



DATE: March 28, 2019

TO: Transportation Advisory Commission

FROM: Frederick C. Dock, Director

SUBJECT: RECEIVE AND FILE - PASADENA SHORT RANGE TRANSIT PLAN

BACKGROUND:

The Department of Transportation (DOT) has completed preparation of its five-year Pasadena Short Range Transit Plan (SRTP). This follows a two-year plan development process that included extensive data analysis, customer surveying and outreach, recommendation development, draft plan document preparation, and further outreach to present the draft to city commissions and the Municipal Services Committee (MSC) of the City Council.

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 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 this SRTP, DOT completed data analytics for ridership and operations and conducted public outreach to solicit public feedback, including general public meetings, commission meetings, on board surveys, and online surveys. The SRTP document includes an evaluation of Pasadena Transit and Pasadena Dial-A-Ride performance and capital needs. In addition, it includes 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 includes the most current audited published data available in September 2018 when the Draft SRTP was completed for Pasadena's services and data from peer agencies in the region.

OUTREACH

The SRTP process was designed to encourage public stakeholder involvement and include public comments from a number of sources. A series of public meetings were held and an onboard and online survey was developed. Please see the attached SRTP public input process diagram for 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 onboard 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 public meetings, as well as conducting onboard and online surveys. In addition to notifications posted on all Pasadena's public transit fleet, pasadenatransit.net, and Pasadena DOT Twitter, an outreach video and editorial piece published by Pasadena Now, which was posted on their website and Facebook page.

City Councilmembers, their representatives, and various City Commissions, including the Transportation Advisory Commission, Accessibility and Disability Commission, Northwest Commission, Recreation and Parks Commission, Environmental Advisory Commission, Human Services, 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 a series 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/disabled focused)

Subsequent to these meetings and the surveys that were conducted, 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. Following the Pasadena Short Range Transit Plan Public Input Process outlined in Attachment B, the Draft SRTP was presented to the Transportation Advisory Commission and the MSC. Following these presentations, the Draft SRTP was posted on the City's website.

RECOMMENDATIONS AND CONCLUSION:

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

1. Retain Grant Funded Service
2. Implement Sunday Service
3. Increase Weekday Frequency
4. Increase Saturday Frequency
5. Extend Weekday Hours
6. Operate Earlier on Saturday
7. Modify Route 40 to Serve Del Mar Station and South Lake Ave.
8. Retain Grant Funded Dial-A-Ride Service Increase
9. Implement New Dial-A-Ride Technology

The Department continues to actively seek funds to implement the SRTP recommendations. For example, during the SRTP process, the Department was awarded nearly \$1.8 million in Job Access and Reverse Commute (JARC) federal grant

funds to provide funding to implement Pasadena Transit service on Sundays effective July 1, 2018 which is one of the top recommendations of the SRTP. The Department will continue to explore funding options and look at opportunities to maintain and expand the Pasadena Transit and Pasadena Dial-A-Ride programs to meet demand.

Prepared by:



Sebastián Andrés Hernández
Senior Planner

Approved by:



Frederick C. Dock
Director of Transportation

Attachments: (3)

Attachment A: Pasadena Short Range Transit Plan (<http://tinyurl.com/ydxcpcjr>)

Attachment B: Pasadena Short Range Transit Plan Public Input Process

Attachment C: Appendices (<http://tinyurl.com/yvedolbd>)