



Date: March 22, 2018

To: Transportation Advisory Commission

From: Frederick C. Dock, Director *F.C. Dock*

Subject: Draft Pasadena Short Range Transit Plan Update

BACKGROUND

The Department of Transportation (DOT) is conducting its Short Range Transit Plan (SRTP) update process. The SRTP guides the next five years of programming of transit service development and investments that support the policy goals for Pasadena Transit and Pasadena Dial-A-Ride. Pasadena Transit is the City's fixed-route bus service which provides six routes that travel throughout Pasadena, including service to the six Metro Gold Line stations, commercial corridors, major business and employment areas, schools and colleges, parks, medical facilities, dense residential areas, etc. Pasadena Dial-A-Ride is a demand-response paratransit service for seniors and individuals with disabilities that provides service to residents of Pasadena, San Marino, Altadena, and other adjacent unincorporated areas within the service area.

For the development of the SRTP update, DOT completed data analysis for current ridership and operations in Fall 2016. In Spring 2017, public outreach was conducted to solicit public feedback, including general public meetings, commission meetings, on board surveys, and online surveys. The Draft SRTP document includes an evaluation of Pasadena Transit and Pasadena Dial-A-Ride existing performance and capital needs. In addition, the SRTP provides a comparison to similar agencies in the region, documentation of public outreach, an assessment of unmet needs, and recommendations to address these unmet needs.

Data Analysis

On an ongoing monthly basis, performance monitoring and data analysis is conducted of Pasadena Transit and Pasadena Dial-A-Ride. This data is used to measure ridership trends, demand on the system, and efficiency of the services, among other factors. The SRTP is an opportunity to conduct a comprehensive in depth data analysis and review of feedback. The results of the data analysis and operational review were used to confirm the results of the public outreach effort, as well as to develop and prioritize the final recommendations. The data used included the most current published audited National Transit Database (NTD) data available for Pasadena's services and other agencies in the region.

OUTREACH

The SRTP process was designed to encourage public stakeholder involvement and include public comments from a number of sources. As such, a series of public meetings were held and an online survey was developed. Please see Attachment 1 for a diagram of the SRTP public input process and a summary of the outreach activities.

Survey Highlights

In both the onboard and online surveys, which were conducted in English and Spanish, respondents were asked questions regarding age, gender, home zip code, race, employment, and income information. Respondents were also asked to rank Pasadena Transit on a number of factors including their satisfaction with hours and frequency of service on weekdays and the weekend. A total of 628 survey responses were collected; 303 were collected on board Pasadena Transit buses and 325 were submitted online.

Overall, the survey results indicate a need to increase frequency, provide additional weekend service, and run longer hours. Specific survey results for Pasadena Transit include:

- Overall satisfaction with Pasadena Transit: 88% ranked it as excellent or good
- Customer service of bus drivers: 85% ranked it as excellent or good
- Frequency of weekday service: 81% ranked how often the bus runs as excellent or good (not including those that responded no opinion)
- Span of weekday service: 73% ranked the hours the bus runs as excellent or good (not including those that responded no opinion)
- Frequency of weekend service: 54% ranked how often the bus runs as excellent or good (not including those that responded no opinion)
- Span of weekend service: 49% ranked hours the bus runs as excellent or good (not including those that responded no opinion)
- 83% of respondents indicated they would use Sunday service on Pasadena Transit

Stakeholder Meetings

The public outreach process included holding a series of seven public meetings and conducting on board surveys as well as an online survey. In addition to notifications posted on all of Pasadena's public transit fleet, pasadenatransit.net, and on the Pasadena DOT Twitter, an outreach video and editorial piece was also published by Pasadena Now that was posted on their website and Facebook page.

City Council members and their representatives, various City Commissions, including the Transportation Advisory Commission, Accessibility and Disability Commission, Northwest Commission, Recreation and Parks Commission, Environmental Advisory Commission, Human Services Commission, and the Senior Commission, were invited to participate in the public meetings. In addition, the Old Pasadena Management District, Playhouse District, South Lake Business Association, Chamber of Commerce, as well as representatives from the Pasadena Transportation Management Association

(e.g., Art Center, JPL, Caltech, etc.), were invited to participate in the survey and any of the following five (5) public meetings:

1. Tuesday, March 28, 2017 – Villa Parke Community Center
2. Saturday, April 1, 2017 – Victory Park Recreation Center
3. Tuesday, April 4, 2017 – Jackie Robinson Community Center
4. Wednesday, April 5, 2017 – Fair Oaks Plaza Community Room (youth focused)
5. Saturday, April 8, 2017 – Villa Park Community Center (senior focused)

Subsequent to these meetings and the surveys that were conducted in Fall 2016, staff presented the Draft Recommendations and received additional feedback at several City Commission meetings. This included presentations to the Transportation Advisory Commission, Accessibility and Disability Commission, Northwest Commission, Recreation and Parks Commission, and the Senior Commission.

DOT also held the following two additional general public meetings to present these recommendations and invite public comment:

6. Saturday, September 23 – Villa Parke Community Center
7. Tuesday, September 26 – City Hall

Feedback provided during this process was incorporated into the Draft SRTP.

RECOMMENDATIONS AND CONCLUSION

The public outreach that was conducted, along with the ridership analysis and survey results informed the development of the following recommendations:

1. Retain grant funded increased frequency on Pasadena Transit Routes 20 and 31/32
2. Implementation of Sunday service on Pasadena Transit
3. Increase weekday frequency on Pasadena Transit
4. Increase Saturday frequency on Pasadena Transit
5. Extend Saturday service hours on Pasadena Transit
6. Extend weekday service hours on Pasadena Transit
7. Modify Pasadena Transit Route 40 to serve South Lake
8. Increase Dial-A-Ride service
9. Implement real time trip notification technology on Dial-A-Ride

These recommendations can also be seen with additional detail in Attachment 2.

The Draft SRTP, included as Attachment 3, is anticipated to be posted on the City's website for public review following the Municipal Services Committee meeting, currently scheduled for March 27. Staff plans to return to commissions and the Municipal Services Committee this summer to present the Final Draft.

Concurrent with the SRTP plan process, DOT has been actively seeking funds to implement the recommendations. In Fiscal Year 2017, the Department was awarded nearly \$1.8 million in Job Access and Reverse Commute (JARC) federal grant funds that will provide funding for a significant portion of the recommendation to implement Pasadena Transit service on Sundays. In addition, with the approval of Measure M in 2016, these transportation funds are anticipated to help address the recommendation to retain the existing grant funded increased frequency on Pasadena Transit Routes 20 and 31/32. In addition, these funds may help implement additional weekday frequency on Route 20 during the peak service.

The Department will continue to explore funding options, as well as opportunities to maintain and expand the Pasadena Transit and Pasadena Dial-A-Ride service.

Attachments: (3)

Attachment 1: Pasadena SRTP Public Input Process

Attachment 2: Draft Pasadena SRTP Recommendations Table

Attachment 3: Draft Pasadena Short Range Transit Plan