



City of
SANTA CLARITA
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Santa Clarita Valley Area
TDA Article 8 Hearings
February 24, 2016
Presented by Cindy Valdivia, Administrative Analyst

Over the past 12 months, the City of Santa Clarita has continued to make enhancements with regards to capital improvements, technology and service reliability. As a result, last years' TDA Article 8 hearings produced just one recommended action:

1. Continue to evaluate funding opportunities for transit services.

As a general practice, the City of Santa Clarita explores all potential funding opportunities. 2015 was no exception as we were awarded \$3.3 million for the construction of the future Vista Canyon Metrolink Station. These funds represent the City's ongoing efforts to ensure transit services meet the demands of our growing community.

Since the last TDA Article 8 Hearings, Santa Clarita Transit's local fleet has become 100% CNG fueled and our commuter fleet now includes five first-of-their-kind CNG fueled coaches. The continued shift toward a fleet of clean burning and cost-effective alternative fuel vehicles represents our agency's commitment to our future, but more importantly our commitment to providing the most effective service possible to our patrons. Additionally, improvements to 25 local stops were completed in an effort to improve passenger comfort and accessibility at bus stops throughout the city. Finally, in 2015 the City awarded the design contract for its much-anticipated Vista Canyon transit center project.

Service changes since the last hearing were primarily focused on commuter routes to account for changing traffic patterns outside of Santa Clarita. Such adjustments included updated travel times for some commuter routes as well as a modest realignment within Century City. Said changes provide passengers with more accurate service schedules.

Santa Clarita Transit actively reviews the latest transit technology via trade shows and media outlets. This past year, with the encouragement of local patrons and the assistance of transit app development firm Moovit, Santa Clarita Transit joined the ranks of operators offering real-time trip planning with the needs of visually impaired



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passengers in mind. The Moovit app provides easy to read trip instructions along with auditory cues based on real-time GPS data. The app utilizes data from our existing Transit Information Network and has proven successful locally with ongoing developer support and improvements.

The City strongly believes that in order to provide the most effective and efficient service possible, it must actively partner with local and regional stakeholders. As such, Santa Clarita Transit regularly communicates with, and frequently collaborates with, partners including Access Services, Antelope Valley Transit Authority, Caltrans, County of Los Angeles, Metro, and Metrolink, just to name a few.

Finally, the City continues to work closely with the local business community to promote public transportation. These efforts include a close working relationship with representatives at America's Job Center of California, active participation in the Chamber of Commerce, Transportation Advisory Committee, the promotion of corporate fare programs, as well as shuttle service using our trolley for various civic and economic promotional events.

The City of Santa Clarita continues to address the transit needs of our residents and in a proactive manner and is committed to providing an effective and efficient service that improves the quality of life within the Santa Clarita Valley.

Thank you,

Cindy Valdivia
Administrative Analyst
Santa Clarita Transit



ATTACHMENT G

February 24, 2016

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TDA Article 8 Unmet Needs Hearing Board
c/o Armineh Saint, Program Manager
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, California 90012

Re: Fiscal Year 2016 TDA Article 8 Unmet Needs Hearings

Dear Ms. Saint:

The 2015 TDA Article 8 Unmet Needs Hearing Board found that the Antelope Valley Transit Authority (AVTA) had no unmet needs that could not be met through existing funding sources. However, AVTA did receive feedback from four individuals during the hearings. The comments focused on improving service frequency, expanding service hours of operations and improving connections.

AVTA always places a high priority on the rider needs. System-wide key performance indicators continue to be monitored on a monthly basis. These measure performance on the following goals;

- Operating a Safe Transit System,
- Provide Outstanding Customer Service,
- Operate an Effective Transit System and
- Operate an Efficient Transit system

Data is collected from a variety of sources including the farebox, contractor reports, and from our business intelligence system which includes financial performance data.

In addition to system performance measures, staff is committed to responding to changes that occur within the transit network by adjusting and modifying bus services on a biannual basis. An internal service development plan allows staff to analyze and develop service recommendations based on customer inquiries and/or feedback along with additional feedback from our coach operators and customer service departments.

This provides staff with the tools and information to make service enhancements and recommendations that are focused on the riders' needs. Public outreach and informational meetings are also held in both English and Spanish. Throughout the AVTA service area in order to further gauge the public reception to all proposed service

The following is a brief update on the service enhancements and programs implemented in Fiscal Year 2015/2016:

Route to Success Ten-Year Plan: Without a long-range plan, AVTA would continue to be reactive and not proactive with future growth and service development. AVTA worked with Nelson Nygaard for the development of a Comprehensive Operational Analysis (COA) and ten-year plan. The study focused on six key goals addressing the near term (1-3 years), mid-term (3-7 years), and the long term (7-10years). The study included a line-by-line analysis, providing service recommendations on AVTA's 18 routes.

At the February 2016 Board of Directors meeting, AVTA presented several service enhancement recommendations that were derived from the Route to Success short range plan. The recommendations focused on improving route directness, reducing travel time and improving service transferability, while maintaining and increasing frequencies and connectivity along most corridors. Service is also proposed to be removed from unproductive corridors. In March Staff will provide final recommendation based on the results of the outreach process.

Commuter Service 78517861787: Commuter express service travel times and service frequencies continue to be evaluated and adjusted on a trip-by-trip basis to better match peak ridership demands in the morning and afternoon. In September 2014, JARC Grant funding was approved for commuter service expansion, additional trips were introduced on the Routes 785 and 787 extending the morning and afternoon services. In August 2015, the final phase of the commuter service expansion was introduced and two 786 commuter trips were included on that service. In addition to service expansion the grant also provided AVTA with three new, Motor Coach Industries (MCI) Commuter buses to support the expanded service.

Intelligent transportation System (ITS): With almost one year from system acceptance, the turnkey solution has assisted and played a key role in monitoring service and communicating with our operators. The system has also greatly enhanced our customers' overall transit experience by allowing them to take advantage of bus departure predictions through their mobile devices and computers via our Track-it website, My Stop

mobile app and predictive departure scrolling LED signs at the both major transit centers.

The system has also allowed AVTA to improve service delivery by gathering stop by stop data in real time. Including ridership by stop, dwell times and running time based on actual real-world traffic patterns.

Bus Stop Improvement Program (BSIP): AVTA's emphasis on customer service includes the improvements of its "front door" - the bus stops. The BSIP continues to increase the attractiveness of bus stops with modernized amenities for our passengers along with carousels which display bus fare and scheduled information on a specific route. Since the inception of the program over 43 bus stops have been upgraded and enhanced to meet the Americans with Disabilities Act (ADA) requirements. Through the program, AVTA is working with the Antelope Valley Mall to help erect a new state-of-the-art, transit hub at two locations within the mall property allowing local service to connect to one of the most popular destinations within our service area. At the January Board of Directors Meeting the board approved engineering and design for a new state-of-the-art transit hub on the perimeter of the campus. AVTA continues to evaluate bus stops within the cities of Palmdale, Lancaster and the unincorporated areas of the Los Angeles County.

Zero Emissions Bus Fleet: AVTA has been aggressively seeking competitive grant funding for zero emission buses. In June 2015 AVTA was awarded \$24.4 million from the California State Transportation Agency to purchase 29 electric buses and install electric charging infrastructure for up to 85 vehicles. In a February special Board of Directors Meeting AVTA Awarded contract to Lancaster local BYD for the amount of \$72,410,000 over a five year term for the manufacture of up to 85 battery electric buses.

Coach Operator Audits: This is the third year that AVTA has continued the coach operator performance audits using secret riders on board AVTA buses. These performance audits allow staff to monitor the performance of the service provided by operations contractor, Transdev. The performance audits provide AVTA and Transdev with tools to monitor and evaluate operator performance and identify potential areas for improvement. All audits are conducted randomly throughout the AVTA service area including our commuter service.

Mobility Management Program: AVTA recognizes the need to educate residents who may be reluctant to use public transit because they lack knowledge of how the service operates. So far in FY16, AVTA has shared its travel training program with over 200 Antelope Valley residents who attended travel training classes through the Mobility Management

Program. The training has been especially helpful to Dial-a-Ride dependent residents who now have more transportation options available to them. Our Mobility Manager has also hosted several "Train the Trainer" classes to help instructors from the Department of Public Social Services learn how to teach clients to use public transportation. The travel training program has been greeted with tremendous accolades as it showcases video instruction and provides field experience with actual trip planning. Travel training videos can also be viewed on the AVTA website and on the AVTAtv channel on You Tube.

Employment Travel Program: The Employee Travel Program (ETP) provides curb-to-curb transportation services over a three-year period to residents seeking employment in the Antelope Valley. 211 LA County and AVTA have partnered to work with human service organizations to develop mobility management programs which serve various areas of Los Angeles County with a special focus on Lancaster and Palmdale. The target population is primarily low income and welfare recipients seeking access to jobs and employment-related activities. On February 1, 2015 we began to take in passenger reservation through the ETP. And since then the program has

Fare Restructure: In FY15 Nelson Nygaard was contracted to assist the authority in analyzing our existing fare structure and assist in developing a simplified fare structure. An extensive outreach effort was conducted over a two month period to inform residents of the proposed fare changes. A comprehensive four-page brochure was widely distributed, detailing the proposal and public outreach presentations were made throughout the Antelope Valley. Although some residents expressed concern over the proposed fare increase, there was general agreement that more revenue was needed to increase service levels to improve travel convenience. The new fare structure was implemented on September 1, 2015.

Rider Relief Transportation Program: The Rider Relief Transportation Program (RRTP) was implemented in September 2015 coinciding with fare restructuring. The RRTP is a grant program provided through LA Metro to allow AVTA to provide discount coupons for monthly passes to both full fare and reduced fare customers, based on income qualifications. Staff is working with the South Antelope Valley Emergency Services (SAVES), Grace Resource Center, Work Source Center, and Antelope Valley College to help with the eligibility process.

Transit Safety: Our public safety is AVTA's top priorities. On June 2015 the AVTA Board of Directors approved a letter of understanding with the Los Angeles County Sheriff's Department (LAUSD) for Transit Law Enforcement

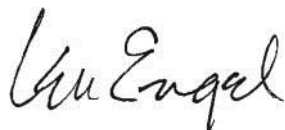
service. The service includes: Security presence Monday through Friday with staggered shifts for increased presence throughout the AVTA service area, Random fare and ridership audits on local and commuter services with two security assistants to assist with fare enforcement, Training and safety presentations to our coach operators, Random bomb and weapon checks of local and commuter vehicles utilizing a K9 partner, Interface with schools and city personnel regarding problematic behavior at specific stops along with other duties as assigned.

Coordinated Service: AVTA continues to work closely with local municipal operators such as Santa Clarita Transit, Los Angeles Metro and Metrolink on transit issues that affect our community. In an effort to provide improved connectivity, AVTA continues to focus on providing improved transfer connections at major transfer hubs with minimal wait times, specifically at Lancaster City Park, Palmdale Transportation Center, Lancaster Metrolink Station at Sierra Hwy. & Lancaster Blvd. and 47th Street and Avenue S. These connections are evaluated in concert with the biannual service adjustments.

AVTA values the input of our customers and other stakeholders and looks forward to continuously working to improve the public transportation service in the Antelope Valley.

If you should have any questions, please feel free to contact me at (661) 729-2206

Best regards,

A handwritten signature in black ink that reads "Len Engel". The signature is written in a cursive, flowing style.

Len Engel
Executive Director