

 **Gold Line**



Gold Line Ridership Update

April 14, 2016



Metro

Gold Line Foothill Extension

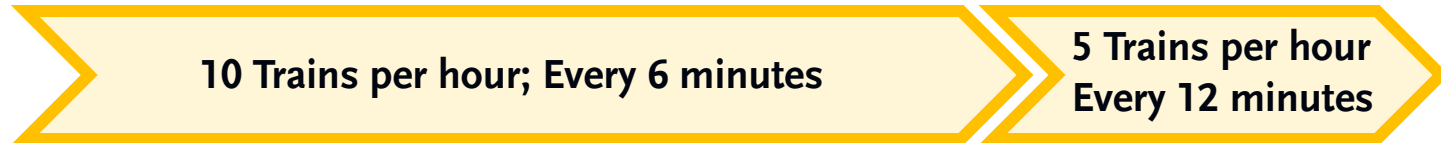


- 11 miles, 6 new stations extension to Azusa
- Opened March 5, 2016
- Division 24 located in Monrovia

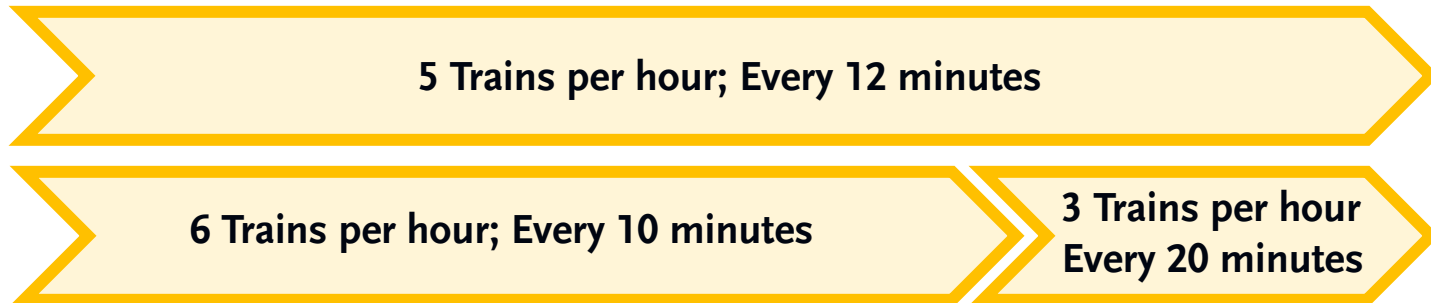
Service Pattern

Atlantic	Downtown Union Station	Sierra Madre Villa	APU Citrus College
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AM and PM Peaks

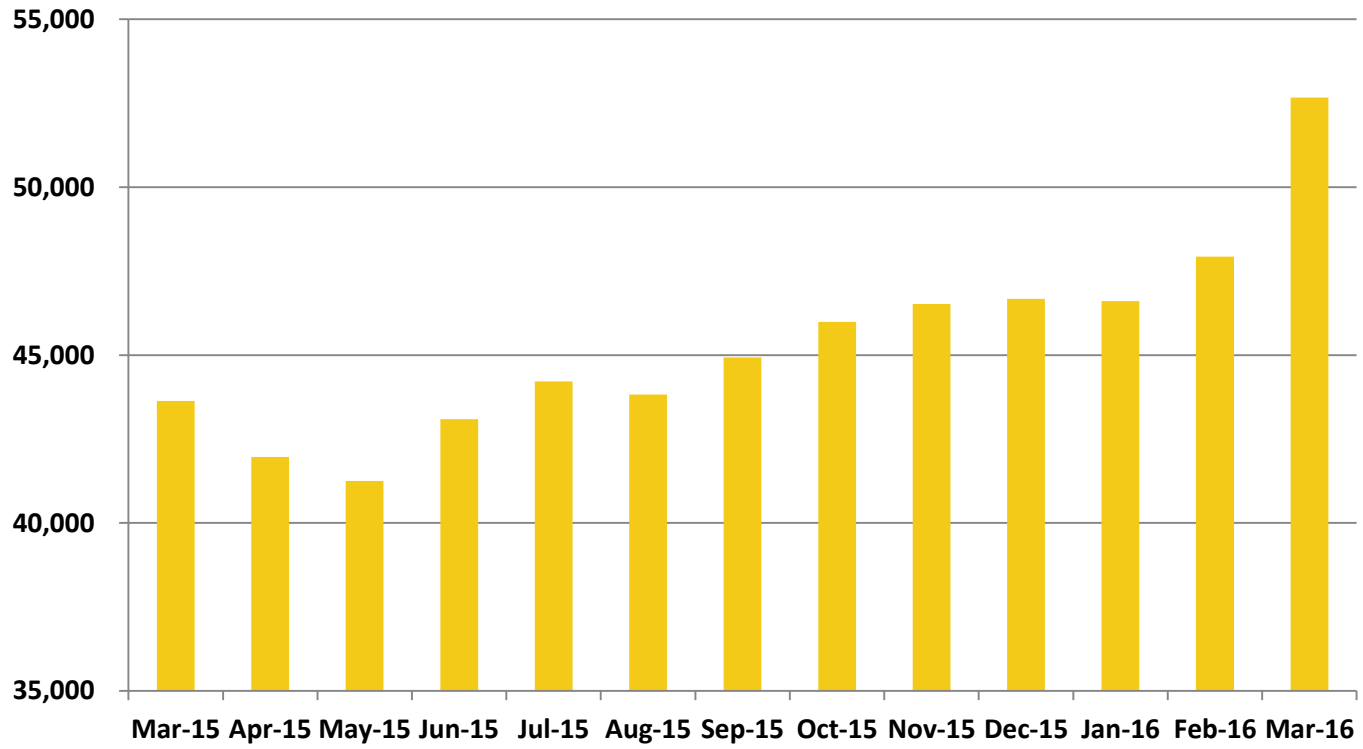


Midday and Evenings



Average Weekday Ridership Atlantic to Azusa

Average Weekday Boardings

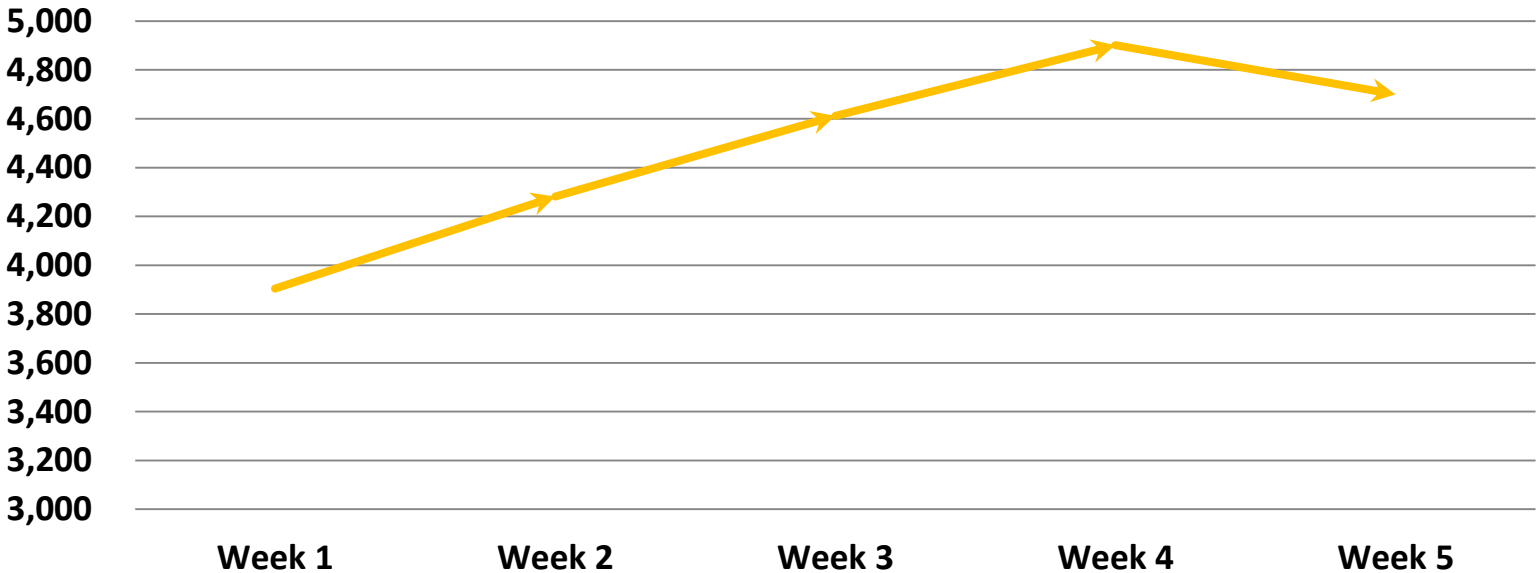


	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Average Weekday Boardings	43,631	41,962	41,248	43,087	44,211	43,829	44,931	45,984	46,520	46,673	46,608	47,931	52,672



Average Weekday Ridership New Segment

	Week 1	Week 2	Week 3	Week 4	Week 5
Average Weekday Entries (TAP)	3,904	4,281	4,612	4,902	4,699



→ Average Weekday (TAP)

Rider Migration Sierra Madre Villa

Pre Opening

- 952 Parking Spaces
- Parking usage: 100%
- Sierra Madre Villa Station Boardings: 3,000

Post Opening

- Parking usage: 30%
- Parking spaces occupied: 285
- Sierra Madre Villa Station Boardings: 2,000

The parking usage has reduced by 667 cars or about 730 boardings
TAP count reduction indicates 1,000 riders migrated

New Customer Boardings

Outcome #1

- Average TAP Boardings (New Extension) for weeks 1-5 → 4,480
- Rider Migration → 1,000
- Return trip is 80% of initial entries

New Riders → $4,480 - 1,000 = 3,480 \times 1.80 = 6,264$

Outcome #2

- Performance Survey indicates 71% of riders are “new”
- Return trip is 80% of initial entries

Therefore → $4,480 \times .71 = 3,180 \times 1.80 = 5,724$

About 5,724 – 6,264 New Boardings
Project Build-out: 13,600 estimated average weekday new
boardings for the year 2030



Preference Survey

Survey Conducted

- Arcadia Station to APU Citrus College
- March 22-24 (no Spring Break)
- AM Peak (6:00am-11:00am)
- Each station staffed by TAP “Blue Shirts” who surveyed customers on their travel patterns and perception of specific Gold line attributes
- 654 surveys completed

New vs. Existing Riders

Before the extension, did you ride the Gold Line regularly (3 times or more weekly)?	
Existing Riders	29%
New Riders	71%

Two thirds of new riders are discretionary, previously driving

How did you usually make this trip <u>before</u> the Gold Line Extension?	
Drive by myself	66%
Bus	14%
Carpool/vanpool	8%
Metrolink	8%
Other	4%

70% Foothill Transit
25% Metro

“First Mile”

How do you usually get to this station?	
Drive by myself	62%
Walk/Bike	18%
Get dropped off	13%
Bus	5%
Carpool/vanpool	2%
Other	1%

Active transportation was the second most popular way to get to the station

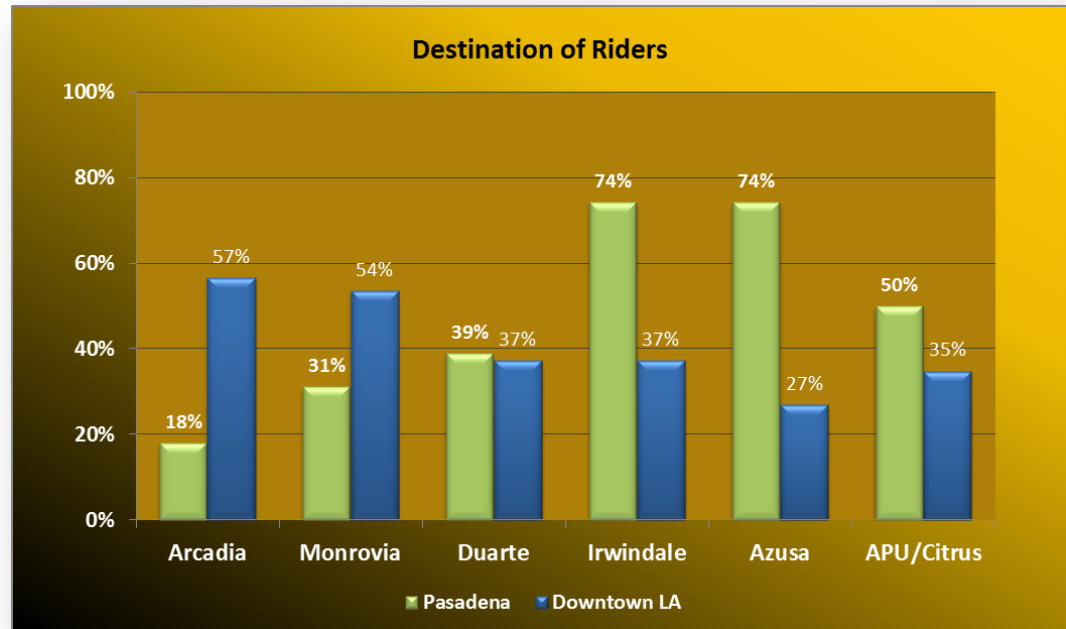
	Drive	Get dropped off	Carpool/vanpool	Walk/Bike	Bus	Other
Arcadia	56%	9%	0%	29%	6%	0%
Monrovia	63%	14%	4%	14%	5%	1%
Duarte	47%	13%	3%	28%	8%	0%
Irwindale	93%	4%	1%	0%	1%	0%
Azusa	73%	7%	1%	12%	7%	1%
APU/Citrus	35%	29%	3%	30%	3%	1%
Total	62%	13%	2%	18%	5%	0%

Rider Destinations

Which station will you get off at?		
	Pasadena	Downtown LA
Existing Riders	19%	60%
New Riders	57%	29%
Total	46%	38%

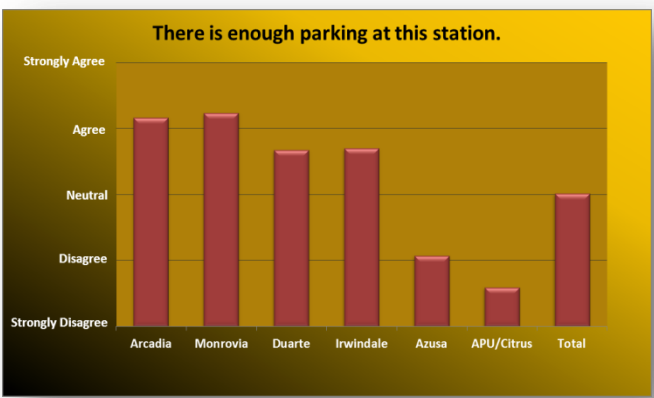
- New riders are more targeted to Pasadena destinations

- Multiple destinations; efficient operation

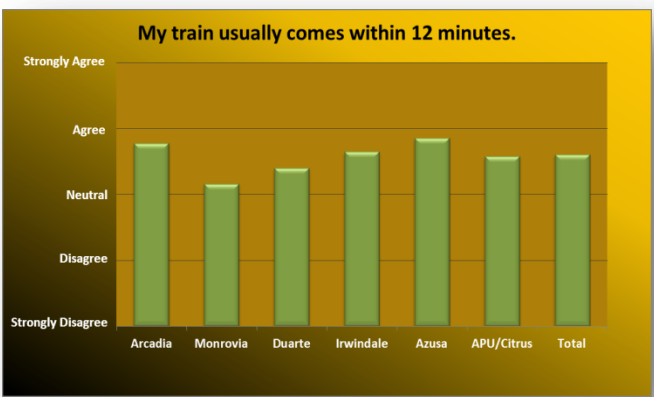
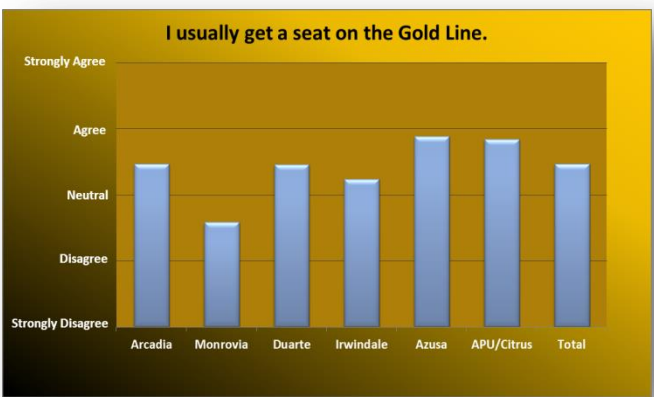


Rider Satisfaction

- One third of all comments were on the lack of parking



- One third of all comments were on needing more cars and trains



Rider Satisfaction

Rider Satisfaction	Strongly				Strongly
	Disagree	Disagree	Neutral	Agree	
Station Safety	1%	1%	7%	42%	50%
Station Amenities	2%	3%	12%	44%	38%
Transit Information	2%	2%	12%	43%	42%
Feel Safe Riding	0%	2%	10%	43%	45%
Value	1%	1%	5%	36%	57%
Overall Metro Service	0%	2%	9%	39%	50%

- Both existing and new riders are satisfied with the Gold Line and Metro bus and rail services overall.