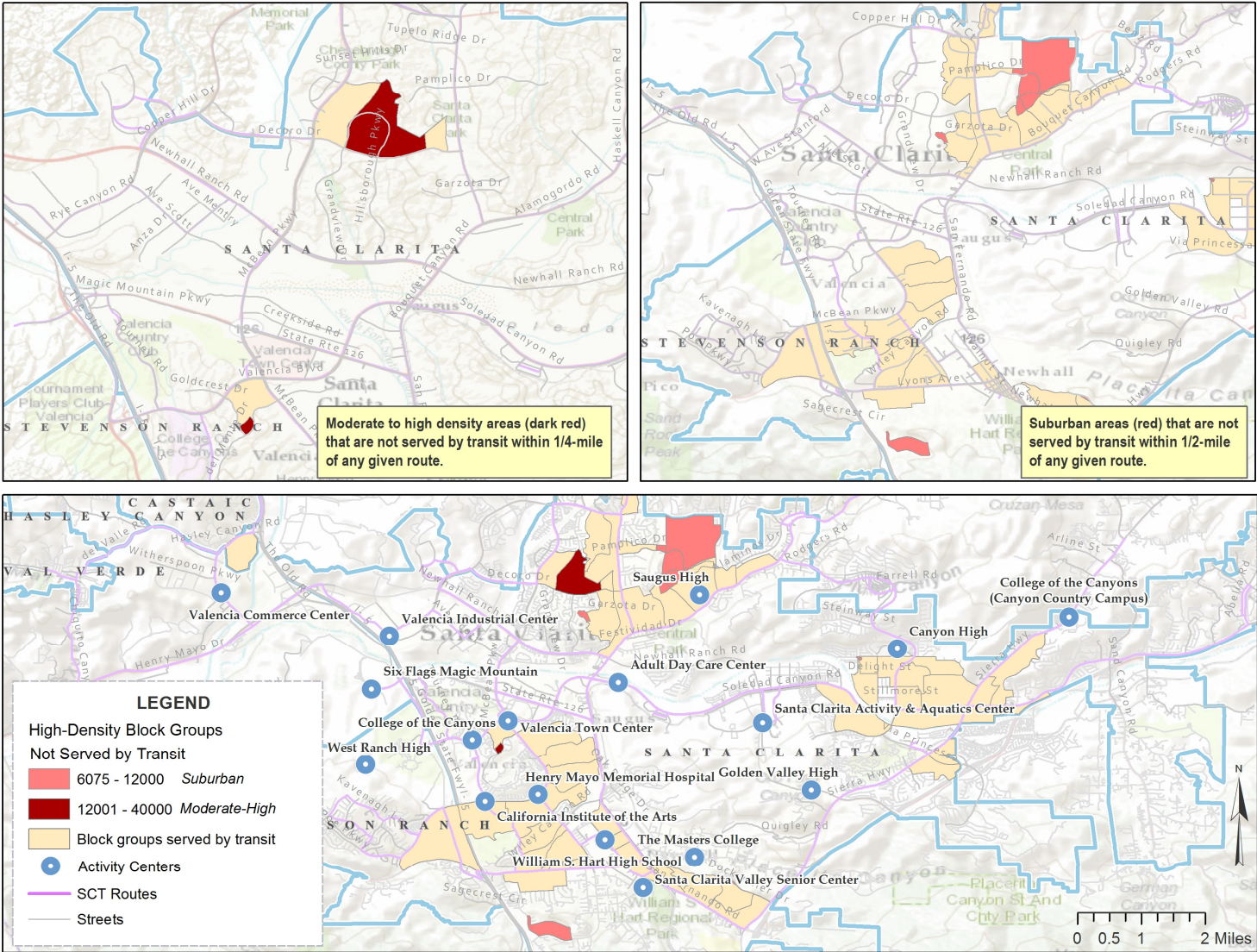
Source: Census 2010

4

4. SERVICE OVERVIEW AND EVALUATION

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CHAPTER 4 – SERVICE OVERVIEW AND EVALUATION

This chapter presents the ridership and productivity analysis arising from the March 2012 ride check of Santa Clarita Transit. Over the course of this month, we completed 449 weekday ride checks, 238 Saturday ride checks, and 213 Sunday ride checks. The evaluation includes an analysis of ridership by route, direction, time of day, and route segment. Route effectiveness or productivity, measured by boardings per Vehicle Service Hour (VSH), is also considered by direction, route segment, and time of day. Schedule adherence is also analyzed, along with actual versus scheduled running times by route, direction, time of day, and segment.

Section 4.1 summarizes findings related to ridership, productivity, level of service, and cost efficiency at the route level. Section 4.2 contains route profiles that report frequency, span of service, operating and performance data, detailed route segment ridership, and productivity for each Santa Clarita Transit route, including:

- Route description, major corridors, destinations and trip patterns;
- Schedule, days of operation, service span, and frequency;
- Operating and productivity data, ridership, vehicle service hours, passengers per vehicle service hour (boardings/VSH), and average trip length;
- Identification of major stops along the route;
- Capacity issues, measured by trip segments with at least 45 passengers on board;
- Passenger boardings and productivity (boardings/VSH) by route segment;
- Peak and maximum load points along the route over the course of a given day;
- Schedule adherence;
- Average versus scheduled running time overall and by route segment;
- Assessment of route performance and trends.

The process of completing ride checks involves surveying every trip of every route at least one time for on-time performance and ridership. This data is designed to represent a typical service day for Santa Clarita Transit. However, there is a possibility that the information gathered during a bus trip is unique to the circumstances of that day.

4.1 OVERALL FINDINGS

Exhibit 4.1.1 presents ridership for local routes on weekdays, Saturday, and Sunday. Route 6 has the highest ridership on all days, with over 2,300 boardings on an average weekday. Route 1 is second in terms of weekday ridership (2,287 boardings per weekday). Route 2 and Route 5 each has over 1,400 weekday boardings. The lowest-ridership routes are Route 501 (58 boardings) and Route 502 (59 boardings); the purpose of these routes is to connect Metrolink riders with employment centers. Among the "regular" local routes, Route 3 has the lowest ridership all days of the week. Route 6 also leads in ridership on Saturday and Sunday.

Exhibit 4.1.1 Average Daily Ridership by Route and Day of Week – Local Routes

Route	Weekday		Saturday		Sunday	
	Riders	Rank	Riders	Rank	Riders	Rank
1	2,287	2	1,045	2	719	2
2	1,550	3	688	4	613	4
3	179	8	138	8	116	8
4	697	5	377	5	134	6
5	1,436	4	806	3	644	3
6	2,304	1	1,322	1	1,435	1
7	258	7	142	7	138	5
14	671	6	277	6	129	7
501	53	9	--	--	--	--
502	59	10	--	--	--	--
Total	**9,499**	**--**	**4,795**	**--**	**3,928**	**--**

Exhibit 4.1.2 presents ridership for commuter routes on weekdays, Saturday, and Sunday. Except for Route 757, Santa Clarita Transit commuter routes are interlined pairs. Routes 794/799 have the highest weekday ridership with nearly 750 boardings on an average weekday. Route 757 is second in terms of weekday ridership (554 boardings per weekday), followed by Routes 792/797 and Routes 791/796. Route 757 is the only commuter route that operates on the weekend.

Exhibit 4.1.2 Average Daily Ridership by Route and Day of Week – Commuter Routes

Route	Weekday		Saturday		Sunday	
	Riders	Rank	Riders	Rank	Riders	Rank
757	554	2	384	1	196	1
791/796	271	4	--	--	--	--
792/797	384	3	--	--	--	--
794/799	747	1	--	--	--	--
Total	**1,956**		**384**	**--**	**196**	**--**

Exhibit 4.1.3 shows service effectiveness in terms of boardings/VSH, a common measure of productivity in the transit industry. Route 2 is the most productive weekday route with 30.6 boardings/VSH, followed by Route 1 and Route 6. Station Link Route 502 averages fewer than 10 passengers per revenue hour. Route 3 has the lowest weekday productivity among regular local routes at 13.3. Route 5 leads in productivity on Saturday, and Route 6 has the highest Sunday productivity. Local routes average 24.6 boardings/VSH on weekdays, 19.3 on Saturday, and 19.8 on Sunday.

Exhibit 4.1.3 Boardings/Vehicle Service Hour by Route and Day of Week – Local Routes

Route	Weekday		Saturday		Sunday	
	Riders	Rank	Riders	Rank	Riders	Rank
1	29.1	2	23.3	3	19.1	3
2	30.6	1	16.0	4	16.5	4
3	13.3	9	10.9	8	10.6	8
4	22.7	5	14.9	5	10.8	6
5	22.8	4	26.4	1	23.9	2
6	24.8	3	24.1	2	29.8	1
7	15.6	8	11.0	7	10.7	7
14	21.4	6	11.2	6	10.9	5
501	19.9	7	--	--	--	--
502	9.9	10	--	--	--	--
Average Boardings/VSH	**24.6**	--	**19.3**	--	**19.8**	--

Exhibit 4.1.4 presents productivity for express routes on weekdays, Saturday, and Sunday. Route 757 is by far the most productive route on weekdays, due mostly to its shorter length and higher number of runs throughout the day. Routes 794-799 are second in terms of weekday productivity, followed by Routes 792-797 and Routes 791-796. Route 757 is the only commuter route that operates on the weekends.

Exhibit 4.1.4 Boardings/Vehicle Service Hour by Route and Day of Week – Commuter Routes

Route	Weekday		Saturday		Sunday	
	Riders	Rank	Riders	Rank	Riders	Rank
757	23.6	1	23.6	1	16.0	1
791-796	10.0	4	--	--	--	--
792-797	10.4	3	--	--	--	--
794-799	18.4	2	--	--	--	--
Average Boardings/VSH	**15.2**		**23.6**	--	**16.0**	--

Exhibits 4.1.5 and 4.1.6 show overall schedule adherence for local and commuter routes, as measured at each time-point on each trip. Schedule adherence is defined as precisely on-time (buses must not leave early) to no more than five minutes late at a given time-point along the route. This detailed measure at each time-point, a more accurate reflection of how riders view on-time performance, usually produces results in the 60 to 70 percent range for most transit operators.

Weekday schedule adherence on local routes is 72 percent, ranging from 65 percent on Route 7 to 86 percent on Route 501. More crowded and longer routes usually have greater difficulty keeping to schedule, so it is surprising that the busiest route (Route 6) ranks third (Exhibit 4.1.5) at 78 percent.

Schedule adherence is slightly lower on weekends, particularly on Sunday. Route 3 has the best schedule adherence on Saturday at 88 percent, while Route 4 leads the Sunday routes with 90 percent. Overall schedule adherence is 71 percent on Saturday and 60 percent on Sunday.

Exhibit 4.1.5 Schedule Adherence – Local Routes

Route	Weekday	Saturday	Sunday
1	67%	69%	64%
2	68%	76%	64%
3	72%	88%	69%
4	72%	77%	90%
5	70%	61%	71%
6	78%	64%	27%
7	65%	81%	75%
14	67%	69%	64%
501	86%	-	-
502	79%	-	-
Total	**72%**	**71%**	**60%**

Weekday schedule adherence on commuter routes is 73 percent, ranging from 55 percent on Route 757 to 80 percent on all other Routes. Schedule adherence is slightly lower on weekends, particularly on Sunday. Route 757 is the only commuter route operating on weekends.

Exhibit 4.1.6 Schedule Adherence – Commuter Routes

Route	Weekday	Saturday	Sunday
757	55%	66%	57%
791/796	80%	--	--
792/797	80%	--	--
794/799	80%	--	--
Total	**73%**	**66%**	**57%**

4.2 ROUTE PROFILES

This section presents greater detail for the individual local and commuter routes (school day service routes were not analyzed as part of this effort). Each route profile includes a description of the route, headway and span of service, passenger boardings, vehicle service hours of service, overcrowded segments, stops with major passenger activity, segment and time of day analysis, schedule adherence, and running time analysis. Overcrowded segments are defined as segments on a given trip with passenger loads of 45 or higher.

All operating data are taken from the ride check results. The City collects on-time performance data regularly via its Automatic Vehicle Location (AVL) system. However, a full analysis of all on-time performance data for the time period across which the ride checks took place is beyond the scope of this TDP. Consequently, the route profiles presented herein represent a "snapshot" of Santa Clarita Transit performance.

Local routes are interlined, and many share a common trunk. Routes 1/2 are presented together, followed by Routes 3/7, Routes 4/14, and Routes 5/6.

The route profiles provide information regarding passengers per revenue hour, which is a key performance variable used in evaluating transit routes. Ridership and productivity are examined by time of day. Each trip was assigned to a day-part based on its scheduled start time. Day-parts are defined as:

- Morning: beginning of service to 8:59 AM
- Midday: 9:00 AM to 3:29 PM
- Afternoon: 3:30 to 6:59 PM
- Evening: 7:00 PM to end of service.

The last section of each route profile summarizes findings and issues for the route, but does not include recommendations. Recommendations are presented in Chapter 6.

ROUTES 1/2:   CASTAIC/VAL VERDE – CANYON COUNTRY

Overview

Routes 1/2 serve McBean Regional Transit Center (MRTC), Valencia Industrial Center, Valencia Commerce Center, Newhall Metrolink, City Hall, Valencia Town Center, River Oaks Shopping Center, Golden Valley High School, Canyon High School, Sierra Vista Junior High School, and Plum Canyon. The routes travel between Castaic (Route 1) or Val Verde (Route 2) and Canyon Country. Primary streets of operation on the shared portion of the routes include Commerce Center Drive, Highway 126, Avenue Stanford, McBean Parkway, Railroad Avenue, Newhall Avenue, Sierra Highway, Soledad Canyon Road, and Whites Canyon Road. A map of this route pairing is displayed in Exhibit 4.2.1.

Exhibit 4.2.1 Routes 1/2
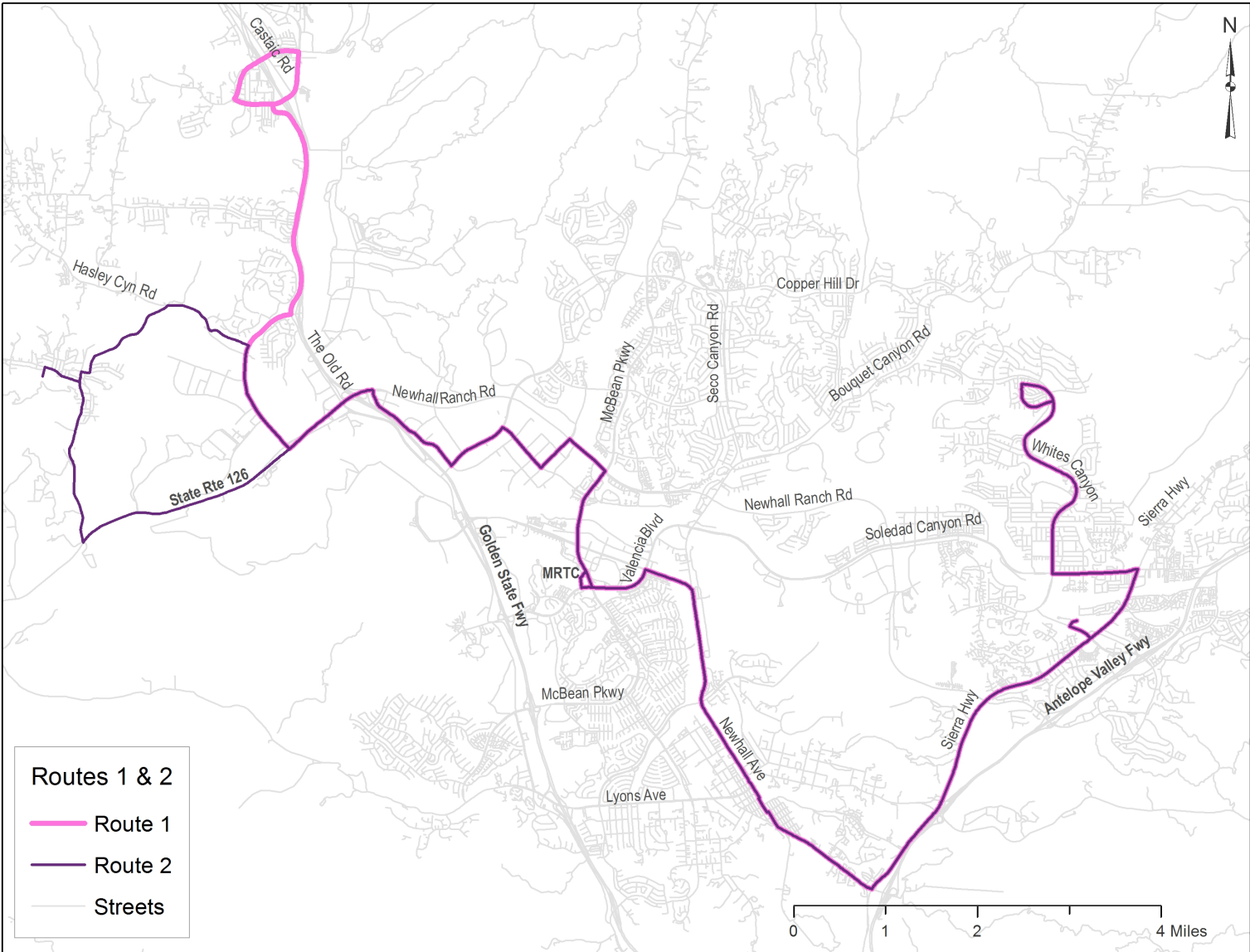
Route 1 operates more trips than Route 2, as seen in Exhibit 4.2.2. The routes serve the Newhall and Via Princessa Metrolink stations. Selected trips detour to serve the Via Princessa station.

Route 1 ranks second in ridership among ten weekday and eight weekend routes across all service days. Route 2 ranks third in ridership on weekdays and fourth on weekends. Route 1 ranks second in productivity on weekdays and third on weekends. Route 2 has the highest productivity on weekdays among all Santa Clarita Transit routes, and ranks fourth in productivity on weekends.

Headway and Span of Service

Exhibit 4.2.2 shows headway and number of trips for Routes 1/2 by day of the week. Exhibit 4.2.2 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Headways are as low as 15 minutes during peak periods on Route 1, while Route 2 operates hourly throughout the day. Headways on the shared portion of the routes are 15 to 25 minutes during weekday peak periods and 30 minutes at most other times.

Exhibit 4.2.2 Routes 1/2 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	1	15-40 peak, 60 midday	54	4:17 AM – 11:13 PM
	2	60-90	35	5:00 AM – 10:38 PM
Saturday	1	60	31	6:49 AM – 10:42 PM
	2	60	29	7:09 AM – 9:14 PM
Sunday	1	60	27	7:14 AM – 8:44 PM
	2	60	27	7:09 AM – 8:14 PM

Operating Data

Exhibit 4.2.3 presents operating data for Routes 1/2. Among the ten weekday routes, Route 1 ranks second in both boardings and boardings/VSH. Route 2 is third in weekday boardings and leads all routes in weekday boardings/VSH. On Saturday and Sunday, Route 1 ranks second in boardings and third in boardings/VSH, while Route 2 is fourth in both boardings and boardings/VSH. The vehicle service hours in Exhibit 4.2.3 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.3 Routes 1/2 Operating and Productivity Data

Day of Week	Route	Boardings	Revenue Hours	Boardings per Rev Hour
Weekday	1	2,687	78.6	29.1
	2	1,550	50.6	30.6
Saturday	1	1,045	44.8	23.3
	2	688	43.1	16.0
Sunday	1	719	37.6	19.1
	2	613	37.1	16.5

The five busiest stops in terms of weekday boardings on Route 1 are:

- MRTC WB: 141
- MRTC EB: 115
- Soledad Canyon @ Sierra Highway WB: 111
- Railroad Ave@ Sixth St EB: 77
- Sierra Highway@ Newhall Ave EB: 77

The five busiest stops in terms of weekday boardings on Route 2 are:

- Soledad Canyon @ Sierra Highway WB: 72
- MRTC EB: 69
- Sierra Highway@ Golden Valley WB: 61
- Chiquito Canyon @ Val Verde Park EB: 56
- Newhall Ave @ Valle de Oro WB: 56

Exhibit 4.2.4 shows that there are six Route 1 trips and four Route 2 trips with loads of 45 or more passengers. These trip segments are sorted by direction, time, and day. Almost all overcrowded trips are related to high school arrival or dismissal times at Golden Valley High School at Sierra Highway/Golden Valley Road.

Exhibit 4.2.4 Route 1/2 Trip Segments with Loads of 45 or More

Segment	Route and Day	Direction	Trip Time	Number of Stops	Peak Load	Comments
Sierra Hwy @ Golden Valley – Sierra Hwy @ Canyon Park	1 Weekday	EB	2:21 pm	7	60	High school
Sierra Hwy @ Golden Valley – Sierra Hwy @ Vista del Cañon	1 Weekday	EB	3:21 pm	4	47	High school
Soledad Cyn @ Sierra Hwy– Sierra Hwy @ Golden Valley	1 Weekday	WB	7:00 am	7	52	High school
Sierra Hwy @ Canyon Park – Sierra Hwy @ Golden Valley	1 Weekday	WB	7:23 am	6	55	High school
Sierra Hwy @ Via Princessa – Newhall Ave @ Sierra Hwy	1 Weekday	WB	10:23am	6	64	-
Newhall Ave Park & Ride – Railroad Ave @ Newhall ML	1 Weekday	WB	1:50 pm	4	45	-
Sierra Hwy @ Golden Valley – Sierra Hwy @ Friendly Valley	2 Weekday	EB	1:20 pm	2	46	High school
Whites Cyn @ Soledad Cyn – Golden Valley @ Soledad Cyn	2 Weekday	WB	9:50 am	8	54	High school
Sierra Hwy @ Golden Valley – Newhall Ave @ Meadowridge	2 Weekday	WB	2:50 pm	4	70	High school
Sierra Hwy @ Golden Valley – Sierra Hwy @ Dockweiler	2 Weekday	WB	3:57 pm	2	46	High school

Weekday Time of Day and Segment Analysis

Exhibit 4.2.5 shows boardings by direction and time of day for Routes 1/2. The ridership patterns indicate a pronounced westbound ridership flow during the morning and midday periods[2] and an eastbound flow in the afternoon and evening periods.

Exhibit 4.2.5 Route 1/2 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB
1	1,079	1,211	258	472	491	573	290	115	37	51
2	738	812	126	182	356	439	191	168	65	23
Total	1,807	2,023	384	654	847	1,012	481	283	102	74

[2] It should be noted the regular dismissal time for most area high schools (including Golden Valley High School) is 3:00 p.m., which falls within the midday day-part.

Exhibit 4.2.6 and Exhibit 4.2.7 show weekday productivity (boardings/VSH) for Routes 1/2 by direction, time of day, and route segment. Each route segment includes boardings at the first stop but not at the last stop of the segment; for example, boardings at Rye Canyon/Avenue Stanford are counted in the second segment eastbound and in the first segment westbound. Note, some route segments may not have experienced passenger boardings during field observations. Cells representing such route segments do not contain a value.

Exhibit 4.2.6 presents productivity, in terms of boardings/VSH, for Route 1 by direction, time of day, and route segment. Exhibit 4.2.7 presents the same information for Route 2. Route 1 has its highest overall productivity westbound in the midday. Eastbound productivity throughout the day is highest in the segments between Valencia Boulevard/MRTC and Sierra Highway/Newhall Avenue. Westbound productivity is highest in the segments along Sierra Highway between Friendly Valley and Soledad Canyon, and between Rye Canyon/Avenue Stanford and Valencia Boulevard/MRTC. The most productive time of day segment is westbound between Sierra Highway/Friendly Valley and Soledad Canyon/Sierra Highway in the midday (129.9 boardings/VSH).

Exhibit 4.2.6 Route 1 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB
Parker @ The Old Rd – Rye Cyn @ Ave Stanford	17.4	18.1	27.8	12.8	27.3	5.3	2.2	3.2
Rye Cyn @ Ave Stanford – Valencia @ MRTC	5.9	37.5	38.4	44.9	31.3	54.4	9.4	13.3
Valencia @ MRTC - Railroad Ave @ Sixth St	22.7	27.7	57.7	26.0	66.2	12.9	50.6	10.0
Railroad Ave @ Sixth St – Sierra Hwy @ Newhall Ave	65.8	68.4	70.6	56.0	54.8	12.0	5.0	13.3
Sierra Hwy @ Newhall Ave - Sierra Hwy @ Friendly Valley	31.3	10.7	68.8	37.2	44.3	5.7	19.8	2.9
Sierra Hwy @ Friendly Valley – Soledad Cyn @ Sierra Hwy	29.9	118.7	30.3	129.9	12.9	46.7	-	30.0
Soledad Cyn @ Sierra Hwy - Whites Cyn @ Soledad Cyn	61.3	54.7	24.7	74.5	7.3	32.3	-	55.7
Whites Cyn @ Soledad Cyn- Heller @ Edgecrest	10.2	30.1	27.0	69.9	12.6	26.9	-	14.5
Average Boardings/VSH	**24.4**	**33.1**	**38.8**	**40.1**	**30.4**	**18.9**	**11.0**	**11.0**

Route 2 has its highest overall productivity westbound in the midday. Eastbound productivity throughout the day is highest in the segments between Rye Canyon/Avenue Stanford and Sierra Highway/Newhall Avenue. Westbound productivity is highest in the segments between Railroad Avenue/Sixth Street and Soledad Canyon/Sierra Highway. The most productive time of day segment is westbound between Sierra Highway/Friendly Valley and Soledad Canyon/Sierra Highway in the midday (136.2 boardings/VSH).

Exhibit 4.2.7 Route 2 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB
Parker @ The Old Rd – Rye Cyn @ Ave Stanford	40.0	12.7	20.4	4.4	51.1	2.8	5.1	-
Rye Cyn @ Ave Stanford – Valencia @ MRTC	9.8	24.4	24.9	26.1	42.7	10.6	10.6	6.7
Valencia @ MRTC - Railroad Ave @ Sixth St	16.9	22.4	45.0	34.1	43.3	9.4	40.5	6.9
Railroad Ave @ Sixth St – Sierra Hwy @ Newhall Ave	76.7	77.8	85.8	117.6	40.0	29.9	32.3	7.5
Sierra Hwy @ Newhall - Sierra Hwy @ Friendly Valley	31.2	6.6	76.5	85.9	20.6	41.1	9.0	4.3
Sierra Hwy @ Friendly Valley - Soledad @ Sierra Hwy	22.5	75.4	28.1	136.2[3]	15.0	79.1	18.8	35.0
Soledad Cyn @ Sierra Hwy - Whites Cyn@ Soledad Cyn	32.3	14.9	85.2	77.1	14.1	88.2	-	53.3
Whites Cyn@ Soledad Cyn - Heller @ Edgecrest	1.3	19.1	30.8	50.8	9.7	72.4	-	6.0
Average Boardings/VSH	**21.7**	**24.9**	**37.6**	**48.8**	**30.6**	**28.9**	**13.5**	**10.7**

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[3] This particular route segment has a short time-span (between five and six minutes) but experiences a large portion of the overall trip's boarding activity.

Exhibit 4.2.8 shows boardings, alightings, and loads by stop for Route 1 eastbound. Exhibit 4.2.9 presents the same information for Route 2 eastbound. For both routes, ridership builds until MRTC, and then builds again as the route travels east. The maximum load point[4] for Route 1 eastbound is 405 passengers at Sierra Highway/Newhall Avenue. The maximum load point for Route 2 eastbound is Sierra Highway/Golden Valley, with 257 passengers on board.

Exhibit 4.2.8 Weekday Boardings, Alightings, and Loads – Route 1 Eastbound
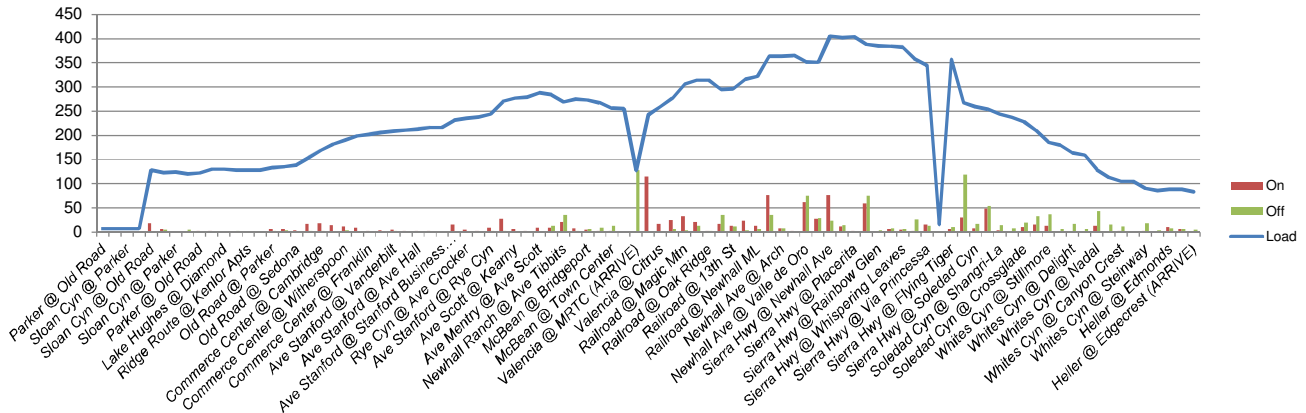
Exhibit 4.2.9 Weekday Boardings, Alightings, and Loads – Route 2 Eastbound

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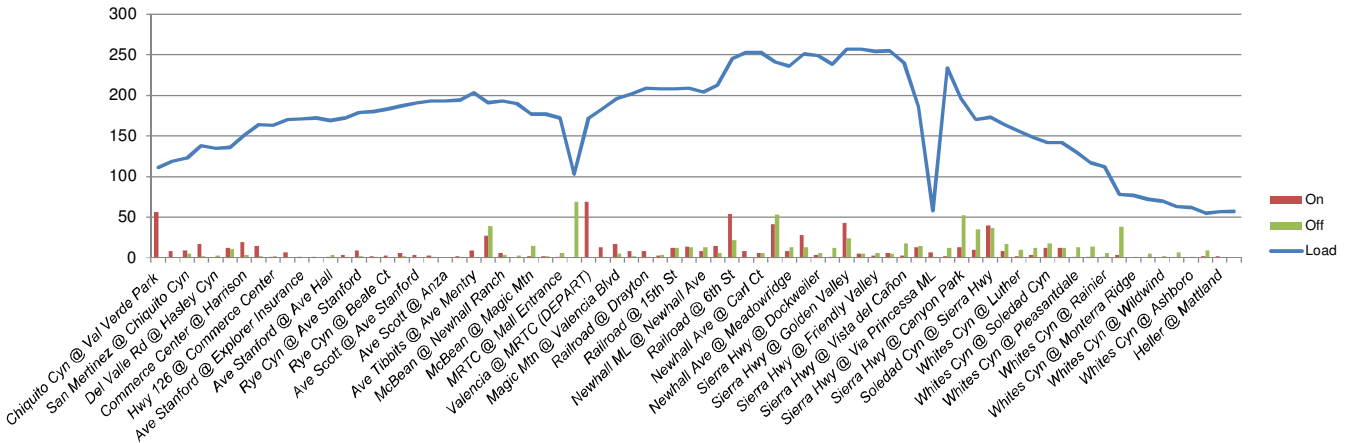
[4] Maximum load point refers to the location through which the highest number of customers travels. Therefore, max load points represent a typical day based on boarding and alighting for all trips.

Exhibit 4.2.10 shows boardings, alightings, and loads by stop for Route 1 westbound. Exhibit 4.2.11 presents the same information for Route 2 westbound. For both routes, ridership builds sharply to its highest point well before the MRTC, and then declines gradually as the route travels west. The maximum load point for Route 1 westbound is 523 passengers at Sierra Highway/Rainbow Glen, the stop before Golden Valley. The maximum load point for Route 2 westbound is also at Sierra Highway/Rainbow Glen, with 298 passengers on board.

Exhibit 4.2.10 Weekday Boardings, Alightings, and Loads – Route 1 Westbound
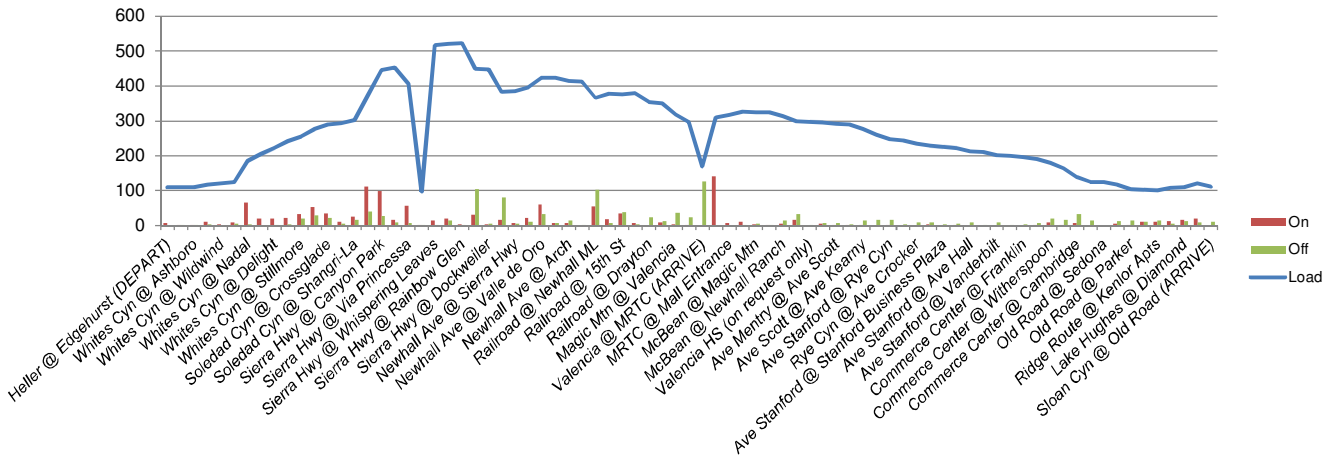
Exhibit 4.2.11 Weekday Boardings, Alightings, and Loads – Route 2 Westbound
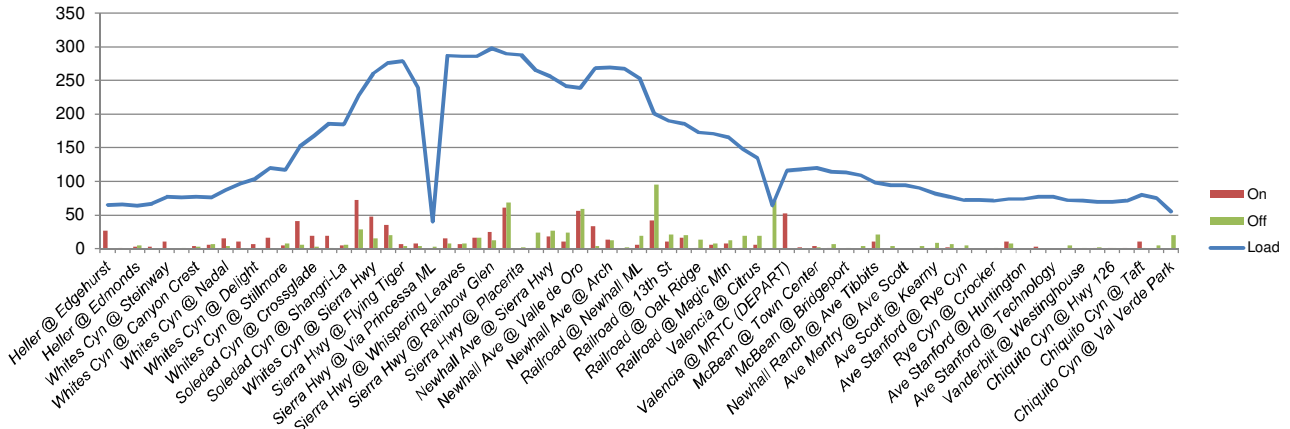
Schedule Adherence

Exhibit 4.2.12 and Exhibit 4.2.13 present schedule adherence data, in terms of the percent of all time-points at which the bus was precisely on-time to five minutes after the scheduled time, for Routes 1/2 on weekdays, Saturday, and Sunday.

Weekday on-time performance is 67 percent at all time-points on Route 1 and 68 percent at all time-points on Route 2. There is little difference in schedule adherence by direction on Route 1. Route 1 on-time performance is lower in the midday and afternoon on weekdays. Route 2 schedule adherence is better eastbound on weekdays and Saturday, and is poorest on weekday afternoons.

Exhibit 4.2.12 Route 1 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	EB	WB	Total	EB	WB	EB	WB	EB	WB	EB	WB
Weekday	66%	67%	67%	70%	64%	58%	71%	70%	58%	74%	81%
Saturday	65%	74%	69%	71%	100%	57%	61%	68%	80%	70%	50%
Sunday	65%	63%	64%	76%	46%	60%	75%	56%	49%	100%	-

Exhibit 4.2.13 Route 2 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	EB	WB	Total	EB	WB	EB	WB	EB	WB	EB	WB
Weekday	74%	61%	68%	89%	66%	77%	67%	63%	40%	67%	80%
Saturday	78%	74%	76%	69%	65%	81%	75%	80%	73%	80%	90%
Sunday	65%	63%	64%	79%	95%	59%	52%	69%	67%	-	57%

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.14 shows actual versus scheduled running time for Route 1, and Exhibit 4.2.15 presents the same information for Route 2. Trips of concern are highlighted on each exhibit. Route 1 has adequate travel time, outside of a few midday and afternoon trips. One trip exhibited a 19-minute delay, which was not schedule-related but due to a large number of boardings and a wheelchair boarding (which delayed the trip by seven minutes). This trip also coincided with school dismissal and the beginning of peak-hour traffic. There is one problematic eastbound trip on Route 2 (eastbound at 3:35 PM) that took eleven minutes longer than the scheduled time. This trip left the MRTC seven minutes late, but no other cause for the 11-minute delay was identified.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.14 Weekday Actual vs. Scheduled Running Time by Trip for Route 1

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
5:50 AM	0:09	0:09	0:00	4:17 AM	1:32	1:31	0:01
5:30 AM	0:49	0:49	0:00	5:32 AM	1:11	1:04	0:07
6:10 AM	0:47	0:50	0:03	5:26 AM	1:30	1:30	0:00
5:48 AM	1:37	1:35	0:02	5:59 AM	1:41	1:32	0:09
6:36 AM	1:25	1:34	0:09	6:19 AM	1:41	1:37	0:04
6:56 AM	1:32	1:33	0:01	7:00 AM	1:24	1:20	0:04
7:31 AM	1:24	1:33	0:09	7:23 AM	1:34	1:36	0:02
7:56 AM	1:24	1:27	0:03	8:10 AM	1:39	1:36	0:03
9:00 AM	0:22	0:13	0:09	8:29 AM	1:11	1:16	0:05
8:59 AM	1:24	1:24	0:00	9:23 AM	1:30	1:28	0:02
9:15 AM	0:13	0:13	0:00	10:23 AM	1:28	1:28	0:00
9:50 AM	1:29	1:30	0:01	11:20 AM	1:25	1:31	0:06
10:51 AM	1:28	1:29	0:01	12:20 PM	1:32	1:31	0:01
11:51 AM	1:29	1:29	0:00	12:50 PM	1:39	1:31	0:08
12:51 PM	1:26	1:31	0:05	1:50 PM	1:24	1:31	0:06
2:10 PM	0:58	0:58	0:00	2:22 PM	1:46	1:39	0:07
1:51 PM	1:34	1:37	0:03	3:08 PM	1:47	1:38	0:09
2:21 PM	1:41	1:36	0:05	3:28 PM	1:41	1:38	0:03
3:21 PM	1:54	1:35	0:19	4:26 PM	1:35	1:35	0:00
4:01 PM	1:44	1:35	0:09	5:15 PM	1:23	1:36	0:13
4:27 PM	1:21	1:21	0:00	5:36 PM	0:53	0:52	0:01
4:51 PM	1:40	1:41	0:01	6:11 PM	1:33	1:35	0:02
5:06 PM	1:41	1:40	0:01	6:32 PM	0:42	0:52	0:10
6:01 PM	1:34	1:34	0:00	7:09 PM	1:37	1:37	0:00
6:51 PM	1:32	1:29	0:03	8:20 PM	1:31	1:31	0:00
7:46 PM	1:29	1:29	0:00	9:15 PM	1:31	1:31	0:00
8:46 PM	0:29	0:29	0:00				
9:51 PM	1:22	1:22	0:00				

Exhibit 4.2.15 Weekday Actual vs. Scheduled Running Time by Trip for Route 2

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
5:26 AM	0:09	0:09	0:00	5:00 AM	1:20	1:20	0:00
5:13 AM	0:55	0:56	0:01	5:35 AM	1:36	1:37	0:01
6:20 AM	1:46	1:40	0:06	6:44 AM	1:22	1:20	0:02
7:12 AM	1:57	1:56	0:01	7:50 AM	1:27	1:30	0:03
8:20 AM	1:39	1:40	0:01	8:52 AM	1:28	1:28	0:00
9:20 AM	1:48	1:40	0:08	9:50 AM	1:29	1:30	0:01
10:20 AM	1:40	1:40	0:00	10:50 AM	1:19	1:30	0:11
11:20 AM	1:37	1:40	0:03	11:50 AM	1:29	1:30	0:01
12:20 PM	1:47	1:40	0:07	1:20 PM	1:25	1:30	0:05
1:20 PM	1:38	1:41	0:03	2:02 PM	1:30	1:33	0:03
2:50 PM	1:47	1:45	0:02	2:50 PM	1:37	1:40	0:03
3:35 PM	2:00	1:49	0:11	3:57 PM	1:30	1:33	0:03
4:35 PM	1:45	1:45	0:00	4:56 PM	1:25	1:34	0:09
5:30 PM	1:38	1:48	0:10	5:51 PM	1:27	1:29	0:02
6:30 PM	1:28	1:39	0:11	6:46 PM	1:26	1:29	0:03
7:20 PM	1:47	1:43	0:04	7:35 PM	1:24	1:30	0:06
8:15 PM	1:41	1:39	0:02	9:45 PM	0:45	0:47	0:02
9:10 PM	1:49	1:37	0:12				0:00

Overall Assessment

Route 1 ranks second in ridership on weekdays and weekends. Weekday ridership is higher in the westbound direction in the morning and midday and in the eastbound direction at other times. Route 1 ranks second in productivity on weekdays and third on weekends.

Route 2 ranks third in ridership on weekdays and fourth on weekends. Weekday ridership is higher in the westbound direction in the morning and midday, and in the eastbound direction at other times. Route 2 ranks first in productivity on weekdays and fourth on weekends.

Golden Valley High School, Soledad Canyon/Sierra Highway, and the MRTC are major destinations on these routes. There are ten instances of overcrowding (greater than 45 passengers on a bus) on Routes 1/2, mostly related to school loads. Two-thirds of all occurrences of overcrowding on local routes are on Routes 1/2.

Schedule adherence is lowest on Routes 1/2 among all weekday local routes, with 74 percent on Route 1 and 75 percent on Route 2. Route 1 shows similar on-time performance on weekends but Route 2 improves to 84 percent on Saturday and 81 percent on Sunday. Scheduled running time appears adequate on both routes, with the exception of a few midday and afternoon trips around school bell times.

Along with Routes 5/6, Routes 1/2 are core routes in the Santa Clarita Transit system that carry significant numbers of passengers and exhibit high productivity.

ROUTES 3/7:   MAGIC MOUNTAIN – SECO CANYON

Overview

Routes 3/7 serve the MRTC, Valencia Town Center, Civic Center, College of the Canyons, Six Flags Magic Mountain, The Old Road/Westridge Center, Kaiser Permanente, Santa Clarita Park, and Arroyo Seco Junior High School. Both routes travel between Six Flags Magic Mountain and Seco Canyon. The routes diverge between Newhall Ranch Road/McBean Parkway and Copper Hill Road/Seco Canyon Road. Route 3 serves Saugus, while Route 7 serves the transit office at Alta Vista and Constellation. Primary streets of operation on the shared portion of the routes include Valencia Boulevard and McBean Parkway. Route 7 also operates on Newhall Ranch Road west of McBean, Copper Hill Drive, and Decoro Drive as well as along The Old Road between Valencia Boulevard and Magic Mountain Parkway. Route 3 serves Newhall Ranch Road east of McBean, Bouquet Canyon Road, and Seco Canyon Road, as well as operating along Tourney Road. Exhibit 4.2.16 displays a map of Routes 3/7.

Exhibit 4.2.16 Routes 3/7
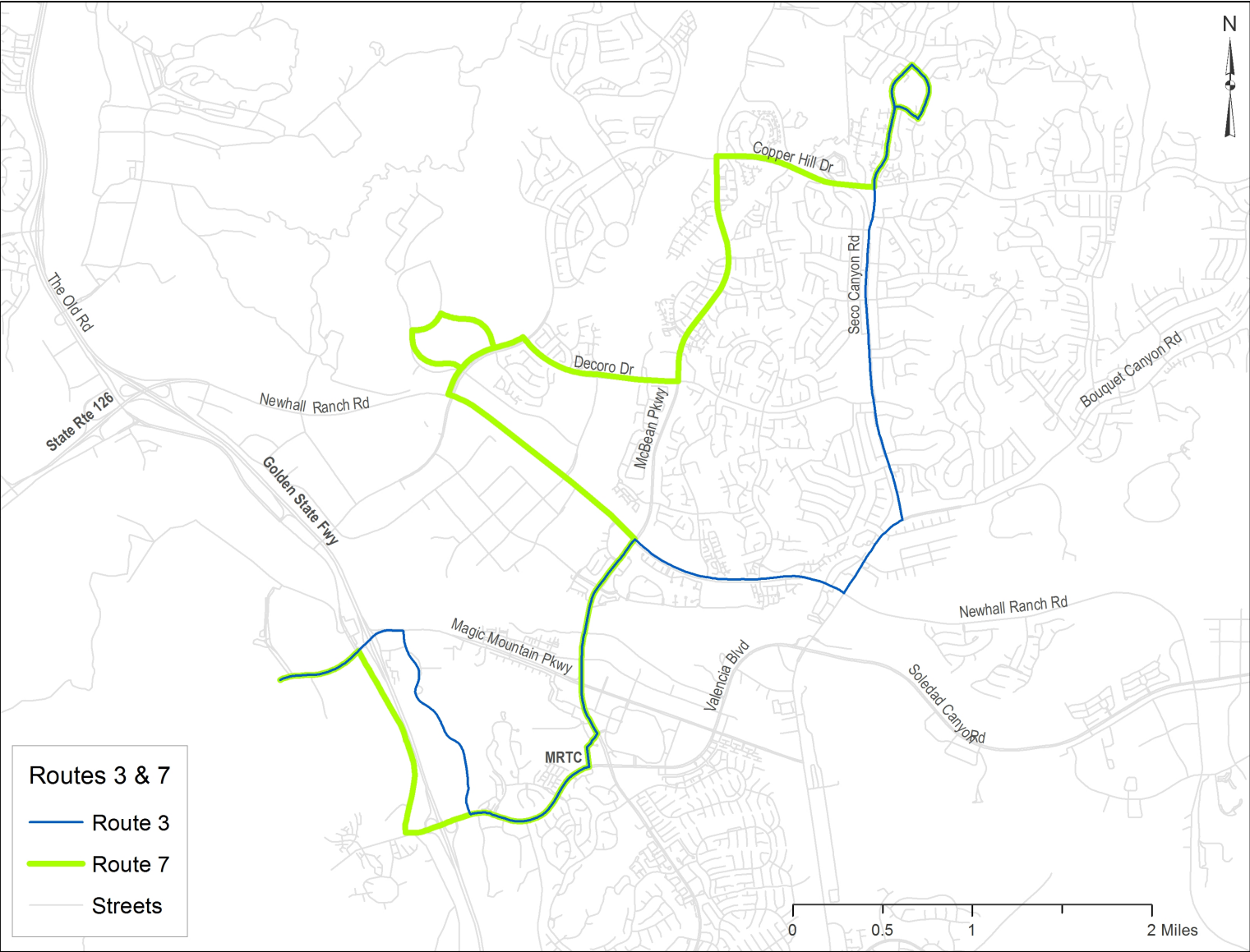
The two routes operate relatively equal levels of service, as seen in Exhibit 4.2.17. Neither route serves a Metrolink Station.

Route 3 is eighth among ten weekday and eight weekend routes in ridership on all days. Route 7 is seventh in ridership on weekdays and Saturday and fifth on Sunday. Route 3 ranks eighth in productivity on weekdays and weekends. Route 7 is seventh in productivity on weekdays and weekends.

Headway and Span of Service

Exhibit 4.2.17 shows headway and number of trips for Routes 3/7 by day of the week. Exhibit 4.2.17 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Both routes operate every 80 minutes on all days. Headways on the shared portion of the routes are 40 minutes on weekdays and weekends.

Exhibit 4.2.17   Routes 3/7 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	3	80	23	5:05 AM – 8:01 PM
	7	80	23	5:40 AM – 8:50 PM
Saturday	3	80	20	7:25 AM – 8:01 PM
	7	80	18	8:01 AM – 7:28 PM
Sunday	3	80	20	7:25 AM – 8:01 PM
	7	80	18	8:01 AM – 7:28 PM

Operating Data

Exhibit 4.2.18 presents operating data for Routes 3/7. Route 3 ranks eighth in boardings on all days and ranks ninth in boardings/VSH on weekdays and eighth on weekends. Route 7 is seventh in boardings on all days and ranks eighth in boardings/VSH on weekdays and seventh on weekends.

Exhibit 4.2.18 Routes 3/7 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle service hours	Boardings per Rev Hour
Weekday	3	179	13.5	13.3
	7	258	16.5	15.6
Saturday	3	138	12.7	10.9
	7	142	12.9	11.0
Sunday	3	116	10.9	10.6
	7	138	12.9	10.7

The four busiest stops in terms of weekday boardings on Route 3 are:

- MRTC NB: 30
- MRTC SB: 25
- Seco Cyn @ Pamplico SB: 12
- Newhall Ranch @ Hillsborough SB: 9

The four busiest stops in terms of weekday boardings on Route 7 are:

- MRTC NB: 78
- MRTC SB: 19
- McBean @ Mall Entrance NB: 11
- McBean @ Copper Hill SB: 11

There are no trips on Route 3 or Route 7 with loads of 45 or more passengers. The biggest load on Route 3 is 17 passengers at Seco Canyon/Garzota Drive on the southbound 2:06 p.m. weekday trip. The biggest load on Route 7 is 25 passengers at Decoro Drive/Alta Vista Avenue on the northbound 2:45 p.m. weekday trip.

Weekday Time of Day and Segment Analysis

Exhibit 4.2.19 shows boardings by direction and time of day for Routes 3/7. The ridership patterns indicate a northbound ridership flow all day that is more pronounced in the afternoon and evening.

Exhibit 4.2.19 Route 3/7 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB	NB	SB
3	90	89	30	25	19	38	29	24	12	2
7	174	84	37	25	87	42	47	14	3	3
Weekday Total	**264**	**173**	**67**	**50**	**106**	**80**	**76**	**38**	**15**	**5**

Exhibit 4.2.20 and Exhibit 4.2.21 show weekday productivity (boardings/revenue hour) for Routes 3/7 by direction, time of day, and route segment. Each route segment includes boardings at the first stop but not at the last stop of the segment; for example, boardings at Tourney Road/Wayne Mills Lane are counted in the second segment eastbound and in the first segment westbound. Note, some route segments may not have experienced passenger boardings during field observations. Cells representing such route segments do not contain a value.

Exhibit 4.2.20 presents productivity, in terms of boardings/VSH, for Route 3 by direction, time of day, and route segment. Exhibit 4.2.21 presents the same information for Route 7. Route 3 has its highest overall productivity northbound in the evening (with just one trip). Northbound productivity throughout the day is highest in the segments between Valencia Boulevard/MRTC and Seco Canyon/Decoro Drive. Southbound productivity is highest in the segments between Tourney Road/Wayne Mills Place – Valencia Boulevard/ and between Seco Canyon/Decoro Drive and Seco Canyon/Tamarack Lane.

Exhibit 4.2.20 Route 3 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
Magic Mtn @ Magic Mtn Pkwy-Tourney @ Wayne Mills	-	-	6.0	4.3	13.3	6.0	-	-
Tourney @ Wayne Mills - Valencia @ MRTC	-	29.6	6.5	37.9	12.0	23.1	-	-
MRTC layover	-	-	7.8	-	-	-	-	-
Valencia @ MRTC - Bouquet Cyn @ Seco Cyn	38.7	12.8	38.9	6.9	23.5	16.0	77.6	-
Bouquet Cyn @ Seco Cyn-Seco Cyn @ Decoro	30.0	10.8	4.6	7.4	30.0	17.1	-	-
Seco Cyn @ Decoro – Seco Cyn @ Tamarack	16.4	20.6	2.1	31.7	8.0	36.9	-	20.0
Average Boardings/VSH	**19.4**	**11.8**	**16.8**	**15.7**	**13.9**	**16.9**	**21.8**	**4.3**

Route 7 has its highest overall productivity northbound in the midday. Northbound productivity throughout the day is highest in the segment between Valencia Boulevard/MRTC and Newhall Ranch Road/McBean Parkway. Southbound productivity is highest in the segment between Silver Aspen Way/Old Road and Valencia Boulevard. The most productive time of day segment is northbound between Valencia Boulevard/MRTC and Newhall Ranch Road/McBean Parkway in the morning (93.8 boardings/VSH).

Exhibit 4.2.21 Route 7 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
Magic Mtn @ Magic Mtn Pkwy - Silver Aspen Way @ The Old Rd	-	-	3.3	7.1	5.0	-	-	-
Silver Aspen Way @ The Old Rd - Valencia @ MRTC	7.5	60.0	3.9	22.6	11.5	17.7	-	-
MRTC layover	-	-	-	-	-	-	-	-
Valencia @ MRTC - Newhall Ranch @ McBean	93.8	-	80.6	12.4	87.0	5.6	36.0	-
Newhall Ranch @ McBean – Alta Vista @ Constellation (TMF)	-	10.0	2.1	15.2	-	17.7	-	-
Alta Vista @ Constellation (TMF) - McBean @ Decoro	2.6	6.7	27.1	7.1	20.0	7.4	-	-
McBean @ Decoro - Seco Cyn @ Tamarack	20.0	41.1	19.6	19.8	9.4	2.9	-	18.0
Average Boardings/VSH	**19.5**	**18.8**	**21.8**	**12.2**	**20.3**	**7.0**	**3.5**	**4.3**

Figure 5 Exhibit 4.2.22 shows boardings, alightings, and loads by stop for Route 3 northbound. Exhibit 4.2.23 presents the same information for Route 7 northbound. For both routes, ridership rises at the MRTC, and then builds again as the routes travel north before declining. The maximum load point for Route 3 northbound is 55 passengers at Bouquet Canyon/Seco Canyon. The maximum load point for Route 7 northbound is McBean Parkway/Magic Mountain Pkwy, with 115 passengers on board.

Exhibit 4.2.22 Weekday Boardings, Alightings, and Loads – Route 3 Northbound
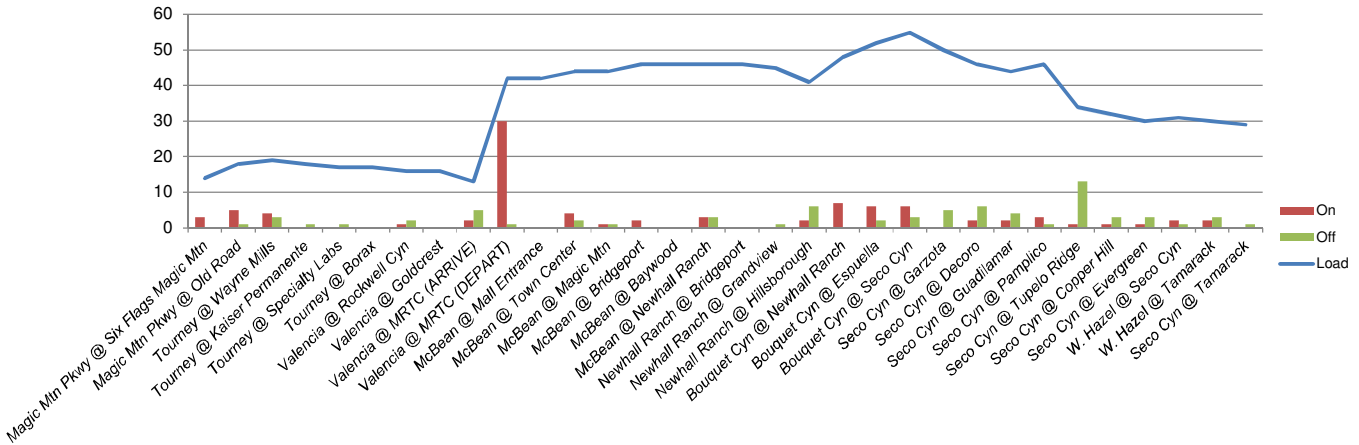
Exhibit 4.2.23 Weekday Boardings, Alightings, and Loads – Route 7 Northbound
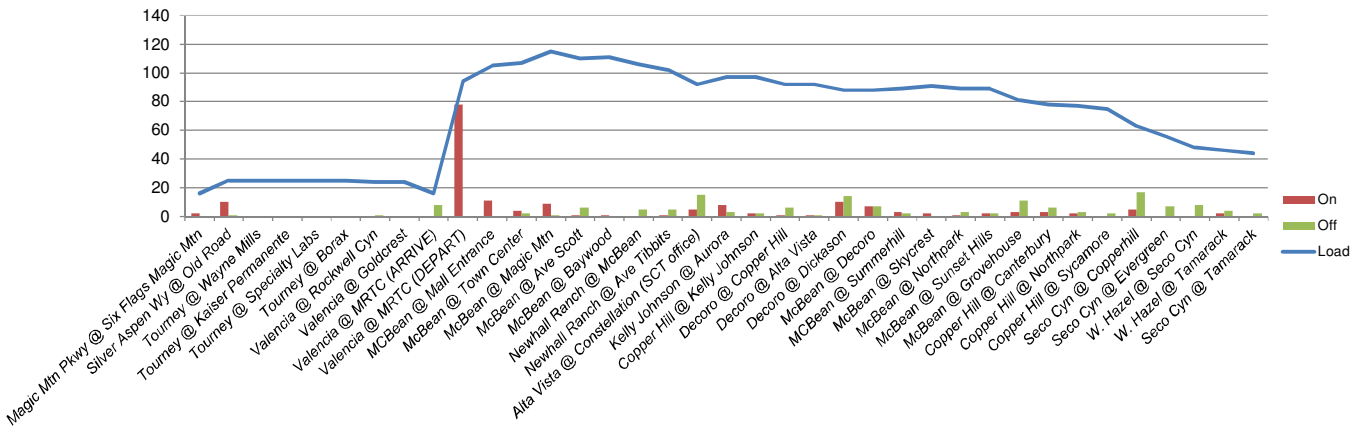
Exhibit 4.2.24 shows boardings, alightings, and loads by stop for Route 3 southbound. Exhibit 4.2.25 presents the same information for Route 7 southbound. For both routes, ridership drops sharply at the MRTC. This could be due to passengers transferring to other routes given that MRTC is a major transfer point. However, it must be noted that this study did not specifically quantify riders who transferred between routes. The maximum load point for Route 3 southbound is 73 at Seco Canyon/Garzota Drive. The maximum load point for Route 7 southbound is at McBean Parkway/Baywood Lane, with 52 passengers on board.

Exhibit 4.2.24 Weekday Boardings, Alightings, and Loads – Route 3 Southbound
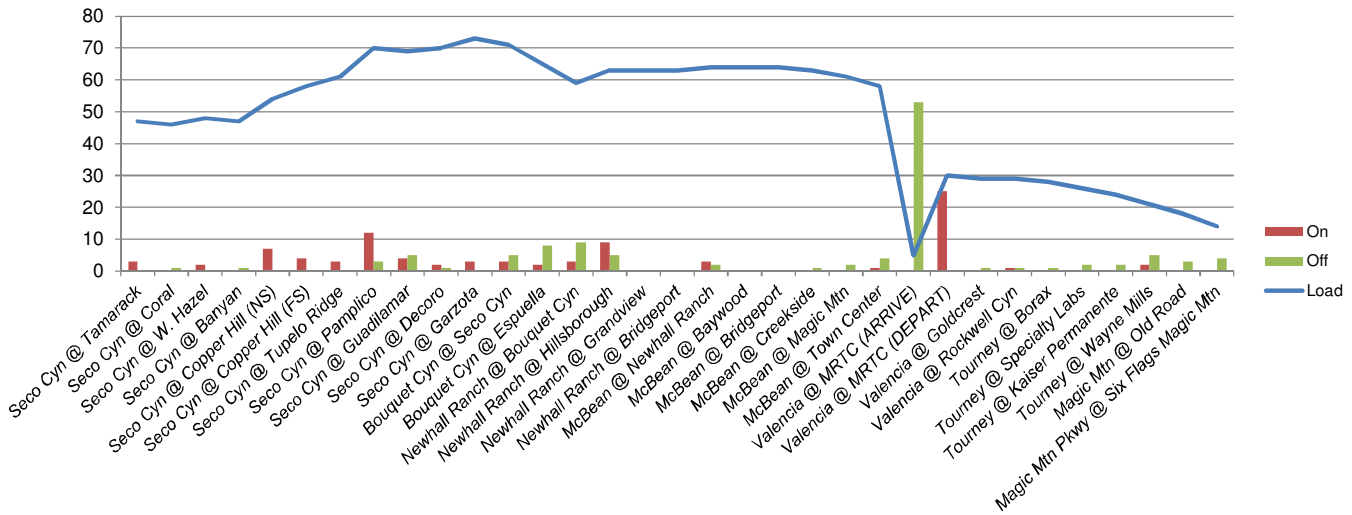
Exhibit 4.2.25 Weekday Boardings, Alightings, and Loads – Route 7 Southbound
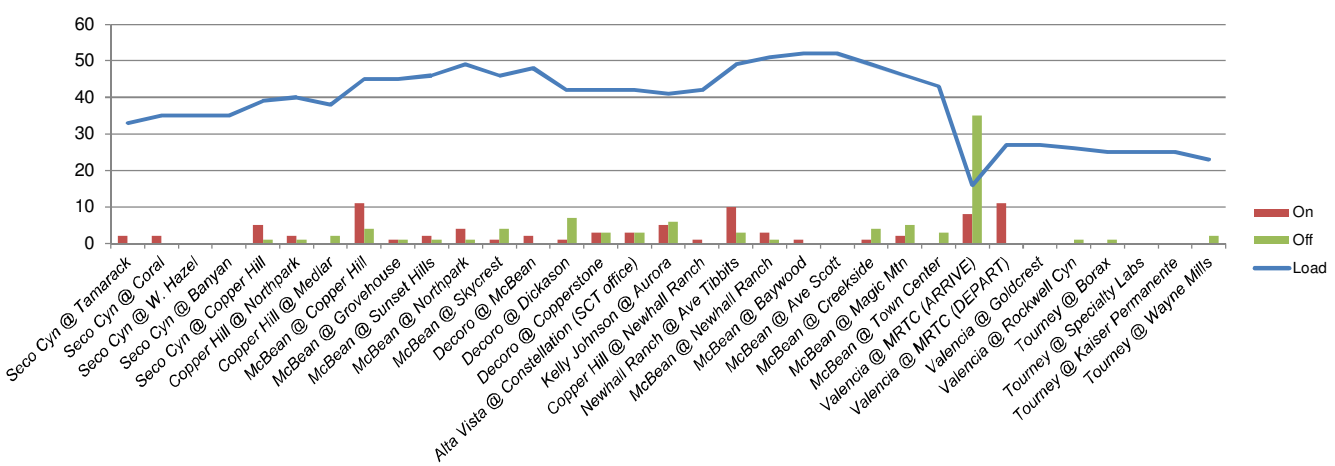
Schedule Adherence

Exhibit 4.2.26 and Exhibit 4.2.27 present schedule adherence data, in terms of the percent of all time-points at which the bus precisely on-time to five minutes after the scheduled time, for Routes 3/7 on weekdays, Saturday, and Sunday.

Weekday on-time performance is 72 percent at all time-points on Route 3 and 65 percent at all time-points on Route 7. Schedule adherence is generally better northbound on Route 3. Route 3 on-time performance is lowest in the afternoon on weekdays. Route 7 schedule adherence varies by direction depending on day-part and declines in the afternoon on weekdays and Saturday.

Exhibit 4.2.26 Route 3 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
Weekday	80%	65%	72%	82%	76%	87%	79%	57%	21%	86%	86%
Saturday	96%	83%	89%	100%	100%	94%	75%	90%	86%	-	86%
Sunday	61%	79%	69%	-	-	55%	67%	63%	83%	-	-

Exhibit 4.2.27 Route 7 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
Weekday	56%	70%	65%	74%	63%	0%	74%	52%	75%	67%	57%
Saturday	79%	83%	81%	78%	88%	91%	81%	59%	88%	-	-
Sunday	74%	75%	75%	44%	56%	76%	66%	81%	100%	00%	-

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.28 shows actual versus scheduled running time for Route 3, and Exhibit 4.2.29 presents the same information for Route 7. Trips of concern are highlighted on each exhibit. Both routes have a few northbound trips where actual travel time exceeds scheduled time, but there is ample time in the southbound direction so overall travel time is adequate.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.28 Weekday Actual vs. Scheduled Running Time by Trip for Route 3

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:25 AM	0:17	0:20	0:03	5:05 AM	0:17	0:20	0:03
7:25 AM	0:40	0:36	0:04	6:05 AM	0:38	0:39	0:01
8:45 AM	0:36	0:36	0:00	7:25 AM	0:38	0:40	0:02
10:05 AM	0:35	0:36	0:01	8:45 AM	0:32	0:39	0:07
11:25 AM	0:37	0:36	0:01	10:05 AM	0:36	0:40	0:04
12:45 PM	0:43	0:36	0:07	11:25 AM	0:35	0:39	0:04
2:05 PM	0:41	0:37	0:04	12:45 PM	0:36	0:40	0:04
3:25 PM	0:40	0:37	0:03	2:06 PM	0:37	0:39	0:02
4:45 PM	0:49	0:37	0:12	3:35 PM	0:21	0:34	0:13
6:05 PM	0:33	0:37	0:04	4:50 PM	0:34	0:36	0:02
7:25 PM	0:32	0:36	0:04	6:07 PM	0:30	0:40	0:10
				7:28 PM	0:28	0:33	0:05

Exhibit 4.2.29 Weekday Actual vs. Scheduled Running Time by Trip for Route 7

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
5:40 AM	0:25	0:25	0:00	6:45 AM	0:40	0:40	0:00
6:44 AM	0:43	0:41	0:02	8:01 AM	0:40	0:44	0:04
8:05 AM	0:46	0:40	0:06	9:21 AM	0:44	0:44	0:00
9:24 AM	0:44	0:41	0:03	10:41 AM	0:44	0:44	0:00
10:45 AM	0:45	0:40	0:05	12:01 PM	0:41	0:44	0:03
12:05 PM	0:45	0:40	0:05	1:21 PM	0:37	0:44	0:07
1:25 PM	0:43	0:41	0:02	2:42 PM	0:38	0:43	0:05
2:45 PM	1:02	0:50	0:12	4:02 PM	0:41	0:43	0:02
4:09 PM	0:51	0:41	0:10	5:22 PM	0:35	0:43	0:08
5:26 PM	0:49	0:41	0:08	6:42 PM	0:42	0:43	0:01
6:47 PM	0:39	0:41	0:02	8:01 PM	0:42	0:39	0:03
8:01 PM	0:51	0:49	0:02				

Overall Assessment

Route 3 ranks eighth in ridership on all days. Weekday ridership is higher in the northbound direction in all time periods except midday. Route 3 ranks ninth in productivity on weekdays and eighth on weekends.

Route 7 ranks seventh in ridership on weekdays and Saturday and fifth on Sunday. Weekday ridership is higher in the northbound direction throughout the day. Route 7 ranks eighth in productivity on weekdays and seventh on weekends.

The MRTC is the primary stop on both routes. There are no other major destinations. There are no instances of overcrowding on Routes 3/7.

Schedule adherence is 78 percent on both routes on weekdays. Both routes do better on weekdays. Overall running time appears adequate on both routes, with generous southbound running times making up for some tight northbound trips.

ROUTES 4/14:   NEWHALL METROLINK – LARC RANCH/PLUM CANYON

Overview

Routes 4/14 serve the MRTC, Newhall Metrolink Station, Senior Center, College of the Canyons, River Oaks Shopping Center, and Saugus High School. Route 4 terminates at LARC Ranch while Route 14 ends at Plum Canyon. The common portion of both routes extends from the Newhall Metrolink Station to Bouquet Canyon Road/Plum Canyon Road. Primary streets of operation on the shared portion of the routes include Lyons Avenue, Tournament, Rockwell Canyon Road, Valencia Boulevard, Magic Mountain Parkway, and Bouquet Canyon Road. Route 14 turns off Bouquet Canyon Road at Plum Canyon Road. During the midday both southbound routes deviate slightly to stop at the SCV Senior Center. Exhibit 4.2.30 displays a map of Routes 4/14.

Exhibit 4.2.30 Routes 4/14

Routes 4 & 14
— Route 4
— Route 14
— Streets
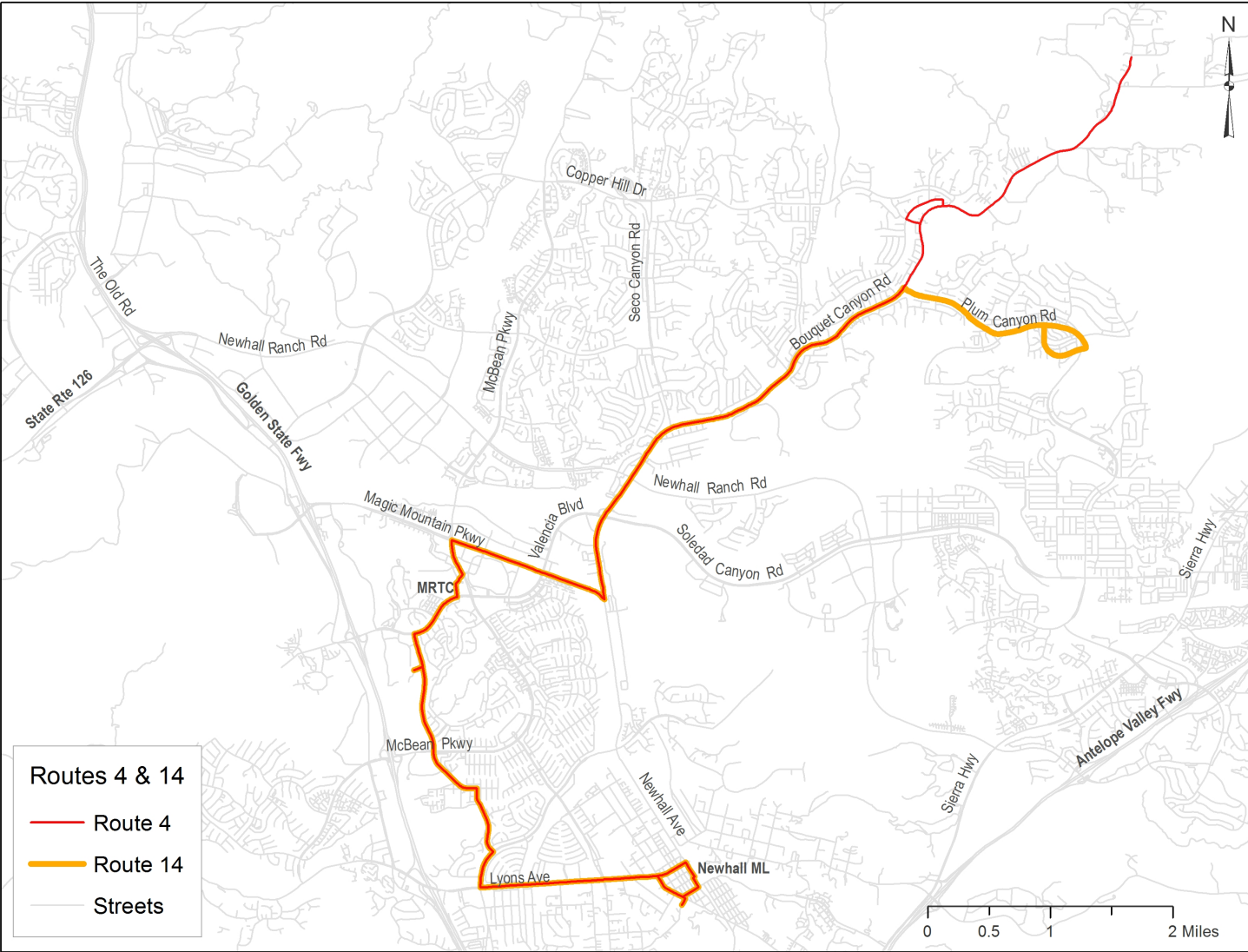
The two routes operate equal levels of service, as seen below in Exhibit 4.2.31. Both routes serve the Newhall Metrolink Station.

Route 4 is fifth among ten weekday and eight weekend routes in ridership and productivity on weekdays and Saturday and ranks sixth on Sunday. Route 14 is sixth in ridership and productivity on weekdays and Saturday. Route 14 is seventh in ridership and fifth in productivity on Sunday.

Headway and Span of Service

Exhibit 4.2.31 shows headway and number of trips for Routes 4/14 by day of the week. Exhibit 4.2.31 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Both routes operate every 60 minutes on all days. Headways on the shared portion of the routes are 30 minutes on weekdays and weekends.

Exhibit 4.2.31 Routes 4/14 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	4	60	32	5:10 a.m. – 10:44 p.m.
	14	60	32	5:41 a.m. – 10:07 p.m.
Saturday	4	60	26	7:15 a.m. – 8:14 p.m.
	14	60	26	7:20 a.m. – 7:44 p.m.
Sunday	4	60	25	7:50 a.m. – 8:12 p.m.
	14	60	24	7:48 a.m. – 7:40 p.m.

Operating Data

Exhibit 4.2.32 presents operating data for Routes 4/14. Boardings are evenly distributed between the two routes on weekdays and Sunday, but Route 4 has more Saturday boardings. The routes also display similar productivity. The vehicle service hours in Exhibit 4.2.32 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.32 Routes 4/14 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle service hours	Boardings per Rev Hour
Weekday	4	697	30.7	22.7
	14	671	31.3	21.4
Saturday	4	377	25.3	14.9
	14	277	24.7	11.2
Sunday	4	134	12.4	10.8
	14	129	11.9	10.9

The five busiest stops in terms of weekday boardings on Route 4 are:

- MRTC SB: 87
- Newhall Metrolink: 46
- MRTC NB: 45
- Rockwell Cyn@ College of the Canyons NB: 42
- Lyons @ Newhall Ave NB: 34

The five busiest stops in terms of weekday boardings on Route 14 are:

- MRTC NB: 96
- Rockwell Cyn @ College of the Canyons NB: 70
- Newhall Metrolink: 48
- MRTC SB: 40
- Rockwell Cyn @ College of the Canyons SB: 26

There are no trips on Route 4 or Route 14 with loads of 45 or more passengers. The biggest load on Route 4 is 29 passengers at Lyons Avenue/Newhall Avenue on the northbound 3:14 p.m. weekday trip. The biggest load on Route 14 is 40 passengers at Rockwell Canyon/College of the Canyons (COC) on the northbound 1:44 p.m. weekday trip.

Weekday Time of Day and Segment Analysis

Exhibit 4.2.33 shows boardings by direction and time of day for Routes 4/14. The ridership patterns indicate a southbound ridership flow at all times except evening on Route 4. Route 14 shows a southbound flow in the morning and a northbound flow at other times. The combined pattern shows a southbound flow in the morning, an even flow in the midday and afternoon, and a northbound flow in the evening.

Exhibit 4.2.33 Route 4/14 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB	NB	SB
4	285	412	34	93	196	223	41	89	14	7
14	376	295	53	78	192	150	104	58	27	6
Total	661	707	87	171	388	373	145	147	39	13

Exhibit 4.2.34 and Exhibit 4.2.35 show weekday productivity (boardings/VSH) for Routes 4/14 by direction, time of day, and route segment. Each route segment includes boardings at the first stop but not at the last stop of the segment; for example, boardings at Lyons Avenue/Orchard Village Road are counted in the second segment eastbound and in the first segment westbound. Note,

some route segments may not have experienced passenger boardings during field observations. Cells representing such route segments do not contain a value.

Exhibit 4.2.34 presents productivity, in terms of boardings/VSH, for Route 4 by direction, time of day, and route segment. Exhibit 4.2.35 presents the same information for Route 14. Route 4 has its highest overall productivity southbound in the midday. Northbound productivity throughout the day is highest in the segment between Railroad Avenue/Market Street (Newhall Metrolink) and Lyons Avenue/Orchard Village Road. Southbound productivity is highest in the segments between Lyons Avenue/Orchard Village Road and Lyons Avenue/Wiley Canyon Road and between Rockwell Canyon/College of the Canyons and the MRTC. The most productive time of day segment is southbound between Rockwell Canyon/College of the Canyons and the MRTC in the midday (134.3 boardings/VSH).

Exhibit 4.2.34 Route 4 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
Railroad @ Market (Newhall ML) - Lyons @ Orchard Village	55.9	2.1	76.5	23.4	44.5	6.3	11.2	29.2
Lyons @ Orchard Village- Lyons @ Wiley Cyn	8.0	7.6	21.0	33.7	11.9	106.2	8.0	-
Lyons @ Wiley Cyn- Rockwell Cyn@ COC	5.9	10.2	16.5	21.4	14.8	27.2	4.0	-
Rockwell Cyn@ COC - Valencia @ MRTC	-	88.1	33.2	134.3	6.6	84.3	29.9	19.5
MRTC layover	-	-	-	-	-	-	-	-
Valencia @ MRTC - Bouquet Cyn@ Seco Cyn	25.4	12.7	40.2	24.1	27.0	19.7	3.9	2.9
Bouquet Cyn@ Seco Cyn- Bouquet Cyn@ Centurion Way	-	26.6	3.1	62.2	5.9	41.3	-	-
Bouquet Cyn@ Centurion Way- Bouquet Cyn@ LARC Ranch	-	39.7	12.4	32.3	-	34.8	-	7.0
Average Boardings/VSH	**11.5**	**21.5**	**27.0**	**33.0**	**13.7**	**28.9**	**7.0**	**5.3**

Route 14 has its highest overall productivity northbound in the midday. Northbound productivity throughout the day is highest in the segments between Railroad Avenue/Market Street (Newhall Metrolink) and Lyons Avenue/Orchard Village Road and between Rockwell Canyon/College of the Canyons and Bouquet/Seco Canyon. Southbound productivity is highest in the segment between Rockwell Canyon/College of the Canyons and the MRTC. The most productive time of day segment is southbound between Rockwell Canyon/College of the Canyons and the MRTC in the midday (66.3 boardings/VSH).

Exhibit 4.2.35 Route 14 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
Railroad @ Market (Newhall ML) - Lyons @ Orchard Village	44.7	6.4	56.5	13.0	59.1	5.3	0.0	7.5
Lyons @ Orchard Village- Lyons @ Wiley Cyn	33.0	19.7	33.9	44.2	23.0	13.0	12.0	-
Lyons @ Wiley Cyn- Rockwell Cyn @ COC	24.5	23.9	21.6	32.9	13.8	17.0	7.1	4.3
Rockwell Cyn @ COC - Valencia @ MRTC	-	36.6	56.8	66.3	38.7	36.1	38.6	20.0
MRTC layover	-	-	-	-	-	-	-	-
Valencia @ MRTC - Bouquet Cyn @ Seco Cyn	25.7	9.2	49.3	25.1	44.3	17.2	32.1	3.0
Bouquet Cyn @ Seco Cyn- Bouquet Cyn@ Centurion Way	-	44.0	3.2	29.8	5.4	16.0	-	-
Bouquet Cyn @ Centurion Way – Heller Cir @ Plum Cyn	5.5	45.3	16.8	28.4	3.9	21.7	-	8.0
Average Boardings/VSH	**14.6**	**19.4**	**29.4**	**26.9**	**24.2**	**16.1**	**13.5**	**4.5**

Exhibit 4.2.36 shows boardings, alightings, and loads by stop for Route 4 northbound. Exhibit 4.2.37 presents the same information for Route 14 northbound. Both routes leave the Newhall Metrolink Station with a sizable load and take on passengers at College of the Canyons. The ridership turns over at the MRTC, and continues to increase before declining sharply. The maximum load point for Route 4 northbound is 135 passengers at Bouquet Canyon/Soledad Canyon. The maximum load point for Route 14 northbound is Rockwell Canyon/College of the Canyons, with 150 passengers on board.

Exhibit 4.2.36 Weekday Boardings, Alightings, and Loads – Route 4 Northbound
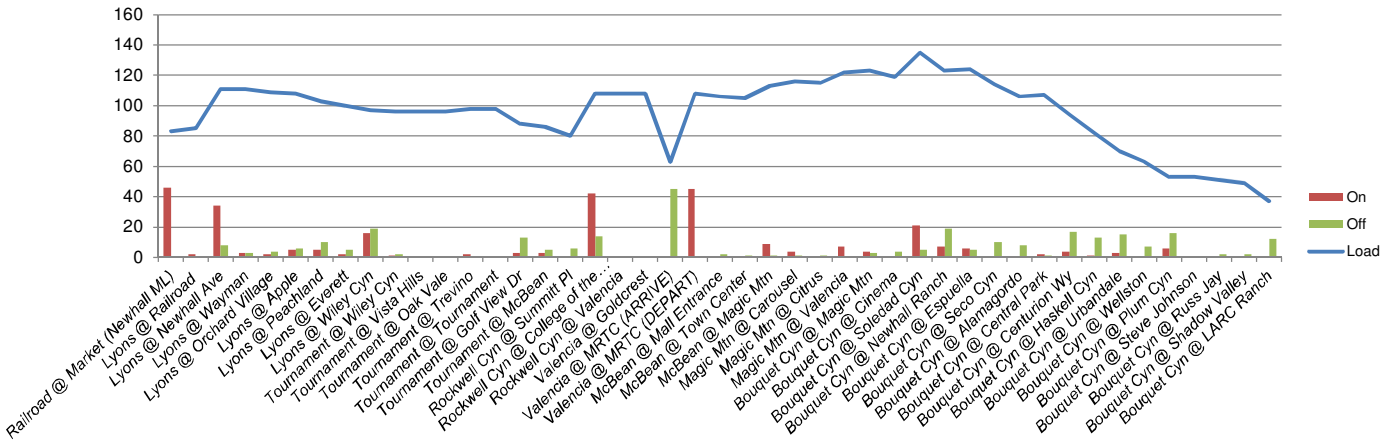
Exhibit 4.2.37 Weekday Boardings, Alightings, and Loads – Route 14 Northbound
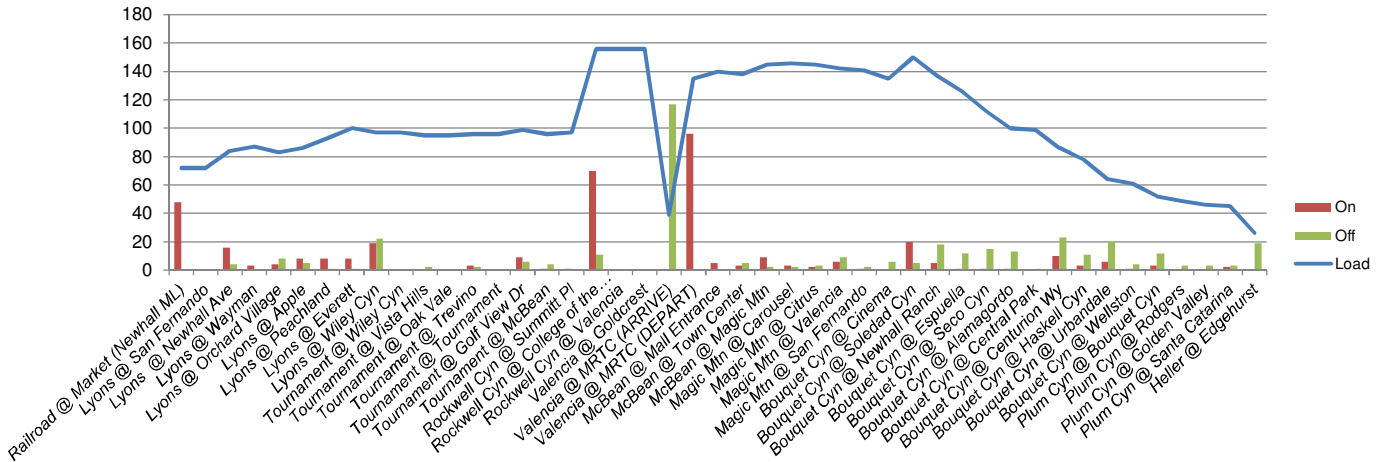
Exhibit 4.2.38 shows boardings, alightings, and loads by stop for Route 4 southbound. Exhibit 4.2.39 presents the same information for Route 14 southbound. For both routes, ridership rises gradually, turns over at the MRTC, then declines gradually. The maximum load point for Route 4 southbound is 138 passengers at Bouquet Canyon/Newhall Ranch Road. The maximum load point for Route 14 southbound is also at Bouquet Canyon/Newhall Ranch Road, with 118 passengers on board.

Exhibit 4.2.38 Weekday Boardings, Alightings, and Loads – Route 4 Southbound
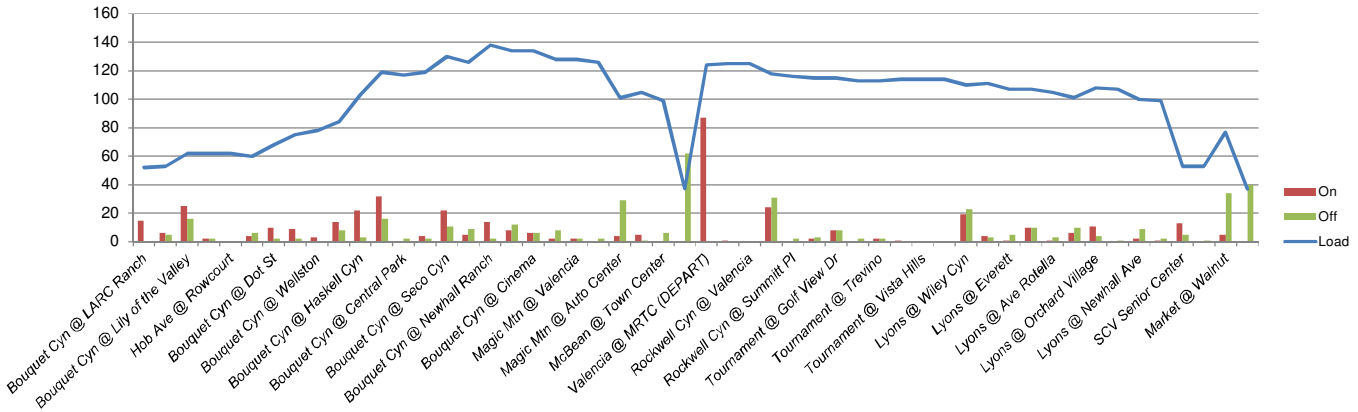
Exhibit 4.2.39 Weekday Boardings, Alightings, and Loads – Route 14 Southbound
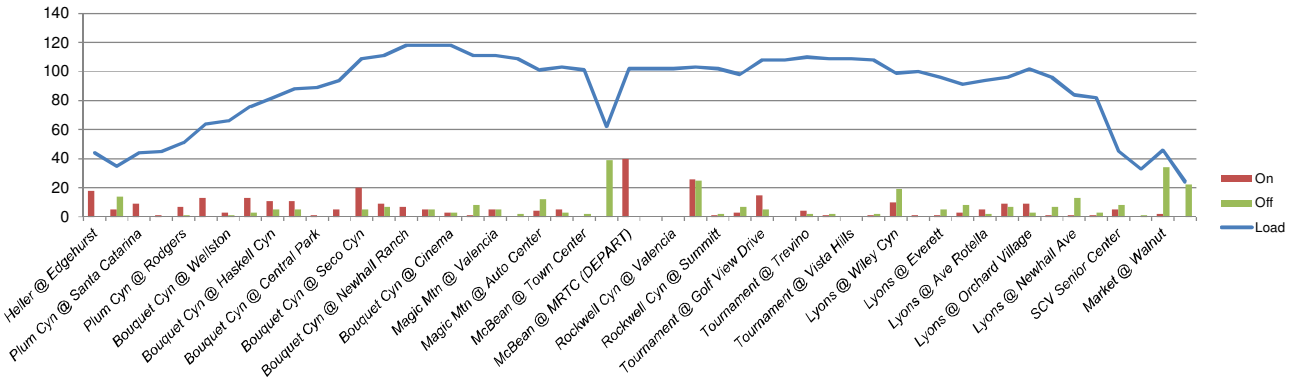
Schedule Adherence

Exhibit 4.2.40 and Exhibit 4.2.41 present schedule adherence data, in terms of the percent of all time-points at which the bus was precisely on-time to five minutes after the scheduled time, for Routes 4/14 on weekdays, Saturday, and Sunday.

Weekday on-time performance is 72 percent at all time-points on Route 4 and 67 percent at all time-points on Route 14. Schedule adherence is generally better southbound on both routes, especially in the midday. Route 4 on-time performance is lowest in the evening on weekdays. Route 14 northbound schedule adherence is best during the morning day-part.

Exhibit 4.2.40 Route 4 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
Weekday	70%	74%	72%	83%	69%	67%	82%	69%	70%	60%	53%
Saturday	71%	83%	76%	80%	95%	69%	80%	77%	80%	20%	80%
Sunday	95%	83%	90%	100%	100%	100%	83%	85%	80%	100%	80%

Exhibit 4.2.41 Route 14 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
Weekday	66%	67%	67%	90%	92%	67%	63%	63%	89%	67%	89%
Saturday	65%	74%	69%	82%	74%	80%	81%	69%	62%	-	-
Sunday	65%	63%	64%	100%	100%	75%	96%	67%	69%	00%	100%

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.42 shows actual versus scheduled running time for Route 4, and Exhibit 4.2.43 presents the same information for Route 14. Trips of concern are highlighted on each exhibit. Route 4 has several southbound trips in which actual running time exceeds scheduled time by at least five minutes. Route 14 has several northbound trips and two southbound trips with the same concerns.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.42 Weekday Actual vs. Scheduled Running Time by Trip for Route 4

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:13 AM	1:00	1:00	0:00	5:10 AM	0:48	0:48	0:00
7:17 AM	0:49	0:57	0:08	6:08 AM	0:57	0:57	0:00
8:17 AM	0:56	0:57	0:01	7:13 AM	0:54	0:52	0:02
9:14 AM	0:58	1:00	0:02	8:19 AM	0:54	0:54	0:00
10:14 AM	1:01	1:00	0:01	9:19 AM	0:54	0:54	0:00
11:14 AM	1:04	1:00	0:04	10:19 AM	0:55	0:54	0:01
12:14 PM	0:51	1:00	0:09	11:19 AM	1:02	0:54	0:08
1:14 PM	0:52	1:00	0:08	12:19 PM	1:02	0:54	0:08
2:21 PM	1:03	1:00	0:03	1:19 PM	1:01	0:59	0:02
3:14 PM	1:03	1:00	0:03	2:19 PM	0:56	0:51	0:05
4:14 PM	1:04	1:00	0:04	3:21 PM	0:51	0:49	0:02
5:14 PM	0:56	1:00	0:04	4:19 PM	1:07	0:51	0:16
6:16 PM	0:58	0:58	0:00	5:19 PM	0:57	0:56	0:01
7:16 PM	0:56	0:58	0:02	6:19 PM	0:58	0:56	0:02
8:40 PM	0:56	0:49	0:07	8:19 PM	0:50	0:51	0:01
				9:29 PM	0:27	0:25	0:02

Exhibit 4.2.43 Weekday Actual vs. Scheduled Running Time by Trip for Route 14

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:15 AM	0:21	0:21	0:00	5:41 AM	0:49	0:49	0:00
6:47 AM	1:00	0:55	0:05	6:41 AM	0:54	0:54	0:00
7:47 AM	0:55	0:55	0:00	7:54 AM	0:52	0:49	0:03
8:44 AM	1:04	0:58	0:06	8:52 AM	0:51	0:51	0:00
9:44 AM	1:06	0:58	0:08	9:52 AM	0:52	0:51	0:01
10:44 AM	0:59	0:58	0:01	10:52 AM	0:53	0:51	0:02
11:44 AM	1:03	0:58	0:05	11:52 AM	0:53	0:51	0:02
12:44 PM	1:05	0:58	0:07	12:52 PM	1:03	0:51	0:12
1:44 PM	1:06	0:58	0:08	1:52 PM	0:57	0:51	0:06
2:44 PM	1:01	0:58	0:03	2:52 PM	0:54	0:51	0:03
3:44 PM	0:58	0:58	0:00	3:52 PM	0:57	0:48	0:09
4:44 PM	1:05	0:58	0:07	4:52 PM	0:49	0:48	0:01
5:44 PM	1:06	0:58	0:08	5:52 PM	0:57	0:53	0:04
6:46 PM	1:05	0:56	0:09	6:52 PM	0:55	0:53	0:02
7:46 PM	1:05	0:56	0:09	7:52 PM	0:47	0:48	0:01
9:10 PM	0:55	0:57	0:02	8:52 PM	0:46	0:48	0:02

Overall Assessment

Route 4 ranks fifth in ridership and productivity on weekdays and Saturday, slipping to sixth on Sunday. Weekday ridership is higher in the southbound direction in all time periods except evening.

Route 14 ranks sixth in ridership and productivity on weekdays and Saturday. On Sunday, this route ranks seventh in ridership and fifth in productivity. Weekday ridership is higher in the northbound direction in all time periods except morning.

The MRTC, College of the Canyons, and the Newhall Metrolink Station are major destinations on these routes. There are no instances of overcrowding on Routes 4/14.

Schedule adherence is 72 percent on Route 4 and 67 percent on Route 14 on weekdays, close to the system average. Schedule adherence improves on weekends. There are insufficient running times southbound on Route 4 in the midday and afternoon periods and northbound on Route 14 throughout the day. The majority of these trips begin running late as they travel along Lyons Ave. This occurs at the end of southbound trips and the beginning of northbound trips, resulting in particularly low adherence with scheduled running times on northbound Route 14.

ROUTES 5/6:   STEVENSON RANCH – VAZQUEZ CANYON/SHADOW PINES

Overview

Routes 5/6 serve the MRTC, Santa Clarita Metrolink Station, Newhall Metrolink Station, Valencia Town Center, College of the Canyons (Canyon Country campus), Aquatics Center, Bowman High School, Henry Mayo Newhall Memorial Hospital, Hart High School, Placerita Junior High, Valencia Marketplace, Shadow Pines, Vazquez Canyon, Stevenson Ranch, and Sunset Point. The routes travel between Stevenson Ranch and Vazquez Canyon (Route 5) or Shadow Pines (Route 6). Primary streets of operation on the shared portion of the routes include Stevenson Ranch Parkway, The Old Road, Lyons Avenue, Newhall Avenue, Orchard Village Road, McBean Parkway, Magic Mountain Parkway, and Soledad Canyon Road. Route 5 travels via Sierra Highway to Vazquez Canyon, while Route 6 remains on Soledad Canyon Road to Shadow Pines. Exhibit 4.2.44 displays a map of Routes 5/6.

Exhibit 4.2.44 Route 5/6
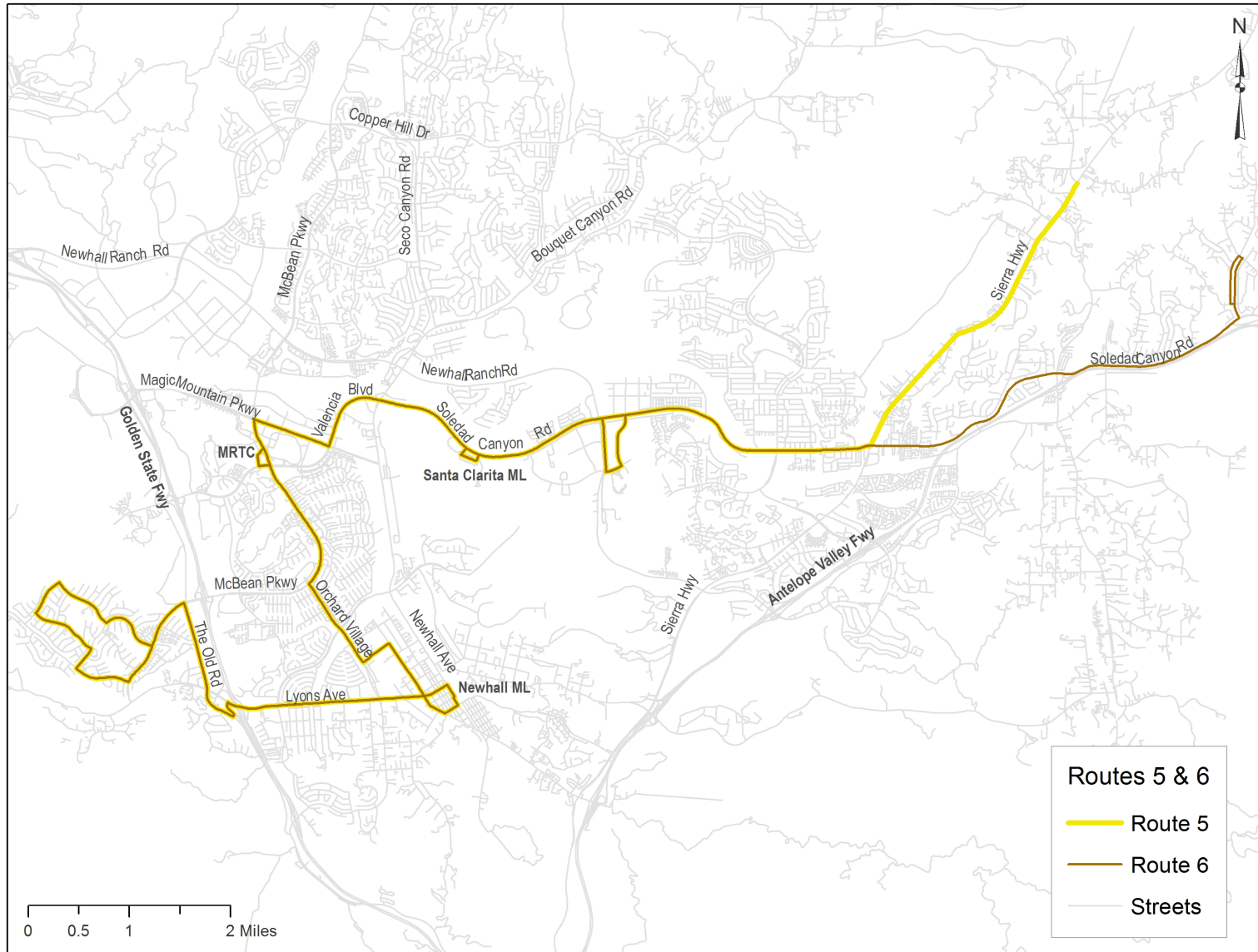
Route 6 operates more service than Route 5 as seen below in Exhibit 4.2.45. The routes serve the Newhall Metrolink Stations. Selected trips detour to serve the Santa Clarita Metrolink Station, Aquatics Center, and Bowman High School directly. Most Route 5 trips stop at the College of the Canyons (Canyon Country campus).

Route 5 is fourth among ten weekday routes and third among eight weekend routes in ridership. Route 6 is first in ridership on all days. Route 5 ranks fourth in productivity on weekdays, first on Saturday, and second on Sunday. Route 6 is third in productivity on weekdays, second on Saturday, and leads all Santa Clarita Transit routes on Sunday.

Headway and Span of Service

Exhibit 4.2.45 shows headway and number of trips for Routes 5/6 by day of the week. Exhibit 4.2.45 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

On each route, headways are generally 30 minutes during peak periods, but are occasionally as low as 15 minutes on Route 6. Midday and evening service is not regular, with headways varying on both routes. Headway on the shared portion of the routes is 15 minutes during weekday peak periods and 25 to 30 minutes at other times.

Exhibit 4.2.45 Route 5/6 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	5	30 peak 50-90 off peak	43	5:28 AM – 10:22 PM
	6	30 peak 30-50 off peak	68	4:15 AM – 10:56 PM
Saturday	5	60-120	20	6:39 AM – 9:29 PM
	6	30-60	42	7:05 AM – 10:34 PM
Sunday	5	60-120	18	7:29 AM – 7:59 PM
	6	30-60	34	7:12 AM – 8:30 PM

Operating Data

Exhibit 4.2.46 presents operating data for Routes 5/6. Among the ten weekday routes, Route 5 ranks second in boardings and boardings/VSH. Route 6 is third in weekday boardings and leads all routes in weekday boardings/VSH. On Saturday and Sunday, Route 5 ranks fourth in boardings and boardings/VSH, while Route 6 is first in boardings and third in boardings/VSH. Interestingly, Route 6 carries more passengers and is more productive on Sunday than on Saturday. The vehicle service hours in Exhibit 4.2.46 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.46 Routes 5/6 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle service hours	Boardings per Rev Hour
Weekday	5	1,436	62.0	22.8
	6	2,304	93.0	24.8
Saturday	5	806	30.6	26.4
	6	1,322	54.9	24.1
Sunday	5	644	27.0	23.9
	6	1,435	48.2	29.8

The five busiest stops in terms of weekday boardings on Route 5 are:

- MRTC EB: 97
- MRTC WB: 88
- Newhall Metrolink WB: 77
- Soledad Cyn @ Sierra Hwy WB: 64
- Soledad Cyn @ Whites Cyn WB: 46

The five busiest stops in terms of weekday boardings on Route 6 are:

- MRTC EB: 149
- Soledad Cyn @ Whites Cyn EB: 141
- Soledad Cyn @ Whites Cyn WB: 98
- MRTC WB: 96
- Soledad Cyn @ Sierra Hwy WB: 84

Exhibit 4.2.47 shows that there are five Route 6 trips with loads of 45 or more passengers. These trip segments are sorted by direction, time, and day. All "over capacity" trips on weekdays are focused on the stop at Soledad Canyon/Whites Canyon and are related to school start or dismissal times. Route 6 has the only weekend trip (11:29 AM) with 45 or more passengers on board in the Santa Clarita Transit system.

Exhibit 4.2.47 Route 5/6 Trip Segments with Loads of 45 or More

Segment	Route and Day	Direction	Trip Time	Number of Stops	Peak Load	Comments
Soledad Cyn @ Whites Cyn– Soledad Cyn @ Anne Freda	6 Weekday	EB	12:51pm	9	76	School-related
Soledad Cyn @ Whites Cyn – Soledad Cyn @ Kenroy	6 Weekday	EB	1:56 pm	12	73	School-related
Soledad Cyn @ Whites Cyn – Soledad Cyn @ River Circle	6 Weekday	EB	2:15 pm	5	51	School-related
Soledad Cyn @ River Circle – Soledad Cyn @ Whites Cyn	6 Weekday	WB	6:41 am	7	58	School-related
Newhall Ave @ 15th St – McBean @ Granary Square	6 Sunday	EB	11:29am	10	45	-

Weekday Time of Day and Segment Analysis

Exhibit 4.2.48 shows boardings by direction and time of day for Routes 5/6. The ridership patterns indicate a pronounced westbound ridership flow during the morning and an eastbound flow during the rest of the day.

Exhibit 4.2.48 Route 5/6 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB
5	789	647	113	222	377	256	271	133	28	36
6	1,296	1,008	214	327	762	444	216	204	104	33
Total	**2,085**	**1,655**	**327**	**549**	**1,039**	**700**	**487**	**337**	**132**	**69**

Exhibit 4.2.49 and Exhibit 4.2.50 show weekday productivity (boardings/VSH) for Routes 5/6 by direction, time of day, and route segment. Each route segment includes boardings at the first stop but not at the last stop of the segment; for example, boardings at Stevenson Ranch Parkway/The Old Road are counted in the second segment eastbound and in the first segment westbound. Note, some route segments may not have experienced passenger boardings during field observations. Cells representing such route segments do not contain a value.

Exhibit 4.2.49 presents productivity, in terms of boardings/VSH, for Route 5 by direction, time of day, and route segment. Exhibit 4.2.46 presents the same information for Route 6. Route 5 has its highest overall productivity eastbound in the midday. Eastbound productivity throughout the day is highest in the segments between Stevenson Ranch Parkway/The Old Road and The Old Road/Chiquella Lane, between Lyons Avenue/Wiley Canyon and Lyons Avenue/Orchard Village Road, between Newhall Metrolink and McBean Parkway/Avenida Navarre, and between Valencia Boulevard/MRTC and Soledad Canyon/Bouquet Canyon. Westbound productivity is highest in the segments between Lyons Avenue/Orchard Village Road and Newhall Metrolink, between McBean Parkway/Avenida Navarre and Valencia Boulevard/MRTC, and between Soledad Canyon/Whites Canyon and Soledad Canyon/Sierra Highway. The most productive time of day segment is eastbound between Stevenson Ranch Parkway/The Old Road and The Old Road/Chiquella Lane in the evening (96.0 boardings/VSH), followed by westbound between Lyons Avenue/Orchard Village Road and Newhall Metrolink in the morning (84.9 boardings/VSH).

Exhibit 4.2.49 Route 5 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB
Carroll Lane @ Faulkner - Stevenson Ranch Pkwy@ The Old Rd	-	9.4	8.5	5.1	3.8	2.4	-	-
Stevenson Ranch Pkwy@ The Old Rd – The Old Rd @ Chiquella	-	-	55.8	5.3	72.2	4.0	96.0	-
The Old Rd @ Chiquella - Lyons @ Wiley Cyn	-	3.3	23.6	4.0	27.5	3.7	-	-
Lyons @ Wiley Cyn- Lyons @ Orchard Village	-	8.6	58.4	28.5	79.5	18.3	15.0	-
Lyons @ Orchard Village - Railroad @ Market (Newhall ML)	-	84.9	22.0	59.8	15.5	61.9	-	10.9
Railroad @ Market (Newhall ML) - McBean @ Ave Navarre	66.9	19.4	67.2	32.7	23.5	8.3	12.0	2.0
McBean @ Ave Navarre - Valencia @ MRTC	-	20.0	6.3	79.3	3.7	56.1	10.0	26.0
Valencia @ McBean (Metrolink) - Soledad Cyn @ Bouquet Cyn	12.8	1.0	57.5	6.4	53.5	11.3	21.2	2.7
Soledad Cyn @ Bouquet Cyn- Soledad Cyn@ Whites Cyn	12.7	24.1	23.4	16.3	25.5	11.6	8.0	11.1
Soledad Cyn@ Whites Cyn - Soledad Cyn @ Sierra Hwy	17.5	79.9	39.2	63.0	31.3	15.8	22.5	27.9
Soledad Cyn @ Sierra Hwy- Sierra Hwy@ Vasquez Cyn	9.6	38.4	37.5	29.0	7.4	27.4	2.9	6.6
Average Boardings/VSH	**19.2**	**22.1**	**34.2**	**24.7**	**26.0**	**16.2**	**11.6**	**7.7**

Route 6 has its highest overall productivity eastbound in the midday. Eastbound productivity throughout the day is highest in the segments between Newhall Metrolink and McBean Parkway/Avenida Navarre, between Valencia Boulevard/MRTC and Soledad Canyon/Bouquet Canyon, and between Soledad Canyon/Whites Canyon and Soledad Canyon/Sierra Highway. Westbound productivity is highest in the segments between Lyons Avenue/Orchard Village Road and Newhall Metrolink, between McBean Parkway/Avenida Navarre and Valencia Boulevard/MRTC, and between Soledad Canyon/Whites Canyon and Soledad Canyon/Sierra Highway. The most productive time of day segment is eastbound between Soledad Canyon/Whites Canyon and Soledad Canyon/Sierra Highway in the midday (130.7 boardings/VSH).

Exhibit 4.2.50 Route 6 Weekday Boardings/VSH by Direction, Time of Day, and Route Segment

Segment	Morning		Midday		Afternoon		Evening	
	EB	WB	EB	WB	EB	WB	EB	WB
Carroll Lane @ Faulkner - Stevenson Ranch Pkwy@ The Old Rd	6.2	1.4	5.9	7.5	9.0	3.0	-	-
Stevenson Ranch Pkwy@ The Old Rd – The Old Rd @ Chiquella	24.4	-	35.8	4.3	38.1	5.2	23.3	-
The Old Rd @ Chiquella - Lyons @ Wiley Cyn	4.2	12.8	14.8	28.5	66.6	4.0	15.8	-
Lyons @ Wiley Cyn- Lyons @ Orchard Village	35.2	15.7	45.5	23.5	31.7	9.4	9.9	-
Lyons @ Orchard Village - Railroad @ Market (Newhall ML)	-	28.6	18.9	55.8	10.7	97.0	1.9	10.9
Railroad @ Market (Newhall ML) - McBean @ Ave Navarre	44.0	11.9	68.0	30.2	22.3	17.8	18.4	-
McBean @ Ave Navarre - Valencia @ MRTC	8.5	22.0	4.2	52.5	3.3	48.9	10.8	66.0
Valencia @ MRTC - Soledad Cyn@ Bouquet Cyn	32.6	2.4	82.0	6.5	57.1	13.3	55.9	10.0
Soledad Cyn@ Bouquet Cyn- Soledad Cyn@ Whites Cyn	11.7	28.6	56.0	31.1	19.4	16.8	17.0	8.1
Soledad Cyn@ Whites Cyn- Soledad Cyn@ Sierra Hwy	6.5	83.9	130.7	79.7	59.1	47.8	32.4	16.4
Soledad Cyn@ Sierra Hwy- Shadow Pines @ Grandifloras	6.4	73.2	9.8	36.0	18.2	22.5	3.6	6.4
Average Boardings/VSH	**15.5**	**25.5**	**42.2**	**28.5**	**23.1**	**21.7**	**14.8**	**8.3**

Exhibit 4.2.51 shows boardings, alightings, and loads by stop for Route 5 eastbound. Exhibit 4.2.52 presents the same information for Route 6 eastbound. For both routes, ridership builds to the Newhall Metrolink station, then again until the MRTC, and then continues to rise as the routes travel east before falling sharply toward the end of the line. The maximum load point for Route 5 eastbound is 288 passengers at Center Pointe Parkway/Ruether Avenue. The maximum load point for Route 6 eastbound is Soledad Canyon/Whites Canyon, with 556 passengers on board.

Exhibit 4.2.51 Weekday Boardings, Alightings, and Loads – Route 5 Eastbound
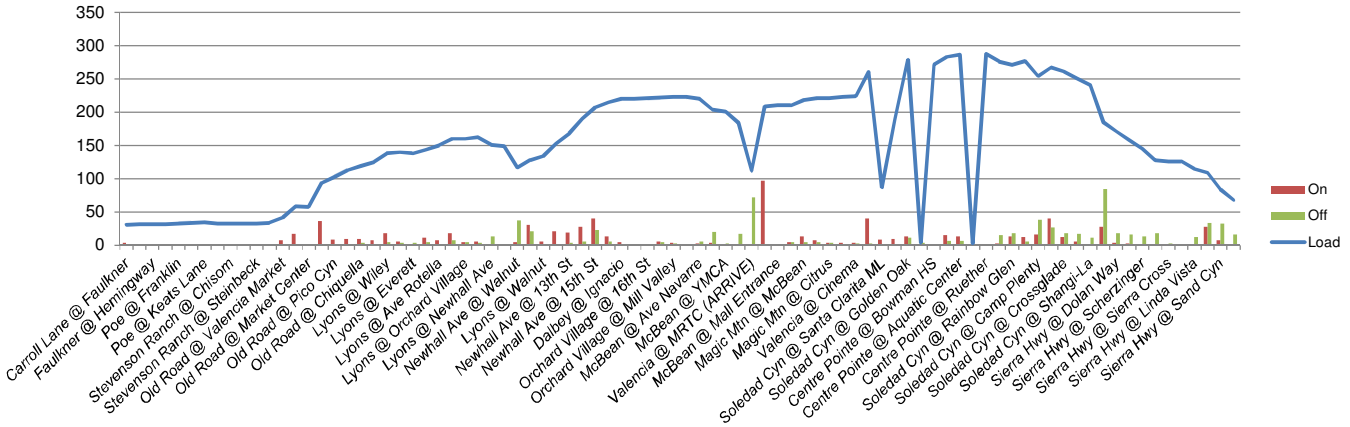
Exhibit 4.2.52 Weekday Boardings, Alightings, and Loads – Route 6 Eastbound
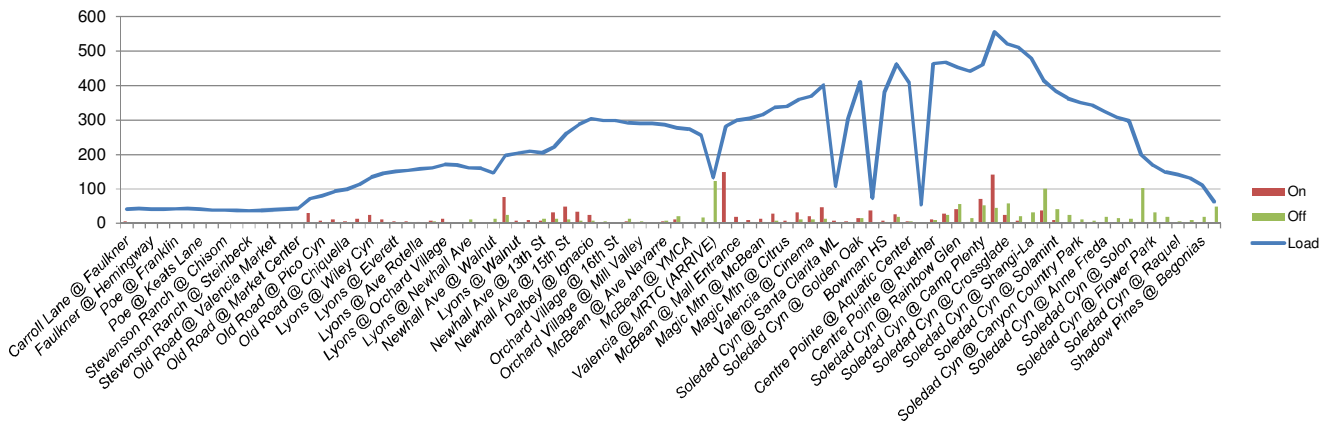
Exhibit 4.2.53 shows boardings, alightings, and loads by stop for Route 5 westbound. Exhibit 4.2.54 presents the same information for Route 6 westbound. For both routes, ridership builds sharply to its highest point well before the MRTC, and then declines gradually as the route travels west. Route 5 has a notable spike at the Newhall Metrolink station because many short trips begin at this location. The maximum load point for Route 5 westbound is 196 at Lyons Avenue/Newhall Avenue. The maximum load point for Route 6 westbound is at Bowman High School (Soledad Canyon/Golden Oak Road), with 394 passengers on board.

Exhibit 4.2.53 Weekday Boardings, Alightings, and Loads – Route 5 Westbound
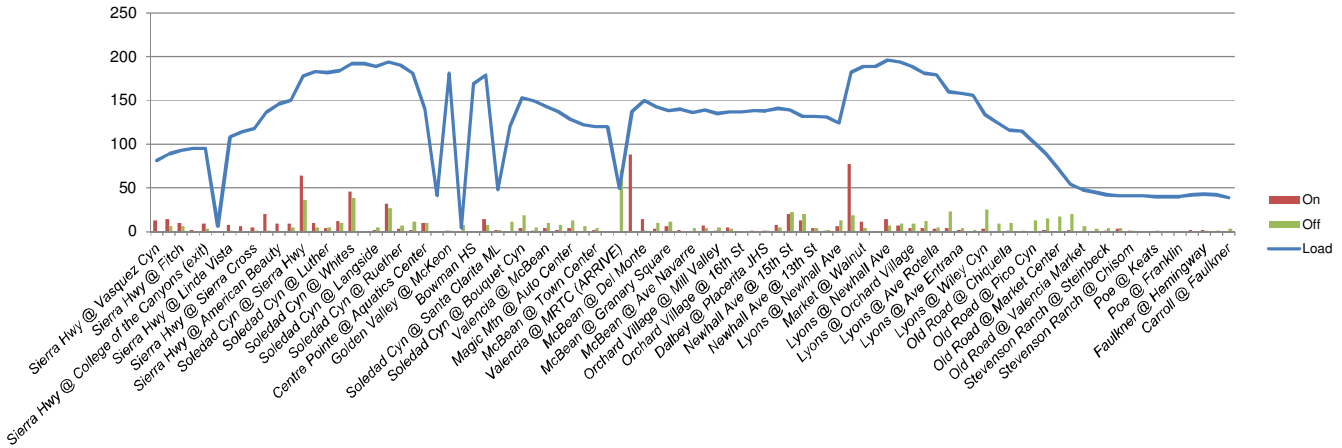
Exhibit 4.2.54 Weekday Boardings, Alightings, and Loads – Route 6 Westbound
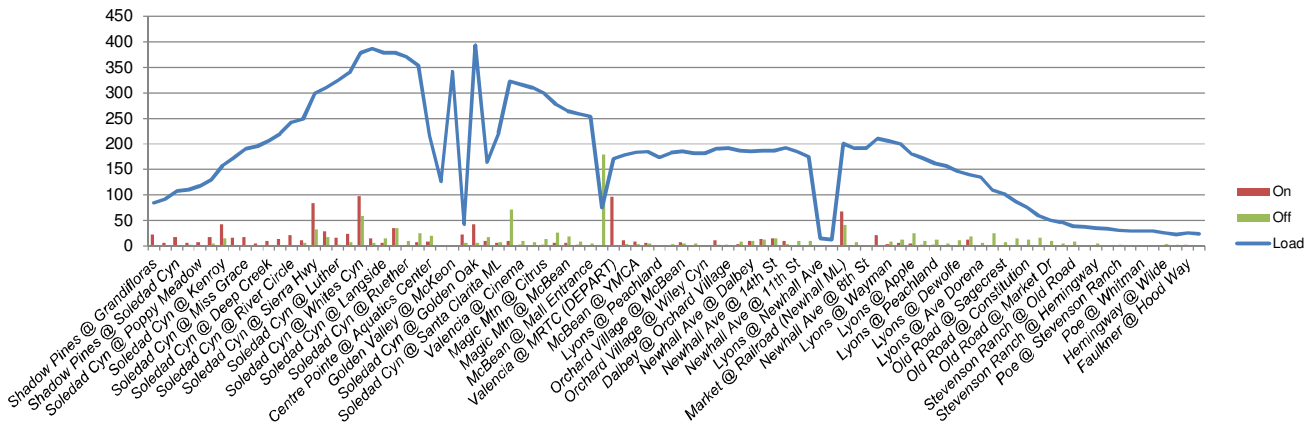
Schedule Adherence

Exhibit 4.2.55 and Exhibit 4.2.56 present schedule adherence data, in terms of the percent of all time-points at which the bus was within one minute before to five minutes after the scheduled time, for Routes 5/6 on weekdays, Saturday, and Sunday.

Weekday on-time performance is 70 percent at all time-points on Route 5 and 78 percent at all time-points on Route 6. There is little difference in schedule adherence by direction on Route 5, though westbound schedule adherence is slightly better than eastbound. Route 5 on-time performance is lower in the midday and afternoon on weekdays and Saturday. Route 6 schedule adherence varies by day and day-part and is lowest in the midday. Route 6 schedule adherence is much lower on weekends.

Exhibit 4.2.55 Route 5 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	EB	WB	Total	EB	WB	EB	WB	EB	WB	EB	WB
Weekday	67%	72%	70%	61%	75%	67%	65%	64%	68%	82%	88%
Saturday	65%	57%	61%	83%	93%	61%	52%	46%	70%	-	0%
Sunday	72%	69%	72%	-	74%	70%	71%	68%	71%	-	-

Exhibit 4.2.56 Route 6 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	EB	WB	Total	EB	WB	EB	WB	EB	WB	EB	WB
Weekday	76%	83%	78%	76%	80%	72%	87%	86%	79%	73%	67%
Saturday	66%	63%	64%	93%	88%	45%	41%	74%	66%	74%	86%
Sunday	0%	49%	27%	74%	71%	51%	36%	50%	45%	-	79%

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.57 shows actual versus scheduled running time for Route 5, and Exhibit 4.2.58 presents the same information for Route 6. Trips of concern are highlighted on each exhibit. Route 5 has adequate travel time, outside of a few trips in each direction. There are only two problematic eastbound trips on Route 6, out of 68 weekday trips on this route. One of these trips was 30 minutes behind, in part due to a wheelchair boarding midway through the trip that delayed the schedule by 10 minutes.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.57 Weekday Actual vs. Scheduled Running Time by Trip for Route 5

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:00 AM	0:58	1:01	0:03	5:28 AM	1:24	1:24	0:00
6:31 AM	1:00	0:56	0:04	5:58 AM	1:21	1:24	0:03
7:06 AM	1:13	1:10	0:03	6:29 AM	1:27	1:29	0:02
7:36 AM	1:15	1:12	0:03	7:01 AM	1:21	1:26	0:05
8:06 AM	1:13	1:12	0:01	7:28 AM	1:32	1:32	0:00
9:10 AM	0:40	0:43	0:03	8:19 AM	0:51	0:51	0:00
10:46 AM	0:43	0:43	0:00	8:54 AM	1:47	1:42	0:05
10:36 AM	1:35	1:37	0:02	9:25 AM	1:38	1:36	0:02
11:26 AM	1:39	1:37	0:02	9:56 AM	1:30	1:30	0:00
12:20 PM	1:42	1:38	0:04	11:35 AM	0:45	0:44	0:01
1:29 PM	1:53	1:42	0:11	12:19 PM	1:35	1:37	0:02
2:41 PM	1:42	1:36	0:06	1:04 PM	1:37	1:37	0:00
3:50 PM	0:45	0:47	0:02	2:03 PM	1:23	1:11	0:12
3:51 PM	1:37	1:45	0:08	3:22 PM	1:51	1:37	0:14
4:21 PM	1:45	1:44	0:01	4:23 PM	1:33	1:37	0:04
4:59 PM	1:29	1:42	0:03	5:18 PM	1:33	1:37	0:04
5:25 PM	1:51	1:42	0:09	5:49 PM	1:40	1:34	0:06
7:10 PM	0:38	0:38	0:00	6:18 PM	1:36	1:35	0:01
6:55 PM	1:40	1:47	0:07	6:57 PM	1:38	1:37	0:01
8:34 PM	1:37	1:33	0:04	7:23 PM	1:32	1:34	0:02
				7:58 PM	1:31	1:31	0:00
				8:55 PM	1:23	1:33	0:10
				10:07 PM	0:13	0:15	0:02

Exhibit 4.2.58 Weekday Actual vs. Scheduled Running Time by Trip for Route 6

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
4:21 AM	1:12	1:15	0:03	4:15 AM	0:06	0:06	0:00
5:10 AM	1:09	1:04	0:05	5:04 AM	0:04	0:06	0:02
5:10 AM	1:30	1:30	0:00	4:22 AM	1:52	1:50	0:02
5:55 AM	1:24	1:25	0:01	4:55 AM	1:40	1:39	0:01
6:21 AM	1:33	1:34	0:01	5:55 AM	0:36	0:36	0:00
6:58 AM	1:36	1:37	0:01	5:37 AM	1:34	1:32	0:02
7:26 AM	1:39	1:39	0:00	6:16 AM	1:14	1:14	0:00
8:02 AM	1:39	1:39	0:00	6:41 AM	1:19	1:23	0:04
8:31 AM	1:40	1:39	0:01	7:28 AM	0:59	1:01	0:02
9:01 AM	1:39	1:39	0:00	7:20 AM	1:49	1:51	0:02
9:36 AM	1:34	1:34	0:00	7:56 AM	1:57	1:58	0:01
10:11 AM	1:41	1:41	0:00	8:35 AM	1:51	1:48	0:03
11:01 AM	1:37	1:39	0:02	9:10 AM	0:46	0:45	0:01
11:56 AM	1:44	1:34	0:10	9:44 AM	0:42	0:45	0:03
12:51 PM	2:09	1:39	0:30	10:13 AM	2:02	2:02	0:00
2:15 PM	0:42	0:40	0:02	10:40 AM	2:00	1:57	0:03
1:56 PM	1:58	1:52	0:06	11:13 AM	1:57	1:57	0:00
2:21 PM	1:43	1:43	0:00	11:52 AM	1:48	1:50	0:02
3:14 PM	1:15	1:20	0:05	12:43 PM	2:00	1:57	0:03
3:11 PM	1:49	1:48	0:01	1:33 PM	1:50	1:57	0:07
4:11 PM	1:24	1:21	0:03	3:10 PM	0:43	0:41	0:02
4:41 PM	1:17	1:16	0:01	2:32 PM	0:44	0:57	0:13
5:11 PM	1:18	1:20	0:02	3:40 PM	0:38	0:41	0:03
5:41 PM	1:19	1:19	0:00	2:58 PM	1:16	1:16	0:00
6:00 PM	1:51	1:52	0:01	4:25 PM	0:17	0:19	0:02
6:35 PM	1:44	1:44	0:00	3:49 PM	1:41	1:49	0:08
7:11 PM	0:05	0:05	0:00	4:07 PM	1:17	1:17	0:00
7:28 PM	1:48	1:49	0:01	4:34 PM	1:17	1:20	0:03
7:58 PM	1:43	1:43	0:00	4:59 PM	1:46	1:50	0:04
8:57 PM	1:39	1:39	0:00	5:35 PM	1:54	1:53	0:01
9:29 PM	1:23	1:23	0:00	6:07 PM	0:44	0:45	0:01
9:54 PM	0:21	0:24	0:03	6:36 PM	0:48	0:48	0:00
4:21 AM	1:12	1:15	0:03	7:05 PM	0:42	0:45	0:03
			0:00	7:57 PM	0:13	0:12	0:01
			0:00	8:24 PM	1:43	1:43	0:00
			0:00	9:22 PM	1:50	1:51	0:01

Overall Assessment

Route 5 ranks fourth in ridership on weekdays and third on weekends. Weekday ridership is higher in the westbound direction in the morning and evening and in the eastbound direction at other times. Route 5 ranks fourth in productivity on weekdays, first on Saturday, and second on Sunday.

Route 6 ranks first in ridership on all days. Weekday ridership is higher in the westbound direction in the morning and in the eastbound direction at other times. Route 6 ranks third in productivity on weekdays, second on Saturday, and first on Sunday.

Soledad Canyon/Whites Canyon, Newhall Metrolink Station, and MRTC are major destinations on these routes. There are five instances of overcrowding on Route 6, mostly related to school loads. One-third of all occurrences of overcrowding on local routes are on Route 6.

Schedule adherence is best on Routes 5/6 among all weekday local routes (excluding the Station Links routes), with 83 percent on Route 5 and 87 percent on Route 6. Route 6 on weekdays is an exception to the rule that very busy routes tend to run behind schedule. Both routes have low schedule adherence on Saturday, and Route 6 is also low on Sunday (largely due to delays along Lyons Ave. and late departures from the MRTC). Route 5 shows similar on-time performance on weekends but Route 6 improves to 84 percent on Saturday and 81 percent on Sunday. Scheduled running time appears adequate on Route 6, but Route 5 might use additional running time on several midday trips.

Along with Routes 1/2, Route 5 and particularly Route 6 are core routes in the Santa Clarita Transit system that carry significant numbers of passengers and exhibit high productivity.

ROUTES 501 AND 502:   STATION LINKS

Overview

Route 501 Magic Mountain and Route 502 Commerce Center are Station Link routes connecting the Santa Clarita Metrolink station with nearby employment opportunities. Although categorized among local routes for the purposes of this analysis, these routes are designed as the "last mile" in commuter rail trips to employment. Route 501 serves Six Flags Magic Mountain, Kaiser Permanente, College of the Canyons, River Oaks Shopping Center, and Saugus High School via a one-way loop that reverses direction in the afternoon. Route 502 serves the Industrial Center and Commerce Center. Primary streets of operation on Route 501 include Soledad Canyon Road, Valencia Boulevard, Tourney Road, and Magic Mountain Parkway. Primary streets of operation for Route 502 include Soledad Canyon Road, Newhall Ranch Road, Avenue Tibbitts, Avenue Scott, Rye Canyon Road, Avenue Stanford, Highway 126, and Commerce Center Drive.

Both routes are timed to meet Metrolink trains and operate in the morning and evening peak periods on weekdays only.

Route 501 is tenth among ten local routes in ridership and productivity on weekdays. Route 502 is ninth in ridership and productivity on weekdays.

Headway and Span of Service

Exhibit 4.2.59 shows number of trips and span of service for Routes 501 and 502. Exhibit 4.2.59 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Exhibit 4.2.59 Routes 501 and 502 Number of Trips, and Span of Service

Day of Week	Route	# of Trips	Span of Service
Weekday	501	6	6:11 – 8:50 AM 4:00 – 6:20 PM
	502	12	6:23 – 8:59 AM 3:55 – 6:46 PM

Operating Data

Exhibit 4.2.60 presents operating data for Routes 501 and 502. Boardings and productivity are very similar for the two routes. The vehicle service hours in Exhibit 4.2.60 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.60 Routes 501 and 502 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle Service Hours	Boardings per Rev Hour
Weekday	501	53	2.7	19.9
	502	59	6.0	9.9

The busiest stops in terms of weekday boardings on Route 501 are:

- Santa Clarita ML AM: 25
- Valencia @ MRTC AM: 11
- Magic Mtn PM: 10

There are 38 morning riders and 20 afternoon riders on Route 501.

The busiest stop in terms of weekday boardings on Route 502 is the Santa Clarita Metrolink Station in the morning with 33 boardings. The next-busiest stop is Rye Canyon/Avenue Crocker in the afternoon with five boardings. There are 36 morning riders and 23 afternoon riders on Route 502.

Weekday Time of Day and Segment Analysis

Exhibit 4.2.61 shows boardings by direction and time of day for Routes 501 and 502. The ridership patterns indicate a westbound ridership flow away from the station in the morning and an eastbound flow to the station in the afternoon.

Exhibit 4.2.61 Route 501 and 502 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Afternoon	
	EB	WB	EB	WB	EB	WB
501	15	38	-	38	15	-
502	20	39	-	36	20	3
Total	**35**	**77**	**-**	**74**	**35**	**3**

Exhibit 4.2.62 presents productivity, in terms of boardings/VSH, for Route 501 by direction and time of day. Route segments are not analyzed on Station Links routes.   The most productive service is westbound in the morning on Route 502 (22.0 boardings/VSH).

Exhibit 4.2.62 Route 501 and 502 Weekday Boardings/VSH by Direction and Time of Day

Route	Morning		Afternoon	
	EB	WB	EB	WB
501	-	14.5	5.6	-
502	-	22.0	8.3	3.3

Exhibit 4.2.63 shows boardings, alightings, and loads by stop for Route 501 eastbound. Exhibit 4.2.64 presents the same information for Route 502 eastbound. Both routes are similar in the Metrolink Station as the primary destination.

Exhibit 4.2.63 Weekday Boardings, Alightings, and Loads – Route 501 Eastbound
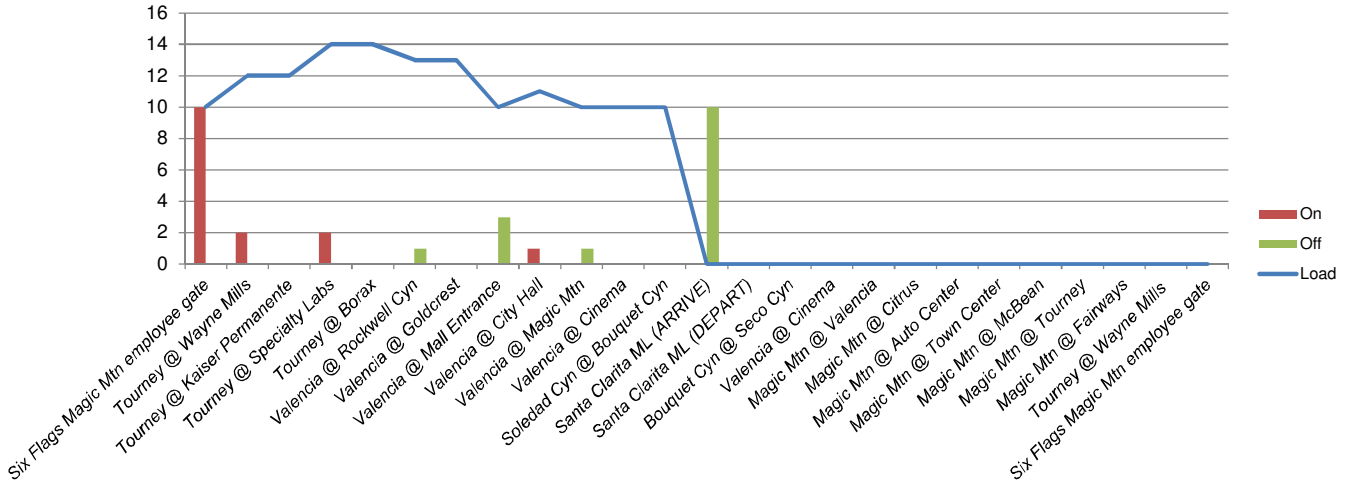
Exhibit 4.2.64 Weekday Boardings, Alightings, and Loads – Route 502 Eastbound
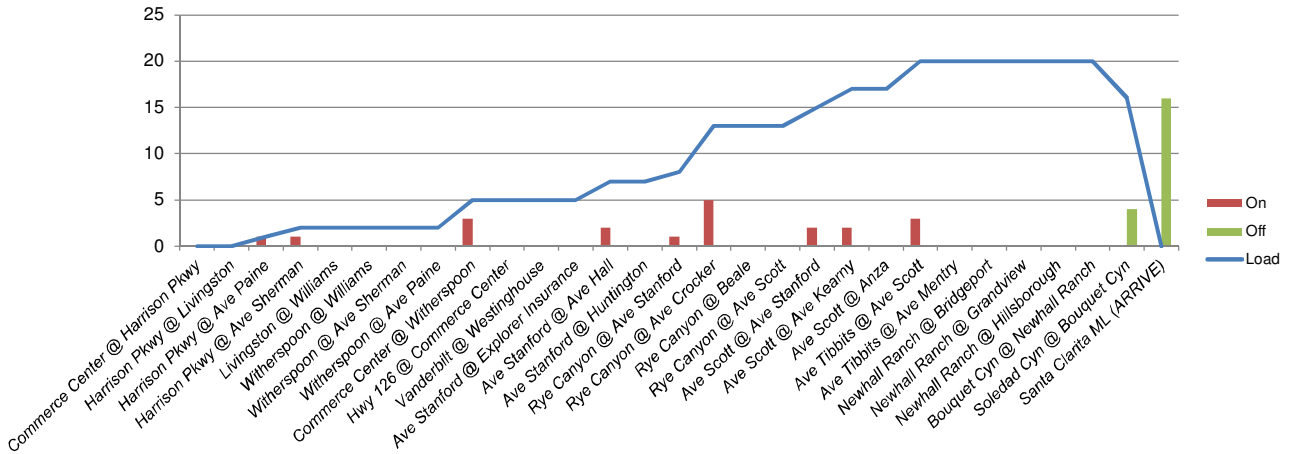
Exhibit 4.2.65 shows boardings, alightings, and loads by stop for Route 501 westbound. Exhibit 4.2.66 presents the same information for Route 502 westbound. Both routes are similar in the importance of the Metrolink station as the primary origin. Most passengers on Route 501 travel the length of the route going to Magic Mountain, while Route 502 does not have a primary workplace destination.

Exhibit 4.2.65 Weekday Boardings, Alightings, and Loads – Route 501 Westbound

Exhibit 4.2.66 Weekday Boardings, Alightings, and Loads – Route 502 Westbound

Schedule Adherence

Exhibit 4.2.67 presents schedule adherence data, in terms of the percent of all time-points at which the bus was within zero to five minutes after the scheduled time, for Routes 501 and 502 on weekdays.

Weekday on-time performance is 90 percent at all time-points on Route 501, the best of any local route, and 79 percent at all time-points on Route 502. Route 501's on-time performance is best in the afternoon.   Route 502's schedule adherence is best in the morning westbound (the peak direction).

Exhibit 4.2.67 Weekday Schedule Adherence on Routes 501 and 502

Day	All Day			Morning		Afternoon	
	EB	WB	Total	EB	WB	EB	WB
501	100%	79%	90%	-	79%	100%	-
502	96%	70%	79%	50%	100%	67%	88%

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.68 shows actual versus scheduled running time for Route 501, and Exhibit 4.2.69 presents the same information for Route 502. Running time is adequate on both routes.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.68 Weekday Actual vs. Scheduled Running Time by Trip for Route 501

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
4:00 PM	1:03	1:00	0:03	6:11 AM	1:04	1:04	0:00
5:10 PM	1:05	1:15	0:10	7:32 AM	0:40	0:43	0:03
				8:32 AM	0:19	0:18	0:01

Exhibit 4.2.69 Weekday Actual vs. Scheduled Running Time by Trip for Route 502

Eastbound				Westbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:53 AM	0:23	0:29	0:06	6:23 AM	0:31	0:28	0:03
7:56 AM	0:22	0:25	0:03	7:28 AM	0:31	0:28	0:03
3:55 PM	0:28	0:28	0:00	8:32 AM	0:28	0:27	0:01
4:32 PM	0:35	0:33	0:02	4:37 PM	0:20	0:25	0:05
5:02 PM	0:28	0:28	0:00	5:50 PM	0:14	0:14	0:00
6:04 PM	0:15	0:15	0:00	6:36 PM	0:20	0:10	0:10
6:53 AM	0:23	0:29	0:06				

Overall Assessment

Route 501 ranks tenth in ridership and seventh in productivity on weekdays. Weekday ridership is higher in the morning heading away from the station.

Route 502 ranks ninth in ridership and tenth in productivity on weekdays. Weekday ridership is also higher in the morning heading away from the station.

The Santa Clarita Metrolink Station is the major stop on these routes. Six Flags Magic Mountain and Valencia Boulevard/McBean Parkway are also important stops on Route 501 There are no instances of overcrowding on Routes 501 and 502.

Schedule adherence is 90 percent on Route 501 and 79 percent on Route 502 on weekdays. This is largely due to Route 502 operating nearly three times more trips than Route 501, thereby having many more time-points at which there are opportunities for early or late departures. There are no running time issues on either route.

ROUTE 757:   NORTH HOLLYWOOD (NOHO) EXPRESS

Overview

Route 757 is an express route connecting Santa Clarita and North Hollywood. On weekdays it operates in a loop: southbound trips begin at Newhall Avenue/Sierra Highway and pick up passengers at several stops in Santa Clarita before traveling nonstop to the North Hollywood Station, while northbound trips leave North Hollywood and travel directly to Newhall Avenue/Sierra Highway, then drop off passengers at several stops in Santa Clarita. Route 757 is the only express route to operate on weekends, when it travels between the MRTC and the North Hollywood Station.

Route 757 is second among four weekday express route-pairs in ridership and first in productivity on weekdays. It is the only weekend express route.

Headway and Span of Service

Exhibit 4.2.70 shows headway and number of trips for Route 757 by day of the week. Exhibit 4.2.70 also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Exhibit 4.2.70 Route 757 Headway, Number of Trips, and Span of Service

Day of Week	Headway (minutes)	# of Trips	Span of Service
Weekday	20-30 peak 84 off peak	26 round trips	5:10 AM – 9:47 PM
Saturday	75	26 one-way trips	6:10 AM – 10:06 PM
Sunday	75	20 one-way trips	7:25 AM – 7:38 PM

Operating Data

Exhibit 4.2.71 presents operating data for Route 757. Productivity is similar for weekday and Saturday service, although ridership is much higher on weekdays. The vehicle service hours in Exhibit 4.2.71 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.71 Route 757 Operating and Productivity Data

Day of Week	Boardings	Vehicle Service Hours	Boardings per Rev Hour
Weekday	554	23.5	23.6
Saturday	384	16.3	23.6
Sunday	196	12.2	16.0

The five busiest stops in terms of weekday boardings on Route 757 are:

- North Hollywood Station: 283
- MRTC: 142
- Newhall ML: 34
- Newhall Ave @ Sierra Hwy: 22
- Rockwell Cyn @ College of the Canyons NB: 21

There are no trips on Route 757 with loads of 45 or more passengers. The biggest load on Route 757 is 40 passengers at North Hollywood on the northbound 3:37 p.m. weekday trip.

Weekday Time of Day Analysis

Exhibit 4.2.72 shows boardings and productivity by time of day for Route 757. Ridership is heaviest in the morning and afternoon peak periods, a typical pattern for express routes. Midday ridership is notable, and productivity is highest in the midday, since there are fewer midday trips. Route segments are not analyzed on express routes due to the wide variation in segment length.

Exhibit 4.2.72 Route 757 Weekday Boardings by Time of Day

Element	All Day	Morning	Midday	Afternoon	Evening
Ridership	554	202	149	160	43
Productivity[5]	23.6	20.2	32.5	24.4	18.3

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[5] Boardings per Vehicle Service Hour.

Exhibit 4.2.73 shows boardings, alightings, and loads by stop for Route 757. Because boardings and alightings occur at all stops in Santa Clarita, the load never drops significantly. The maximum load point for Route 757 is the North Hollywood Station, with 283 passengers on board.
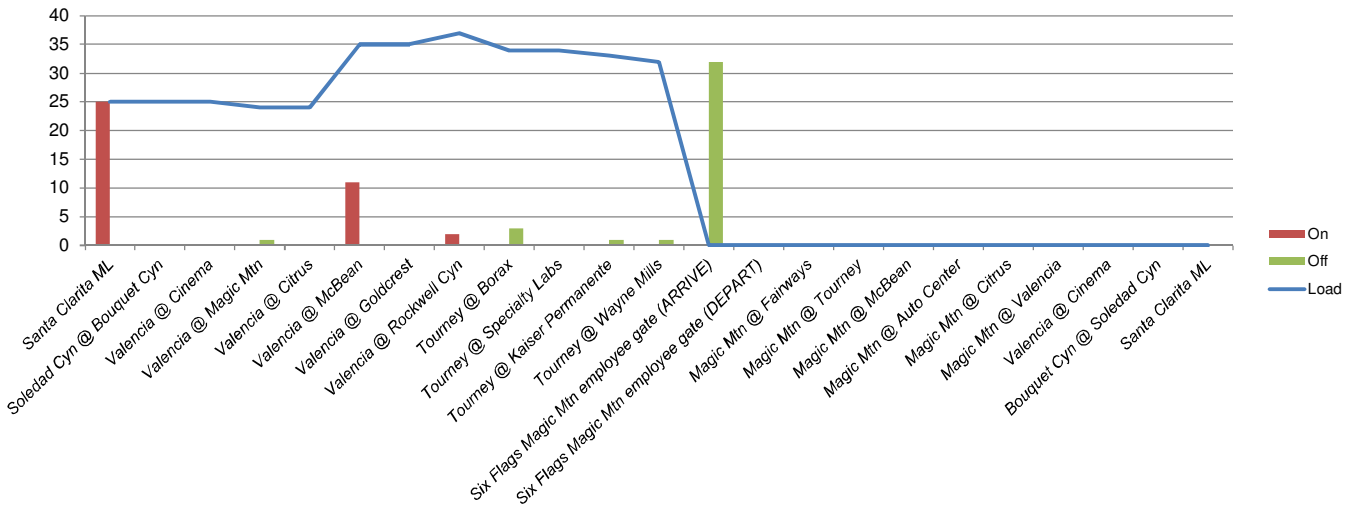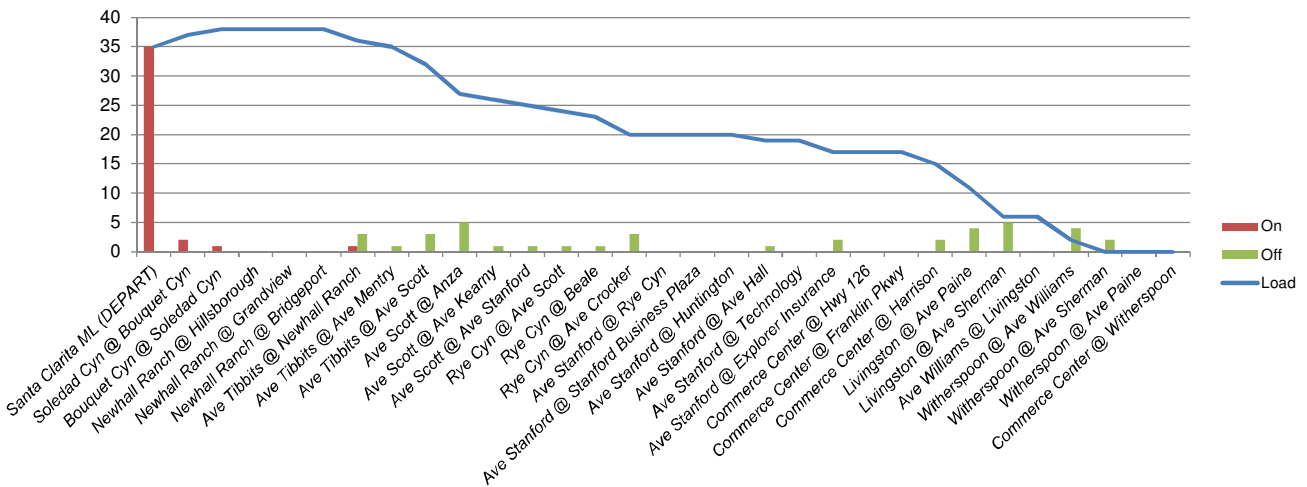
Exhibit 4.2.73 Weekday Boardings, Alightings, and Loads – Route 757
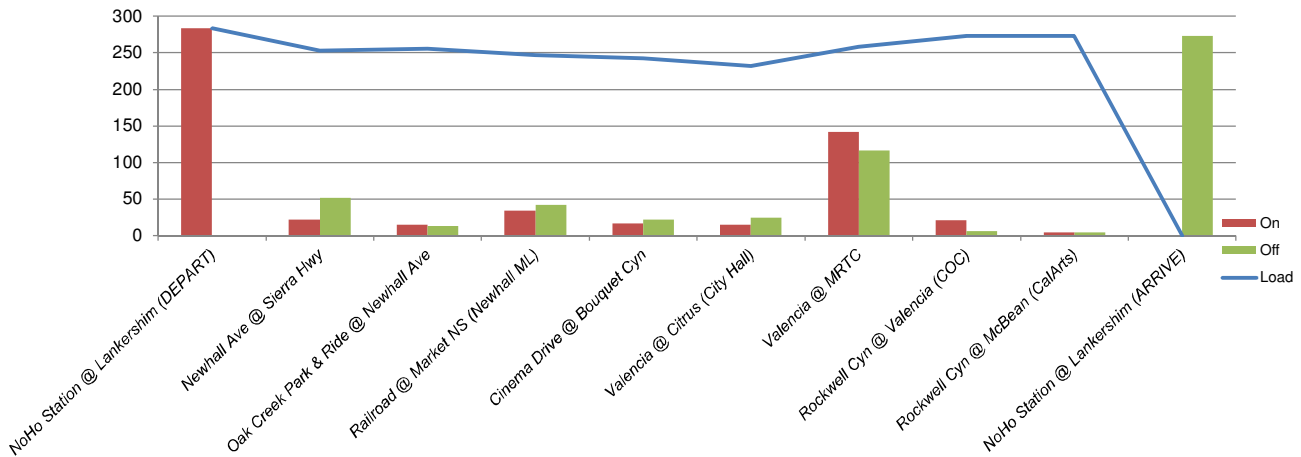
Schedule Adherence

Exhibit 4.2.74 presents schedule adherence data, in terms of the percent of all time-points at which the bus was within zero to five minutes after the scheduled time, for Route 757 on weekdays, Saturday, and Sunday. Given Route 757 operates as a loop, trips are denoted by their point of origin (North Hollywood or Santa Clarita).

Weekday on-time performance is 55 percent at all time-points on Route 757. Schedule adherence is very low during the midday. On Saturday, on-time performance deteriorates throughout the day, and it fluctuates throughout the day on Sunday. Given the fluctuations in observed schedule adherence during the study period, and the variability of Los Angeles traffic, Sant Clarita Transit should monitor on-time performance along Route 757 to determine if future schedule adjustments are necessary.

Exhibit 4.2.74 Route 757 Schedule Adherence

Day	All Day			Morning		Midday		Afternoon		Evening	
	Noho	SCV	Total	Noho	SCV	Noho	SCV	Noho	SCV	Noho	SCV
Weekday	50%	82%	55%	56%	69%	17%	-	44%	90%	81%	-
Saturday	-	-	66%	92%		80%		42%		17%	
Sunday	-	-	57%	63%		53%		58%		-	

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.75 shows actual versus scheduled running time for Route 757. Trips of concern are highlighted on each exhibit. Route 757 has several trips throughout the day in which actual running

time exceeds scheduled time by at least five minutes. One of these trips exceeded the scheduled running time by 15 minutes largely due to a bus breakdown.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.75 Weekday Actual vs. Scheduled Running Time by Trip for Route 757

Trip Time	Actual	Schedule	Minutes delayed/early
6:07 AM	0:47	0:47	0:00
5:15 AM	0:47	0:47	0:00
6:10 AM	0:55	0:47	0:08
6:07 AM	0:47	0:47	0:00
6:37 AM	0:54	0:50	0:04
7:07 AM	0:50	0:49	0:01
7:33 AM	0:57	0:47	0:10
8:06 AM	0:36	0:44	0:08
8:35 AM	1:16	1:12	0:04
8:55 AM	0:35	0:45	0:10
9:57 AM	1:16	1:14	0:02
11:21 AM	0:54	0:49	0:05
12:45 PM	0:48	0:49	0:01
2:09 PM	1:06	0:49	0:17
3:38 PM	0:22	0:22	0:00
3:37 PM	1:02	0:47	0:15
4:45 PM	0:25	0:22	0:03
4:39 PM	0:55	0:49	0:06
5:12 PM	0:02	0:02	0:00
5:46 PM	0:51	0:51	0:00
6:07 PM	0:47	0:49	0:02
6:42 PM	0:47	0:49	0:02
7:35 PM	0:51	0:49	0:02
8:10 PM	0:37	0:44	0:07
9:03 PM	0:20	0:17	0:03

Overall Assessment

Route 757 ranks second in ridership and first in productivity among express route-pairs on weekdays. Route 757 is the only express route to operate on weekends. Weekday ridership is highest in the morning peak period, but productivity is highest in the midday.

The North Hollywood Station and MRTC are major stops on Route 757. The Newhall Metrolink Station, Newhall Avenue/Sierra Highway, and College of the Canyons are also important destinations. There are no instances of overcrowding on Route 757.

Schedule adherence is 55 percent on Route 757 on weekdays, below the system average of 72 percent for express routes. Traffic congestion on freeways obviously affects schedule reliability on express routes. Schedule adherence deteriorates throught the day on Saturday, while remaining relatively stable (with an on-time average of 57 percent) on Sunday.

ROUTES 791/796: WARNER CENTER EXPRESS

Overview
Routes 791/796 are express routes connecting Santa Clarita and Warner Center. Like all express routes except Route 757, these are paired routes: one serves the peak direction of travel (southbound in the morning and northbound in the afternoon), while the other serves reverse commute trips. The peak direction route always has much higher ridership and productivity, but the reverse commute route accommodates passengers working in Santa Clarita (or working a non-traditional shift in Warner Center) on a trip that needs to be made to return the bus to the garage. Route 796 is the peak-direction route. The routes operate during peak periods on weekdays only, although the first two southbound 791 trips in the afternoon fall in the midday period (2:10 PM and 3:10 PM).

Routes 791/796 are last among four express route-pairs in ridership and productivity on weekdays.

Headway and Span of Service
Exhibit 4.2.76 shows headway and number of trips for Routes 791/796 and also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Exhibit 4.2.76 Routes 791/796 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	791	30-45	9	6:15 – 9:27 AM 2:20 – 6:11 PM
	796	30	10	5:04 – 8:30 AM 3:35 – 7:32 PM
Saturday	No service			
Sunday	No service			

Operating Data

Exhibit 4.2.77 presents operating data for Routes 791/796. As the peak direction route, Route 796 carries many more passengers and has greater productivity. The vehicle service hours in Exhibit 4.2.77 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.77 Routes 791/796 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle Service Hours	Boardings per Rev Hour
Weekday	791	59	13.6	4.3
	796	212	13.5	15.7
	791-796	271	27.2	10.0

The five busiest stops in terms of weekday boardings on Routes 791/796 are:

- Newhall Ave @ Sierra Hwy 796 SB: 29
- Cinema @ Valencia 796 SB: 21
- Lyons @ Orchard Village 796 SB: 20
- Newhall ML 796 SB: 17
- Canoga @ Oxnard 796 NB: 16

There are no trips on Route 791 or Route 796 with loads of 45 or more passengers. The biggest load on Route 791 is 13 passengers at the Chatsworth Metrolink station on the northbound 6:15 a.m. trip. The biggest load on Route 796 is 37 passengers at the Newhall Metrolink station on the southbound 6:00 a.m. trip.

Weekday Time of Day Analysis

Exhibit 4.2.78 shows boardings by direction and time of day for Routes 791/796. The ridership patterns indicate a southbound ridership flow in the morning and a northbound flow in the afternoon. The number of southbound (primarily morning) passengers is higher than the number of northbound riders. Route segments are not analyzed on express routes due to the wide variation in segment length.

Exhibit 4.2.78 Route 791/796 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB	NB	SB
791	34	25	34	-	-	12	-	13	-	-
796	96	116	-	116	-	-	96	-	-	-
Total	**130**	**141**	**34**	**116**	**-**	**12**	**96**	**13**	**-**	**-**

Exhibit 4.2.79 presents productivity, in terms of boardings/VSH, for Routes 791/796 by direction and time of day. The most productive time of day segment by direction is southbound in the morning on Route 796 (23.2 boardings/VSH).

Exhibit 4.2.79 Route 791/796 Weekday Boardings/VSH by Direction and Time of Day

Route	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
791	6.8	-	-	4.7	-	3.9	-	-
796	-	23.2	-	-	15.3	-	-	-
Average Boardings/VSH	**6.8**	**23.2**	**-**	**4.7**	**15.3**	**3.9**	**-**	**-**

Exhibit 4.2.80 shows boardings, alightings, and loads by stop for Route 791 northbound. Exhibit 4.2.81 presents the same information for Route 796 northbound. Both routes show increasing loads throughout the Warner Center/San Fernando Valley area and declining loads through Santa Clarita. The maximum load point for Route 791 northbound is 32 passengers at the Chatsworth Metrolink station. The maximum load point for Route 796 northbound is De Soto Avenue/Devonshire Street, with 96 passengers on board.

Exhibit 4.2.80 Weekday Boardings, Alightings, and Loads – Route 791 Northbound
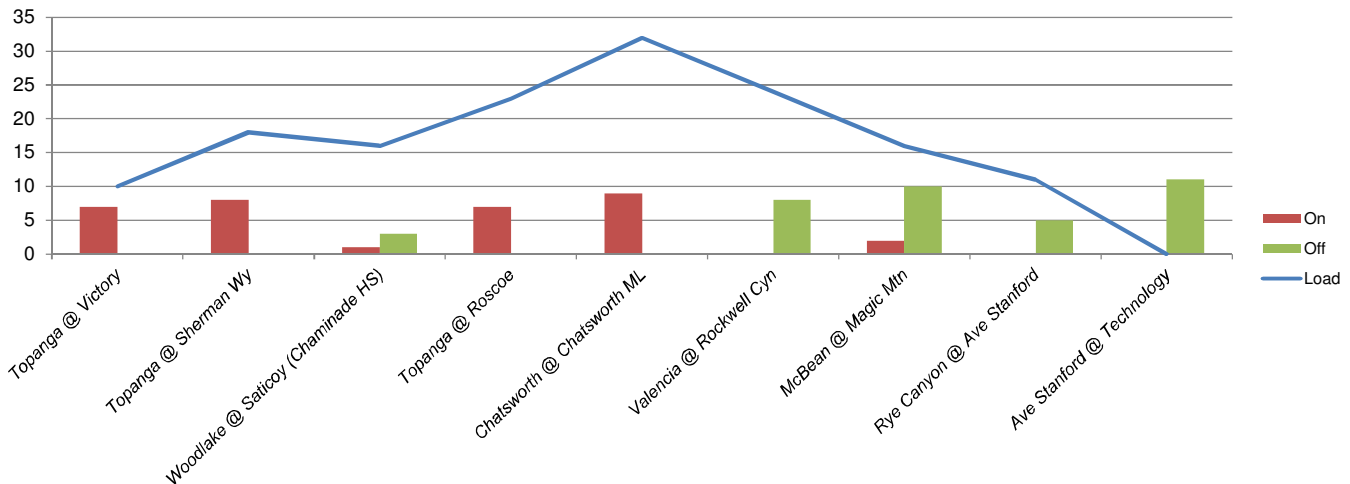
Exhibit 4.2.81 Weekday Boardings, Alightings, and Loads – Route 796 Northbound
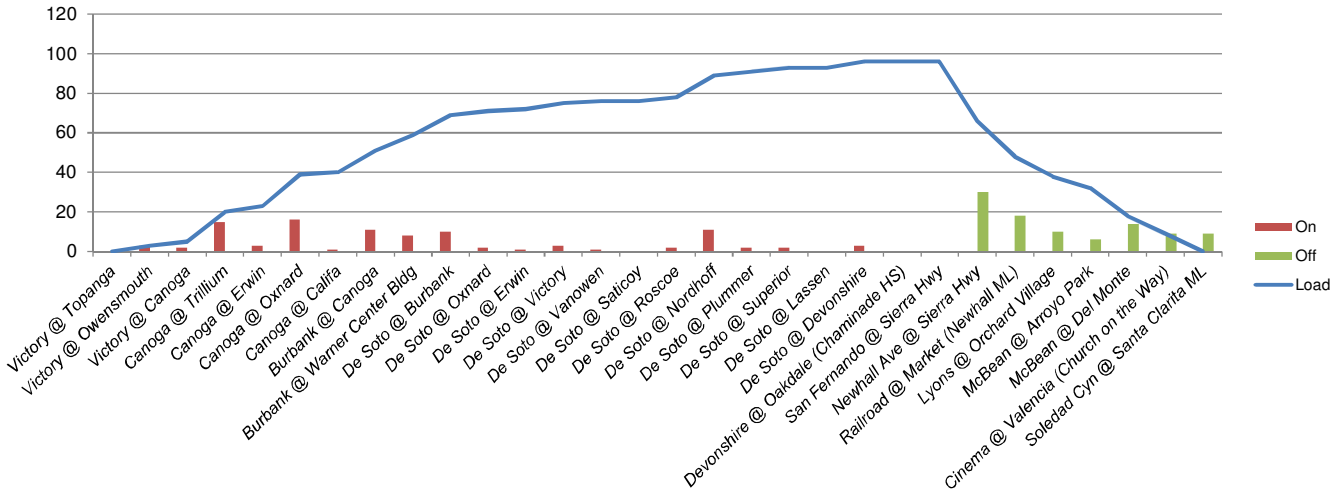
Exhibit 4.2.82 shows boardings, alightings, and loads by stop for Route 791 southbound. Exhibit 4.2.83 presents the same information for Route 796 southbound. Both routes show increasing loads through Santa Clarita and declining loads in the Warner Center/San Fernando Valley area. The maximum load point for Route 791 southbound is 25 at Valencia Boulevard/Rockwell Canyon. The maximum load point for Route 796 southbound is at Newhall Avenue/Sierra Highway, with 116 passengers on board. In both cases, the maximum load occurs at the last stop in Santa Clarita.

Exhibit 4.2.82 Weekday Boardings, Alightings, and Loads – Route 791 Southbound
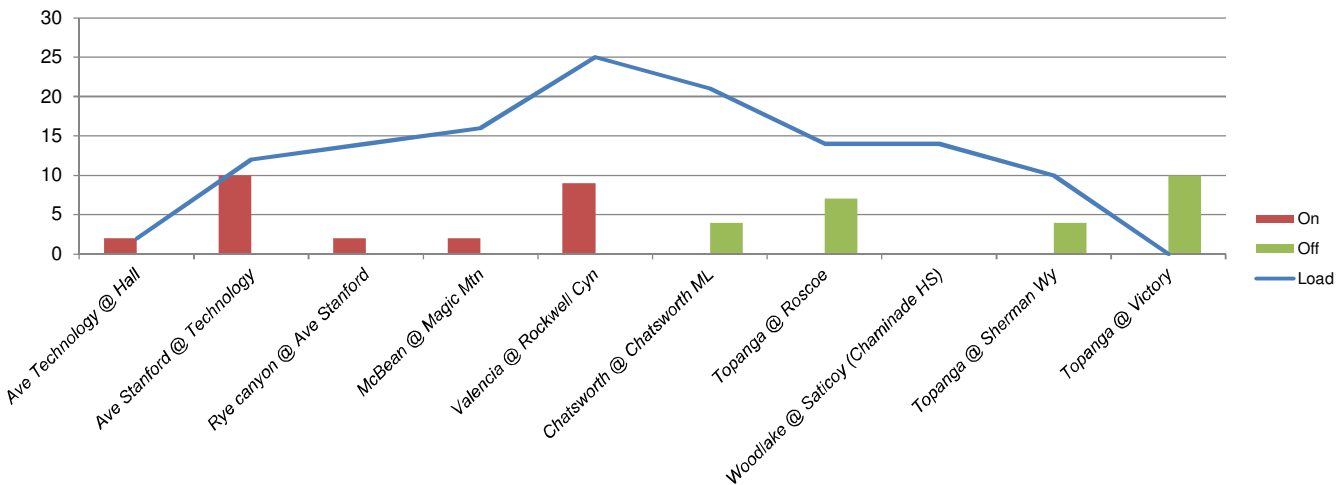
Exhibit 4.2.83 Weekday Boardings, Alightings, and Loads – Route 796 Southbound
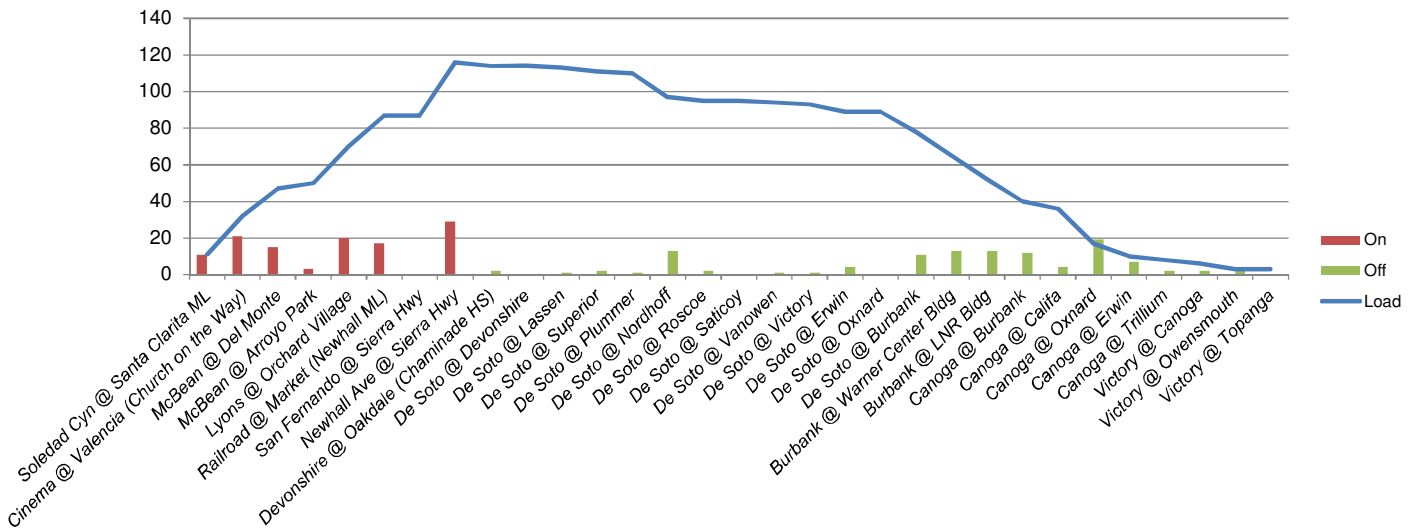
Schedule Adherence[6]

Exhibit 4.2.84 presents schedule adherence data, in terms of the percent of all time-points at which the bus was within one minute before to five minutes after the scheduled time, for Routes 791/796 on weekdays.

Weekday on-time performance is 80 percent at all time-points on Routes 791/796, above the express average of 72 percent. Interestingly, Route 796 performs better than Route 791 (the reverse-commute route) in terms of schedule adherence at 87 percent and 66 percent on-time performance, respectively. This is largely due to delays as Route 791 travels through Santa Clarita, resulting in low schedule adherence between Avenue Stanford and Chatsworth, when enough time can be made up to get back on schedule.

Exhibit 4.2.84 Routes 791/796 Schedule Adherence

Route	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
791	65%	68%	66%	65%	-	-	85%	-	50%	-	-
796	90%	83%	87%	-	83%	-	-	90%	-	-	-
Combined	81%	79%	80%	65%	83%	-	85%	90%	50%	-	-

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.85 shows actual versus scheduled running time for Route 791, and Exhibit 4.2.86 presents the same information for Route 796. Trips of concern are highlighted on each exhibit.

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[6] Early departures from commuter stops intended as "drop only" (i.e., in Warner Center during morning peak hours and in the Santa Clarita Valley during evening peak hours) are not considered early departures in the calculation of on-time performance.

Route 791 has one northbound trip in which actual running time exceeds scheduled time by at least five minutes. Route 796 has one southbound trip with the same issue. Running time is generally adequate on both routes.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.85 Weekday Actual vs. Scheduled Running Time by Trip for Route 791

Northbound				Southbound			
Trip Time	Actual	Schedule	Minutes delayed/early	Trip Time	Actual	Schedule	Minutes delayed/early
6:15 AM	0:51	0:55	0:04	2:20 PM	1:07	1:04	0:03
6:46 AM	0:59	1:00	0:01	3:10 PM	0:57	1:07	0:10
7:20 AM	1:19	1:10	0:09	3:42 PM	1:10	1:07	0:03
8:00 AM	0:58	0:57	0:01	5:04 PM	1:02	1:07	0:05
8:30 AM	0:53	0:57	0:04				

Exhibit 4.2.86 Weekday Actual vs. Scheduled Running Time by Trip for Route 796

Northbound				Southbound			
Trip Time	Actual	Schedule	Minutes delayed/early	Trip Time	Actual	Schedule	Minutes delayed/early
3:35 PM	1:15	1:35	0:20	5:04 AM	1:21	1:11	0:10
4:05 PM	1:10	1:24	0:14	5:28 AM	1:08	1:16	0:08
4:30 PM	1:15	1:24	0:09	6:00 AM	1:22	1:20	0:02
5:00 PM	1:23	1:24	0:01	6:27 AM	1:33	1:33	0:00
6:20 PM	1:14	1:12	0:02	6:57 AM	1:32	1:33	0:04

Overall Assessment

Routes 791/796 have the lowest ridership and productivity of any commuter route on weekdays. Southbound ridership is slightly higher than northbound ridership.

Newhall Avenue/Sierra Highway, Cinema Drive/Valencia Boulevard, and Lyons Avenue/Orchard Village Road each have at least 20 boardings southbound in the morning. Canoga Avenue/Oxford Street is the busiest stop for both boardings and alightings in the Warner Center/San Fernando Valley area. There are no instances of overcrowding on Routes 791/796.

Schedule adherence is 80 percent on Routes 791/796 on weekdays, markedly above the system average. Running time is adequate with the exception of one trip on each route due to extenuating circumstances such as farebox machinery complications.

ROUTES 792/797: CENTURY CITY/UCLA/WESTWOOD EXPRESS

Overview

Routes 792/797 are express routes connecting Santa Clarita with Century City, UCLA, and Westwood. Like all express routes except Route 757, these are paired routes: one serves the peak direction of travel (southbound in the morning and northbound in the afternoon), while the other serves reverse commute trips. The peak direction route always has much higher ridership and productivity, but the reverse commute route accommodates passengers working in Santa Clarita (or working a non-traditional shift at the other end of the routes) on a trip that needs to be made to return the bus to the garage. Route 797 is the peak-direction route. The routes operate during peak periods on weekdays only, although the first two southbound 792 trips in the afternoon fall in the midday period (2:59 PM and 3:29 PM) and the last northbound 797 trip is in the evening (7:45 PM).

Routes 792/797 are third among four weekday express route-pairs in ridership and productivity on weekdays.

Headway and Span of Service

Exhibit 4.2.87 shows headway and number of trips for Routes 792/797 and also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Exhibit 4.2.87 Routes 792/797 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	792	Generally 30	10	7:05 – 9:50 AM 2:47 – 7:40 PM
	797	Generally 15-30	13	5:25 – 8:54 AM 3:45 – 9:08 PM
Saturday	No service			
Sunday	No service			

Operating Data

Exhibit 4.2.88 presents operating data for Routes 792/797. As the peak direction route, Route 797 carries many more passengers and has greater productivity. The vehicle service hours in Exhibit 4.2.88 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.88 Routes 792/797 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle Service Hours	Avg Boardings per VSH
Weekday	792	24	13.2	1.8
	797	360	23.8	15.1
	792/797	384	37.0	10.4

The five busiest stops in terms of weekday boardings on Routes 792/797 are:

- Lyons @ Orchard Village 797 SB: 41
- Newhall @ Sierra Hwy 797 SB: 39
- Wilshire @ Glendon 797 NB: 34
- Gayley @ Strathmore 797 NB: 30
- McBean @ Del Monte 797 SB: 27

There is one trip on Route 797 with a load of 45 or more passengers. The 5:25 a.m. southbound trip has 50 passengers on board between Newhall Avenue/Sierra Highway and Gayley Avenue/Strathmore Drive. During the ride check, Route 792 never had more than five passengers on board.

Weekday Time of Day Analysis

Exhibit 4.2.89 shows boardings by direction and time of day for Routes 792/797. The ridership patterns indicate a southbound ridership flow in the morning and a northbound flow in the afternoon. The number of southbound (primarily morning) passengers is slightly higher than the number of northbound riders. Route segments are not analyzed on express routes due to the wide variation in segment length.

Exhibit 4.2.89 Route 792/797 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB	NB	SB
792	8	16	8	-	-	8	-	8	-	-
797	179	181	-	181	-	-	171	-	8	-
Total	**187**	**197**	**8**	**181**	**-**	**8**	**171**	**8**	**8**	**-**

Exhibit 4.2.90 presents productivity, in terms of boardings/VSH, for Routes 792/797 by direction and time of day. The most productive time of day segment by direction is northbound in the afternoon on Route 797 (18.1 boardings/VSH).

Exhibit 4.2.90 Route 792/797 Weekday Boardings/VSH by Direction and Time of Day

Route	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
792	1.7	-	-	1.7	-	2.0	-	-
797	-	13.9	-	-	18.1	-	5.8	-
Average Boardings/VSH	**1.7**	**13.9**	**-**	**1.7**	**18.1**	**2.0**	**5.8**	**-**

Exhibit 4.2.91 shows boardings, alightings, and loads by stop for Route 792 northbound. Exhibit 4.2.92 presents the same information for Route 797 northbound. Both routes show increasing loads throughout the West Los Angeles area and declining loads through Santa Clarita. The maximum load point for Route 792 northbound is six passengers at Gayley Avenue/Strathmore Drive. The maximum load point for Route 797 northbound is also at Gayley Avenue/Strathmore Drive, with 183 passengers on board throughout the day.

Exhibit 4.2.91 Weekday Boardings, Alightings, and Loads – Route 792 Northbound
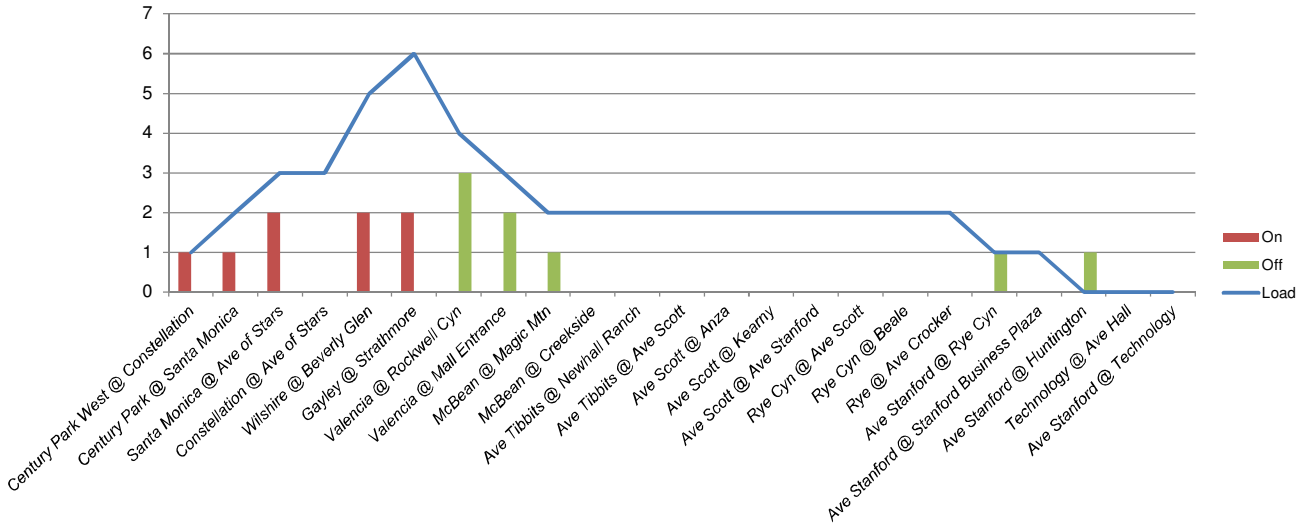
Exhibit 4.2.92 Weekday Boardings, Alightings, and Loads – Route 797 Northbound
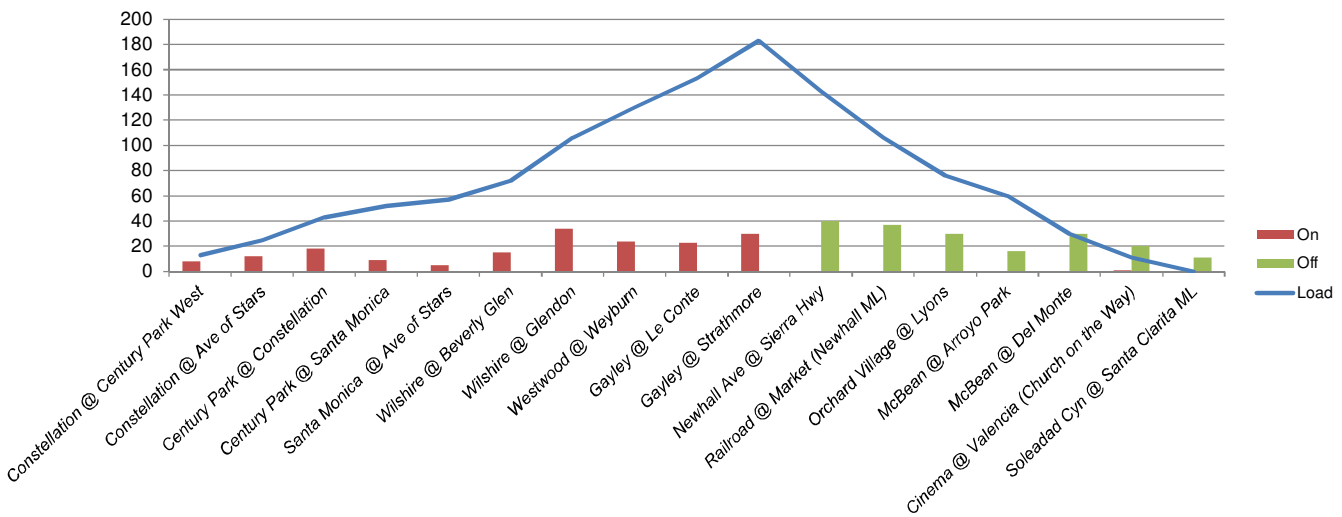
Exhibit 4.2.93 shows boardings, alightings, and loads by stop for Route 792 southbound. Exhibit 4.2.94 presents the same information for Route 797 southbound. Both routes show increasing loads through Santa Clarita and declining loads in the West Los Angeles area. The maximum load point for Route 792 southbound is 11 passengers at Valencia Boulevard/Rockwell Canyon. The maximum load point for Route 797 southbound is at Newhall Avenue/Sierra Highway, with 181 passengers on board. In both cases, the maximum load occurs at the last stop with passenger activity in Santa Clarita.

Exhibit 4.2.93 Weekday Boardings, Alightings, and Loads – Route 792 Southbound
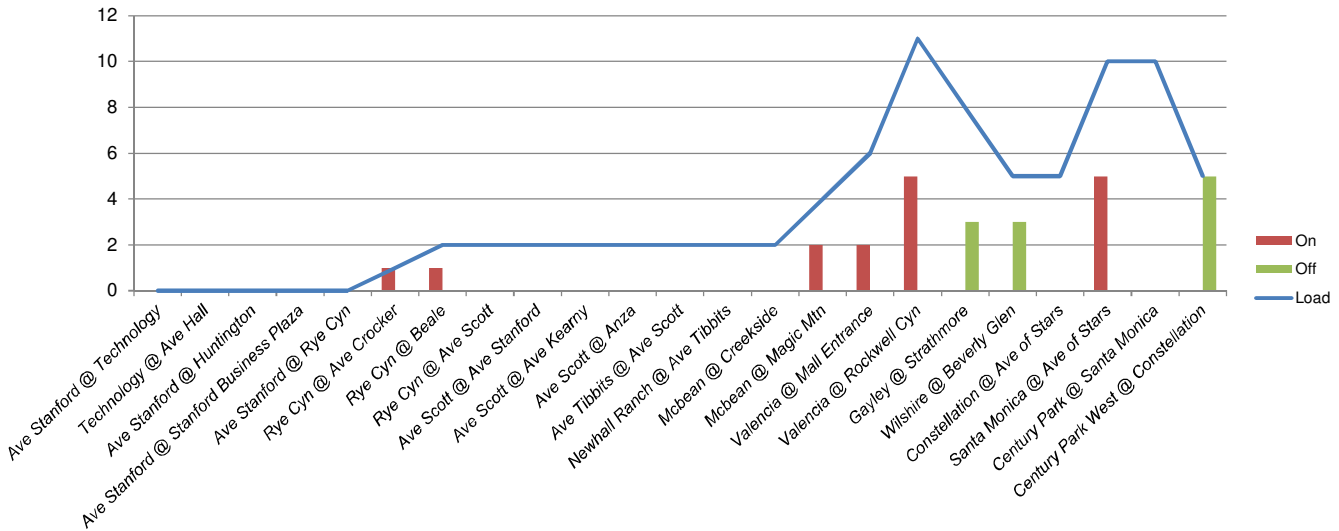
Exhibit 4.2.94 Weekday Boardings, Alightings, and Loads – Route 797 Southbound
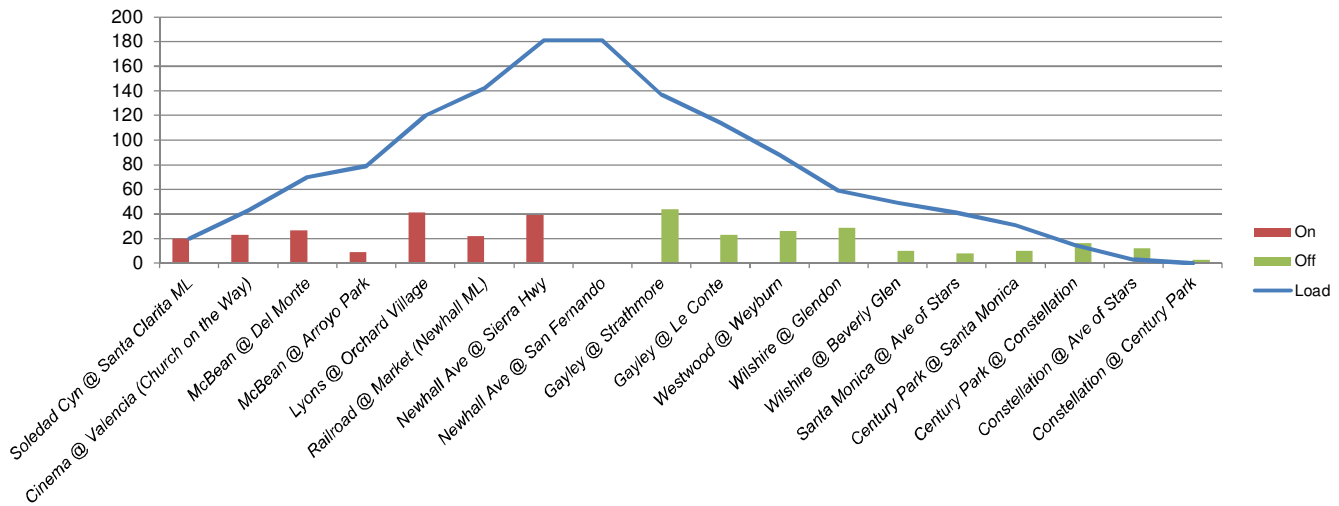
Schedule Adherence[7]

Exhibit 4.2.95 presents schedule adherence data, in terms of the percent of all time-points at which the bus was within zero to five minutes after the scheduled time, for Routes 792/797 on weekdays.

Weekday on-time performance is 80 percent at all time-points on Routes 792/797, above the 72 percent average schedule adherence figure for express routes. Route 792, the reverse-commute route, performs better than Route 797 in terms of schedule adherence. Schedule adherence is better in the afternoon than in the morning.

Exhibit 4.2.95 Routes 792/797 Schedule Adherence

Route	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
792	80%	92%	87%	80%	-	-	89%	-	94%	-	-
797	86%	67%	77%	-	67%	-	-	85%	-	89%	-
Combined	84%	77%	80%	68%	62%	-	92%	60%	50%	-	-

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.96 shows actual versus scheduled running time for Route 792, and Exhibit 4.2.97 presents the same information for Route 797. Trips of concern are highlighted on each exhibit. Route 792 has two northbound trips and one southbound trip in which actual running time exceeds scheduled time by at least five minutes. Route 797 has one northbound trip and two southbound trips with the same issue. Running time is generally adequate in the afternoon on both routes, but may not be sufficient in the morning.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.96 Weekday Actual vs. Scheduled Running Time by Trip for Route 792

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
7:05 AM	1:05	1:05	0:00	2:47 PM	0:54	1:13	0:19
7:54 AM	1:26	1:06	0:20	2:59 PM	1:40	1:26	0:14
8:27 AM	1:05	1:06	0:01	3:29 PM	1:26	1:26	0:00
8:59 AM	1:00	0:51	0:09	3:59 PM	1:06	1:26	0:20
				5:25 PM	1:03	1:03	0:00
				6:37 PM	1:04	1:03	0:01

[7] Early departures from commuter stops intended as "drop only" (i.e., in Century City during morning peak hours and in the Santa Clarita Valley during evening peak hours) are not considered early departures in the calculation of on-time performance.

Exhibit 4.2.97 Weekday Actual vs. Scheduled Running Time by Trip for Route 797

Northbound				Southbound		
Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
1:51	1:45	0:06	5:30 AM	1:39	1:34	0:05
1:41	1:45	0:04	5:45 AM	1:34	1:47	0:13
1:32	1:45	0:13	6:00 AM	1:50	1:50	0:00
1:32	1:45	0:13	6:30 AM	1:57	1:53	0:04
1:28	1:45	0:17	6:45 AM	2:03	1:53	0:10
1:22	1:28	0:23	7:00 AM	1:51	1:54	0:03
1:23	1:23	0:00				

Overall Assessment

Routes 792/797 are third among the four commuter route-pairs in ridership and productivity on weekdays. Southbound ridership is slightly higher than northbound ridership.

Lyons Boulevard/Orchard Village Road, Newhall Avenue/Sierra Highway, and McBean Parkway/Del Monte Drive have the greatest passenger activity in Santa Clarita. Wilshire Boulevard/Glendon Avenue and Gayley Avenue/Strathmore Drive are the busiest stops in the West Los Angeles area. The peak load occurs on the 5:25 AM southbound trip on Route 797, with 50 people on board.

Schedule adherence is 80 percent on Routes 792/797 on weekdays, which is above the system average of 72 percent for express routes. Running time may need to be adjusted, especially in the morning.

ROUTES 794/799:   DOWNTOWN LOS ANGELES EXPRESS

Overview

Routes 794/799 are express routes connecting Santa Clarita with Downtown Los Angeles. Like all express routes except Route 757, these are paired routes: one serves the peak direction of travel (southbound in the morning and northbound in the afternoon), while the other serves reverse commute trips. The peak direction route always has much higher ridership and productivity, but the reverse commute route accommodates passengers working in Santa Clarita (or working non-traditional work hours in Downtown Los Angeles) on a trip that needs to be made to return the bus to the garage. Route 799 is the peak-direction route. The routes operate during peak periods on weekdays only, although the last northbound morning trip and the first two southbound 791 trips in the afternoon fall in the midday period and the first northbound 799 trip is also in the midday. Route 794 also serves the Burbank Metrolink Station.

Routes 794/799 are first among four express route-pairs in ridership and second in productivity (trailing only Route 757) on weekdays.

Headway and Span of Service

Exhibit 4.2.98 shows headway and number of trips for Routes 794/799 and also indicates the span of service on the routes. Span of service is calculated from the start time of the first trip in the morning to the end time of the last trip in the evening.

Exhibit 4.2.98 Routes 794/799 Headway, Number of Trips, and Span of Service

Day of Week	Route	Headway (minutes)	# of Trips	Span of Service
Weekday	794	25-90	8	6:50 – 10:04 AM 1:54 – 6:17 PM
	799	10-20 except last 2 evening trips	19	5:00 – 8:32 AM 3:22 – 8:04 PM
Saturday	No service			
Sunday	No service			

Operating Data

Exhibit 4.2.99 presents operating data for Routes 794/799. As the peak direction route, Route 799 carries many more passengers and has greater productivity. The vehicle service hours in Exhibit 4.2.99 are the actual vehicle service hours operated on the day of the ride check.

Exhibit 4.2.99 Routes 794/799 Operating and Productivity Data

Day of Week	Route	Boardings	Vehicle service hours	Boardings per Rev Hour
Weekday	794	48	10.7	4.5
	799	699	30.0	23.3
	794-799	747	40.7	18.4

The five busiest stops in terms of weekday boardings on Routes 794/799 are:

- Newhall ML799 SB: 111
- Newhall @ Sierra Hwy 799 SB: 92
- Figueroa @ Fifth St 799 NB: 83
- Figueroa @ Seventh St 799 NB: 54
- First St @ Main St 799 NB: 49

Exhibit 4.2.100 shows that there are three Route 799 trips with loads of 45 or more passengers. These trip segments are sorted by direction, time, and day. Express buses have more seats than local buses, so these are not necessarily standing loads. Two trips in Exhibit 4.2.100 are southbound in the morning and one is northbound in the afternoon. The biggest load on Route 794 is 15

between the Burbank Metrolink station and Valencia Boulevard/Rockwell Canyon on the 6:50 a.m. trip.

Exhibit 4.2.100 Route 799 Trip Segments with Loads of 45 or More

Segment	Direction	Trip Time	Number of Stops	Peak Load
First @ Main – Newhall @ Sierra	NB	4:02 PM	4	51
Newhall Ave @ Sierra Ave– Metro Gold Line	SB	5:00 AM	1	49
Newhall Ave @ Sierra Ave – Spring @ Temple	SB	5:40 AM	3	46

Weekday Time of Day Analysis

Exhibit 4.2.101 shows boardings by direction and time of day for Routes 794/799. The ridership patterns indicate a southbound ridership flow in the morning and a northbound flow in the afternoon. The number of southbound (primarily morning) passengers is higher than the number of northbound riders. Route segments are not analyzed on express routes due to the wide variation in segment length.

Exhibit 4.2.101 Route 794/799 Weekday Boardings by Direction and Time of Day

Route	All Day		Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB	NB	SB
794	23	36	23	-	0	0	-	25	-	-
799	330	369	-	369	39	-	291	-	-	-
Total	**353**	**405**	**23**	**369**	**39**	**0**	**291**	**25**	**-**	**-**

Exhibit 4.2.102 presents productivity, in terms of boardings/VSH, for Routes 794/799 by direction and time of day. The most productive time of day segment by direction is northbound in the midday on Route 799 (26.6 boardings/VSH).

Exhibit 4.2.102 Route 794/799 Weekday Boardings/VSH by Direction and Time of Day

Route	Morning		Midday		Afternoon		Evening	
	NB	SB	NB	SB	NB	SB	NB	SB
794	3.7	-	0.0	0.0	-	5.3	-	-
799	-	24.4	26.6	-	21.7	-	-	-
Average Boardings/VSH	**3.7**	**24.4**	**15.4**	**0.0**	**21.7**	**5.3**	**-**	**-**

Exhibit 4.2.103 shows boardings, alightings, and loads by stop for Route 794 northbound. Exhibit 4.2.104 presents the same information for Route 799 northbound. Route 794 shows increasing loads through the Burbank Metrolink station and declining loads through Santa Clarita. Route 799 shows increasing loads through Downtown Los Angeles, then declining loads through Santa Clarita. The maximum load point for Route 794 northbound is 23 passengers at the Burbank Metrolink station. The maximum load point for Route 799 northbound is at the Metro Gold Line, with 330 passengers on board throughout the day.

Exhibit 4.2.103 Weekday Boardings, Alightings, and Loads – Route 794 Northbound
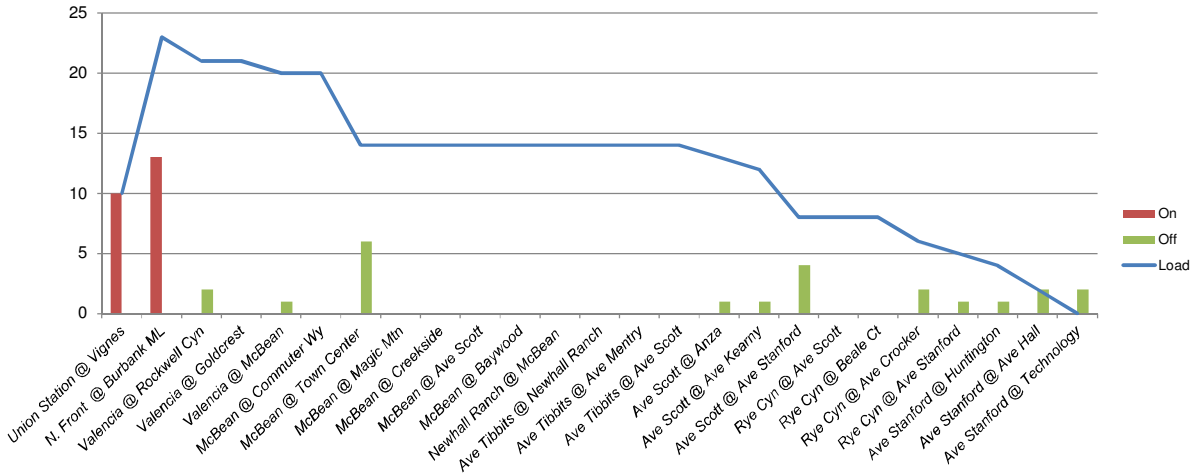
Exhibit 4.2.104 Weekday Boardings, Alightings, and Loads – Route 799 Northbound
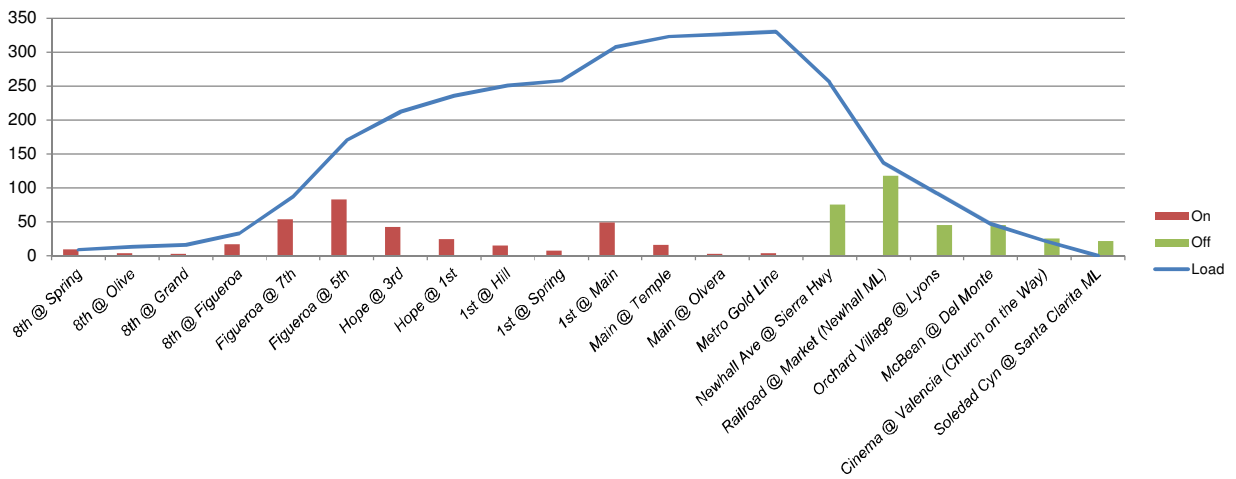
Exhibit 4.2.105 shows boardings, alightings, and loads by stop for Route 794 southbound. Exhibit 4.2.106 presents the same information for Route 799 southbound. Both routes show increasing loads through Santa Clarita and declining loads in Burbank (Route 794) or through Downtown Los Angeles (Route 799). The maximum load point for Route 794 southbound is 25 passengers at Valencia Boulevard/Rockwell Canyon. The maximum load point for Route 799 southbound is at Newhall Avenue/Sierra Highway, with 365 passengers on board. In both cases, the maximum load occurs at the last stop in Santa Clarita.

Exhibit 4.2.105 Weekday Boardings, Alightings, and Loads – Route 794 Southbound
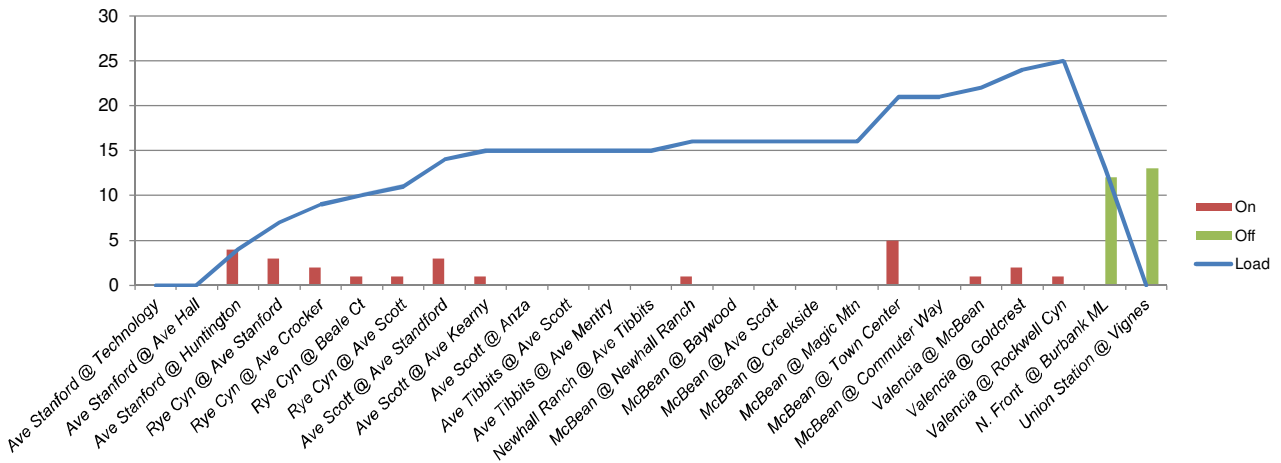
Exhibit 4.2.106 Weekday Boardings, Alightings, and Loads – Route 799 Southbound
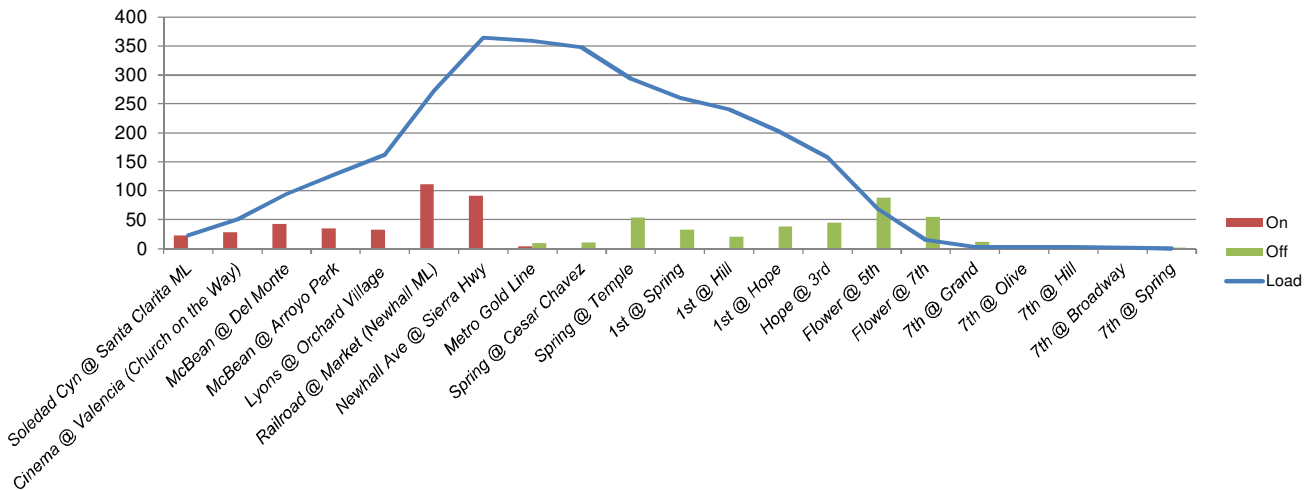
Schedule Adherence[8]

Exhibit 4.2.107 presents schedule adherence data, in terms of the percent of all time-points at which the bus was within one minute before to five minutes after the scheduled time, for Routes 794/799 on weekdays.

Weekday on-time performance is 80 percent at all time-points on Routes 794/799, which is above the system average for express routes. Interestingly, the peak-commute route (Route 799), performs notably better than Route 794 in terms of schedule adherence. Schedule adherence is better in the afternoon than in the morning.

Exhibit 4.2.107 Routes 794/799 Schedule Adherence

Route	All Day			Morning		Midday		Afternoon		Evening	
	NB	SB	Total	NB	SB	NB	SB	NB	SB	NB	SB
794	58%	74%	66%	58%	-	-	100%	-	67%	-	-
799	86%	82%	84%	-	82%	100%	-	84%	-	-	-
Combined	80%	80%	80%	61%	76%	63%	100%	86%	83%	-	-

Another way of assessing schedule adherence is to examine actual versus scheduled running times. Exhibit 4.2.108 shows actual versus scheduled running time for Route 794, and Exhibit 4.2.109 presents the same information for Route 799. Trips of concern are highlighted on each exhibit. One northbound Route 794 trip and one southbound Route 799 trip has actual running time in excess of scheduled time by at least five minutes. Running time is generally adequate on both routes.

Trip durations in red are those completed early, which does not necessarily indicate early departure from any individual time-point but only that the trip reached its endpoint ahead of schedule.

Exhibit 4.2.108 Weekday Actual vs. Scheduled Running Time by Trip for Route 794

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
6:50 AM	1:06	1:04	0:02	1:54 PM	0:56	1:10	0:14
7:15 AM	1:17	1:04	0:13	3:34 PM	1:11	1:10	0:01
8:00 AM	1:06	1:04	0:02	4:29 PM	1:10	1:10	0:00

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[8] Early departures from commuter stops intended as "drop only" (i.e., in Los Angeles during morning peak hours and in the Santa Clarita Valley during evening peak hours) are not considered early departures in the calculation of on-time performance.

Exhibit 4.2.109 Weekday Actual vs. Scheduled Running Time by Trip for Route 799

Northbound				Southbound			
Trip Time	Actual	Scheduled	Minutes delayed/early	Trip Time	Actual	Scheduled	Minutes delayed/early
3:22 PM	1:28	1:32	0:04	5:00 AM	1:18	1:22	0:04
3:42 PM	1:34	1:32	0:02	5:10 AM	1:12	1:25	0:13
4:02 PM	1:31	1:32	0:03	5:25 AM	1:20	1:25	0:05
4:17 PM	1:32	1:32	0:00	5:40 AM	1:33	1:32	0:01
4:32 PM	1:32	1:32	0:00	5:55 AM	1:22	1:33	0:11
4:47 PM	1:29	1:32	0:03	6:05 AM	1:42	1:34	0:08
5:02 PM	1:32	1:32	0:00	6:20 AM	1:39	1:37	0:02
5:22 PM	1:32	1:32	0:00	6:35 AM	1:40	1:37	0:03
6:00 PM	1:28	1:29	0:01	6:55 AM	1:37	1:37	0:00
6:45 PM	1:14	1:19	0:05				

Overall Assessment

Routes 794/799 are first among the four commuter route-pairs in ridership and second in productivity on weekdays. Southbound ridership is higher than northbound ridership.

Newhall Metrolink, Newhall Avenue/Sierra Highway, and McBean Parkway/Del Monte Drive have the greatest passenger activity in Santa Clarita. Figueroa Street /Fifth Street, Figueroa Street /Third Street, and First Street /Main Street are the busiest stops in Downtown Los Angeles. The peak load occurs on the 4:02 p.m. northbound trip on Route 799, with 51 people on board.

Schedule adherence is 80 percent on Routes 794/799 on weekdays, matching Routes 791/796 and 792/797. The current running time is adequate.

5. PUBLIC INVOLVEMENT

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CHAPTER 5 – PUBLIC INVOLVEMENT

Public involvement is a critical and necessary part of the planning process. Input from the community gives transit providers insight into those locations that warrant service as well as indications of where shortcomings within the overall system exist. For the purpose of the Transportation Development Plan (TDP), numerous public outreach efforts were pursued. Key stakeholders were identified and targeted to provide insight for the development of public transportation in the Santa Clarita Valley. Outreach efforts were conducted at various points throughout the project to gain a more representative sample of public input.

This section discusses the methodology used and outcome of all community outreach efforts conducted for the Plan. There are six sections presented, each reflecting a different outreach effort. Sections are as follows:

1. Fixed-Route Customer Survey,
2. Commuter Customer Survey,
3. Community Opinion Survey,
4. Dial-A-Ride Survey,
5. Community Outreach, and
6. Ongoing Public Comment Log.

5.1 FIXED-ROUTE CUSTOMER SURVEY

Methodology

This section is an analysis of the results of the onboard customer survey collected on local fixed-route buses from March 7 through March 18, 2012 and from March 22 through March 29, 2012. The surveys were collected concurrent with ride checks onboard Santa Clarita Transit's eight local fixed routes.

The survey was administered while school was in session and throughout all service day-parts (morning, midday, and afternoon). Both English and Spanish versions of the survey were printed to accommodate Spanish speakers. Surveyors were positioned near the front of the bus to collect boarding and alighting counts as well as facilitate survey distribution and collection. Each passenger over the age of 16 who took the survey was provided a clipboard and pen. Passengers were also offered a postage-paid envelope to return the survey at a later date if time spent onboard the bus was insufficient for survey completion. In addition, surveyors offered to assist passengers with completing the survey form (i.e., interview) in the event riders were unable to complete the survey on their own, either because of a language barrier or illiteracy. To ensure all riders had an opportunity to participate in the survey, most surveyors were bilingual (English/Spanish).   In total, 1,896 valid responses were collected.

Once all survey data was collected, we validated all surveys and entered the data into a Statistical Package for the Social Sciences (SPSS) software database. After the data was cleaned, simple frequencies and initial data cross-tabulations were generated. Lastly, all processed data was exported to Microsoft Excel to generate charts and graphs for data analysis.

Findings

The following summarizes the results from the fixed-route customer survey. Survey instruments are provided in Appendix A. Additional data are illustrated in Appendix B.

Respondent Profile. The survey included voluntary questions regarding respondent travel, demographic, economic, and household characteristics. These characteristics make up the profile of a typical Santa Clarita Transit bus rider. The typical Santa Clarita Transit local fixed-route customer:

- Is age 30 or under with an annual household income of less than $25,000.
- Walks to and from the bus stop.
- Uses the bus to get to work or school.
- Pays on a per-ride basis, typically with cash, but does not have trouble finding and/or purchasing bus passes.
- Rides five days a week or more.

- Is largely satisfied with where Santa Clarita Transit travels, but might like more service to the Golden Valley area of Canyon Country or service to the San Fernando Valley.
- Is completely ride-dependent, without either a valid driver license or access to a personal vehicle.
- Speaks a language other than English at home, most likely Spanish, though may have taken the survey in English.

Survey Questions

Questions 1 and 2 pertained to boarding and alighting locations. Question 15 pertained to respondent gender. They are not reviewed in detail here. A discussion of the remaining questions is presented below.

Question 3. How did you travel to the location where you boarded the bus?

A large majority (more than three-quarters) *walked* to the bus stop. Fewer than two percent *drove* themselves. Among the more than 10 percent who responded *other*, the majority transferred from *another bus* (72.6 percent). Other popular *other* answers were *train* (12.1 percent) and *skateboard* (11.5 percent). These modes point to a largely ride-dependent customer base.

Exhibit 5.1.1 Means of Accessing Bus Stop
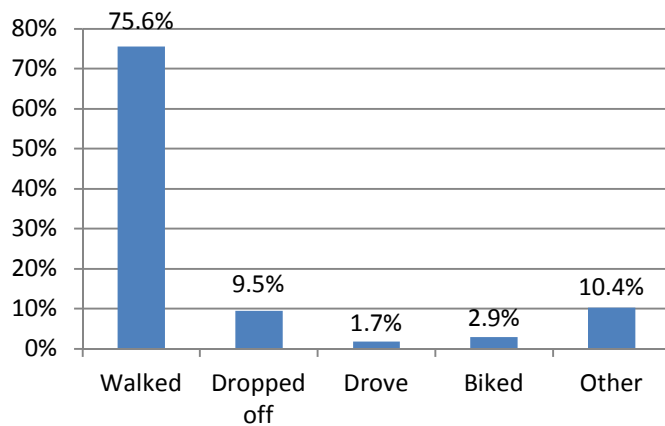
Question 4. How will you travel to your final destination once you leave the bus?

The majority of respondents (80.8 percent) indicated *walking* to their final destination. Of those, 41.3 percent said they would have to *walk more than five minutes*. Just over 15 percent cited *transfer to another bus or train*. Of these, nearly half did not specify to where they would be transferring. More than one-third indicated transferring to another Santa Clarita Transit local bus. Others cited train (6.5 percent), Santa Clarita Transit commuter bus (6.1 percent), bus (unspecified) (5.4 percent) and Metro bus (1.1 percent).

Exhibit 5.1.2 Means of Accessing Destination
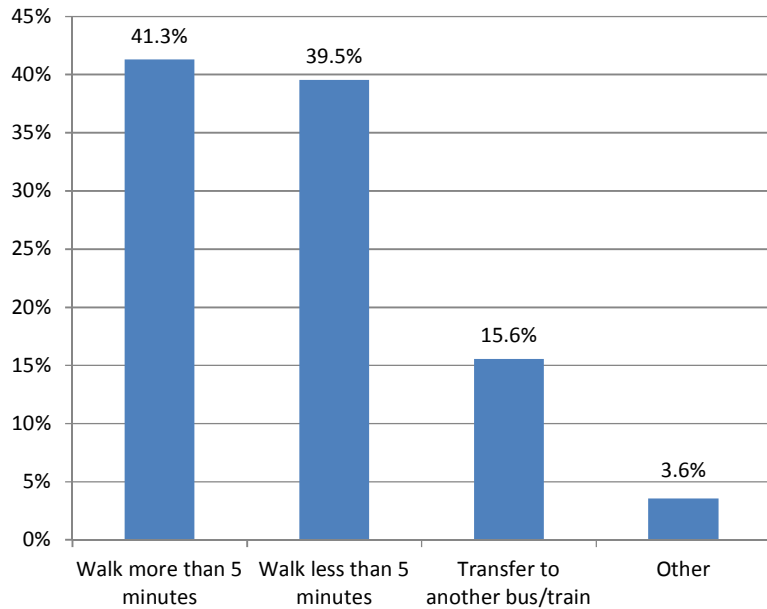
Exhibit 5.1.3 Means of Accessing Destination – Transfer to Another Bus or Train
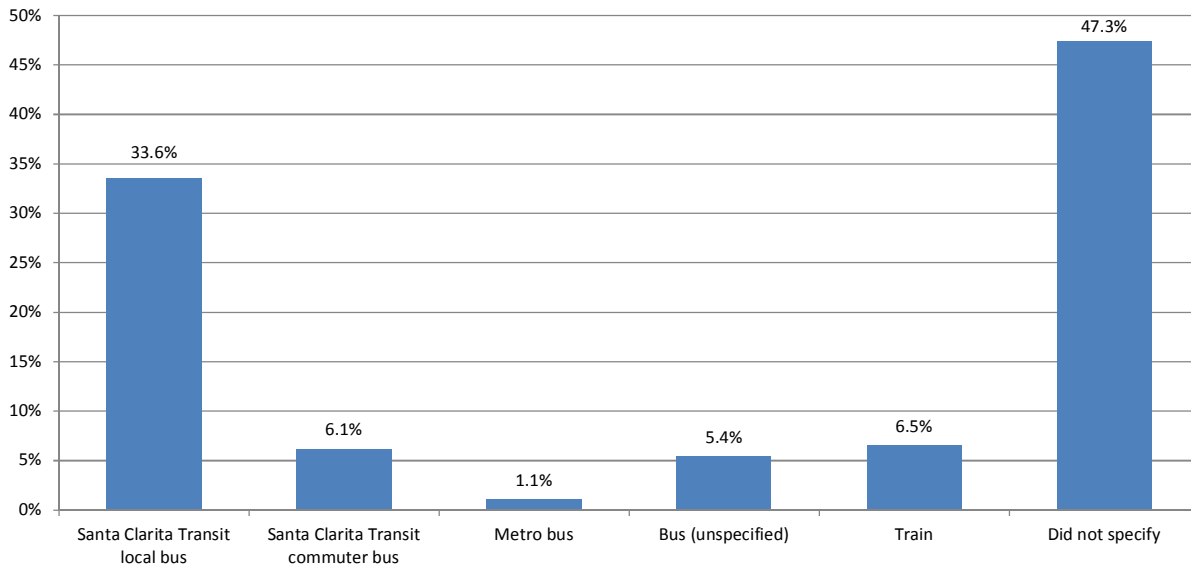
Among those indicating *other*, more than half did not specify a mode of travel. One-quarter said *bicycle*, while another 12.5 percent cited *car*. Other modes included *skateboard* and *wheelchair*.

Routes 1 and 5 had the highest percentage of those indicating *walk more than 5 minutes* (45.5 percent and 45.9 percent, respectively), while Route 3 had the lowest (17.6 percent). Route 3 had the highest percentage of those indicating *walk less than 5 minutes* (58.8 percent), while Route 7 had the lowest (30.0 percent). Route 7 also had the highest percentage of *transfers* (31.3 percent), while Route 5 had the lowest (6.7 percent).

Exhibit 5.1.4 Route vs. Means of Accessing Destination
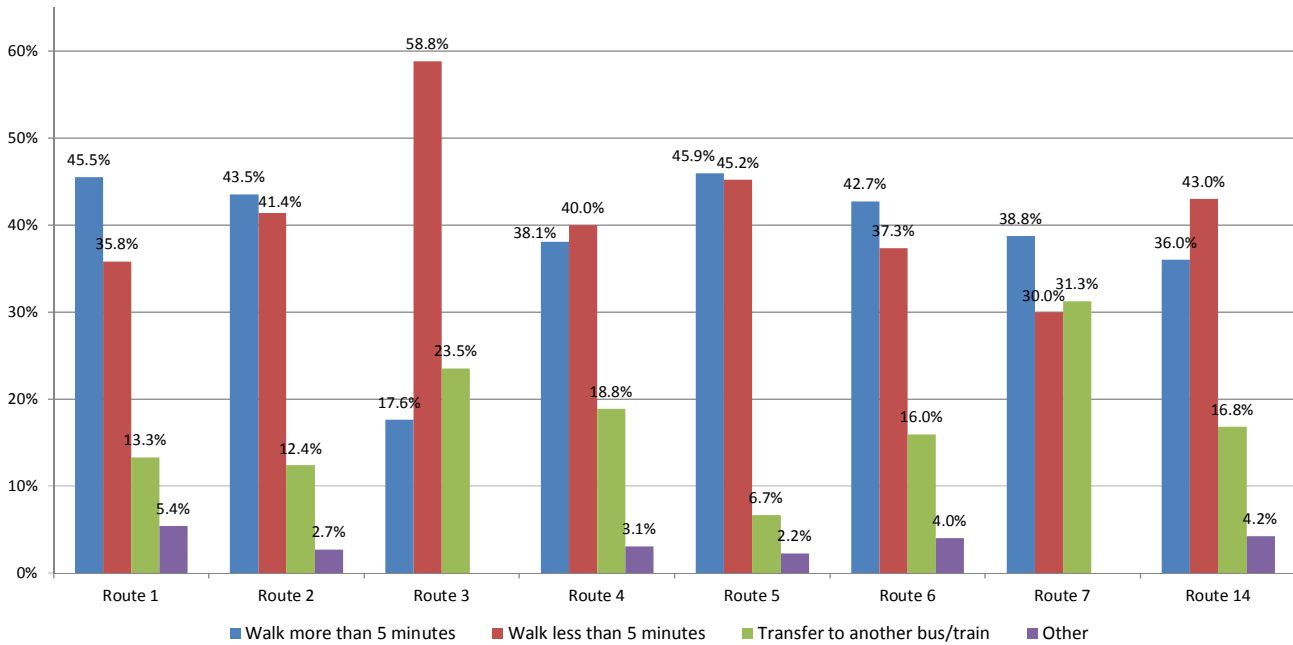
Question 5. What is the primary purpose for your trip today?

Work (39.7 percent) and *school* (28.1 percent) accounted for more than two-thirds of all trips documented through the survey. Just over 13 percent cited riding for *recreation/social* purposes, and just 3.5 percent used the bus to *access healthcare.* Among the more than 15 percent indicating *other*, nearly all responses were related to personal business, including going home, going to church, or shopping.

Exhibit 5.1.5 Trip Purpose
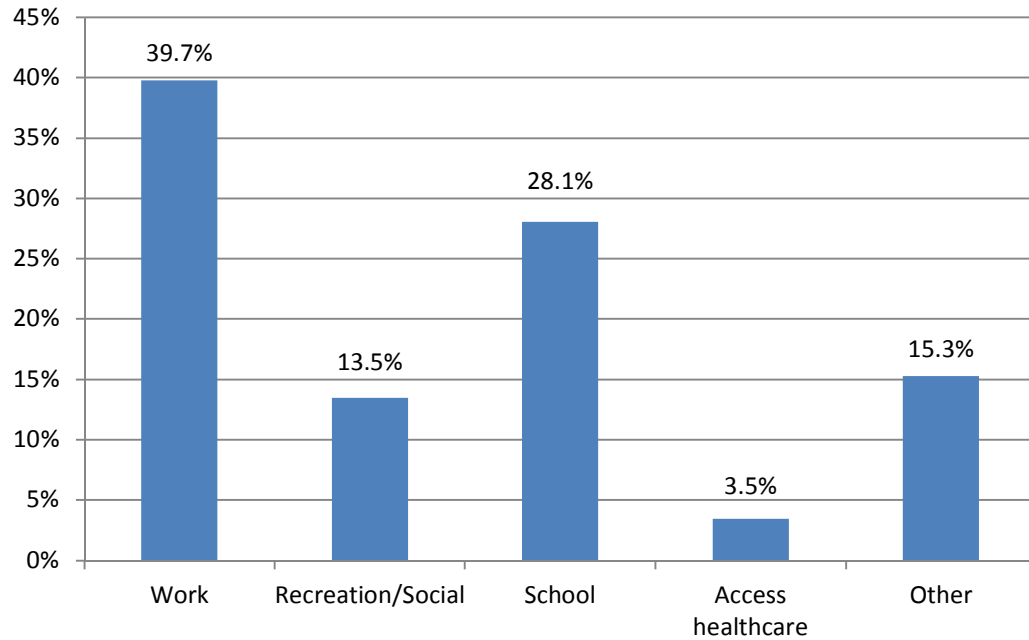
Routes 3 and 7 had the highest percentage of *work* trips (57.7 percent and 56.3 percent, respectively), while Route 14 had the lowest (26.4 percent) among regular local routes (Route 620 did not have any work trips). Route 14 had the highest percentage of *school* trips (42.1 percent). Routes 3 and 7 had the lowest percentage of *school* trips (17.3 percent and 17.5 percent, respectively). Route 6 had the highest percentage of *healthcare* trips (6.7 percent), while Route 5 had the highest percentage of *recreation/social* trips (17.9 percent).

Exhibit 5.1.6 Route vs. Trip Purpose
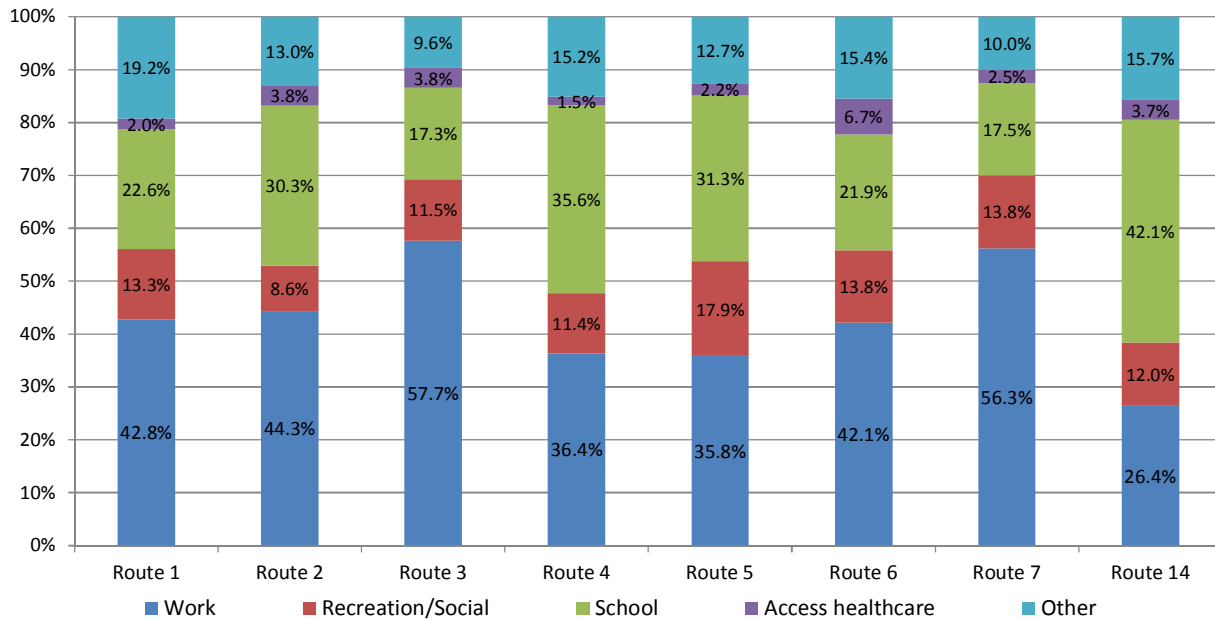
Question 6. How did you pay for this trip?

More than three-quarters of respondents cited paying on a per-ride basis, either with *cash* (58.9 percent) or with *cash on TAP* (17.0 percent). The next most popular fare media was the *monthly pass*, used by 17.1 percent. Only two percent used a *day pass*, which represents the cost of 2.5 single rides. *Day passes, monthly passes*, and *cash on TAP* all require the use of TAP cards. Just over 36 percent of respondents used fare media on a TAP card. (Note: When this survey was administered, EZ Transit passes were still available as paper passes. Regular passes became available exclusively on TAP cards beginning August 25, 2012 and October 25, 2012 for senior and disabled.)

Exhibit 5.1.7 Fare Media Used
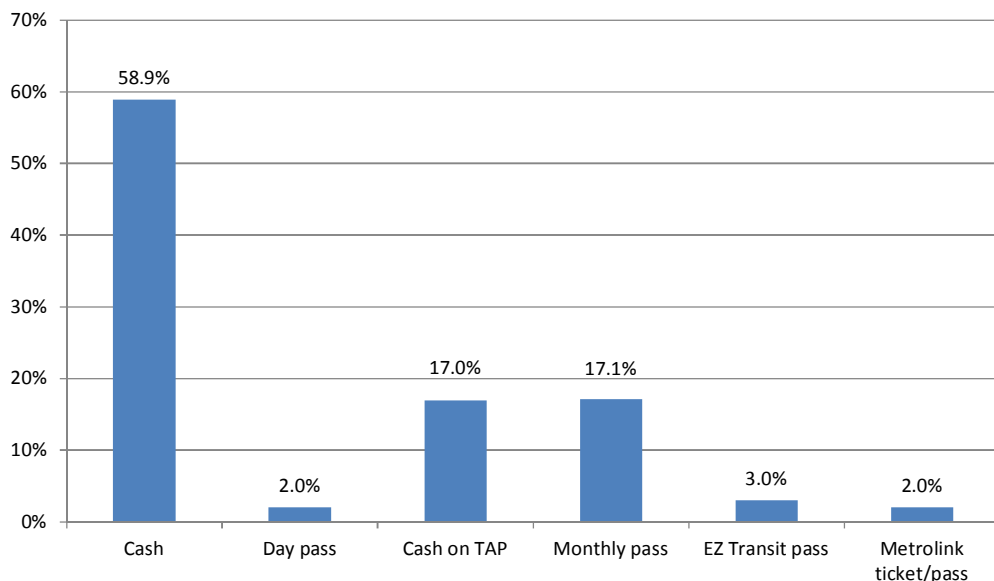
Route 5 had the highest percentage of respondents paying with *cash* (72.4 percent), while Route 4 had the lowest (49.8 percent). Route 4 had the highest percentage of *cash on TAP* (21.3 percent), while Route 5 had the lowest (9.0 percent). Though *day pass* use was modest overall, Route 2 had the highest percentage (3.8 percent), while Route 7 had the lowest (none). *Monthly passes* were most popular on Routes 14 and 4 (21.1 percent and 20.9 percent, respectively), and least popular on Route 5 (13.4 percent). Route 7 had the highest percentage of *EZ Transit pass* use at 6.6 percent, as well as the highest percentage of *Metrolink pass/ticket* use (3.9 percent). This is consistent with the large number of work trip purposes cited on Route 7.

Exhibit 5.1.8 Route vs. Fare Media Used
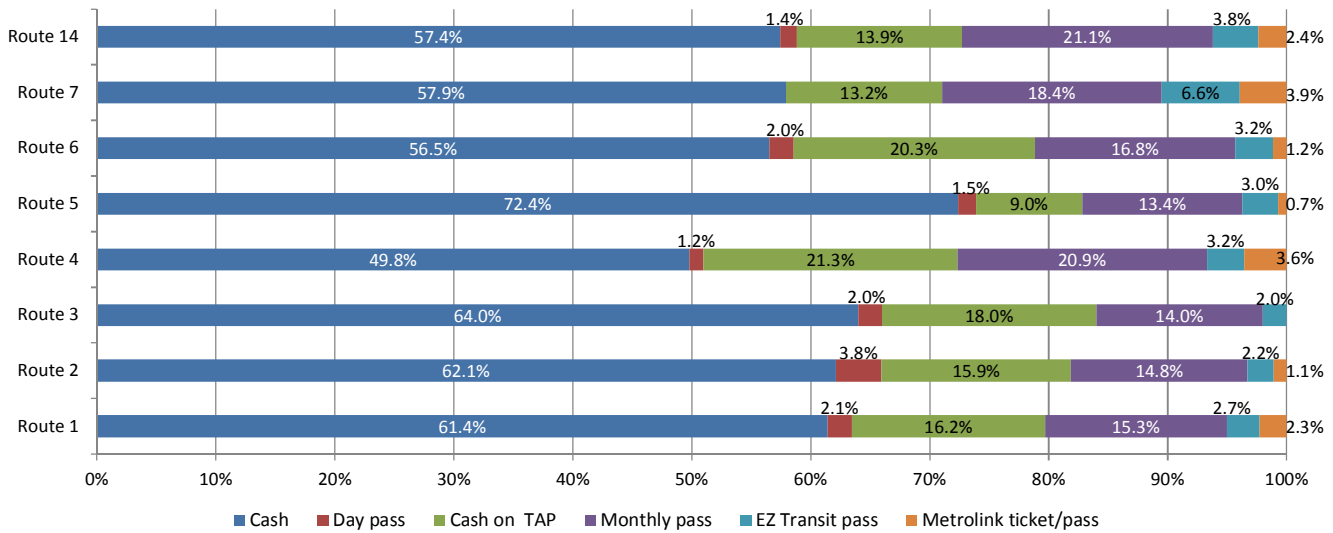
There is a direct relationship between frequency of ridership and type of fare media used. The more frequent the ridership, the more likely respondents were to use non-cash fare media (specifically *monthly pass* and *cash on TAP*). For example, of the respondents who indicated that they ride five or more days a week (54.2 percent of all survey respondents), only 49.0 percent paid with cash. The less frequent the ridership, the more likely respondents were to use *cash*. For instance, of the respondents who indicated that they ride less than once per week (5.1 percent of all survey respondents), 88.8 percent indicated that they paid for their trip with cash. Moderate riders (one to four days per week) were most likely to use *day passes,* though the incidence of day pass use was very low.

Exhibit 5.1.9 Fare Media Used vs. Frequency of Ridership
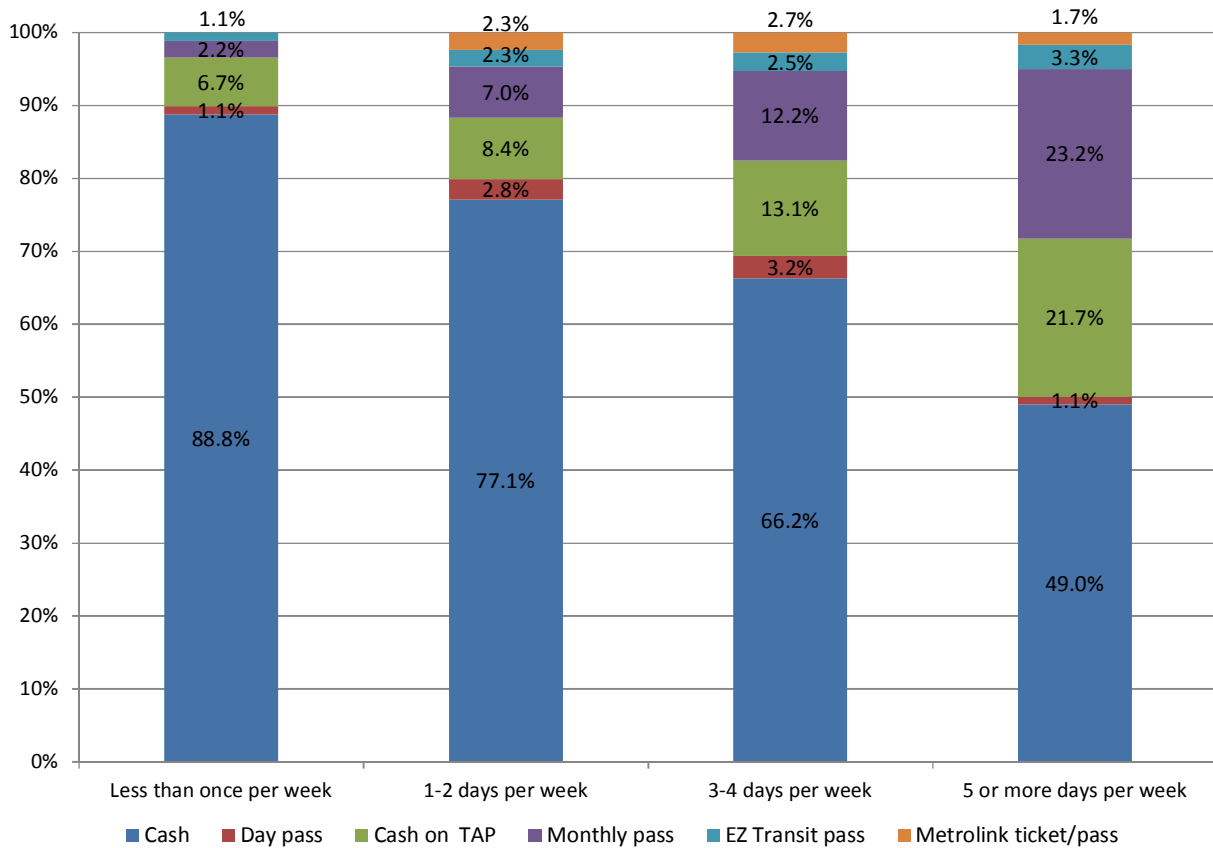
Question 7. How many days do you ride Santa Clarita Transit in a typical week?

The majority of respondents (54.2 percent) indicated riding Santa Clarita Transit at least five days in a typical week. In total, more than 81 percent ride at least three days per week. This is consistent with the trip purposes of *work* or *school* cited by more than two-thirds of respondents. Very few respondents said they ride *less than once per week* (5.1 percent).

Exhibit 5.1.10 Frequency of Ridership
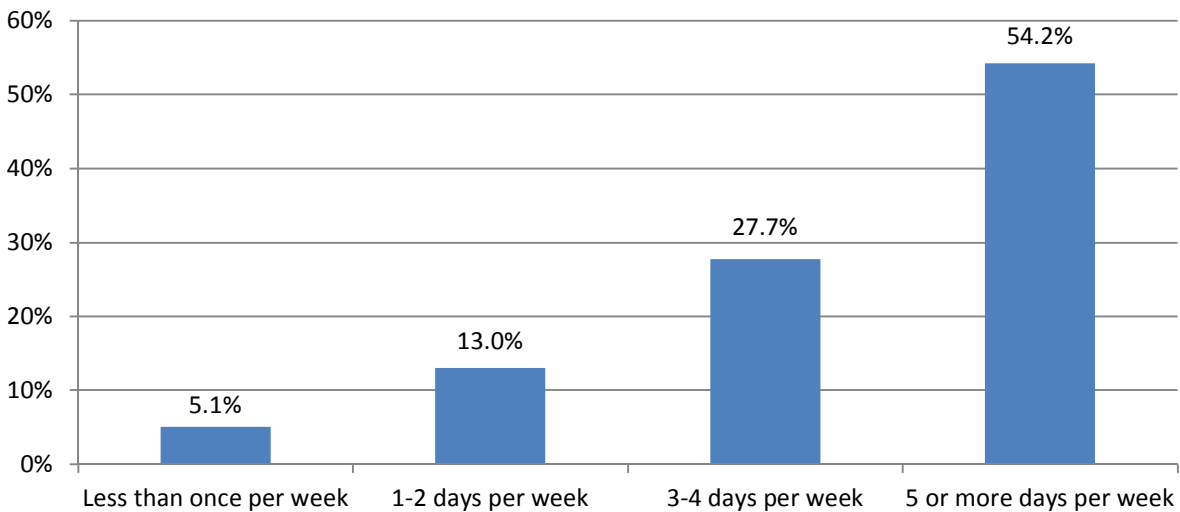
Routes 2 and 6 had the highest percentage of respondents riding *5 or more days per week* (58.2 percent and 59.5 percent, respectively), while Routes 7 and 14 saw the lowest (45.6 percent and 45.8 percent, respectively). This is interesting, as Route 7 has a large number of work trips. It may be many of those making work trips on Route 7 only use the bus part of the time or work part-time. Route 7 also had the highest percentage of occasional riders (riding *less than once per week*) (12.7 percent). Route 4 had the fewest occasional riders, with just 3.4 percent riding *less than once per week.*

Exhibit 5.1.11 Route vs. Frequency of Ridership
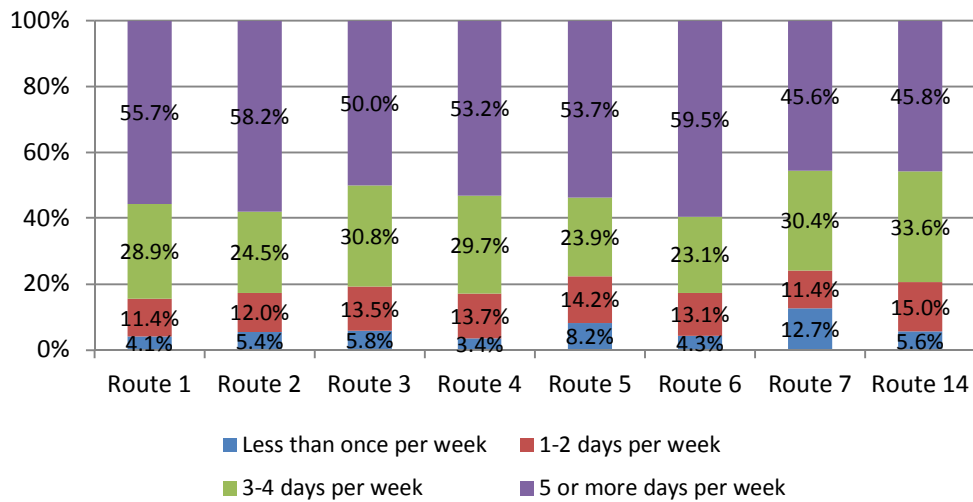
Question 8. Is it convenient for you to find and purchase Santa Clarita bus passes?

Most respondents (73.7 percent) said it was convenient to find and purchase bus passes. Interestingly, those who took the survey in Spanish had less trouble finding and purchasing bus passes – only 18.8 percent of Spanish-speaking respondents said it wasn't convenient, versus 28.6 percent of English-speaking respondents. Outside of survey language, no correlation between accessibility of bus passes and demographic information could be identified.

Exhibit 5.1.12 Survey Language vs. Accessibility of Bus Passes
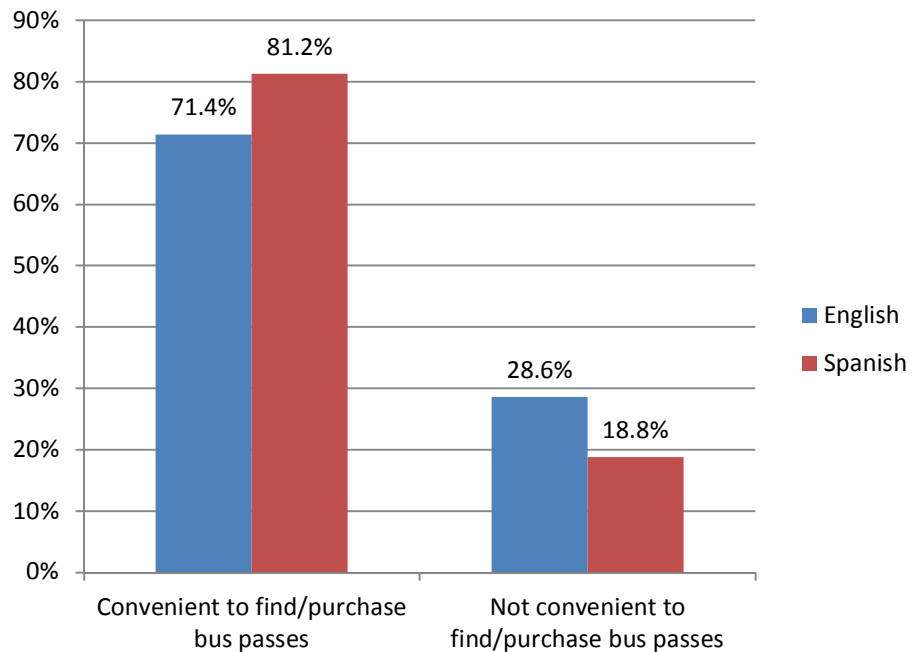
Respondents on Route 3 appeared to have the easiest time finding and purchasing bus passes, as only 20.9 percent indicated it was not convenient. Route 7 had the highest percentage of those who indicated it was not convenient (37.0 percent). This is interesting, as these two routes run in the same general area and share alignments for a portion of the route. It is particularly notable, as Route 7 serves the Santa Clarita Transit office where all passes are sold.

Exhibit 5.1.13 Route vs. Accessibility of Bus Passes
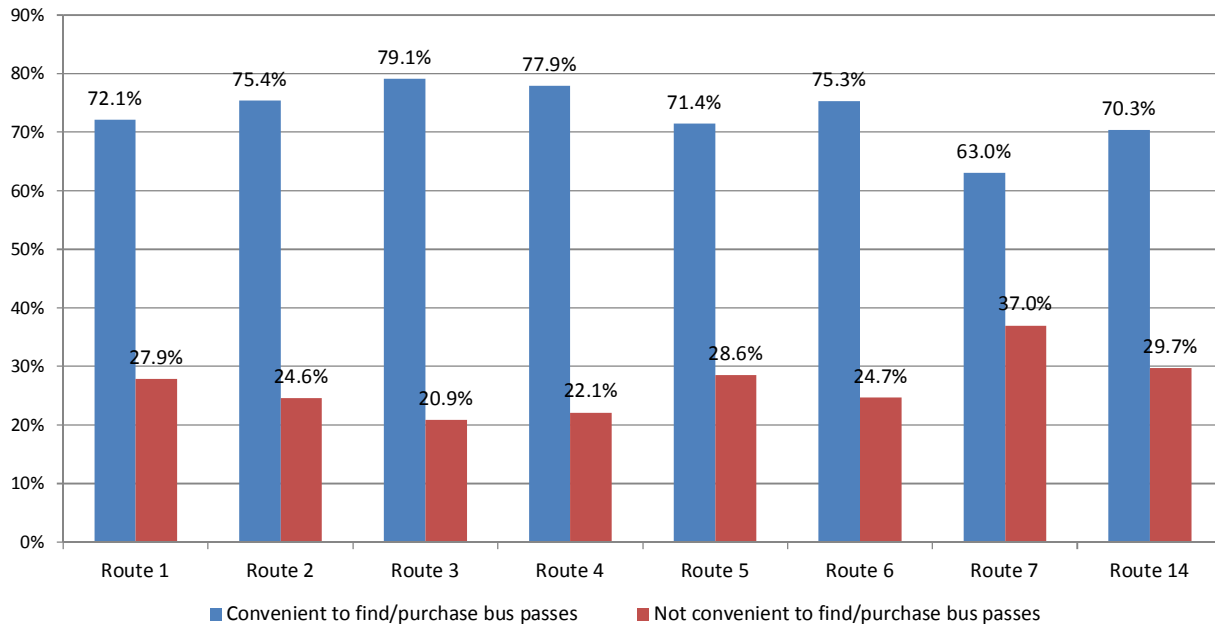
Question 9. Please indicate your satisfaction with various Santa Clarita Transit service characteristics.

Overall satisfaction with Santa Clarita Transit's local fixed-route service is fairly high. More than 86 percent of respondents ranked it as *excellent* or *good*, with a mean (average) score of 3.22 out of a possible four points. *On-time performance* was the lowest-scoring attribute (mean score of 2.84), with 66 percent ranking it *excellent* or *good*, and 26.3 percent ranking it *fair*. This attribute also received the highest percentage of *poor* ratings (7.7 percent). *Safety onboard* was the highest ranked attribute (mean score of 3.34), followed by *cost of bus travel* (3.21), *availability of seating onboard* (3.19), and *vehicle cleanliness* (3.09). Younger riders tended to rank *cost of bus travel* lower than other customers.

Exhibit 5.1.14 Customer Satisfaction
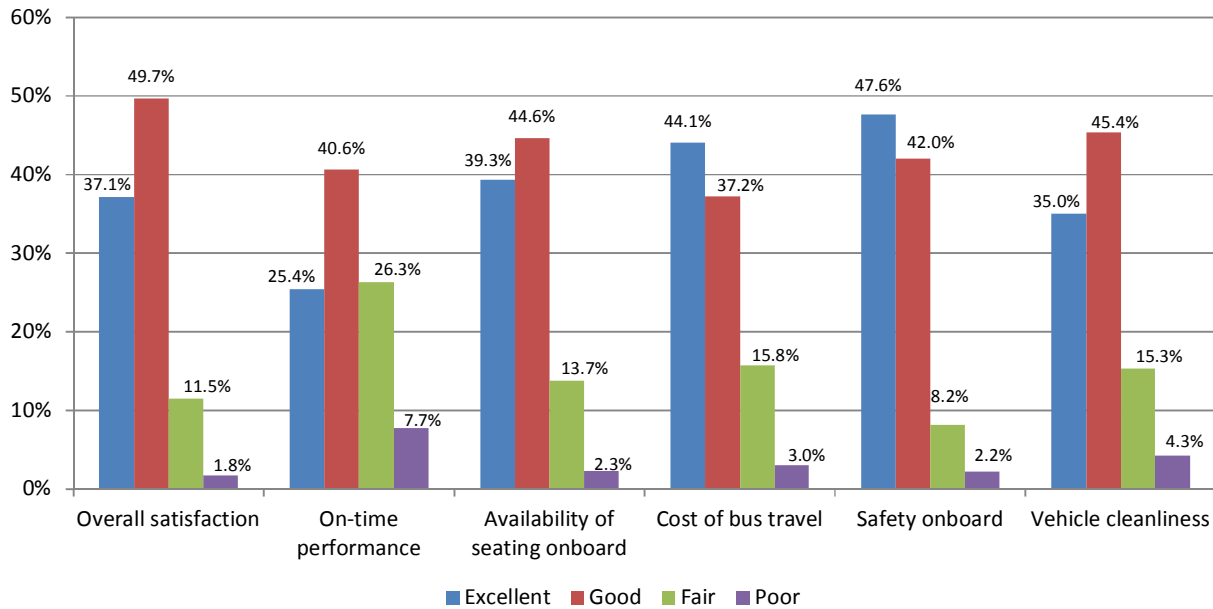
Regarding overall satisfaction, Route 3 had the highest percentage of *excellent* and *good* ratings combined (94.1 percent), followed by Route 5 (90.0 percent). Route 7 had the highest percentage of *excellent* ratings (45.5 percent), while Route 3 had the highest percentage of *good* ratings (54.9 percent). Route 620 had both the lowest percentage of *excellent* and *good* ratings combined (67.5 percent) and the highest percentage of *fair* (23.3 percent) and *poor* ratings (9.3 percent). Among local routes, Routes 14 and 1 had the highest percentage of *fair* ratings (14.8 percent and 13.0 percent, respectively), and Route 7 had the highest percentage of *poor* ratings (3.9 percent). Routes 3 and 14 were unique in that no one rated their overall satisfaction as *poor*.

Exhibit 5.1.15 Route vs. Customer Satisfaction
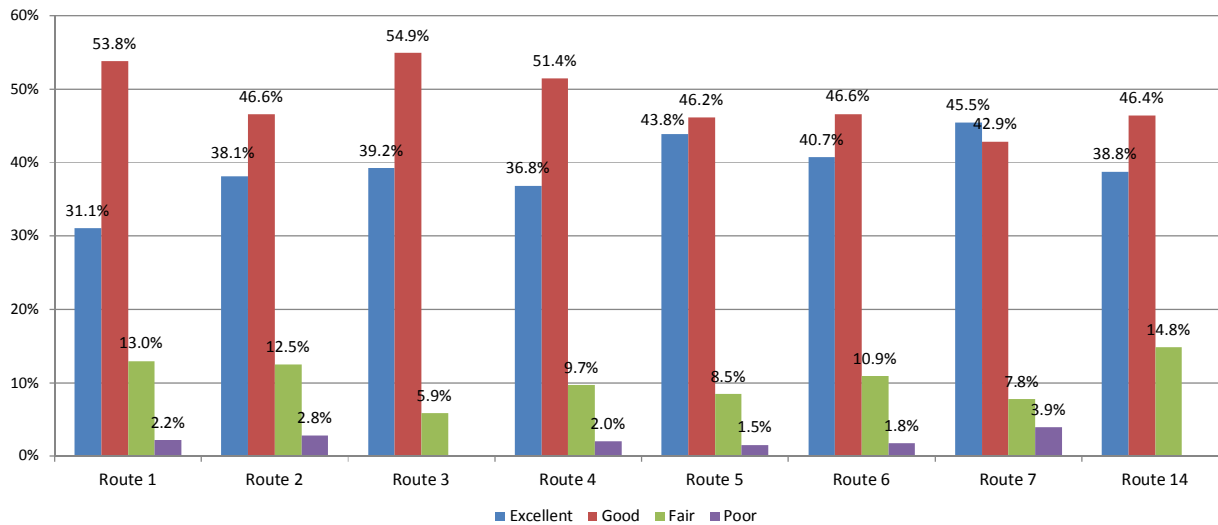
Question 10. Are there any areas not currently served by Santa Clarita Transit which you want to travel to?

More than three-quarters of respondents indicated there were no areas not currently served by Santa Clarita Transit to which they wished to travel. Those who responded yes were asked to specify the desired destination.

To assess the responses provided, we divided the Santa Clarita Valley into eight areas. They are as follows (illustrated in Exhibit 5.1.16):

- Area A: Castaic and Val Verde (primarily west of I-5 and north of Hwy 126).
- Area B: north of Newhall Ranch and west of Seco Canyon, including Tesoro del Valle and the industrial center west of Rye Canyon.
- Area C: Saugus north of Bouquet Canyon and east of Seco Canyon.
- Area D: Valencia (including the MRTC, Westfield Town Center Mall, Henry Mayo Newhall Memorial Hospital, and West Ranch) east to Bouquet Canyon/Railroad Avenue and to just south of College of the Canyons.
- Area E: Canyon Country east of Bouquet Canyon to the west side of Plum Canyon/White's Canyon and north of Soledad Canyon.
- Area F: Canyon Country east of Plum Canyon/White's Canyon and north of Soledad Canyon/Hwy 14.
- Area G: Stevenson Ranch (including Pico Canyon) and Newhall south of McBean Pkwy including the Master's College.
- Area H: Friendly Valley and Canyon County, including Fair Oaks Ranch, Vista Canyon, and Golden Valley, bounded by Soledad Canyon on the north and including areas to the south/east of Hwy 14.

Exhibit 5.1.16 Geographic Illustration of Repsonses to Areas not Currently Served
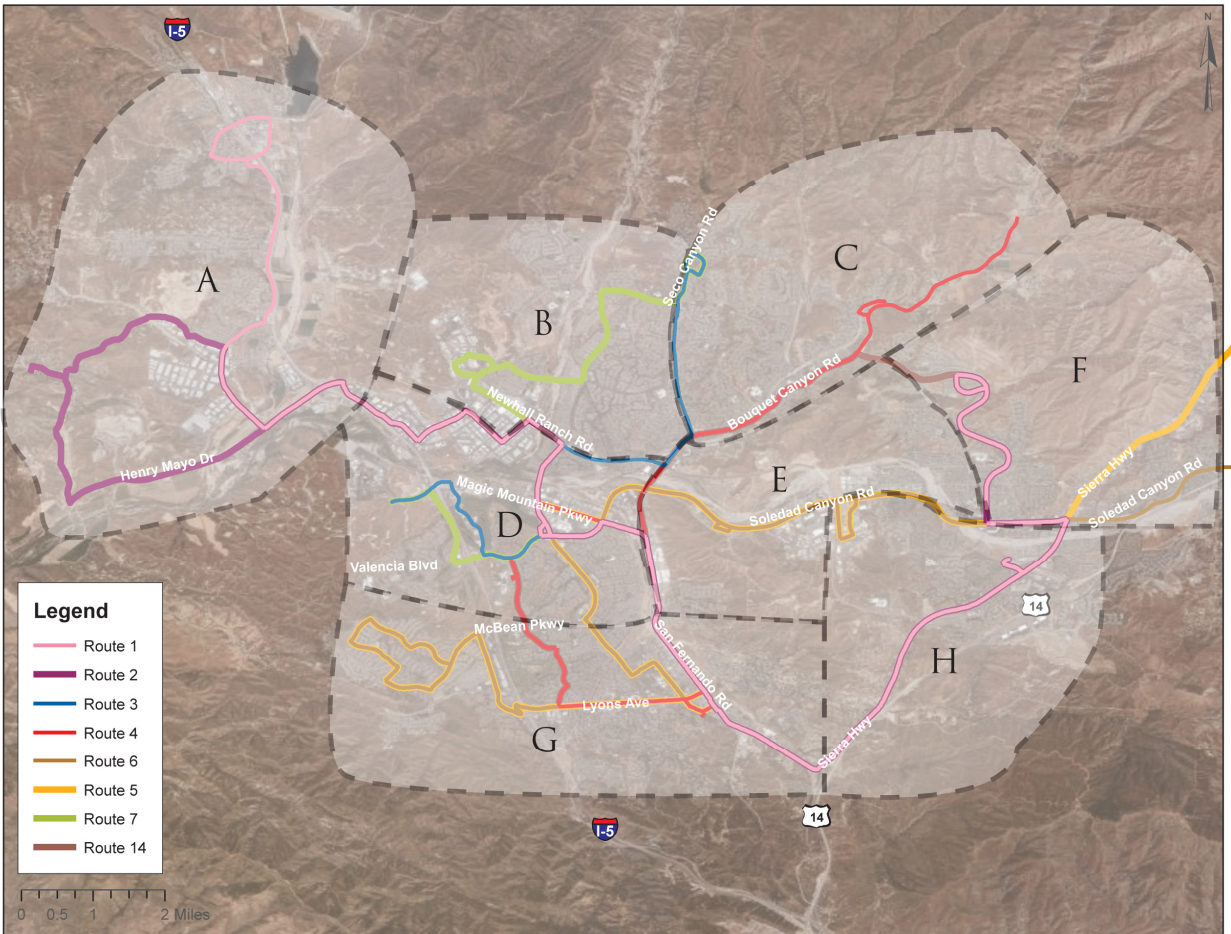
Area H had, by far, the highest number of requests for service (109). Area F had the second highest number (32). Area E had the fewest (6) with other areas ranging from 19 to 26 responses. Certain destinations (both in the Santa Clarita Valley and out of area) were identified as being the most requested. The San Fernando Valley in general was cited 36 times, followed closely by the Golden Valley Shopping Center (Target and Kohl's) with 35 responses. Thirty-one respondents expressed a desire to travel to Sylmar, while others said service to Wal-Mart (14) and Northridge/CSUN (5). Of those indicating Wal-Mart, several cited a desire for closer service, though many did not specify which Wal-Mart to which they wished to travel.

Exhibit 5.1.17 Desire for New Service – Specify (By Area)
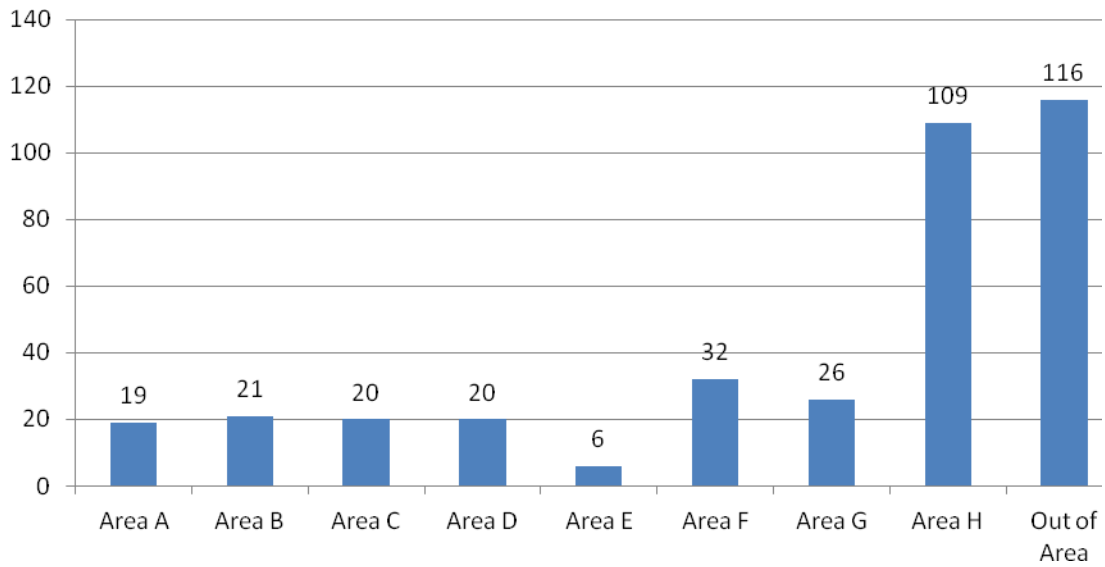
Exhibit 5.1.18 Desire for New Service – Specify (By Destination)
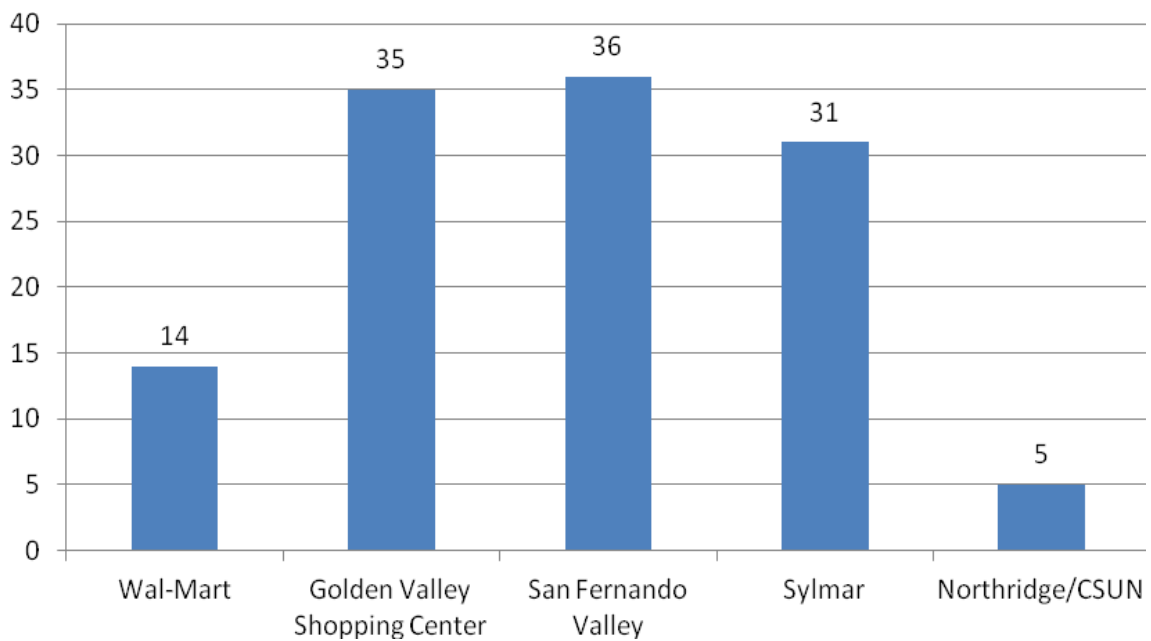
Question 11. Do you have a valid driver license?

Just over 35 percent of respondents cited having a valid driver license. Spanish-speaking respondents were less likely to have a driver license – 88.0 percent of those taking the survey in Spanish said they did not, while only 64.7 of those taking the survey in English answered in the negative.

Exhibit 5.1.19 Valid Driver License vs. Survey Language
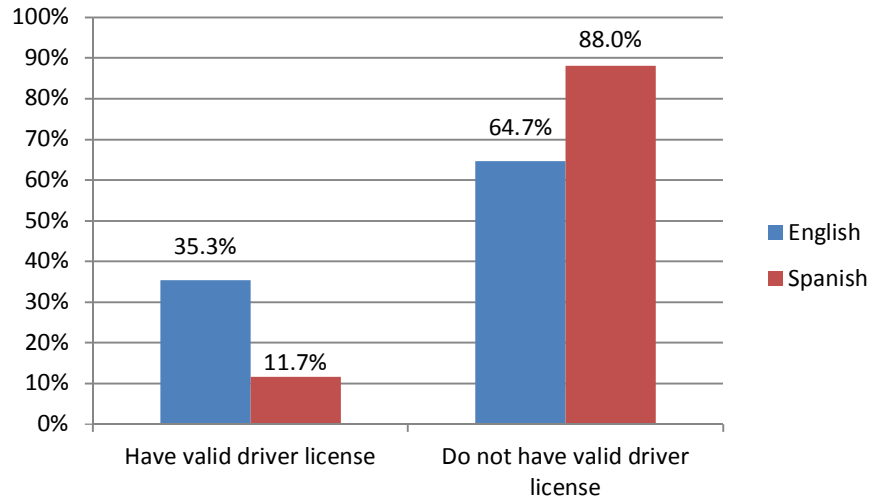
Route 1 had the highest percentage of respondents without a valid driver license (73.6 percent), followed closely by Route 2 (72.9 percent), Route 4 (71.0 percent), and Routes 6 and 7 (70.7 percent each).

Exhibit 5.1.20 Route vs. Valid Driver License
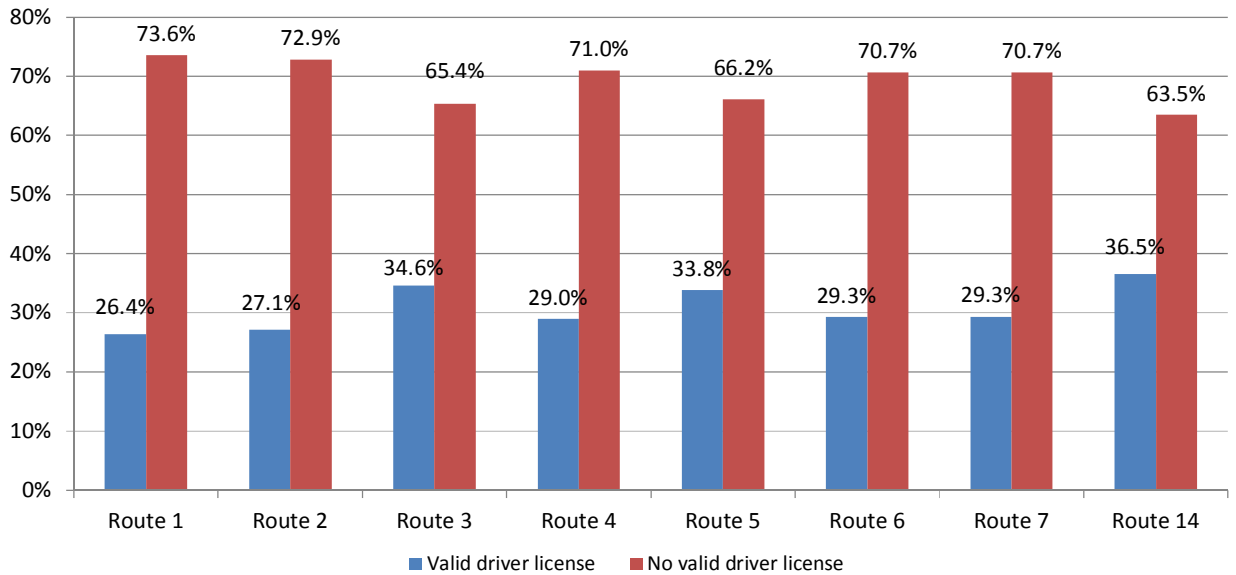
Question 12. Did you have a car available to make this trip?

Only 16.6 percent of respondents indicated having a car available for this trip. Spanish-speaking respondents were slightly less likely to have a car available – 89.9 percent did not, as compared to the 81.5 percent of those taking the survey in English who said they did not.

Exhibit 5.1.21 Availability of Personal Vehicle vs. Survey Language
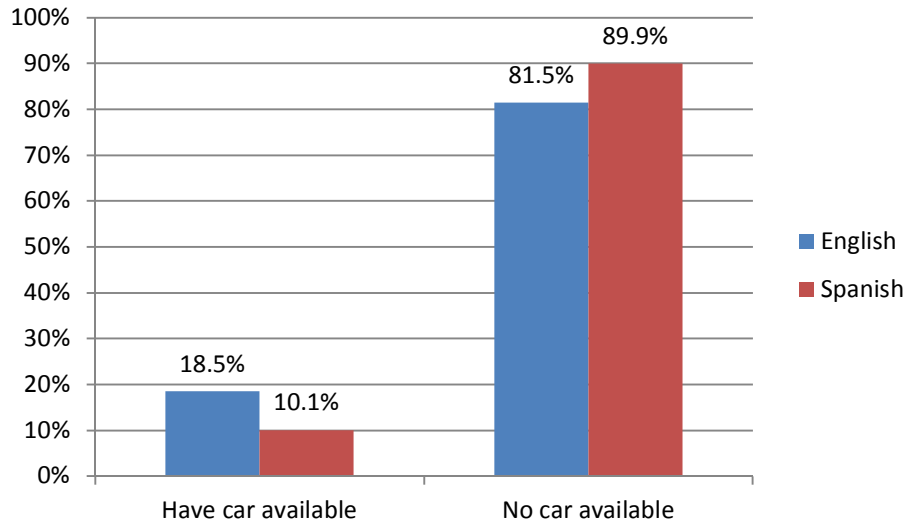
Lack of vehicle availability was fairly evenly spread across all routes, ranging from 79.9 percent (Route 14) to 89.6 percent (Route 3).

Exhibit 5.1.22 Route vs. Availability of Personal Vehicle
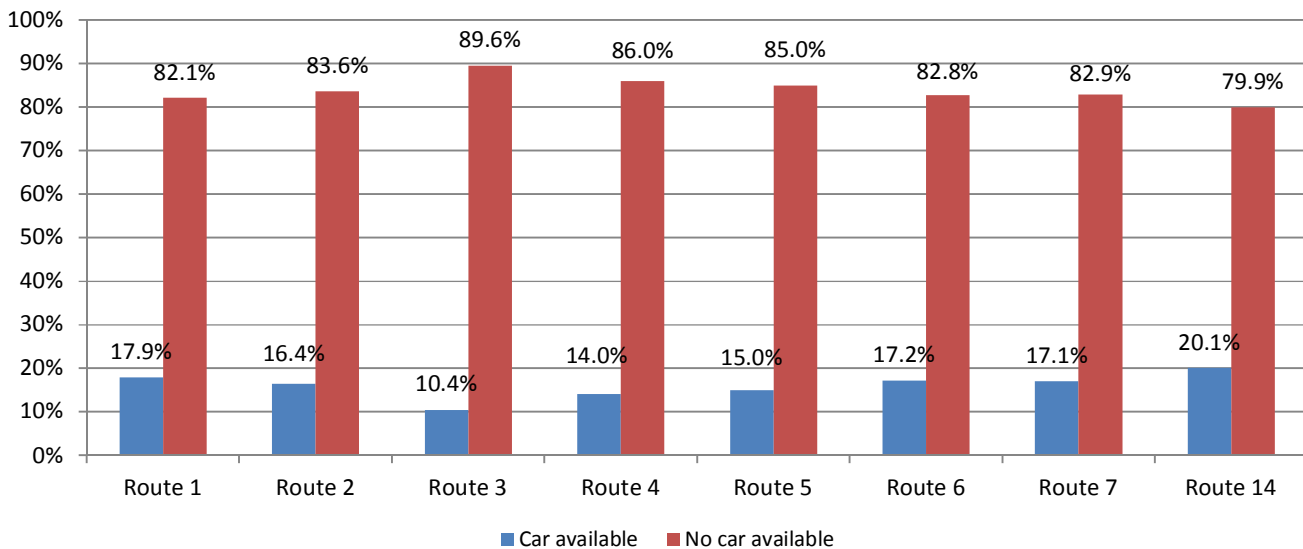
When taken together, data from Questions 11 and 12 can be used to quantify ride-dependence among Santa Clarita Transit's local fixed-route customer base. Exhibit 5.1.23 demonstrates that more than 90 percent of respondents can be considered ride-dependent.

- 9.8 percent have both a valid driver license and a car available and are not considered ride-dependent.
- 26.7 percent have either a valid driver license or a car available – but not both – and are considered ride-dependent.
- 63.5 percent have no valid driver license and no car available and are considered ride-dependent.

Exhibit 5.1.23 Valid Driver License vs. Availability of Personal Vehicle
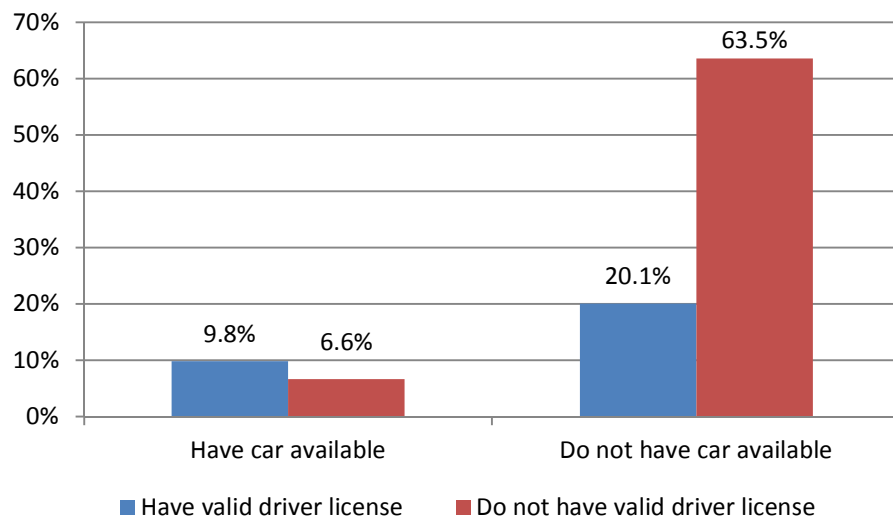
Question 13. What is your age?

The most frequent response was *18-30* (44.5 percent), followed by *younger than 18* (21.4 percent). Nearly two-thirds of respondents reported being thirty years old or younger. Fewer than five percent cited being 60 years or older, possibly due to the availability of Dial-A-Ride service for seniors age 60 and older.

Exhibit 5.1.24 Respondent Age
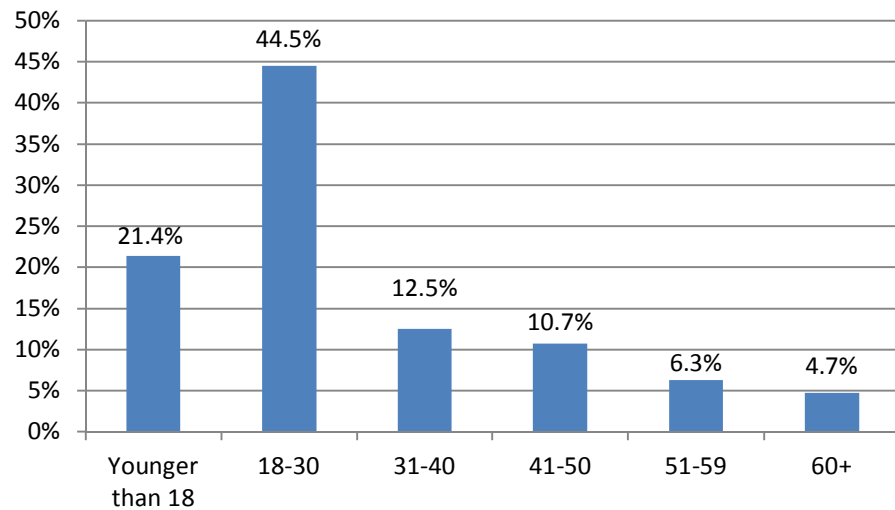
Routes with the highest percentages of youth (*younger than 18*) were Route 2 (28.2 percent), Route 5 (27.5 percent), Route 4 (25.1 percent), and Route 1 (23.6 percent). The most popular route with seniors (*60+*) was Route 3, with this age group making up 9.8 percent of respondents. Route 3 had the highest percentage of those in the *18-30* age group (56.9 percent), while Route 2 had the highest percentage of those in the *31-40* age group (18.1 percent). Those in the *41-50* age group were fairly evenly represented across the system, though Route 5 had the lowest percentage (6.1 percent). The highest percentage of those in the *51-59* age group was found on Route 6 (8.0 percent).

Exhibit 5.1.25 Route vs. Respondent Age
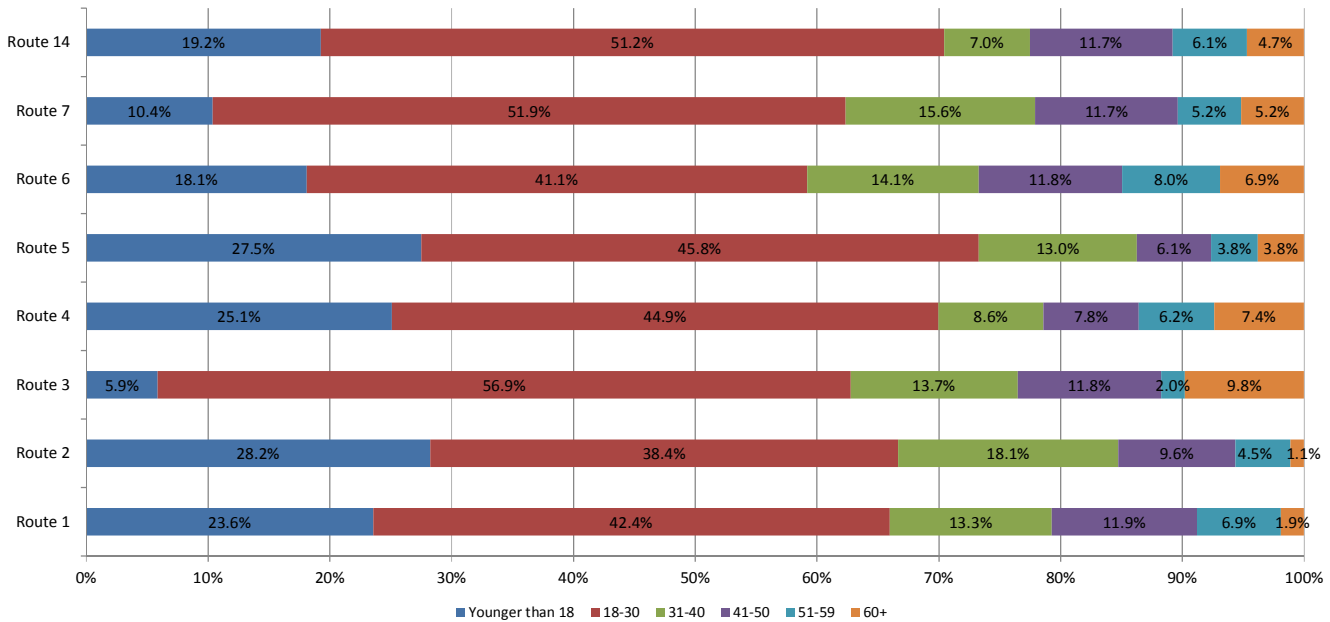
Question 14. Do you speak a language other than English at home?

More than half of respondents (53.0 percent) cited speaking a language other than English at home. *Spanish* was the most-cited language, representing 36.3 percent of all respondents (though only 23.5 percent took the survey in Spanish). The second most frequently cited language was *Tagalog*, representing 1.9 percent of all respondents. Other languages included the following:

- American Sign Language
- Arabic
- Armenian
- Belise
- Chinese
- Farsi
- French
- German
- Hausa
- Hindi
- Igbo
- Indian
- Indonesian
- Italian
- Japanese
- Kaqchikel
- Korean
- Marathi
- Portuguese
- Russian
- Swahili
- Vietnamese
- Yoruba

Question 16. What was your total household income in 2011?

Under $15,000 was the most frequent response (46.1 percent) regarding household income. Just over one-fifth of respondents reported an income of $35,000 or more (20.4 percent), with just 9.9 percent citing *$55,000 or higher*. One-third reported an income between $15,000 and $35,000. Routes 4 and 6 cited the highest percentage of *under $15,000* responses (51.0 percent and 51.2 percent, respectively), while Route 2 had the lowest (41.6 percent). Route 3, while it did not have the highest percentage of *under $15,000* responses, had the largest percentage of responses under $25,000 (71.8 percent). Route 7 had the highest percentage *of $55,000 or higher* responses (12.1 percent) among the local fixed-routes.

Exhibit 5.1.26 Annual Household Income
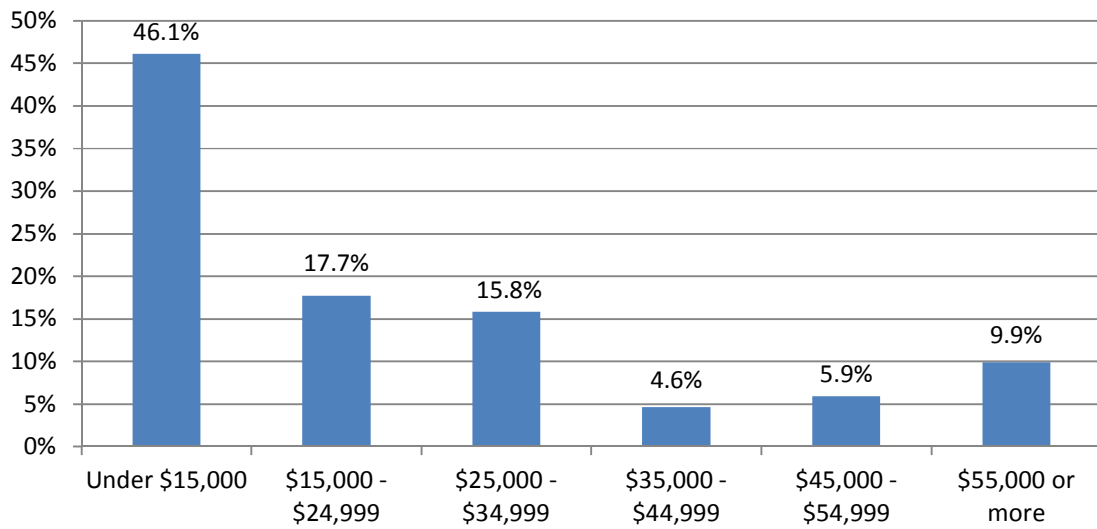
Exhibit 5.1.27 Route vs. Annual Household Income
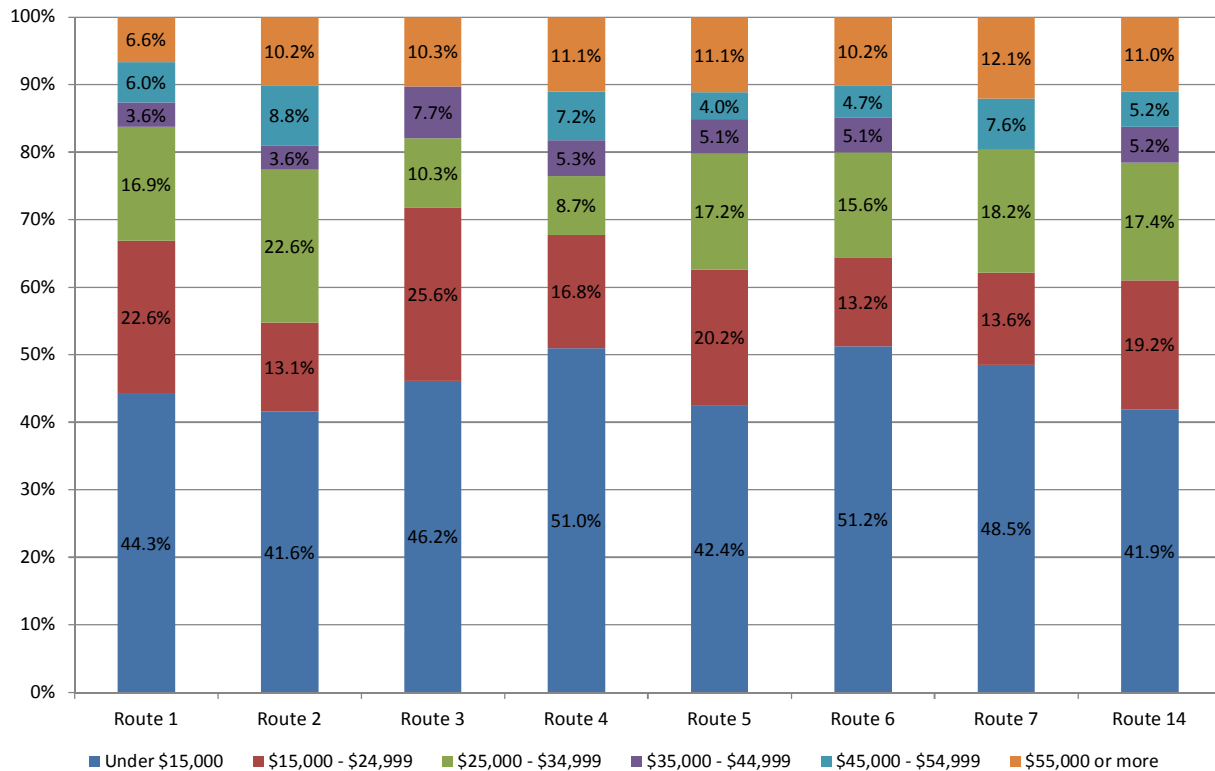
Note: it is important to consider more than one-fifth of local fixed-route respondents are under the age of 18 and may not have an accurate understanding of their own household's income. It is not uncommon for youth to over- or underestimate one or more incomes in their household, as they typically do not handle financial matters for their parent(s).

Analysis of Key Findings

As stated at the beginning of this section, the local fixed-route customer survey enabled the development of a profile of the typical commuter customer. To restate, the typical Santa Clarita Transit local fixed-route customer:

- Is age 30 or under with an annual household income of less than $25,000.
- Walks to and from the bus stop.
- Uses the bus to get to work or school.
- Pays on a per-ride basis, typically with cash, but does not have trouble finding and/or purchasing bus passes.
- Rides five days a week or more.
- Is largely satisfied with where Santa Clarita Transit travels, but might like more service to the Golden Valley area of Canyon Country or service to the San Fernando Valley.

- Is completely ride-dependent, without either a valid driver license or access to a personal vehicle.
- Speaks a language other than English at home, most likely Spanish, though may have taken the survey in English.

With this profile in mind, the following key findings[9] must be considered.

1. Local fixed-route customers are predominately ride-dependent. More than 90 percent of respondents do not have a valid driver license, access to a personal vehicle, or both. Therefore they rely on public transportation to access key activities, particularly work and school. Any changes to service should be accompanied by bilingual outreach specifically designed to reach customers who work unusual hours (as is common with shift work and/or retail/service industry jobs), may not be able to attend community meetings due to transportation or child care issues, or do not speak English.

2. Local fixed-route customers are also predominately low-income. With two-thirds of respondents reporting an annual household income of less than $25,000, money is a very important consideration. As with changes to schedules, any changes to the cost of service should be accompanied by extensive targeted outreach. Many local fixed-route customers could also benefit from a monthly pass, as it offers considerable savings (as compared to the per-trip cost) when used twice a day, five days a week (as for school or work travel). However, it does require advance planning to purchase a TAP card and load the pass onto it. The City should consider additional pass sales locationshat accept charge/debit cards as well as expand the pass sales network as new service areas are added.

3. A number of respondents indicated a desire for service to new areas, particularly the newer developments in the vicinity of Golden Valley, Vista Canyon, and east of Hwy 14. A careful re-evaluation of activity centers within the Santa Clarita Valley as part of the current TDP effort will ensure service is available to places customers want to go.

4. The top desired service destination outside of the Santa Clarita Valley was the San Fernando Valley. In reality, several Santa Clarita Transit commuter routes already facilitate access to the San Fernando Valley – Routes 791/796 to/from Chatsworth, Canoga Park, Woodland Hills, and Warner Center, as well as Route 757 to the North Hollywood Red Line Station. While these cost more than the regular fixed-route fare, they provide connections to Metro and other providers from the destination location. The City already includes the Route 757 route map, timetable, and connections in its local service brochure, but may want to consider inclusion of basic information about other commuter routes in its local fixed-route brochure as well.

5. While overall satisfaction with Santa Clarita Transit's local fixed-route service was largely positive, there is still a perception that on-time performance is a problem. Better schedule adherence, particularly on very long routes where losing time early in the route can cause significant delays later in the route, should be a priority.

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[9] Findings are presented here. All service recommendations arising from these findings are presented in Chapter 6.

6. Finally, the City has taken a number of measures to keep customers informed regarding the status of bus arrivals, etc., but it is possible many customers do not know how to use or do not feel comfortable using these resources. The City may want to consider an educational program/packet that can be used by schools, community organizations, churches, etc., to train their students or members as to the use of these tools. If younger customers can be instructed how to effectively use these tools, they are likely to pass on the knowledge to their peers and/or parents.

5.2 COMMUTER CUSTOMER SURVEY ANALYSIS

Methodology

This section is an analysis of the results of the customer survey collected onboard commuter buses and online between March 7 and March 30, 2012. The surveys were collected concurrent with ride checks onboard Santa Clarita Transit's four commuter express fixed routes/route pairs. In total, 563 valid responses were collected.

The survey was administered on all commuter routes on weekdays and throughout all service day-parts (morning, mid-day, and afternoon). Route 757, the only commuter route operating on the weekend, was also surveyed on Saturday and Sunday. Both English and Spanish versions of the survey were printed to accommodate Spanish speakers. Surveyors were positioned near the front of the bus to collect boarding and alighting counts as well as facilitate survey distribution and collection. Each passenger over the age of 16 who took the survey was provided a clipboard and pen. Passengers were also offered a postage-paid envelope to return the survey at a later date if time spent onboard the bus was insufficient for survey completion. In addition, surveyors offered to assist passengers with completing the survey form in the event riders were unable to complete the survey on their own. To ensure all riders had an opportunity to participate in the survey, most surveyors were bilingual (English/Spanish).   A total of 563 valid responses was received, resulting in a confidence level of 95 percent and ± 4.1 percent margin of error.

Once all survey data was gleaned, Moore & Associates' staff validated all surveys and entered the data into a Statistical Package for the Social Sciences (SPSS) software database. After the data was cleaned, simple frequencies and initial data cross-tabulations were generated. Lastly, all processed data was exported to Microsoft Excel to generate charts and graphs for data analysis.

Findings

The following summarizes the results from the commuter customer survey. Survey instruments are provided in Appendix A. Additional data are illustrated in Appendix B.

Respondent Profile. The survey included voluntary questions regarding respondent travel, demographic, economic, and household characteristics. These characteristics make up the profile of a typical Santa Clarita Transit bus rider. The typical Santa Clarita Transit commuter customer:

- Is between the ages of 31 and 60 with an annual household income of more than $55,000.
- Speaks English, but may speak another language at home.
- Is a choice rider (has a valid driver license and a vehicle available for the trip).
- Accesses the bus stop by driving, parking at a Metrolink station.
- Walks to her final destination.
- Rides the bus five days each week.

- Has been a commuter customer for at least a year.
- Uses the bus to commute to work.
- Is most likely to drive alone or take the train if the bus were not available.
- Pays on a per-trip basis (either with cash or stored value on a TAP card).
- Rates most service attributes as good or excellent, but may rate on-time performance lower.
- May be encouraged to ride more if the buses were more frequent.
- Is not familiar with the City's notification tools/services.

Survey Questions

Questions 1 through 4 pertained to boarding, alighting, trip start, and trip end locations. Question 20 pertained to respondent gender. They are not reviewed in detail here. A discussion of the remaining questions is presented below.

Question 5. How did you travel to the location where you boarded the bus?
The most frequently cited method of travel to the bus stop is *driving* (41.6 percent). A quarter of respondents said they *walked*, indicating they most likely live in fairly close proximity to their boarding point. Nearly 10 percent transferred from *another bus or train*.

Exhibit 5.2.1 Means of Accessing Bus Stop
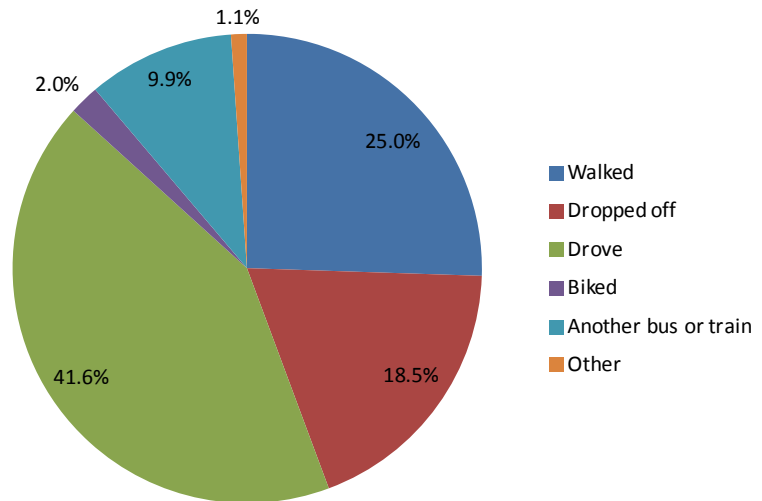
Of those who drove, 44 percent said they parked at one of the three Metrolink stations. Fewer than four percent indicated parking at the McBean Regional Transit Center, which is not surprising given the limited availability of parking at that location. Nearly six percent cited parking at Newhall Ave and Sierra Hwy, mostly near the Chevron gas station (presumably at the Park and Ride lot). *Other* responses included Granary Square, the Burbank Metrolink Station, and Corner Bakery (McBean Pkwy and Valencia Blvd).

Exhibit 5.2.2 Parking Locations
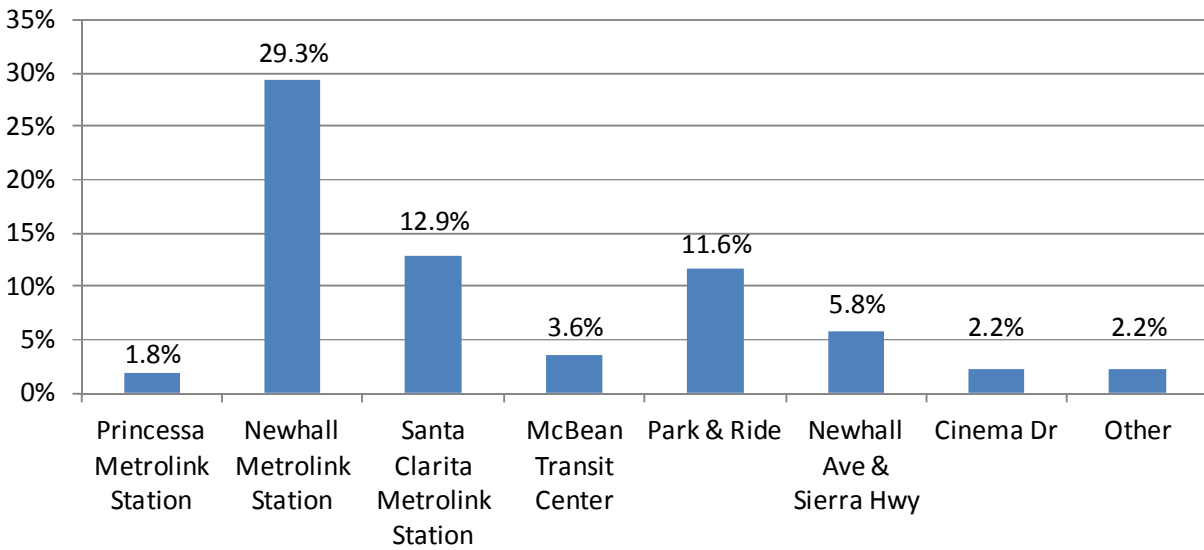
Question 6. How will you travel to your final destination once you leave this bus?

The majority of respondents (61.8 percent) indicated walking to their final destination. Of those, just over 40 percent cited a walk of *less than five minutes*. More than a quarter (26.2 percent) said they would transfer to *another train or bus*. The most frequently cited transfer was to a Metro bus or train (44 responses).

Exhibit 5.2.3 Means of Accessing Destination
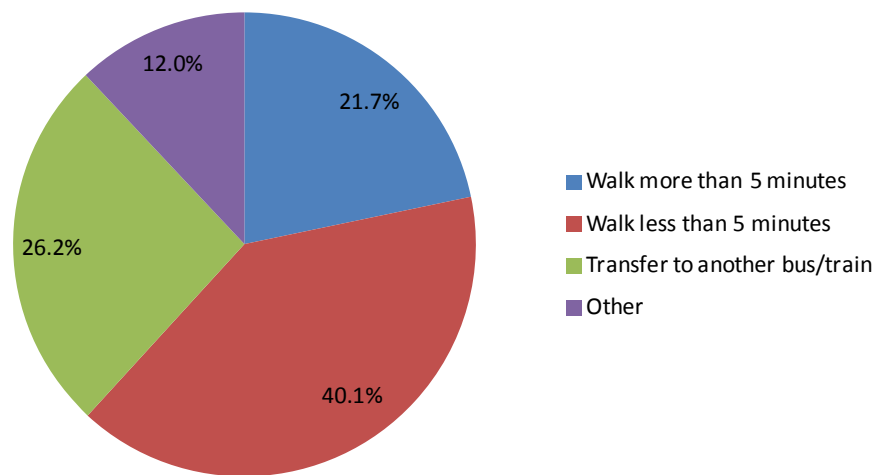
Question 7. Is your afternoon boarding location the same as where you will exit the bus this morning?

Nearly two-thirds of respondents said they would board the bus in the afternoon in the same location they exited the bus in the morning. The significant number of *no* answers (more than one-third) is most likely due to the differences between morning and afternoon stops (particularly in downtown Los Angeles) caused by the presence of one-way streets. It may also reflect the interpretation of an afternoon stop across the street from the morning stop as being a different location. This is not likely indicative of a customer base that relocates during the work day.

Exhibit 5.2.4 Route vs. Afternoon Boarding Location
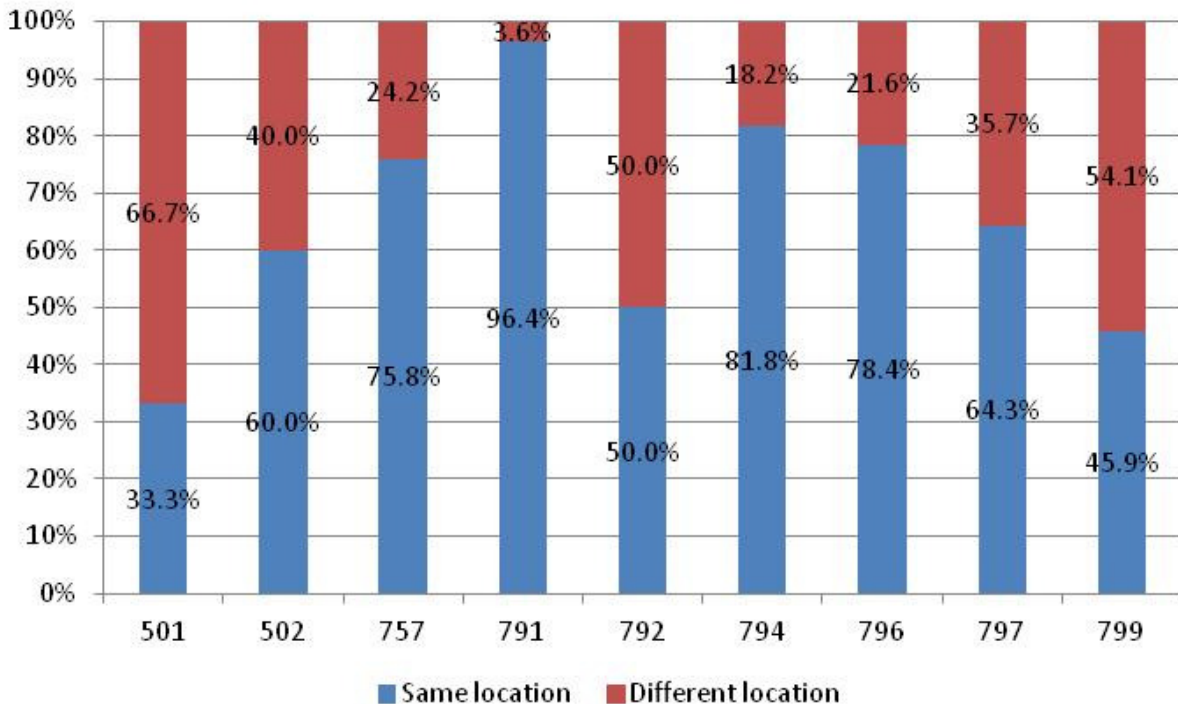
Question 8. How many days did you ride Santa Clarita Transit's commuter bus service in the past week?

The majority of respondents cited riding the commuter bus five days within the past week. Combined, frequent riders (3 days per week or more) make up nearly 79 percent of respondents. This indicates a consistent customer base that relies on Santa Clarita Transit for daily travel.

Exhibit 5.2.5 Frequency of Use
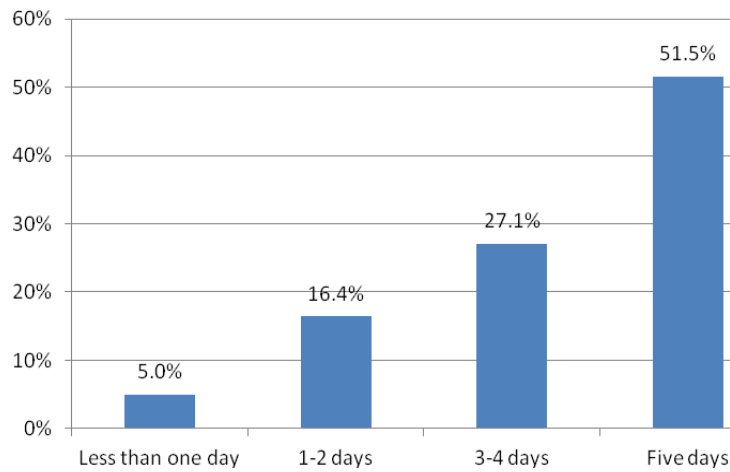
Among the out-of-area routes, Route 794 exhibits the highest rate of 5-day-per-week customers (70 percent), while Route 757 has the lowest (34.3 percent). Routes 794 and 792 have the highest percentage of occasional users (*less than once a week*) (10.0 and 8.3 percent, respectively), while Routes 757 and 791 have the highest percentage of modest users (*1-2 days a week*) (27.9 and 21.9 percent, respectively). Routes 799 and 757 have the highest percentage of fairly regular users (*3-4 days per week*) (30.3 and 28.4 percent, respectively).   Station Link Routes 501 and 502 demonstrated consistent use, with no one indicating riding less than three days per week.

Exhibit 5.2.6 Route vs. Frequency of Use
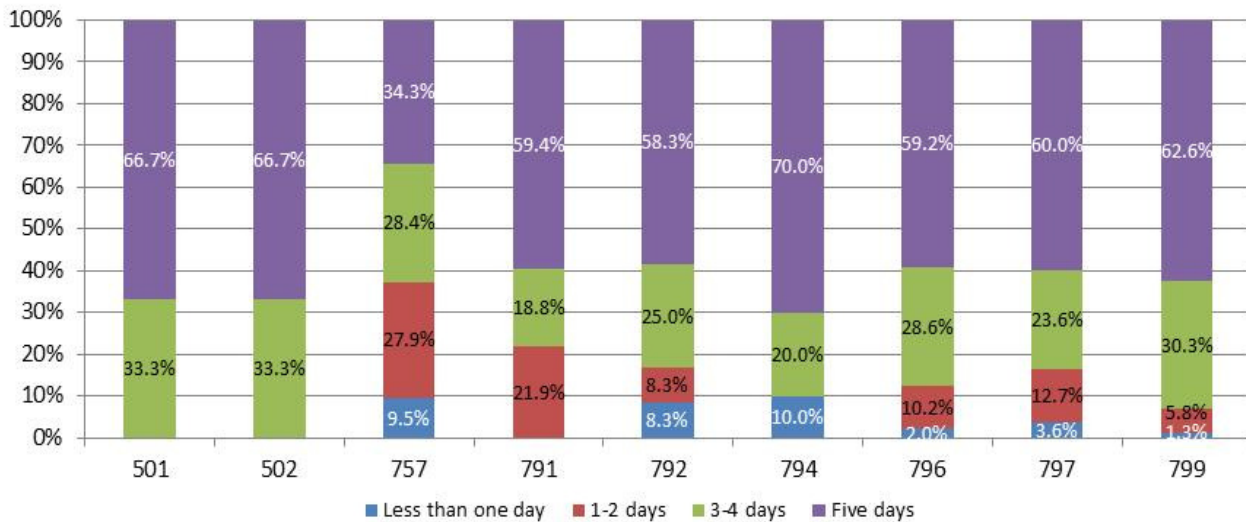
Question 9.   How long have you been a Santa Clarita commuter bus customer?

While *over five years* was the most popular response, commuter customers are fairly evenly spread between newer riders and more seasoned riders. Nearly 23 percent cited having ridden the bus for *less than one year*, possibly induced to ride due to the economy and increased gas prices.

Exhibit 5.2.7 Length of Patronage
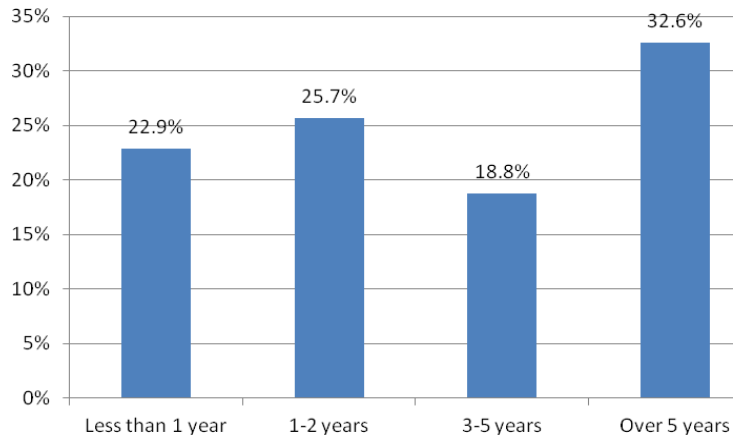
Question 10.   If Santa Clarita Transit's commuter bus service was not available, how would you travel to today's destination?

Not making the trip is not an option for most respondents, as they use the bus to commute to work. More than 38 percent said they would *drive alone*, while a nearly equal number said they would use another alternative commute method (*ridesharing*, *rail*, or *another bus*).   Nearly nine percent indicated they would get a ride from a *friend or family member*.

Exhibit 5.2.8 Mode of Travel if Bus Were Not Available
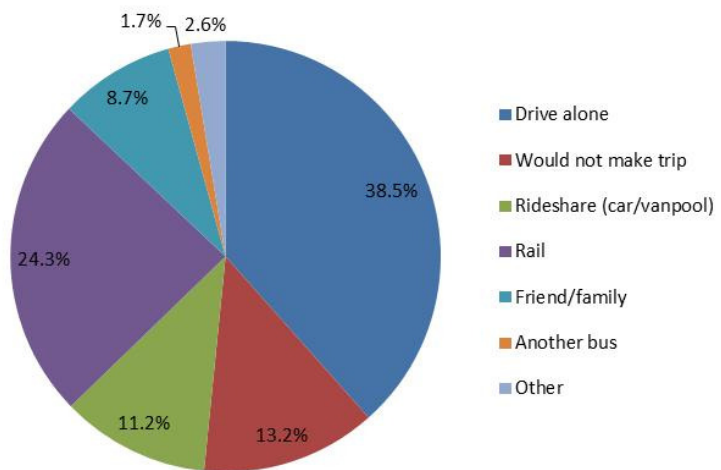
Question 11. What is the primary purpose of your trip today?

Not surprisingly, nearly 85 percent of respondents cited *work* as their primary trip purpose. Another nearly five percent said *school*, also not surprising given the service provided by Routes 792 and 797 to/from UCLA. The smallest response (1.3 percent) was by those indicating *access healthcare* as their primary trip purpose.

Exhibit 5.2.9 Primary Trip Purpose
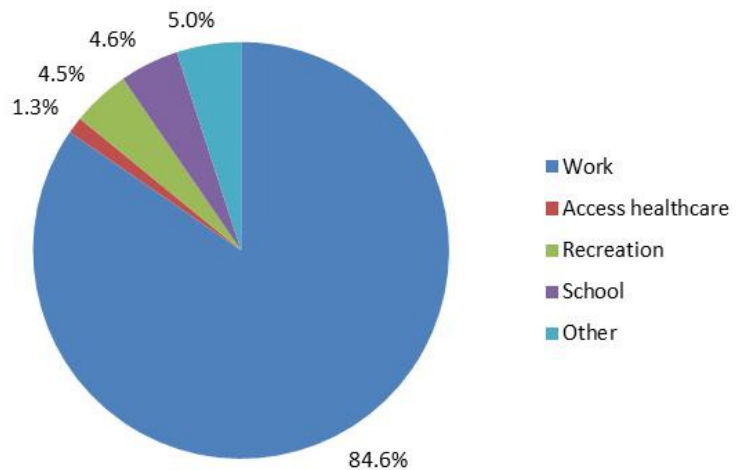
Trip purpose, when tracked by route, demonstrates some routes are used almost exclusively for *work* commutes. In contrast, Route 757 exhibits the most diverse trip purposes, as it provides service to a regional transit hub (North Hollywood Red Line Station). It is also not surprising to see *school* cited as a trip purpose for Routes 792 and 797, given their proximity to the UCLA campus. *Access healthcare* was cited as a trip purpose only on Routes 757 and 799, while *recreation* was a trip purpose only on Routes 757 and 797. *Other* purposes were only indicated on Routes 757 and 791. The majority of *other* responses were of a personal nature, including traveling on holiday, shopping, or visiting friends or family.

Exhibit 5.2.10 Route vs. Primary Trip Purpose
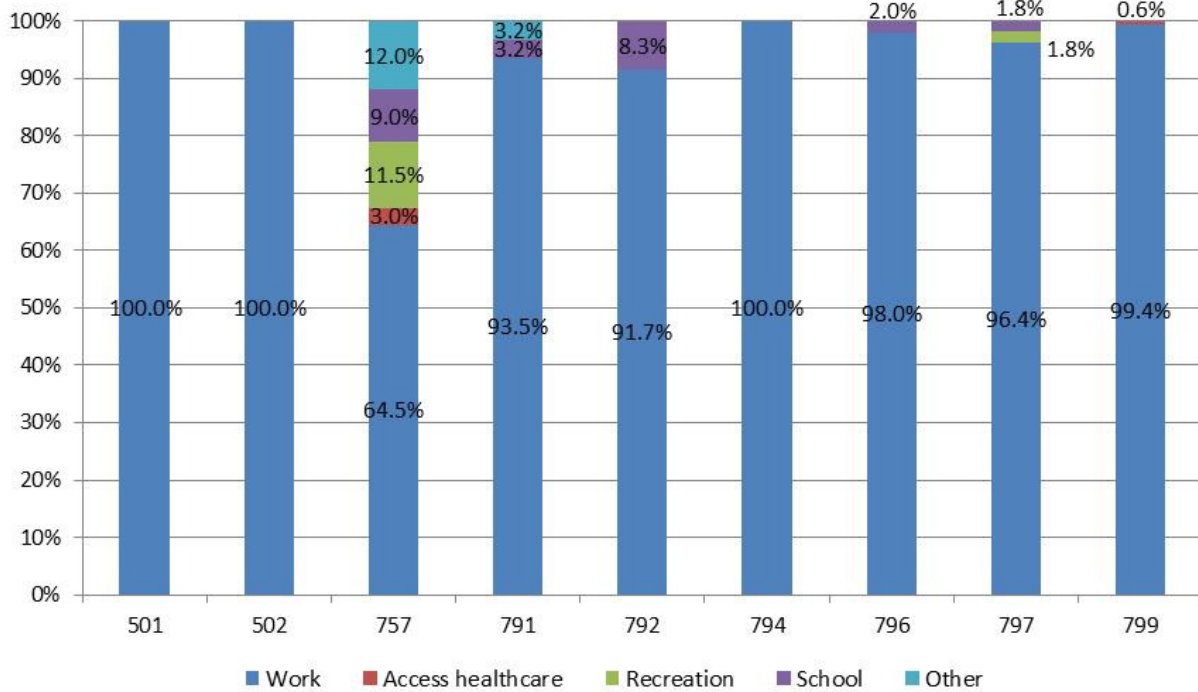
When comparing trip purpose to frequency of use (Question 8), it is apparent that the majority of those who ride five days a week are doing so to access work or school. Less frequent use is seen primarily in other, less consistent trip purposes. However, the 41.8 percent of those traveling to work and the 52 percent of those traveling to school who do not use the service five days a week represent a key growth opportunity.

Exhibit 5.2.11 Primary Trip Purpose vs. Frequency of Use
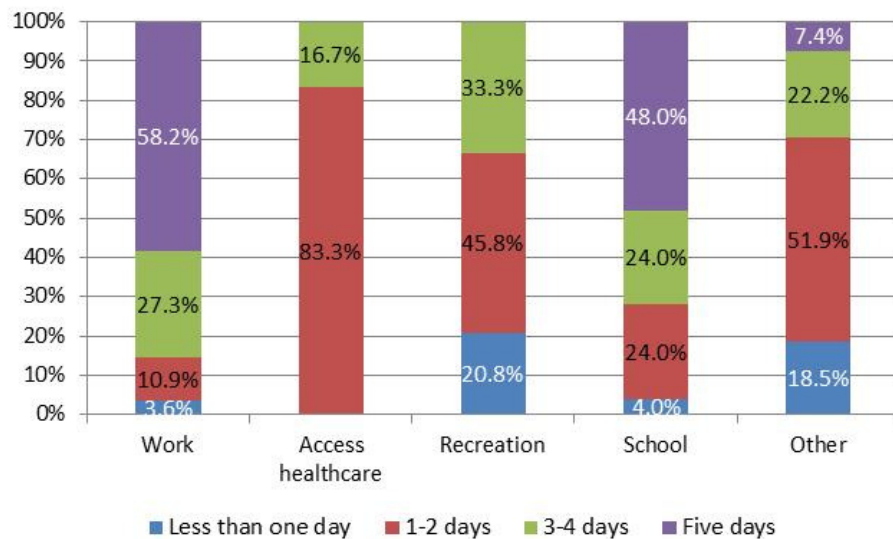
Question 12. How did you pay for this trip?

Customers prefer to pay on a single-ride basis, as demonstrated by the 73 percent of respondents that selected *cash* or *TAP cash* as their response. This is unsurprising, as a Santa Clarita Transit monthly pass offers only a modest savings, if any, over paying cash fares across a normal work month. In fact, monthly pass holders who only use the bus for work commutes could actually wind up paying more than they would for single rides if they do not ride the bus for one or more days during the month.

Exhibit 5.2.12 Fare Media Used
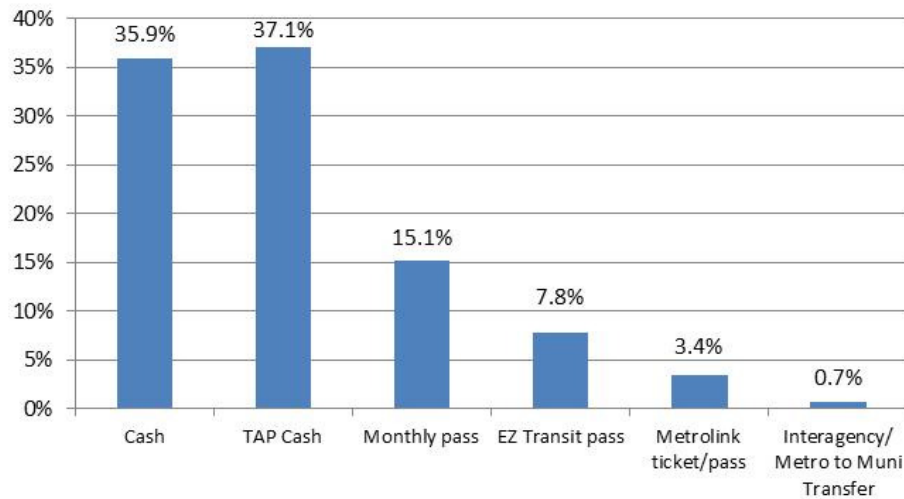
The popularity of different fare media types varies by route. *Cash* is the most popular form of payment on Routes 501 and 757. *Metrolink tickets/passes* were only used on Routes 502, 757, 794, and 799. *TAP cash* was most popular on Routes 799, 796, 797, and 792. *Monthly passes* were used by the highest percentage of respondents on Routes 797, 794, and 799. Station Link Route 502 was unique in that no respondents cited using *cash*, only *monthly passes* and *Metrolink passes/tickets*.

Exhibit 5.2.13 Route vs. Fare Media Used
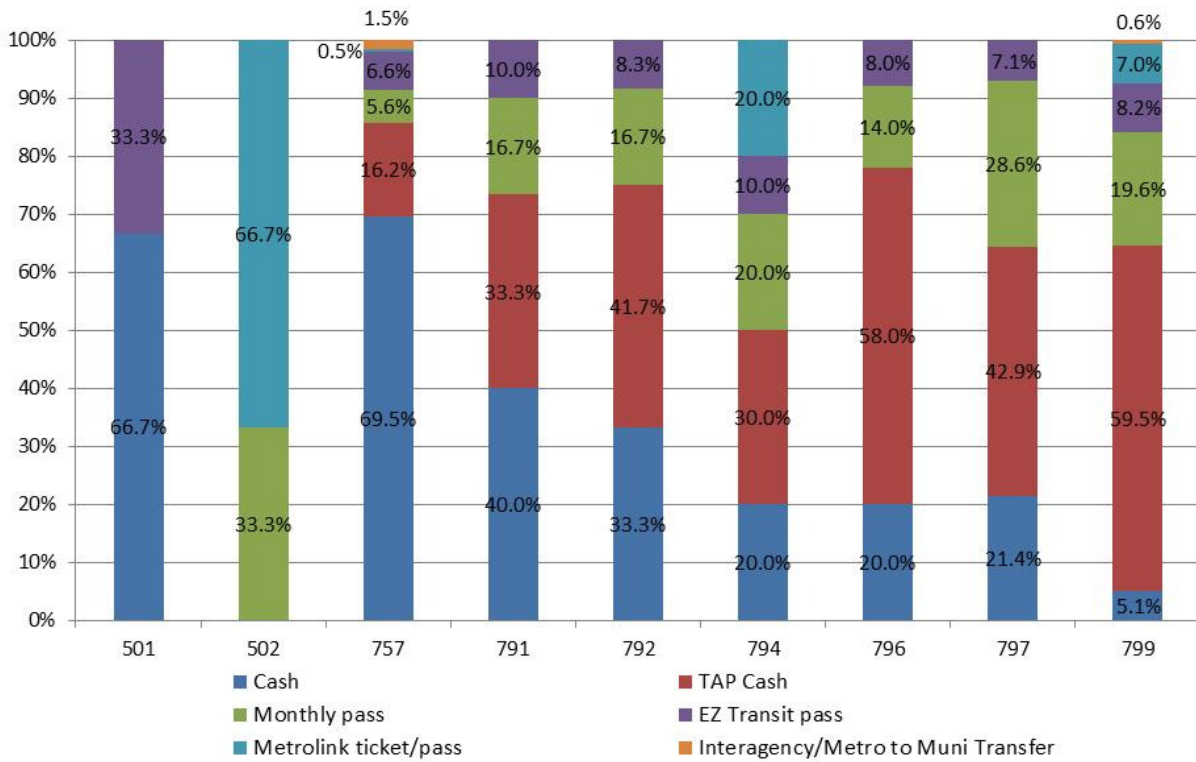
It also is interesting to note how the type of fare media used correlates with age. *Cash* is the primary fare media used by those in the *18-30* age group, and use of this medium decreases as the age of the respondents increases. *TAP cash* is least used by the *18-30* age group, increases as the age of the respondents increases, and decreases slightly between the *51-59* age group and the *60+* age group. Those over 60 and under 18 are most likely to use *monthly passes*. *Metrolink tickets/passes* were most used by those in the *41-50* age group, but otherwise fairly evenly spread.

Exhibit 5.2.14 Fare Media Used vs. Respondent Age
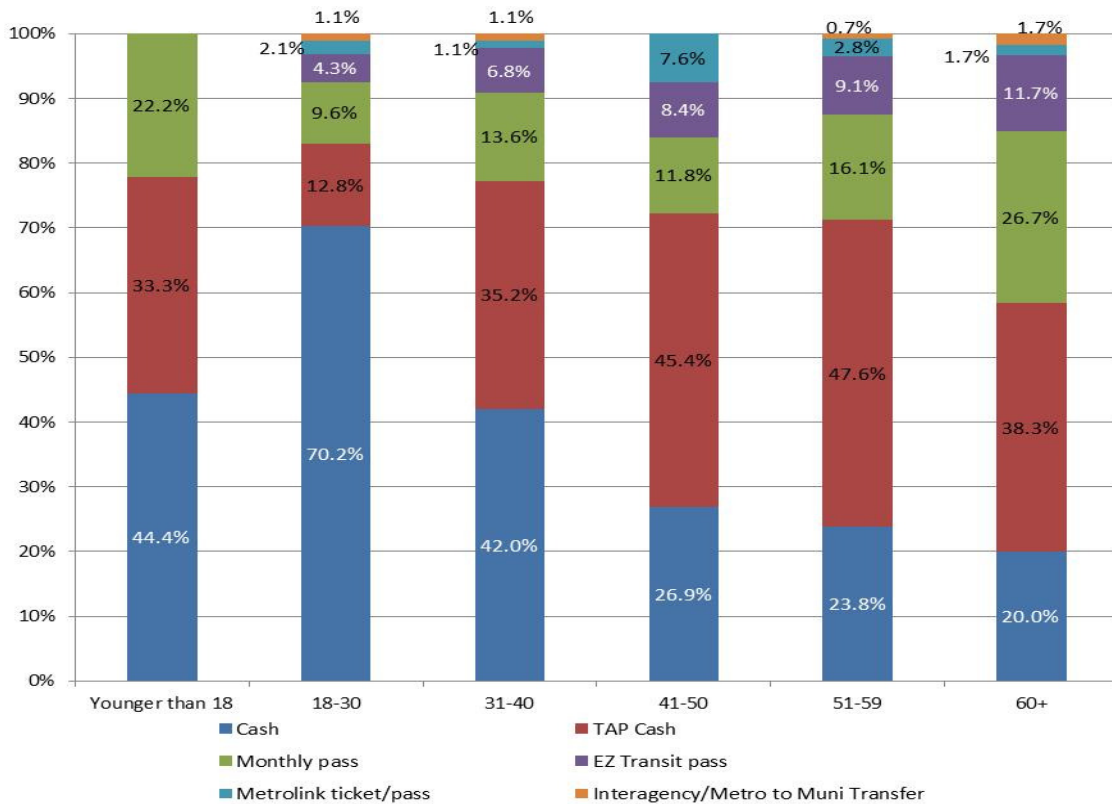
Question 12a. If a pass was used, where did you purchase the pass?

The most-cited responses regarding pass purchases were *Santa Clarita City Hall* (22.8 percent), *online* (15.6 percent), *Saugus Drugs* (15.2 percent), and *other* (23.6 percent). Among *other* responses, *UCLA* garnered the most (9), with *Union Station* and *Metrolink Station* each receiving 7. Railroad Café had 5 responses, Mail America 3, and Vons 1. Some *other* responses also indicated that they purchased passes outside of the Santa Clarita Valley such as, Universal Studios 2, Lancaster City Hall 1, and Los Angeles City Hall 1.   (Note: Given there were 276 responses to this question and only 141 respondents cited use of a pass, it can be assumed some of these purchase responses pertain to a stored-value TAP card.)

Exhibit 5.2.15 Pass Purchase Location
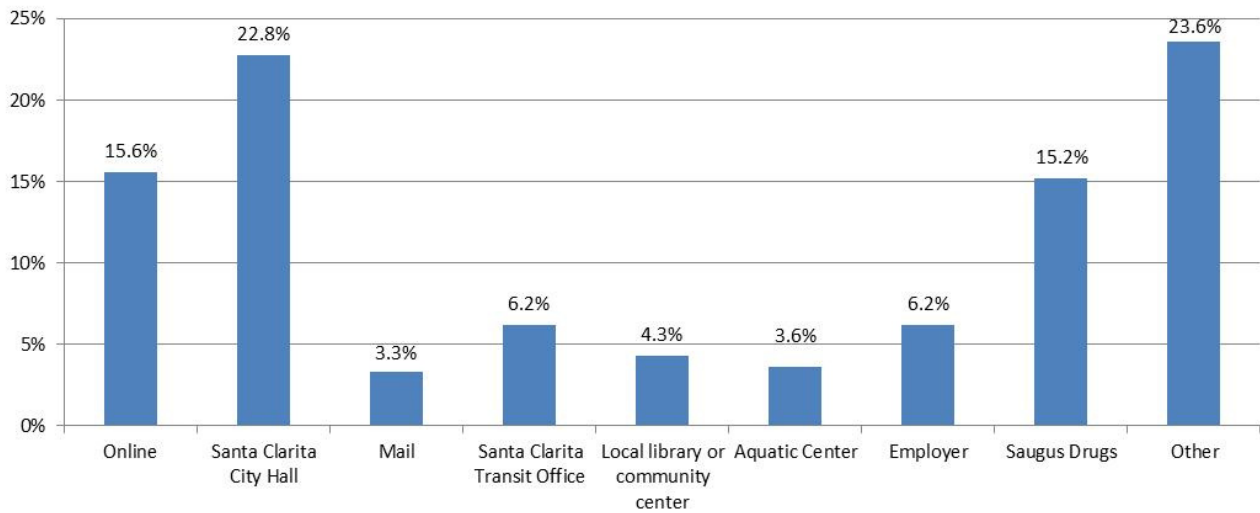
Question 13. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics.

Overall satisfaction with Santa Clarita Transit's commuter service is high. Nearly 88 percent of respondents ranked it as *excellent* or *good*, with a mean (average) score of 3.22 out of a possible four points. *On-time performance* was the lowest-scoring attribute (mean score of 2.95), with just over 72 percent ranking it *excellent* or *good*, and nearly 22 percent ranking it as *fair*. This attribute also received the highest number of *poor* ratings (5.8 percent). *Safety onboard* was the highest ranked attribute (mean score of 3.34), followed by *availability of seating onboard* (3.20), *vehicle cleanliness* (3.17), and *cost of bus travel* (3.10).

Exhibit 5.2.16 Customer Satisfaction
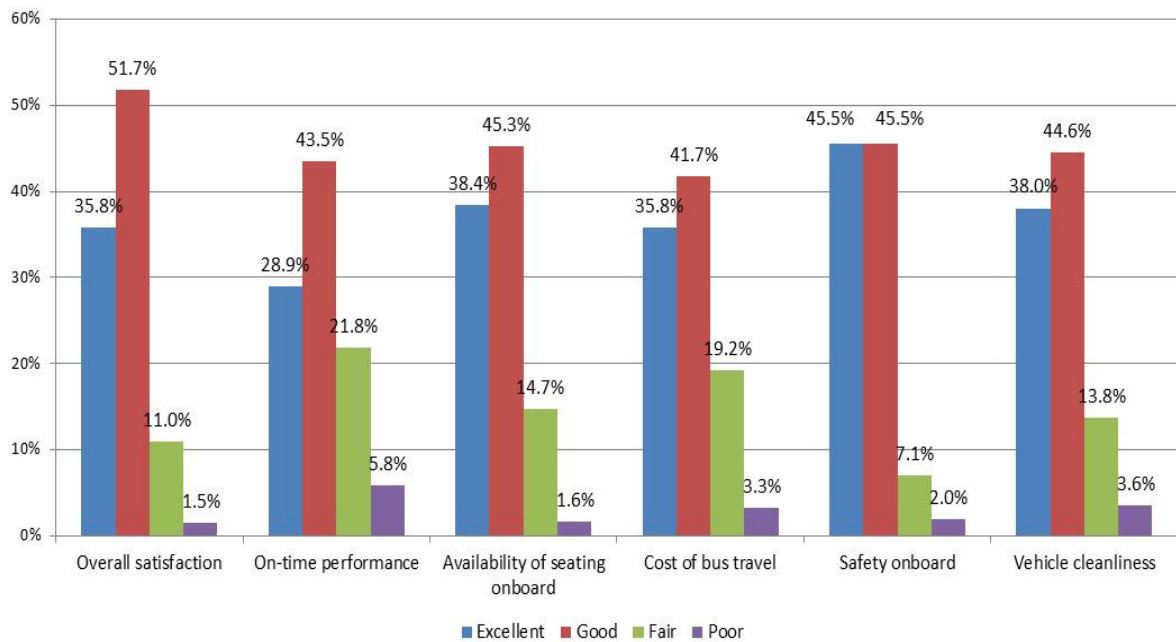
Question 14. What service change would encourage you to use the service more often?

Nearly 30 percent of respondents said they would use the service more often if there was an increase in frequency. This response was distributed evenly among all routes, with the exception of Route 757. Increased frequency accounted for 34 percent of responses from those who completed the survey on Route 757. Nearly 20 percent of all respondents said nothing would encourage them to use the service more. This is unsurprising, as many respondents already use the service consistently for travel to and from work. The opportunity for increasing ridership among current riders lies in those who only commute to work by bus part of the week as well as those who use the service for non-work trips.

Exhibit 5.2.17 Desired Service Change
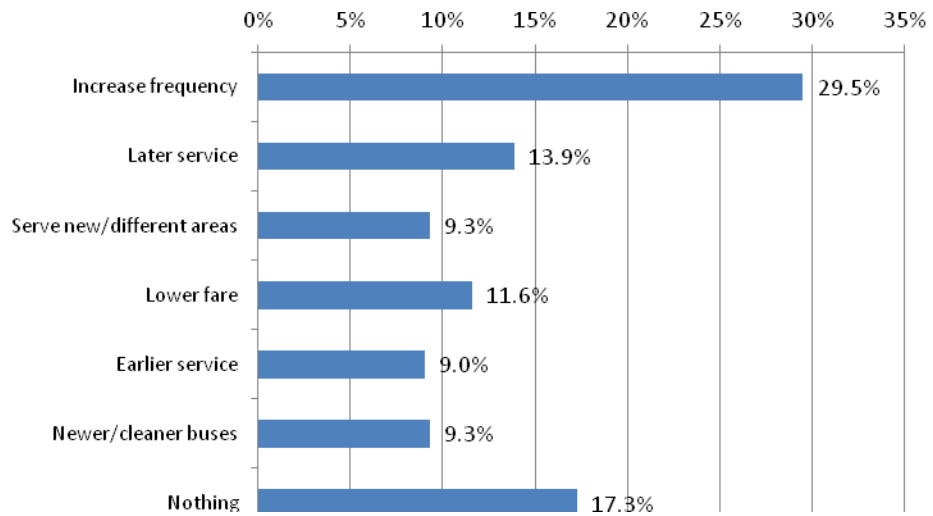
As in prior discussions, responses to Question 14 varied by route. Of the three responses collected from Route 501, two requested *later service* and one *newer/cleaner buses*. Route 502 was more evenly spread across the choices, though no one indicated *later service*, *serve new/different areas*, or *nothing*. Route 757 demonstrated the largest call for *increased frequency* (34.0 percent) and the fewest *nothing* responses (10.2 percent). Route 792 had the largest percentage of *nothing* responses, most likely due to many of its riders already riding three to five days a week.

Exhibit 5.2.18 Route vs. Desired Service Change
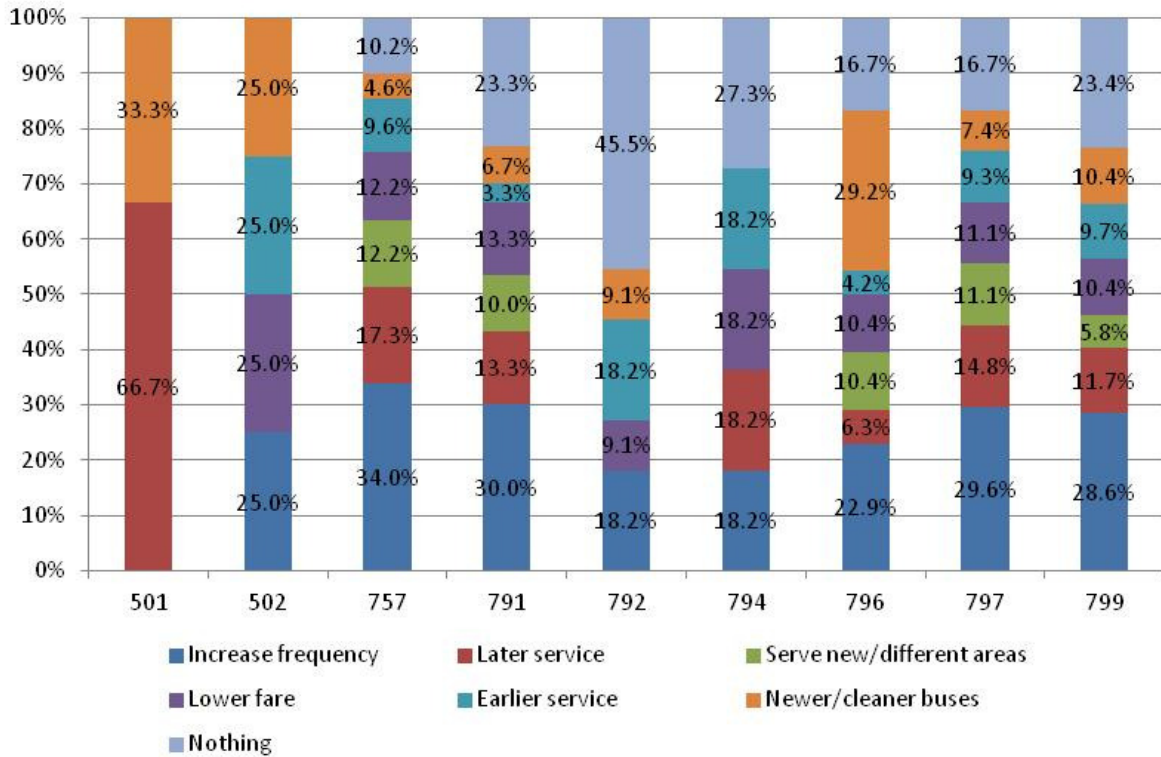
While *serve new/different areas* was one of the least-selected options, there were indications of preferences for additional service areas. These could be divided into two groups – additional commuter stops within the Santa Clarita Valley and additional service outside of the Santa Clarita Valley. In this first group, the most-requested area was the *Via Princessa Metrolink Station* (four responses), followed by *Castaic/Hasley Canyon* and *Copper Hill/Rio Norte* (two responses each). Other locations in this group included:

- Stevenson Ranch shopping area,
- East on Soledad Canyon to Sierra Hwy,
- Sierra Hwy and Vasquez Canyon, and
- Sand Canyon.

Outside of the Santa Clarita Valley, the most requested destinations were *Granada Hills* and *Pasadena*, with two responses each. Other locations in this group included:

- Acton Station,
- Burbank,
- Canoga Park,
- Glendale,
- Granada Hills,
- Lancaster,
- More stops in the San Fernando Valley,
- More stops around UCLA,
- North Hills,
- Pacoima,
- South Bay,
- Thousand Oaks,
- Van Nuys, and
- Ventura.

Question 15. Are you familiar with the following services offered by the City of Santa Clarita?
Nearly 80 percent of respondents either did not answer this question or indicated they were not familiar with any of the services listed. Fewer than 10 percent cited knowledge of the City's Transit Information Network (Vehicle Tracking/Bus Arrival) resources. The City should consider increasing promotion of these resources, particularly among current customers. (Note: This survey took place prior to the installation of QR codes at all bus stops in July 2012.)

Exhibit 5.2.19 Familiarity with City Transit Information Resources
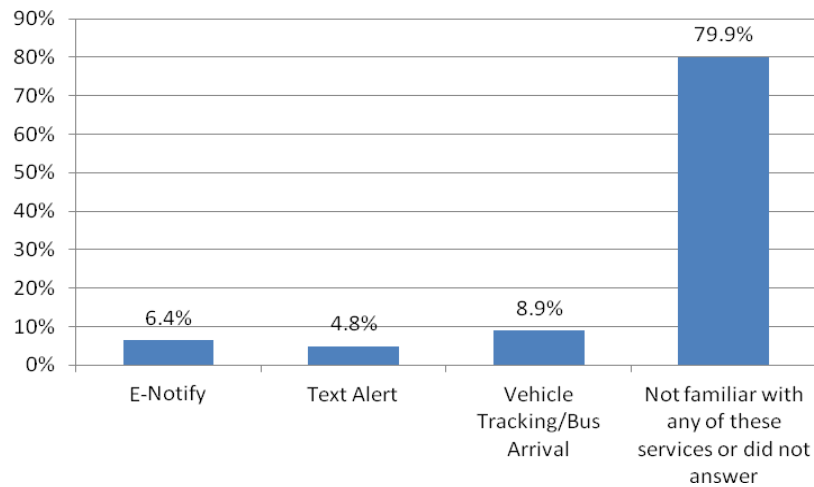
Among those who responded to the question, those *younger than 18* and in the age groups *31-40* and *51-59* exhibited the most knowledge of the services listed. Those in the *31-40* age group had the highest familiarity with vehicle tracking/bus arrival, while those in the *younger than 18* and *51-59* age groups had the highest familiarity with the e-Notify service. Interestingly, those *60 and over* had the highest percentage regarding knowledge of the text alert service, followed closely by those in the *41-50* age group. Those in the *41-50* age group were least likely to have heard of the listed services.

Exhibit 5.2.20 Familiarity with City Transit Information Resources vs. Respondent Age
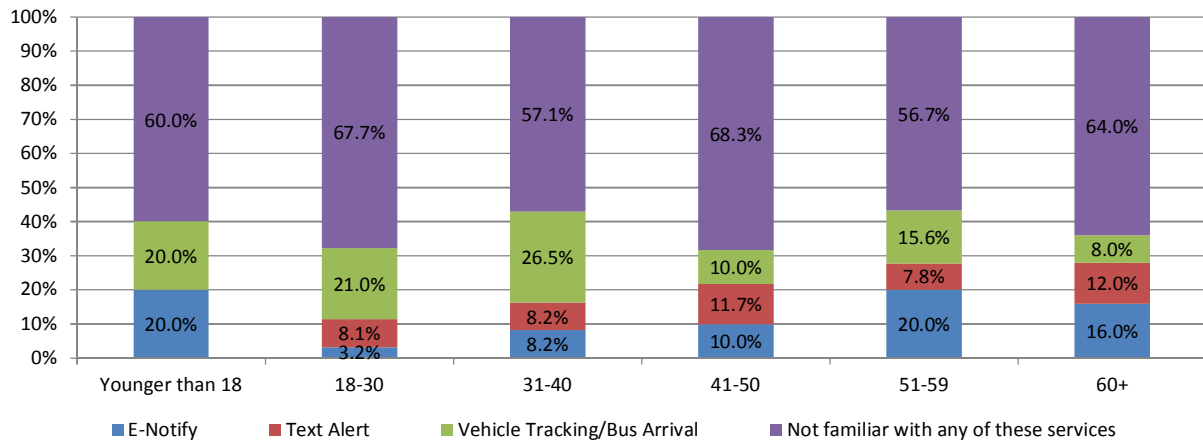
Question 16. Do you have a valid driver license?
Question 17. Did you have a car available to make this trip?

The majority of respondents can be classified as "choice riders," as they possess both a valid driver license (79 percent) and had a car available to make the trip (68 percent). However, further analysis reveals that not all routes are equal in regard to choice riders. In Exhibit 5.2.22, it is apparent that Route 757 has the highest number of riders without either a valid driver license (40.6 percent) or access to a vehicle (60.9 percent). Route 799 exhibited the highest percentage of choice riders, with 97.5 percent of respondents citing possession of a valid driver license and 94.9 percent having a vehicle available for the surveyed trip. All respondents from Route 792 indicated having a valid driver license, but only 83.3 percent had a vehicle available.

While Route 501 demonstrates a similar ratio to Route 757 regarding valid driver license and 100 percent ride dependence pertaining to vehicle availability, it has been excluded from this comparison due to its extremely low representation (three responses). Route 502 received a comparable number of responses (five), though its ratios fall very much in line with other commuter routes.

Exhibit 5.2.21 Route vs. Driver License and Vehicle Availability
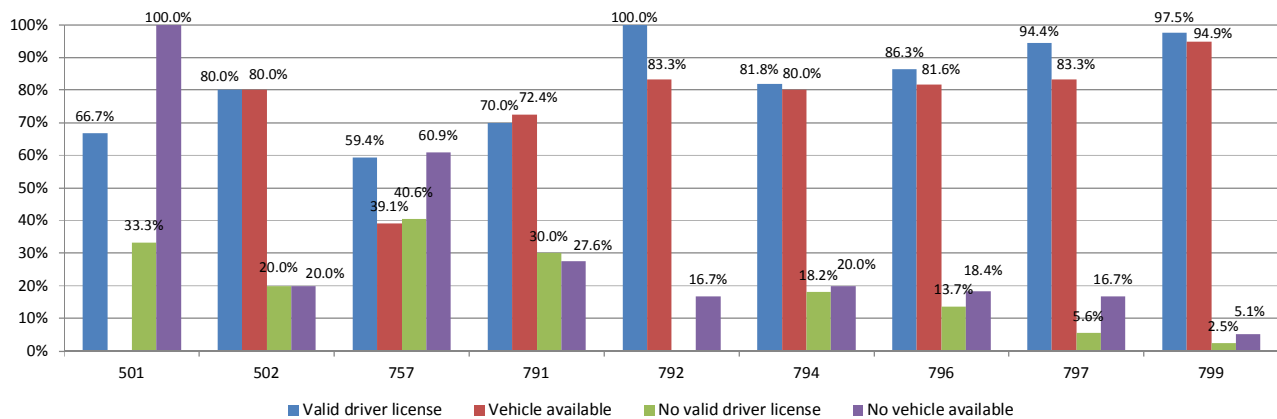
Question 18. What is your age?

The vast majority of respondents can be considered "working-age adults." Very few respondents were under 18 (1.6 percent) or over 60 (10.8 percent). The highest single response was *51-59* (26.5 percent), with *41-50* (21.7 percent) close behind. This is very much in line with the trip purposes cited in Question 11, wherein nearly 85 percent said they were traveling to or from work.

Exhibit 5.2.22 Respondent Age
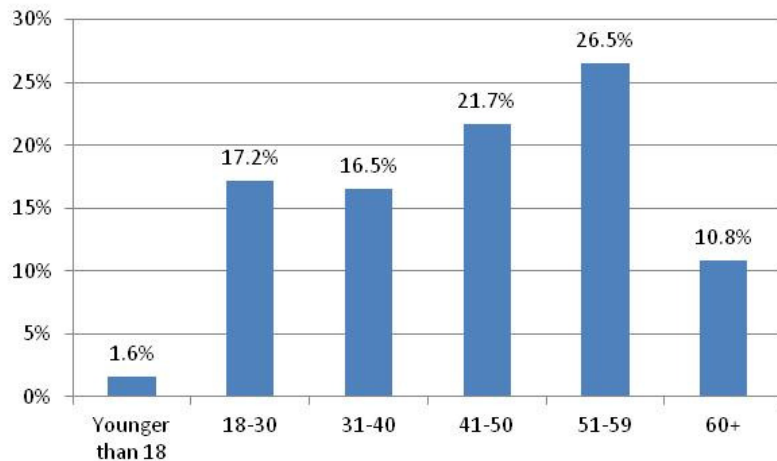
Question 19. Do you speak a language other than English at home?

Nearly 95 percent of respondents took the survey in English. Nonetheless, 30.4 percent of respondents (160 persons) cited speaking a language other than English at home. The most frequently cited languages were *Spanish* (10.7 percent), *Tagalog* (2.7 percent), *Chinese* (including both Cantonese and Mandarin) (2.1 percent), and *Filipino* (1.4 percent). Twenty-three additional languages each garnered less than one percent of responses each. These languages included the following:

- African Lingua
- American Sign Language
- Amharic
- Bengali
- Dutch
- Farsi
- French
- German
- Gujarati
- Hindi
- Igbo

- Indonesia
- Italian
- Japanese
- Korean
- Portuguese
- Russian
- Swahili
- Tamil
- Thai
- Vietnamese
- Yoruba

There did not appear to be any correlation between language spoken at home and route.

Question 21. What was your total household income in 2011?
The majority of respondents (53.3 percent) cited a household income of *$55,000 or more* annually. This is unsurprising given the relatively modest level of ride-dependence as demonstrated by vehicle availability. *Under $15,000* was the second most-frequent response, representing 14.5 percent of the sample.

Exhibit 5.2.23 Respondent Household Income
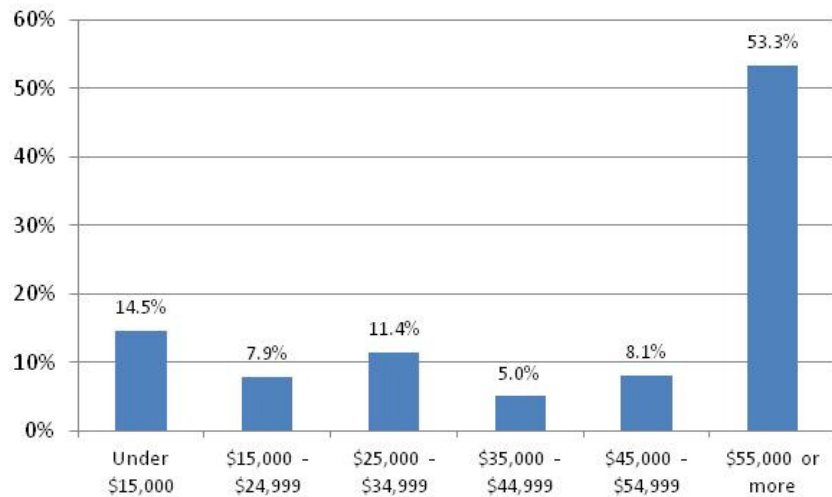
There appears to be a strong correlation between annual household income and fare media. Those indicating lower income levels (under $35,000) are far more likely to use cash rather than any prepaid fare media, including stored value on a TAP card. Those with an income of $55,000 or more are more likely to use *TAP cash* (52.8 percent) or a *monthly pass* (18.9 percent) and least likely to use *cash* (14.6 percent). (See Exhibit 5.2.24.)

There did not appear to be any clear correlation between household income and language among commuter customers. Those indicating an income of *$55,000 or more* tended to speak English at home (72 percent). However, the overall distribution of languages indicates nearly 70 percent of all survey respondents speak English at home, which makes this figure less reflective of income and more reflective of the survey sample as a whole.

Route 799 had the greatest percentage of customers indicating a household income of *$55,000 or more* (87 percent).

Exhibit 5.2.24 Respondent Household Income vs. Fare Media Used
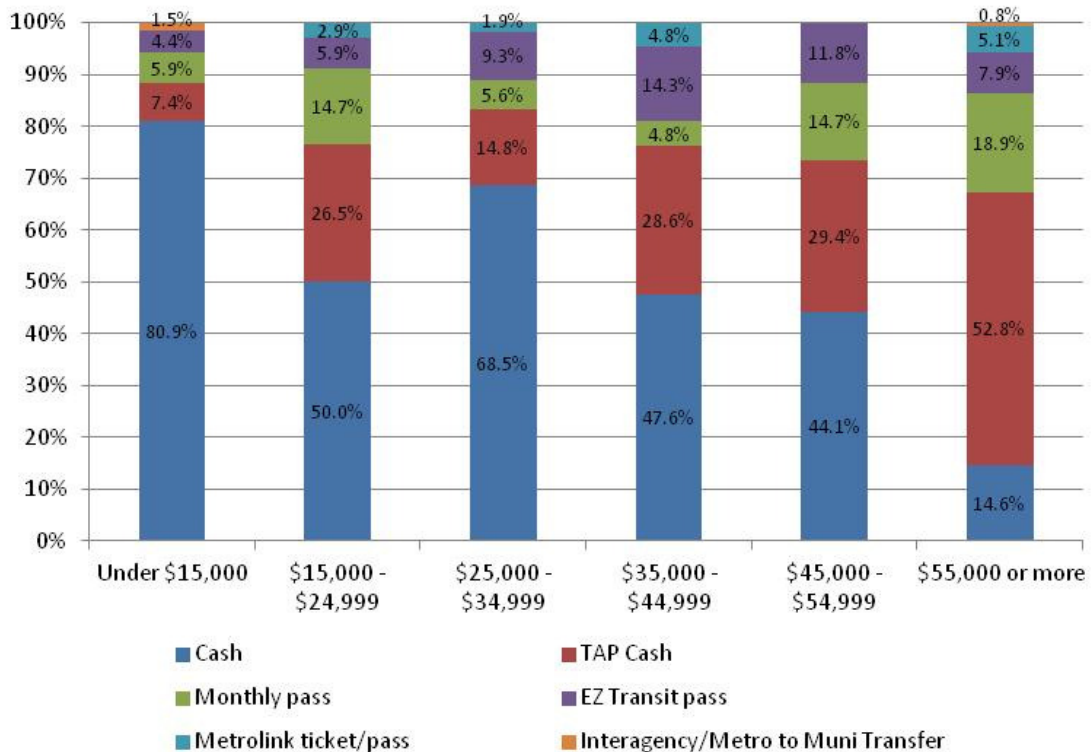
Analysis of Key Findings

As stated at the beginning of this section, the commuter customer survey enabled the development of a profile of the typical commuter customer. To restate, the typical Santa Clarita Transit commuter customer:

- Is between the ages of 31 and 60 with an annual household income of more than $55,000.
- Speaks English, but may speak another language at home.
- Is a choice rider (has a valid driver license and a vehicle available for the trip).
- Accesses the bus stop by driving, leaving his car at a Metrolink station.
- Walks to their final destination.
- Rides the bus five days each week.
- Has been a commuter customer for at least a year.
- Uses the bus to commute to work.
- Is most likely to drive alone or take the train if the bus were not available.
- Pays on a per-trip basis (either with cash or stored value on a TAP card).
- Rates most service attributes as good or excellent, but may rate on-time performance lower.
- May be encouraged to ride more if the buses were more frequent.
- Is not familiar with the City's notification tools/services.

With this profile in mind, the following key findings must be considered.

1. Route 757 has a distinctly different profile from other commuter routes. This route exhibits a higher degree of ride-dependence as well as more varied trip purposes. It should be considered separately from other commuter routes in terms of marketing and service adjustments.

2. Routes 501 and 502 also exhibit some different characteristics from other routes, especially given their limited service. However, the minimal response to the survey from these riders makes it difficult to draw significant conclusions about a typical rider profile.

3. Commuter customers are largely choice riders. This means they are motivated differently from other, more ride-dependent customers (as may be found on local fixed-route). Commuter customers typically have other options, so maintaining the value of the commuter service is key in terms of both retaining current customers and growing ridership.

4. Commuter customers prefer to pay on a per-ride basis, either through cash or stored value on a TAP card.

5. Most commuter customers do not know about the electronic resources available for tracking their bus. These should be better promoted to maximize their value.

6. Based on the customer satisfaction questions, commuter customers feel the service does well except in the area of on-time performance. While there were some calls for more frequent buses, the primary need is for the buses to run on time consistently. Better on-time performance, combined with increased promotion of vehicle tracking tools, should help to mitigate this issue.

7. Finally, Santa Clarita Transit should look at ways to boost ridership among current customers in addition to recruiting new riders. While many current customers cited riding five days a week, there were also many who said they ride just 1-4 days per week. Particularly given the propensity to use cash or TAP cash on commuter routes, increasing trips by current customers will result in an increase in fare revenue.

5.3 COMMUNITY OPINION SURVEY

Methodology

To garner feedback from the general public, community surveys were distributed to residents of the Santa Clarita Valley, regardless of whether they used transit. It is important to survey the general community to develop service recommendations that may enhance transit's position as a mobility option, particularly among "choice riders." Community surveys were conducted between 11:00 a.m. and 8:00 p.m. on May 29-30, 2012. These hours were selected to ensure working-age adults had ample opportunity to participate. Survey locations included:

- Gateway Village (Valencia),
- Castaic Shopping Center (Castaic),
- Valencia Marketplace (Stephenson Ranch),
- Hasley Canyon Village (Castaic),
- Vallarta Supermarket (Newhall),
- Lyons Plaza (Newhall),
- College of the Canyons (Santa Clarita),
- Val Verde Park (Val Verde), and
- Several gas stations throughout Newhall.

The community survey was made available in English and Spanish, conducted by a survey team comprised of bilingual (English/Spanish) surveyors. The materials used to collect the community survey were similar to those used for the onboard survey (clipboard, pen, survey sheet). To encourage participation, an incentive (a random drawing for one of two $25 VISA gift cards) was offered for completion of the survey. The community survey was designed with the following objectives:

- Identify percentage of Santa Clarita Valley residents using transit,
- Identify community satisfaction with various system aspects, and
- Identify and prioritize potential transit service enhancements that would remove barriers to and increase ridership.

An online version of the community survey was also promoted via the City's e-Notify program and on its website. Making the survey available in an online format facilitated participation by individuals who did not participate in any of the intercept survey locations. More than 300 surveys were collected online to supplement those collected in person. A total of 1,034 valid responses were received.

Survey Findings

The following summarizes the results from the community survey. Survey instruments are provided in Appendix A. Additional data are illustrated in Appendix A.

Respondent Profile. The survey included voluntary questions regarding respondent demographic characteristics, including age, gender, home language, and primary means of transportation. These characteristics make up the profile of a typical Santa Clarita Valley resident. The typical Santa Clarita Valley resident:

- Is an English-speaker between the ages of 18 and 50 with an annual household income of $55,000 or more.
- Lives in Valencia (26.7 percent) or Canyon Country (23.3 percent).
- Has lived in the Santa Clarita Valley for more than five years (74 percent).
- Has not used Santa Clarita Transit in the 90 days preceding the survey period (67.8 percent).
- Might be encouraged to use transit (or use transit more) if they no longer had access to a personal vehicle (25.4 percent of riders, 42.5 percent of non-riders).
- Drives alone as her primary mode of transportation (77.9 percent).
- Is not employed in the Santa Clarita Valley (56.1 percent) and does not attend school in the Santa Clarita Valley (71.5 percent).
- Is not considered ride-dependent – has a valid driver license (84.9 percent) and access to a personal vehicle (88.1 percent).

Survey Questions

Question 1 pertained to home location. Question 19 pertained to gender. They are not reviewed in detail here. A discussion of the remaining questions is presented below.

Question 2. What is your home zip code?

Using the home zip code provided by respondents, we can assess which areas within the Santa Clarita Valley drew the greatest responses. The highest percentage of responses were from Valencia (26.7 percent), followed by Canyon Country (23.3 percent) and the City of Santa Clarita (15.9 percent). Newhall, Castaic/Val Verde, and Stevenson Ranch comprised the remainder of the sample. Fewer than three percent of responses were from outside the Santa Clarita Valley. Among the Santa Clarita zip codes included were 91350, 91380, and 91390.
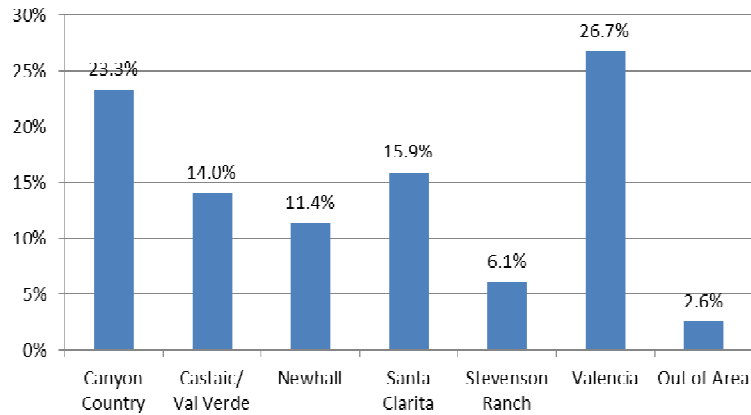
Question 3. How long have you lived in the Santa Clarita Valley?

The majority of residents (74 percent) surveyed have lived in the Santa Clarita Valley for more than five years. Only one percent reported being very new to the area (less than one year), with nearly ten percent having lived here for 1-2 years. More than 20 percent cited living in the Santa Clarita Valley for more than 20 years.

Exhibit 5.3.2 Length of Residence
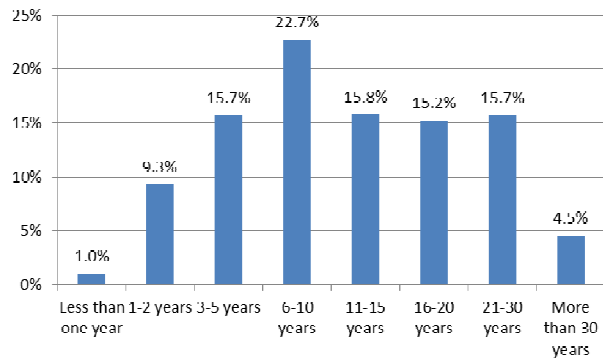
Question 4. Have you used Santa Clarita Transit in the past 90 days?

Fewer than one-third of respondents (30.2 percent) cited having ridden Santa Clarita Transit within the 90-day period preceding the survey period.

Questions 5 through 9 were only asked of those who indicated in Question 4 that they had used Santa Clarita Transit in the last 90 days. Non-rider respondents were instructed to skip to Question 10.

Question 5. Which transit service do you use most often?

Slightly more than two-thirds of respondents cited use of the *local fixed-route service* as the transit service they use most often. Nearly 30 percent indicated use of the *commuter bus service*. Only one percent indicated *Dial-A-Ride*. *Other* responses included Access Paratransit and Metro.

Exhibit 5.3.3 Preferred Transit Service (Riders)
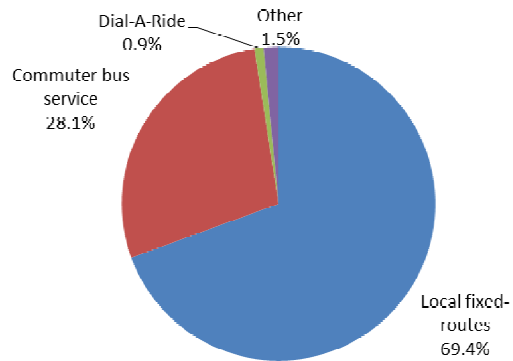
Question 6. How many times a week do you typically ride Santa Clarita Transit?

The majority of respondents indicated using Santa Clarita Transit (local, commuter, or Dial-A-Ride) at least 3 days per week (63.4 percent), with just more than one-third riding *five or more days per week*. Nearly 27 percent said they ride occasionally, *less than once per week*.

Exhibit 5.3.4 Frequency of Use (Riders)
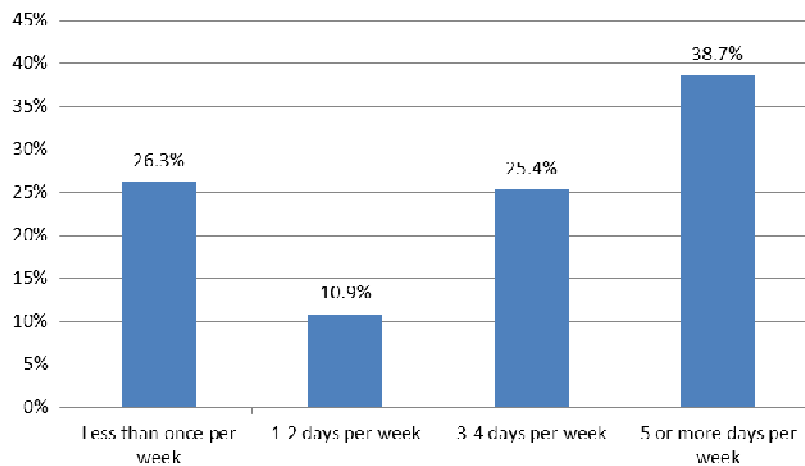
Commuter bus users were the most frequent riders, with more than half (55.8 percent) riding *5 or more days per week*. Fixed-route customers had the highest percentage of infrequent users (slightly more than 34 percent cited riding *less than once per week*). The three Dial-A-Ride users surveyed as part of this effort indicated fairly regular usage of the service (one to four days per week).

Exhibit 5.3.5 Preferred Transit Service vs. Frequency of Use (Riders)
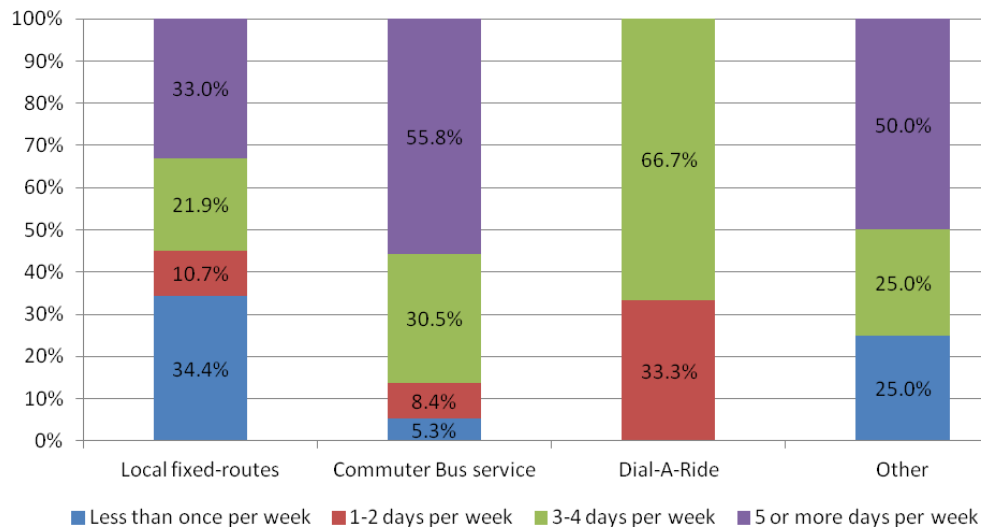
Question 7. Is there a service improvement which would encourage you to use Santa Clarita Transit more often?

The most frequently cited response was *increase frequency* (34.6 percent). Another 15 percent indicated a desire for *service to new/different areas*, while slightly less than 10 percent wanted *later service*. 19 percent of current riders said there was *nothing* that would encourage them to ride more often.

Exhibit 5.3.6 Desired Service Change (Riders)
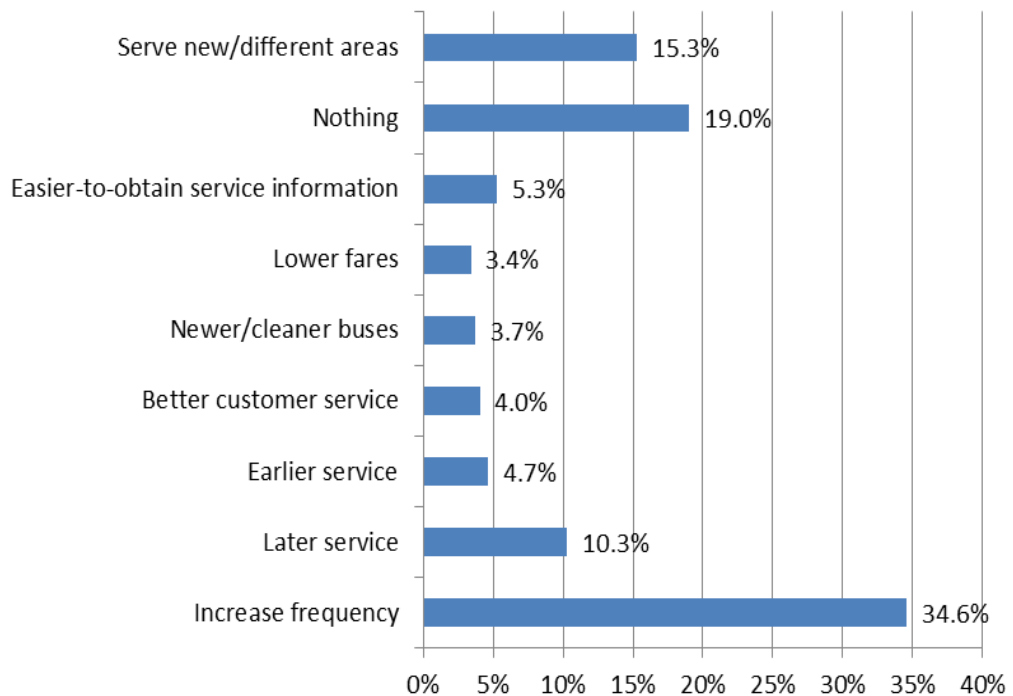
Question 8. If a fare increase was needed to implement your preferred service improvement, would you be willing to pay…

Thirty-nine percent of riders said they would support a fare increase of 25 cents, while nearly 10 percent said they would support an increase of one dollar. 38.6 percent of riders said they would not support any fare increase, even if it meant their preferred service improvement would be implemented.

Exhibit 5.3.7 Support for Potential Fare Increase (Riders)
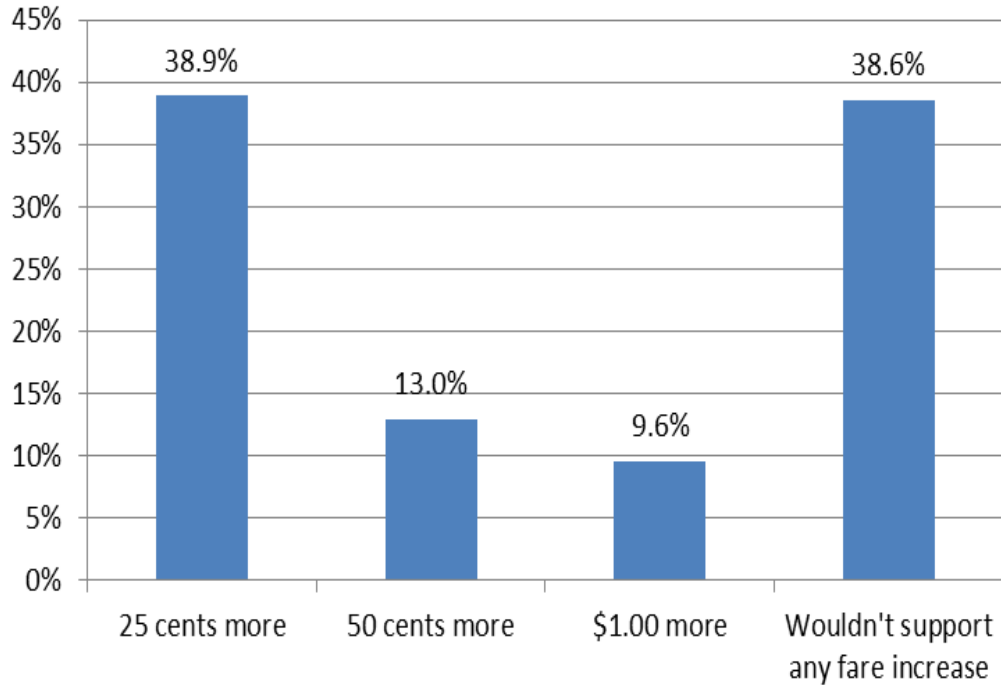
Among fixed-route and commuter bus riders, approximately 39 percent said they would not support any fare increase. Commuter customers were more likely to support a 50-cent or 25-cent fare increase, while fixed-route customers were most likely to support a 25-cent increase. All Dial-A-Ride respondents indicated a willingness to accept a 25-cent fare increase.

Exhibit 5.3.8 Preferred Transit Service vs. Support for Potential Fare Increase (Riders)
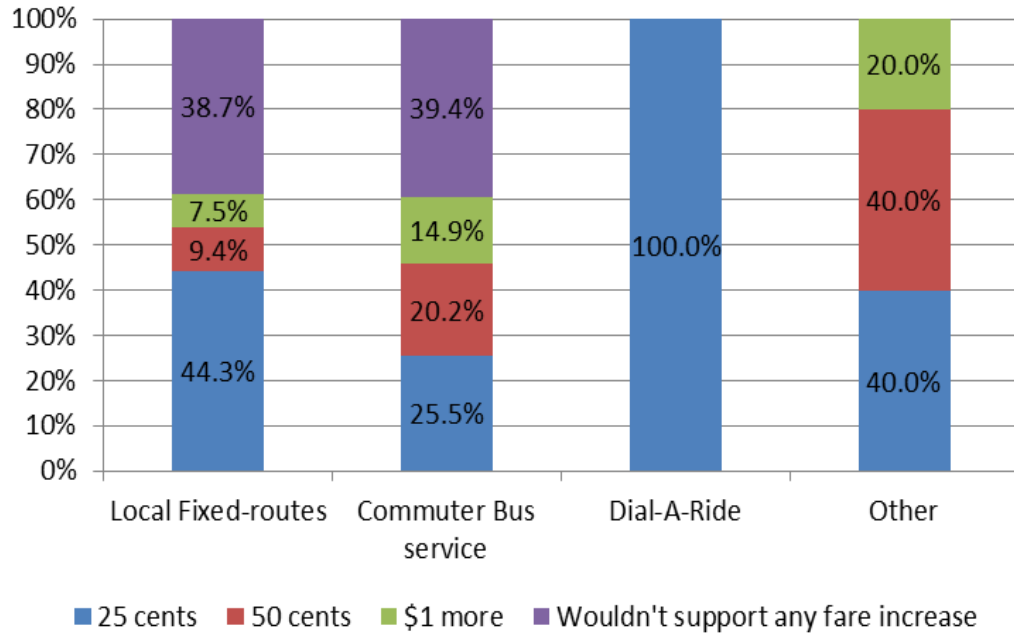
While frequency of ridership did not seem to be a major factor in ability to absorb a fare increase, some observations can be gleaned from this data. Occasional riders (*less than once per week*) were most likely to support a fare increase, with just 35.4 percent indicating they would not support such a change. Occasional riders and frequent riders (*5 or more days per week*) were most likely to support a one dollar increase. Among frequent riders, this is consistent with the previous cross-tabulation, wherein commuter bus customers (many of whom are frequent riders) were more likely to support a larger fare increase. Regular riders (those riding *3-4 days per week*) were most likely to support a small (25-cent) fare increase.

Exhibit 5.3.9 Frequency of Use vs. Support for Potential Fare Increase (Riders)
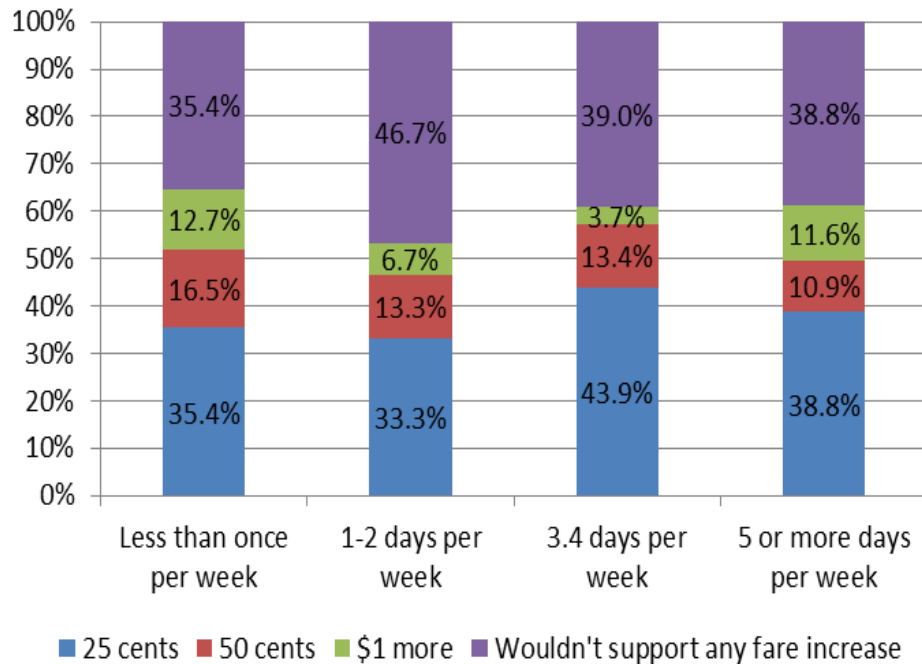
Question 9. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit more often?

Over 25 percent said the loss of a personal car would encourage them to use Santa Clarita Transit more often. However, nearly 39 percent said that no change in their personal circumstances would result in higher use of Santa Clarita Transit.

Exhibit 5.3.10 Change in Personal Circumstances (Riders)
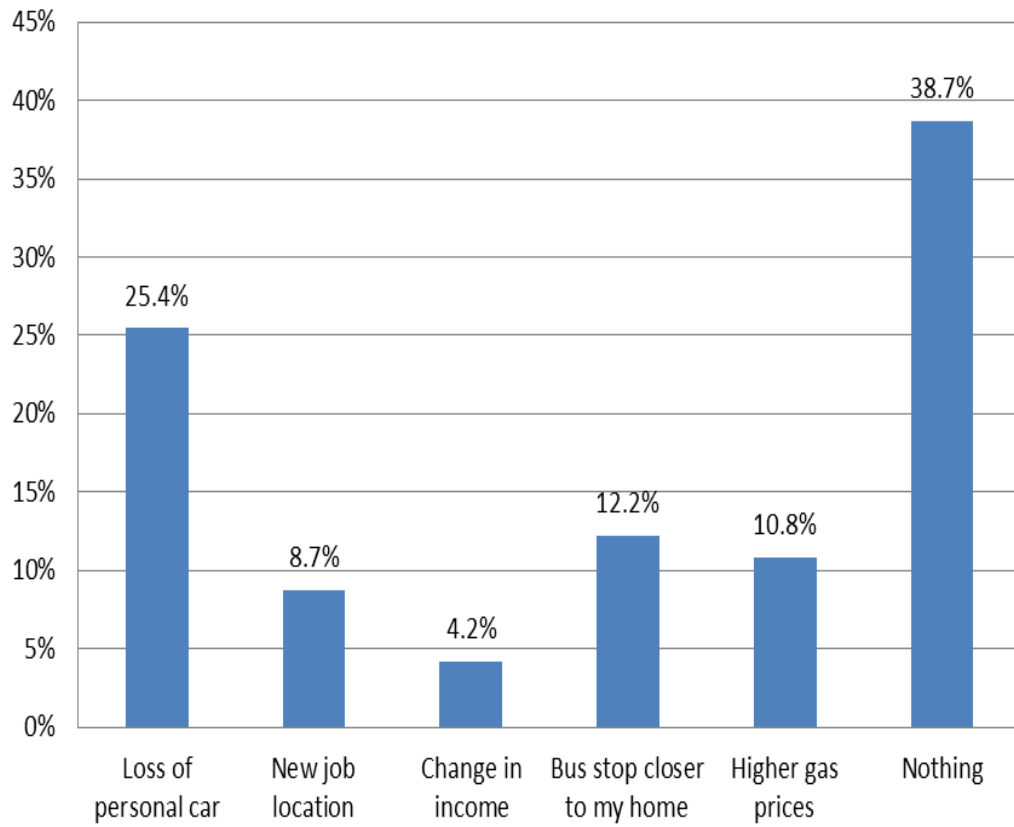
Questions 10 and 11 were only asked of those who indicated in Question 4 that they had not used Santa Clarita Transit in the last 90 days. Rider respondents were instructed to skip to Question 12.

Question 10. Is there a service improvement which would encourage you to use Santa Clarita Transit?

More than 63 percent of respondents said there was no service improvement that would encourage them to use Santa Clarita Transit. Of the improvements indicated, *increase frequency* was the most selected (12.3 percent), followed by *serve new/different areas* (10.7 percent).

Exhibit 5.3.11 Desired Service Change (Non-riders)
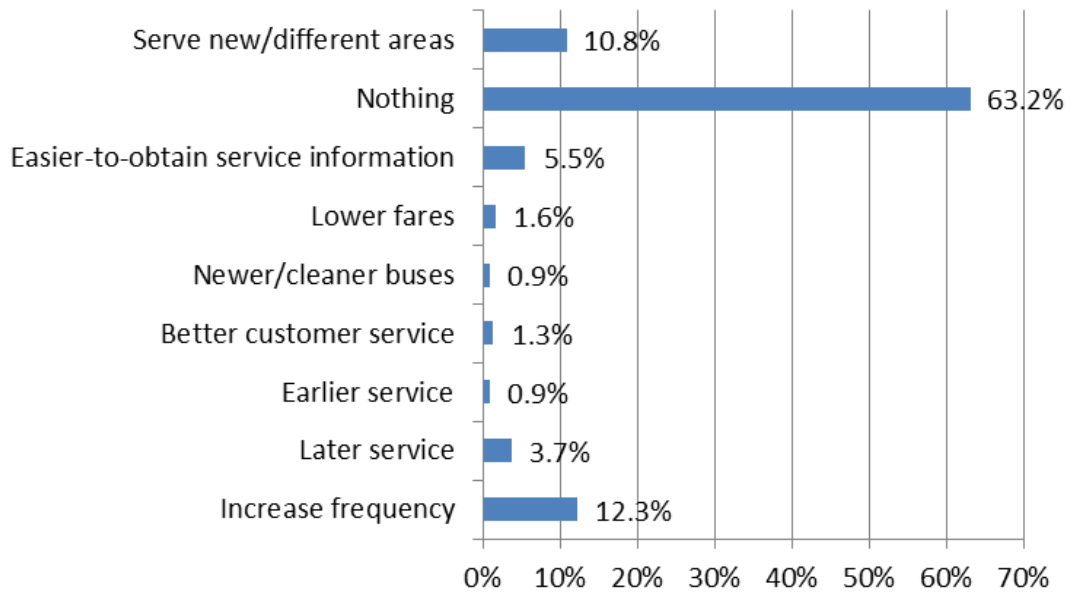
Question 11. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit?

Among non-riders, more than 42 percent said a loss of a personal car would encourage them to use Santa Clarita Transit. This was far more of a motivator than any of the other responses listed. However, 40 percent indicated nothing would encourage them to use Santa Clarita Transit. While this is not uncommon in the industry, it represents the hurdle public transportation providers face in overcoming the perception among non-riders that transit is for "someone else."

Exhibit 5.3.12 Change in Personal Circumstances (Non-riders)
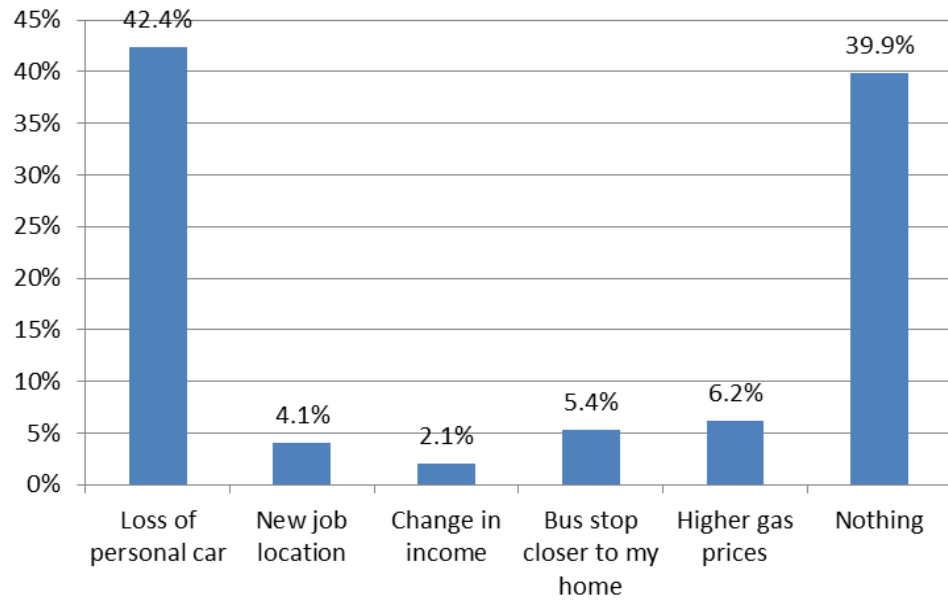
All respondents were asked to complete all remaining questions.

Question 12. What is your primary mode of transportation within the Santa Clarita Valley?
Drive alone was, by far, the most frequent response (77.9 percent). Just over 10 percent cited *public transit*, which indicates of the 30 percent who indicated having used Santa Clarita Transit in the past 90 days, 20 percent do not consider it their primary mode of transportation. Very few respondents chose *walk/bicycle* (3.8 percent), though nearly seven percent selected *carpool/vanpool*. *Other* responses included *taxi* and *motorized wheelchair*.

Exhibit 5.3.13 Primary Mode of Transportation
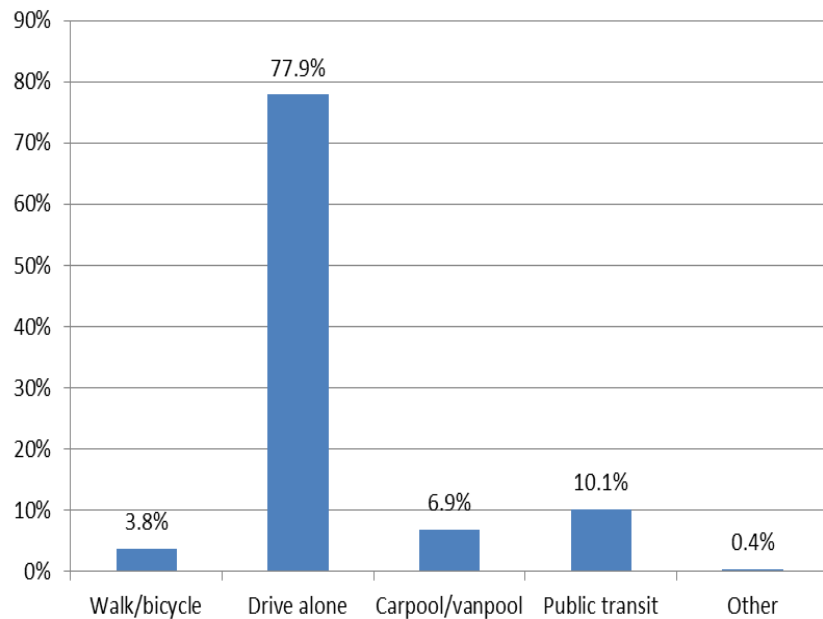
Question 13. Are you employed in the Santa Clarita Valley?
Question 14. Do you attend school in the Santa Clarita Valley?
Of those surveyed, about 44 percent work within the Santa Clarita Valley and slightly more than 28 percent attend school within the Santa Clarita Valley.

Question 15. Do you have a valid driver license?
Question 16. Do you have access to a personal vehicle?
Of those surveyed, nearly 85 percent have a valid driver license and over 88 percent have access to a personal vehicle. This indicates a very low incidence of ride-dependence among community respondents.

Question 17. What is your age?

Responses were spread among all age groups. The highest percentage of responses were received from the *18-30* age group (29.2 percent), followed by the *41-50* age group (20.5 percent). Youth (*younger than 18*) and seniors (*60+*) were least represented, comprising just 9.6 percent and 12.5 percent of the sample, respectively. Working-age adults make up nearly 78 percent of the responses.

Exhibit 5.3.14 Respondent Age
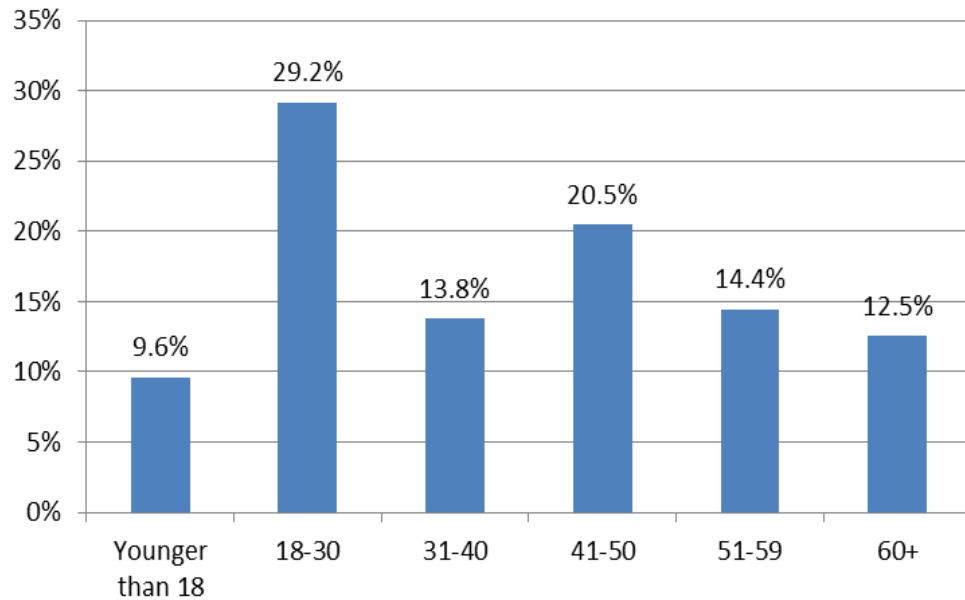
Question 18. Do you speak a language other than English at home?

While just 2.7 percent of respondents opted to take the survey in Spanish, 27.8 percent cited speaking a language other than English at home. *Spanish* was the most frequently cited (187 responses), followed by *Tagalog* 1.5 percent (16 responses), *Korean* .8 percent (8 responses), and *Armenian* .5 percent (5 responses). All other languages had 4 responses or fewer. Of those individuals who indicated speaking another language at home, 39 percent reported earning $55,000 per year or more, while 20 percent reported earning $15,000 or less. This finding mirrors the overall income distribution as shown in Exhibit 5.2.23.

The languages cited in response to this question included the following:

- American Sign Language (ASL)
- Arabic
- Armenian
- Assyrian
- Bosnian
- Cambodian
- Chinese
- Farsi
- Filipino
- French
- German
- Gujurati
- Hindi
- Italian
- Japanese
- Korean
- Mandarin
- Norwegian
- Polish
- Portuguese
- Punjabi
- Russian
- Scottish
- Spanish
- Tagalog
- Tamil
- Urdu
- Vietnamese

Question 20. What was your total household income in 2011?

The majority of respondents (59.3 percent) represented the highest income group *($55,000 or more*) in regard to annual household income. Only 12.8 percent indicated belonging to the lowest income group (*under $15,000*).

Exhibit 5.3.15 Household Income in 2011
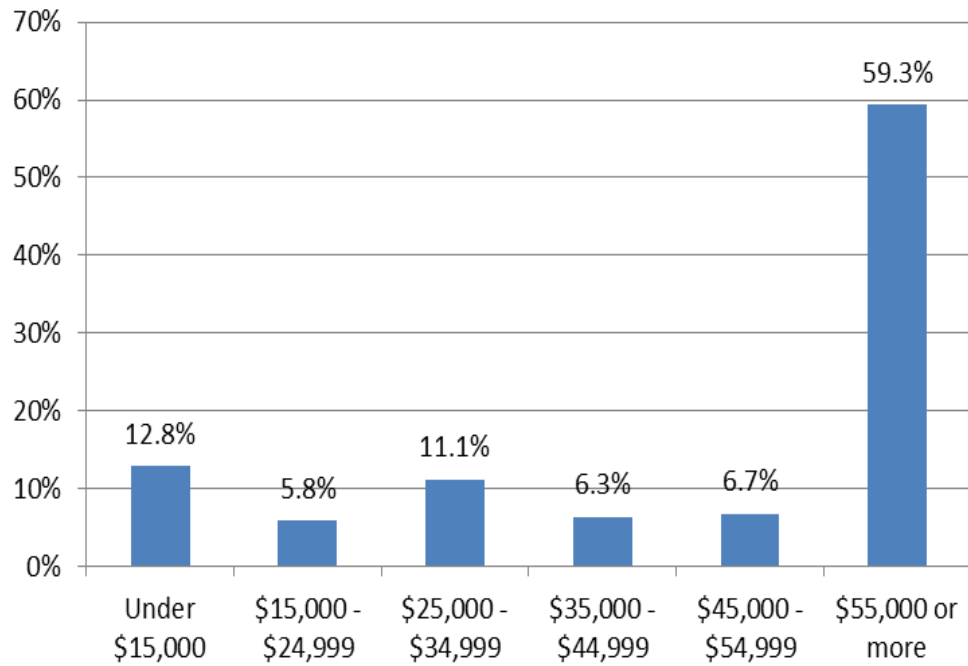
Propensity for Change

By running cross-tabulations against Questions 7, 9, 10 and 11, it is possible to identify characteristics of those respondents (both riders and non-riders) most likely to change their behaviors to include use of public transportation. These questions inquired as to changes to the service itself as well as changes to the respondents' personal circumstances that would result in use (or increased use) of Santa Clarita Transit.

- Question 7: (Riders) Is there a service improvement which would encourage you to use Santa Clarita Transit more often?
- Question 9: (Riders) Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit more often?
- Question 10: (Non-riders) Is there a service improvement which would encourage you to use Santa Clarita Transit?
- Question 11: (Non-riders) Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit?

Riders

Almost 40 percent of fixed-route users indicated *increase frequency* as a potential catalyst for increased usage, while 16.8 percent said *nothing* would encourage them to ride more often. 18.3 percent of fixed-route users wanted *service to new/different areas* and just under 9 percent who preferred *later service*. Commuter bus riders exhibited similar priorities, as *increase frequency* garnered the highest percentage of responses (27.7 percent), followed by *nothing* (19.1 percent), *later service* (12.8 percent), and *serve new/different areas* (11.7 percent). Commuter bus customers were also most likely to indicate *newer/cleaner buses* as a factor in their level of usage (8.5 percent). Responses among Dial-A-Ride customers were evenly spread among *increase frequency*, *nothing*, and *serve new/different areas.*

Exhibit 5.3.16 Preferred Transit Service (Rider) vs. Desired Service Improvement (Rider)
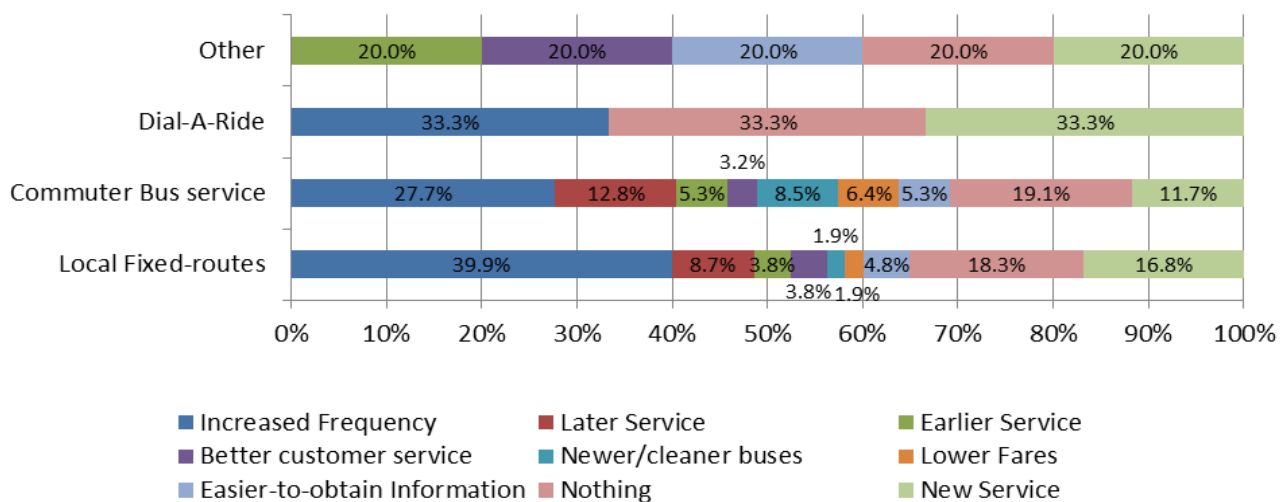
Frequent riders (those riding *3-4 days per week*) were most likely to increase their usage, as only 14.1 percent said *nothing* would cause them to ride more often. Modest riders (*1-2 days per week*) were most likely to desire *service to new/different areas* (25 percent) as well *increased frequency* (21.9 percent). Regular riders (those riding three days per week or more) were the only ones desiring *earlier service*. Infrequent riders (riding *less than once per week*) exhibited the highest percentage of those needing *easier-to-obtain service information*. *Increase frequency* was important to most categories of riders. Those riding *3-4 days per week* were most likely to see it as a catalyst for increased usage.

Exhibit 5.3.17 Preferred Transit Service (Rider) vs. Frequency of Use (Rider)
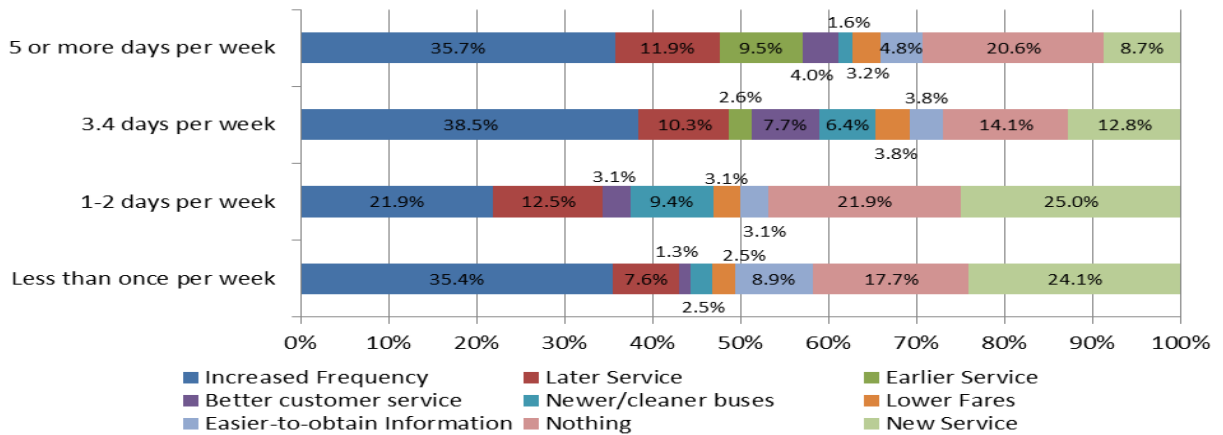
Among those citing use of Santa Clarita Transit in the last 90 days, respondents whose primary mode of transportation is *walk/bicycle* are least likely to increase their use of transit. Those who currently *drive alone* or primarily take *public transit* are most heavily impacted by a *loss of personal car*, as demonstrated by the 30.8 percent and 29.7 percent, respectively, which cited this as a change to personal circumstances that would encourage them to ride the bus.

Exhibit 5.3.17 Primary Mode of Transportation vs. Change in Personal Circumstances (Rider)
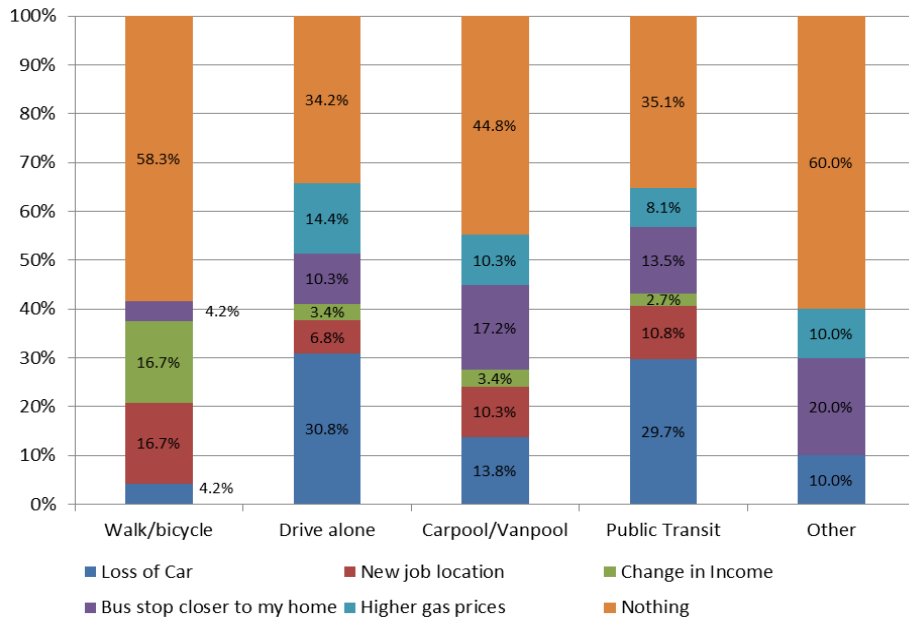
Non-riders

Among non-riders, those who *drive alone* are least likely to ride public transit more as the result of a service improvement (65.0 percent). Those who *carpool/vanpool* and *walk/bicycle* are most likely to ride if frequency were increased (27.0 percent and 25.0 percent, respectively).

Exhibit 5.3.18 Primary Mode of Transportation vs. Desired Service Change (Non-rider)
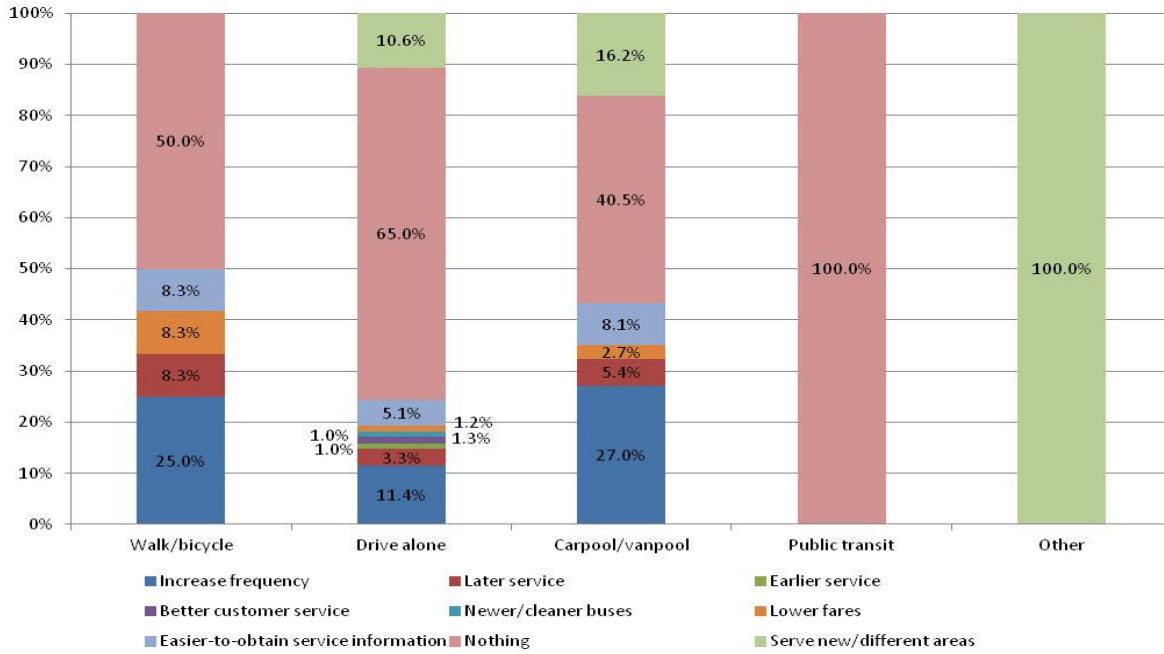
As observed with transit riders, among non-riders, respondents whose primary mode of transportation is *walk/bicycle* are least likely to increase their use of transit, followed by those who carpool/vanpool (80.0 percent and 60.7 percent, respectively, indicated *nothing*). Those who currently *drive alone* are most likely to consider use of the bus; just less than 38 percent indicated a response of *nothing*. This group is also most heavily impacted by a *loss of personal car*, as demonstrated by the 45.2 percent which cited this as a change to personal circumstances that would encourage them to ride the bus.

Exhibit 5.3.19 Primary Mode of Transportation vs. Change in Personal Circumstances (Non-rider)
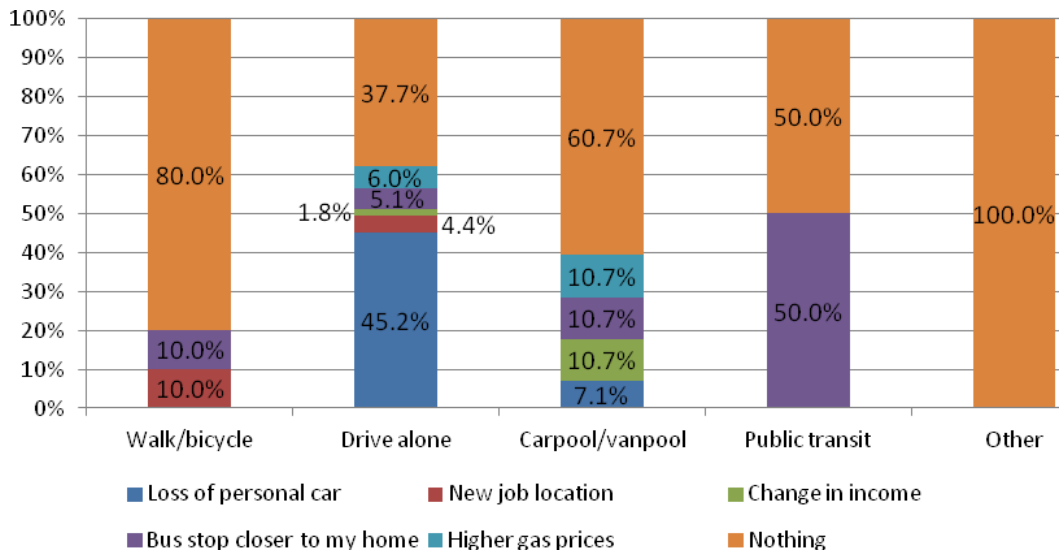
Overall, those respondents that either drive alone or already use public transportation are most likely to see Santa Clarita Transit as a mobility solution. Those who already use another form of alternative transportation (i.e., walk, bicycle, or carpool/vanpool) are less inclined to use Santa Clarita Transit, even if personal circumstances were to change.

When assessing responses to *serve new/different areas* in Questions 7 and 10, we used the same breakdown by area as in the local fixed-route customer survey. We divided the Santa Clarita Valley into eight areas. They are as follows:

- Area A: Castaic and Val Verde (primarily west of I-5 and north of Hwy 126).
- Area B: north of Newhall Ranch and west of Seco Canyon, including Tesoro del Valle and the industrial center west of Rye Canyon.
- Area C: Saugus north of Bouquet Canyon and east of Seco Canyon.
- Area D: Valencia (including the MRTC, Westfield Town Center Mall, Henry Mayo Newhall Memorial Hospital, and West Ranch) east to Bouquet Canyon/Railroad Avenue and to just south of College of the Canyons.

- Area E: Canyon Country east of Bouquet Canyon to the west side of Plum Canyon/White's Canyon and north of Soledad Canyon.
- Area F: Canyon Country east of Plum Canyon/White's Canyon and north of Soledad Canyon/Hwy 14.
- Area G: Stevenson Ranch (including Pico Canyon) and Newhall south of McBean Pkwy including the Master's College.
- Area H: Friendly Valley and Canyon County, including Fair Oaks Ranch, Vista Canyon, and Golden Valley, bounded by Soledad Canyon on the north and including areas to the south/east of Hwy 14.

Exhibit 5.3.20 Geographic Illustration of Repsonses to Areas not Currently Served
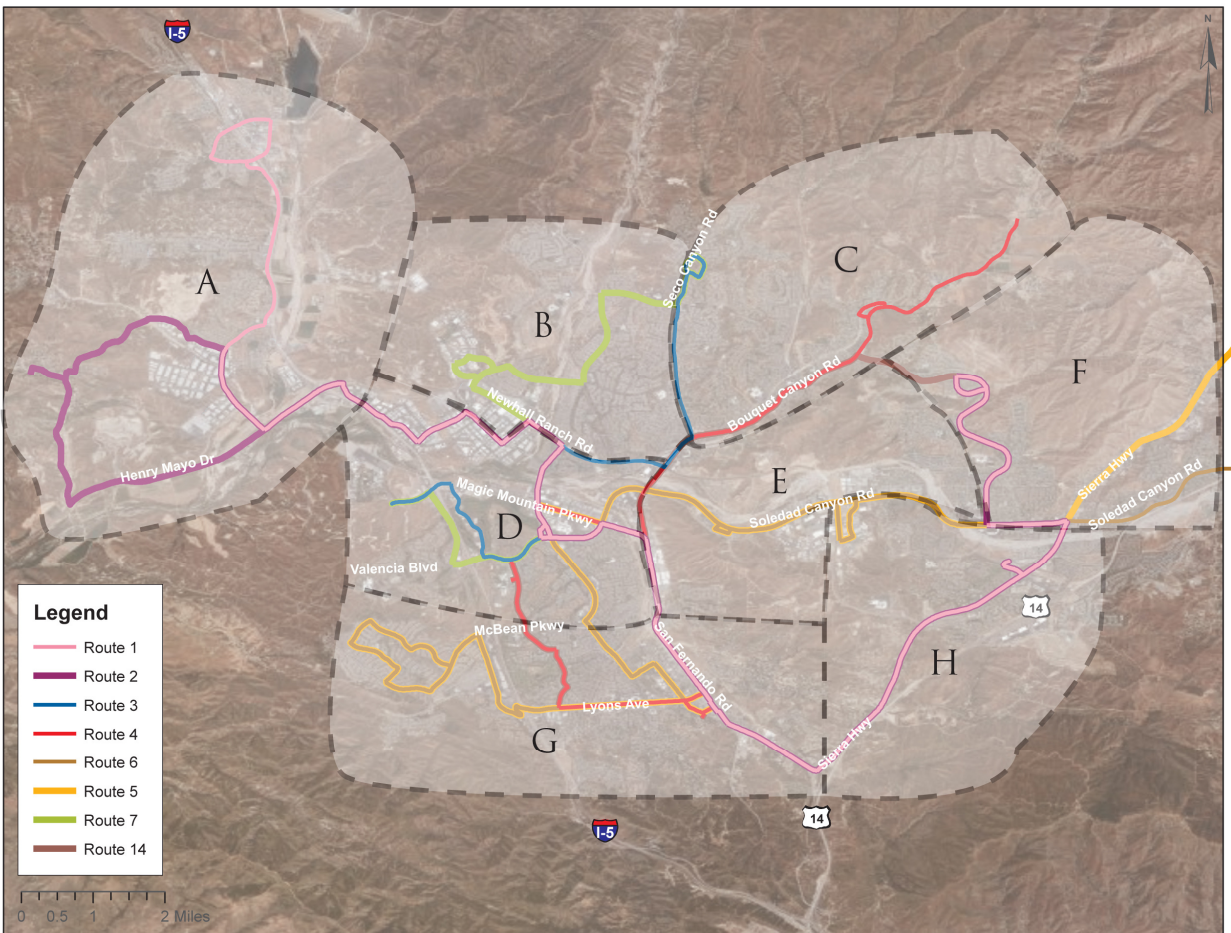
Area B received the most requests for service (17), followed by Area G (12) and Areas D and H (11 each). This includes a number of requests for service to or from Copper Hill, Newhall Ranch, Decoro Dr, Stevenson Ranch Pkwy, Fair Oaks Ranch, shopping centers at Golden Valley and Hwy 14, and the Via Princessa/Rainbow Glen area.

Exhibit 5.3.21 Serve New/Different Areas (Specify)
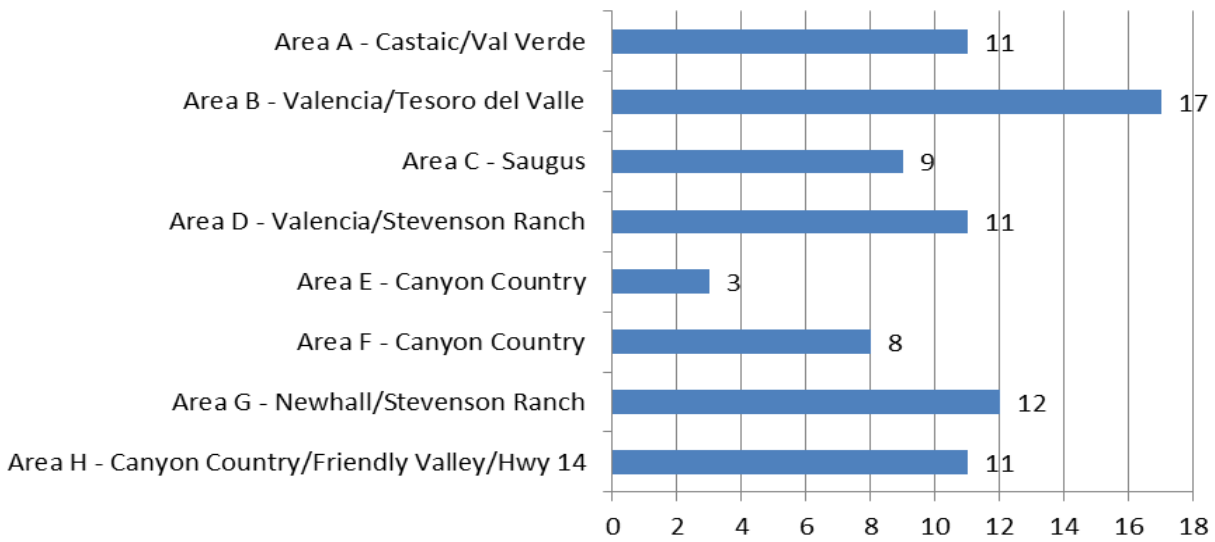
Analysis of Key Findings

As stated at the beginning of this section, the community survey enabled the development of a profile of the typical Santa Clarita Valley resident. To restate, the typical Santa Clarita Valley resident:

- Is an English-speaker between the ages of 18 and 50with an annual household income of $55,000 or more.
- Lives in Valencia (26.7 percent) or Canyon Country (23.3 percent).
- Has lived in the Santa Clarita Valley for more than five years (74 percent).
- Has not used Santa Clarita Transit in the 90 days preceding the survey period (67.8 percent).
- Might be encouraged to use transit (or use transit more) if she no longer had access to a personal vehicle (25.4 percent of riders, 42.5 percent of non-riders).
- Drives alone as their primary mode of transportation (77.9 percent).
- Is not employed in the Santa Clarita Valley (56.1 percent) and does not attend school in the Santa Clarita Valley (71.5 percent).
- Is not considered ride-dependent – has a valid driver license (84.9 percent) and access to a personal vehicle (88.1 percent).

With this profile in mind, the following key findings must be considered.

1. The overall profile of the typical Santa Clarita Valley resident is quite different from the profile of the typical Santa Clarita Transit local customer. As such, while input from non-riders throughout the community is essential, their wants and needs must be balanced with those of existing customers, many of whom have few (if any) other transportation options.

2. The personal vehicle is a key component of mobility for a large percentage of Santa Clarita Valley residents. It is the yardstick against which all transportation choices are measured. Consequently, the bus is viewed as slower than one's car, has to be shared with strangers, and may not be conveniently located (i.e., location of bus stops on the street versus a driveway at home or parking lot adjacent to a business). This makes switching to transit for some or all trips unappealing to many residents.

3. The majority of community survey respondents are long-term residents of the Santa Clarita Valley. Long-term residents can potentially develop two mindsets, neither of which allows for use of transit:

   • They have lived there long enough to remember how transit service used to be, making up their minds a long time ago that it didn't suit their needs, and have not re-evaluated this impression despite numerous service changes; and/or

   • They are so set in their ways about how to get around within their community that they don't even consider other options.

4. While a significant number of rider and non-rider respondents to the community survey said no service improvement would encourage them to ride Santa Clarita Transit (or ride more), those who did indicate a response most frequently chose *increase frequency*. This observation ties directly into comparing everything to the personal vehicle. Such a mentality can be summed up by the statement, "I would be willing to ride the bus if it functioned just like my car."

5. Likewise, among those who indicated a personal circumstance that would encourage them to ride the bus, *loss of personal car* was the top response among both riders and non-riders. Such a mentality can be summed up by the statement, "I would be willing to ride the bus if driving my car was not an option."

6. Given the number of respondents who do not work or attend school in the Santa Clarita Valley, there is potential for promoting the commuter service to more residents who do not currently use transit.

5.4 DIAL-A-RIDE SURVEY

Methodology

This section features analysis of the Dial-A-Ride customer survey. On May 11, 2012, Dial-A-Ride surveys were mailed out along with a self-addressed stamped envelope for the response. Once responses were received, they were cleaned and analyzed in the same method as the onboard patron surveys. In addition, surveys were distributed to attendees at a public meeting at the Santa Clarita Senior Center on May 23, 2012 with a similar incentive as the community opinion survey (a random drawing for a $25 Ralph gift card).

Out of 300 surveys, 97 valid responses were received, which accurately reflects the needs of the typical Dial-A-Ride rider.

Findings

The following summarizes the results from the Dial-A-Ride customer surveys. Survey instruments are provided in Appendix A. Additional data is illustrated in Appendix B.

Rider Profile. The survey included optional questions regarding respondent demographic, economic, and household characteristics, as well as the community in which they reside.

- More than 85 percent of riders have used the service in the last 90 days (85.4 percent).
- Riders live in various communities within the Santa Clarita Valley: Valencia (34 percent), Canyon Country (24.7 percent), Castaic (11.3 percent), Saugus (10.3 percent), Newhall (9.3 percent), Stevenson Ranch (3.1 percent), and Val Verde (2.1 percent).
- More than 78 percent of riders are 60 years old and older.
- The majority (72 percent) have a household income of less than $25,000.
- Only 36.6 percent have used Santa Clarita Transit's fixed-route bus service within the past 90 days.
- Some respondents have access to the internet, e-mail, a smartphone, or text messaging (41.2, 37.1, 14.4, and 24.7 percent, respectively).
- Nearly 94 percent of riders were unaware of the Senior Ambassador Program.

Use of DAR Service and Trip Characteristics. The survey incorporated questions to assess rider use of services such as type of trips and destinations, reasons for riding, frequency of use, length of patronage, and alternative mobility options.

- 22.7 percent have *no or limited access to a personal vehicle*.
- More than 55 percent use Dial-A-Ride because they *don't drive/no longer can drive.*

- The top destination traveled by Dial-A-Ride riders is d*octor's office* (42.3 percent), while *shopping,* and *senior center* comprise 12.4 and 11.3 percent, respectively.
- Slightly more than 21 percent of respondents chose *other* specifying *church* and *hair salon* as Dial-A-Ride travel destinations.
- If Dial-A-Ride were not available, most respondents stated they would either *ride with family or friend*, *would not make trip*, or *public transit/bus (Santa Clarita Transit)* (40.2, 39.2, and 15.5 percent). Few stated they would *walk* or use a *taxi/private shuttle* to reach their destination.
- Most (70.1 percent) riders do not travel outside the Santa Clarita Valley.
- 36.2 percent use the service infrequently (*less than once per week),* while 37.2 percent ride *1-2 times per week.*
- Frequent riders (more than three times per week) comprise nearly 27 percent of total respondents.
- Less frequent riders primarily utilize the service to travel to healthcare appointments (61.8 percent of reported use), whereas more frequent customers typically utilize the service to go to work or visit the senior center. (See Exhibit 5.4.1)
- When Dial-A-Ride customers were asked what might encourage them to use the fixed-route service the most common response was *nothing* (27.9 percent), meaning these individuals are either unaware of fixed-route options or are simply unable to use the fixed-route system due to physical or other handicaps. The remaining frequently cited responses include; *fixed-route service closer to home* (26.2 percent), *easier to obtain information* (13.3 percent) and *travel training* (13.1 percent). (See Exhibit 5.4.3)

Customer Experience and Reservations Process. Several survey questions were included to solicit feedback (ranked *excellent*, *good*, *fair*, or *poor*) as to the customers experience from the trip reservations to their final destination.

- More than 42 percent of respondents rated the service as *excellent* in all areas of performance (i.e., *on-time performance*, *customer service: office/dispatch*, *customer service: drivers*, *ease of making reservations*, *dependability*, and *cost*) and 88 percent rated the overall service as *excellent* or *good* (See Exhibit 5.4.1).
- The top three areas in need of improvement include *on-time performance*, *customer service: drivers*, and *dependability.*
- Nearly 85 percent of respondents indicated reaching a Customer Service Representative promptly when placing a trip request.

Exhibit 5.4.1 Frequency of Use vs. Trip Purpose
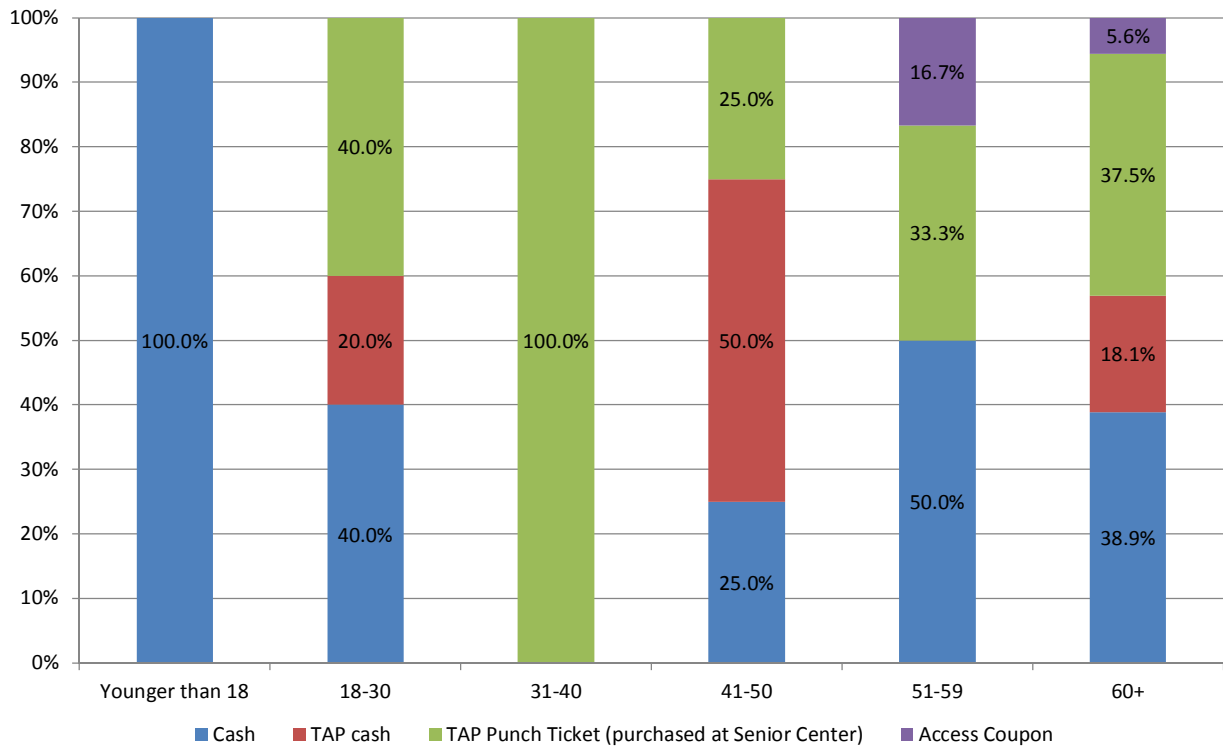
Exhibit 5.4.2 Frequency of Use vs. Trip Purpose
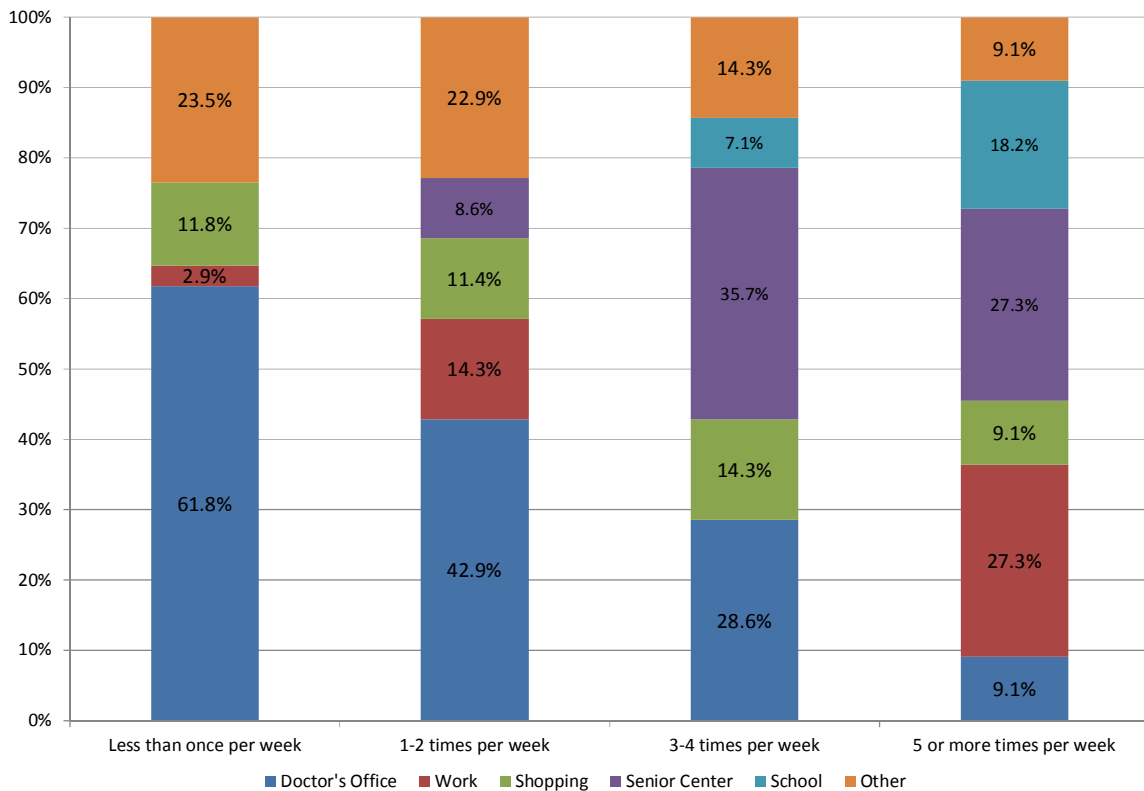
Exhibit 5.4.3 System Improvements Which Might Encourage Fixed-Route Use
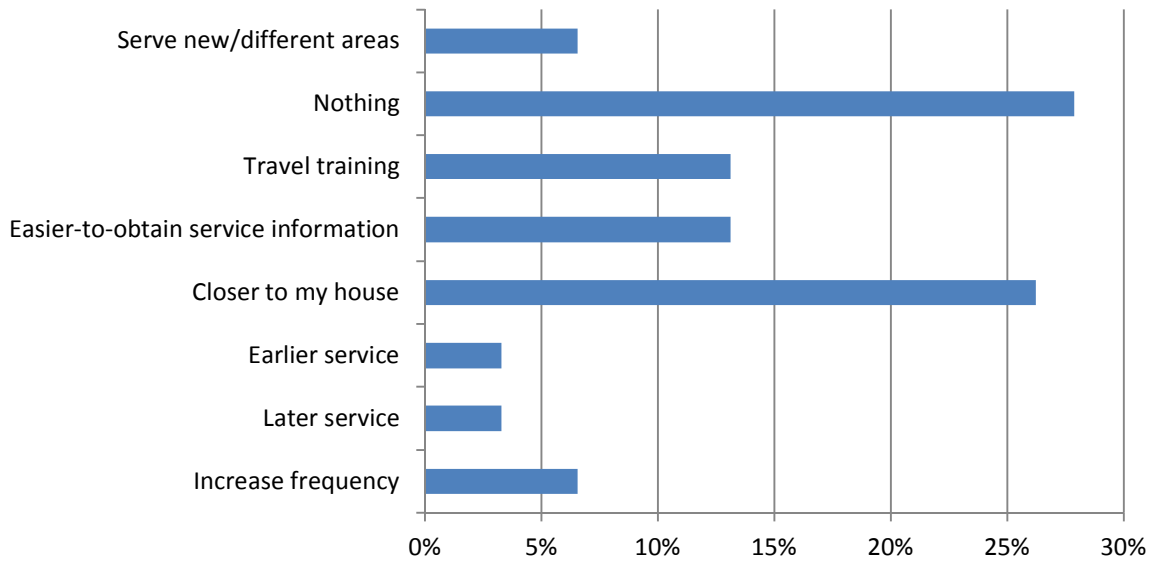
Exhibit 5.4.4 Service Rating
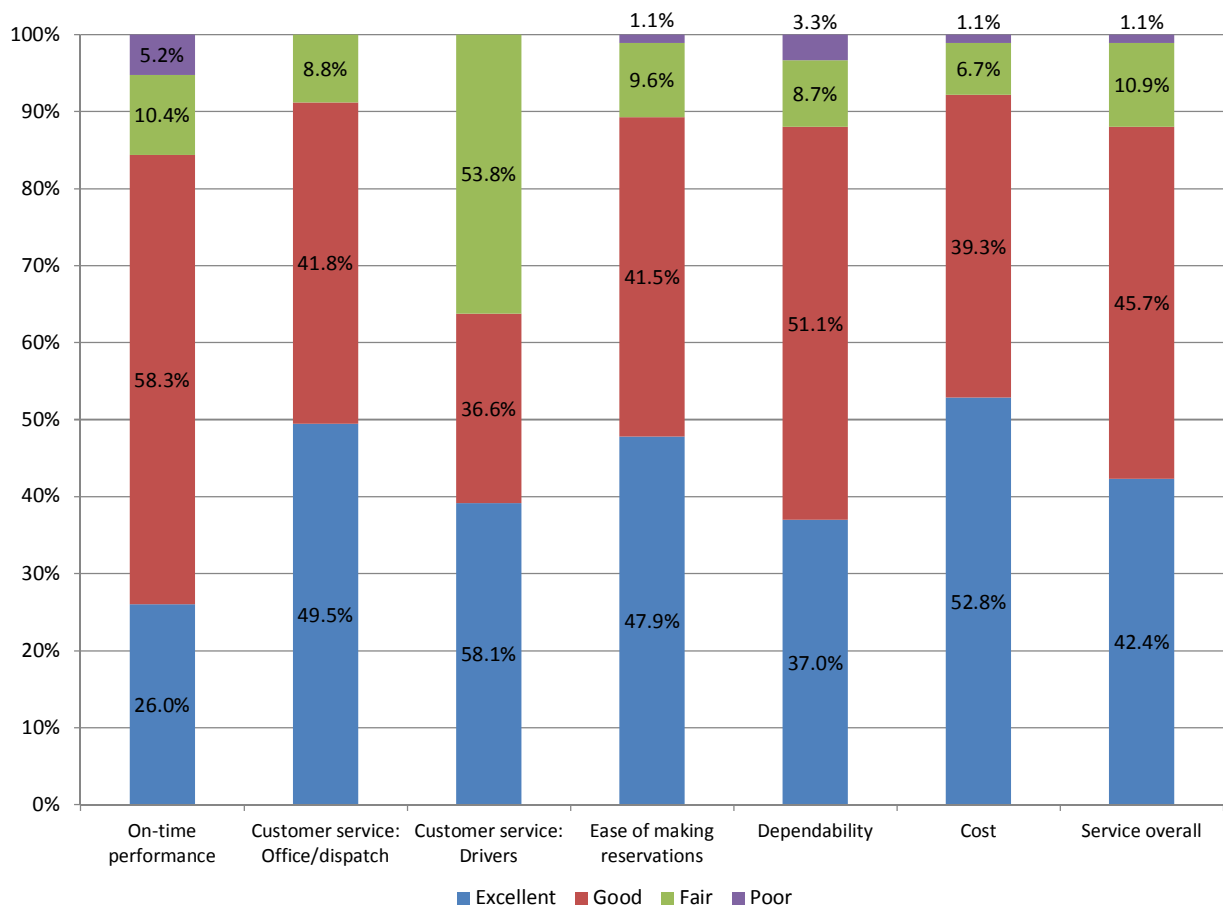
Analysis of Key Findings

Survey results indicate the typical dial-a-ride customer is over 60 years old and earns less than $25,000 annually. Given this demographic is comprised of individuals who cited they are unable or unwilling to drive themselves, they depend on Dial-A-Ride as a reliable and affordable transportation option to meet their mobility needs.

Overall, the two most common travel destinations when using Dial-A-Ride were healthcare and shopping. However, among the most frequent riders (those riding five or more times per week), work and school were the primary destinations. Recurring trips to work or school are better suited to local fixed-route service. Given approximately 26 percent of customers surveyed indicated they would consider using traditional fixed-route service if they had better access to information or some form of travel training, staff should explore the use of additional outreach/marketing methods.

Despite overall customer satisfaction, survey responses did indicate three aspects of Dial-A-Ride service that ranked lower than the rest; *on-time performance*, *driver customer service*, and *general service dependability* (see Exhibit 5.4.3). On-time performance ranked lowest among these three categories, yet still only 15.6 percent of respondents deemed this aspect of service to be either *fair* or *poor*. This indicates only modest service enhancements may be needed, in which case informing Dial-A-Ride patrons about local fixed-route service options may alleviate the Dial-A-Ride system enough to improve on-time performance.   Dial-A-Ride on-time performance reports spanning the 2011/12 service year support this finding as they indicated an average schedule adherence of nearly 90 percent.

Just over 40 of respondents indicated having access to the Internet for service information, while approximately 37 percent use email. Fewer than 16 percent use a smartphone, while just under one-quarter use text messaging. Consequently, the technological resources being promoted by Santa Clarita Transit may not have served the needs of Dial-A-Ride customers. Effective outreach about how to use these resources would likely increase awareness and use Dial-A-Ride customers. This outreach could easily be done as part of the Senior Ambassador program, which was unfamiliar to nearly 94 percent of survey respondents.   Fifty-six percent of respondents desired more information about the Senior Ambassador program.

5.5 COMMUNITY OUTREACH

In addition to the various surveys conducted during the project, stakeholder or targeted outreach was conducted at various locales to garner public input. These outreach efforts were conducted following the completion of the ride checks, onboard surveys, and community opinion surveys. Through focus groups, our project team was able to solicit input from ride-dependent populations, such as seniors, persons with disabilities, and youth.

Focus Groups

In the original scope of work, there was to be a series of workshops at the 30, 60, and 90 percent complete stages of the project. Based on discussions with City of Santa Clarita staff, the project team supplemented these workshops with a number of small meetings and focus groups. These smaller groups have the same goals as the original workshops: to provide information on project status to the community, obtain community insight, and incorporate said information into the operations plan.

In order to gather feedback regarding need, perceptions, opinions, and attitudes toward transit services in the Santa Clarita Valley, questions were asked in an interactive group setting where participants were free to talk with other group members. Each participant was also provided with the opportunity to fill out a community survey and provide their feedback anonymously. Exhibit 5.5.1 summarizes the focus group meetings for this project.

Exhibit 5.5.1 Summary of Outreach Sessions

Organization	Date	Attendance
California State University, Northridge	March 14, 2012	20
Santa Clarita TDA Article 8 Hearing	March 27, 2012	12
Santa Clarita Senior Center	May 23, 2012	20
College of the Canyons Associated Student Government	May 23, 2012	20
Woodlands HOA	June 11, 2012	8
Saugus Action Committee	June 13, 2012	5

Six focus groups were held between March and June 2012. Input received from group members ranged from operations and performance concerns to accessibility of transit information. Comments are shown below.

Focus Group Findings

Service and Schedule

- Patron expressed the need for more service during late morning hours to serve those who do not commute during normal morning peak hours.
- Several students desired increased service to the College of the Canyons, particularly from Saugus and on weekends.
- Students suggested adding service linking the two College of the Canyons campuses (Valencia and Canyon Country).
- College of the Canyons (Valencia) student wanted bus arrival/departure times revised to depart eight to ten minutes after class rather than three minutes prior as currently scheduled.
- Attendee requested better connections with other transit services.
- Rider noted that drivers sometimes do not deploy lift ramps for passengers with personal shopping carts.
- Patron suggested Santa Clarita Transit run smaller buses through neighborhoods to decrease transit "footprint."
- Patron wanted reintroduction of Route 8.
- Patron noted that Route 5 often skips stops and passengers.
- Patron wanted FlyAway service from the Santa Clarita Valley to Los Angeles International Airport (or have service connect with FlyAway in Van Nuys).
- Attendee wanted service to special events like a bus to the beach or to the Hollywood Bowl.
- Dial-A-Ride patron who rides on the weekend is usually unable to get a convenient pickup time and is therefore inconvenienced.

Operations and Performance

- Dial-A-Ride riders were satisfied with the performance, although some were concerned about long transit times (two hours from Canyon Country to the Senior Center) and occasional service delays that cause some to miss medical appointments.
- Attendees agreed a 20-minute seat-time is acceptable for Dial-A-Ride.
- Dial-A-Ride patrons wanted more capacity (not uncommon to have seven or eight riders on a vehicle).

Fare Policy

- Patron requested the reintroduction of transfers.
- Patron requested the reintroduction of day passes.
- Attendee requested the ability to load cash onto fare media (TAP card) onboard buses and/or more locations to do so in Fair Oaks Ranch.
- Patron suggested the elimination of accepting cash fares on buses in order to improve travel times.
- Attendee suggested the elimination of fares completely in favor of property taxes to fund services.

- Customer requested that registered personal care attendants should be able to ride for free when accompanying an ADA passenger on fixed-routes.

Infrastructure

- Attendees wanted more shelters for senior riders, specifically at the Albertson's stop on Bouquet (Route 4/14).
- Patron stated the Aquatic Center bus stop on the Wal-Mart side is difficult to access for those with wheelchairs.
- Patron requested additional bus stops near/along Copper Hill with ADA accessibility.
- Resident of Fair Oaks Ranch wanted a bus stop closer to his home since he currently must walk one mile to ride the bus.
- Attendee suggested a bus stop closer to the College of the Canyons University Center.
- Patron suggested dedicated bus lanes as well as cut-outs along busy streets like McBean Parkway before Valencia Boulevard.

Transit Information

- College of the Canyons student stated that transit staff should consider setting up a vendor table on campus during summer session or next semester to distribute information.
- Patron suggested conducting outreach to children at the local skatepark.
- Customer suggested the placement of school service schedules at bus stops.
- Attendee stated that the phone tree is difficult to navigate and does not have a simple option to reach a Customer Service Representative.
- Customer stated that as a Spanish-speaker, the phone system can be difficult to navigate and often takes a considerable amount of time to complete a reservation.
- On-time performance screens at transit stations are frequently inaccurate or "frozen" and should have better monitoring/maintenance.
- Attendee requested an online notification system, either through a mobile phone application, email, or text messaging.

Other

- Dial-A-Ride customers commented that the three-year renewal cycle for ADA certification is too frequent for persons with permanent disabilities since it requires new photos, filling out forms, and a physician's visit/permission. Access should keep this info on file for permanently disabled patrons as well as have an expedited process that occurs less frequently.
- Customer wants a "problem rider" to be banned from service; claims he has filed several complaints about this person.

Analysis of Key Focus Group Findings

1. Unlike surveys, focus groups elicit dialogue regarding personal experiences with Santa Clarita Transit. Such conversation helps to provide a context to community perception and allows for a

deeper understanding of how the service is being used, and more importantly, how it might be improved to better meet the needs of the community.

2. Overall, focus group participants were pleased with the service. However, discussions did bring up a number of service enhancements which could further bolster customer satisfaction. The two most common topics during the focus groups were fare media and infrastructure. Some comments regarding fares were the result of an individual being unfamiliar with the system and could be addressed through increased outreach, while other comments warrant additional attention such as concerns regarding the limited number of transit pass retail locations.

3. Participant comments pertaining to infrastructure primarily dealt with two aspects; new stop locations and improvements to existing stops. The addition of new stops would require additional review by City staff. However, an inventory of existing stops would indicate which locations require shelters, improved ADA accessibility, or other site improvements.

4. At least one focus group participant objected to the City's policy that personal care attendants (PCAs) have to pay a fare when accompanying a disabled patron who rides for free. (This item is discussed further under Community Workshops – Round 1 Findings.)

5. College of the Canyons is a significant trip generator, drawing students from throughout the Valley. One focus group attendee suggested the City consider hosting an on-campus informational booth to distribute transit information. This is an excellent suggestion; the City should plan to host such a booth at each College of the Canyons campus at the beginning of each semester. If this frequency is not feasible, consider hosting the booths at the beginning of the fall semester only.

6. One of the City's objectives is to have all technology equipment working 95 percent of the time. At least one focus group attendee complained about information screens at the MRTC being "frozen" with no or incorrect service information. Regular monitoring and maintenance of such resources will allow greater use of these resources.

7. In addition to very specific input, focus group participants also provided more general comments which resulted in themes closely resembling findings from the various other surveys related to this project (Onboard, Dial-A-Ride, Community, and Commuter Surveys). Overarching topics included increased service, increased trip frequency, and improved access to transit information.

Community Workshops – Round 1

The first round of community workshops took place in late August 2012. Two workshops were held on August 30 at 3:00 p.m. and 7:00 p.m. at the Santa Clarita Activities Center, located at 20880 Centre Pointe Parkway in Canyon Country. A total of 15 residents attended the two workshops. Spanish translation was available at both sessions.

Attendees were introduced to the project and were asked to participate in a visioning session. While some did, most were primarily interested in asking questions. A summary of the issues discussed at the two Round 1 workshops follows.

Operations and Performance
- County Supervisor representative expressed a need for more service to County areas, especially in low-income, transit-poor areas.
- Customer concerned regarding fareboxes that do not seem to be working properly for cash fares.
- Attendee asked about funding sources for transit beyond the fares received.
- County Supervisor representative asked about fixed-route buses serving the school districts because they do not have their own buses. City transit manager said that supplemental school day routes are based on demand and are intended to meet as much of the school need as possible within the parameters of a public transit service.
- County Supervisor representative asked about service to the two College of the Canyons campus. City transit manager noted which routes serve the campuses as well as the dedicated Dial-A-Ride service points at the Valencia campus. Another attendee asked about service connecting the two campuses.
- Customer indicated Route 757 does not run late enough for him to attend events at the Hollywood Bowl and other venues. Other customers would like to see later/expanded service on that route.
- Attendee asked if there is any opportunity to start a commuter route to CSUN. City transit manager noted the new campus transit center opened the day of the workshop.
- Customer asked if there are any plans to serve Sand Canyon south of Highway 14.
- Customer asked about service to the Van Nuys Metrolink station or the Orange Line at Balboa. Stated traveling to North Hollywood Red Line Station (which also connects to the Orange Line) is too far. Wants more service out of the Valley. Consultant noted that prior service to Van Nuys was sparsely used; it was discontinued and resources were reallocated to Route 757.

Fare Policy
- Attendee who is a parent of a disabled adult who qualifies for Access service asked why personal care attendants (PCAs) are not allowed to ride for free on local fixed-route buses, even though her son rides free and PCAs ride for free on other systems. City transit manager said it is a matter of City policy and also added that Access Services' reimbursement for PCAs on other systems is being discontinued. Attendee requested the City reconsider its policy requiring PCAs to pay full fare when accompanying a disabled customer who rides for free.
- Attendee said some disabled people are not using the bus because their PCAs have to pay a separate fare.

Infrastructure
- Attendee asked if there were seat belts on buses, and was told they are only on paratransit vehicles.

- Customer asked if there is any chance of getting bike racks on commuter buses. City transit manager told him the City is currently assessing slide-out bike trays for the luggage compartments, as front-loading racks are a concern at highway speeds.
- Attendee asked about parking at the McBean Regional Transit Center. City transit manager provided an update on the McBean Park and Ride currently in its pre-construction phase.
- Customer expressed a need for an improved Park and Ride lot at Sierra Highway and Newhall Avenue. City transit manager advised that lot is owned by Caltrans.
- Attendee asked regarding the City's role in the Metrolink stations. Was concerned regarding the lack of on-site amenities for disabled customers with long waits. Consultant reinforced that all Metrolink stations are ADA-compliant and were designed based on the desires of the majority of customers, who prefer closer parking to on-site amenities such as dry cleaners or coffee shops.
- Customer noted there are bus stops that need trash cans, and some stops have been vandalized (submitted a list to the City).

Transit Information

- Attendee expressed a desire for more information regarding access to routes for persons with disabilities, as well as options for people with a need for greater support (i.e., accommodations for cognitive disabilities).
- Multiple attendees liked the proposed graphic stop display the City is currently considering.
- Attendee noted improvements to the City's transit website and said it is now much easier to use. Expressed a desire for easier access to Access Paratransit information through the City's website.
- Customer stated that e-Notify and bus tracking have been an incredible help.
- Attendee cited use of online Trip Planners to show travel options he had seen on other transit systems.
- Attendee suggested having city officials promote transit through billboards and public service announcements.

Other

- Attendee asked whether calculations regarding bus versus car offsets (emissions) are kept in mind when planning. Consultant responded that we primarily use figures to compare cost of driving with cost of public transportation. Environmental comparisons are considerably more complicated due to multiple variables (type of vehicle, condition, type of gasoline, etc.).
- Attendee asked if the impact of increased bus usage on car travel time is assessed. Consultant responded that this is difficult to assess on a local street, but travel time is a consideration when planning regional services.
- Attendee noted the greatest potential impact for the bus to take cars off the road is around schools.

- Several attendees had questions regarding Access Services (Access Paratransit), including the following:
  - o Prior restrictions in crossing jurisdictional boundaries (currently addressed through transfer trips).
  - o Attendee had an incident where a PCA was asked to pay $2.00 fare to ride Access Paratransit as a PCA. City transit manager clarified the policy, which says the disabled passenger pays a fare and the PCA rides free.

Supplemental outreach was also conducted in the unincorporated areas of the County served by Santa Clarita Transit during September and October 2012. Project team members attended regularly scheduled community meetings in Castaic, Tesoro del Valle, Val Verde, and West Ranch. Several of these groups asked for printed surveys and/or the online survey link to encourage input by additional members of their communities.

Exhibit 5.5.2 Summary of Outreach Sessions

Organization	Date	Attendance
West Ranch Town Council	September 5, 2012	15
Val Verde Civic Association	September 13, 2012	30
Castaic Area Town Council	September 19, 2012	18
Tesoro del Valle HOA	September 25, 2012	6
Stevenson Ranch HOA	October 16, 2012	9

Comments arising from these meetings include the following:
- Concern for how the TDP would address/align with regional plans already adopted by SCAG.
- A desire for improved bus stop amenities in Val Verde.
- Request for bus service up Hillcrest Pkwy in Castaic.

Analysis of Key Round 1 Findings
1. A number of workshop attendees had questions or comments specific to Access Services. While Access is not specifically targeted as part of this study, the City should consider facilitating/arranging an Access Services workshop to provide information, allow customers and caregivers to obtain accurate information, and provide a comment mechanism.
2. A recurring theme was the City's policy that personal care attendants (PCAs) have to pay a fare when accompanying a disabled patron who rides for free. In some cases, it appears disabled customers are not making trips because they or the PCA cannot afford the PCA's fare. One community workshop attendee claimed social service programs are having their funding cut, and to have to pay PCA fares with their ever-dwindling budgets is a problem. The City should consider the impact allowing PCAs to ride free with disabled patrons (who already ride free) would have on farebox revenue and potentially revisit the policy.

3. A number of workshop attendees cited a need for various infrastructure improvements ranging from Park and Ride lots to bus stop amenities. While improvements to Caltrans-owned Park and Ride lots may not be feasible, the installation of bus stop amenities in County areas such as Val Verde as well as high-activity stops within the city should be examined.

4. Several attendees were interested in the City's plans to install visual stop displays onboard fixed-route buses, which would assist not only riders with cognitive disabilities but also those who may have trouble hearing the stop announcements.

5. Those who have used the online tools (such as e-Notify and the bus tracking) have been very pleased with the resources available. Another attendee praised the City's redesigned transit website. The City should continue to develop and enhance these tools with a focus on wider promotion and usage.

6. Input from the Castaic Area Town Council called for service to Hillcrest Pkwy, which features two schools and is currently not served except where Hillcrest Pkwy intersects with The Old Road. (This service request was also indicated by several community survey respondents.)

Community Workshops – Round 2

The second round of community workshops took place in October 2012. Two workshops were held on October 10 at 7:00 p.m. at the Newhall Library, located at 24500 Main Street in Newhall, and on October 11 at 6:30 p.m. at the Jo Anne Darcy Library in Canyon Country. A total of 13 residents attended the two workshops. Spanish translation was available at both sessions.

At this meeting, the project team first presented the public with a list of the seven most recommended service improvements. These seven improvements included:

- Greater frequency;
- Longer span of service;
- More service to Western Santa Clarita Valley;
- More service to Eastern Santa Clarita Valley;
- More direct service across the Valley;
- A route to CSUN; and
- More places to buy fare media.

Community members were then asked to allocate representative tax dollars ($10, $5, and $1 bills) to those service improvements they felt most necessary. The order of priorities is as follows:

7. More service to Eastern Santa Clarita Valley (52 votes);
8. Greater frequency (51 votes);
9. Longer span of service (41 votes);
10. More service to Western Santa Clarita Valley (22 votes);
11. More direct service across the Valley (5 votes);

12. A route to CSUN (1 vote);
13. More places to buy fare media (0 votes).

Over the course of the two sessions, various other questions were submitted. These comments are listed below:

Operating and Management
- Attendee noted that extra trips on Route 757 would be very helpful (particularly on Saturdays) as to allow for residents to attend entertainment activities in Los Angeles.
- Attendee stated that he needed a closer bus stop to his home due to his limited mobility.
- Attendee wanted to know what plans are in place to better utilize park-and-rides, particularly in Golden Valley and in Canyon Country.
- Attendee asked for a status update on the park-and-ride at the MRTC. City transit manager stated the project will now have 282 parking spaces, and should be completed by the August 2013.
- Attendee wanted to know how he could sign up for Access Paratransit services. He then noted that he was left without a ride from Union Station in Los Angeles. Consultant explained that neither Access Paratransit services nor Dial-A-Ride could operate like an on-call taxi service.

New Route Service
- Various attendees asked whether there was plan to bring back service to Sylmar. City transit manager explained that this service was altered to utilize North Hollywood (current Route 757) due to higher potential ridership.
- Attendee noted that there was no service to Chaminade Middle School in the San Fernando Valley and wanted to know why this was the case. Consultant stated that there must be adequate demand to run new transit services. City transit manager mentioned that the City was looking into new possibilities for service expansions.

Other Comments
- Multiple attendees stated that having better access to Spanish-language information would be particularly helpful.
- Attendee asked if they could provide more information to riders already onboard buses. She said she had a difficult time hearing stop information. City transit manager said that the City is already planning to put graphical displays on buses by the next calendar year.

Analysis of Key Round 2 Findings

1. The most important service enhancement to Community Workshop 2 attendees was enhanced service to Eastern Santa Clarita Valley. The second most important service enhancement to attendees was increased frequency.

2. Many of the attendees were particularly concerned with Spanish-language information.

3. A route that crossed the Santa Clarita Valley received five separate $1 votes. While such a route was not the most important priority for any attendee, the concept of this route was well-received.

4. Services for the elderly and persons with disabilities were important to many workshop attendees. This theme was similar to a theme in Community Workshop 1.

5. Service to Eastern Santa Clarita Valley was deemed more important by workshop attendees to service to Western Santa Clarita Valley. Part of the reason for this is the location of the workshops (the second workshop was in Canyon Country).

6. While having more places to purchase fare media was important to attendees of the two Community Workshop 1 sessions (in September 2012), this service enhancement did not receive any votes from attendees of the two Community Workshop 2 sessions.

Community Workshops – Round 3

The third and final round of community workshops took place in mid-November 2012. Two workshops were held on November 14 at 7:00 p.m. at Newhall Library, located at 24500 Main Street in Newhall, and on November 15 at 7:00 p.m. at the Santa Clarita Activities Center, located at 20880 Centre Pointe Parkway. A total of 11 residents attended the two workshops. Spanish-language translation was available at both sessions.

The meetings opened with an opening presentation explaining all recommendations and their respective priority tiers. The presentation continued by presenting more specific routing ideas, followed by an opportunity for members of the public to comment. A summary of the comments is as follows:

Operating and Management

• Attendee noted that if the City bifurcates its commuter routes, the City will be re-enacting routes from 15 years ago. He then asked why it is necessary to make this change now. Consultant noted that as more development occurs in Canyon Country and other parts of the Santa Clarita Valley, the need for greater service to other parts of the service area is greater.

• Attendee asked whether or not the County of Los Angeles has been an integral part of the decision making process for the TDP. Attendee also mentioned this may be necessary if there is to be more service to Castaic or Val Verde.

- Attendee asked City staff to explain concept of interlining and to describe why the practice is important.
- Attendee asked if we have thought of having multiple transit hubs instead of focusing our efforts on the MRTC. Consultant stated that the concept is best used in longer-term growth strategies. New developments may bring about the need for additional transit hubs.
- Attendee asked if there were any plans to work with LACMTA. City transit manager noted that while there is no current plan to integrate services, the City does work with MTA on a regular basis.
- Attendee mentioned that he saw Route 757 using non-coach buses on the weekends. City transit manager explained that this is not the City's policy, and that he would look into the matter.

New Route Service
- Attendee noted that he would like to see service to Piru and Fillmore.
- Attendee asked if the new route structure was going to cross one another less.
- Attendee asked when the new plans are to take effect.
- Attendee asked if there are any plans to better serve Golden Valley. Consultant stated that the proposed changes will better serve Golden Valley in two ways: the bifurcating routes will utilize the Golden Valley Park-and-Ride, and the proposed Golden Valley Route will provide service from Golden Valley to Saugus.
- Attendee asked if there are any plans for light-rail service. Consultant explained that low residential and employment densities prohibit viable light-rail service in the Santa Clarita Valley.

Other Comments
- Attendee said he was very pleased with Santa Clarita Transit, and he did not wish any interference from the County of Los Angeles.
- Attendee noted he loved the City's bicycle lanes and public art, and how he hoped transit would become more bike-oriented.
- Attendee asked if the parking lot by the *Rite Aid* at Lyons Avenue and Orchard Village was available for usage. City transit manager noted that while retail businesses do not like bus riders using their lots as park-and-rides, they do sometimes make arrangements with private companies who have extra parking spaces.
- Attendee asked if the City has digital displays on buses. City transit manager stated they should be installed by mid-January of 2013.
- Attendee asked if there are more marketing campaigns that raise transit awareness. City transit manager explained that the City's marketing campaigns are focused marketing, and the City has taken a more aggressive role in social media.

Analysis of Key Round 3 Findings

1. Attendees of Community Workshop 3 were fairly knowledgeable about transit operations.
2. Multiple attendees were very interested in the methodology used to determine route recommendations.
3. Many comments related to service outside of Santa Clarita Valley.
4. Multiple comments related to the relationship between Santa Clarita Transit and LACMTA. In general, many of the attendees agreed that transit service is best operated locally, and overall service has improved since the City began operating service.

5.6 ONGOING PUBLIC COMMENTS

The City of Santa Clarita operates a customer service hotline that enables individuals to give feedback to anything related to city government, including Santa Clarita Transit. Comments are accepted via telephone and Internet. Those commenting on public transit are provided the following topics under which to categorize their input:

- Bus Driving Concern,
- Bus Mechanical Concern,
- Bus Never Showed,
- Bus Operator Courtesy,
- Bus Passed Customer,
- Bus Passenger Etiquette,
- Bus Shelter,
- Bus Stop,
- Bus Stop – Trash Overflow,
- Dial-A-Ride/Access,
- Early/Late,
- Lost and Found,
- New Bus Service Request,
- Passes and Tickets,
- Schedules and Maps, and
- Other

.

From January to October of 2012, Santa Clarita Transit received 1,231 total comments. Each comment was categorized by the route being referenced. Exhibit 5.6.1 shows the total number of comments per route option. In many cases, comments referenced locations as opposed to specific routes. These comments were looked at separately.

Exhibit 5.6.1 Total Comments by Route

Route	# of Comments
1/2	135
3/7	51
4/14	50
5/6	141
501	0
502	7
757	78
791/796	34
792/797	80
794/799	63
School Trippers	17
Dial-A-Ride	177

In general, the distribution of comments by route closely mirrors total ridership distribution by route. In other words, the more riders a route has, the more comments or complaints the route is likely to have. Dial-A-Ride comments are categorized separately. The vast majority of Dial-A-Ride comments related to long wait times. However, because there is no set schedule for Dial-A-Ride, long wait times do not reflect typical on-time performance issues.

In registering a comment, individuals are invited to provide additional information regarding their chosen category. Given many specific descriptions addressed different topics than the selected category, we summarized the additional information into new categories for clearer analysis. The new categories, as well as their respective frequencies, are listed in Exhibit 5.6.2.

Exhibit 5.6.2 Revised Comment Frequencies
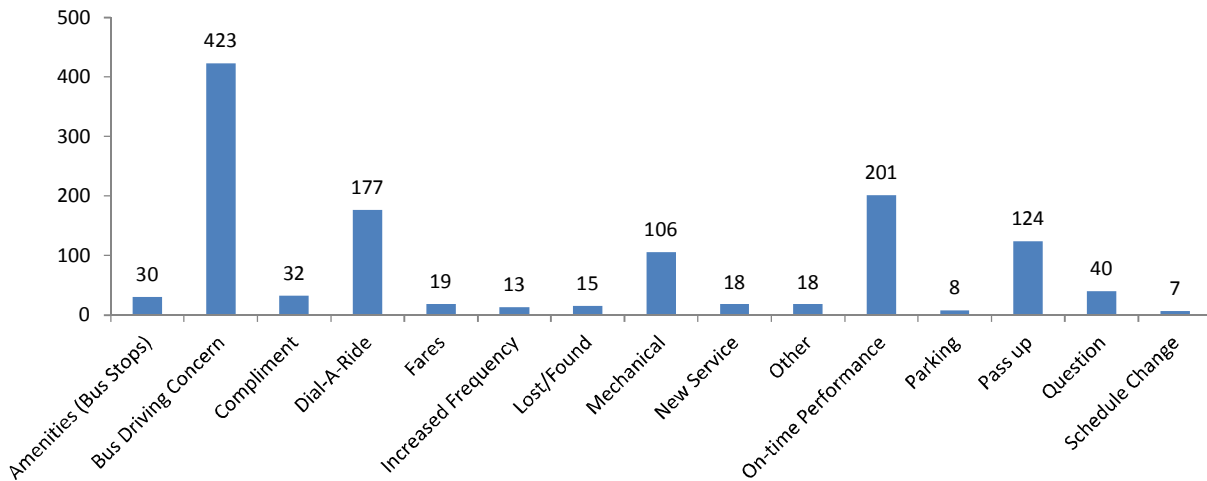
Concern regarding bus operation was by far the most frequent comment, comprising more than 38 percent of all calls. The City has taken action in the past by conducting anonymous bus driver observations, which documented the driver's behavior, attitude, and knowledge regarding fares as well as vehicle operation.

On-time performance and pass ups (buses that pass waiting customers without stopping) were by far the two most complained-about topics related to system performance. As stated in Chapter 4, the highest percentage of on-time performance issues noticed by Santa Clarita Transit took place on Routes 1/2, followed by Routes 5/6. Interestingly, Exhibit 5.6.3 reveals that passengers noticed a similar trend (although comments related to Routes 5 or 6 slightly outnumbered comments relating to Routes 1 or 2). It should also be noted there are an increased number of comments relating to on-time performance for the various commuter routes. One possible explanation for this trend is the fact that these trips are longer and involve freeway traffic. As such, their schedules tend to be more volatile.

Exhibit 5.6.3 Comments Relating to On-Time Performance and Pass Ups
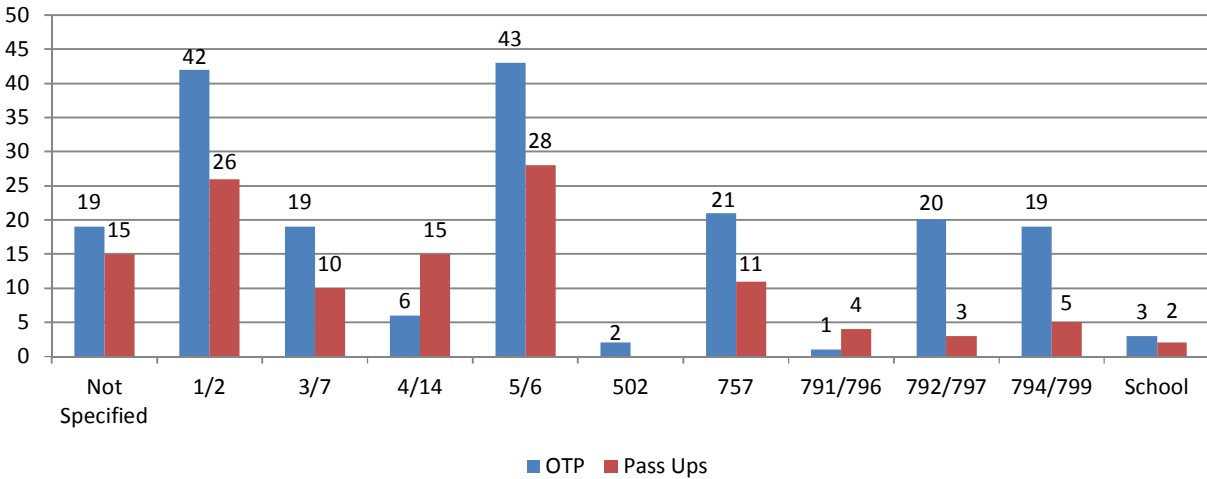
Given the number of responses in the Community Survey in favor of increased frequency, the number of comments or complaints relating to scheduling is surprising low. The majority of scheduling-related comments were focused on commuter routes. Given the long headways, this is to be expected. A table showing the frequencies of scheduling-related comments is shown in Exhibit 5.6.4.

Exhibit 5.6.4 Comments Relating to Frequency and Schedules

Route	Not Specified	1/2	3/7	4/14	5/6	502	757	791/ 796	792/ 797	794/ 799	School	Total
Increased Frequency	1	0	1	0	2	0	0	1	3	2	3	13
Schedule Change	1	1	0	0	0	0	0	1	3	1	0	7

Comments relating to new bus services were spread out over a variety of different locations, including the Antelope Valley, Canyon Country, Chaminade Middle School, California State University Northridge, Dodger Stadium, Golden Valley, Newhall, Pasadena, Saugus, and Van Nuys. The only location that received more than two comments relating to new service was Saugus, which received five new service requests.

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6. SERVICE RECOMENDATIONS

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CHAPTER 6 – SERVICE RECOMMENDATIONS

The Service Recommendations chapter identifies and prioritizes strategies for improving transit service within those communities and destinations served by Santa Clarita Transit. Each strategy reflects one or more of the City's transit goals: optimize current services, incorporate new areas into Santa Clarita Transit's coverage network, attract new ridership, and/or improve the overall transit experience for existing riders.

In crafting these recommendations, Moore & Associates analyzed several types of information, including public input, performance data, and financial/funding considerations. We also evaluated the impact of recommendations implemented by the City subsequent to the 2006 Transportation Development Plan.

The 2006 Transportation Development Plan recommended broad changes to Santa Clarita Transit's route structure. Those recommendations – all considered "short-term" – split then-current routes to provide service to more areas off a common trunk while also reassessing some external routes (i.e., service beyond the Santa Clarita Valley). The more significant recommendations included:

Short-term recommendations (implemented):
- Re-route Route 1 to Whites Canyon;
- Split Route 4 into two routes, with one route serving LARC Ranch and the other serving Plum Canyon;
- Operate Route 6 linking Newhall Metrolink Station and Soledad Canyon;
- Eliminate Route 790; and
- Substitute service to North Hollywood (Route 757) for service to Van Nuys.

Short-term recommendations (not implemented):
- Split Routes 1 and 2 into eastern and western sections;
- Focus Route 2 as a local route serving Castaic, Val Verde, the Valencia Commerce Center, and the Valencia Industrial Center;
- Operate Routes 3 and 7 in a "closed loop" fashion with bidirectional service;
- Eliminate Route 5; and
- Shorten Route 6 by through the creation of a new route serving Stevenson Ranch and Lyons Avenue.

Medium-term recommendations (not implemented):
- More school day service to and within Castaic;
- Extend Routes 3 and 7 west of Magic Mountain;
- Extend Route 4 beyond Plum Canyon;
- Create a new route linking Canyon Country and Via Princessa Metrolink with the McBean Regional Transit Center (MRTC);

- Create a new route to serve Newhall Ranch Landmark Village and Commerce Center; and
- Create a new route to serve North Saugus.

Had each recommendation been implemented, the collective impact of all short-term recommendations would have required a 20-percent increase in Vehicle Service Hours annually. The previous TDP assumed sales tax growth rates of 3.9 percent from FY 2006 through FY 2015.[10] This assumption proved incorrect as the sales tax revenue declined as a result of the ongoing global recession. In light of this development, the City chose not to implement any recommendation (including all medium-term recommendations) which would have increased annual Vehicle Service Hours (VSH) absent a corresponding VSH reduction in another service.

As discussed in Chapter 5, public involvement in the preparation of the 2012 TDP has been important to understanding the transit needs and priorities of residents throughout the Santa Clarita Valley. Through this process three cornerstone concepts became evident:

4. A desire for increased transit service frequency. In our survey of local fixed-route riders, when asked to identify a specific need, the overwhelming majority (more than 75 percent) cited increased service frequency. This priority was also evidenced in each community of the Santa Clarita Valley, on each of the commuter bus routes, and among vehicle owners and non-owners alike.

5. A desire for transit service to new developments in the geographically peripheral portions of the Santa Clarita Valley. Among existing specific areas identified were Castaic, Fair Oaks, Golden Valley, and Val Verde. Also, as future developments come to fruition, there is a desire to introduce transit service. These locations include Vista Canyon, Newhall Ranch, Keystone, and the future Castaic High School.

6. A desire for improved access to fare media and transit service information overall. Based on public input at various community forums, the absence of easily accessible and understandable transit service information has negatively impacted transit usage. Additionally, some of the communities outside city limits (i.e., Castaic and Val Verde) continue to have limited access to transit fare media sales locations (particularly those that accept payment via debit or credit card).

In a perfect scenario, the City would provide transit service on every corridor every ten minutes. In reality, this is not possible, particularly in an area such as the Santa Clarita Valley, with limited connections between communities, significant geographical barriers (mountains and rivers), and where continued development away from a transit hub is found. Consequently, the desire for increased frequency must be balanced with the desire for geographic coverage. Given these oft-times competing priorities, and the fact that the "paired routes" offer relatively frequent service

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[10] City of Santa Clarita Transportation Development Plan 2006-2015, Page 119. (Michael Fajans & Associates, 2006).

(approximately every 15 minutes) during peak hours, the 2012 TDP focuses primarily on extending service geographically rather than increasing frequency.

Moore & Associates has crafted 25 recommendations designed to address the aforementioned deficiencies. Each recommendation falls into one of two general categories:

3. Operating strategies include enhancements to existing service, changes in routing or route structure, or tactics relating to transit accessibility. For each, a general cost assessment is provided to facilitate comparison. The financial aspect of service changes is discussed in detail in Chapter 7.

4. Marketing, administrative, and fare strategies aim to address perceived as well as actual deficiencies in the flow of customer information. These strategies are intended to aid the City in effectively defining and expanding transit's share of the local travel market. While marketing activities are not without cost, we believe the recommendations may have a dramatic effect on ridership with relatively small investment. Administrative and fare strategies are designed to increase ridership and fare revenue with little or no increase in operating cost.[11]

Each strategy has been categorized by implementation horizon (near-, mid-, or long-term) and then prioritized within each category. Those strategies categorized as Priority 1 hold the potential for the greatest impact on performance or are tied to ongoing projects such as the McBean Park-and-Ride. Strategies categorized as Priority 2 may be considered less critical (representing "wants" rather than "needs").

Summary of Strategies

Near-Term (1-2 years)

Priority 1:
- Increase frequency on overcrowded routes (Routes 1 and 2).
- Adjust schedule times on Routes 5, 14, and 791 to address ongoing running time issues.
- Adjust schedule times to improve on-time performance after assessing the impact of increased frequency on Routes 1 and 2.
- Reconfigure all commuter bus runs originating in Valencia to serve the MRTC.
- Monitor Route 757 on-time performance to ensure running time remains adequate.
- Evaluate the impact of allowing Personal Care Assistants (PCAs) to ride the fixed-route service free of charge when accompanying disabled patrons. Implement a policy change if warranted.

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[11] All cost estimates are provided in the Financial Plan in Chapter 7.

- Raise awareness and promote usage of the City's technology resources and programs, including the Senior Ambassador program.
- Conduct a targeted marketing campaign (low-income persons) promoting new pass sales outlets offering credit/debit purchase option.

Priority 2:

- Reassess demand and feasibility of providing fixed-route service to CSUN.
- Update SCT's customer comment system to enable comments to be more effectively used for strategic planning and outreach/marketing.
- Increase span of Route 757 service on weekend evenings during the Hollywood Bowl summer season (to/from the Hollywood Bowl via the Metro Red Line Station).
- Conduct a targeted marketing campaign promoting regional connectivity to North Hollywood in conjunction with expanded weekend service.
- Introduce commuter bus service originating in Canyon Country on some Route 796, 797, and 799 runs so as to serve the Highway 14 park and ride facility.
- Conduct a commuter marketing campaign to encourage increased ridership among current customers who ride one to three times a week.

Mid-Term (3-5 years)
Priority 1:

- Introduce service to new Castaic High School and Hillcrest Dr in Castaic.
- Introduce service to Landmark Village (Phase I of the Newhall Ranch development) (expected to break ground in late 2013/early 2014).
- Introduce service to the Keystone development (located off Newhall Ranch/Golden Valley).
- Provide service to Vista Canyon development and Sand Canyon (concurrent with anticipated Via Princess Metrolink station relocation).

Priority 2:

- Adjust the Route 5/6 schedule to accommodate stops at Villa Metro development on Soledad Canyon.
- Provide "one-seat" service between Saugus and Golden Valley via the Cross-Valley Connector.
- Combine local and commuter schedules into a single "bus book" inclusive of schedules, maps, policies, and Dial-A-Ride information.
- Add information kiosks throughout the Santa Clarita Valley, particularly in areas of new service. Strategically utilize all information displays to communicate service changes and promotions, raise awareness, and encourage choice ridership.

Long-Term (6+ years)

Priority 1:

- Introduce service to the Newhall Ranch development (on a phased approach).

Priority 2:

- Provide additional opportunities for fare media purchase, particularly within new service areas, through the installation of ticket vending machines (TVMs).

Exhibit 6.0.1 summarizes the above-listed strategies along with intended goals, advantages, disadvantages, and cost considerations.

Exhibit 6.0.1 Summary of Strategies

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Near-Term (1-2 years)						
Operating	1	Increase frequency on overcrowded routes (Routes 1 and 2).	August 2013	Rider survey	Reduces wait time and improves travel experience for riders.	
Operating	1	Adjust schedule times on Routes 5, 14, and 791 to address ongoing running time issues.	August 2013	Ride check	Better on-time performance. Improves travel experience for riders.	May adversely affect timed transfer points.
Operating	1	Adjust schedule times to improve on-time performance after assessing impact of increased frequency on Routes 1 and 2.	February 2014	Ride check	Better on-time performance. Improves travel experience for riders.	May adversely affect timed transfer points.
Operating	1	Reconfigure all commuter bus runs originating in Valencia to serve the MRTC.	August 2014	Focus groups	Provides access to commuter bus service from MRTC.	
Operating	1	Monitor Route 757 on-time performance to ensure running time remains adequate; adjust as warranted.	Evaluation Spring 2014; implement August 2014	Ride check	Better on-time performance. Improves travel experience for riders.	May extend span-of-service, resulting in additional cost.
Fares	1	Evaluate the impact of allowing PCAs to ride the fixed-route service free of charge when accompanying disabled patrons. Implement a policy change if warranted.	Evaluation Spring 2014; implement August 2014	Focus groups	Potentially encourage more disabled customers to use fixed-route by allowing PCAs to ride free.	Study could reveal potential for loss of revenue.
Marketing	1	Raise awareness and promote usage of the City's technology resources and programs, including the Senior Ambassador program.	Summer/Fall 2013	Surveys, focus groups	Enhances knowledge and understanding of informational resources.	
Marketing	1	Conduct a targeted marketing campaign (low-income persons) promoting new pass sales outlets offering credit/debit purchase option.	August 2016	Community and rider surveys	Increased awareness re: access to non-cash fare media, especially among low-income customers.	

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Operating	2	Reassess demand and feasibility of providing fixed-route service to CSUN.	Winter 2013, to launch August 2014	Focus groups	Direct access to CSUN for SCV students and residents.	May not be sufficient demand or available funding from the University.
Marketing	2	Update SCT customer comment system to enable comments to be more effectively used for strategic planning and outreach/marketing.	Spring 2014	Program evaluation	Enable evaluation of customer comments and their direct application re: planning or outreach needs/activities.	
Operating	2	Increase span of service on Route 757 on weekend evenings during the Hollywood Bowl summer season.	June - September 2014	Focus groups	Increases ridership as well as appeal to choice riders.	
Marketing	2	Conduct a targeted marketing campaign promoting regional connectivity to North Hollywood in conjunction with expanded weekend service.	April - September 2014	Focus groups	Promote use of transit to access events at Hollywood Bowl.	
Operating	2	Introduce commuter bus service originating in Canyon Country on some Route 796, 797, and 799 runs so as to serve the Highway 14 park and ride facility.	August 2014	Focus groups	Provides access to commuter service from additional Park & Ride locations; reduces travel time for Canyon Country residents.	Some Valencia residents may have to travel to the Newhall/Sierra Hwy Park & Ride to access commuter bus service.
Marketing	2	Conduct a commuter marketing campaign to encourage increased ridership among current customers who ride one to three times a week.	Spring 2015	Commuter survey	Increase ridership.	
Mid-Term (3-5 years)						
Operating	1	Introduce service to new Castaic High School and Hillcrest Dr in Castaic.	August 2015	City transit goals and objectives; focus groups	Fulfillment of City transit goals; provide service to new schools.	Potential for increased travel time on existing routes.
Operating	1	Introduce service to Landmark Village (Phase I of the Newhall Ranch development) (expected to break ground in late 2013/early 2014).	August 2016	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential and commercial developments.	Potential for increased travel time on existing routes.

Strategy Type	Priority	Strategy	Target for Implementation	Catalyst	Advantages	Disadvantages
Operating	1	Introduce service to the Keystone development (located off Newhall Ranch/Golden Valley).	August 2016	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential developments.	May require adjustment of proposed Saugus/Golden Valley route, resulting in longer trip times or reduced frequency.
Operating	1	Provide service to Vista Canyon development and Sand Canyon (concurrent with Via Princess Metrolink station relocation).	August 2017 or later	City transit goals and objectives; community and rider surveys; focus groups	Fulfillment of City transit goals; provide service to new and existing residents and new residential/commercial developments.	Requires adjustment of existing routing away from Via Princessa Metrolink.
Operating	2	Adjust Route 5/6 schedule to add stops at Villa Metro development on Soledad Canyon.	August 2015	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential community	
Operating	2	Provide one-seat service between Saugus and Golden Valley via the Cross-Valley Connector.	August 2015	City transit goals and objectives; community and rider surveys	Provides service to Golden Valley shopping/retail; additional service to Golden Valley H.S.; connects with all existing local routes.	Timed-transfers required for effective connectivity with other routes.
Marketing	2	Combine local and commuter schedules into a single "bus book" inclusive of schedules, maps, policies, and Dial-A-Ride information.	August 2016	Community and rider surveys	Promote local service to commuter customers and out-of-area services to local customers.	
Marketing	2	Add information kiosks throughout the SCV, particularly in areas of new service, and strategically utilize information displays to communicate service changes and promotions, raise awareness, and encourage choice ridership.	Ongoing	City transit goals and objectives	Raise awareness of transit service; improve access to information.	
Long-Term (6+ years)						
Operating	1	Introduce service to the Newhall Ranch development (on a phased approach).	August 2018 or later	City transit goals and objectives	Fulfillment of City transit goals; provide service to new residential and commercial developments.	Potential for increased travel time on existing routes.
Fares	2	Provide additional opportunities for fare media purchase, particularly within new service areas, through the installation of ticket vending machines (TVMs).	August 2018	Community and rider surveys	Increased access to non-cash fare media. TVMs also available 24 hours a day, seven days a week.	Requires identification of appropriate locations and regular maintenance.

Exhibit 6.0.2 Map of Proposed Service (Full Implementation)
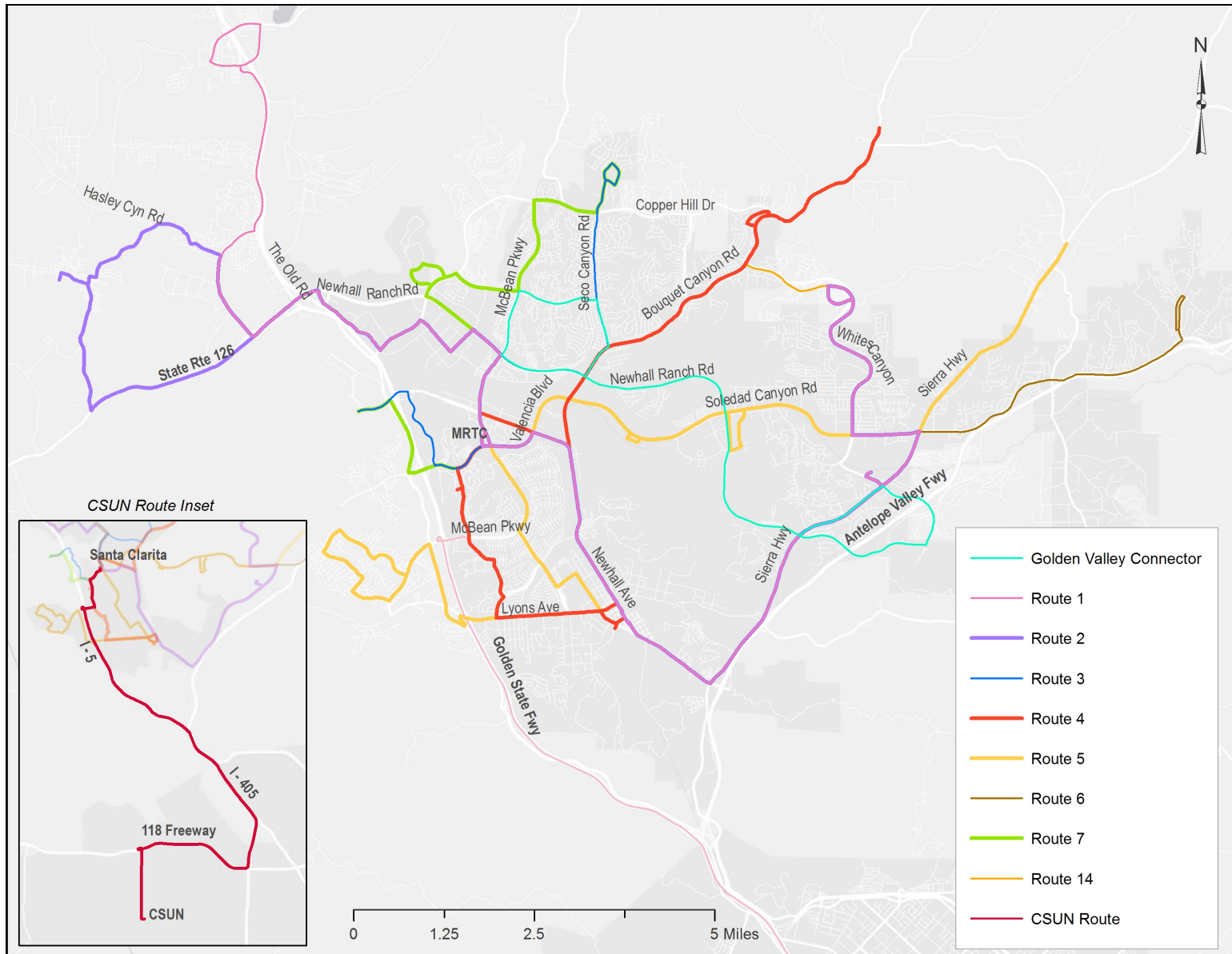
6.1 OPERATING STRATEGIES

Operating strategies present enhancement opportunities for Santa Clarita Transit's network across the next six or more years. Some operating strategies may depend upon a specific "trigger" such as the opening of a new high school or the completion of a new residential development. Others may call for additional evaluation before implementation can be considered.

Strategy 1: Increase frequency on overcrowded routes (Routes 1 and 2) (Near Term, Priority 1).
Given the number of overcrowded segments observed on Routes 1 and 2, we recommend adding additional trips during the morning and mid-day day-parts during which most overcrowding occurs. The additional service capacity would result in service approximately every 15 minutes during peak hours (versus current headway of approximately every 30 minutes).

While Route 6 also had instances of overcrowding, these occurred at times when the service runs approximately every 20 minutes, and also occurred on a modest number of segments (primarily in proximity to Canyon High School and Sierra Vista Junior High School). An earlier bus would not be effective, as it would precede dismissal time. A later bus might attract some students, but it is likely the majority would continue to ride their current bus even if it is crowded (rather than wait for the next one). Consequently, we do not recommend adding frequency to Route 6 at this time.

Exhibit 6.1.1 presents a proposed schedule for increasing frequency during periods of overcrowding. Red shading indicates segments of Routes 1 and 2 where overcrowding was observed. Green shading indicates proposed additional service. No increase to frequency is proposed during periods in which 15-minute frequency is currently available. This increased frequency would only be added on the northern portion of the routes (from the MRTC to Heller Circle and then back to the MRTC) where all instances of overcrowding were observed. Four full trips and one partial trip (the second half of that trip is already operating) are proposed, translating to approximately 7.5 additional service hours each weekday.

Exhibit 6.1.1 Increased Service on Routes 1 and 2 to Reduce Instances of Overcrowding

To Whites Canyon - north section of route (MRTC to Heller/Edgehurst)								To Castaic & Val Verde - north section of route (Heller/Edgehurst to MRTC)						
DEPART MRTC	Railroad & 6th	Sierra Hwy/Newhall Av	Sierra Hwy/Frndly Val	Via Princessa ML	Soledad & Sierra Hwy	Whites Cyn & Soledad	Heller Cir/Edgehurst	Soledad & Whites Cyn	Soledad & Sierra Hwy	Via Princessa ML	Sierra Hwy/Frndly Val	Sierra Hwy/Newhall Av	Newhall ML	ARRIVE MRTC
							417	427	431	435	440	446	453	507
								500	504		510	516	523	537
												532	539	553
							526	536	540		546	552	559	613
						526	535	545	549	553	559	606	613	630
						550	559	609	613		619	626	633	648
530	544	551	558		606	610	619	629	633	637	642	650	657	713
555	609	616	623		631	635	644	655	659	703	708	716	723	739
610	624	631	638		646	650	700	711	715		721	729	736	753
633	647	654	701		709	713	723	735	739	744	749	757	804	821
655	713	721	728		736	740	750	802	806		812	820	827	844
715	732	740	747		755	759	810	822	826	830	835	843	850	907
735	752	800	807		815	819	829	841	845		851	857	904	918
752	809	817	824		832	836	852	902	906		912	918	925	939
810	827	835	842		850	854	904							
830	846	854	901		909	913	923	933	937		942	948	955	1009
845	901	909	916		924	928	938	948	952		957	1003	1010	1024
900	914	921	928		936	940	950	1000	1004		1009	1015	1022	1036
933	947	954	1001		1009	1013	1023	1033	1037		1042	1048	1055	1109
1000	1014	1021	1028		1036	1040	1050	1100	1104		1109	1115	1122	1136
1030	1044	1051	1058		1106	1110	1120	1130	1134		1139	1145	1152	1206
1100	1114	1121	1128		1136	1140	1150	1200	1204		1209	1215	1222	1236
1130	1144	1151	1158		1206	1210	1220	1230	1234		1239	1245	1252	106
1200	1214	1221	1228		1236	1240	1250	100	104		109	115	122	136
1230	1244	1251	1258		106	110	120	130	134		139	145	152	209
1245	1259	105	112		120	124	134	144	148		153	159	206	223
100	114	121	128		136	140	150	200	205		210	216	223	240
112	126	133	140		148	152	202	212	217		223	229	236	253
130	145	153	200		208	212	222	233	238		244	252	259	316
142	157	205	212		220	224	234	244	249		255	303	310	327
155	212	220	227		235	239	250	302	307		313	322	330	347
210	227	235	242		253	257	305	319	324		330	339	347	404
230	247	255	302		313	317	328	339	344		350	358	406	423
245	302	310	317		328	332	343	354	359		405	413	421	438
300	317	325	332		343	347	357	407	412		418	425	433	450
330	347	355	402		413	417	426	436	441		447	454	502	519
400	417	425	432		443	447	456	506	511		517	524	532	549
415	732	440	447	453	502	506	515	525	530		536	543	551	608
440	457	505	512		523	527	536	546	551		557	604	611	628
455	512	520	527		538	542	551	601	606		612	619	626	643
515	532	540	547		558	602	611	621	626		632	639	646	703
530	547	555	602	610	619	623	632	642	647		653	700	707	724
550	607	615	622		633	637	646	656	701		707	714	721	738
610	627	634	641	648	656	700	709	719	724		730	737	744	801
640	657	704	711		722	726	735	745	750		756	803	810	824
705	720	727	734	741	747	751	800							
730	744	752	759		807	811	820	830	834		840	847	854	908
800	814	821	828	835	841	845	854							
825	839	847	854		902	906	915	925	929		935	941	948	1002
855	909	917	924		932	936	945	955	959		1005	1011	1018	1032
950	1002	1010	1017		1025	1029	1038							
1025	1037	1045	1052		1100	1104	1113							

Strategy 2: Adjust schedule times on Routes 5, 14, and 791 to address ongoing running time issues.

Routes 5, 14, and 791 consistently exhibited issues with schedule adherence and overall running time due to delays on key portions of the routes. Routes 5 and 14 should allow additional time for route segments along Lyons Ave. Route 5 requires a minimum of four minutes additional running time on eastbound trips starting at 1:29 p.m., 2:41 p.m., and 5:25 p.m. These trips coincide with increased vehicular traffic due to school dismissal and peak-hour travel. Route 14 saw more than half of its trips with insufficient run time. Given these trips were spread throughout the day, we recommend adding four minutes to all trips. Implementing these changes will add 1.27 additional service hours to each weekday.

Commuter Route 791 experiences delays as it travels through Santa Clarita, yet typically makes up lost time on the highway before reaching the stop at Chatsworth. The schedule should be adjusted so that time-points in Santa Clarita can be met by reducing the travel time to Chatsworth. No additional running time is necessary.

Strategy 3: Adjust schedule times to improve on-time performance after assessing the impact of increased frequency on Routes 1 and 2 (Near-Term, Priority 1).

Approximately six months after frequency is increased on Routes 1 and 2 (Strategy #1), the City should review on-time performance and passenger loads to determine if the increase is having the desired impact. Our ride check revealed these two routes had a total of 10 trip segments with a passenger load of 45 or more, all on weekdays and primarily school-related. The goal of the re-evaluation is to determine if increasing frequency translates to less overcrowding while attracting greater ridership due to increased frequency.

Strategy 4: Reconfigure all commuter bus runs originating in Valencia to serve the MRTC and McBean Park-and-Ride (Near-Term, Priority 1).

Utilizing ARRA funds, the City of Santa Clarita has already begun development of a 285-space parking facility in conjunction with the MRTC. While the existing transit facility will be kept intact, five new bus bays for commuter buses will be added to the west side of the station.[12] When completed, this site will serve as the primary regional park-and-ride facility for the area. With more than 60 percent of commuter bus riders either driving to or being dropped off at their bus stop, use of established park-and-ride lots should be promoted. Forty-four percent of commuter bus survey respondents indicated parking at a Metrolink station; fewer than four percent reported parking at the MRTC (presumably due to its extremely limited parking availability); and nearly 18 percent utilize an existing park and ride lot.

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[12] City of Santa Clarita Staff Report, Master Case 11-104, Conditional Use Permit 11-011, Oak Tree Permit 11-024. 10/18/2011.

We recommend all commuter bus routes serve the MRTC once the new park-and-ride is completed. Currently, Routes 796, 797, and 799 do not actually stop at the MRTC, turning from Valencia Blvd south onto McBean Pkwy (reversed in the afternoon) without entering the transit center on the far side of the intersection. The affected bus routes should be reconfigured slightly to serve the MRTC between the stop at Del Monte and McBean Pkwy and the stop on Cinema Dr. Commuter bus service at the McBean Park-and-Ride is likely to draw customers who may currently park in nearby shopping center lots not designated as park-and-rides provided it is still convenient to access their bus (i.e., without having to walk to a stop down the street). We anticipate this slight adjustment will add approximately five minutes and 0.5 VSM to each trip on these three routes, resulting in 3.5 additional VSH per weekday.

Strategy 5: Monitor Route 757 on-time performance to ensure running time remains adequate (Near-Term, Priority 2).

Our ride check of Route 757 revealed there were six trips that exceeded the scheduled running time by five minutes or more. In most instances, this was in conjunction with the bus being late, either because it left the NoHo Station late, encountered traffic on Interstate 5, or had an in-service mechanical event. However, on 12 of the 25 trips surveyed, running time was adequate, arriving at the layover point either exactly on time or early. Therefore, we do not recommend increasing the running time for Route 757 at this time. Instead, we recommend monitoring Route 757's on-time performance on a semi-annual basis so as to determine whether additional running time should be added at some point in the future.

Strategy 6: Reassess demand and feasibility of providing fixed-route service to CSUN (Near-Term, Priority 2).

Through the TDP's various public involvement efforts, a number of workshop attendees requested direct service to the newly built transit center on the CSUN campus. Such a route would increase geographic coverage, and perhaps increase total ridership. Currently, Santa Clarita Valley residents who wish to travel to CSUN from Santa Clarita must take Route 796 to Nordhoff St and De Soto Ave, then transfer to Metro Line 166 to the CSUN campus.[13] However, this pairing only works if the individual needs to travel within the service span of SCT's commuter bus service. An alternative, though more complex, itinerary would require riding Route 757 to the North Hollywood Red Line Station, transferring to the Metro Orange Line to Canoga Ave and Nordhoff St., and finally riding Metro Line 166 to campus. This option offers a broader service span, but requires at least 2 hours of travel time each way.

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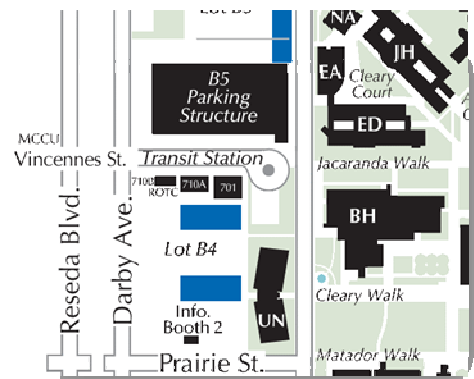
[13] Note: A connection with Metro Line 167 is also available at Plummer St and De Soto Ave.

As envisioned, the route would originate from the MRTC. Traveling along Interstate 405 South, the bus would go west on Highway 118 East, exiting at Reseda Blvd. The bus would then travel south along Reseda Blvd, turn left on Vincennes St, drop off passengers, and cycle back to Santa Clarita. The estimated one-way distance would be 21 miles. One bus would be able to cover this route with an estimated headway of 75-90 minutes. This would allow seven "limited-stop" round trips, beginning at 7:00 a.m. to ensure the first arrival on campus by 8:00 a.m. We recommend use of a transit bus (rather than an over-the-road coach) to facilitate entry into the CSUN Transit Center.

The greatest challenge to addressing this "need" is the perceived absence of sufficient year-round demand to justify the expense. CSUN sponsors a vanpool program that is open to both faculty and staff. There is no evidence to suggest that vanpool users would make the transition to a bus (and actually a number of reasons to suggest they would not). Further, despite assurance offered by CSUN staff, we have not been able to identify appreciable demand beyond the core market (SCV residents enrolled at CSUN). In addition, given the seasonal fluctuations associated with class attendance, it is unlikely ridership would remain sufficient throughout the calendar year.

Another potential complication with this route is that at the time of this study, CSUN did not indicate a willingness to provide financial support to operate the desired service. Absent funding from CSUN, the cost would likely make service to CSUN not feasible. Therefore, we recommend approaching CSUN regarding potential funding in late 2013. If CSUN indicates it is willing to contribute funding for the service, the City should conduct a survey of CSUN students to determine if there is sufficient demand to sustain the service. If funding and demand are sufficient, the target date for implementation would be Fall 2014. If not, the City should table this recommendation until conditions warrant re-evaluation.

Strategy 7: Increase span Route 757 service on weekend evenings during the Hollywood Bowl summer season (to/from the Hollywood Bowl via the Metro Red Line Station) (Near-Term, Priority 2).

During the focus groups, there was a request to extend service to North Hollywood so that Santa Clarita Valley residents could access more cultural activities. Consequently, we recommend increasing Saturday service by two trips and Sunday service by four trips (from June through September) to allow access to Hollywood Bowl's summer season.

Given the transportation options available from the North Hollywood Red Line station (Red Line train, Hollywood Bowl shuttle, and Metro bus), the availability of "last mile" transportation should not be an issue.

This recommendation would extend service by approximately 2.5 hours on Saturday and five hours on Sunday during the Hollywood Bowl season. A proposed schedule is presented in Exhibit 6.1.2. The green shaded area represents current Sunday service, while the area within the green box represents current Saturday service. The area shaded in blue would operate both Saturday and Sunday from June through September.

Exhibit 6.1.2 Proposed Route 757 Weekend Hollywood Bowl Schedule

DEPART MRTC	ARRIVE NoHo Station	DEPART NoHo Station	ARRIVE MRTC
6:10 AM	6:40 AM	6:45 AM	7:15 AM
7:25 AM	7:55 AM	8:00 AM	8:30 AM
8:40 AM	9:10 AM	9:15 AM	9:45 AM
9:55 AM	10:25 AM	10:30 AM	11:00 AM
11:09 AM	11:39 AM	11:44 AM	12:14 PM
12:23 PM	12:53 PM	12:58 PM	1:28 PM
1:37 PM	2:07 PM	2:12 PM	2:42 PM
2:51 PM	3:21 PM	3:26 PM	3:56 PM
4:05 PM	4:35 PM	4:40 PM	5:10 PM
5:19 PM	5:49 PM	5:54 PM	6:24 PM
6:33 PM	7:03 PM	7:08 PM	7:38 PM
7:47 PM	8:17 PM	8:22 PM	8:52 PM
9:01 PM	9:31 PM	9:36 PM	10:06 PM
10:15 PM	10:45 PM	10:50 PM	11:20 PM
11:29 PM	11:59 PM	12:04 AM	12:34 AM

This strategy would be accompanied by a marketing campaign targeting Santa Clarita Valley residents with a high propensity to attend concerts at the Hollywood Bowl. Details regarding the marketing campaign are included within Strategy 19.

Strategy 8: Introduce commuter service originating in Canyon Country on some Route 796, 797, and 799 runs to serve Hwy 14 Park & Ride facilities (Near-Term, Priority 2).

Approximately 60 percent of all commuter bus survey respondents drove or were dropped off at their bus stop. As a method of decreasing average travel time for these customers, we recommend splitting commuter bus Routes 796, 797, and 799 into runs that originate in the western Santa Clarita Valley (and travel through the MRTC) and trips that originate in the eastern Santa Clarita Valley (and do not travel through the MRTC). The "split" commuter routes would originate in either Valencia and Canyon Country, each with stops in Newhall.

Southbound commuter buses originating in Canyon Country would begin the route at the Via Princessa Station (or, in the future, the proposed Vista Canyon Transit Center). From the Via Princessa Station, the routing would turn right onto Sierra Highway, and then left onto Golden Valley Road to pick up passengers before getting onto Highway 14.[14] The bus would head south on Highway 14, exiting at Newhall Avenue to pick up passengers at the Sierra Hwy/Newhall Ave park-and ride before re-entering the freeway and heading to Los Angeles. Buses originating in Valencia would continue on their current route alignment (adjusted to serve the MRTC once the park-and-ride facility is operational).

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[14] Once the proposed Vista Canyon Transit Center is operational, the bus would travel via Highway 14 to the Golden Valley Park and Ride, the resume travel on Highway 14 to Newhall Avenue.

By employing this strategy, the City could optimize the value of current park-and-rides throughout the Santa Clarita Valley. As it currently stands, passengers of Routes 796, 797, and 799 residing in Canyon Country are parking in Valencia and Newhall (most likely Newhall Metrolink Station and the Sierra Hwy/Newhall Ave Park-and-Ride given they are the last park-and-ride facilities before departing for Los Angeles). Parking availability should be less of an issue if some of the buses pick up passengers at two additional park-and-rides (Golden Valley and Via Princessa). In the event a rider needs to be on a particular trip, all buses would still serve the Sierra Hwy/Newhall Ave Park-and-Ride. To ensure no passenger is forced to adjust his or her destination arrival time (beyond normal traffic delays), while there may be a difference in start times between eastern and western routes, time-points at Newhall Ave and Sierra Hwy and scheduled arrival times at downtown/in-town destinations should remain unchanged from the current schedule.

We do not recommend realigning any of the off-peak commuter routes (Routes 791, 792, and 794) to serve Canyon Country at this time.

One of the effects of bifurcating commuter routes would be lowering the overall travel time for many passengers by providing improved access to commuter bus service in Canyon Country and by limiting the number of stops while in the Santa Clarita Valley. With Canyon Country-originating runs having only three pick-up points (versus six for the MRTC-originating trips and the existing Routes 796, 797, and 799), the result should be a slight decrease in Vehicle Service Hours (although a modest increase in deadhead time is likely).

Bifurcating the commuter bus routes may cause a decrease in frequency among riders not driving to their pickup point. To mitigate this, the City should consider implementing a smaller number of trips in Canyon Country while maintaining the majority of trips originating in Valencia (i.e., of nine total trips for Route 799, six would originate in Valencia and three in Canyon Country). Afternoon return trips would be scheduled so as to provide return service to the community of origin.

Strategy 9: Provide new service to new Castaic High School and Hillcrest Dr in Castaic (Mid-Term, Priority 1).

The eastern site boundary for the planned Castaic High School is approximately two miles west of the intersection of Parker and Sloan Canyon Roads (which is currently served by Route 1). The southern boundary is approximately two miles north of the intersection of Hasley Canyon and Romero Canyon Roads. The proposed high school would be built on a 71.4 acre site within a 198-acre property. Planned enrollment is 2,600 students, beginning with ninth grade in Fall 2015.[15] While the location of this project may discourage frequent bus service, given the absence of school bus service in the Santa Clarita Valley, public transit service to local high schools should remain a priority. We recommend providing service via a school tripper rather than modifying Route 1's routing.

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[15] Castaic High School Draft Environmental Impact Report. William S. Hart Union High School District (The Planning Center/DC&E, July 2012).

Strategy 10: Provide new service to Landmark Village (Phase I of the Newhall Ranch development) (expected to break ground in late 2013/early 2014) (Mid-Term, Priority 1).

The proposed Newhall Ranch residential development encompasses nearly 12,000 acres, with as many as 21,000 new residential units in four phases ("Villages"). Project location is west of Interstate 5 and south of State Highway 126. Although the average number of dwelling units/acre is fairly low, the sheer enormity of this project warrants consideration of transit service. The first phase of development (Landmark Village) may be ready for occupancy in 2016. Landmark Village is expected to have 1,444 homes (single- and multi-family as well as mixed-use) and an elementary school within 263 acres. The project has been approved but the actual timeline may be delayed due to environmental lawsuits (active and potential) which may push this strategy into the long-term category.

Routes 1 and 2 currently travel along Highway 126 in the vicinity of the development, but would require a significant route realignment if either were to serve Newhall Ranch. Therefore, we recommend revising service on Routes 1 and 2 resulting in one route (Route 1) serving the Val Verde/Castaic area (with service to MRTC) and a second route (Route 2) linking Canyon Country with the Valencia Industrial Center (Avenue Stanford) via MRTC. Route 1 could then be adjusted to serve Newhall Ranch once the initial phase of Landmark Village is complete. Demand for additional school tripper service should also be evaluated once actual attendance boundaries are determined. A summary of the reconfigured Routes 1 and 2 is summarized below (shown in Exhibit 6.1.3):

Route 1 – Castaic and Val Verde to MRTC. Route would operate on a loop traveling from MRTC directly to Castaic via Interstate 5 (entering the freeway on Magic Mountain Parkway). The route would then head south to Hasley Canyon and on to Val Verde, before heading back to the MRTC via Landmark Village.

Route 2 – Whites Canyon to Rye Canyon. Route 2 would operate on the current Route 1/2 alignment, except the bus would turn around on Rye Canyon at Avenue Stanford (via Avenue Hall and Crocker Avenue).

Given the road network for Landmark Village has yet to be established, it is impossible to predict the precise route alignment (and therefore trip length or number of vehicles needed) for Route 1. Route 2 would take 150 minutes to complete a round trip (including a ten-minute layover). Five buses would be needed to provide service every 30 minutes, with two additional buses needed if 20-minute service was provided during peak hours.

Exhibit 6.1.3 Split Route 1 and 2
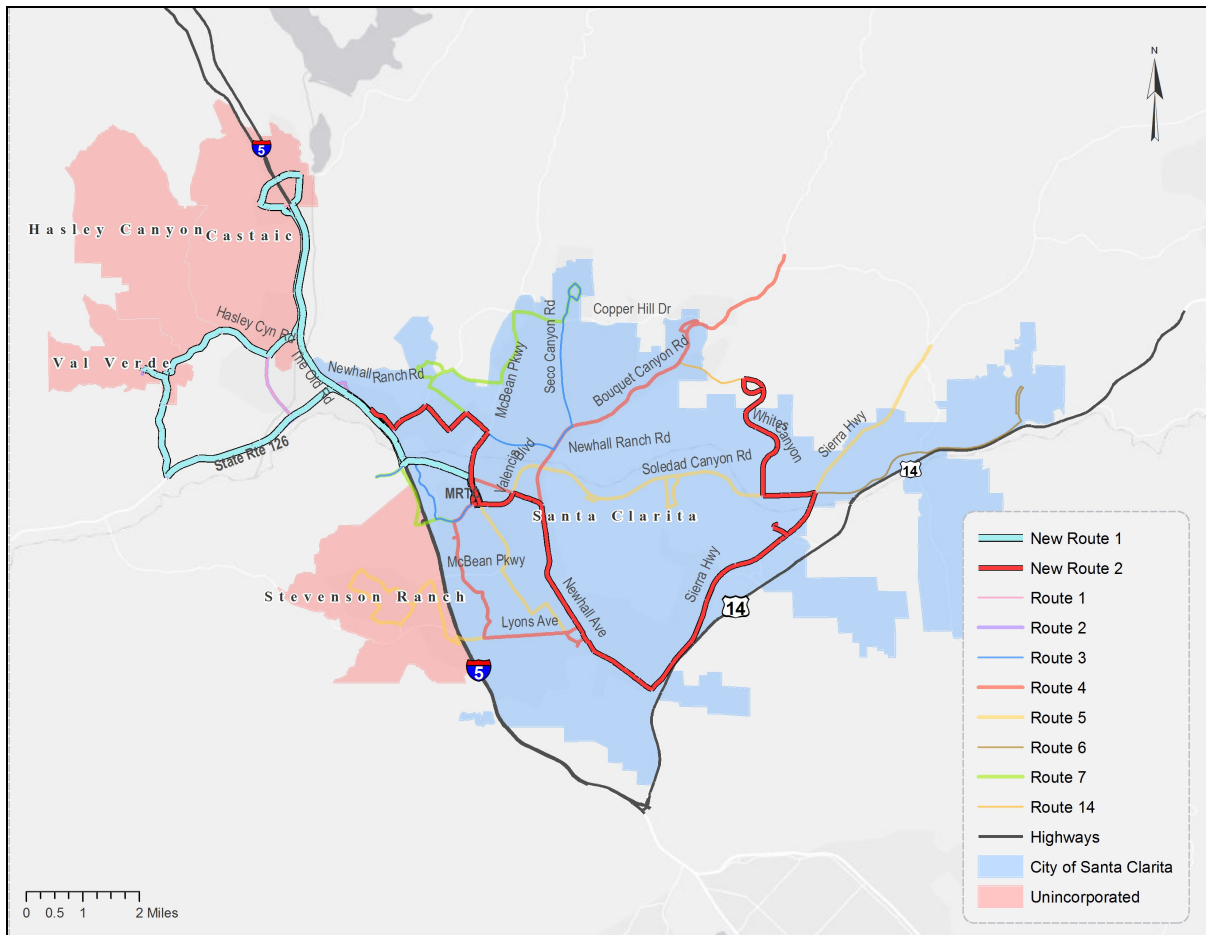
Strategy 11: Provide service to the Keystone development (located off Newhall Ranch/Golden Valley) (Mid-Term, Priority 1).

The Keystone development is planned for 499 dwelling units across 81 acres. The project location is between Bouquet Canyon Road and Newhall Ranch Road., to the east of Central Park. Expected street access is likely to be Golden Valley Road/Newhall Ranch Road. Depending upon the eventual street grid, community design, and completion date (forecast for occupancy in 2015[16]), the Keystone project is expected be a good candidate for transit service.[17] If the City elects to move forward with Strategy 14 (one-seat service between Saugus and Golden Valley), service to the Keystone development could be integrated into that route. Strategy 14, as envisioned, would only provide service to the entrance of the development on Newhall Ranch Road and Golden Valley Road.

Strategy 12: Provide service to Vista Canyon development and Sand Canyon (concurrent with Via Princess Metrolink station relocation) (Mid-Term, Priority 1).

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[16] City of Santa Clarita Staff Report, Master Case 12-168 (Revision to Vesting Tentative Tract Map 060258 and Time Extension 13-001), April 16, 2013.

[17] The Keystone Project Draft Environmental Impact Report Technical Appendices Volume 1. (Christopher A. Joseph & Associates, 2005).

This development is of particular importance to the City's transit program given project design includes relocation of the Via Princessa Metrolink Station and development of another transit center. At the time of this report's preparation, there was no direct transit access to this area (although Route 6 had stops within a half-mile of the proposed development). The Town Center would be located immediately east of Lost Canyon Road, adjacent to the Santa Clara riverbed. The project has been capped at 1,100 residential units, translating to an average density of 11 dwelling units/acre, in a mixed-use environment. The developer, Vista Canyon Ranch LLC, forecasts completion in about 2017. Based on these criteria, Vista Canyon is a good candidate for transit service.[18]

Exhibit 6.1.4 Proposed Vista Canyon Development Plan

Given Vista Canyon's proximity to existing residential areas in Sand Canyon, we recommend extending service to Sand Canyon south of Hwy 14 at the same time service is initiated to Vista Canyon and the proposed (relocated) Metrolink station. The new route should connect with other routes serving neighboring areas (such as Route 6 or the proposed Saugus/Golden Valley route) rather than traveling all the way to the MRTC.

Strategy 13: Adjust Route 5/6 schedule to add stops at Villa Metro development on Soledad Canyon (Mid-Term, Priority 2).

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[18] Vista Canyon Community Summary. http://www.vistacanyon.com/community%20summary.html

Routes 5 and 6 currently travel down Soledad Canyon past the site of the Villa Metro development. Given the development's proximity to the Santa Clarita Metrolink station, only modest additional resources are needed to provide service to Villa Metro. The City should add eastbound and westbound stops on Soledad Canyon near the development's entrance to support service. These stops should add little or no additional run time. Should the volume of boardings begin to impact running time (as the development becomes more established) the City should revise operating schedules to absorb the added time.

Strategy 14: Provide one-seat service between Saugus and Golden Valley via the Cross-Valley Connector (Mid-Term, Priority 2).

Though transfers are an inevitable aspect of fixed-route service, the City should make every effort to provide one-seat service and to reduce customer "wait times" whenever possible. Given all SCT local routes (Route 502 notwithstanding) currently connect at or near the MRTC, the likelihood of inter-line transfers is high. Therefore, the optimal approach to reducing the incidence of transfers is to create route options that do not require all riders to travel to a single point within the service area. At present, MRTC is the focal point of SCT's route network (the "hub" in a "hub-and-spoke network"). Having at least one route that does not pass through the MRTC (as illustrated in Exhibit 6.1.5) provides an opportunity for point-to-point service.

Exhibit 6.1.5 Potential Golden Valley Route
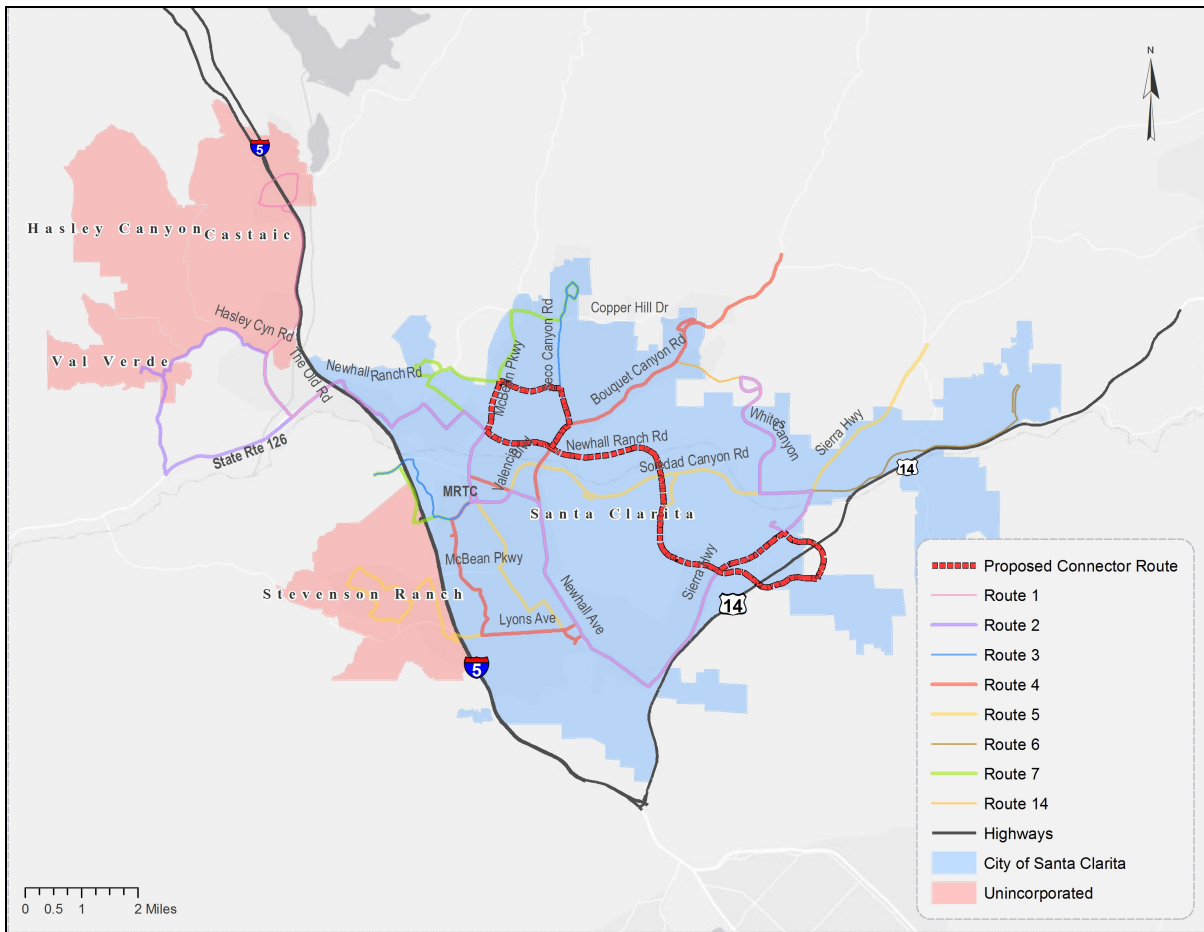
The Golden Valley Route would provide service along Golden Valley Road and Newhall Ranch Road, two areas within the relative center of Santa Clarita that lack substantial transit service. While this map shows the bus traveling on loops in Saugus (making successive right turns on McBean Parkway, Decoro Drive, Seco Canyon Road, and Bouquet Canyon Road) and in Golden Valley (using Sierra Highway and Via Princessa), this route could easily be altered to incorporate new developments or other new trip generators.

The proposed route has several benefits beyond creating an alternative to the strict "hub-spoke" orientation. In the fixed-route customer survey, the most common response to Question 10 ("Are there any areas not currently served by Santa Clarita Transit which you want to travel to?") was Golden Valley or locations on Golden Valley Road. Transit service to and within the Golden Valley involves only two possible alternatives: Sierra Highway and Golden Valley Road. Given Routes 1 and 2 travel along Sierra Highway, service along Golden Valley Road is justified. This route would also serve as a connection point for the Vista Canyon/Sand Canyon service as well as provide an option for service to the Keystone development.

Strategy 15: Provide new service to additional phases of the Newhall Ranch development as they are built out (Long-Term, Priority 1).

When fully built-out, the Newhall Ranch development will feature four "villages" comprising 12,000 acres and as many as 21,000 new residential units. While transit to Landmark Village (Phase I) is addressed as Strategy 10, service to the remaining phases (Mission Village, Homestead Village, and Potrero Village) would need to be evaluated as each phase is completed. Mission Village is beginning the approval process, while Homestead Village and Potrero Village are still in the planning state. Full build-out is expected to take at least 15 years.

6.2 MARKETING, ADMINISTRATIVE, AND FARE STRATEGIES

Strategy 16: Evaluate the impact of allowing Personal Care Assistants (PCAs) to ride the fixed-route service free of charge when accompanying disabled patrons. Implement a policy change if warranted (Near-Term, Priority 1).

During our public outreach efforts, workshop attendees stated that requiring PCAs to pay for their fares may have an adverse effect on the mobility of persons with disabilities. If the City believes this argument to be true, it may wish to change the current fare policy.

At present, the City allows Access Services customers to ride SCT fixed-route service free of charge, yet requires their accompanying PCAs to pay (PCAs may ride Access Services and SCT Dial-A-Ride for free). Given this, we recommend the City evaluate PCA ridership to determine whether or not fares have adverse effects on the mobility of persons with disabilities and what the overall cost of free ridership is likely to be. The only cost associated with this recommendation is the funding of a focused ridership study. We recommend a direct mail survey to be distributed to registered Dial-A-Ride and Access customers. Additional expenses may be incurred in the event the City chooses to change its fare policy as a result of the study recommendations.

Strategy 17: Raise awareness and promote usage of the City's technology resources and programs, including the Senior Ambassador program (Near-Term, Priority 1).

Outreach conducted as part of this TDP indicated a significant lack of awareness of the technology and resources offered by the City to improve the experience of transit customers. The City offers a number of technological resources to its customers, including a link to the Go511 trip planner from its transit website, the Transit Information Network (TIN) offering real-time bus tracking, U-TEXT text messaging for updates regarding commuter routes, Quick Response (QR) codes mounted at all bus stops, the City's e-Notify email service, and LED and "bus finder" units at select bus stops. In addition, the Senior Ambassador program offers personalized assistance for seniors who wish to become more familiar with or more comfortable riding the bus. We recommend the City promote its informational resources through a variety of media, such as bus shelter posters, onboard notices (car cards), *Seasons* catalog, Facebook, e-Notify, and posters at senior/community centers and Parks and Recreation facilities. The marketing effort should both promote these resources as well as instruct the community on how to use them.

Strategy 18: Conduct a targeted marketing campaign (low-income persons) promoting new pass sales outlets offering credit/debit purchase options (Near-Term, Priority 1)

All three of the City's libraries recently became equipped to sell passes using credit and debit cards. The City needs to promote these improvements. Much of the promotion can be done onboard transit vehicles, as the primary target market would be current transit riders. Additional materials should be posted at all sales locations. All advertising and promotional materials should be bilingual (English and Spanish).

Strategy 19: Update SCT's customer comment system to more effectively address outreach and planning topics (Near-Term, Priority 2).

Currently, Santa Clarita Valley residents can enter comments regarding SCT services using the City's customer service hotline or the City's web-based comment platform. They may choose from 16 options for comments or complaints. Responses are then entered into a database and data are extracted by the City as needed.

While the public comment system is relatively "user friendly," the system, in its current state, does not effectively support service planning activities. The problem lies in data collection; the public is asked to give information in an open field. As such, comments are not generated in a readily sortable or comprehensible manner. If comments are submitted which relate to planning matters (versus driving concerns or mechanical failures), submitters should be asked to include how they could better be served (i.e, more frequency, longer span of service, or where new service is desired) and the route to which they are referring.

With better available data, City staff could readily identify patterns in customer input and, as warranted, develop solutions in a timely manner.

Strategy 20: Conduct a targeted marketing campaign promoting regional connectivity to North Hollywood in conjunction with expanded weekend service (Near-Term, Priority 2) (contingent upon implementation of Strategy 7).

Prior to implementing the summer late weekend service to North Hollywood, the City should implement a targeted marketing campaign promoting the service to those most likely to utilize it. A key demographic is current commuter bus riders. They already exhibit a propensity to use transit, so using transit to access recreational activities should be a logical next step. Another target group is seniors, who may wish to travel to concerts at the Hollywood Bowl but do not like to drive at night. The City should promote the service on the City and transit websites, in its summer *Seasons* catalog, on the Hollywood Bowl website and at the venue itself, and at bus stops, in a manner similar to how it currently markets the Beach Bus. Advertising should promote the benefits of taking the bus, including letting someone else do the driving, avoiding the hassles of parking, and the freedom to enjoy yourself.

Strategy 21: Conduct a commuter marketing campaign to encourage increased ridership among current customers who ride one to three times a week (Near-Term, Priority 2).

A key strategy for increasing commuter ridership is encouraging those who ride one to three times a week to ride more frequently. This highly targeted campaign would be conducted almost exclusively onboard commuter buses and via the U-TEXT messaging service specific to the commuter program. Messages would emphasize the benefits and convenience of using the commuter bus instead of driving. This campaign could also promote improvements or changes to the commuter service, including service to/from Canyon County and the McBean Park-and-Ride.

Strategy 22: Combine local and commuter schedules into a single "bus book" inclusive of schedules, maps, policies, and Dial-A-Ride information (Mid-Term, Priority 2).

With additional changes likely to be made to the SCT system, providing information to transit riders will be vital. Combining the two current route brochures (one for local fixed-route and one for commuter buses) would make the distribution of information more efficient.

Although there may be a slight initial increase in marketing expense associated with the design and production of the combined service brochure, it is likely a cost savings would (ultimately) be realized.

Strategy 23: Add information kiosks throughout the Santa Clarita Valley, particularly in areas of new service. Strategically utilize all information displays to communicate service changes and promotions, raise awareness, and encourage choice ridership (Mid-Term, Priority 2).

The City currently utilizes information kiosks to display service information. We recommend the City increase the number of information kiosks specific to Santa Clarita Transit and leverage them to communicate service changes and promotions, raise awareness of SCT and its services, and encourage community residents to ride the bus. Posters encouraging ridership or communicating information about new resources or services, maps illustrating the service area, and details regarding special promotions should be updated regularly to maintain interest and raise awareness.

We recommend installing no less than one information kiosk in each community (in addition to any that may be located at a transit or park-and-ride facility). Kiosks should be located in close proximity to key trip generators located along a transit route. Regular maintenance would be required to ensure the posted information is in good condition and the unit remains functional. Any posters that become sunfaded, fall down within the unit, or become unreadable for any reason should be replaced immediately.

Strategy 24: Provide additional opportunities to purchase fare media, particularly in newly served areas, through the installation of ticket vending machines (TVMs) (Long-Term, Priority 2).

As the SCT service area expands to address new residential developments, the City should identify additional locations from which to sell various fare media. The City has already begun exploring options for installing a TVM at the McBean Regional Transit Center. Suggested locations for future TVM placement include Castaic, Val Verde, Newhall Ranch, and Vista Canyon. We recommend the

City install a TVM in Castaic at the time it places one at the MRTC, with others added after the technology and equipment are vetted.

6.3 IMPLEMENTATION PLAN

The Implementation Plan presents a suggested schedule of those tasks required to introduce the recommendations presented within this chapter. Exhibit 6.3.1 provides an overview of key project steps/deliverables based on the timeframe and priority level to which each individual recommendation was assigned.

Each strategy has been categorized by implementation horizon (near-, mid-, or long-term) and then prioritized within each category. Those strategies categorized as Priority 1 hold the potential for the greatest impact on performance or are tied to ongoing projects such as the McBean Park-and-Ride. Strategies categorized as Priority 2 may be considered less critical (representing "wants" rather than "needs").

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Exhibit 6.3.1 Implementation Plan

	Priority	Strategy	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19
Near-term (1-2 years)		Strategy						
Operating	1	Increase frequency on overcrowded routes (Routes 1 and 2).						
Operating	1	Adjust schedule times on Routes 5, 14, and 791.						
Operating	1	Adjust schedule times on Routes 1 and 2.						
Operating	1	Reconfigure all commuter bus runs originating in Valencia to serve the MRTC.						
Operating	1	Monitor Route 757 on-time performance.						
Fares	1	Evaluate the impact of allowing PCAs to ride the fixed-route service for free.						
Marketing	1	Raise awareness and promote usage of the City's technology resources.						
Operating	1	Reassess demand and feasibility of providing fixed-route service to CSUN.						
Marketing	1	Update SCT customer comment system.						
Operating	1	Increase span of service on Route 757 during Hollywood Bowl summer season.						
Marketing	2	Conduct a targeted marketing campaign promoting regional connectivity to North Hollywood.						
Operating	2	Introduce commuter bus service originating in Canyon Country.						
Marketing	2	Conduct a commuter marketing campaign.						
Mid-term (3-5 years)		Strategy						
Operating	1	Introduce service to Castaic.						
Operating	1	Introduce service to Landmark Village.						
Fares	1	Increase availability of TAP purchases with credit/debit cards.						
Marketing	1	Conduct marketing campaign promoting new pass sales outlets.						
Operating	1	Introduce service to the Keystone development.						
Operating	1	Provide service to Vista Canyon development.						
Operating	2	Adjust Route 5/6 schedule.						
Operating	2	Provide one-seat service between Saugus and Golden Valley.						
Marketing	2	Combine local and commuter schedules into "bus book."						
Marketing	2	Add information kiosks throughout the SCV.						
Long-term (6+ years)		Strategy						
Operating	1	Introduce service to the Newhall Ranch development.						
Fares	2	Provide additional opportunities for fare media purchase.						

LEGEND

- Variable (i.e., entire time period may not be necessary)
- Full time period recommended
- Ongoing Task

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7. FINANCIAL PLAN

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CHAPTER 7 – FINANCIAL PLAN

This chapter presents capital requirements and five-year operating budget projections required to support the recommendations presented within the Service Recommendations chapter (Chapter 6). Three distinct scenarios were developed: Baseline (current service network), Priority 1 only, and Full Implementation (all recommendations).

This chapter is composed of four sections – the Capital Improvement Program (Section 7.1) presenting recommendations for improvement and expansion of transit infrastructure, a Capital Plan (Section 7.2) forecasting capital costs associated with implementing the recommendations, an Operational Expense Plan (Section 7.3) that outlines expected operating budget implications, and a Funding Plan (Section 7.4) that identifies the potential and recommended revenue sources for the scenarios discussed herein.

7.1 CAPITAL IMPROVEMENT PROGRAM

The Capital Improvement Program (CIP) presents a framework for the ongoing development of the infrastructure necessary for the efficient provision of public transit service throughout the Santa Clarita Valley and beyond. This element includes an inventory of all vehicles, amenities, and facilities currently in use, as well as a strategy for recurring additional capital resources across the next five years to support service enhancements for Santa Clarita Transit.

The CIP is divided into three elements: fleet, bus stops, and facilities. Each plays a critical role in the efficient provision of public transit services. For each element, we first discuss the existing conditions/inventory. We then discuss the actions necessary for future development.

Fleet Element

Fleet development is crucial to the continued success of Santa Clarita Transit. The cleanliness and reliability of rolling stock plays a vital role in attracting and retaining customers. While ride-dependent customers may exhibit a greater tolerance for an outdated fleet, "choice riders" expect newer vehicles with more amenities. Given the City owns the fleet, maintenance and timing of vehicle replacement is critical to resource management and program sustainability. What follows is a discussion of each mode's vehicle fleet (local fixed-route, commuter, and Dial-A-Ride services).

Exhibit 7.1.1 presents detailed information for each vehicle in Santa Clarita Transit's fleet (current and on order). The fleet is composed of 116 revenue vehicles ranging in size from 23- to 60-foot buses. Forty-six are diesel-powered (DSL), 66 compressed natural gas (CNG), and four gasoline (UNL). Every transit vehicle is fully accessible (ADA-compliant) and most include two wheelchair positions. Vehicles are not assigned to a specific route, but rather are assigned by mode. The two 60-foot articulated buses are assigned primarily for supplemental school day service.

Exhibit 7.1.1   Santa Clarita Transit Fleet List

Use	Make	Model	Fuel Type	Model Year	Vehicle Length (in feet)	Vehicles in Fleet	Contingency Vehicle
Local FR	Gillig	Phantom	DSL	2000	40'	11	No
Local FR	Chance*	AH28	DSL	2001	28'	1	Yes
Local FR	NewFlyer	C40LF	CNG	2005	40'	14	No
Local FR	NABI	60	CNG	2007	60'	2	No
Local FR	NABI	LFW-41	CNG	2008	40'	8	No
Local FR	NewFlyer	C40LFR	CNG	2010	40'	7	No
Local FR	Gillig	Low floor	CNG	2013	40'	10	On order
Local FR	Gillig	Low floor	CNG	2014	40'	11	On order
Commuter FR	MCI	D4000	DSL	1997	40'	2	No
Commuter FR	MCI	D4000	DSL	1999	40'	6	No
Commuter FR	MCI	D4000	DSL	2001	40'	5	No
Commuter FR	MCI	D4000	DSL	2004	40'	9	No
Commuter FR	MCI	D4500	DSL	2004	45'	4	No
Commuter FR	MCI	D4500	DSL	2010	45'	4	No
Commuter FR	MCI	D4500	DSL	2013/14	45'	4	On order
DAR	El Dorado	Aerotech	UNL	2007	23'	4	No
DAR	Ford	Starcraft	CNG	2008	23'	14	No

Trolley – not counted as revenue vehicle for fixed-route service.

Shaded rows indicate those vehicle slated for replacement by vehicles already on order.

Source: City of Santa Clarita, 2013

Of the 116 buses within the Santa Clarita Transit fleet, 99 are or will be used for commuter and local services, while 16 are used for Dial-A-Ride service. One additional vehicle is a trolley-style bus used for special events in services. Therefore, it should not be considered available for revenue service. Exhibit 7.1.2 identifies the peak vehicle needs for each bus route, including buses needed for the new route options identified in the service recommendations. The table also shows the cumulative spare ratio, which is calculated by using the following formula[19]:

$$Spare\ Ratio = \frac{Total\ active\ fleet - Peak\ vehicle\ requirement}{Peak\ vehicle\ requirement}$$

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[19] FTA Section 15. UTMA C 2710.6, July 1988.

Exhibit 7.1.2 Number of Peak-Hour Buses by Scenario[20]

	Current	Priority 1	All
Santa Clarita Transit Local Fixed-route Peak Vehicles			
Route 1	6	7 / 4	7 / 4
Route 2	3	5 / 8	5 / 8
Route 3	1	1	1
Route 4	2	2	2
Route 5	5	5	5
Route 6	5	5	5
Route 7	1	1	1
Route 14	2	2	2
Route 501	1	1	1
Route 502	1	1	1
Golden Valley Route	0	0	2
Vista Cyn/Sand Cyn Route	0	2	1
Intercity Peak Vehicles			
Route 757	3	3	3
Route 796/791	5	5	5
Route 797/792	6	6	6
Route 799/794	9	9	9
CSUN Route	0	0	1
School Trippers			
Local	20	20	20
Castaic	0	1	1
All Fixed-route Service			
Fixed-route Peak Needs	70	76	78
Fixed-route Spare Vehicles	16	10	8
Cumulative Spare Ratio	22.9%	13.2%	10.3%
Dial-A-Ride Peak Vehicles			
Dial-A-Ride Fleet Total	16	16	16

Source: City of Santa Clarita, 2012

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[20] "Split" peak hour requirements for Routes 1 and 2 are depended on when certain recommendations are implemented. Use of seven vehicles on Route 1 and four on Route 2 is needed to implement increased frequency to alleviate overcrowding, but four vehicles on Route 1 and eight on Route 2 would be needed if Routes 1 and 2 are split to provide additional service to Val Verde/ Castaic and the new Newhall Ranch development. Both recommendations fall under Priority 1, but would not take place at the same time.

Fleet Replacement Strategy

The proposed fleet replacement strategy is based on FTA-stipulated "useful life" standards adopted for specific vehicle type. These standards must be followed by transit organizations purchasing revenue vehicles federal capital funds. Vehicles must be in service for a minimum period of time (years) and/or number of miles prior to that vehicle's retirement to ensure effective use of federally-funded assets. For transit operators like Santa Clarita Transit (with more than 50 vehicles in the active fleet), the FTA usually requires a spare ratio of no greater than 20 percent to qualify for vehicle funding. However, these regulations vary depending upon the specific needs of the transit operator.

Vehicle size and type typically determine "useful life" and replacement. The "useful life" of a bus is dependent upon its size, gross vehicle weight, and seating capacity. At the time of this report, the FTA Useful Life of Buses Final Report includes discussions of the impact of alternative fuels as a component to the "useful life" of vehicles, but does not alter the "useful life" formula based on fuel type.[21] The report stipulates large, heavy-duty vehicles—such as most of those in the local fixed-route fleet—must be operated in revenue service at least 12 years (or 500,000 miles, whichever comes first) to be eligible for replacement funding. Replacing vehicles on the 12-year cycle would ultimately reduce maintenance costs as the average age of the fleet would be reduced versus postponing vehicle replacement. Exhibit 7.1.3 illustrates the useful life for each type of vehicle.

Exhibit 7.1.3 Useful Life Table

Minimum Service Life Categories for Buses and Vans	Typical Characteristics				Minimum Life (whichever comes first)	
	Length	Approx. GVW	Seats	Average Cost	Years	Miles
Heavy-Duty Large Bus	35 to 48 ft and 60 ft artic.	33,000 to 40,000	27 to 40	$325,000 to over $600,000	12	500,000
Heavy-Duty Small Bus	30 ft	26,000 to 33,000	26 to 35	$200,000 to $325,000	10	350,000
Medium-Duty and Purpose-Built Bus	30 ft	16,000 to 26,000	22 to 30	$75,000 to $175,000	7	200,000
Light-Duty Mid-Sized Bus	25 to 35 ft	10,000 to 16,000	16 to 25	$50,000 to $65,000	5	150,000
Light-Duty Small Bus, Cutaways, and Modified Van	16 to 28 ft	6,000 to 14,000	10 to 22	$30,000 to $40,000	4	100,000

Source: FTA Useful Life of Bus Final Report, 2007.

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[21] FTA Useful Life of Buses Final Report, 04-26-2007.

Exhibit 7.1.4 presents the recommended strategy for baseline vehicle replacement. The table shows the expected year of procurement for each vehicle and the financial implications that correspond to each purchase. Vehicles already at or past their "useful life" are expected to be replaced in the next fiscal year (FY 2014). Any vehicle with a forecast replacement date after FY 2018 is not listed within this table. Procurement needs associated with the Service Recommendations (Chapter 6) are addressed in the Capital Plan (Section 7.2).

Exhibit 7.1.4 Fleet Replacement Schedule

Bus (Make/Model)	Estimated Price (2013)	Vehicles Needed	Date Purchased	Replacement Date (FY)	Purchase Cost (w/3% annual inflation)	Replacement Year				
						FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
MCI D4000	$ 550,000	2	1997	2014	$ 1,166,990	Replacement already funded via FTA grant				
MCI D4000	$ 550,000	6	1999	2014	$ 3,500,970	Replacement partially funded via FTA grant				
Gillig Phantom	$ 400,000	15	2000	2014	$ 6,365,400	Replacement already funded via FTA grant				
MCI D4000	$ 550,000	5	2001	2014	$ 2,917,475	Replacement already funded via FTA grant				
El Dorado Aerotech	$ 70,000	4	2006	2014	$ 297,052	$ 297,052	$ -	$ -	$ -	$ -
Ford Starcraft	$ 70,000	14	2008	2014	$ 1,039,682	$ 1,039,682	$ -	$ -	$ -	$ -
MCI D4500	$ 600,000	4	2004	2016	$ 2,701,221	$ -	$ -	$ 2,701,221	$ -	$ -
MCI D4000	$ 550,000	9	2004	2016	$ 5,571,269	$ -	$ -	$ 5,571,269	$ -	$ -
New Flyer C40LF	$ 400,000	14	2005	2017	$ 6,491,935	$ -	$ -	$ -	$ 6,491,935	$ -
NABI 60	$ 800,000	2	2007	2019	$ 1,967,798	$ -	$ -	$ -	$ -	$ -
NABI LFW-41	$ 400,000	8	2008	2020	$ 4,053,664	$ -	$ -	$ -	$ -	$ -
New Flyer C40LFR	$ 400,000	7	2010	2022	$ 3,762,966	$ -	$ -	$ -	$ -	$ -
MCI D4500	$ 600,000	4	2010	2022	$ 3,225,399	$ -	$ -	$ -	$ -	$ -
					Yearly Total	$ 1,400,388	$ -	$ 8,272,490	$ 6,491,935	$ -

Source: City of Santa Clarita, 2013

Bus Stop Element

This portion of the Capital Improvement Program discusses current bus stop amenities as well as a strategy for their enhancement. The City's program currently includes three different types of bus stops:

1. Stops with sign poles,
2. Stops with benches, and
3. Stops with shelters.

Bus shelters can play a critical role in the success of a public transit program. Shelters build awareness of the service and can generate advertising revenue. Yet first and foremost they contribute toward transit rider safety and comfort. Industry research underscores bus shelters can also play a vital role in attracting additional ridership. The absence of adequate amenities at bus stops can deter both potential and existing patrons from using transit given the relative comfort and convenience inherent to a personal vehicle.

Exhibit 7.1.5 shows the estimated costs of bus shelter procurement. The actual price of constructing a bus stop/shelter varies depending upon the specifics (shelter, bench, or simple pole), optional equipment, installation, and delivery costs. Additionally, the cost of shelters built in new developments may be partially or completely funded by the developer. Given the number of variables, we estimate the unit cost of new and retrofitted bus shelters at $12,000.

Exhibit 7.1.5 Bus Stop Amenities[22]

Shelter Options	Pricing
Base Price 9' shelter	$6,735
Base Price 13' shelter	$7,735
Base Price 17' shelter	$8,400
Trash Receptacle - 32 Gallon	$625
Optional Features	
Map Case drawing	$410
Advertising kiosk, not electric	$925
Full end wall panels	$25
Wind Screen	$600
3/8 clear framed Lexan with UV Glass	$1,150
Schedule holder - 11" X 8"	$100
Matching bike rack	$225

Source: Tolar Manufacturing, 2012

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[22] Pricing includes unit cost only. Does not include installation, site engineering, sidewalk improvements, concrete pad, etc.

Facilities Element

The City opened its state-of-the-art Transit Maintenance Facility in 2006. The facility was awarded a gold rating from the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. The facility includes a 22,000 square-foot administration building, a 25,000 square-foot bus maintenance building, an automated bus wash, diesel and compressed natural gas (CNG) stations, and an on-street CNG fueling station for use by the general public. More than 3,200 photovoltaic (PV) panels generate the equivalent of 97 percent of the energy needed to operate the City's Transit Maintenance Facility, which comprises approximately half the total energy used by Santa Clarita Transit.[23]

Given this recent investment, it is unlikely the City will need to reinvest in a new transit facility in the years to come. However, there are various improvements (i.e., creating a bus bay for articulated buses) which will need funding. Cost estimates for these expenses have yet to be determined.

Park-and-Rides

Utilizing funding from the American Recovery and Reinvestment Act (ARRA), the City has begun construction of a 282-space parking facility located at the McBean Regional Transit Center. The facility, which has a reported cost of $5,641,213[24], will also include five new bus bays, landscape enhancements, lighting, and bicycle lockers. The facility is expected to open in August 2013.

Over the previous two years, the City has invested in upgrades to the parking facilities at the Newhall Metrolink station. The City's 2011-12 Adopted budget lists the total cost for this project at $1.1 million. This expenditure has been split between Fiscal Years 2011, 2012, and 2013. No expenditure for this improvement is projected for future years.

The City currently operates four park-and-rides totaling 370 spaces, not including Metrolink stations, which offer parking to bus and train riders alike.[25] Current park-and-rides include:

- 23415 Cinema Drive (The Church on the Way, 150 spaces);
- Oak Creek Park-and-Ride (south of Valle Del Oro on Newhall Avenue, 100 spaces);
- Sierra Highway and Newhall Avenue (80 spaces); and
- Newhall Avenue at the 14 Freeway (40 spaces).

With the April 2012 addition of nearly 100 parking spaces to the Newhall Metrolink Station as well as the ongoing construction of the MRTC park-and-ride, the TDP does not recommend additional parking lot development (aside from the proposed Vista Canyon Transit Center). Instead, as

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[23] www.santaclaritatransit.com
[24] Fiscal Year 2012-13 City of Santa Clarita Adopted Budget, Page 189.
[25] An additional location, the Golden Valley Park-and-Ride (located at Golden Valley Road just north of the 14 Freeway), is a Caltrans-owned facility. The site offers 200 parking spaces in three lots, though some spaces may be lost when the Golden Valley bridge is widened. Construction is expected to begin in 2015.

discussed in Chapter 6, we recommend the City should strive to optimize the value/resources of existing parking infrastructure. The City should also continue to work with private entities (such as the Church on the Way) to share parking facilities wherever feasible.

Intelligent Transportation Systems (ITS)

ITS is an information-gathering system designed to predict traffic patterns, monitor bus locations in real-time, and provide information to bus passengers. The City's FY 2012-13 Capital Improvements Program estimates the additional capital expense requirement at $870,150 for ITS Phase IV and $545,735 for ITS Phase V. Future ITS development focuses largely on traffic signal synchronization, which is expected to improve transit travel times.

7.2 CAPITAL PLAN

The Capital Plan identifies cost figures for recommendations included within the Capital Improvement Program as well as costs associated with implementing the recommendations presented in Chapter 6. The Plan includes additional expenditures for the growth or expansion of the City's transit system, highlighting purchases of new vehicles for fixed-route service and bus stop amenities. It also provides cost estimates for new ticket vending machines (Priority 2).

Exhibit 7.2.1 identifies the baseline capital expenditure projections for Santa Clarita Transit. While the baseline projections do not include expenditures for recommended service enhancements (ITS and ticket vending machines), there are capital expenses required of the City to keep current service intact. The expense for bus replacement within the next fiscal year (FY 2014) is significantly higher than any other year, as many buses within the City's fleet are at their retirement points. Included in the baseline budget is funding for the purchase of up to three replacement bus shelters per year (estimated at $12,000 per shelter). This money may also be used for the replacement of less expensive bus stop amenities (benches and poles). It does not include the installation of new bus stops that may arise from the recommendations.

All figures for both the baseline expenditures and recommended service scenarios were calculated using a three-percent annual inflation rate. According to the California Department of Finance, the adjusted Consumer Price Index (CPI) for the Los Angeles Metropolitan Statistical Area shows approximately a 2.5-percent growth rate since 1991, Santa Clarita Transit's first year of operation[26]. However, considering the low rate of growth in 2008-2011 due to the global recession, we believe it is prudent to use a slightly higher rate of inflation as a predictor of future costs.

Exhibit 7.2.1 Baseline Capital Expenditures

Capital Expenditures by Year	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bus Purchase (Replacement)	$ -	$ 15,287,569	$ -	$ 8,272,490	$ 6,491,935	$ -
MRTC	$ 3,868,435	$ -	$ -	$ -	$ -	$ -
Ticket Vending Machine	$ -	$ -	$ -	$ -	$ -	$ -
ITS Phase V	$ -	$ -	$ -	$ 2,182,939	$ -	$ -
Bus Stop Amenities	$ 111,739	$ 36,000	$ 37,080	$ 38,192	$ 39,338	$ 40,518
Total	**$ 3,980,174**	**$ 15,323,569**	**$ 37,080**	**$ 10,493,621**	**$ 6,531,273**	**$ 40,518**

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[26] Consumer Price Indices for All Urban Consumers (CPI-U), Los Angeles CMSA, California Department of Finance, 2012.

Exhibit 7.2.2 presents anticipated capital expenses associated with each recommendation. Any recommendation not listed is assumed to be capital cost-neutral. "Year of Expenditure" reflects when the expenditure would have to occur to enable implementation as indicated within the Implementation Plan (Chapter 6).

Exhibit 7.2.2 Estimated Capital Expenditures for Recommendations

Strategy	Capital Expense	Capital Cost	Timeframe	Priority	Year of Expenditure
Increase frequency on Routes 1 and 2	Purchase of 3 additional vehicles	$1,431,000	Near-term	1	FY 2012/13
Service to CSUN	Purchase of 1 additional vehicle	$477,000	Near-term	2	FY 2013/14
Commuter bus service to Canyon Country	Installation of 2 bus stops (Golden Valley and Newhall Park-and-Rides)	$24,720	Near-term	2	FY 2014/15
Service to Castaic High School	Purchase of 1 additional vehicle	$491,310	Mid-term	1	FY 2014/15
Add stops at Villa Metro	Installation of 2 bus stops	$25,462	Mid-term	2	FY 2015/16
Introduction of Golden Valley route	Purchase of 2 additional vehicles	$1,012,099	Mid-term	2	FY 2015/16
Service to Landmark Village	Installation of bus stops (estimate 10 or more)**	$127,308	Mid-term	1	FY 2015/16
Service to Keystone Development	Purchase of additional vehicles (estimate 2 vehicles)**	$1,012,099	Mid-term	1	FY 2015/16
Service to Keystone Development	Installation of bus stops (estimate 4 or more)**	$50,923	Mid-term	1	FY 2015/16
Vista Canyon/Sand Canyon service	Purchase of additional vehicles (estimate 1 vehicle)**	$521,231	Mid-term	1	FY 2016/17
Vista Canyon/Sand Canyon service	Installation of bus stops (estimate 20 stops)**	$262,254	Mid-term	1	FY 2016/17
Install information kiosks	Up to 5 additional kiosks	$7,500	Mid-term	2	Ongoing
Service to Newhall Ranch	Purchase of additional vehicles (estimate 2 vehicles)**	$1,073,735	Long-term	1	FY 2017/18
Service to Newhall Ranch	Installation of bus stops (estimate 10 or more)**	$135,061	Long-term	1	FY 2017/18
Installation of TVMs	Purchase of 2 TVM units (MRTC and Castaic)	$200,000	Long-term	2	FY 2017/18

*Capital needs dependent upon developed road network, routing, and, in some cases, implementation of lower-priority recommendations.

Exhibit 7.2.3 includes a budget for bus stop amenities for existing bus stops (up to three shelters per year) as well as bus stops necessary for the implementation of new routes. As stated earlier, while multiple variables affect the actual prices of bus stop development, this calculation assumes the average of $12,000 per shelter, adjusted for inflation.

Exhibit 7.2.3 Expenditures Inclusive of Capital Costs for Priority 1 Recommendations

Capital Expenditures by Year	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bus Purchase (Replacement)	$ -	$ 15,287,569	$ -	$ 8,272,490	$ 6,491,935	$ -
Bus Purchase (Expansion)	$ 1,431,000	$ -	$ 491,310	$ -	$ 521,231	$ 1,073,735
MRTC	$ 3,868,435	$ -	$ -	$ -	$ -	$ -
Ticket Vending Machine	$ -	$ -	$ -	$ -	$ -	$ -
ITS Phase V	$ -	$ -	$ -	$ 2,182,939	$ -	$ -
Information kiosks	$ -	$ -	$ -	$ -	$ -	$ -
Bus Stop Amenities	$ 111,739	$ 36,000	$ 37,080	$ 186,718	$ 257,883	$ 153,069
Total	**$ 5,411,174**	**$ 15,323,569**	**$ 528,390**	**$ 10,642,147**	**$ 7,271,049**	**$ 1,226,804**

Exhibit 7.2.3 Expenditures Inclusive of Capital Costs for All Recommendations

Capital Expenditures by Year	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Bus Purchase (Replacement)	$ -	$ 15,287,569	$ -	$ 8,272,490	$ 6,491,935	$ -
Bus Purchase (Expansion)	$ 1,431,000	$ 477,000	$ 491,310	$ 1,012,099	$ 521,231	$ 1,073,735
MRTC	$ 3,868,435	$ -	$ -	$ -	$ -	$ -
Ticket Vending Machine	$ -	$ -	$ -	$ -	$ -	$ 200,000
ITS Phase V	$ -	$ -	$ -	$ 2,182,939	$ -	$ -
Information kiosks	$ -	$ -	$ -	$ 1,500	$ 3,000	$ 1,500
Bus Stop Amenities	$ 111,739	$ 36,000	$ 57,680	$ 207,936	$ 257,883	$ 153,069
Total	**$ 5,411,174**	**$ 15,800,569**	**$ 548,990**	**$ 11,676,964**	**$ 7,274,049**	**$ 1,428,304**

7.3 OPERATIONAL EXPENSE PLAN

The Operational Expense Plan addresses current operational expenditures and forecasts operational funding needed to implement the recommendations included within Chapter 6. As is the case with the Capital Plan, operational expenses are estimated using a three-percent inflation factor.

Baseline operational expenses are organized as a product of two cost elements. Operating costs are calculated at the highest yearly allowable amount billable by the City's operations contractor. This amount is determined for each year by using $16,383,743 as a base price, then adjusting for inflation (fuel is calculated by the Producer Price Index, while all other charges are calculated using by the Consumer Price Index). Actual operational cost may be lower than this estimate.

The other component is a mix of various administrative expenses including administrative salaries, benefits, and overhead. The FY 2012 operating sub-total reflects the most recent Transit Performance Measurement (TPM) report available at the time of TDP development.

Exhibit 7.3.1 Baseline Operational Expenses

Expenditures	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Administrative	$ 4,040,238	$ 4,123,643	$ 4,247,352	$ 4,374,773	$ 4,506,016	$ 4,641,196	$ 4,780,432	$ 4,923,845
Operating Cost	$ 16,383,743	$ 16,875,255	$ 17,381,513	$ 17,902,958	$ 18,440,047	$ 18,993,248	$ 19,563,046	$ 20,149,937
Operating Sub-Total	**$ 20,423,981**	**$ 20,998,898**	**$ 21,628,865**	**$ 22,277,731**	**$ 22,946,063**	**$ 23,634,445**	**$ 24,343,478**	**$ 25,073,782**

Exhibit 7.3.2 presents the individual financial impacts of each of our operating recommendations. Cost/Vehicle Service Hour ($46.78) is a product of separate charges for service hours and for hourly fuel costs. The figure for both Vehicle Service Hours and Vehicle Service Miles were provided by the City. The additional expenditures listed below assume the year of expenditure to be the present fiscal year (calculated without inflation). If all operating strategies are implemented (excluding those expansion areas that are not estimated here), the approximate increase in operating expenditures would amount approximately $1.3 million, an eight-percent increase in operating cost.

Exhibit 7.3.2 Estimated Operational Expenditures for Operating Recommendations

Priority	Service Increases	Additional VSHs	Cost/VSH	Additional VSM	Cost/VSM	Additional Expenditure	System % Increase
1	Additional peak-hour service on Routes 1 & 2	1,950	$ 46.78	30,420	$ 1.03	$ 122,554	0.7%
1	Adjust schedule times on Routes 5 & 14	330	$ 46.78	-	$ 1.03	$ 15,447	0.1%
1	Adjust commuter routes to serve MRTC	910	$ 46.78	5,460	$ 1.03	$ 48,194	0.3%
1	Service to Castaic High School (2 round trips, weekdays, school year)	308	$ 46.78	3,608	$ 1.03	$ 18,101	0.1%
1	Service to Vista Canyon/Sand Canyon	5,096	$ 46.78	122,304	$ 1.03	$ 364,364	2.2%
	Total Priority 1	**8,594**		**161,792**		**$ 568,659**	**3.5%**
2	CSUN Route (7 a.m. to 5:30 p.m., 7 trips, weekdays Aug-May)	2,310	$ 46.78	76,440	$ 1.03	$ 186,795	1.1%
2	Route 757 extended service (weekends, June - Sept)	390	$ 46.78	7,082	$ 1.03	$ 25,539	0.2%
2	Start some commuter routes in Canyon Country (Via Princessa)	(528)	$ 46.78	(10,920)	$ 1.03	$ (35,938)	-0.2%
2	Start some commuter routes in Canyon Country (Vista Canyon)	(400)	$ 46.78	(8,008)	$ 1.03	$ (26,979)	-0.2%
2	Golden Valley Route (6 a.m. to 8 p.m., 27 trips, all days)	9,464	$ 46.78	176,904	$ 1.03	$ 624,937	3.8%
	Total Priority 2	**11,236**		**241,498**		**$ 774,354**	**4.73%**
	Total All Operating Recommendations*	**19,830**		**403,290**		**$ 1,343,013**	**8.20%**

*Note: Recommendations for service to Newhall Ranch and Keystone were not included in this estimate
as the developments are not yet built and the level of service needed has not been determined.*

Exhibits 7.3.3 and 7.3.4 present the individual financial impacts of each of our recommendations. Exhibit 7.3.3 shows Priority 1 recommendations only. Exhibit 7.3.4 shows operating and administrative costs for all recommendations. If a recommendation is not listed, it is assumed the recommended strategy would be cost-neutral (i.e., incorporated into existing marketing efforts) or could not be determined as the expansion area does not yet exist.

Exhibit 7.3.3 Estimated Administrative and Operating Costs – Priority 1 Recommendations

Expenditures	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Administrative	$ 4,040,238	$ 4,123,643	$ 4,247,352	$ 4,374,773	$ 4,506,016	$ 4,641,196	$ 4,780,432	$ 4,923,845
PCA study	$ -	$ -	$ -	$ 10,000	$ -	$ -	$ -	$ -
Promote programs	$ -	$ -	$ -	$ 15,000	$ 15,450	$ 15,914	$ 16,391	$ 16,883
Promote credit/debit locations	$ -	$ -	$ -	$ 10,000	$ -	$ -	$ -	$ -
Total Administrative Cost	**$ 4,040,238**	**$ 4,123,643**	**$ 4,247,352**	**$ 4,409,773**	**$ 4,521,466**	**$ 4,657,110**	**$ 4,796,823**	**$ 4,940,728**
Operating Cost	$ 16,383,743	$ 16,875,255	$ 17,381,513	$ 17,902,958	$ 18,440,047	$ 18,993,248	$ 19,563,046	$ 20,149,937
Addl. Rtes 1 & 2	$ -	$ -	$ -	$ 122,554	$ 126,231	$ 130,018	$ 133,918	$ 137,936
Addl. Rtes 5 & 14	$ -	$ -	$ -	$ 15,447	$ 15,910	$ 16,388	$ 16,879	$ 17,386
Commuter to MRTC	$ -	$ -	$ -	$ 48,194	$ 49,640	$ 51,129	$ 52,663	$ 54,243
Castiac HS	$ -	$ -	$ -	$ -	$ 18,101	$ 18,644	$ 19,203	$ 19,779
Vista Cyn/Sand Cyn	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 364,364
Total Operating Cost	**$ 16,383,743**	**$ 16,875,255**	**$ 17,381,513**	**$ 18,089,153**	**$ 18,649,929**	**$ 19,209,427**	**$ 19,785,710**	**$ 20,743,645**
Operating Sub-Total	**$ 20,423,981**	**$ 20,998,898**	**$ 21,628,865**	**$ 22,498,926**	**$ 23,171,395**	**$ 23,866,537**	**$ 24,582,533**	**$ 30,625,100**

Exhibit 7.3.4 Estimated Administrative and Operating Costs – All Recommendations

Expenditures	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Baseline Administrative	$ 4,040,238	$ 4,123,643	$ 4,247,352	$ 4,374,773	$ 4,506,016	$ 4,641,196	$ 4,780,432	$ 4,923,845
PCA study	$ -	$ -	$ -	$ 10,000	$ -	$ -	$ -	$ -
Promote programs	$ -	$ -	$ -	$ 15,000	$ 15,450	$ 15,914	$ 16,391	$ 16,883
Promote credit/debit locations	$ -	$ -	$ -	$ 10,000	$ -	$ -	$ -	$ -
CSUN demand study	$ -	$ -	$ -	$ 15,000	$ -	$ -	$ -	$ -
Update customer comment system	$ -	$ -	$ -	$ 5,000	$ -	$ -	$ -	$ -
Promote Route 757 weekend	$ -	$ -	$ 2,500	$ 5,000	$ 5,150	$ 5,305	$ 5,464	$ 5,628
Commuter marketing	$ -	$ -	$ -	$ -	$ 5,000	$ 5,150	$ 5,305	$ 5,464
Combined schedules	$ -	$ -	$ -	$ -	$ -	$ 5,000	$ 25,000	$ 25,750
TVM engineering	$ -	$ -	$ -	$ -	$ -	$ -	$ 50,000	$ -
Total Administrative Cost	**$ 4,040,238**	**$ 4,123,643**	**$ 4,249,852**	**$ 4,434,773**	**$ 4,531,616**	**$ 4,672,564**	**$ 4,882,591**	**$ 4,977,569**
Baseline Operating Cost	$ 16,383,743	$ 16,875,255	$ 17,381,513	$ 17,902,958	$ 18,440,047	$ 18,993,248	$ 19,563,046	$ 20,149,937
Addl. Rtes 1 & 2	$ -	$ -	$ -	$ 122,554	$ 126,231	$ 130,018	$ 133,918	$ 137,936
Addl. Rtes 5 & 14	$ -	$ -	$ -	$ 15,447	$ 15,910	$ 16,388	$ 16,879	$ 17,386
Commuter to MRTC	$ -	$ -	$ -	$ 48,194	$ 49,640	$ 51,129	$ 52,663	$ 54,243
Castiac HS	$ -	$ -	$ -	$ -	$ 18,101	$ 18,644	$ 19,203	$ 19,779
Vista Cyn/Sand Cyn	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 364,364
CSUN Route	$ -	$ -	$ -	$ -	$ 186,795	$ 192,399	$ 198,171	$ 204,116
Route 757 weekends	$ -	$ -	$ -	$ 25,539	$ 26,305	$ 27,094	$ 27,907	$ 28,744
Commuter to Via Princessa	$ -	$ -	$ -	$ -	$ (35,938)	$ (37,016)	$ -	$ -
Commuter to Vista Cyn	$ -	$ -	$ -	$ -	$ -	$ -	$ (28,622)	$ (29,481)
Golden Valley Route	$ -	$ -	$ -	$ -	$ 624,937	$ 643,685	$ 662,996	$ 682,886
Total Operating Cost	**$ 16,383,743**	**$ 16,875,255**	**$ 17,381,513**	**$ 18,114,692**	**$ 19,452,028**	**$ 20,035,589**	**$ 20,646,161**	**$ 21,629,910**
Operating Sub-Total	**$ 20,423,981**	**$ 20,998,898**	**$ 21,631,365**	**$ 22,549,465**	**$ 23,983,644**	**$ 24,708,153**	**$ 25,528,752**	**$ 26,607,479**

7.4 FUNDING PLAN

The Funding Plan is split into three sections. The first deals with passenger revenue, while the second deals with other revenues. The last element of the section combines the previous budgetary elements (capital expenditures, operating expenditures, and revenue) into a comprehensive budget. Separate budgets are provided for the Status Quo Scenario, Priority 1 Recommendations, and All Recommendations.

Passenger Revenue

Changes to passenger revenue are generally a product of service changes, fare changes, and changes in the service area's demographics. As discussed in Chapter 3, the service area's population appears fairly stable for the Santa Clarita Valley, growing at an average pace of approximately 0.5 percent annually. However, the large demographic shift involving a growing population of lower-income residents (approximately a 122-percent increase between 2000 and 2010) suggests higher rates of growth for transit ridership. Therefore, we are forecasting the base rate of passenger revenue to increase by approximately three percent annually, regardless of any adjustments to service or fares. This rate is consistent with the City's FY 2012-13 Adopted Budget forecasted annual increase.

Exhibit 7.4.1 shows the City's baseline expectations for revenue over the next five years. The projection for Fiscal Year 2012-13 is taken directly from the anticipated revenues for the Transit Fund in the City's FY 2012-13 Adopted Budget.

Exhibit 7.4.1 Baseline Farebox Revenue Projection

Farebox Revenue	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Local	$ 2,917,838	$ 3,005,373	$ 3,095,534	$ 3,188,400	$ 3,284,052	$ 3,382,574
Commuter	$ 1,227,760	$ 1,264,593	$ 1,302,531	$ 1,341,607	$ 1,381,855	$ 1,423,310
Dial-A-Ride	$ 61,800	$ 63,654	$ 65,564	$ 67,531	$ 69,556	$ 71,643
Metrolink Transfers, EZ Pass Transfers	$ 140,867	$ 145,093	$ 149,446	$ 153,929	$ 158,547	$ 163,303
Total Farebox	$ 4,348,265	$ 4,478,713	$ 4,613,074	$ 4,751,467	$ 4,894,011	$ 5,040,831

Exhibit 7.4.2 shows the estimated changes in ridership relating to the operating recommendations presented in Chapter 6. Any operating recommendation not listed is assumed to have an unknown impact on ridership. For example, service to CSUN would bring about more fare revenue, but without having proper demand estimates, there is no valid method for predicting ridership. However, the ramifications for the fare-based recommendations are discussed separately.

For each additional rider, we expect the average fare to be 85 cents for local routes and $2.67 for commuter routes. This average reflects the total ridership/revenue figures presented in the latest available Transit Performance Measurement Report (FY 2012). These figures include monthly passes and other longer-term fare purchases.

Exhibit 7.4.2 Operating Recommendation Ridership Estimates

Priority	Service Adjustment	Current VSH	Additional VSH (Annual)	Boardings/ VSH*	Current Ridership	Additional Ridership (Annual)	Percentage Increase (Riders)	Rationale
1	Additional service/schedule times for Route 1, 2, 5, & 14	61,203	2280	29.4	1,801,332	67,032	3.7%	Average boardings/VSH
1	Adjust commuter routes to serve MRTC	34,197	910	15.0	533,507	13,650	2.6%	Average boardings/VSH
1	Service to Castaic High School	N/A	308	23.3	N/A	7,176	N/A	Average boardings/VSH
1	Service to Vista Canyon/Sand Canyon	N/A	5096	23.3	N/A	118,737	N/A	Average boardings/VSH
2	Add Route 757 late weekend service	7,592	390	22.9	174,200	8,931	5.1%	Average boardings/VSH
2	Golden Valley Route	N/A	9464	23.3	N/A	220,511	N/A	Average boardings/VSH

Boardings/VSH are route-specific where service exists; all others use system-wide or mode-specific averages.

Exhibit 7.4.3 shows the estimated impact of Priority 1 recommendations on ridership. The estimated is based on Vehicle Service Hours, which may vary depending upon which developments receive service and what route option is selected. For the TDP, we anticipate any additional Vehicle Service Hours directed to areas warranting new service would produce a similar Boardings/Vehicle Service Hour as the balance of the City's transit system.

Exhibit 7.4.3 Fare Revenue with Priority 1 Recommendations

Farebox Revenue	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Local	$ 2,917,838	$ 3,062,350	$ 3,154,221	$ 3,254,947	$ 3,453,522	$ 3,557,128
Commuter	$ 1,227,760	$ 1,301,038	$ 1,340,069	$ 1,380,272	$ 1,421,680	$ 1,464,330
Dial-A-Ride	$ 61,800	$ 63,654	$ 65,564	$ 67,531	$ 69,556	$ 71,643
Metrolink Transfers, EZ Pass Transfers	$ 140,867	$ 145,093	$ 149,446	$ 153,929	$ 158,547	$ 163,303
Total Farebox	$ 4,348,265	$ 4,572,136	$ 4,709,300	$ 4,856,679	$ 5,103,305	$ 5,256,404

Exhibit 7.4.4 shows the estimated impact of all operating recommendations on ridership. As indicated previously, new service to areas where demand could not be estimated are not included within these calculations.

Exhibit 7.4.4 Fare Revenue with All Operating Recommendations

Farebox Revenue	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Local	$ 2,917,838	$ 3,062,350	$ 3,154,221	$ 3,436,282	$ 3,539,370	$ 3,645,552
Commuter	$ 1,227,760	$ 1,340,069	$ 1,380,272	$ 1,421,680	$ 1,464,330	$ 1,508,260
Dial-A-Ride	$ 61,800	$ 61,800	$ 63,654	$ 65,564	$ 67,531	$ 69,556
Metrolink Transfers, EZ Pass Transfers	$ 140,867	$ 145,093	$ 149,446	$ 153,929	$ 158,547	$ 163,303
Total Farebox	$ 4,348,265	$ 4,609,313	$ 4,747,592	$ 5,077,454	$ 5,229,778	$ 5,386,671

Other Revenues

In addition to farebox revenue, the City receives or is eligible to receive additional revenue from three primary sources:

- Federal government (i.e., FTA grants and formula allocations),
- State of California (Article 8) [27], and
- Locally generated revenues (Proposition A and C Local Return, Measure R).

With the recent passage of Moving Ahead for Progress in the 21st Century (MAP-21), various federal funding sources that were once allocated at the discretion of the Federal Transit Administration (FTA) are now formula-based. The City benefits from this because the federal revenue stream is now more consistent. Each of MAP-21's programs (FTA Sections 5307, 5339, 5337, 5324, and 5310) are, in one form or another, replacements for programs within the predecessor legislation (SAFETEA-LU). Programs details are presented in Exhibit 7.4.8.

Exhibit 7.4.5 Potential Funding Sources

Program Name	Description	Eligibility	Grant Type (Lead Agency)
5307 - Urbanized Area Formula Program	Makes Federal resources available to urbanized areas for transportation-related planning. Funding goes directly to the local Metropolitan Planning Organization.	Projects may include planning activities, capital investments in bus-related activities, security equipment, and in some cases, operating assistance. Former Job Access and Reverse Commute activities (JARC) are eligible.	Formula-Based
5339 - Bus and Bus Facilities Program	Provides capital assistance for new and replacement buses and related equipment and facilities.	All capital projects.	Formula-Based
5337 - State of Good Repair	Provides funding for replacement of fixed-guideway systems.	Projects must be related to fixed-guideways (rails/BRT) or high-intensity buses using high-occupancy vehicle lanes.	Formula-Based
5324 - Emergency Relief	Assists States and public transportation systems with emergency-related expenses.	Both capital and operations expenditures. Expenses must not be covered by FEMA.	Discretionary - FTA

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[27] The City does not receive TDA Article 4 funds; instead, it receives a formula allocation of local funds through the LACMTA's Formula Allocation Program (FAP).

Program Name	Description	Eligibility	Grant Type (Lead Agency)
5310 - Enhanced Mobility of Seniors and Individuals with Disabilities	A combination of SAFETEA-LU Sections 5310 and 5317. Intended to increase the mobility of seniors and persons with disabilities.	55 percent is for projects designed to meet the transit needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable. Remaining 45 percent is for projects that exceed ADA requirements or projects that decrease reliance on paratransit services. Local match required.	Formula-Based
Proposition A - Local	Appropriates sales tax revenue to cities for developing or improving public transit. Funds are allocated based upon applicant's percentage of Los Angeles County residents.	Operations funding specific to fixed-route service, paratransit service, Transportation Demand Management, and fare subsidies.	Formula-Based
Proposition A - Discretionary	Also referred to as State Transit Assistance (STA). Allocates 50 percent of the State's Public Transportation Account's gasoline tax revenue for public transportation.	Any project historically associated with bus capital and operations expenditures. LACMTA has the discretion to allocate funding to any project or operating expense it sees as necessary.	Discretionary - LACMTA
Transit Service Expansion (TSE)	Part of Local Proposition C. Grants funding for fixed-route bus service in LA Metro-designated "congested areas."	Projects providing new service to congested areas of Los Angeles County.	Discretionary - LACMTA
Bus Stop Improvement Program (BSIP)	Part of Local Proposition C. Provides capital for bus stop improvements.	Bus stops must be in non-Metro areas. Funds are intended to be used after all other capital resources have been exhausted.	Discretionary - LACMTA
Municipal Operators Service Improvement Program (MOSIP)	Part of Local Proposition C. Provides funding for transit-dependent County residents. Funding is allocated by LACMTA, and includes a built-in 3-percent annual increase.	Both capital and operations expenditures.	Formula-Based
Measure R	A county-wide ½-cent sales tax for transportation-related projects.	Both capital and operations expenditures.	Formula-Based

Program Name	Description	Eligibility	Grant Type (Lead Agency)
Congestion Mitigation and Air Quality (CMAQ)	A funding source for State and local governments for transportation-related projects to help meet Clean Air Act requirements. Funding is distributed to LACMTA via the State Highway Account.	Capital or operations projects relating to public transit improvements, HOV lanes, fringe parking facilities, shared-ride services, bicycle/pedestrian facilities, employer-based transportation management plans, and traffic flow improvement programs.	Discretionary - Caltrans
Transit Development Act (TDA) Article 8	A separate local transportation fund that can be used for public transportation, passenger rail service operations, and pedestrian/bicycle facilities. Funding is derived from a 1/4 cent state-wide sales tax.	Projects may include payments to contractors for providing public transportation services, vehicle and shelter procurement, rail operations and capital improvements, and projects relating to pedestrian/bicycle facilities. If there are no unmet transit needs requiring expenditures, funding can be used for local streets and road maintenance.	Formula-Based

Many of these funds are tied to sales tax revenue. Given sales tax figures have stabilized over the last couple years from their previous drops, projecting a three percent annual increase for tax revenues is a safer assumption than in years past.

Please note that for the discretionary fund sources, revenue is not regular or easily predictable. Revenue sources such as CMAQ are discretionary revenue sources, and as such, funding may or may not be available any given year. While we project three-percent annual increases, actual funding may be significantly different.

Some of the revenue sources available to the City may not increase with inflation. The County's annual contribution is determined by a variety of factors, including the percentage of service operated outside City of Santa Clarita city limits. The maximum amount of funding the City may receive is $2,300,000. As levels of service within County areas change, this figure may be looked at once more.

Exhibits 7.4.6, 7.4.7, and 7.4.8 indicate both the expected revenues and expenditures for Santa Clarita Transit. Exhibit 7.4.6 shows the projected financial information for the City without any Service Recommendations in place. Exhibit 7.4.7 shows the expected budget with all Priority 1 recommendations, while Exhibit 7.4.8 shows the effect of all recommendations. Each budget scenario has been projected across a five-year horizon given the uncertainties pertaining to several of the expansion recommendations tied to new development.

Exhibit 7.4.6 Status Quo Scenario

	Previous or Current Fiscal Years			Future Fiscal Years				
Revenue	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Total Farebox	$ 3,958,415	$ 4,221,616	$ 4,348,265	$ 4,478,713	$ 4,613,074	$ 4,751,467	$ 4,894,011	$ 5,040,831
Farebox - Local	$ 2,646,696	$ 2,832,852	$ 2,917,838	$ 3,005,373	$ 3,095,534	$ 3,188,400	$ 3,284,052	$ 3,382,574
Farebox - Commuter	$ 1,129,466	$ 1,192,000	$ 1,227,760	$ 1,264,593	$ 1,302,531	$ 1,341,607	$ 1,381,855	$ 1,423,310
Farebox - DAR	$ 60,465	$ 60,000	$ 61,800	$ 63,654	$ 65,564	$ 67,531	$ 69,556	$ 71,643
Metrolink and EZ Pass Transfers	$ 121,788	$ 136,764	$ 140,867	$ 145,093	$ 149,446	$ 153,929	$ 158,547	$ 163,303
County Contribution	$ 1,790,565	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000
Proposition A - Discretionary	$ 4,637,488	$ 4,670,780	$ 4,857,611	$ 5,003,339	$ 5,153,440	$ 5,308,043	$ 5,467,284	$ 5,631,302
Proposition C - TSE, BSIP, MOSIP, Security	$ 3,260,620	$ 1,575,538	$ 1,575,290	$ 1,622,549	$ 1,671,225	$ 1,721,362	$ 1,773,003	$ 1,826,193
Measure R	$ 1,627,554	$ 1,897,450	$ 1,973,348	$ 2,032,548	$ 2,093,525	$ 2,156,331	$ 2,221,021	$ 2,287,651
Federal Funds (FTA 5307)	$ 3,320,473	$ 10,131,291	$ 5,624,055	$ 5,792,777	$ 5,966,560	$ 6,145,557	$ 6,329,923	$ 6,519,821
FY 2011 Call for Projects	$ -	$ -	$ -	$ -	$ -	$ 1,637,204	$ -	$ -
ARRA	$ 4,920,722	$ 3,903,216	$ 739,942	$ -	$ -	$ -	$ -	$ -
ASI Reimbursment	$ 824,899	$ 850,000	$ 875,500	$ 901,765	$ 928,818	$ 956,682	$ 985,383	$ 1,014,944
Misc. Revenues*	$ 2,195,615	$ 245,740	$ -	$ -	$ -	$ -	$ -	$ -
Transfers from City	$ 5,971,232	$ 7,020,234	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513
Sub-Total	$ 32,507,583	$ 36,815,865	$ 29,534,524	$ 29,372,204	$ 29,967,155	$ 32,217,158	$ 31,211,137	$ 31,861,256
TDA Article 8**	$ 1,864,718	$ 13,745,569	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741
Total Revenue	$ 34,372,301	$ 50,561,434	$ 37,501,265	$ 37,338,945	$ 37,933,896	$ 40,183,899	$ 39,177,878	$ 39,827,997
Expenditures								
Administrative	$ 4,040,238	$ 4,123,643	$ 4,247,352	$ 4,374,773	$ 4,506,016	$ 4,641,197	$ 4,780,432	$ 4,923,845
Operating Cost	$ 16,383,743	$ 16,875,255	$ 17,381,513	$ 17,902,958	$ 18,440,047	$ 18,993,248	$ 19,563,046	$ 20,149,937
Operating Sub-Total	$ 20,423,981	$ 21,036,700	$ 21,667,801	$ 22,317,835	$ 22,987,371	$ 23,676,992	$ 24,387,301	$ 25,118,920
Bus Replacement	$ -	$ -	$ -	$ 15,287,569	$ -	$ 8,272,490	$ 6,491,935	$ -
MRTC	$ -	$ 1,772,778	$ 3,868,435	$ -	$ -	$ -	$ -	$ -
Ticket Vending Machine	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
ITS Phase V	$ -	$ -	$ -	$ -	$ -	$ 2,182,939	$ -	$ -
Bus Stop Amenities	$ 387,000	$ 50,000	$ 111,739	$ 36,000	$ 37,080	$ 38,192	$ 39,338	$ 40,518
Capital Sub-Total	$ 387,000	$ 1,822,778	$ 3,980,174	$ 15,323,569	$ 37,080	$ 10,493,621	$ 6,531,273	$ 40,518
Total Expenditures	$ 20,810,981	$ 22,859,478	$ 25,647,975	$ 37,641,404	$ 23,024,451	$ 34,170,613	$ 30,918,574	$ 25,159,439
Surplus or (Deficit)								
Surplus or (Deficit)	$ 13,561,320	$ 27,701,956	$ 11,853,290	$ (302,459)	$ 14,909,445	$ 6,013,286	$ 8,259,304	$ 14,668,558

*May include: interest, unrealized gain/loss, bus leases, JARC rebates, transit mitigation fees, CNG fuel revenue, property sales, or unlisted city revenue.

**Article 8 funds may be used for streets and roads if there are no Unmet Transit Needs that are reasonable to meet.

Exhibit 7.4.6 All Recommendations Scenario

	Previous or Current Fiscal Years			Future Fiscal Years				
Revenue	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Total Farebox	$ 3,958,415	$ 4,221,616	$ 4,348,265	$ 4,609,313	$ 4,747,592	$ 5,077,454	$ 5,229,778	$ 5,386,671
Farebox - Local	$ 2,646,696	$ 2,832,852	$ 2,917,838	$ 3,062,350	$ 3,154,221	$ 3,436,282	$ 3,539,370	$ 3,645,552
Farebox - Commuter	$ 1,129,466	$ 1,192,000	$ 1,227,760	$ 1,340,069	$ 1,380,272	$ 1,421,680	$ 1,464,330	$ 1,508,260
Farebox - DAR	$ 60,465	$ 60,000	$ 61,800	$ 61,800	$ 63,654	$ 65,564	$ 67,531	$ 69,556
Metrolink and EZ Pass Transfers	$ 121,788	$ 136,764	$ 140,867	$ 145,093	$ 149,446	$ 153,929	$ 158,547	$ 163,303
County Contribution	$ 1,790,565	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000	$ 2,300,000
Proposition A - Discretionary	$ 4,637,488	$ 4,670,780	$ 4,857,611	$ 5,003,339	$ 5,153,440	$ 5,308,043	$ 5,467,284	$ 5,631,302
Proposition C - TSE, BSIP, MOSIP, Security	$ 3,260,620	$ 1,575,538	$ 1,575,290	$ 1,622,549	$ 1,671,225	$ 1,721,362	$ 1,773,003	$ 1,826,193
Measure R	$ 1,627,554	$ 1,897,450	$ 1,973,348	$ 2,032,548	$ 2,093,525	$ 2,156,331	$ 2,221,021	$ 2,287,651
Federal Funds (FTA 5307)	$ 3,320,473	$ 10,131,291	$ 5,624,055	$ 5,792,777	$ 5,966,560	$ 6,145,557	$ 6,329,923	$ 6,519,821
FY 2011 Call for Projects	$ -	$ -	$ -	$ -	$ -	$ 1,637,204	$ -	$ -
ARRA	$ 4,920,722	$ 3,903,216	$ 739,942	$ -	$ -	$ -	$ -	$ -
ASI Reimbursment	$ 824,899	$ 850,000	$ 875,500	$ 901,765	$ 928,818	$ 956,682	$ 985,383	$ 1,014,944
Misc. Revenues	$ 2,195,615	$ 245,740	$ -	$ -	$ -	$ -	$ -	$ -
Transfers from City	$ 5,971,232	$ 7,020,234	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513	$ 7,240,513
Sub-Total	$ 32,507,583	$ 36,815,865	$ 29,534,524	$ 29,502,804	$ 30,101,673	$ 32,543,146	$ 31,546,905	$ 32,207,097
TDA Article 8	$ 1,864,718	$ 13,745,569	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741	$ 7,966,741
Total Revenue	$ 34,372,301	$ 50,561,434	$ 37,501,265	$ 37,469,545	$ 38,068,414	$ 40,509,887	$ 39,513,646	$ 40,173,838
Expenditures								
Administrative	$ 4,040,238	$ 4,161,445	$ 4,286,288	$ 4,434,773	$ 4,531,616	$ 4,672,564	$ 4,882,591	$ 4,977,569
Operating Cost	$ 16,383,743	$ 16,875,255	$ 17,381,513	$ 18,114,692	$ 19,452,028	$ 20,035,589	$ 20,646,161	$ 21,629,910
Operating Sub-Total	$ 20,423,981	$ 21,036,700	$ 21,667,801	$ 22,549,465	$ 23,983,644	$ 24,708,153	$ 25,528,752	$ 26,607,479
Bus Replacement	$ -	$ -	$ -	$ 15,287,569	$ -	$ 8,272,490	$ 6,491,935	$ -
Bus Expansion	$ -	$ -	$ 1,431,000	$ 477,000	$ 491,310	$ 1,012,099	$ 521,231	$ 1,073,735
MRTC	$ -	$ 1,772,778	$ 3,868,435	$ -	$ -	$ -	$ -	$ -
Ticket Vending Machine	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 200,000
ITS Phase V	$ -	$ -	$ -		$ -	$ 2,182,939	$ -	$ -
Information kiosks	$ -	$ -	$ -	$ -	$ -	$ 1,500	$ 3,000	$ 1,500
Bus Stop Amenities	$ 387,000	$ 50,000	$ 111,739	$ 36,000	$ 57,680	$ 207,936	$ 257,883	$ 153,069
Capital Sub-Total	$ 387,000	$ 1,822,778	$ 5,411,174	$ 15,800,569	$ 548,990	$ 11,676,964	$ 7,274,049	$ 1,428,304
Total Expenditures	$ 20,810,981	$ 22,859,478	$ 27,078,975	$ 38,350,034	$ 24,532,634	$ 36,385,117	$ 32,802,801	$ 28,035,783
Surplus or (Deficit)								
Surplus or (Deficit)	$ 13,561,320	$ 27,701,956	$ 10,422,290	$ (880,489)	$ 13,535,780	$ 4,124,770	$ 6,710,845	$ 12,138,055

A

APPENDIX A

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Exhibit A.1 Onboard Survey

Santa Clarita Transit
Onboard Customer Survey

1. Where did you board the bus for this trip?

Cross-streets: _____ and _____

Landmark: _____

2. Where will you exit the bus for this trip?

Cross-streets: _____ and _____

Landmark: _____

3. How did you travel to the point where you boarded this bus?

☐₁ Walked   ☐₃ Drove   ☐ₙ Other _____
☐₂ Dropped off   ☐₄ Biked

4. How will you travel to your final destination once you leave this bus?

☐₁ Walk more than 5 minutes
☐₂ Walk less than 5 minutes
☐₃ Transfer to another bus/train: (specify) _____
☐₄ Other: (specify) _____

5. What is the primary purpose for your trip today?

☐₁ Work   ☐₂ Recreation/Social
☐₃ School   ☐₄ Access healthcare
☐₅ Other: (specify) _____

6. How did you pay for this trip? (CHECK ONLY ONE)

☐₁ Cash   ☐₂ Day pass   ☐₃ Cash on TAP
☐₄ Monthly pass   ☐₅ EZ Transit pass   ☐₆ Metrolink ticket/pass

7. How many days do you ride Santa Clarita Transit in a typical week?

☐₁ Less than once per week
☐₂ 1-2 days per week
☐₃ 3-4 days per week
☐₄ 5 or more days per week

8. Is it convenient for you to find and purchase Santa Clarita Transit bus passes?   Yes ☐₁   No ☐₂

9. Please indicate your satisfaction with various Santa Clarita Transit service characteristics by checking the appropriate box.

		Excellent	Good	Fair	Poor
A	Overall satisfaction				
B	On-time performance				
C	Availability of onboard seating				
D	Cost of bus travel				
E	Safety onboard				
F	Vehicle cleanliness				

10. Are there any areas not currently served by Santa Clarita Transit which you want to travel to?   Yes ☐₁   No ☐₂

     10 a. If yes, specify area/location: _____

                                                       Yes   No

11. Do you have a valid driver license?   ☐₁   ☐₂

12. Did you have a car available to make THIS trip?   ☐₁   ☐₂

13. What is your age?
☐₁ Younger than 18   ☐₂ 18-30   ☐₃ 31-40
☐₄ 41-50   ☐₅ 51-59   ☐₆ 60+

14. Do you speak a language other than English at home?:   ☐₁ Yes   ☐₂ No

     If yes, specify: _____

15. Are you?:   ☐₁ Male   ☐₂ Female

16. What was your total household income in 2011?

☐₁ Under $15,000   ☐₃ $25,000-$34,999   ☐₅ $45,000-$54,999
☐₂ $15,000-$24,999   ☐₄ $35,000-$44,999   ☐₆ $55,000 or more

Santa Clarita Transit
Commuter Bus Survey

1. Where did you board the bus for this trip?
Cross-streets: _____ and _____
   Landmark: _____

2. Where will you exit the bus for this trip?
Cross-streets: _____ and _____
   Landmark: _____

3. Where did you begin your trip?
Cross-streets: _____ and _____
   Landmark: _____

4. Where will your trip end?
Cross-streets: _____ and _____
   Landmark: _____

5. How did you travel to the location where you boarded this bus?
☐1 Walked   ☐3 Drove
☐2 Dropped off   ☐4 Biked
☐5 Other _____
   5a. If you indicated "Drove," where did you park?
   ☐1 Princessa Metrolink Station
   ☐2 Newhall Metrolink Station
   ☐3 Santa Clarita Metrolink Station
   ☐4 McBean Transit Center
   ☐5 Park & Ride (specify): _____
   ☐6 Other: (specify)_____

6. How will you travel to your final destination once you leave this bus?
☐1 Walk more than 5 minutes
☐2 Walk less than 5 minutes
☐3 Transfer to another bus/train
   6a. If you make a transfer please specify:
      Where:_____
Service/Operator (For example, LA Metro or Metrolink):
_____
☐4 Other (specify)_____

7. Is your afternoon boarding location the same as where you will exit the bus this morning? ☐1 Yes   ☐2 No
7a. if no, please specify the boarding location for your return trip.
Cross-streets: _____ and _____
Landmark: _____

8. How many days did you ride Santa Clarita Transit's commuter bus service in the past week?
☐1 Less than one day   ☐3 3-4 days
☐2 1-2 days   ☐4 Five days

9. How long have you been a Santa Clarita Transit commuter bus customer?
☐1 Less than 1 year   ☐3 2-5 years
☐2 1-2 years   ☐4 Over 5 years

10. If Santa Clarita Transit's commuter bus service was not available, how would you travel to today's destination?
☐1 Drive alone   ☐2 Would not make trip
☐3 Rideshare (car/vanpool)   ☐4 Rail
☐5 Friend/family
☐6 Other (specify)_____

11. What is the primary purpose for your trip today?
☐1 Work   ☐2 Access healthcare   ☐3 Recreation
☐4 School   ☐5 Other: (specify) _____

12. How did you pay for this trip? (select only one)
☐1 Cash   ☐2 TAP Cash   ☐3 Monthly pass
☐4 EZ Transit pass   ☐5 Metrolink ticket/pass
☐6 Interagency/Metro to Muni Transfer

12a. If pass was used you, where did you purchase the pass?
   ☐1 Online   ☐2 Santa Clarita City Hall
   ☐3 Mail ☐4 Santa Clarita Transit Office
   ☐5 Local library or community center
   ☐6 Other: (specify)_____

13. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box.

		Excellent	Good	Fair	Poor
A	Overall satisfaction				
B	On-time performance				
C	Availability of onboard seating				
D	Cost of bus travel				
E	Safety onboard				
F	Vehicle cleanliness				

14. What service change would encourage you to use the service more often? (select only one)
☐1 Increase frequency   ☐2 Later service   ☐3 Serve new/different areas (specify)_____
☐4 Lower fares   ☐5 Earlier service   ☐6 Newer/cleaner buses   ☐7 Nothing

15. Are you familiar with the following services offered by the City of Santa Clarita:
☐1 E-Notify (e-mail)   ☐2 Text Alert (mobile text)   ☐3 Vehicle Tracking/Bus Arrival (online)   ☐4 Not familiar with any of these services
   15a. If you would like to be added to the E-Notify database to receive Transit info, please provide the following:
   Name:_____ E-mail:_____

16. Do you have a valid driver license?
   ☐1 Yes   ☐2 No

17. Did you have a car available to make this trip?
   ☐1 Yes   ☐2 No

18. What is your age?
   ☐1 Younger than 18   ☐2 18-30   ☐3 31-40
   ☐4 41-50   ☐5 51-59   ☐6 60+

19. Do you speak a language other than English at home?:
   ☐1 Yes ☐2 No
   19a. If yes, specify:_____

20. Are you?:   ☐1 Male   ☐2 Female

21. What was your total household income in 2011?
☐1 Under $15,000   ☐3 $25,000-$34,999   ☐5 $45,000-$54,999
☐2 $15,000-$24,999   ☐4 $35,000-$44,999   ☐6 $55,000 or more

Santa Clarita Transit
Community/Non–Rider Survey

SECTION 1 (All Respondents)

1. What are the cross-streets nearest to your home?
   Cross-streets: _____ and _____

2. What is your home zip code? _____

3. How long have you lived in the Santa Clarita Valley? _____

4. Have you used Santa Clarita Transit in the past 90 days?
   ☐ Yes ☐ No
   (If **Yes**, continue to **Section 2, Question 5**)
   (If **No**, skip to **Section 3, Question 10**)

SECTION 2 (Only respondents citing they have used Santa Clarita Transit in the past 90 days)

5. Which transit service do you use most often?
   ☐ Local Fixed-routes ☐ Commuter Bus service ☐ Dial-A-Ride ☐ Other:_____

6. How many times a week do you typically ride Santa Clarita Transit?
   ☐ Less than once per week ☐ 3-4 days per week
   ☐ 1-2 days per week ☐ 5 or more days per week

7. Is there a service improvement which would encourage you to use Santa Clarita Transit more often?
   ☐ Increase frequency ☐ Later service ☐ Earlier service ☐ Better customer service
   ☐ Newer/cleaner buses ☐ Lower fares ☐ Easier-to-obtain service information
   ☐ Nothing
   ☐ Serve new/different areas (specify)_____

8. If a fare increase was needed to implement your preferred service improvement, would you be willing to pay…?
   ☐ 25 cents more ☐ 50 cents more
   ☐ $1.00 more ☐ Wouldn't support any fare increase

9. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit more often?
   ☐ Loss of personal car ☐ New job location ☐ Change in income
   ☐ Bus stop closer to my home ☐ Higher gas prices ☐ Nothing
   (Continue to Section 4, Question 12)

SECTION 3 (Only respondents citing they have not used Santa Clarita Transit in the past 90 days)

10. Is there a service improvement which would encourage you to use Santa Clarita Transit?
    ☐ Increase frequency ☐ Later service ☐ Earlier service ☐ Better customer service
    ☐ Newer/cleaner buses ☐ Lower fares ☐ Easier-to-obtain service information
    ☐ Nothing
    ☐ Serve new/different areas (specify)_____

11. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit?
    ☐ Loss of personal car ☐ New job location ☐ Change in income
    ☐ Bus stop closer to my home ☐ Higher gas prices ☐ Nothing
    (Continue to Section 4, Question 12)

SECTION 4 (All Respondents)

12. What is your primary mode of transportation within the Santa Clarita Valley?
    ☐ Walk/bicycle ☐ Drive alone ☐ Carpool/vanpool
    ☐ Public transit (specify) _____
    ☐ Other: (specify) _____

13. Are you employed in the Santa Clarita Valley?
    ☐ Yes ☐ No

14. Do you attend school in the Santa Clarita Valley?
    ☐ Yes ☐ No

15. Do you have a valid driver license?
    ☐ Yes ☐ No

16. Do you have access to a personal vehicle?
    ☐ Yes ☐ No

17. What is your age?
    ☐ Younger than 18 ☐ 18-30 ☐ 31-40
    ☐ 41-50 ☐ 51-59 ☐ 60+

18. Do you speak a language other than English at home?
    ☐ Yes ☐ No
    If Yes, please specify:_____

19. Are you? ☐ Male ☐ Female

20. What was your total household income in 2011?
    ☐ Under $15,000 ☐ $25,000-$34,999 ☐ $45,000-$54,999
    ☐ $15,000-$24,999 ☐ $35,000-$44,999 ☐ $55,000 or more

If you would like to be entered into a drawing for one of multiple $25 Visa gift cards please provide the following contact information.
Name: _____
Phone or email: _____

City of Santa Clarita
Dial-A-Ride/Access Customer Survey

1. In which community do you currently reside?
   - ☐ Canyon Country ☐ Castaic
   - ☐ Newhall ☐ Saugus
   - ☐ Stevenson Ranch ☐ Valencia
   - ☐ Val Verde
   - ☐ Other:_____

2. Are you registered with Access Services?
   - ☐ Yes ☐ No ☐ Not sure

3. Which of the following do you use most frequently?
   - ☐ Dial-A-Ride ☐ Access ☐ Not sure

4. Have you used the City of Santa Clarita's Dial-A-Ride/Access service in the past 90 days?
   - ☐ Yes ☐ No

5. How often do you use Santa Clarita Dial-A-Ride/Access service?
   - ☐ Less than once per week
   - ☐ 1-2 times per week
   - ☐ 3-4 times per week
   - ☐ 5 or more times per week

6. Please indicate your satisfaction with the following Santa Clarita Dial-A-Ride/Access service characteristics by checking the appropriate box.

		Excellent	Good	Fair	Poor
A	On-time performance				
B	Customer service: Office/dispatch				
C	Customer service: Drivers				
D	Ease of making reservations				
E	Dependability				
F	Cost				
G	Service overall				

7. What is your most common travel destination when using Santa Clarita Dial-A-Ride/Access service?
   - ☐ Doctor's office ☐ Work
   - ☐ Shopping ☐ Senior Center
   - ☐ School
   - ☐ Other (specify):_____

8. What is your main reason for using the City's Dial-A-Ride/Access service?
   - ☐ No or limited access to a personal vehicle
   - ☐ Don't drive/No longer drive
   - ☐ Other transportation services are too expensive (i.e., taxi)
   - ☐ Other (specify):_____

9. How do you usually pay for your Dial-A-Ride/Access trip?
   - ☐ Cash ☐ TAP cash
   - ☐ TAP Punch ticket (purchased at Senior Center)
   - ☐ Access coupon

10. Regarding your most recent Dial-A-Ride/Access trip: If Santa Clarita Dial-A-Ride/Access service had not been available, how would you have made that trip?
    (Select only one)
    - ☐ Ride with family member or friend
    - ☐ Public transit/bus (Santa Clarita Transit)
    - ☐ Social service organization
    - ☐ Taxi/private shuttle
    - ☐ Walk ☐ Bicycle ☐ Carpool/Vanpool
    - ☐ Walk ☐ Bicycle ☐ Carpool/Vanpool
    - ☐ Would not make the trip

11. Have you used Santa Clarita Transit's local fixed-route services within the past 90 days?
    - ☐ Yes ☐ No

    11a. If No, what might encourage you to try Santa Clarita Transit's local fixed-route bus service?
    - ☐ Increase frequency
    - ☐ Later service (as late as: (_____)
    - ☐ Earlier service (as early as: (_____)
    - ☐ Closer to my house
    (Cross-streets: (_____ and _____)
    - ☐ Easier-to-obtain service information
    - ☐ Travel training (learn to use local fixed-route bus service)
    - ☐ Nothing
    - ☐ Serve new/different areas:
    (specify): (_____)

12. When calling to place your Dial-A-Ride trip request, are you able to promptly reach a Customer Service Representative?
    - ☐ Yes ☐ No

13. Do you frequently travel outside the Santa Clarita Valley?
    - ☐ Yes ☐ No

    13a. If Yes, how do you typically make that trip?
    - ☐ Metrolink ☐ Access services
    - ☐ Drive ☐ Friend/family
    - ☐ Taxi
    - ☐ Public transit/bus (Santa Clarita Transit)
    - ☐ Other (specify: _____)

    13b. How often do you make that trip outside the Santa Clarita Valley?
    - ☐ Once per month
    - ☐ 1-2 times per week
    - ☐ 2-3 times per month
    - ☐ 3-4 times per week
    - ☐ 5 or more times per week

14. What is your age category?
    - ☐ Younger than 18 ☐ 18-30 ☐ 31-40
    - ☐ 41-50 ☐ 51-59 ☐ 60+

15. Do you speak a language other than English at home?
    - ☐ Yes ☐ No
    15a. If Yes, (specify:_____)

16. What is your gender? ☐ Male ☐ Female

17. What was your total household income in 2011?
    - ☐ Under $15,000 ☐ $15,000-$24,999
    - ☐ $25,000-$34,999 ☐ $35,000-$44,999
    - ☐ $45,000-$54,999 ☐ $55,000 or more

18. Do you have access to the following technologies? (Check all that apply)
    - ☐ Internet ☐ E-mail
    - ☐ Smartphone (i.e., iPhone, Droid, etc.)
    - ☐ Text messaging

19A. Are you familiar with the Senior Ambassador Program?
    - ☐ Yes ☐ No

19B. Would you like more information on the Senior Ambassador Program?

    E-mail:_____

    Address:_____

Exhibit A.5 On-board Survey frequencies

Survey Language

		Frequency	Percent
Valid	English	1,451	76.5
	Spanish	445	23.5
	Total	1,896	100.0

Q3a. How did you travel to the point where you boarded this bus?

		Frequency	Percent
Valid	Walked	1,388	75.9
	Dropped off	170	9.3
	Drove	31	1.7
	Biked	53	2.9
	Other	186	10.2
	Total	1,828	100.0
Missing	System	68	
Total		1,896	

Q3b. How did you travel to the point where you boarded this bus? (Other)

	Frequency	Percent
Valid	1,738	91.7
Bicycle	1	0.1
Bus	89	4.7
Car	2	0.1
Commuter Bus	1	0.1
Moped	1	0.1
Route 4	1	0.1
Route 1	3	0.2
Route 2	1	0.1
Route 3	1	0.1
Route 4	2	0.1
Route 5	1	0.1
Route 6	2	0.1
Route 7	1	0.1
Route 757	8	0.4
Route 797	1	0.1
School Bus	3	0.2
Skateboard	18	0.9
Train	19	1.0
Wheelchair	3	0.2
Total	1,896	100.0

Q4a. How will you travel to your final destination once you leave this bus?

		Frequency	Percent
Valid	Walk more than 5 minutes	759	41.6
	Walk less than 5 minutes	724	39.7
	Transfer to another bus/train	278	15.2
	Other	64	3.5
	Total	1,825	100.0
Missing	System	71	
Total		1,896	

Q4b. How will you travel to your final destination once you leave this bus?

		Frequency	Percent
Valid		1,746	92.1
	Bicycle	2	0.1
	Bus	15	0.8
	Car	2	0.1
	LA Metro	3	0.2
	Route 3	1	0.1
	Route 6	1	0.1
	Route 1	17	0.9
	Route 14	12	0.6
	Route 2	7	0.4
	Route 3	7	0.4
	Route 4	7	0.4
	Route 5	20	1.1
	Route 6	15	0.8
	Route 7	6	0.3
	Route 757	13	0.7
	Route 792	1	0.1
	Route 795	1	0.1
	Route 796	1	0.1
	Route 797	1	0.1
	Skateboard	2	0.1
	Train	16	0.8
	Total	1,896	100.0

Q4c. How will you travel to your final destination once you leave this bus? (Other)

		Frequency	Percent
Valid		1,869	98.6
	Bicycle	14	0.7
	Car	4	0.2
	Carpool	2	0.1
	Skateboard	4	0.2
	Train	2	0.1
	Wheelchair	1	0.1
	Total	1,896	100.0

Q5a. What is the primary purpose for your trip today?

		Frequency	Percent
Valid	Work	711	38.8
	Recreation/Social	243	13.3
	School	534	29.1
	Access healthcare	62	3.4
	Other	282	15.4
	Total	1,832	100.0
Missing	System	64	
Total		1,896	

Q5b. What is the primary purpose for your trip today? (other)

		Frequency	Percent
Valid		1,709	90.1
	Church	7	0.4
	Home	2	0.1
	Personal business	46	2.4
	Return home	74	3.9
	Shopping	58	3.1
	Total	1,896	100.0

Q6. How did you pay for this trip?

		Frequency	Percent
Valid	Cash	1,048	58.7
	Day pass	35	2.0
	Cash on TAP	313	17.5
	Monthly pass	302	16.9
	EZ Transit pass	53	3.0
	Metrolink ticket/pass	35	2.0
	Total	1,786	100.0
Missing	System	110	
Total		1,896	

Q7. How many days do you ride Santa Clarita Transit in a typical week?

		Frequency	Percent
Valid	Less than once per week	91	5.0
	1-2 days per week	234	12.9
	3-4 days per week	500	27.5
	5 or more days per week	991	54.6
	Total	1,816	100.0
Missing	System	80	
Total		1,896	

Q8. Is it convenient for you to find and purchase Santa Clarita Transit bus passes?

		Frequency	Percent
Valid	Yes	1,213	73.6
	No	434	26.4
	Total	1,647	100.0
Missing	System	249	
Total		1,896	

Q9a. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (Overall satisfaction)

		Frequency	Percent
Valid	Excellent	645	37.0
	Good	857	49.2
	Fair	205	11.8
	Poor	34	2.0
	Total	1,741	100.0
Missing	System	155	
Total		1,896	

Q9b. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (On-time performance)

		Frequency	Percent
Valid	Excellent	449	25.6
	Good	711	40.5
	Fair	456	26.0
	Poor	140	8.0
	Total	1,756	100.0
Missing	System	140	
Total		1,896	

Q9c. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (Availability of seating onboard)

		Frequency	Percent
Valid	Excellent	671	38.9
	Good	763	44.3
	Fair	244	14.2
	Poor	46	2.7
	Total	1,724	100.0
Missing	System	172	
Total		1,896	

Q9d. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (Cost of bus travel)

		Frequency	Percent
Valid	Excellent	759	43.9
	Good	639	36.9
	Fair	276	16.0
	Poor	56	3.2
	Total	1,730	100.0
Missing	System	166	
Total		1,896	

Q9e. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (Safety onboard)

		Frequency	Percent
Valid	Excellent	820	47.1
	Good	734	42.1
	Fair	147	8.4
	Poor	41	2.4
	Total	1,742	100.0
Missing	System	154	
Total		1,896	

Q9f. Please indicate your satisfaction with various Santa Clarita Transit service characteristics (Vehicle cleanliness)

		Frequency	Percent
Valid	Excellent	605	34.6
	Good	789	45.1
	Fair	273	15.6
	Poor	84	4.8
	Total	1,751	100.0
Missing	System	145	
Total		1,896	

Q10. Are there any areas not currently served by Santa Clarita Transit which you want to travel to?

		Frequency	Percent
Valid	Yes	395	24.0
	No	1,248	76.0
	Total	1,643	100.0
Missing	System	253	
Total		1,896	

Q11. Do you have a valid driver license?

		Frequency	Percent
Valid	Yes	509	29.4
	No	1,223	70.6
	Total	1,732	100.0
Missing	System	164	
Total		1,896	

Q12. Did you have a car available to make this trip?

		Frequency	Percent
Valid	Yes	280	16.7
	No	1,401	83.3
	Total	1,681	100.0
Missing	System	215	
Total		1,896	

Q13. What is your age?

		Frequency	Percent
Valid	Younger than 18	402	22.9
	18-30	768	43.7
	31-40	214	12.2
	41-50	183	10.4
	51-59	108	6.1
	60+	84	4.8
	Total	1,759	100.0
Missing	System	137	
Total		1,896	

Q14a. Do you speak a language other than English at home?

		Frequency	Percent
Valid	Yes	869	53.0
	No	771	47.0
	Total	1,640	100.0
Missing	System	256	
Total		1,896	

Q14B. Do you speak a language other than English at home? If yes, specify

		Frequency	Percent
Valid		1,094	57.7
	American Sign Language	3	0.2
	Arabic	3	0.2
	Armenian	1	0.1
	Belise	1	0.1
	Chinese	8	0.4
	English	6	0.3
	Farsi	2	0.1
	French	9	0.5
	German	5	0.3
	Hausa	1	0.1
	Hindi	3	0.2
	Igbo Language (Nigeria)	1	0.1
	Indian	2	0.1
	Indonesian	3	0.2
	Italian	4	0.2
	Japanese	6	0.3
	Kaqchikel	1	0.1
	Korean	6	0.3
	Marathi	1	0.1
	Portugese	4	0.2
	Russian	8	0.4
	Spanish	684	36.1
	Swahili	1	0.1
	Tagalog	36	1.9
	Vietnamese	2	0.1
	Yoruba	1	0.1
	Total	1,896	100.0

Q15. You are?

		Frequency	Percent
Valid	Male	984	55.7
	Female	782	44.3
	Total	1,766	100.0
Missing	System	130	
Total		1,896	

What was your total household income in 2011?

		Frequency	Percent
Valid	Under $15,000	643	45.7
	$15,000 - $24,999	246	17.5
	$25,000 - $34,999	223	15.8
	$35,000 - $44,999	64	4.5
	$45,000 - $54,999	84	6.0
	$55,000 or more	148	10.5
	Total	1,408	100.0
Missing	System	488	
Total		1,896	

Exhibit A.6. Commuter Survey Frequencies

Survey Language

		Frequency	Valid Percent
Valid	English	534	94.8
	Spanish	29	5.2
	Total	563	100.0

Q5 How did you travel to the location where you boarded this bus?

		Frequency	Valid Percent
Valid	Walked	141	25.5
	Dropped off	104	18.8
	Drove	234	42.2
	Biked	11	2.0
	Other	64	11.6
	Total	554	100.0
Missing	System	9	
Total		563	

Q5.1 How did you travel to the location where you boarded this bus? (Other)

		Frequency	Valid Percent
Valid		502	89.2
	Bus	34	6.0
	Metro	3	0.5
	Metro Orange Line	5	0.9
	Metro Red Line	8	1.4
	Metrolink	5	0.9
	Skateboard	2	0.4
	Taxi	3	0.5
	Wheelchair	1	0.2
	Total	563	100.0

Q5a. If you indicated "Drove," where did you park?

		Frequency	Valid Percent
Valid	Princessa Metrolink Station	4	1.8
	Newhall Metrolink Station	66	29.3
	Santa Clarita Metrolink Station	29	12.9
	McBean Transit Center	8	3.6
	Park & Ride	26	11.6
	Other	92	40.9
	Total	225	100.0
Missing	System	338	
Total		563	

Q6. How will you travel to your final destination once you leave this bus?

		Frequency	Valid Percent
Valid	Walk more than 5 minutes	119	21.7
	Walk less than 5 minutes	220	40.1
	Transfer to another bus/train	144	26.2
	Other	66	12.0
	Total	549	100.0
Missing	System	14	
Total		563	

Q6b. If you make a transfer please specify. (Service/operator).

		Frequency	Valid Percent
Valid		498	88.5
	DASH Bus	2	0.4
	LA Metro	33	5.9
	Metro Orange Line	2	0.4
	Metro Red Line	8	1.4
	Metrolink	10	1.8
	Metro Gold Line	1	0.2
	SCT	8	1.4
	Shuttle	1	0.2
	Total	563	100.0

Q6c. If you make a transfer please specify. (Other)

		Frequency	Valid Percent
Valid		498	88.5
	Bicycle	4	0.7
	Drive	52	9.2
	Frend/family	1	0.2
	Friend/family	6	1.1
	Shuttle	2	0.4
	Total	563	100.0

Q7. Is your afternoon boarding location the same as where you will exit the bus this morning?

		Frequency	Valid Percent
Valid	Yes	341	65.5
	No	180	34.5
	Total	521	100.0
Missing	System	42	
Total		563	

Q8. How many days did you ride Santa Clarita Transit's commuter bus service in the past week?

		Frequency	Valid Percent
Valid	Less than one day	27	5.0
	1-2 days	88	16.4
	3-4 days	146	27.1
	Five days	277	51.5
	Total	538	100.0
Missing	System	25	
Total		563	

Q9. How long have you been a Santa Clarita Transit commuter bus customer?

		Frequency	Valid Percent
Valid	Less than 1 year	123	22.9
	1-2 years	138	25.7
	3-5 years	101	18.8
	Over 5 years	175	32.6
	Total	537	100.0
Missing	System	26	
Total		563	

Q10. If Santa Clarita Transit's commuter bus service was not available, how would you travel to today's destination?

		Frequency	Valid Percent
Valid	Drive alone	207	38.5
	Would not make trip	71	13.2
	Rideshare (car/vanpool)	60	11.2
	Rail	125	23.2
	Friend/family	47	8.7
	Other	28	5.2
	Total	538	100.0
Missing	System	25	
Total		563	

Q10a. If Santa Clarita Transit's commuter bus service was not available, how would you travel to today's destination? (Other)

		Frequency	Valid Percent
Valid		538	95.6
	AVTA	2	0.4
	Bicycle	2	0.4
	Don't know	2	0.4
	LA Metro	6	1.1
	Metrolink	6	1.1
	Taxi	4	0.7
	Walk	3	0.5
	Total	563	100.0

Q11. What is the primary purpose for your trip today?

		Frequency	Valid Percent
Valid	Work	456	84.6
	Access healthcare	7	1.3
	Recreation	24	4.5
	School	25	4.6
	Other	27	5.0
	Total	539	100.0
Missing	System	24	
Total		563	

Q11a. What is the primary purpose for your trip today? (Other)

		Frequency	Valid Percent
Valid		544	96.6
	Church	2	0.4
	Personal business	6	1.1
	Shopping	3	0.5
	Visit family/friend	8	1.4
	Total	563	100.0

Q12. How did you pay for this trip?

		Frequency	Valid Percent
Valid	Cash	193	35.9
	TAP Cash	199	37.1
	Monthly pass	81	15.1
	EZ Transit pass	42	7.8
	Metrolink ticket/pass	18	3.4
	Interagency/Metro to Muni Transfer	4	0.7
	Total	537	100.0
Missing	System	26	
Total		563	

Q12a. If a pass was used, where did you purchase the pass?

		Frequency	Valid Percent
Valid	Online	43	15.6
	Santa Clarita City Hall	63	22.8
	Mail	9	3.3
	Santa Clarita Transit Office	17	6.2
	Local library or community center	12	4.3
	Other	132	47.8
	Total	276	100.0
Missing	System	287	
Total		563	

Q12a.1 If a pass was used, where did you purchase the pass? (Other)

		Frequency	Valid Percent
Valid		436	77.4
	Aquatic Center	10	1.8
	Bus	2	0.4
	Cash Advance Store	1	0.2
	Coffee Shop	5	0.9
	Downtown Station	1	0.2
	Employer	17	3.0
	Hallmark Store	2	0.4
	LA City Hall	1	0.2
	LA Metro	1	0.2
	Lancaster City Hall	1	0.2
	Lancaster Station	1	0.2
	Liquor Store - Burbank	1	0.2
	Liquor Store - LA	1	0.2
	Mail America	2	0.4
	Mail Store on Sierra Hwy and Soledad	1	0.2
	McBean Station	1	0.2
	Metro	2	0.4
	Metro Offices	2	0.4
	Metro Station	5	0.9
	Metrolink	3	0.5
	Metrolink Station	2	0.4
	MPIC	1	0.2
	Newhall Metrolink	3	0.5
	Santa Clarita Metrolink	1	0.2
	Saugus Drugs	40	7.1
	UCLA	9	1.6
	Union Station	6	1.1
	Universal Studios	2	0.4
	Via Princessa Metrolink Station	1	0.2
	Vons	1	0.2
	Western Union	1	0.2
	Total	563	100.0

Q13a. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (Overall satisfaction)

		Frequency	Valid Percent
Valid	Excellent	195	35.8
	Good	282	51.7
	Fair	60	11.0
	Poor	8	1.5
	Total	545	100.0
Missing	System	18	
Total		563	

Q13b. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (On-time performance)

		Frequency	Valid Percent
Valid	Excellent	159	28.9
	Good	239	43.5
	Fair	120	21.8
	Poor	32	5.8
	Total	550	100.0
Missing	System	13	
Total		563	

Q13c. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (Availability of onboard seating)

		Frequency	Valid Percent
Valid	Excellent	212	38.4
	Good	250	45.3
	Fair	81	14.7
	Poor	9	1.6
	Total	552	100.0
Missing	System	11	
Total		563	

Q13d. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (Cost of bus travel)

		Frequency	Valid Percent
Valid	Excellent	197	35.8
	Good	230	41.7
	Fair	106	19.2
	Poor	18	3.3
	Total	551	100.0
Missing	System	12	
Total		563	

Q13e. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (Safety onboard)

		Frequency	Valid Percent
Valid	Excellent	250	45.5
	Good	250	45.5
	Fair	39	7.1
	Poor	11	2.0
	Total	550	100.0
Missing	System	13	
Total		563	

Q13f. Please indicate your satisfaction with Santa Clarita Transit's commuter bus service characteristics by checking the appropriate box. (Vehicle cleanliness)

		Frequency	Valid Percent
Valid	Excellent	210	38.0
	Good	246	44.6
	Fair	76	13.8
	Poor	20	3.6
	Total	552	100.0
Missing	System	11	
Total		563	

Q14. What service change would encourage you to use the service more often?

		Frequency	Valid Percent
Valid	Increase frequency	155	29.5
	Later Service	73	13.9
	Serve new/different areas	49	9.3
	Lower fare	61	11.6
	Earlier service	47	9.0
	Newer/cleaner buses	49	9.3
	Nothing	91	17.3
	Total	525	100.0
Missing	System	38	
Total		563	

Q15. Are you familiar with the following services offered by the City of Santa Clarita?

		Frequency	Valid Percent
Valid	E-Notify	36	11.9
	Text Alert	27	8.9
	Vehicle Tracking/Bus Arrival	50	16.6
	Not familiar with any of these services	189	62.6
	Total	302	100.0
Missing	System	261	
Total		563	

450

Q16. Do you have a valid driver license?

		Frequency	Valid Percent
Valid	Yes	417	79.1
	No	110	20.9
	Total	527	100.0
Missing	System	36	
Total		563	

Q17. Did you have a car available to make this trip?

		Frequency	Valid Percent
Valid	Yes	360	68.2
	No	168	31.8
	Total	528	100.0
Missing	System	35	
Total		563	

Q18. What is your age?

		Frequency	Valid Percent
Valid	Younger than 18	9	1.7
	18-30	97	18.3
	31-40	93	17.5
	41-50	122	23.0
	51-59	149	28.1
	60+	61	11.5
	Total	531	100.0
Missing	System	32	
Total		563	

Q19. Do you speak a language other than English at home?

		Frequency	Valid Percent
Valid	Yes	160	30.4
	No	367	69.6
	Total	527	100.0
Missing	System	36	
Total		563	

Q19a. Do you speak a language other than English at home? (Specify)

		Frequency	Valid Percent
Valid		431	76.6
	African Lingua	1	0.2
	American Sign Language	1	0.2
	Amharic	1	0.2
	Arabic	1	0.2
	Bengali	1	0.2
	Chinese	12	2.1
	Dutch	1	0.2
	Farsi	3	0.5
	Filipino	8	1.4
	French	3	0.5
	German	4	0.7
	Gujarati	1	0.2
	Hindi	3	0.5
	Igbo	1	0.2
	Indonesia	1	0.2
	Italian	1	0.2
	Japanese	1	0.2
	Korean	4	0.7
	Portugese	1	0.2
	Russian	3	0.5
	Spanish	60	10.7
	Swahili	1	0.2
	Tagalog	15	2.7
	Tamil	1	0.2
	Thai	1	0.2
	Vietnamese	1	0.2
	Yoruba	1	0.2
	Total	563	100.0

Q20. Gender.

		Frequency	Valid Percent
Valid	Male	223	43.1
	Female	294	56.9
	Total	517	100.0
Missing	System	46	
Total		563	

Q21. What was your total household income in 2011?

		Frequency	Valid Percent
Valid	Under $15,000	70	14.5
	$15,000 - $24,999	38	7.9
	$25,000 - $34,999	55	11.4
	$35,000 - $44,999	24	5.0
	$45,000 - $54,999	39	8.1
	$55,000 or more	258	53.3
	Total	484	100.0
Missing	System	79	
Total		563	

Exhibit A.7 Community Survey Frequencies

Survey language

		Frequency	Percent
Valid	English	1,041	97.7
	Spanish	25	2.3
	Total	1,066	100.0

Q4. Have you used Santa Clarita Transit in the past 90 days?

		Frequency	Percent
Valid	Yes	339	32.1
	No	716	67.9
	Total	1,055	100.0
Missing	System	11	
Total		1,066	

Q5. Which transit service do you use most often?

		Frequency	Percent
Valid	Local fixed-routes	227	68.8
	Commuter Bus service	95	28.8
	Dial-A-Ride	3	0.9
	Other	5	1.5
	Total	330	100.0
Missing	System	736	
Total		1,066	

Q6. How many times a week do you typically ride Santa Clarita Transit?

		Frequency	Percent
Valid	Less than once per week	86	25.6
	1-2 days per week	35	10.4
	3-4 days per week	84	25.0
	5 or more days per week	131	39.0
	Total	336	100.0
Missing	System	730	
Total		1,066	

Q7. Is there a service improvement which would encourage you to use Santa Clarita Transit more often?

		Frequency	Percent
Valid	Increase frequency	111	34.5
	Later service	33	10.2
	Earlier service	15	4.7
	Better customer service	13	4.0
	Newer/cleaner buses	12	3.7
	Lower fares	11	3.4
	Easier-to-obtain service information	17	5.3
	Nothing	61	18.9
	Serve new/different areas	49	15.2
	Total	322	100.0
Missing	System	744	
Total		1,066	

Q8. If a fare increase was needed to implement your preferred service improvement, would you be willing to pay...?

		Frequency	Percent
Valid	25 cents more	126	38.9
	50 cents more	42	13.0
	$1.00	31	9.6
	Wouldn't support any fare increase	125	38.6
	Total	324	100.0
Missing	System	742	
Total		1,066	

Q9. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit more often?

		Frequency	Percent
Valid	Loss of personal car	73	25.4
	New job location	25	8.7
	Change in income	12	4.2
	Bus stop closer to my home	35	12.2
	Higher gas prices	31	10.8
	Nothing	111	38.7
	Total	287	100.0
Missing	System	779	
Total		1,066	

Q10. Is there a service improvement which would encourage you to use Santa Clarita Transit more often?

		Frequency	Percent
Valid	Increase frequency	83	12.3
	Later service	25	3.7
	Earlier service	6	0.9
	Better customer service	9	1.3
	Newer/cleaner buses	6	0.9
	Lower fares	11	1.6
	Easier-to-obtain service information	37	5.5
	Nothing	425	63.0
	Serve new/different areas	73	10.8
	Total	675	100.0
Missing	System	391	
Total		1,066	

Q11. Is there a change in your personal circumstances which would encourage you to use Santa Clarita Transit more often?

		Frequency	Percent
Valid	Loss of personal car	268	42.4
	New job location	26	4.1
	Change in income	13	2.1
	Bus stop closer to my home	34	5.4
	Higher gas prices	39	6.2
	Nothing	252	39.9
	Total	632	100.0
Missing	System	434	
Total		1,066	

Q12. What is your primary mode of transportation within the Santa Clarita Valley?

		Frequency	Percent
Valid	Walk/bicycle	38	3.7
	Drive alone	801	78.1
	Carpool/vanpool	71	6.9
	Public transit	103	10.0
	Other	13	1.3
	Total	1,026	100.0
Missing	System	40	
Total		1,066	

Q13. Are you employed in the Santa Clarita Valley?

		Frequency	Percent
Valid	Yes	458	43.8
	No	587	56.2
	Total	1,045	100.0
Missing	System	21	
Total		1,066	

Q14. Do you attend school in the Santa Clarita Valley?

		Frequency	Percent
Valid	Yes	298	28.5
	No	747	71.5
	Total	1,045	100.0
Missing	System	21	
Total		1,066	

Q15. Do you have a valid driver license?

		Frequency	Percent
Valid	Yes	891	84.9
	No	158	15.1
	Total	1,049	100.0
Missing	System	17	
Total		1,066	

Q16. Do you have access to a personal vehicle?

		Frequency	Percent
Valid	Yes	922	88.1
	No	124	11.9
	Total	1,046	100.0
Missing	System	20	
Total		1,066	

Q17. What is your age?

		Frequency	Percent
Valid	Younger than 18	100	9.6
	18-30	305	29.2
	31-40	145	13.9
	41-50	214	20.5
	51-59	151	14.4
	60+	131	12.5
	Total	1,046	100.0
Missing	System	20	
Total		1,066	

Q18. Do you speak a language other than English at home?

		Frequency	Percent
Valid	Yes	285	27.8
	No	742	72.2
	Total	1,027	100.0
Missing	System	39	
Total		1,066	

Q19. Are you...? - Gender

		Frequency	Percent
Valid	Male	480	46.5
	Female	552	53.5
	Total	1,032	100.0
Missing	System	34	
Total		1,066	

Q20. What was your total household income in 2011?

		Frequency	Percent
Valid	Under $15,000	102	12.6
	$15,000 - $24,999	46	5.7
	$25,000 - $34,999	88	10.9
	$35,000 - $44,999	50	6.2
	$45,000 - $54,999	53	6.5
	$55,000 or more	471	58.1
	Total	810	100.0
Missing	System	256	
Total		1,066	

Q2. Are you registered with Access Services?

		Frequency	Percent
Valid	Yes	52	53.6
	No	27	27.8
	Not sure	18	18.6
	Total	97	100.0

Q4. Have you used the City of Santa Clarita's Dial-A-Ride/Access service in the past 90 days?

		Frequency	Percent
Valid	Yes	82	85.4
	No	14	14.6
	Total	96	100.0

Q5. How often do you use Santa Clarita Dial-A-ride/Access service?

		Frequency	Valid Percent
Valid	Less than once per week	34	36.2
	1-2 times per week	35	37.2
	3-4 times per week	14	14.9
	5 or more times per week	11	11.7
	Total	94	100.0
Missing	System	3	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - On-time performance

		Frequency	Percent
Valid	Excellent	25	26.0
	Good	56	58.3
	Fair	10	10.4
	Poor	5	5.2
	Total	96	100.0
Missing	System	1	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Customer service: Office/dispatch

		Frequency	Percent
Valid	Excellent	45	49.5
	Good	38	41.8
	Fair	8	8.8
	Total	91	100.0
Missing	System	6	
Total		97	

Q6.Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Customer service: Drivers

		Frequency	Percent
Valid	Excellent	54	58.1
	Good	34	36.6
	Fair	5	53.8
	Total	93	
Missing	System	3	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Ease of making reservations

		Frequency	Percent
Valid	Excellent	45	47.9
	Good	39	41.5
	Fair	9	9.6
	Poor	1	1.1
	Total	94	100.0
Missing	System	3	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Dependability

		Frequency	Percent
Valid	Excellent	34	37.0
	Good	47	51.1
	Fair	8	8.7
	Poor	3	3.3
	Total	92	100.0
Missing	System	5	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Cost

		Frequency	Percent
Valid	Excellent	47	52.8
	Good	35	39.3
	Fair	6	6.7
	Poor	1	1.1
	Total	89	100.0
Missing	System	8	
Total		97	

Q6. Please indicate your satisfaction with the following Santa Clarita Dial-A-ride/Access service characteristics - Service overall

		Frequency	Percent
Valid	Excellent	39	42.4
	Good	42	45.7
	Fair	10	10.9
	Poor	1	1.1
	Total	92	100.0
Missing	System	5	
Total		97	

Q7. What is your most common travel destination when using Santa Clarita Dial-A-Ride/Access service?

		Frequency	Percent
Valid	Doctor's Office	41	42.3
	Work	9	9.3
	Shopping	12	12.4
	Senior Center	11	11.3
	School	3	3.1
	Other	21	21.6
	Total	97	100.0

Q8. What is your main reason for using the City's Dial-A-Ride/Access service?

		Frequency	Valid Percent
Valid	No or limited access to a personal vehicle	22	22.7
	Don't drive/No longer drive	54	55.7
	Other transportation services are too expensive	6	6.2
	Other	14	14.4
	Total	96	100.0

Q9. How do you usually pay for your Dial-A-Ride/Access trip?

		Frequency	Percent
Valid	Cash	36	38.7
	TAP cash	18	19.4
	TAP Punch Ticket (purchased at Senior Center)	34	36.6
	Access Coupon	5	5.4
	Total	93	100.0
Missing	System	4	
Total		97	

Q10. Regarding your most recent Dial-A-Ride/Access trip: If Santa Clarita Dial-A-Ride/Access service had not been available, how would you have made that trip?

		Frequency	Percent
Valid	Ride with family or friend	38	39.2
	Public transit/bus (Santa Clarita Transit)	15	15.5
	Taxi/private shuttle	2	2.1
	Walk	3	3.1
	Would not make trip	39	40.2
	Total	97	100.0

Q11. Have you used Santa Clarita Transit's local fixed-route services within the past 90 days?

		Frequency	Percent
Valid	Yes	34	36.6
	No	59	63.4
	Total	93	100.0
Missing	System	4	
Total		97	

Q12. When calling to place your Dial-A-Ride trip request, are you able to promptly reach a Customer Service Representative?

		Frequency	Percent
Valid	Yes	76	84.4
	No	14	15.6
	Total	90	100.0

Q13. Do you frequently travel outside the Santa Clarita Valley?

		Frequency	Percent
Valid	Yes	28	29.2
	No	68	70.8
	Total	96	100.0
Missing	System	1	

Q14. What is your age category?

		Frequency	Percent
Valid	Younger than 18	1	1.0%
	18-30	5	5.2%
	31-40	1	1.0%
	41-50	8	8.2%
	51-59	6	6.2%
	60+	76	78.4%
	Total	97	100.0

Q15. Do you speak a language other than English at home?

		Frequency	Percent
Valid	Yes	27	28.4%
	No	68	71.6%
	Total	95	100.0
Missing	System	2	
Total		97	

Q16. What is your gender?

		Frequency	Percent
Valid	Male	28	29.5%
	Female	67	70.5%
	Total	95	100.0
Missing	System	2	
Total		97	

Q17. What was your total household income in 2011?

		Frequency	Percent
Valid	Under $15,000	45	54.9%
	$15,000-$24,999	14	17.1%
	$25,000-$34,999	11	13.4%
	$35,000-$44,999	5	6.1%
	$45,000-$54,999	1	1.2%
	$55,000 or more	6	7.3%
	Total	82	100.0
Missing	System	15	
Total		97	

Q18. Do you have access to the following technologies? - Consolidated

	Frequency	Percent
Internet	40	35.1%
E-mail	36	31.6%
Smartphone	14	12.3%
Text messaging	24	21.1%
Total	114	100.0%

Q19A. Are you familiar with the Senior Ambassador Program?

		Frequency	Percent
Valid	Yes	6	6.2%
	No	91	93.8%
	Total	97	100.0

B

APPENDIX B

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Exhibit B.1 Weekday Stop Activity - Route 1 Eastbound
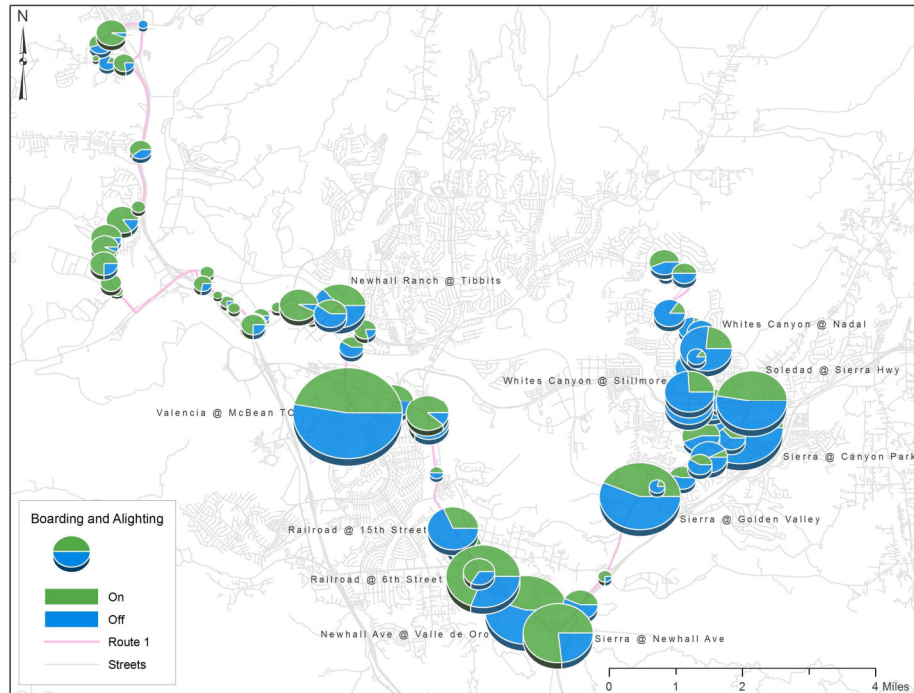
Exhibit B.2 Weekday Stop Activity - Route 1 Westbound
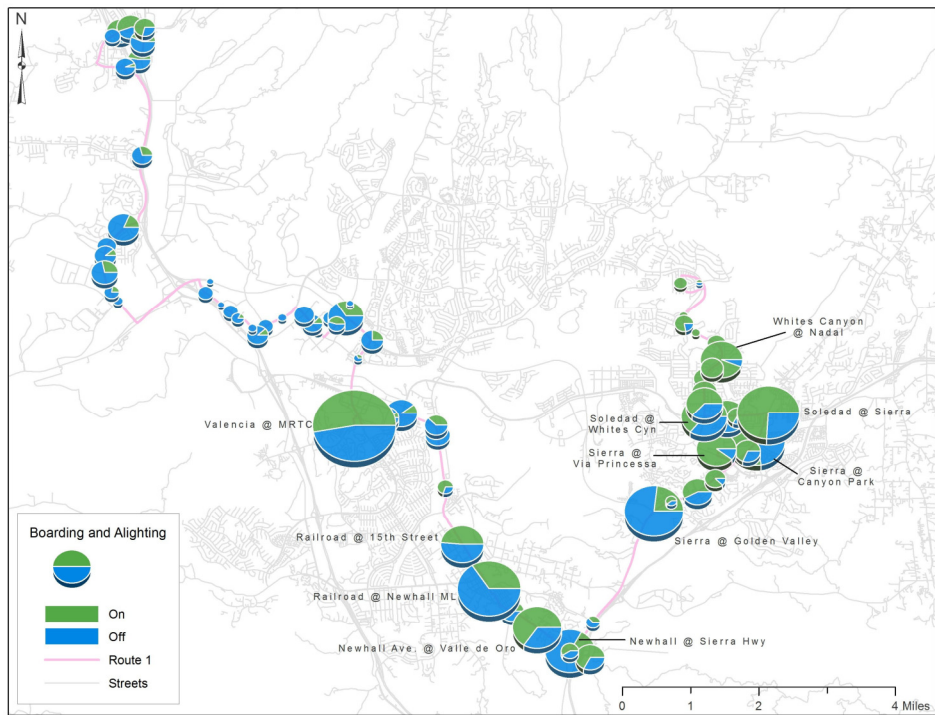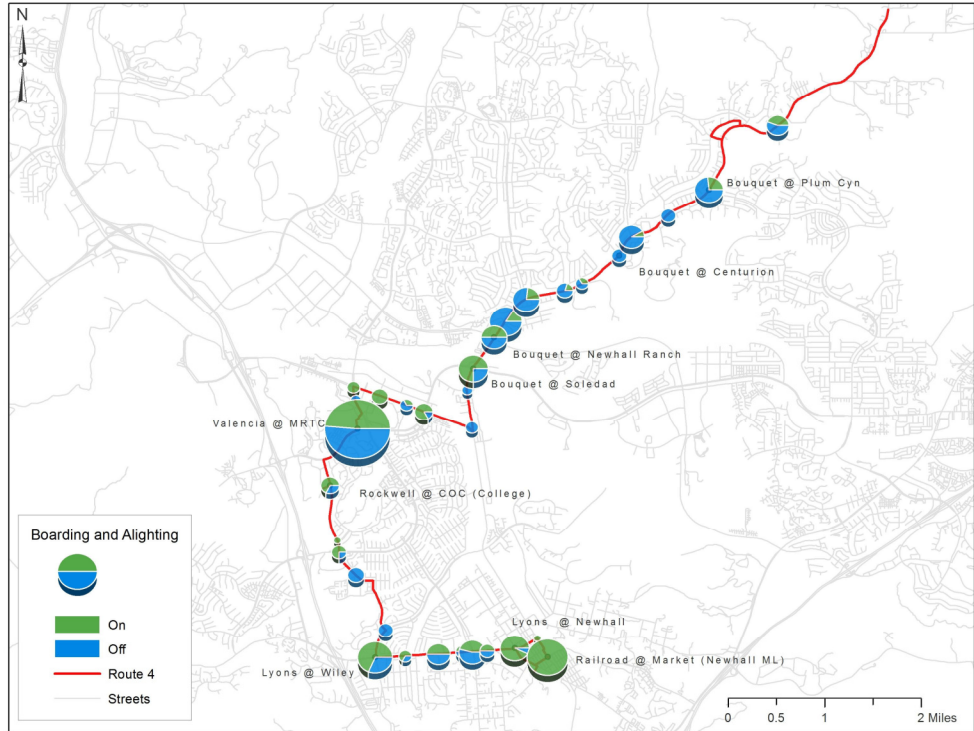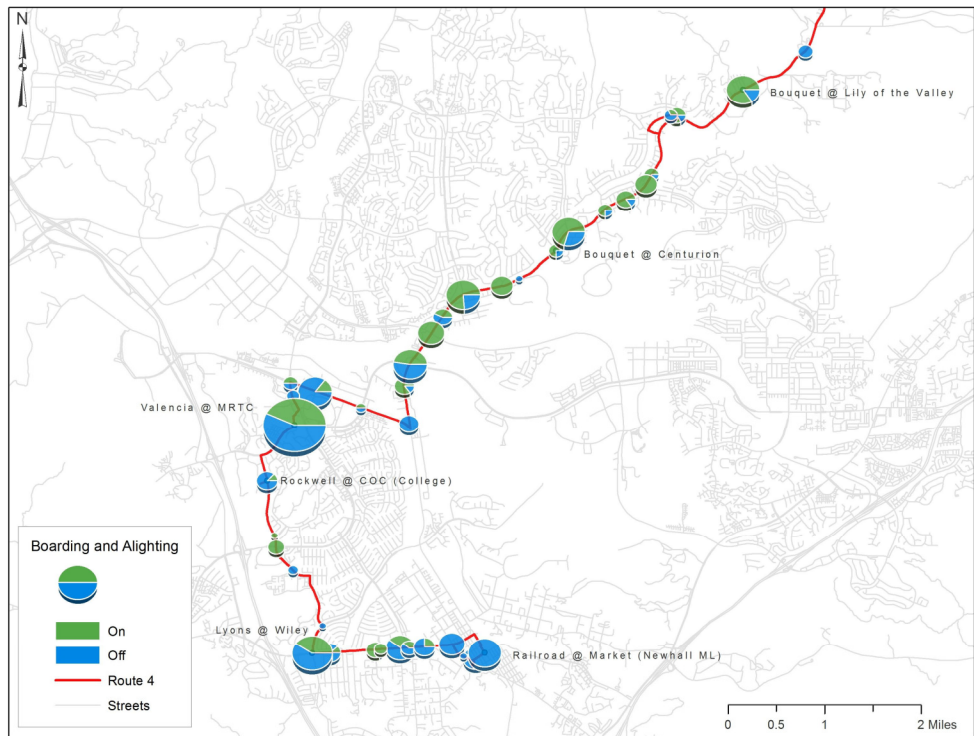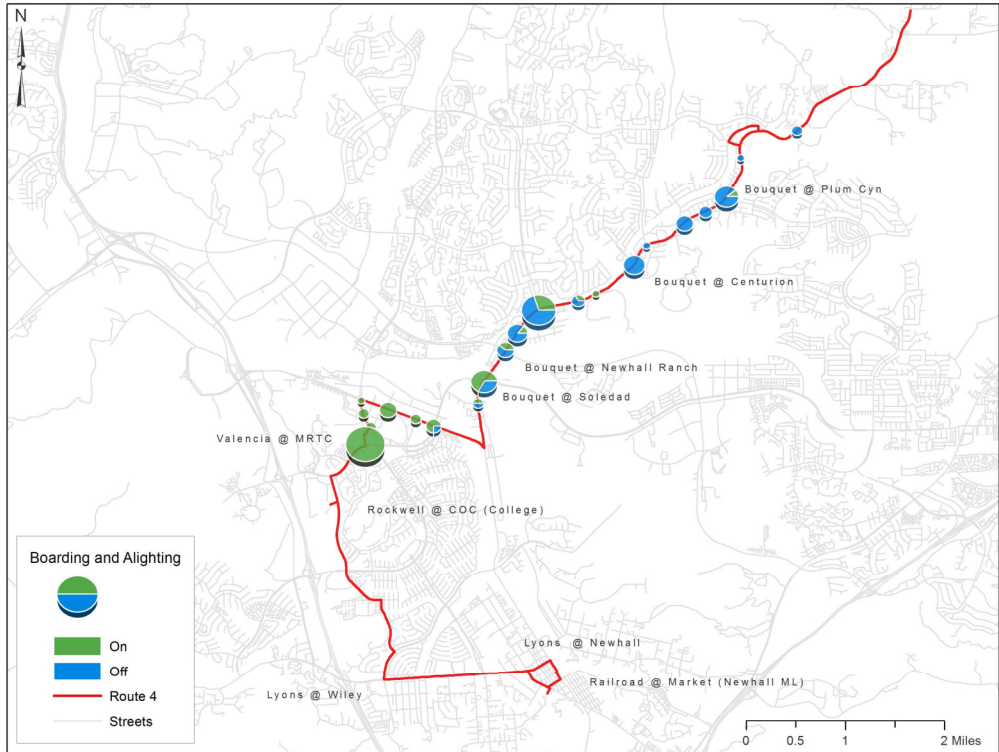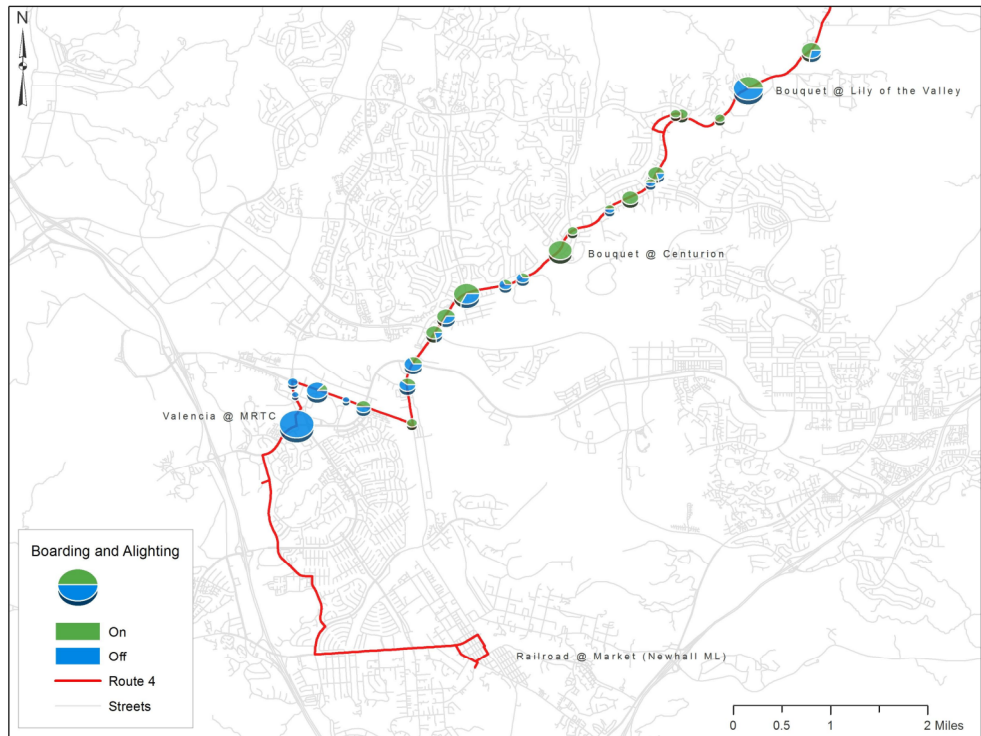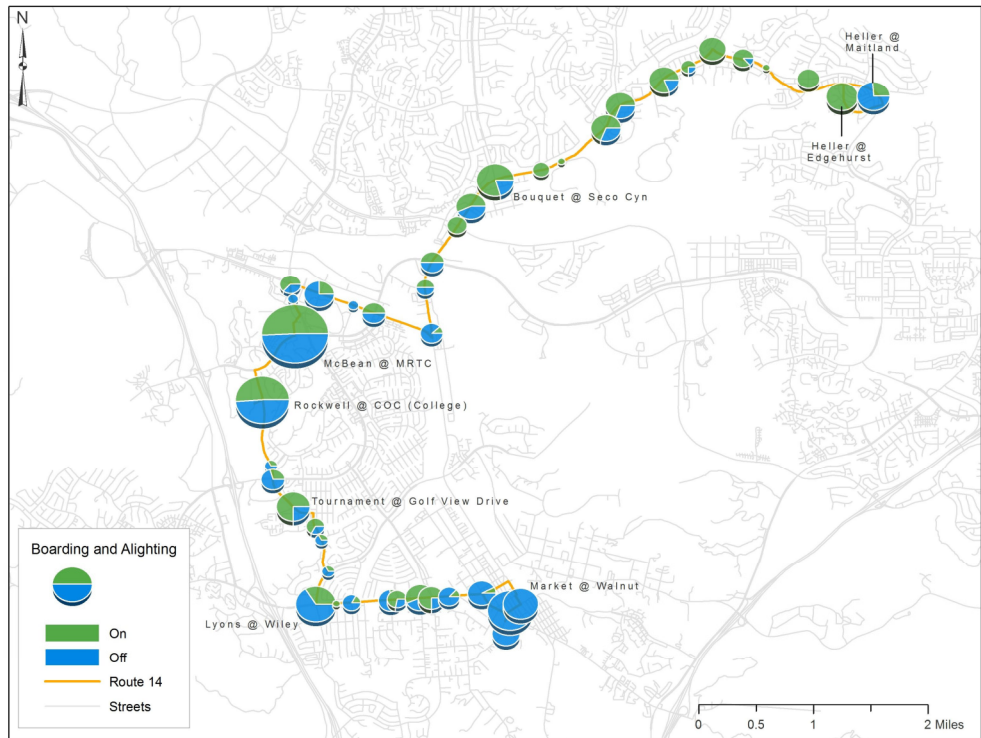
Exhibit B.3 Saturday Stop Activity - Route 1 Eastbound
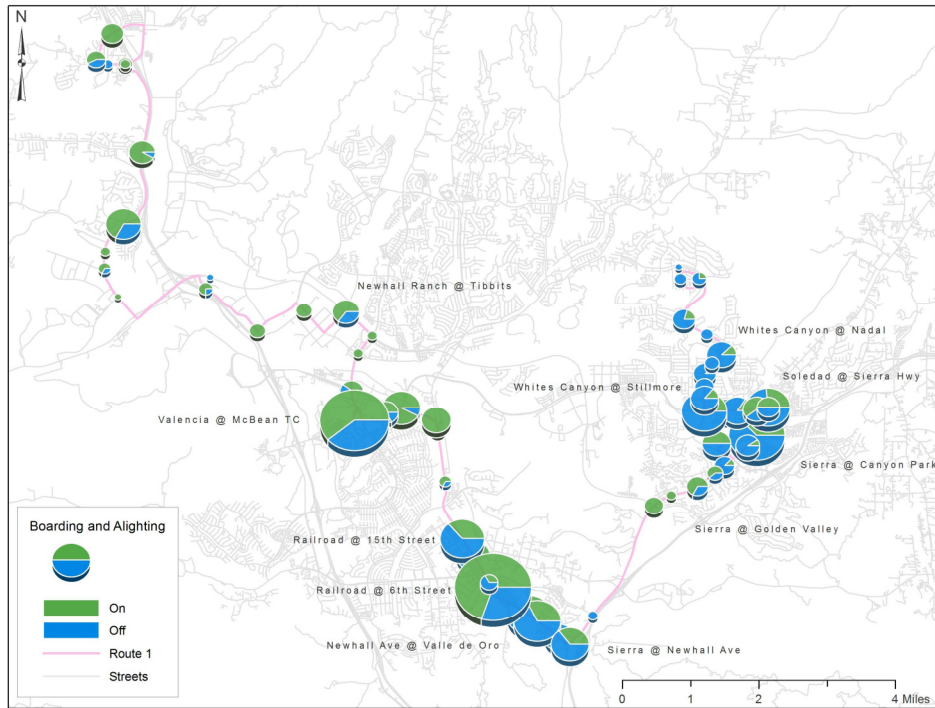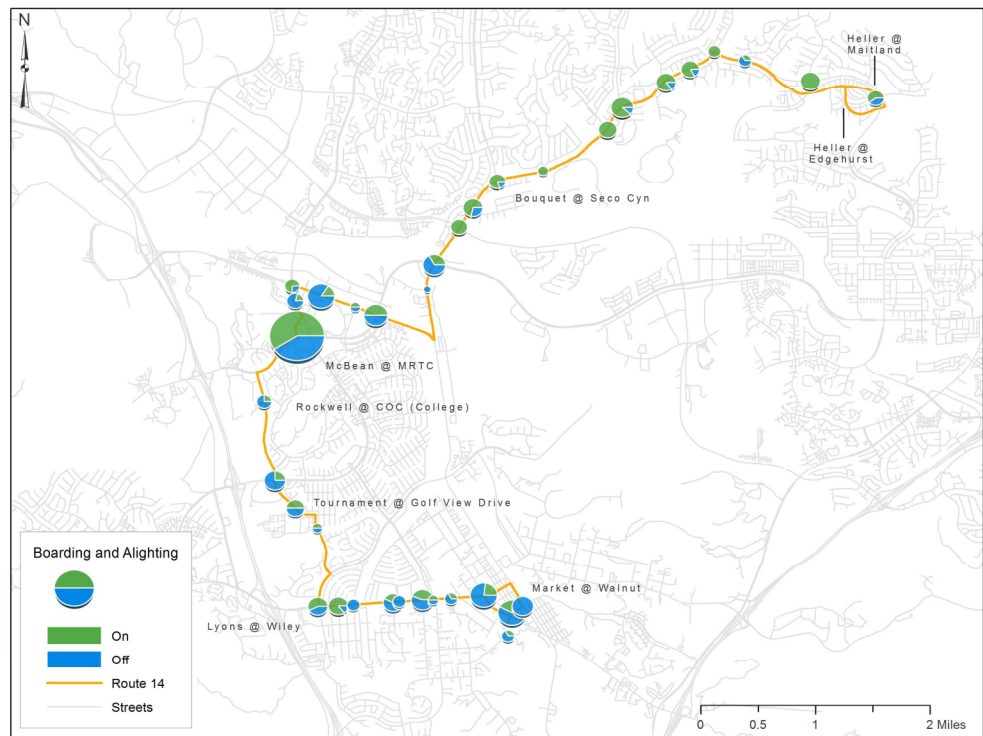

Exhibit B.4 Saturday Stop Activity - Route 1 Westbound
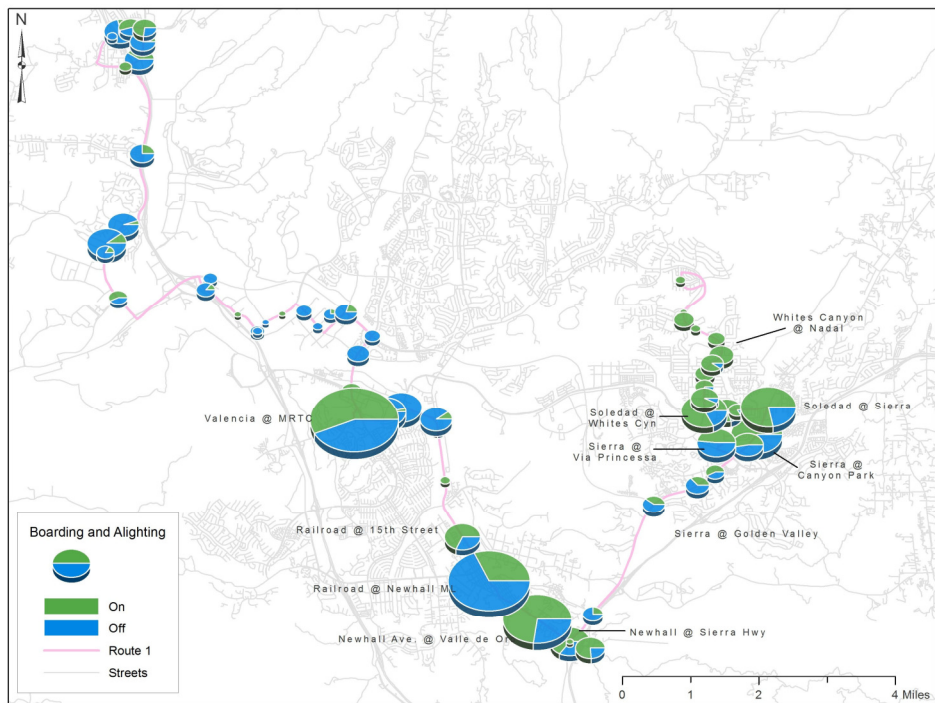
Exhibit B.5 Sunday Stop Activity - Route 1 Eastbound
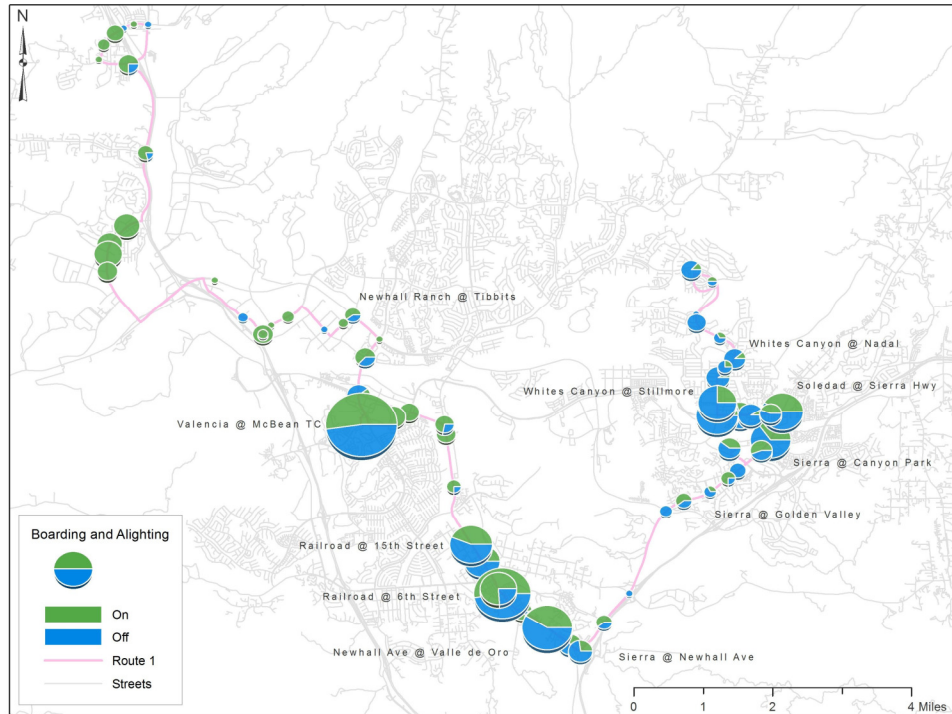
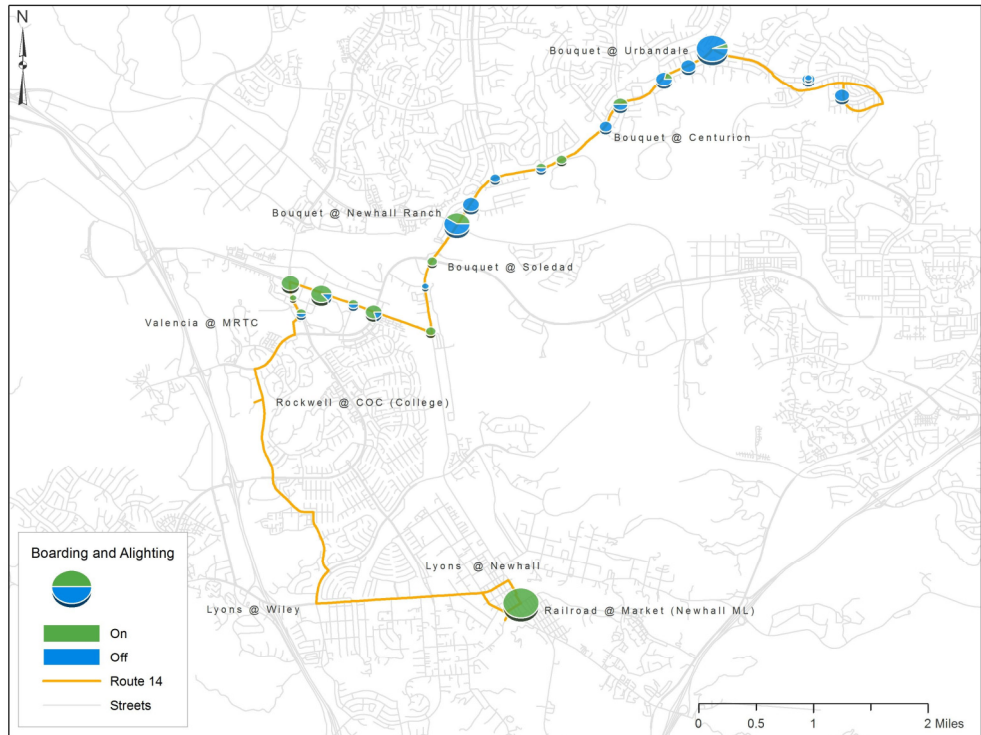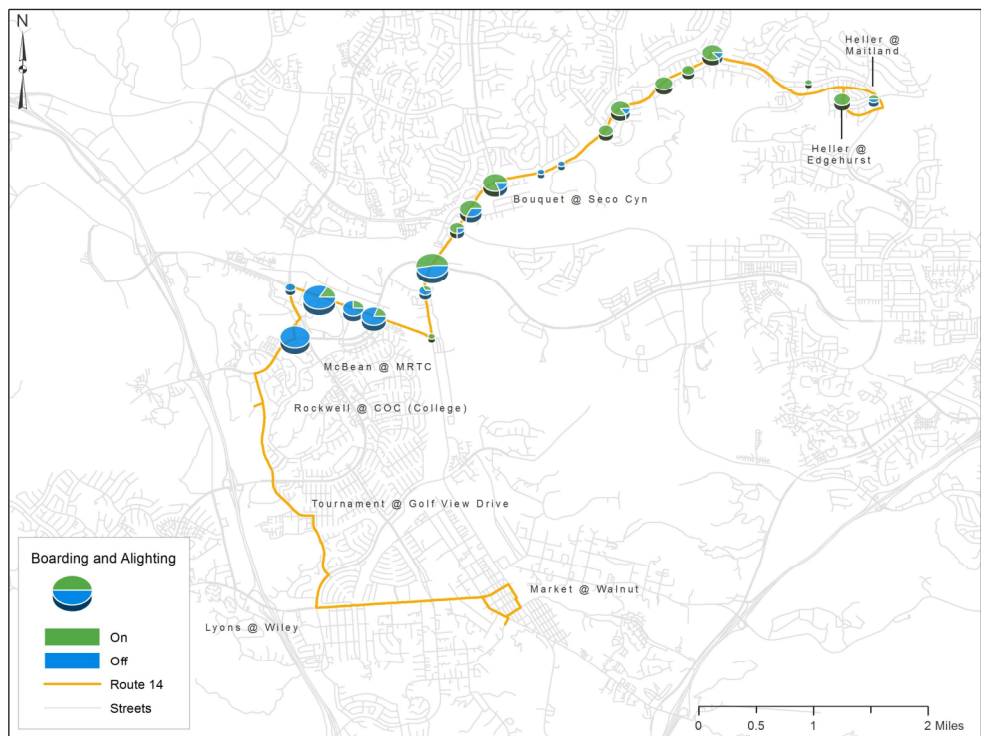Exhibit B.6 Sunday Stop Activity - Route 1 Westbound
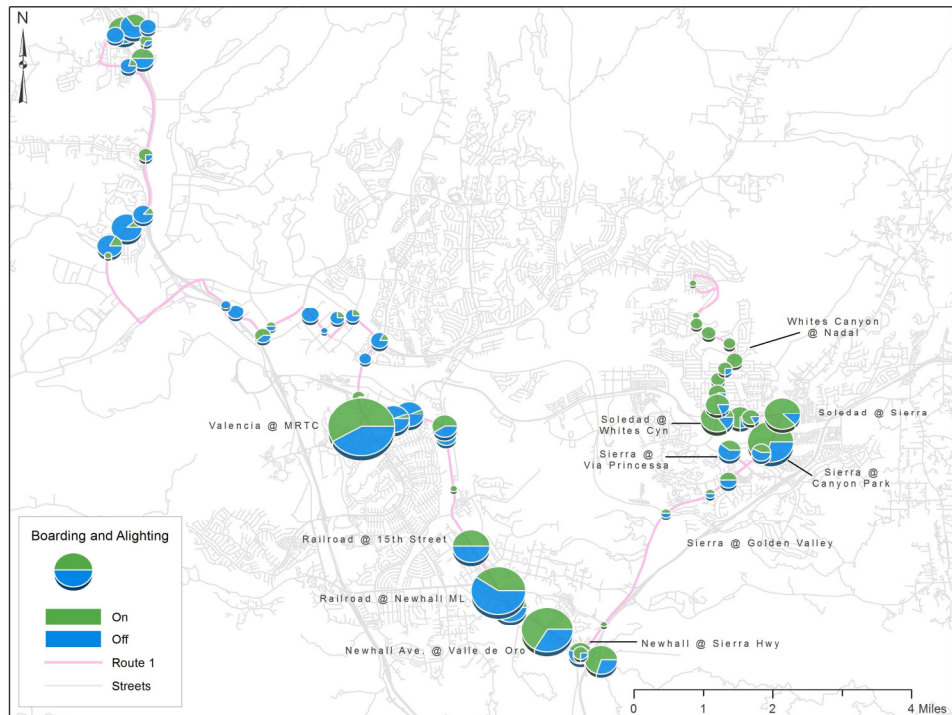
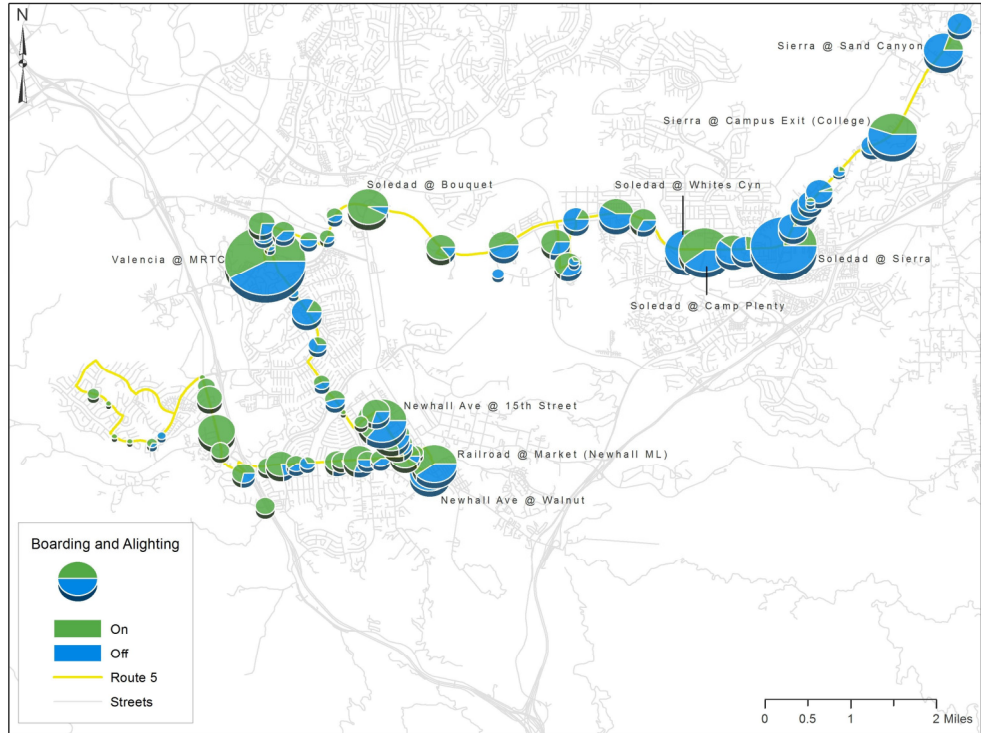Exhibit B.7 Weekday Stop Activity - Route 2 Eastbound
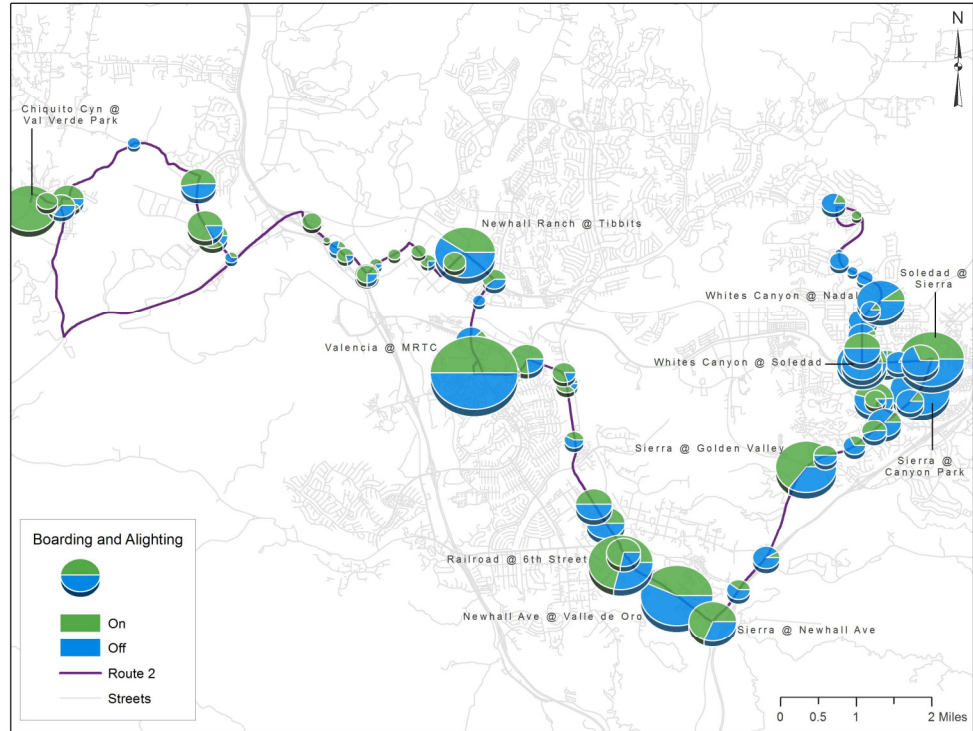
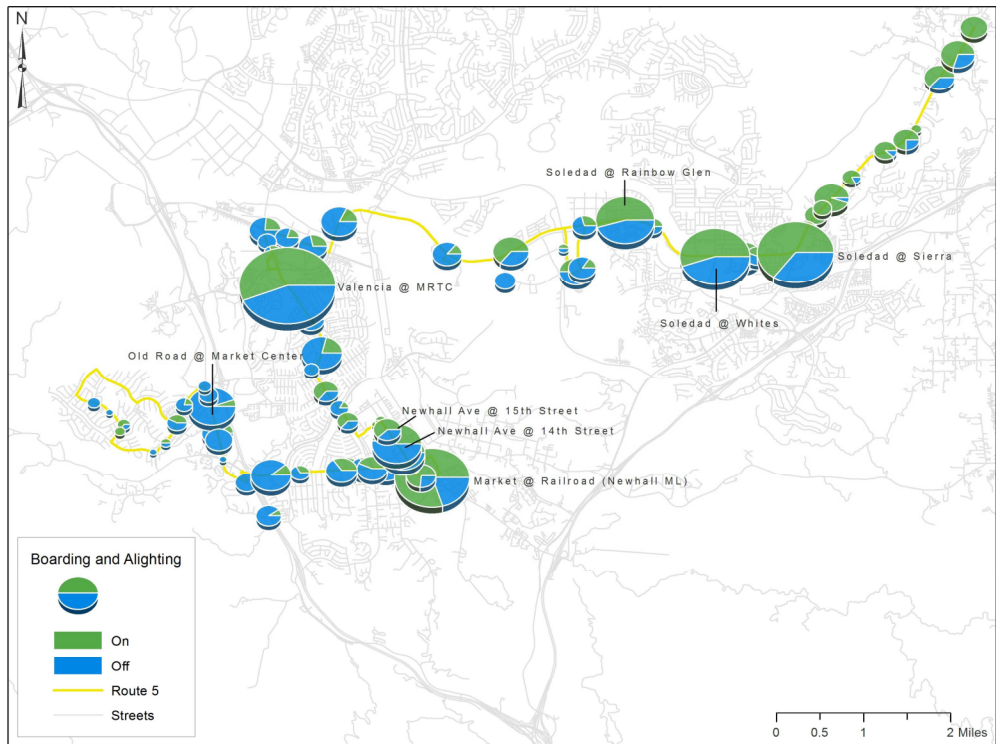
Exhibit B.8 Weekday Stop Activity - Route 2 Westbound
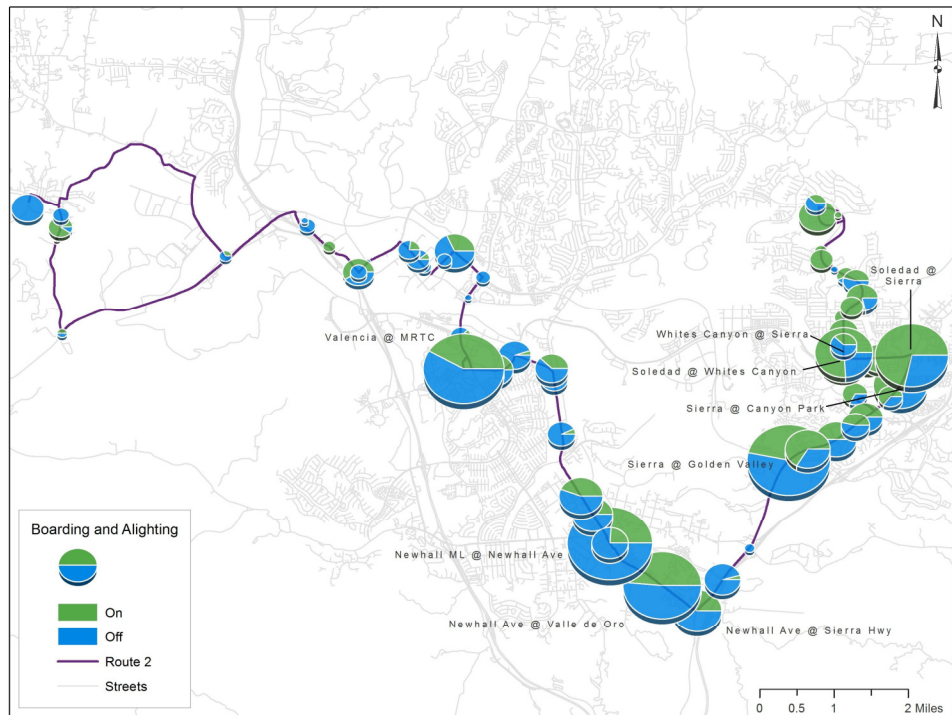
Exhibit B.9 Saturday Stop Activity - Route 2 Eastbound
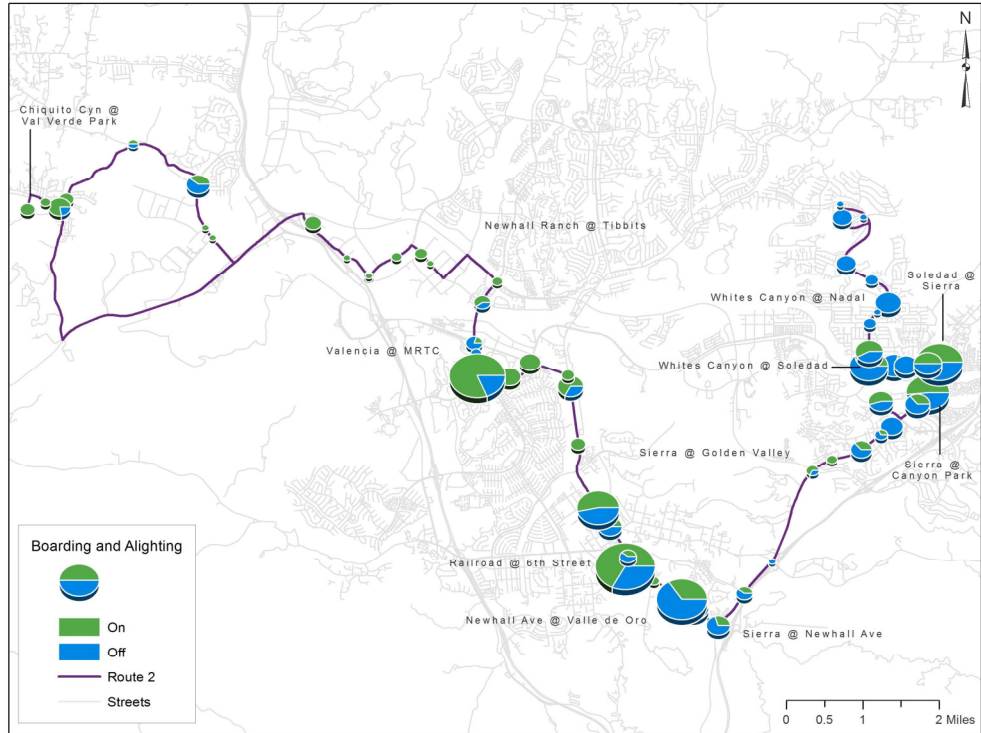
Exhibit B.10 Saturday Stop Activity - Route 2 Westbound
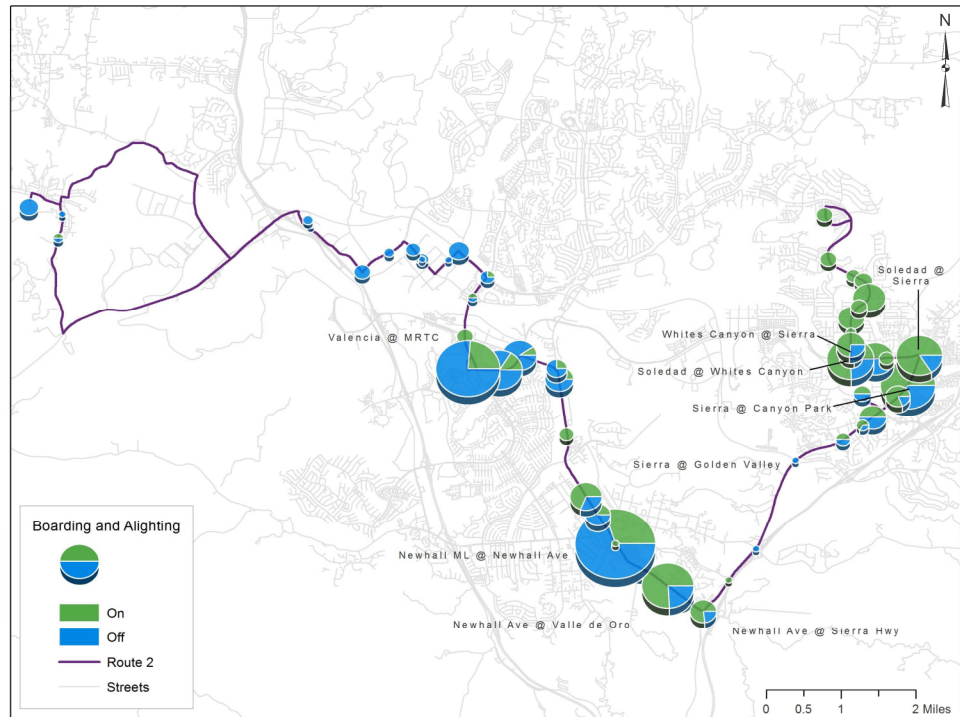
Exhibit B.11 Sunday Stop Activity - Route 2 Eastbound
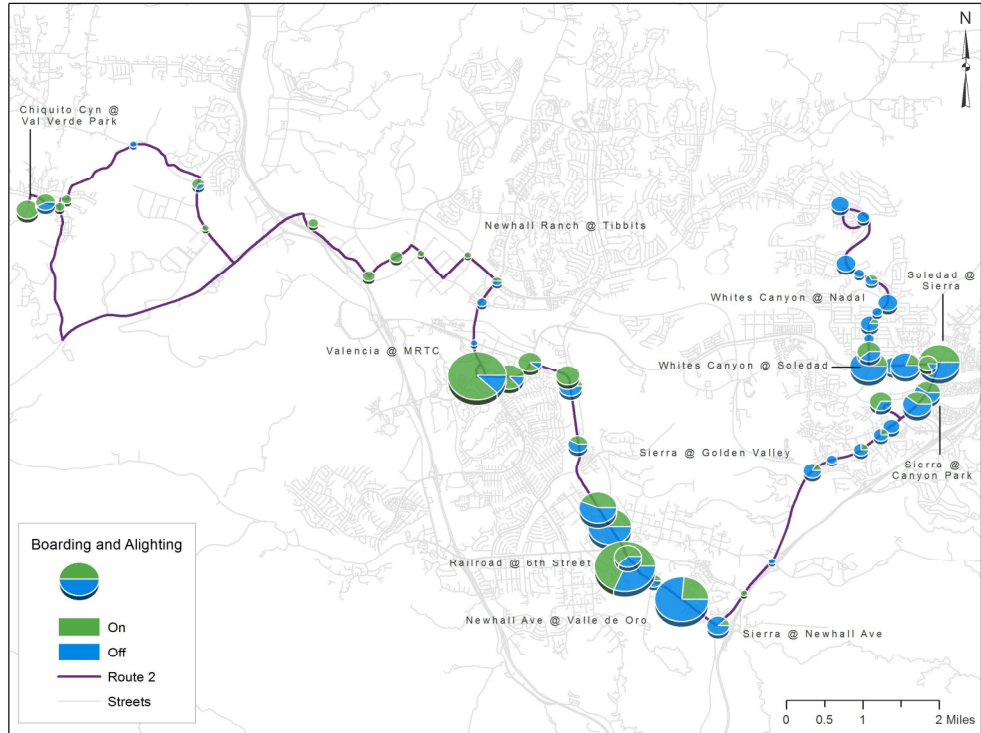
Exhibit B.12 Sunday Stop Activity - Route 2 Westbound
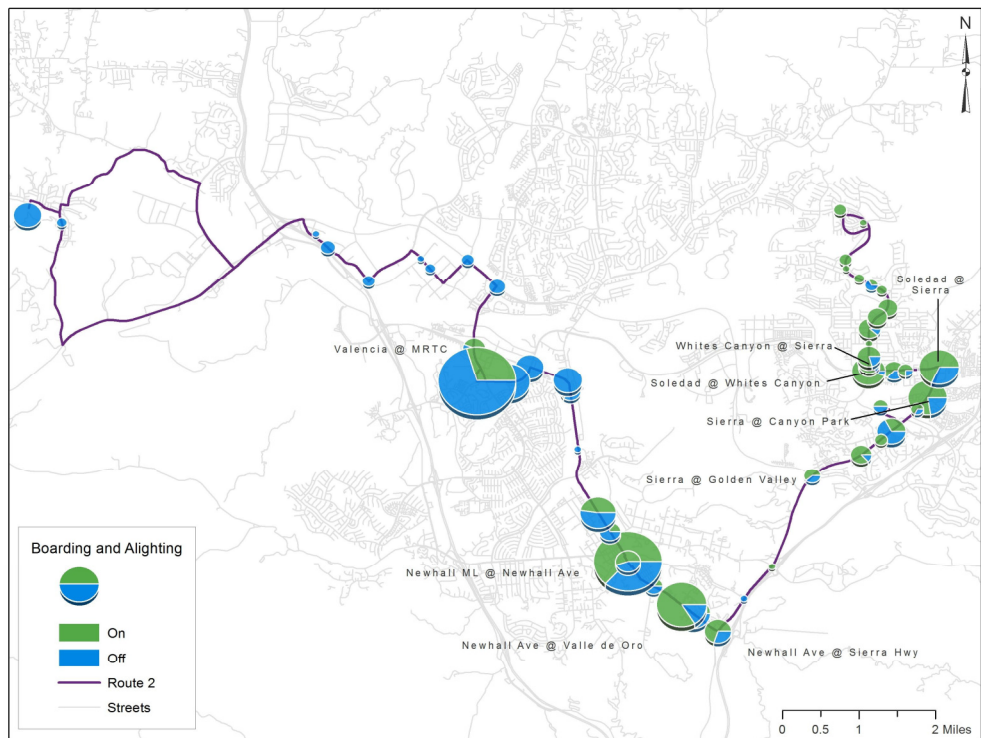
Exhibit B.13 Weekday Stop Activity - Route 3 Northbound
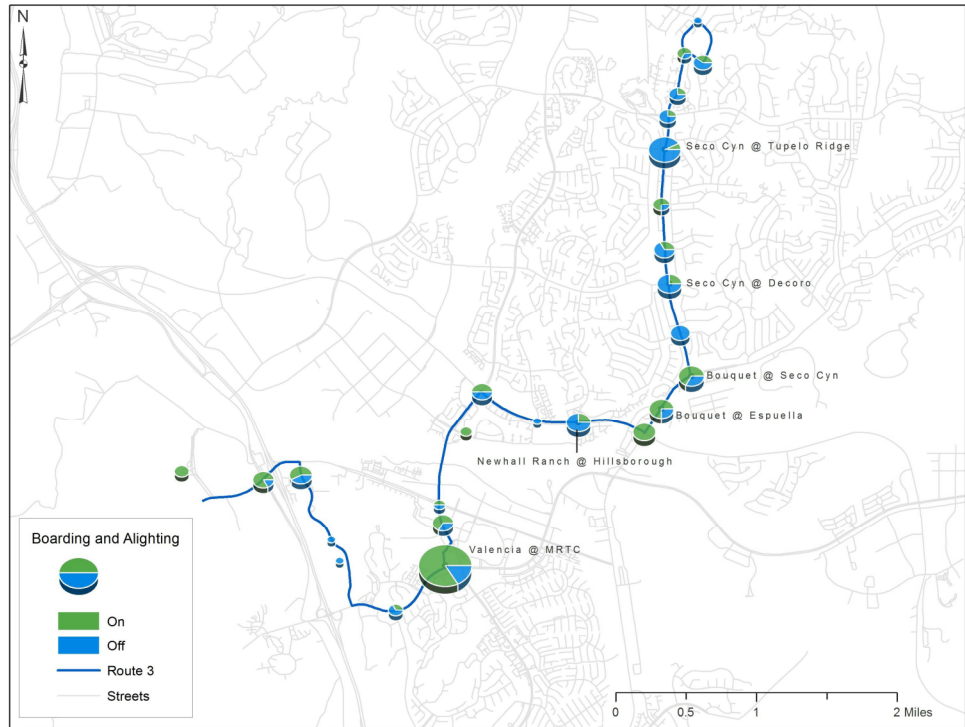
Exhibit B.14 Weekday Stop Activity - Route 3 Southbound
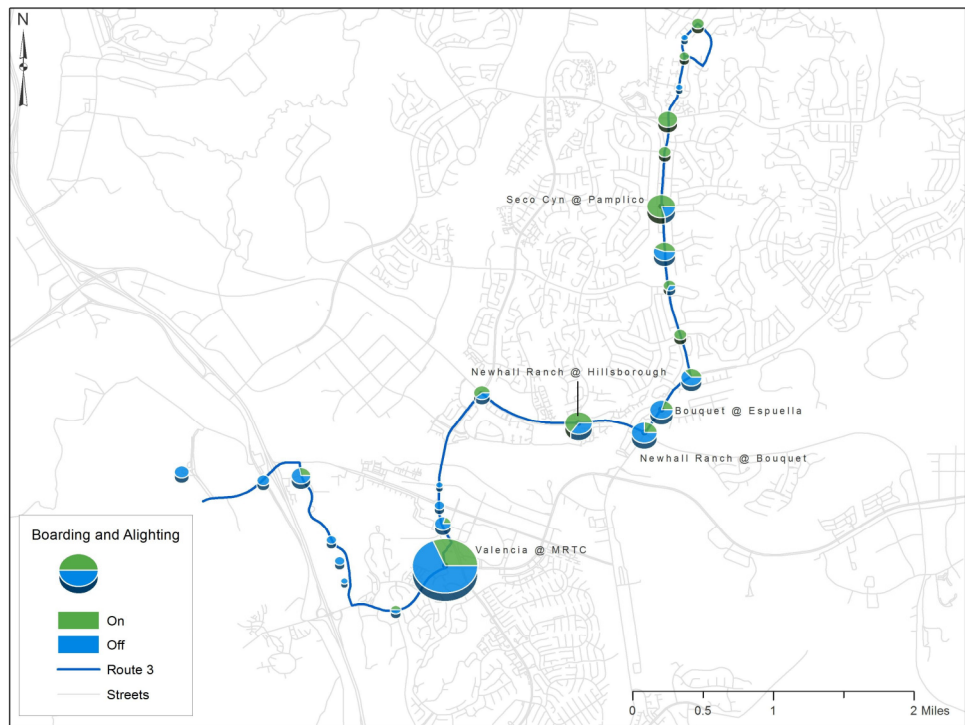
Exhibit B.15 Saturday Stop Activity - Route 3 Northbound
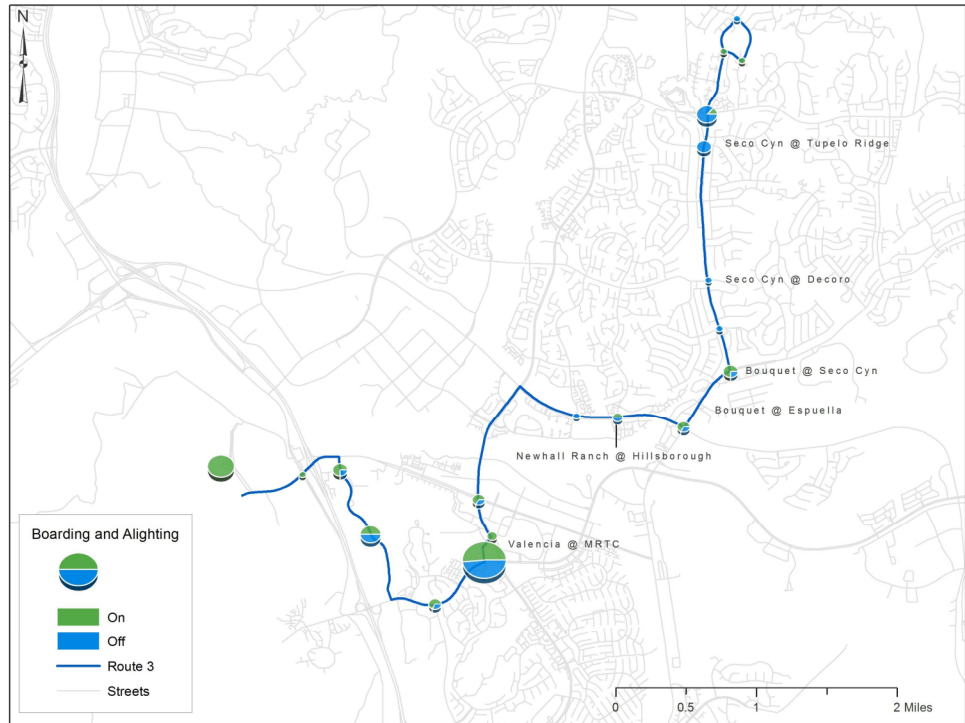
Exhibit B.16 Saturday Stop Activity - Route 3 Southbound
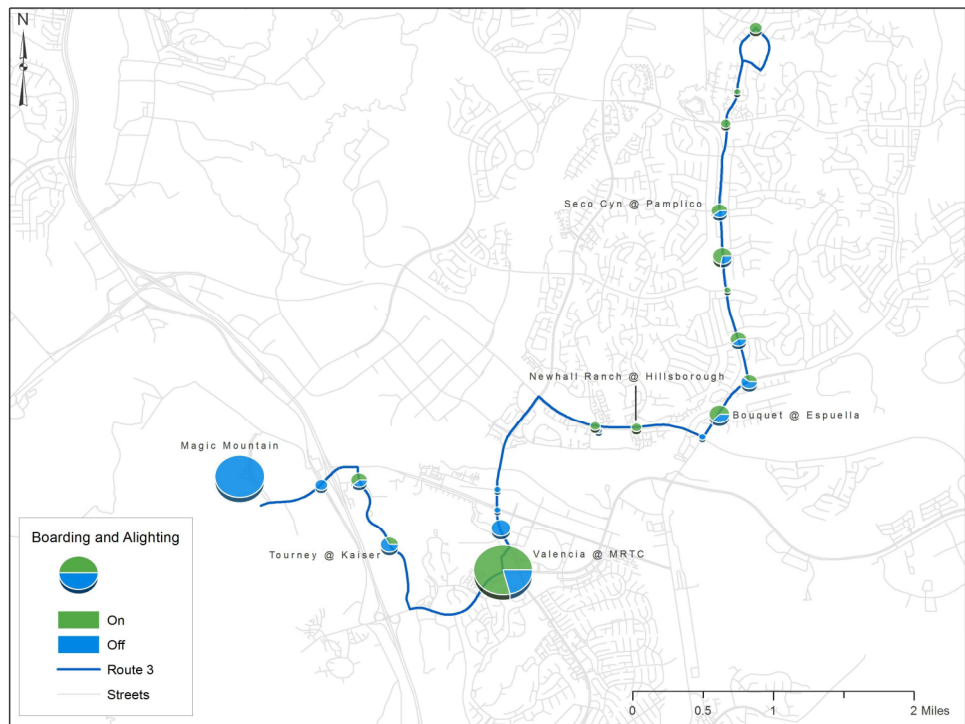
Exhibit B.17 Sunday Stop Activity - Route 3 Northbound
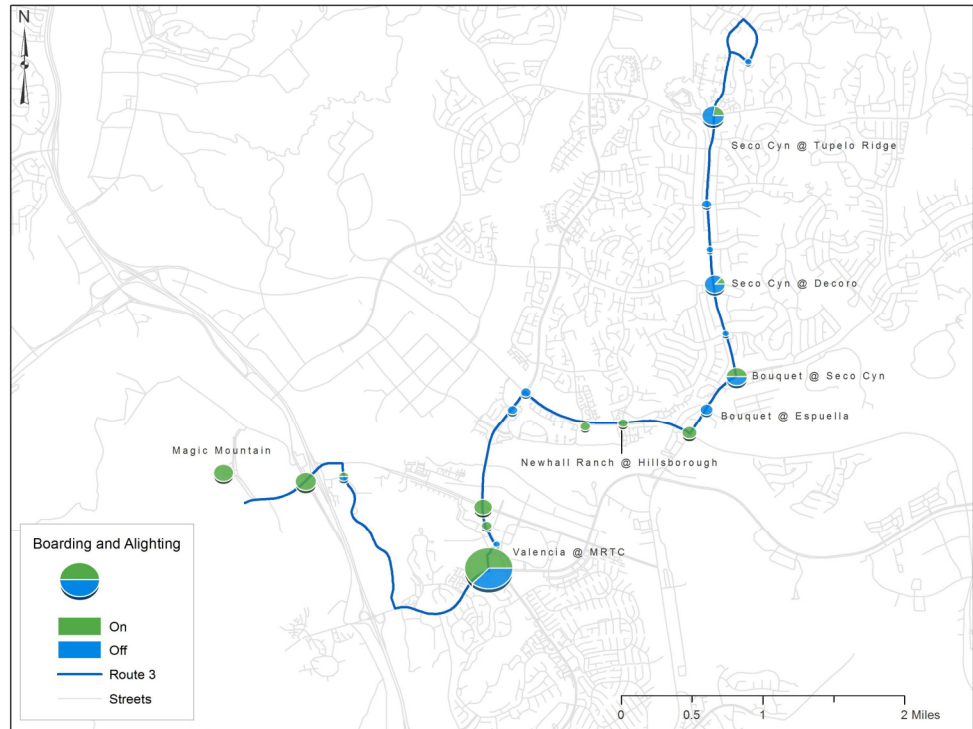
Exhibit B.18 Sunday Stop Activity - Route 3 Southbound
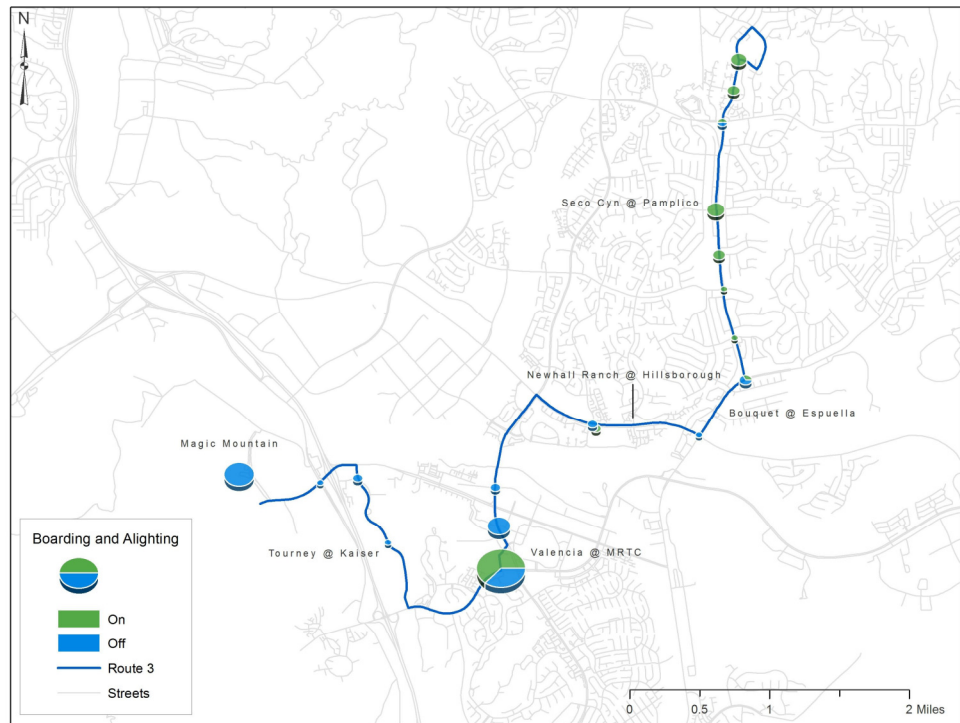
Exhibit B.19 Weekday Stop Activity - Route 7 Northbound
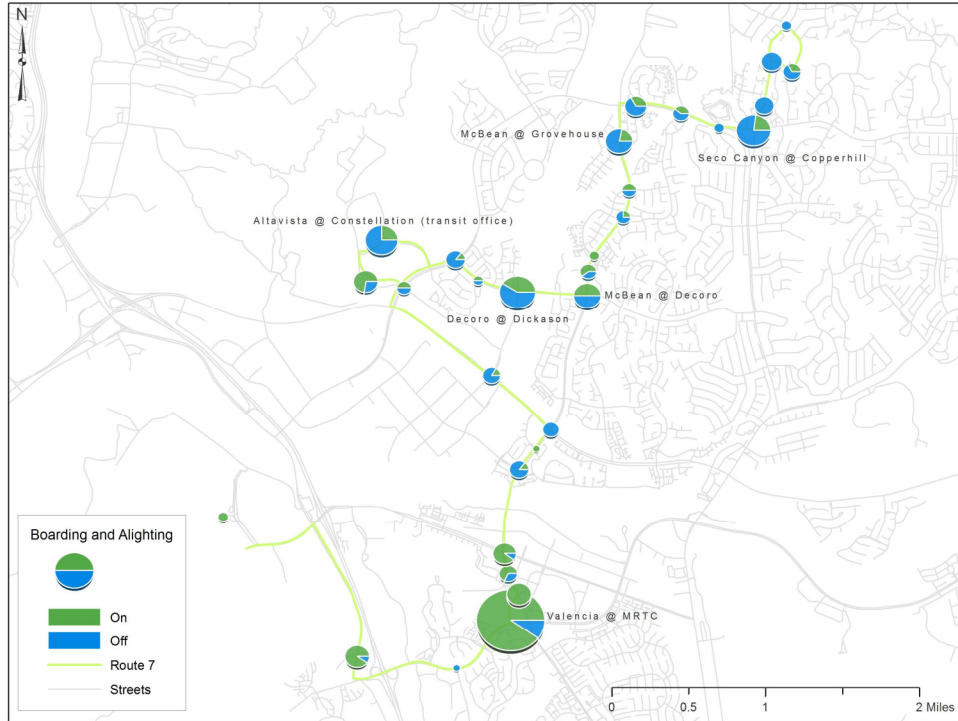
Exhibit B.20 Weekday Stop Activity - Route 7 Southbound

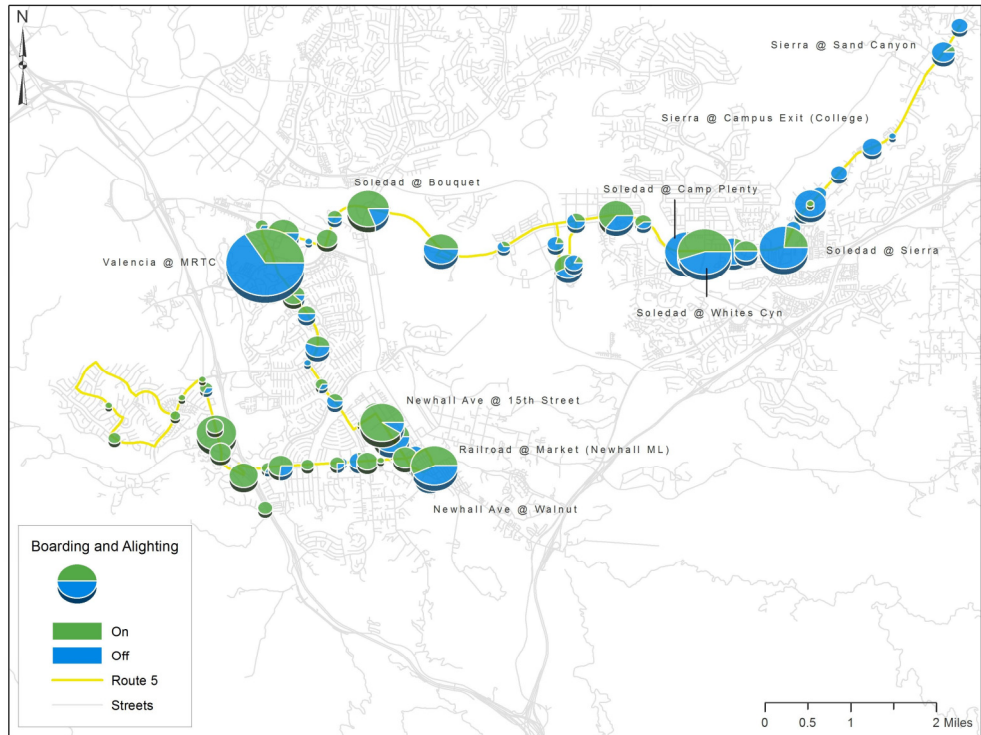Exhibit B.21 Saturday Stop Activity - Route 7 Northbound
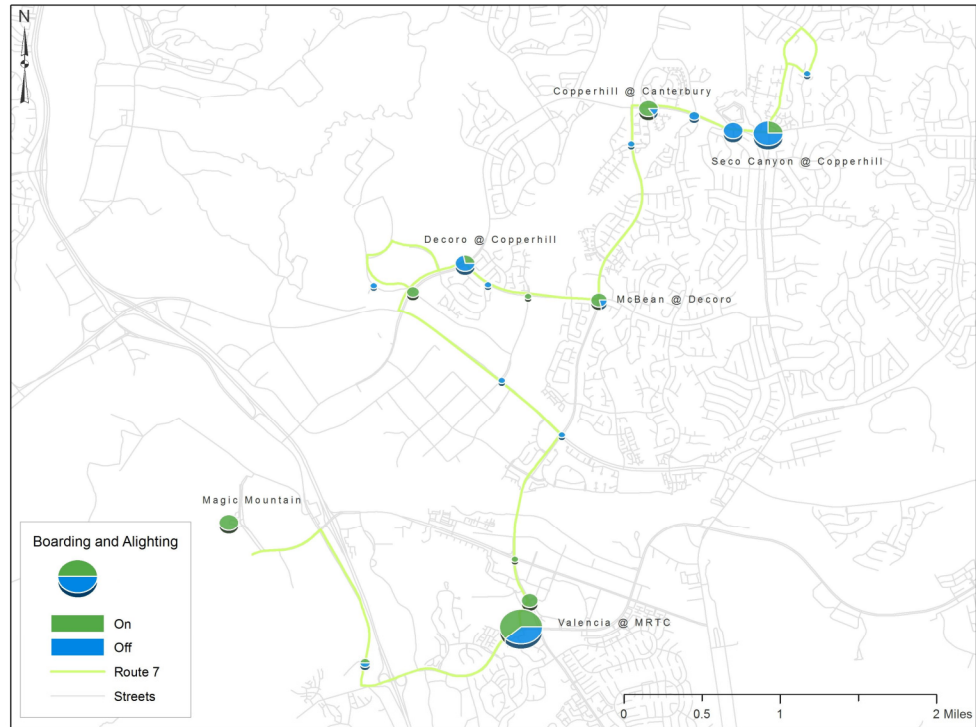
Exhibit B.22 Saturday Stop Activity - Route 7 Southbound

Exhibit B.23 Sunday Stop Activity - Route 7 Northbound
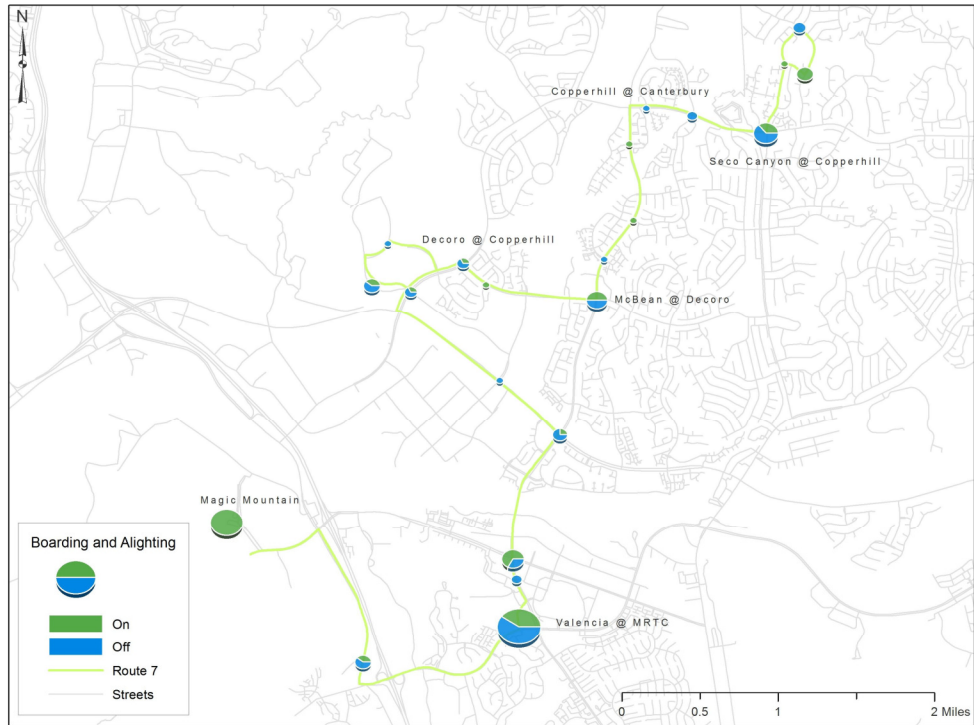
Exhibit B.24 Sunday Stop Activity - Route 7 Southbound

Exhibit B.25 Weekday Stop Activity - Route 4 Northbound
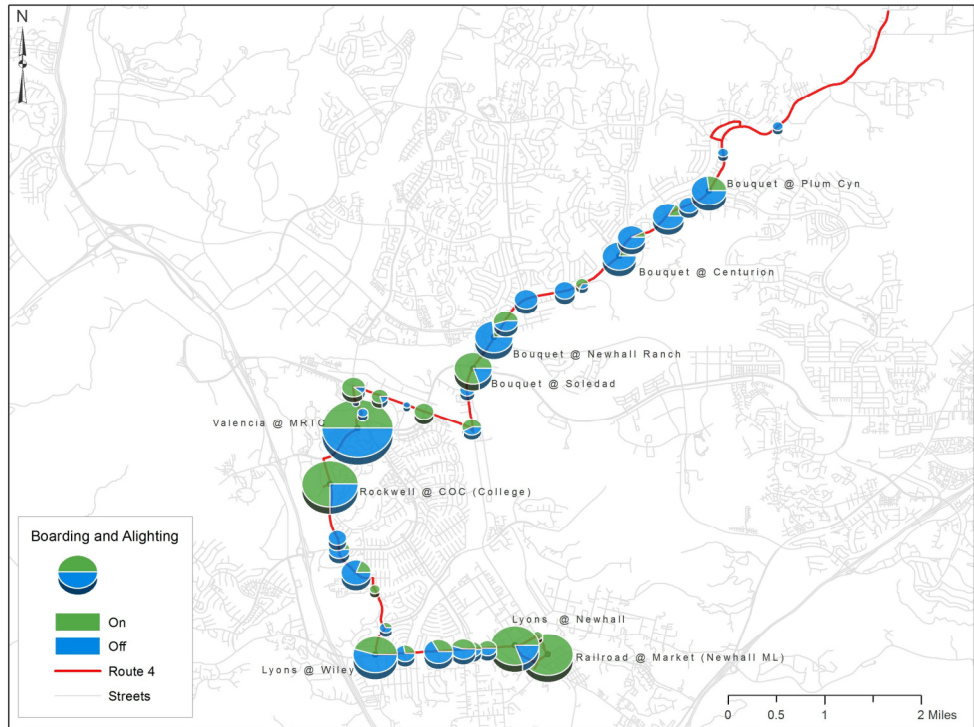
Exhibit B.26 Weekday Stop Activity - Route 4 Southbound

Exhibit B.27 Saturday Stop Activity - Route 4 Northbound
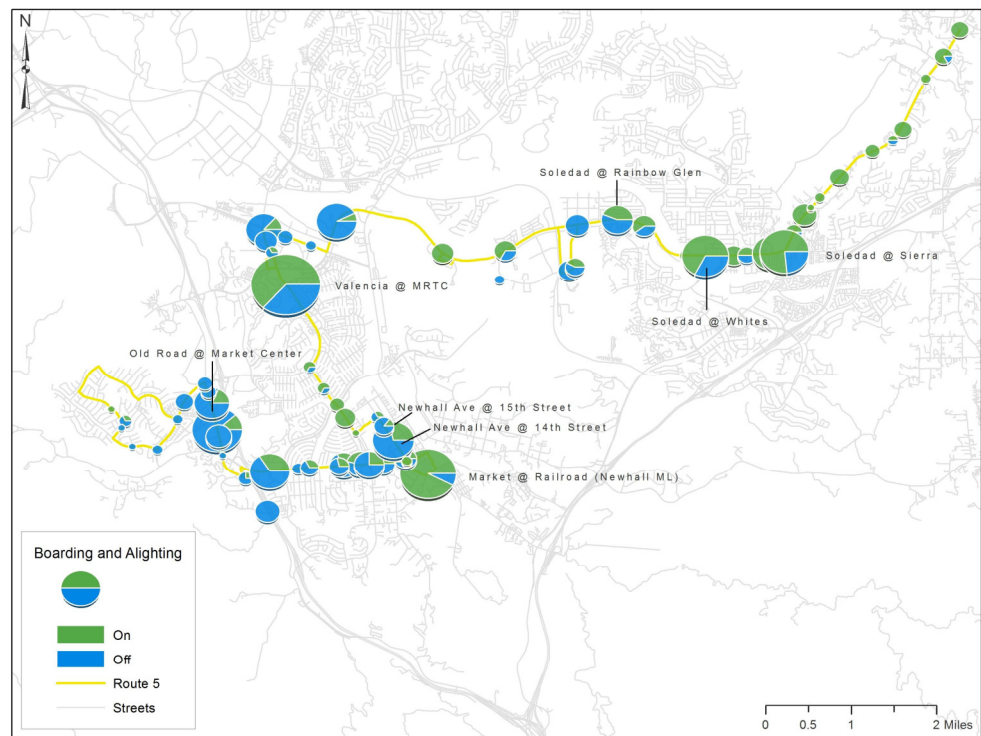

Exhibit B.28 Saturday Stop Activity - Route 4 Southbound

Exhibit B.29 Sunday Stop Activity - Route 4 Northbound

Exhibit B.30 Sunday Stop Activity - Route 4 Southbound

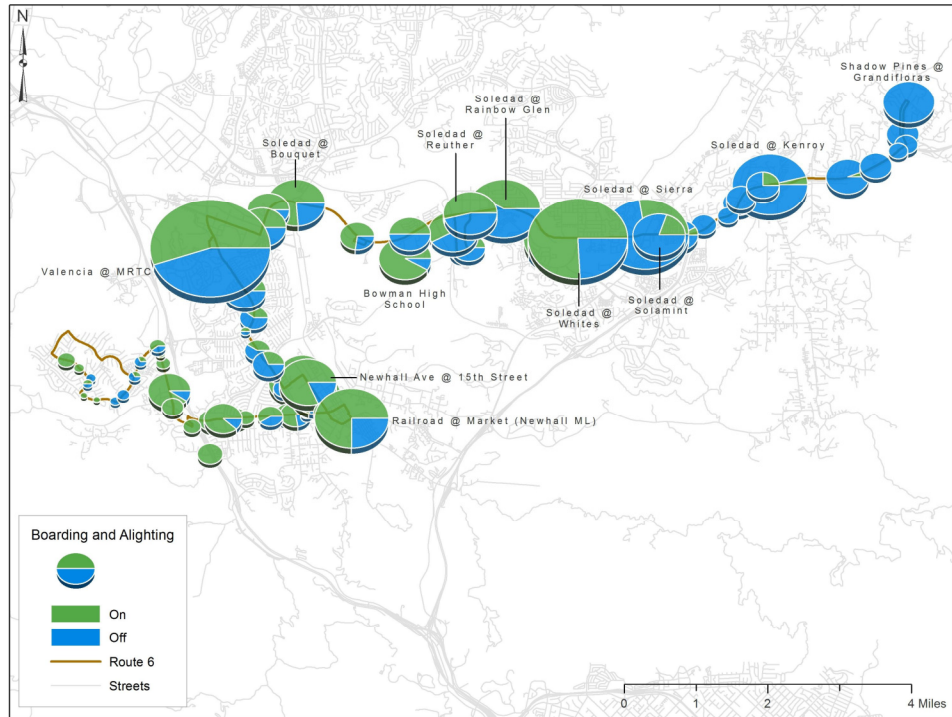Exhibit B.31 Weekday Stop Activity - Route 14 Northbound

Exhibit B.32 Weekday Stop Activity - Route 14 Southbound

Exhibit B.33 Saturday Stop Activity - Route 14 Northbound

Exhibit B.34 Saturday Stop Activity - Route 14 Southbound

Exhibit B.35 Sunday Stop Activity - Route 14 Northbound

Exhibit B.36 Sunday Stop Activity - Route 14 Southbound

Exhibit B.37 Weekday Stop Activity - Route 5 Eastbound

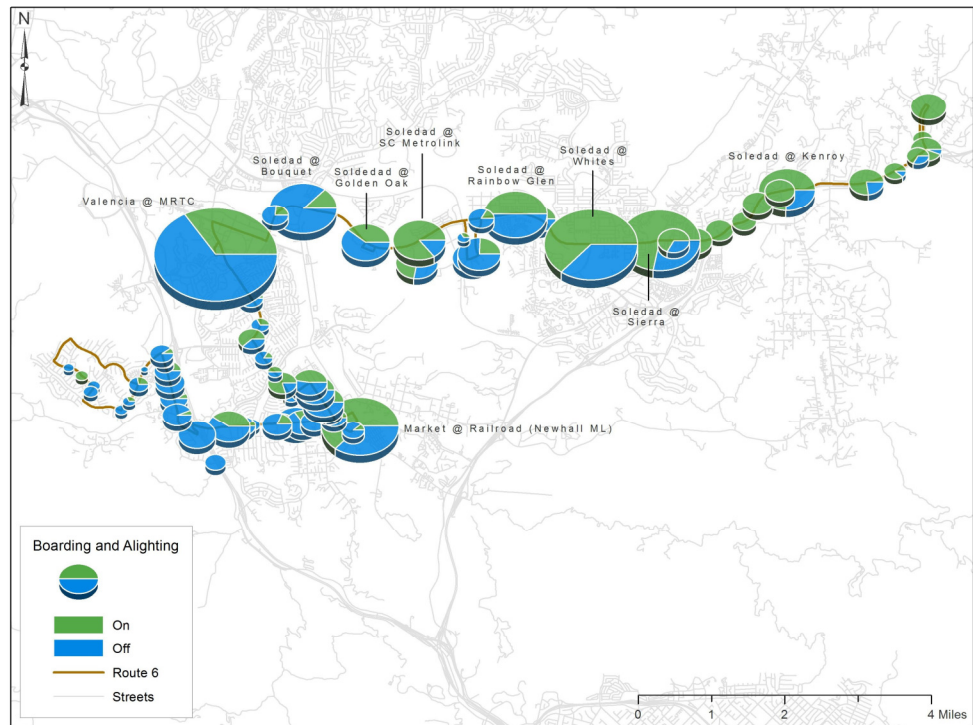Exhibit B.38 Weekday Stop Activity - Route 5 Westbound

Exhibit B.39 Saturday Stop Activity - Route 5 Eastbound

Exhibit B.40 Saturday Stop Activity - Route 5 Westbound

Exhibit B.41 Sunday Stop Activity - Route 5 Eastbound

Exhibit B.42 Sunday Stop Activity - Route 5 Westbound

Exhibit B.43 Weekday Stop Activity - Route 6 Eastbound

Exhibit B.44 Weekday Stop Activity - Route 6 Westbound

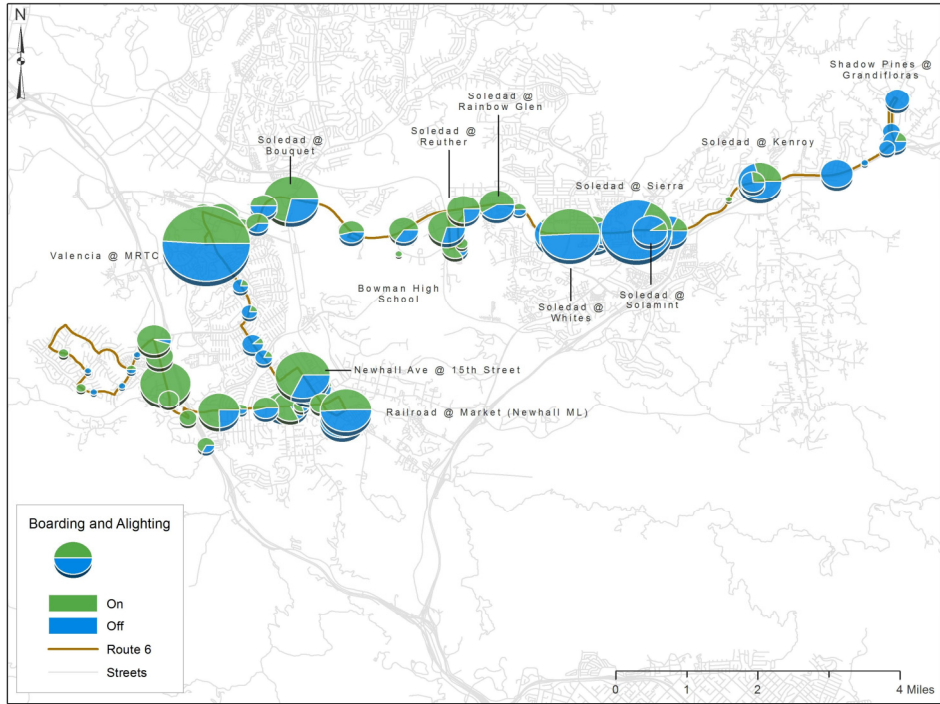Exhibit B.45 Saturday Stop Activity - Route 6 Eastbound

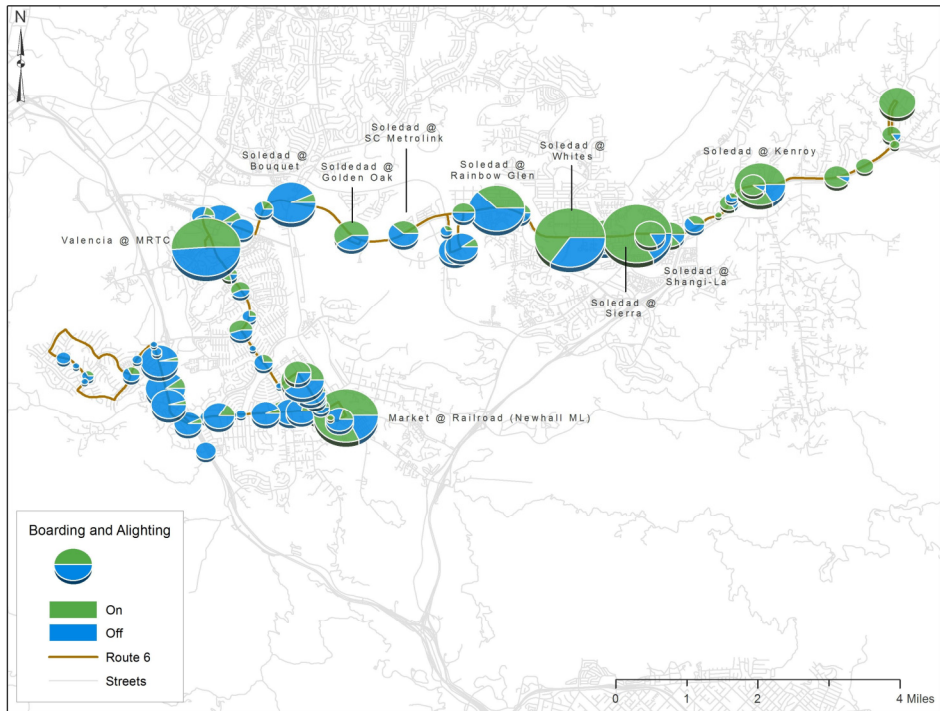Exhibit B.46 Saturday Stop Activity - Route 6 Westbound
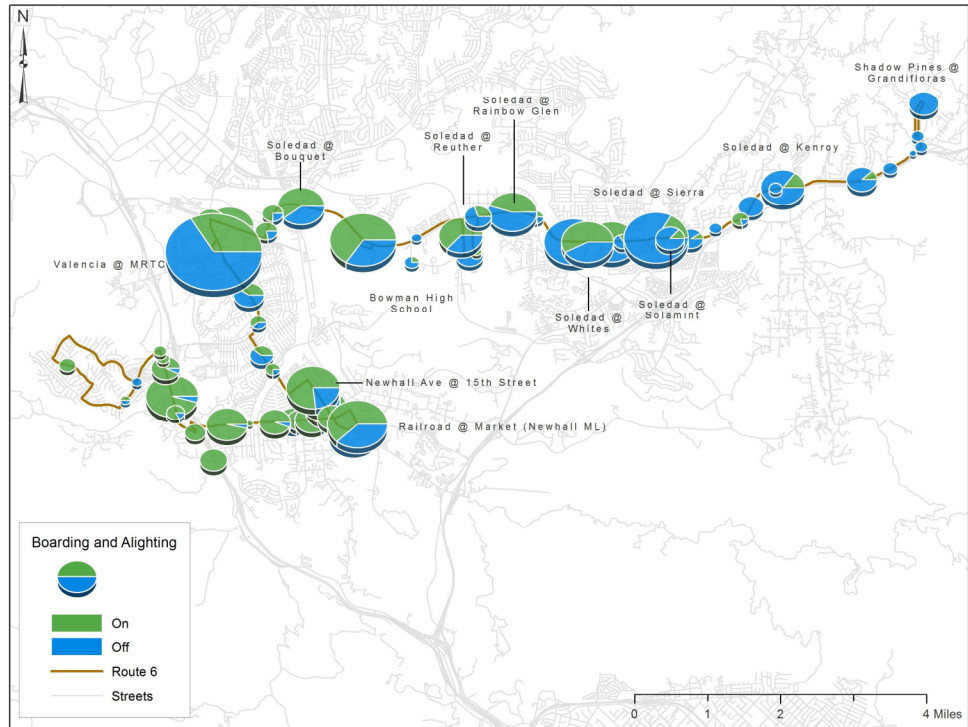
Exhibit B.47 Sunday Stop Activity - Route 6 Eastbound

Exhibit B.48 Sunday Stop Activity - Route 6 Westbound