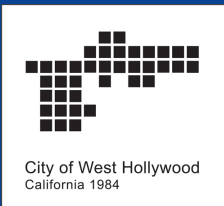
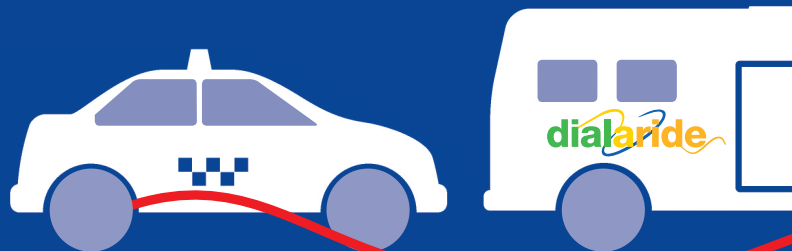


City of West Hollywood

Transit Services Evaluation and Plan

2017



City of West Hollywood
California 1984

THE PICKUP

ROBERTSON



FRI & SAT: 8PM-3AM
 SUN: NOON-10PM
EVERY 15 MINS!



- | | |
|-------------|------------|
| 1 La Brea | 5 Curson |
| 2 Formosa | 6 Genesee |
| 3 Greenacre | 7 Fairfax |
| 4 Gardner | 8 Crescent |

- 18 La Peer/Robe
- 19 San Vicente
- 20 Hancock
- 21 Westbourne

City of West Hollywood

Transit Services Evaluation and Plan

2017

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Introduction

Since its incorporation in 1984, the City of West Hollywood has stood out in its commitment to maximizing options and support for its diverse resident base, including the provision of transportation options. Over the years each of the various transit options have evolved independently. However as the community has changed and the needs of residents have changed, the City needs to reevaluate the way in which it provides these services. To provide a balanced review of available services and service gaps, this analysis includes a comprehensive review of available data combined with a thorough process of community engagement.

The purpose of this study is threefold:

- Describe the services the City currently funds and how those services have evolved over the last five years; evaluate the effectiveness of current programming;
- Set goals and propose strategies to guide how programs and priorities are shaped going forward for the next funding cycle; and
- Establish a framework and priorities for the upcoming transit RFP, to be released in 2017.

In 2016, the City adopted its **Aging in Place** Strategic Plan. This plan provides a lens through which the City will view all future policy development to ensure that West Hollywood remains a comfortable and safe environment for all residents. As transit provides a critical link to the community for those who may have mobility challenges, this report should play a major role in ensuring the City is able to meet the ambitious standard set forth in the **Aging in Place** Strategic Plan. Within the report, items highlighted in bold speak to this priority, and goals and strategies which address **Aging in Place** are indicated with an asterisk. (*)

A note about The Pickup: As a relatively new and highly visible service, The Pickup underwent its own comprehensive review in 2014. The consultants on that project, Moore and Associates, issued a set of service recommendations, many of which have been implemented already. The current study touches on those recommendations and provides an overview of that service to give context to West Hollywood's overall transit system.

Executive Summary of Findings and Recommendations

This report describes the current transit options provided by the City of West Hollywood, in both demand response and fixed route categories, and provides an analysis of the services provided and funding spent. In FY 2016, the City spent nearly \$2.9 Million to administer and provide more than 185,000 trips in the community. More than three quarters of these trips were provided by the three Fixed Route services. Demand Response services, which are significantly more intensive, provided about 19% of trips to those with the most limited mobility, while accounting for 44% of expenses.

FIXED ROUTE – 81% of trips, 56% of expenses (FY 2016)

CityLine: Free local shuttle service available to the general public Monday through Saturday, 9:00 a.m. to 6:00 p.m. Service is provided by accessible vehicles and stops at significant destinations in the City, including senior housing.

CityLineX: Free, rush-hour only service on Santa Monica Boulevard between West Hollywood and the Metro Station at Hollywood/Highland, Monday through Friday, 7:30 a.m. to 9:30 a.m. and 6:00 p.m. to 7:30 p.m., available to the general public.

The PickUp: Free, “night-life” trolley service operating on Santa Monica Boulevard to take patrons to venues Friday and Saturday, 8:00 p.m. to 3:00 a.m., Sunday, 2:00 p.m. to 10:00 p.m., and special night-life holidays.

DEMAND RESPONSE – including Taxi subsidy, 19% of trips, 44% of Expenses (FY 2016)

Dial-A-Ride: Curb to curb rides for resident seniors (62+) and those living with disabilities, Monday through Friday, 7:30 a.m. to 5:30 p.m., by appointment, to specific destinations.

TLC: An enhanced Dial-A-Ride service in which an attendant provides assistance to the rider to get from his or her door to the vehicle and back again.

Taxi Assistance: Program which allows resident seniors (62+) and those with disabilities to purchase taxi fares at a greatly reduced rate. Taxi service is available 24/7.

The City also offers a generous **Bus Pass Subsidy** to resident seniors (62+) and those with disabilities who may purchase monthly Metro bus passes at a subsidized rate.

EXECUTIVE SUMMARY OF FINDINGS AND RECOMMENDATIONS

Based on an analysis of budget, utilization, and public feedback data, City staff has outlined a series of goals and strategies to be considered for adoption by the City Council. The four primary goals are listed below. The strategies for reaching these goals can be found in the final section of this report.

GOAL #1: *Improve Access to Transit Service Information*

GOAL #2: *Provide and encourage use of non-automobile alternatives by making transit options more convenient and available.*

GOAL #3: *Ensure Mobility/Community Access for all community members regardless of age and ability status.*

GOAL #4: *Increase capacity/availability of service through improved efficiency, cost effectiveness and coordination of options.*

Overview of Current Services

The City of West Hollywood currently has four direct transit options and two transit subsidy programs that are available to its residents. This distinguishes West Hollywood from many other smaller cities, which typically offer one or two local transit options to their residents. In a dense urban setting such as West Hollywood, having a wide range of options should encourage residents to tailor the right service to a particular need, based on factors such as destination, health conditions, weather and finances. The City's goal for transit services is a coordinated system of services that complement each other and provide the greatest mobility to the most community members. This system should also be attractive enough to the general public to offer an alternative that can reduce traffic congestion and its accompanying environmental effects. Because West Hollywood's transit services evolved individually over time, and each has a distinct role in the community, the City should work towards creating a coordinated network of service options that provides for the mobility of all of West Hollywood's residents, businesses and visitors.

In addition to programs like WeHo Pedals bike share and the subsidies the City provides to senior and disabled residents for monthly bus passes and taxi fare, the City's transit offerings fall into two general categories—"fixed route" and "demand response." Fixed route services follow a set route and schedule and are available to the general public, although they may target distinct rider categories. Demand response services are provided on an on-call or appointment basis and take passengers directly from origin to destination. Demand response programs usually have specific eligibility requirements.

Each of the programs mentioned has been developed with specific and distinct goals. In an effort to meet the evolving needs of the West Hollywood community, and to ensure that the programs work together to meet the broader system goals, all of these programs have seen changes to their operation and/or structure over the last five years. These changes include adjustments to route and schedule, expansion of services, and changes to eligibility requirements. These will be discussed in more detail in later sections of this report.

FIXED ROUTE SERVICES

CityLine is the daytime shuttle service that travels along Santa Monica Boulevard and into residential areas in a continuous loop.

CityLineX is the relatively new rush-hour-only shuttle that travels along Santa Monica Boulevard to the Metro Red Line station at Hollywood and Highland.

The PickUp provides late-night and weekend trolley service to entertainment destinations along Santa Monica Boulevard between Robertson Boulevard and La Brea Avenue.

In addition to the regular services, The PickUp, CityLine and CityLineX frequently merge to provide services during many of the City's special events, including Halloween, New Year's Eve, and CSW/LA PRIDE.

Fixed route services operate according to a set schedule and along specific, consistent routes. They are available free of charge to West Hollywood residents, visitors and the general public. Fixed route services are generally intended to move larger numbers of passengers according to a set and predictable schedule. The City's fixed route services are intended to complement those provided by the Los Angeles County Metropolitan Transportation Authority (Metro) in vehicles that are smaller and more easily accessible than the larger Metro buses.

The City's first fixed route service, CityLine, was initially developed to meet the needs of seniors and the disabled by providing accessible service to destinations frequented by these residents for a lower cost per trip than that of Dial-A-Ride or the Taxi program. In recent years, the City has expanded its fixed route offerings to serve other target populations, and has also made efforts to make the CityLine service appeal to the general population. The City has adopted mobile technologies which allow passengers to receive real-time information about vehicle arrivals, schedules and routes, and the City's services appear on Google transit and other trip planning platforms to publicize the services and add convenience. Such enhancements support the use of the City's fixed route services by a younger, more tech-savvy segment of the community.

DEMAND RESPONSE SERVICES

Demand response services generally target those with greater mobility challenges – typically seniors and those with disabilities. These services allow eligible passengers (age 62 and older, and those of any age who are living with disabilities) to travel between a specific point of origin and a specific destination, eliminating the need for transfers as well as the first/last mile challenges (getting to and from the closest stop) inherent with public transit. The programs are designed to fill the gaps left by general public transportation and to improve mobility for those who may find it challenging to get to a bus stop, get on and off the larger vehicles or generally navigate the public transportation system. Ideally, the City’s demand response options described below complement one another, as well as the CityLine fixed route service, in order to provide options for passengers with varying needs.

Dial-A-Ride and TLC are free services offered by appointment Monday through Friday for senior and/or disabled residents. Dial-A-Ride is a curb-to-curb service; TLC is an enhanced service which provides an assistant to help the frailest passengers from their home to the vehicle and from the vehicle to their destination. This service is intended to expand the transportation mobility options available to senior and disabled West Hollywood residents in order to promote access to social and health care services and to encourage full participation in society.

SUBSIDY PROGRAMS

Taxi Assistance Program – The City offers senior and disabled residents a generous subsidy towards trips taken with any of the City’s seven licensed cab companies. Program participants pay \$8 per increment of \$50 or \$16 per \$100 fare per month, loaded to an electronic fare card. While technically a subsidy rather than a direct transit service, this program plays an important role in expanding the transportation options available to senior and disabled West Hollywood residents in a cost-effective manner. *For the purposes of this evaluation, this subsidy program will be discussed in the context of the Demand response services, since it serves a similar purpose.*

Bus Pass Subsidy – In addition to fixed-route and demand response services, the City provides fare subsidy for residents over the age of 62, or who are disabled of any age, who have a Metro Senior/Disabled Bus Pass. This program changed significantly when Metro converted to an electronic fare collection system (TAP) in January of 2011. The City’s subsidy program, which has been in existence for many years, was generally a “by mail” program only. With the introduction of the TAP card, many program participants prefer to come to City Hall in person to have their card “loaded”. The City has one full-time staff position dedicated to the administration of this program. The cost of a 30-Day senior/disabled pass is normally \$20.00; however, participants in the City’s bus pass program pay \$8.00 and the City subsidizes the balance. The City Council approved an increase to the subsidy in response to Metro’s fare increase in 2014. Because senior/disabled passes are already heavily subsidized by Metro, West Hollywood residents are able to access Metro transit at a deeply discounted rate. The City’s subsidy provides users with an added incentive to choose a less costly transit option when they are able to do so.

During the 2015-16 fiscal year, the City’s bus pass subsidy program had a total of 434 active participants, up from 395 in 2015 and 305 the year prior. Most participants currently average nine monthly passes per year; total subsidies provided for Fiscal Year 2015-16 were \$48,750. For an average of about \$112 per participant per year, the City provides a strong incentive to ride Metro, diverting ridership from the City’s more costly services, and keeping Dial-A-Ride and TLC available for those riders with greater mobility challenges. This makes the bus pass subsidy an important component of the City’s transit offerings.

Because the purpose of this report is to evaluate transit services operated by the City, no detailed analysis of Los Angeles Metro's service has been included; however, subsidy expenditure information is provided to give context to the full array of transit assistance available to West Hollywood community members.

BUDGET AND FUNDING

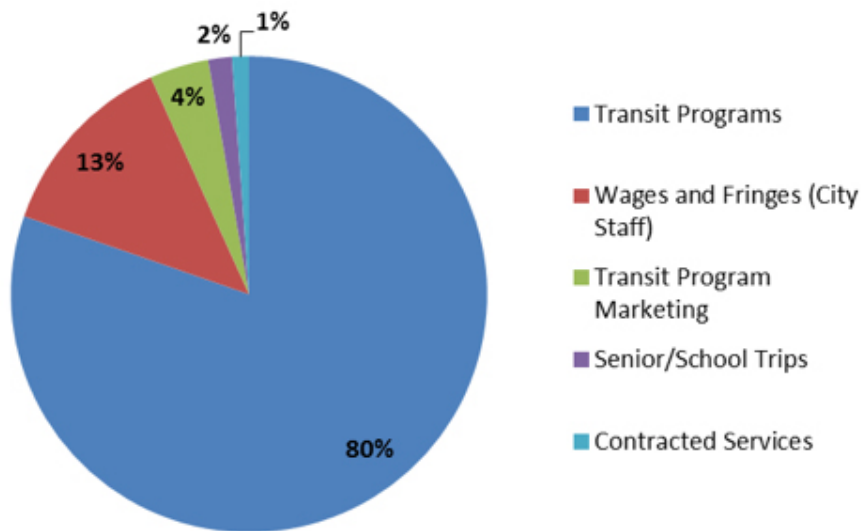
Proposition A: The City's transit programming is funded by a variety of sources. The majority of funding comes from Proposition A, which was a measure approved by voters in 1980 to authorize a one-half percent sales tax for transportation-related programs and infrastructure. The City receives about \$660,000 per year from LA Metro through the Local Return program, which allocates a set percentage of funding back to each City. West Hollywood also receives additional funding through incentives for coordinating with the City of Beverly Hills, and as an incentive for the City to report transit data to the National Transit Database. Since the City's Proposition A expenditures far exceed Local Return funding, the City also trades general funds to other cities for their excess Proposition A funds at a favorable exchange rate, allowing the City to leverage additional purchasing power from its General Fund.

During FY 2015-16, the City spent a total of \$2.9 million in Proposition A funding.

Of this, more than \$2.3 million funded the direct provision of transit services and subsidies:

- 59% of Prop A contract expenses were for the operation of fixed route services (CityLine, CityLineX and The Pickup).
- 38% of Prop A contract expenses were for the operation of demand response services (Dial-A-Ride and the Taxi Assistance Program).
- 3% of expenses were for Metro bus pass subsidies for senior/disabled residents as well as funding buses for senior excursions and school field trips.

FY 2015-16: Proposition A Expenditures



Additional Funding Sources: In addition to Proposition A funding, the City’s Taxi Assistance program receives about a third of its operating budget from funds generated by a taxi enhancement fee paid by taxi companies licensed to operate in the City. This fee was adopted in 2009 as a way to maintain program value when taxi companies increased their rates to keep pace with those of the surrounding areas. In 2016, the City reduced these fees to allow taxi companies to be more competitive with the shared ride services. As a result, these revenues will contribute a smaller proportion to the cost of this program, and additional funds will need to be identified if program cuts are to be avoided.

Both the bus pass subsidy and the taxi fare subsidy also have a user-side cost. Participants in these two programs pay \$8.00 per month, which helps to offset program costs. A benefit of offering subsidies for services such as these is the effect they have on shaping rider behavior by diverting some demand towards less costly services. There are, however, users who will not take advantage of these services exactly because there is a user side cost involved that does not exist with the City’s other options.

The TLC program was initially funded in 2013 as a pilot by Federal New Freedom funds and received a second round of funding in 2016 to expand and extend the service from Federal Section 5310 funds. Capital funds for both CityLine/CityLineX and the Dial-A-Ride service have been awarded by LA Metro for the purchase of new vehicles in 2017; the City match portion of these purchases will also come from Proposition A funds.

Contract Transit Program Funding Sources (FY 2015-2016)

Source	Program(s)	Amount
Proposition A	Fixed Route, Demand Response, Taxi and Bus Pass Subsidies; Senior and school trips	\$2. 37 Million
Federal Sources	TLC	\$80,000
Taxi Enhancement Fees	Taxi Program	\$130,000
Participant Revenue	Taxi and bus pass subsidies	\$70,000
Total		\$2,650,000

CONTRACTS

The City contracts with three providers to operate its transit services. CityLine, CityLineX, Dial-A-Ride and TLC are operated by MV Transportation; Keolis North America administers the Taxi Assistance Program; and American GTS operates The PickUp. MV and Keolis are both large corporations. American GTS is a small, locally owned company. The City has contracted with MV since 2002 and with Keolis (formerly My Transit Plus) since 2009. The American GTS contract is more recent – it was awarded when The PickUp was first established as a pilot in 2014. The City last solicited new proposals from transit operators in 2007, and contracts were awarded for a period of 7 years with options to renew for 3 additional years. A longer contract period is typical of transit contracts, since a change of operator can be disruptive to service delivery. As there are tradeoffs to having a long contract period, the City may wish to evaluate the costs and benefits of various contract lengths prior to releasing its next Request for Proposals. The table below describes transit contract budget projections for the current fiscal year. Because all transit contracts invoice on a service reimbursement basis, budgets are set according to projected expenses. Adjustments sometimes become necessary during the year as community needs and demands for service shift.

Current Transit Service Contracts

Service	Contractor	Funding Source	FY 2017 Budget
CityLine and CityLineX	MV Transportation	Proposition A	\$986,848
Dial-A-Ride		Proposition A	\$671,780
Fuel Costs		Proposition A	\$127,000
TLC		Federal funds (New Freedom and 5310)	\$117,566
The PickUp	American GTS	Proposition A	\$528,132
Taxi Assistance Program	Keolis North America	Proposition A	\$ 302,000
		Taxi Enhancement Fees	\$130,000

STRUCTURE OF CITY TRANSIT ADMINISTRATION

In 2008, the City restructured what was then the Transportation Department. Transportation Infrastructure, Parking and Taxi Operations were moved to what is now the City’s Public Works Department. Planning and mobility functions were moved to the Community Development Department. Transit programming (at the time primarily geared toward seniors and the disabled) and bus pass subsidies were moved to the Social Services Division within the Human Services Department. In the intervening years, the functions of that programming have expanded to include general-use fixed route services such as CityLine, CityLineX and The PickUp, as well as the marketing of transit programs, however at its core the City’s transit programming continues to address the needs of the community’s most vulnerable members.

The Social Services Division also administers a small contract with the West Hollywood Chamber of Commerce to sell general-use bus passes and assist with marketing of transit programs via community events, as well as print and electronic media. Social Services staff regularly coordinates with staff of other divisions on program planning and design, and regularly makes presentations to the Transportation Commission.

MARKETING APPROACHES/ACCESS TO INFORMATION

Experience has shown that effective marketing strategies are crucial to the success of transit programming. The City employs a variety of marketing strategies to promote its transit programs to a range of audiences. In addition to traditional printed materials (in both English and Russian) targeting senior and disabled community members, the Division also contracts for marketing and brand development services, and has developed advertising campaigns on social media sites and mobile applications. Division staff has a regular presence at community events and pop-up workshops in order to educate community members about transit services.

The PickUp's unique approach to brand identity and visual vocabulary, along with its presence on social media, has allowed the City to broaden its reach and develop a devoted following among a clientele who do not necessarily fall into the traditional public transportation ridership. Social media promotion has also played a significant role in the popularity of the City's newest transit offering, CityLineX.

City staff works with social services agencies, the West Hollywood Housing Corporation, and members of the business community to inform residents and visitors about the City's wide range of transit options. Transit workshops have been offered in conjunction with the Senior Center to educate older residents about the various transit options available to them. Booths at community events such as the Senior Health Fair, Kids Fair and other events, as well as smaller pop-up workshops, often include transit staff and/or materials. By personally connecting with members of the public, staff has the opportunity to educate the community about available services and have an active public presence which also provides the opportunity to gather input from the public about the City's transit offerings. Resource materials are made available at locations throughout the City, including the library, Senior Center, park buildings, City Hall and the Chamber of Commerce.

The City's fixed route services have been added to Google Maps and the NextBus platforms so that the City's services are now visible to users on a regional basis. Over the past two years, ridership has increased steadily on all of the City's transit programs particularly after specific outreach campaigns. Results of the community survey conducted in 2016, however, indicate that additional efforts are necessary to reach a more diverse range of community members with information about available transit options.

Program Analysis

DATA SOURCES

The 2016 Transit Service Evaluation has been informed by both quantitative and qualitative data. As a requirement for its funding sources, the City collects a large quantity of service data from its contractors. Contractors submit monthly reports to City staff that are then reviewed prior to invoice payment. Data are then compiled and submitted on either a quarterly or an annual basis to LA Metro and the National Transit Database. The data also provide a rich source of information that is used to monitor service quality and contractor performance. Due to varying service characteristics and operator reporting requirements (related to funding sources and evolution of programs over time), there are some variations in the available quantitative data for the City's various services.

Monthly Contractor Reports: Contractor reports normally include several general categories of performance data, including:

- Vehicle revenue hours and total hours -hours of service provided and hours including travel time to and from the City
- Vehicle revenue miles and total miles -miles in service and total miles including those traveling to and from the City
- Total boardings (Fixed Route)
- Trips taken (Demand Response)
- Number of passengers (Demand Response)
- Fuel -- gallons
- Fuel -- expenses
- Breakdowns and accidents

Staff uses these data to evaluate service performance by applying them to such metrics as boardings per hour, trips per hour and average trip length (Demand response) boardings per trip, breakdowns in proportion to service, fuel consumption, and a wide range of other categories.

A Note About the Taxi Assistance Program – Since the City's contract is for administration of this program (as opposed to actual transportation), the contractor is responsible for collecting performance data from the taxi companies. With the adoption of the electronic fare card, data collection was automated, resulting in much more accurate information than previously available. In addition to the service data described above, the contractor reports program costs, program revenues (payments from program participants) and reimbursements to taxi companies.

NextBus data: The City began to add its fixed route services to the NextBus tracking platform in 2014. All three fixed route services are now tracked by NextBus, which provides real-time arrival prediction to riders in a variety of ways. In addition to the obvious benefit of providing passengers with more predictable arrival information, this service also provides the City with the ability to observe vehicle location at all times and a wealth of performance data related to on-time performance and route adherence. Staff regularly evaluates these data to ensure services are running according to schedule and/or make adjustments as needed.

Qualitative Sources

Constituent Feedback: West Hollywood is a community where residents are not afraid to call City Hall with questions, comments and complaints. Of all tracked constituent calls to the Social Services Division, a substantial proportion (typically about half) is transit related. Complaints are immediately followed up on with the appropriate party and issues of concern are noted. Program and policy changes have been made based on feedback from the community.

Trip Sheets: City staff uses trip sheet sampling to identify and evaluate travel patterns, service performance and scheduling practices. On fixed route services, boardings and alightings are recorded manually by both hours and stops by shuttle operators using trip sheets that are designed by the City. The contractor collects ridership information on a daily basis, and summaries are reported to the City monthly. For Dial-A-Ride, the contractor creates a trip manifest which shows daily schedules and changes made. Individual taxi trips are recorded by date and by taxicompany.

Studies/Reports: The 2013 Community Study survey included questions about CityLine, public transportation usage, and highlighted information from the 2010 Census that pertained to transportation and mobility in the City. Information contained in the study provides a framework for understanding the role that the City's transit programs play in addressing the needs of West Hollywood community members.

For this report, staff considered data from the recently completed *Ridership and Feasibility Study for The Pickup*. The study looked at the service's cost, usage and role in addressing the transportation needs of West Hollywood residents, visitors and businesses. The Communications Department regularly issues updates regarding how the public accesses the City's website and online information pages. Transit staff carefully monitors this data to determine any changes in demand for information via this channel and to assess consumer behavior vis a vis electronic media.

COMMUNITY ENGAGEMENT

As part of this evaluation effort the City engaged the services of Michael Baker International, a consulting firm well-known to the City, to design and conduct a community engagement process (“WeHo Rides”) in the Spring of 2016. The results of this process are referenced in various sections of this report, and the quotes used throughout the document were received from constituents during this process. The summary of findings, survey materials and respondent demographics may be found as part of the Appendices to this report.

Although this extensive public outreach campaign was not a scientifically rigorous study, it provided the City an opportunity to anecdotally assess the public’s response and perception of the suite of transit services currently provided. The results have yielded a better understanding of who uses West Hollywood’s transit services, what the community’s transit needs are, how well those needs are being met, and how the City can improve existing transit and/or add new services to better meet those needs.

The data gathered from this outreach process have also helped the City determine that the pilot Hollywood/Highland service, CityLineX, is valuable enough to become a permanent offering. Lastly, the findings provide a basis for recommendations to focus on during the City’s transit provider contract procurement process in fiscal year 2017–2018.

On-Board, Online and Mail Surveys: The project team designed a two-page hard copy survey that passengers could take while riding CityLine, CityLineX or The PickUp shuttles. Each transit vehicle was equipped with blank survey copies and a survey return box. Drivers were instructed to hand out surveys to as many riders as possible over a four-week period. The project team also rode all of the Fixed Route services wearing easily identifiable orange T-shirts to encourage survey participation and to help residents with disabilities or language barriers to complete the survey. In total, **184** on-board surveys were completed.



The project team also designed a more extensive online survey and promoted it through the City's media contacts, email lists, and social media channels. The survey covered a variety of topics including transit priorities, recommendations for improvement of individual services and transit services as a whole, personal use of transit, and demographic information. In addition, a hard copy of the online survey (in English or Russian) was mailed to all registered users of the Dial-A-Ride, taxi, and bus pass subsidy programs. These mail surveys were especially important for targeting senior and disabled populations. In total, **527** residents completed the survey (222 online and 305 by mail).

Focus Groups and Individual Stakeholder Interviews: The project team spoke with six community stakeholders for 30 minutes each about their vision for the future of transit in West Hollywood. Interviewees included frequent service users, City Council members and other community leaders. In addition, the team conducted focus groups to gather input on their perceptions of the City's transit program. The focus group agenda included live polling about individual transit use and experiences, an open discussion on issues and opportunities, and a priorities brainstorm about the future of transit in West Hollywood. The following groups participated:

- Senior Advisory Board
- Disabilities Advisory Board
- Transportation Commission
- Community members and City staff

Pop-up Workshops: Mobile workshops offering opportunity for direct discussion as well as response to a variety of structured activities were held in the following locations throughout West Hollywood:

- Plummer Park Farmers Market
- West Hollywood Park and Library
- Kings Road Apartments
- Sample Saturday (Capitol Drugs)
- Ralphs Grocery Store

An estimated **800** people participated in at least one of the public outreach activities, with the majority of feedback coming via online, mail, and on board surveys. Results were summarized to address both general transit needs and feedback specific to each service, and targeted recommendations for future improvements or service additions were included in the report.

General Findings

FUNDING ALLOCATION

The City funds its transit services to address a wide range of goals. Some of these goals are specific to special populations while others are intended to reach the community as a whole. On the broader level, access to mobility improves the overall quality of life for a community. When evaluating the City's transit program overall, it is important to consider whether the way in which funds are allocated reflects the City's priorities and goals for transit. It is equally important to weigh costs against benefits, and to realize that the more intensive services will come at a higher cost.

Collectively, the City's direct transit services (three fixed route services, Dial-A-Ride/TLC and taxi subsidies) provided more than 185,000 trips in Fiscal Year 2015-2016. As summarized in the table below, just over 80% of these trips were on the three fixed route services, with the highest concentration of those being on the heavily used PickUp. Fixed route services are capable of moving more riders at a time, due to the larger vehicles and the continuous nature of the service. The ratio of riders to staff is also higher resulting in lower costs per trip overall. Fixed route services, therefore, account for only 57% of transit funding spent in a twelve-month period.

Contract Transit Services, Service and Expense Data (12 months)

Service	Trips Provided (12 months)	% of Trips Taken	Program Expenses (12 months)	% of Expenses	
CityLine (6 days/week)	65,011	33.2%	\$746,693	29.7%	FIXED ROUTE
CityLineX (5 days/week)	18,742	9.6%	\$241,017	9.6%	
The PickUp (2.5 days/week)	77,764	39.7%	\$392,147	15.6%	
Total - Fixed	161,517	82%	\$1,379,857	55%	
Dial-A-Ride/TLC	18,370	9.4%	\$774,788	30.8%	DEMAND RESPONSE
Taxi	16,032	8.2%	\$358,205	14.3%	
Total – Demand Response	34,402	18%	\$1,132,933	45%	
Total – All Services	195,919		\$2,512,850		

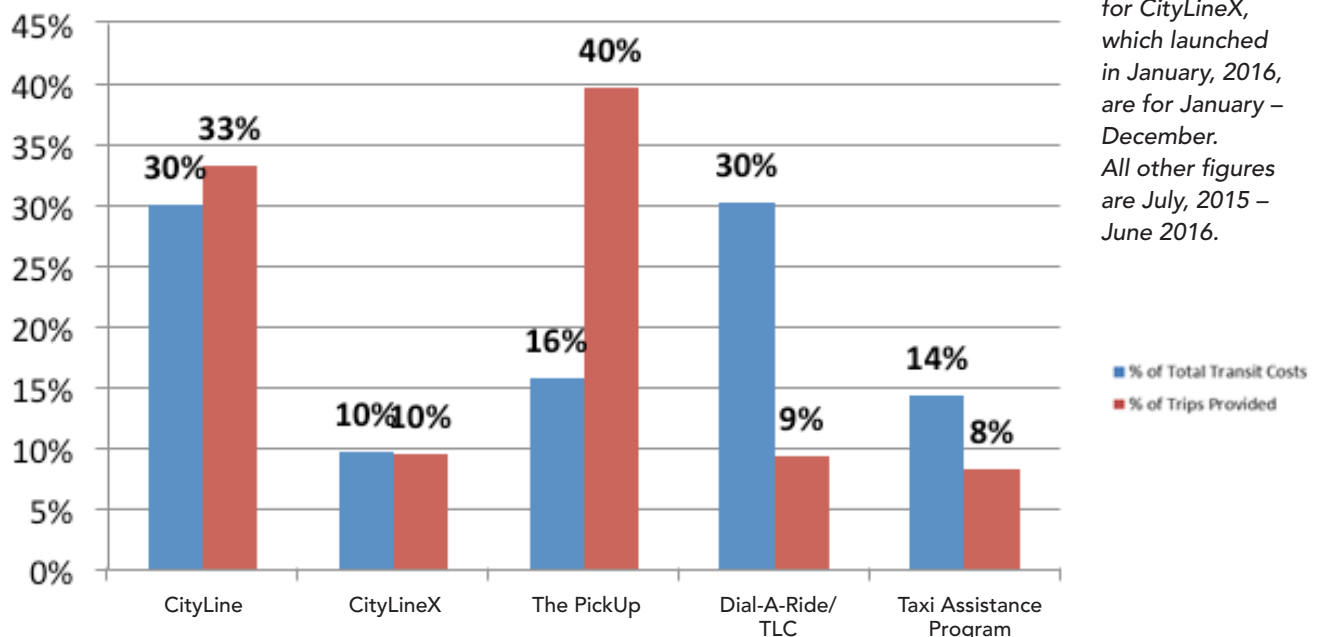
Data for CityLineX, which launched in January, 2016, are for calendar year 2016 (spanning two fiscal years) as opposed to all other figures which are from Fiscal Year 2016. Totals here may not reflect totals shown only for FY 2016 elsewhere in this report.

GENERAL FINDINGS

For the Demand Response services, the inverse is true. These services are more labor intensive, and carry fewer passengers at a time. They cater to the community's most vulnerable riders, typically those who are unable to make use of other transit options. These services are direct – i. e. they take a passenger “directly” to or from a location, eliminating the need for a first/last mile connection. For these intensive services, the proportion of trips relative to funding is the inverse of that for Fixed Route services; a relatively high proportion is spent on relatively fewer trips provided. In terms of service performance and value derived, comparison of Fixed Route with Demand Response services is an “apples to oranges” analogy. In addition to variation in trip volume and service intensity, there are also differences in typical trip length and percentage of down time. Evaluation of the City's program mix must take all of these factors into consideration.

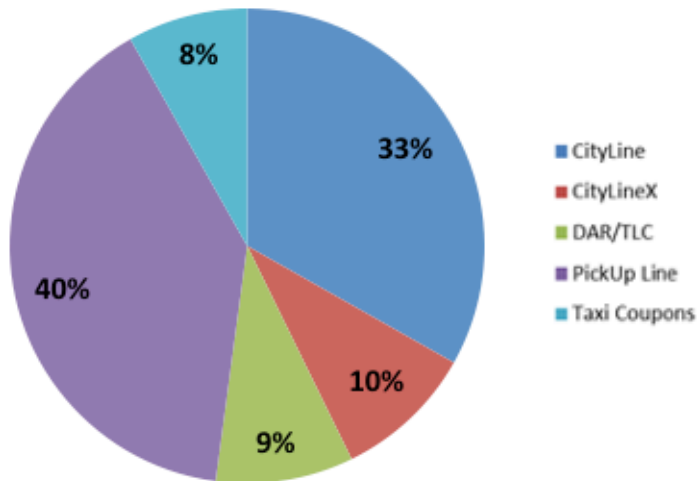
Also of note is the discrepancy between the proportionality of the Taxi Assistance program and the Dial-A-Ride/TLC service. There are several factors that contribute to the much wider gap between expenses and trips on Dial-A-Ride. First of all, the taxi program is actually a subsidy of a larger service, not a dedicated service for West Hollywood residents only. Taxi vehicles are in use whether or not they are providing service to West Hollywood residents. Infrastructure costs, such as dispatch, insurance, and maintenance are therefore also allocated over a larger base. Taxi program participants also contribute a share of the cost: \$8.00 for every \$50.00 worth of service, or about 16% of program costs. All Dial-A-Ride operating costs, on the other hand, are borne by the City only – it is a dedicated program.

Trips and Costs by Program – 12 Months



One of the questions to be asked as part of the evaluation process, then, is whether this more intensive program merits the additional cost.

Passenger Trips by Program – 12 Months



Ridership figures for CityLineX, are for January – December, 2016. All other figures are July, 2015 – June 2016. Total ridership figures shown are not adjusted for days or hours of service per week.

The various transit contracts are each structured quite differently. As described above, all of the contracts are on a “not to exceed” basis, since demand for services can fluctuate and may not be consistent year to year. The Taxi Assistance program is primarily a pass-through: the City reimburses the contractor for the amount that gets paid to the taxi companies. The other cost to the City is the administrative cost that is incurred for the contractor to oversee the program. As use of that program increases, the percentage of total cost that goes to program administration decreases.

In all the direct transit contracts, fuel costs are reimbursed by the City. In the case of the PickUp contract, fees include the cost of leasing the vehicles, while the CityLine and Dial-A-Ride vehicles are owned by the City, but maintained by the vendor. Initially, the PickUp was paid strictly on an hourly rate, but in the most recent contract amendment, part of the cost of operating the service was reallocated to a “fixed” category, similar to the way in which the CityLine and Dial-A-Ride contracts are structured. Because the contractor for the PickUp is a small organization, the addition of the fixed cost allowed them to manage resources in a manner that was advantageous to both parties. Differences in service models and contract periods meant that the contracts were structured in ways that were not necessarily consistent but made sense for that service. The City should review its options for the most effective way to balance cost and consistency prior to issuing the next transit RFP.

COMMUNITY FEEDBACK

Respondent Profile: Surveys were conducted via three modes: on-board, on-line and mail. The on-board surveys, by default, emphasized the fixed route services; the mail surveys, by default, emphasized the Dial-A-Ride and taxi programs since those program participants received the survey by mail. Individuals in the 65–80 age range comprised the largest response group overall, but individuals ages 26–39 were the largest response group in the on-board surveys, indicating that ridership seems to include a younger population than previously thought. Fewer than half of survey respondents identified as disabled, implying that the City’s services may also reach a larger, more diverse population than is generally perceived by the community. A majority of respondents to the online survey reported earning over \$50,000 each year, while 61% of mail survey respondents earned less than \$24,999 each year. More details from the “WeHo Rides” community transit study can be found in the Appendices as a separate report.

Community responses centered on several broad themes:

- Satisfaction with services
- Access to information and education
- Availability of service

Satisfaction with Services: Nearly 75% of survey participants are satisfied or very satisfied with transit services overall. Community members recognize and appreciate the broad range of benefits that are available to them from the City.

Access to Information and Education

Destinations Not Reached by Transit: To assess the effectiveness of existing transit options and of the City’s information and education efforts, survey respondents were asked to identify any places they wished to go but couldn’t because of a lack of transportation to that destination. In total, 37% of 448 respondents identified inaccessible destinations. Many of the destinations, however, are, in fact, served by some form of public transit, so these responses may be more indicative of the need for additional information and training. When examined by age and ability status, responses indicated that access to destinations generally decreased as age increased. Half (50%) of respondents who identified as having a disability indicated that there are destinations they cannot reach due to lack of transportation, compared to 26% of non-disabled respondents. Additional efforts are needed to ensure that marketing reaches all target audiences in the most appropriate manner.

Reasons for Not Using West Hollywood Transit: More people listed “I did not know about transit services” than “I prefer to drive my own car” as the primary reason for not using transit. Again, marketing efforts must target those constituencies that have gaps in their knowledge of transit options.

Transit Information: Both online and mail surveys asked residents where they got information about West Hollywood’s transit services. Physical brochures and transit maps, and the Internet via either computer or smartphone were the most popular answers. Nearly 50% of survey respondents indicated that access to transit information was either “Not convenient” or “Somewhat convenient” – indicating the City has room to improve in the provision of information about transit services to the community.

Specific to the fixed route services, survey respondents were asked about their use of available technologies that assist with trip planning and vehicle arrivals. 47% were unfamiliar with the available web and mobile applications, with familiarity decreasing proportionately with increasing age. However, two-thirds of respondents indicated that they would be interested in learning more about the available web and mobile applications, with more than 50% in each age group expressing interest in learning more about these services. Nextbus user data shows that in addition to accessing arrival information from the City’s web pages or directly from Nextbus, over 10% of inquiries are accessed by either the texting or the voice/phone feature. User data for the City’s website has also indicated increasing traffic to both the City’s “CityLine” and “Transportation Options” pages, with the total number of “hits” to these pages almost tripling in the last three years. The City should consider these data when developing outreach and marketing strategies.

“Have a digital display that shows when the next bus will arrive.”

Fixed Route Services

OVERVIEW

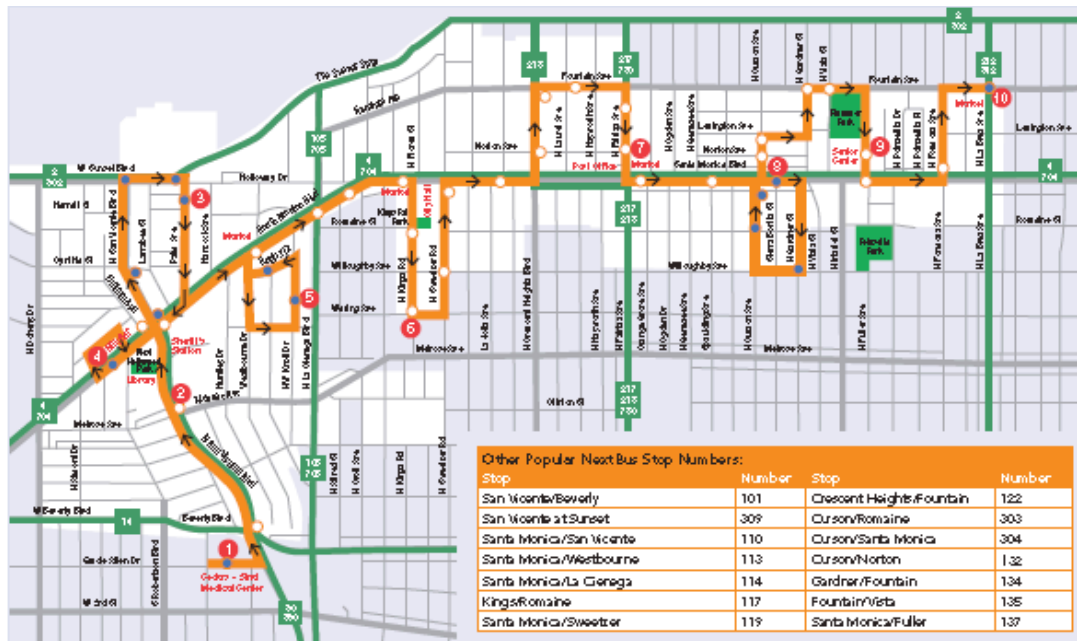
There are a variety of factors used to measure effectiveness of fixed route services, including total boardings, boardings per service hour, on-time performance, per trip cost and passenger satisfaction. Although an attempt is made to compare metrics across service types, evaluating services as part of the larger whole, indicators are also considered in the context of additional factors such as service goals, target ridership, route length, destinations served, travel time, and service frequency. Often these variables are interrelated, and sometimes goals can be in conflict with one another, particularly if resources are limited. As an example, CityLine serves a large number of locations in the City, many of which are in the local neighborhoods. This makes the service more accessible to those who cannot walk longer distances to the larger streets. However as a result, the route is more indirect, with the result that many passengers complain the service takes too long and does not come frequently enough. In considering the feedback from the community about these services, the City must evaluate its priorities as it considers resource allocation.

Fixed-Route Trips 2016

Indicators for FY 2016 except as noted	CityLine	CityLineX*	The PickUp
Vehicle Service Hours (VSH)	10,630	3425	3,295
Passengers	65,011	18,742	77,764
Operating Cost/VSH	\$70.24	\$70.36	\$119.01
Operating Cost/Passenger	\$11.48	\$12.85	\$5.04
Passengers/Hour of Service	24	22	71
Overall satisfaction	82%	64%	81%
Primary Goal/Target Ridership	Seniors, Disabled and Public	Commuters and general public	Young adults, tourists and visitors, access to nightlife

*12 months January – December, 2016

CITYLINE



Cityline Route with .25 mile buffer



Overview/Purpose of Program

CityLine is a free, fixed route circulator that operates Monday through Saturday from 9:00 a.m. to 6:00 p.m. on 30-minute headways, in a 2-hour loop around West Hollywood. Service is provided by a fleet of four 20-passenger cutaway vehicles that were purchased in 2010 and are scheduled to be replaced in the current fiscal year. CityLine has been in existence in one form or another since the early 1990s and has evolved over the ensuing years to address a variety of goals. Initially established to offer a flexible alternative to the more costly Dial-A-Ride service, CityLine is ideal for local trips taken by those who might not be able to use the larger Metro system; stops are no more than a quarter mile from any residence in West Hollywood.

In addition to stopping at the City's five low-income senior buildings, CityLine serves such major destinations as the parks, senior center, library, post office, grocery stores, and Cedars Sinai Medical Center. Although the service is available to the general public, CityLine has always been most popular with seniors and those with disabilities, because the smaller buses are easily accessible and travel deeper into local neighborhoods than the larger transit system does. In addition to providing access to local service, CityLine is also first/last mile linkage to the main thoroughfares for those wishing to transfer to the larger Metro system.

“I could not survive without this service.”

A major study conducted in 2003 resulted in a service redesign; another evaluation was conducted in 2012 -2013, with an eye to increasing ridership. The route was subsequently overhauled, resulting in a less confusing map and more frequent arrivals. In an effort to broaden the appeal of the program to the general population, other service improvements were adopted, including making CityLine free, and adding the service to the Google Transit and NextBus platforms, in an effort to mitigate the irregularities in scheduling inherent to a long and winding route in a heavily trafficked area. At its core, however, the primary focus of this service continues to be those who may have, for a variety of reasons, limited access to transportation options. From a community-wide perspective, CityLine provides a mobility option that helps to address congestion and parking challenges. From a Social Services perspective, Cityline addresses a goal of the City's **Ageing in Place** strategic plan by enhancing access to the community by those with limited ability, yet does so in a manner that is more cost effective and environmentally friendly than some of the City's other transit services.

Service Analysis

The 2003 evaluation described the following service standards for the CityLine service:

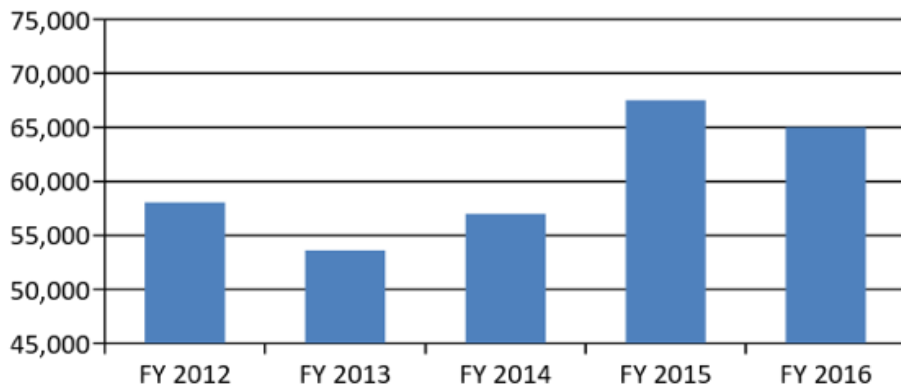
- Route Coverage – how well it accesses where passengers want to go
- Service Span – how much of the day or week service is available
- Service Frequency – how often buses arrive
- Connectivity – ease of transfer to other routes and systems
- Travel Time –length of time required to travel from point A to point B

When resources are limited, a tension is created among these variables. CityLine excels in the area of coverage and connectivity, and has improved its frequency, but travel time has not been established as a priority to date due to the need to provide service to a large number of destinations. Typical performance measures for transit services tend to focus on ridership, costs, and customer satisfaction, and how well these three categories measure the standards above.

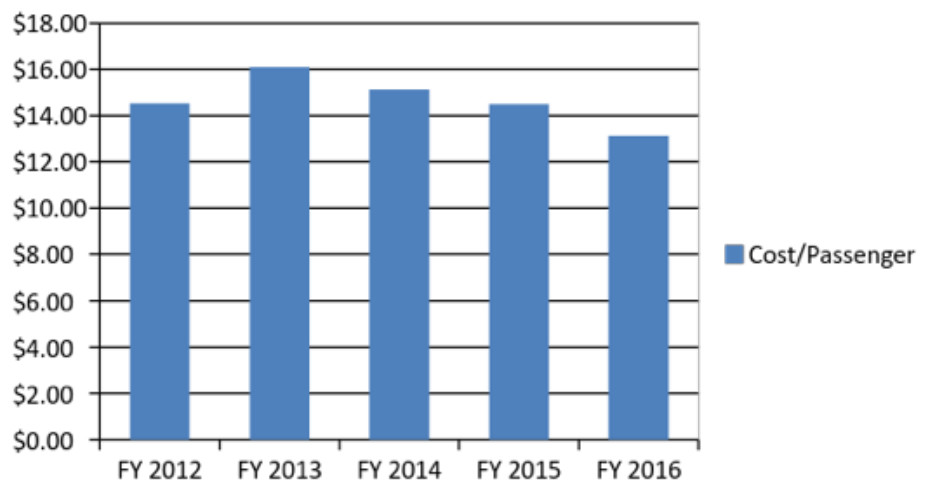
CityLine ridership has been on an upward trend in the last three years. Changes to the route and service, as well as increased public awareness of the program resulting from several promotion campaigns, have likely contributed. The City also made the service free in 2013, and many members of the community have been pleased with that change. Annual ridership on CityLine is currently between 65,000 and 70,000 boardings. For the current fiscal year, the monthly average is 5,650 boardings, an increase in ridership of more than 20% from 2013, when the new route was adopted.

Because fixed route services have relatively fixed operating costs, per passenger cost decreases as ridership increases. Average cost per passenger for CityLine is normally between \$12 and \$15, and typical hourly ridership is about 25. Fixed route services, as a rule, will always be less costly on a per-trip basis than more specialized services.

Cityline: Passenger Trips by Fiscal Year



Cityline: Cost per Trip by Year



In an effort to gain insight into what aspects of the service are best addressing community needs, City staff evaluated ridership patterns by looking at samples of 12 dates over a six month period between July 2015 and December 2015. This information can be useful in evaluating allocation of resources. It should be noted that during this period the senior building on West Knoll had been evacuated due to a flood, so data may be somewhat lower than normal, particularly for that location. The results were also compared to a sample analysis of data from 2013-2014.

“The CityLine takes me where I need to go.”

Time of Travel

- Morning tends to be busier than afternoon. Peak ridership is typically between 12:00 noon and 1:00 p.m.
- Ridership begins to taper off after 1:00 p.m and after 5:00 p.m. is significantly lower.
- During the morning hours, more trips are taken from west to east. In the afternoon, the reverse is true.
- Typically, Saturday service is slightly lighter than weekday service.

Boarding and Destination Locations

- Popular boarding points for Eastbound trips and destinations for Westbound trips include Cedars Sinai Medical Center, Pavilions, the three major senior housing buildings, and major commercial intersections including Santa Monica at Fairfax, San Vicente at Melrose, and San Vicente at Santa Monica.
- Popular westbound boarding points and eastbound destinations include intersections with major thoroughfares that have access to retail and Metro bus connections, most notably at La Brea and Fairfax, as well as at the County senior housing locations.
- Overall, westbound travel is generally higher than eastbound.

These findings were fairly consistent with the 2013-2014 analysis, with the most notable change being an increase of access to the West Hollywood library at San Vicente and Melrose. During the survey conducted in April, 2016, CityLine riders were asked to indicate where they got on and where they would get off the bus, and survey respondents were asked to share their most frequent boarding locations and destinations. The results were similar, though not completely consistent with the locations identified in the trip samples analyzed by staff. The most popular boarding locations among survey respondents were Santa Monica at Fairfax and Cedars Sinai. The housing at Santa Monica and Sierra Bonita, and the senior building at West Knoll, which was unoccupied during the period of the most recent staff sample, were also significant boarding locations for survey respondents. The top two destinations were Santa Monica and Fairfax, followed by Cedars Sinai. The Library, Pavilions and La Brea at Fountain were also frequently cited as popular destinations, indicating that riders use CityLine for local errands, medical appointments and to access community services.

Frequency and timeliness of arrival are both critical factors in the decision-making process of those individuals who choose to use transit over automobile trips. The National Academy of Sciences in their guide to transit planning and implementation states that “maintenance of on-time service has a positive effect on riders and ridership because patrons experience less waiting, decreased travel time, fewer missed connections, more on-time arrivals at their destinations, and reduced uncertainty overall. ” The City’s contract with MV Transportation stipulates an average on-time performance of 90% and average headways of 30 minutes. With the adoption of the NextBus contract, staff is able to monitor these metrics with access to real-time and summary data. Although there are some limitations to this data source, CityLine has averaged on-time performance of just above 80% in the last year. A wide range of factors contribute to this, and staff is working closely with the contractor to monitor circumstances under which delays are preventable, vs. those outside the City’s or operator’s control, such as traffic conditions and vehicle breakdowns. Sometimes schedule adjustments are also necessary.

COMMUNITY RESPONSE

Knowledge and Use of Service

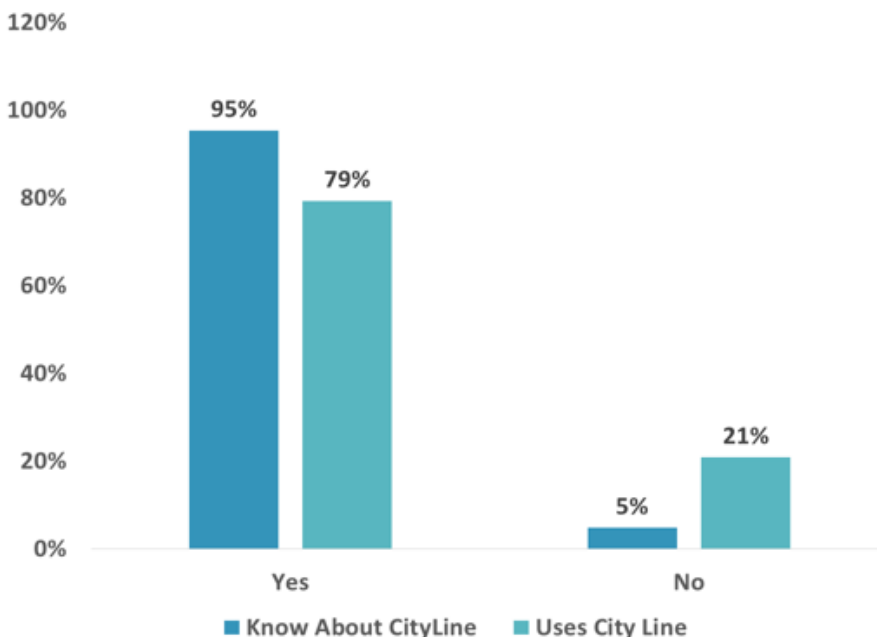
Among survey respondents, the vast majority (95%) indicated that they were aware of the CityLine service. 79% of respondents indicated that they actually used the service; the majority of these responses were to the mail survey, which was sent primarily to senior and disabled community members. 54% of survey respondents indicated that they use CityLine at least a few times a week or every day.

Satisfaction with CityLine

Survey participants were asked to report their level of satisfaction with CityLine services. Across all surveys, a majority of participants (82%) rated themselves as either satisfied or very satisfied with CityLine. Complaints received at City Hall about CityLine service have decreased significantly in the past five years. When given an opportunity to provide suggestions for improvement of CityLine services, survey respondents tended to focus on the following factors:

- Increased frequency of service
- Extended hours of service
- Additional stops
- Better promotion of services, increased availability of information
- Increased route efficiency
- Improved access to and reliability of schedule

Community Familiarity with CityLine



Sometimes the goals of community mobility and accessibility can be at odds. It is difficult to achieve the rapid, direct route and high frequency desired by those who are being asked to leave their car at home, while also providing access to those who are not on the direct route; because the shuttle stops at a variety of significant locations, it travels a winding path that requires nearly an hour to cross town. With only four vehicles available for service, the City must prioritize how it allocates these resources to address varied needs. As a circulator service, trips are often short and travel time becomes less important than access. However, for riders who are using the service by choice (as opposed to necessity) it may not meet the required level of convenience. Direct route and frequent arrivals are easy to achieve in a small area, but at the expense of reaching those who are not on the main path of travel. This question will be discussed further in the recommendations section of this report.

CITYLINE X

Overview/Program Purpose

CityLineX is a free rush-hour shuttle that directly links West Hollywood to the Red Line station at Hollywood/Highland. CityLineX was launched in January, 2016 as a six-month pilot program. In June 2016, the City Council approved staff's recommendation to continue the program pending the results of this analysis, which will include further recommendations for the program going forward.

CityLineX runs Monday through Friday during peak commute hours from 7 a.m. to 9:30 a.m. and from approximately 5:45 p.m. to 7:30 p.m. The service currently piggybacks on regular CityLine service by utilizing the same vehicles, which switch between routes. This allows the City to increase efficiency by using the same vehicles for more than one service. In addition to the regular services, The Pickup, CityLine and CityLineX merge to provide special services during special events, including Halloween, New Year's Eve, and CSW/LA PRIDE.

At the time the service was launched, a careful effort was made to market the program to have a broader appeal, and reach a more diverse ridership than the existing CityLine service. Because the route has stops at major intersections along Santa Monica Boulevard, many community members use the service not only to travel to and from Hollywood and Highland, but also to travel to destinations within West Hollywood. The service has been very well received, and ridership has continued to increase steadily.



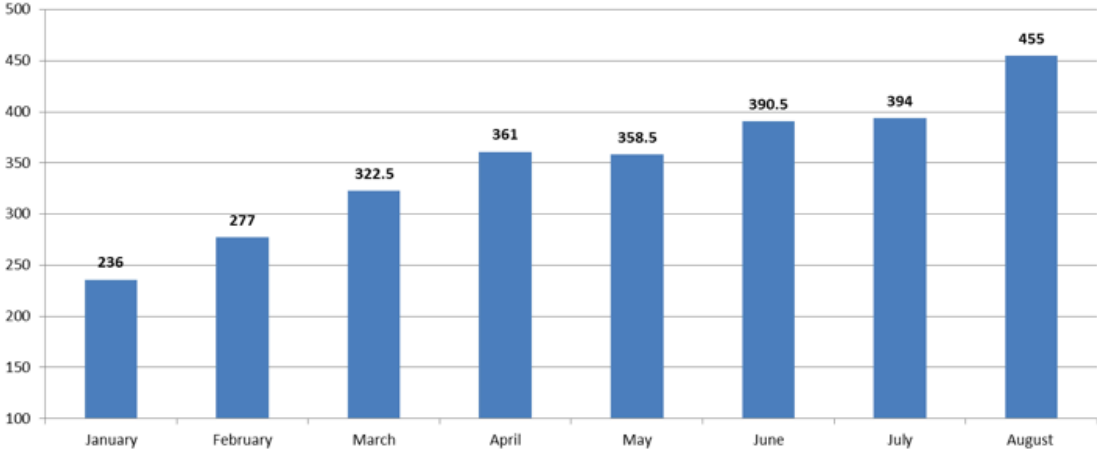
Service Analysis

In January, 2016, the first month of service, CityLineX provided a total of 846 trips. Ridership peaked in August, 2016, when 2041 trips were provided, more than double the ridership in the first month of service. Ridership continues to increase steadily - after one year of service, average monthly ridership was 1562, an increase of 85% over the course of the year.

Average Daily Ridership, By Week



CitylineX: Average Passenger Boardings by Week per Month



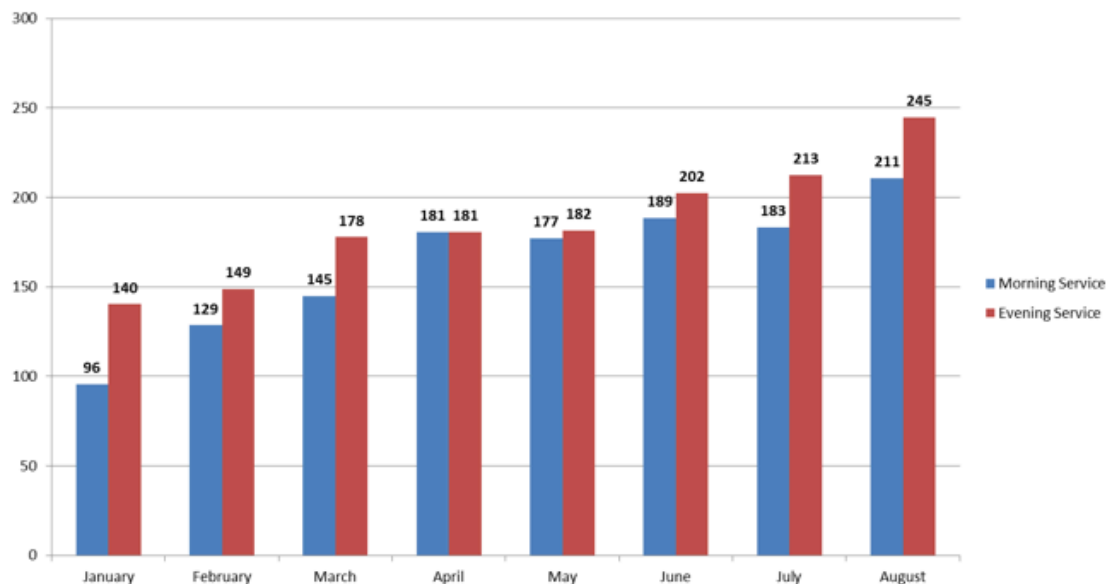
FIXED ROUTE SERVICES

Part of the popularity of the CityLineX service appears to stem from the fact that it travels along a direct route along Santa Monica Boulevard. Unlike the daytime CityLine service, which has a more meandering route to allow for stops within the neighborhoods, CityLineX is more of an express-type route, with only ten stops in each direction. Typical travel time, end-to-end, is usually about 30 minutes or less. This need for direct service was an issue that has been identified as important to attracting a broader rider base, and allows the City to offer a “compromise” by varying the routes by time of day.

In developing the route, the approach to Hollywood was a challenge for a number of reasons. Heavy traffic in the Hollywood area and frequent closures of Hollywood Boulevard, necessitated a route choice that avoided these challenges as much as possible. A designated “detour stop” goes into effect when Hollywood Boulevard is closed in both directions. Heavy traffic on Highland Avenue, especially during evening hours, ultimately led to a minor route modification; rather than approaching via Highland, the shuttle now travels up La Brea to get to Hollywood. This change has allowed for more consistent schedule adherence.

Initially, evening service had higher ridership than morning service. More recently, however, ridership has evened out between morning and evening. From January 2016 to June 2016, average weekly ridership for the morning service increased by 88% while evening ridership increased by about 34% during the same period.

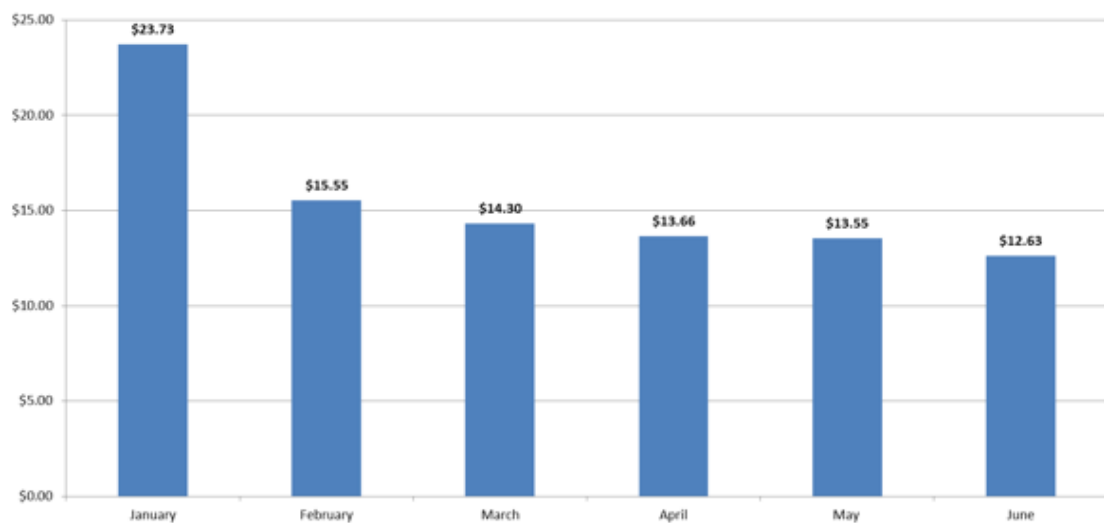
CitylineX: Average Boardings per Week by Service Time and Month



Boarding and Destination Locations

Eastbound service from West Hollywood to Hollywood tends to be slightly busier, with the most popular boarding location at San Vicente. Other popular points of origin include Sweetzer, La Cienega and the West Hollywood Library. For passengers who are heading West, towards West Hollywood, the most popular boarding location is Hollywood and Highland; however, a very large number of trips begin at La Brea. Gardner and Fairfax are also popular boarding points for inbound trips. This finding was confirmed by the community outreach effort, where many riders indicated that they use the service in both directions for destinations within the City, including La Brea and Sweetzer as two of the most popular boarding locations.

CitylineX: Cost/Trip by Month



Value/Cost Effectiveness

As described earlier in this report, as ridership continues to increase, the average cost per trip will decrease. The table above details cost and trip data from January 2016 through June 2016 for CityLineX. Current cost per trip is consistent with CityLine, however if ridership continues on the current trend, costs per passenger will continue to drop.

A less tangible value from this service has to do with ridership and community perception. The pilot has presented an opportunity for the City to reconsider demand for a Boulevard-only service, and to raise awareness of the City’s transit services among a new target population.

Community Response

Community members were asked in surveys, interviews, and at pop-up events to share their perceptions of the CityLineX service. It is important to note that this process was conducted in March and April of 2016, just three months into the new service. As the service becomes more established, more nuanced responses and suggestions may become apparent.

Knowledge and Use of Service:At the time of the survey, two thirds of those who responded indicated that they had heard about the new service and 42% had actually used the service. In terms of frequency of use, out of 138 total respondents, 42% responded that they used the service at least a few times a week or every day.

Satisfaction with CityLineX: A majority of survey respondents (64%) rated themselves as either satisfied or very satisfied with CityLineX. The most common request was for CityLineX to run later, during the day, and on weekends. When asked for suggestions for improvement, responses tended to focus on the following themes:

- Increased frequency of service
- Extend hours and days of service
- Better promote services and increase availability of information
- Increase reliability

THE PICKUP

Overview/Purpose of Program

The PickUp trolley service operates Friday and Saturday evenings between 8:00 p.m. and 3:00 a.m. and on Sundays from 2:00 p.m. to 10:00 p.m. with the intention of providing a fun and safe alternative to driving while out on the town. The route follows a six-mile loop route along Santa Monica Blvd. from Robertson Boulevard to La Brea Avenue arriving approximately every 15 minutes. In addition to its regular service, The PickUp also operates on seven “nightlife holidays”: St. Patrick’s Day, Cinco de Mayo, Sunday before Memorial Day, Fourth of July, Sunday before Labor Day, Halloween, and New Year’s Eve.



Initially a six-month pilot program introduced in 2014, The PickUp quickly became known for its unique branding and active social media presence. As part of the 2014-2016 budget process, the Council directed staff to conduct a Needs Assessment and Ridership Feasibility Study to inform recommendations for the program long term. The study was divided into four components: demographic overview, public outreach, program recommendations, and financial plan. Because an in-depth evaluation of The PickUp was conducted relatively recently, this report focuses on highlighting program milestones, ridership and cost trends, and the community’s response to the program in the context of all the City’s transit programs.

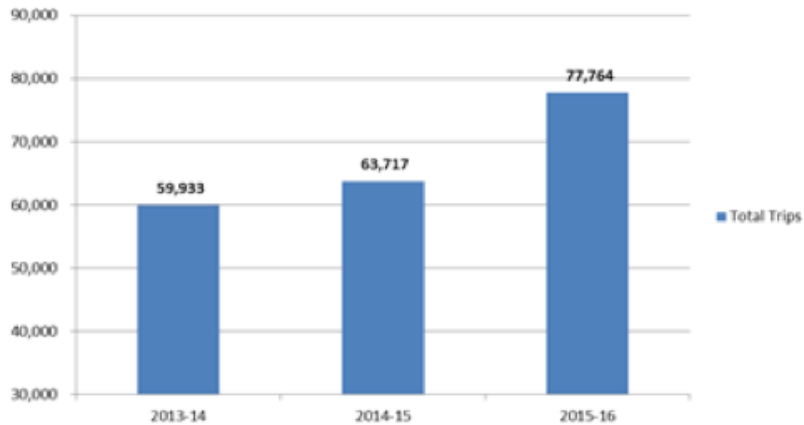
The Needs Assessment was completed in January of 2015. Based on the recommendations in the study, the City Council voted in February, 2015 to make The PickUp a permanent program and to subsequently add holiday and Sunday service and expand service to La Brea. All of the changes were incorporated into the 2016-2018 budget.

***“Love The PickUp!
A++++”***

Service Analysis

Ridership: The PickUp has been a popular service since inception, and ridership has continued to increase steadily. In FY 2016, following the extension of the route to La Brea and addition of a third vehicle, ridership increased 22% over the prior year, to more than 77,000 boardings.

The PickUp: Passenger Trips by Fiscal Year



The PickUp primarily caters to a late night crowd. Peak hours for westbound service (heading into West Hollywood) are between 10:00 p.m. and 12:00 a.m.; the most popular stops are La Brea, Fairfax and Crescent Heights. Peak hours for eastbound boardings are between 1:00 a.m. and 3:00 a.m.; more than half of all trips heading East board at San Vicente after bars in that area close.

Community Response

64% of survey respondents are aware of this service and about 48% use it. A majority of passengers rated themselves as either satisfied or very satisfied with The PickUp. Respondents also wrote in the primary suggestions for improvement of The PickUp, the most frequent of which were the following:

- Run additional days and hours
- Add a time schedule and/or digital display at stops
- Additional stops(including service to Sunset and the Hollywood/ Highland station)
- Increase frequency
- Better publicize service and disseminate information

FIXED ROUTE ANALYSIS SUMMARY AND RECOMMENDATIONS

Community Feedback: Fixed Route Service Priorities

When asked what they liked best about the City's fixed route services, community members indicated appreciation for the fact that these services are free, that they are clean, and that the daytime service goes to Cedars Sinai. They also like the fact that CityLineX is more direct than regular CityLine service, the convenience of the service and the locations of the stops. Comments specific to The PickUp indicated that respondents were pleased about the atmosphere, the music and the extended service to La Brea.

When asked to prioritize which service features were most important to them, respondents indicated days and hours of service, convenience of stop locations, frequency of arrivals and safety on-board and at stops as high priorities for fixed route service. Punctuality and efficiency/directness of route was also desirable. Interestingly, members of the Senior Advisory Board, when participating in one of the focus groups, expressed a desire for more direct service on Santa Monica Boulevard on weekdays.

Requests for changes focused primarily on service expansion (more frequent service, more days of the week and longer hours), more efficient routes/direct service, and service to more locations. Passengers also indicated a desire for Bike Racks on the buses. Based on input from the Eastside Working Group, the consultant team drafting the Eastside Community Plan included a recommendation specific to CityLine X: "The CityLineX pilot program can be made permanent and expanded/modified. This could include peak express service to the future Purple Line station at Wilshire/La Brea; more frequent service; expanded hours of operation; and making the service permanent.

"...it's easier to take the shuttles than driving and parking. "

FIXED ROUTE SERVICES

The following is a summary of priorities based on feedback from the community engagement process. Recommended changes to The Pickup were adopted subsequent to the previous study.

CityLine: Improve reliability, speed, and frequency. Across the board, survey participants are happy with the CityLine service and want to maintain its route and free status. Many participants would like to see more frequent shuttles, more accurate shuttle information, and faster travel times, as well as additional North/South service. Implementation of these changes will require a commitment of additional resources by the City.

CityLineX: Extend hours and frequency. Survey participants expressed a desire for earlier and later hours, weekend service, and more frequent shuttles. Limited expansion of this service can be achieved without committing additional resources by shifting some service away from Cityline when that route has least demand. Increased frequency and greatly expanded hours, like the changes cited above, would require the City to commit additional resources to this program.

Resource Allocation and Recommended Service Changes

There is an inherent paradox in setting service priorities when resources are limited: frequency, speed and number of stops are, more or less, mutually exclusive. The City has a challenge in the allocation of resources to address competing community transportation needs. In the absence of added resources, choices must be made among options for the fixed route services and the needs of various constituencies. With the current number of vehicles available for service, the City must determine whether to serve additional locations and potentially slow down travel time, or to create a more direct route by reducing the number of stops. Establishing priorities for resource allocation will be key to addressing community needs, although there is potential to create some balance by shifting existing resources between routes.

Although fixed route services account for just over half of the City's transit expenditures they provide over 80% of the service. This is appropriate, based on the overall greater capacity of fixed route service. Fixed route services carry the majority of trips at a lower cost so that the City can target more limited funding to the costlier demand response services. Between the services within this category, there may be options to reallocate some resources to better balance the way the City addresses community need. Because some of the priorities identified by the community are in direct competition with one another, a short-term reallocation between services will be the best way to address these conflicting needs. In the longer term, the City may evaluate the possibility of committing additional resources to these services. Recommendations for fixed route modifications are as follows:

Near term:

- **Adopt the CityLine X route as a permanent service.**
- **Shift resources between CityLine and CityLineX to increase availability of direct route service during evening and weekend hours.**
- **Pilot connector service using CityLineX and The PickUp on Friday and Saturday evenings to provide access to regional rail service on weekends.**
- **Pilot shuttle service along Sunset Boulevard similar to service currently provided by The PickUp.**
- **Increase marketing efforts to promote fixed route service options and information. Since vehicles will be replaced in the current fiscal year, an opportunity exists to present these services in a different light.**

Longer term:

- **Consider dedicating additional vehicles to fixed route services in order to increase frequency as well as offer options for both direct route and more local service.**
- **Consider leasing vehicles for use in pilot-testing options, prior to committing resources to capital investment.**

Demand Response Services (Including Taxi Assistance Program)

OVERVIEW

In the last five years, a number of major operational and eligibility changes were implemented to the City's Demand Response programs. At one time, each of the programs with age-related eligibility defined "senior" differently: age 60 and older for Dial-A-Ride, 62 for the bus pass subsidy and 65 for the Taxi program. Individuals with disabilities had to have a very specific type of disability in order to qualify. The City now uses 62 as the standard age-qualifier for consistency with Metro. Those with disabilities no longer have to qualify by virtue of a specific disability, but only to certify that they are living with a disability.

The Dial-A-Ride program also broadened its service area to include all of the City's social services agencies and the Braille Institute on Vermont. With the closure of the Jons market on La Brea and the Trader Joe's at Movietown Plaza, the City began offering weekly shopping shuttles to alternate locations of these two chains, in addition to the Ralphs shuttle that was previously available. These changes have resulted in increased demand for the service, with the corresponding effect that callers cannot always get requests filled. Recommended strategies for mitigating these challenges will be addressed later in this document.

The "TLC" program, which provides door to door assistance, was launched as an added option in 2014 after the City was awarded a Federal grant to pilot this more intensive level of service. Because the regular Dial-A-Ride is a curbside pickup, it was not meeting the needs of those unable to wait at the curb; this was identified as a gap in a survey conducted by the City 2012. The program has been successful in helping to close that gap, as well as relieving pressures on the regular Dial-A-Ride service, and an additional grant was received in 2015 to extend the program and expand availability of the service by adding a second vehicle.

The Taxi Assistance program also saw significant changes in the last few years. Following the adoption of an electronic fare card in lieu of coupons in 2013, a significant decrease in use resulted in substantial program savings. In an effort to utilize budgeted funds, address complaints about drivers, divert demand from Dial-A-Ride, and better meet the needs of program participants, the City approved significant increases to the amount of service available to participants in 2015. Additionally, the old "Social Services Taxi Program", which provided free taxi rides to medical appointments for those with HIV/AIDS, was folded into the general taxi subsidy program, with participants of that program "grandfathered" in at no cost.

Service provided by Demand Response options (FY 2016):

Services Delivered (FY 2015/16)	Dial-A-Ride	TLC	Taxi Assistance
Vehicle Service Hours (VSH)	9263	1659	4303
Passengers	15,852	2518	16,032
Contract Expense	\$692,219	\$82,569	\$405,350
Primary Goal/Target Ridership	62+ and disabled; medical appointments	Very frail	62+ and disabled; greater flexibility

DIAL-A-RIDE/TLC

Overview/Purpose of Program

Dial-A-Ride is a free van service that provides curb-to-curb transportation to senior and/or disabled residents by appointment, Monday through Friday from 7:30 a.m. to 5:30 p.m. TLC is an enhanced service which provides an assistant (in addition to the driver) to help the frailest passengers negotiate the pathway between their home and the vehicle, and from the vehicle to their destination. This additional support allows even individuals with very limited mobility to have access to transportation. Although TLC has a separate funding source, and data for this service is tracked separately, in practice the two programs operate seamlessly, with some participants moving between the two as need and condition dictate. Because both services are provided by the same contractor, TLC has built on the existing Dial-A-Ride infrastructure and some of the fixed program costs are absorbed

by the larger program. TLC, which was initially a pilot program with service available for a limited number of hours, recently received funding to expand its availability so that service hours now mirror those of Dial-A-Ride. As the City seeks ways to support **Aging in Place** in West Hollywood, TLC represents an example of direct assistance that helps people with limited mobility get out the door of their home, into the Dial-A-Ride vehicle, and back again.

“I am 82, live alone up a flight of stairs and no longer own a car... The ‘Dial-A-Ride’ buses twice a week to doctors and dentists have been lifesavers!”

Individuals who are eligible for Dial-A-Ride may call up to two weeks in advance to request a ride. The service also offers “subscription” service – i. e. those who have a regular, fixed appointment can reserve a regular pickup on the same day and time. Dial-A-Ride service also provides regular weekly grocery trips to Ralphs, Trader Joe’s, and Jons markets, and special transportation for elections and senior events. Priority is normally given to trips for medical appointments; however the service is used for other purposes as well. The defined service area includes West Hollywood proper and surrounding areas, the City’s contracted social service agencies and medical facilities such as UCLA, the Veterans Administration, and Kaiser (Sunset and Cadillac facilities). All vans are ADA accessible. The City has just acquired a new fleet of minivans funded by Federal Section 5310 funds, which were delivered at the end of 2016.

Service Analysis

During Fiscal year 2015-2016, more than 18,000 trips were provided to 344 individuals by the combined Dial-A-Ride and TLC services. A small number of “regulars” are the most frequent users of the service and presumably the least able to utilize other options; 12% of passengers accounted for between 121 and 550 trips per year, while 88% of passengers used the service for fewer than 120 trips, or, on average about 10 one-way trips per month, in that one-year period. Dial-A-Ride trips are relatively short – between three and a half and four miles on average. This works to the advantage of increasing efficiency, as more short trips can be provided in less time.

As with other services, per-trip cost decreases as ridership increases. As a very individualized service, Dial-A-Ride is expensive to provide. Average cost per trip was about \$42.00 for fiscal year 2016. However since trip length varies, a more realistic metric for this type of service is cost per mile. Based on FY 2016 data, cost per mile for this service is about \$12. 50 -- similar to per trip cost for the fixed route services. As indicated in the discussion of resource allocation above, in the case of Dial-A-Ride, funding is not proportionate to trips provided. However, in terms of value, a premium is placed on providing a more intensive level of service to the community’s neediest members.

DEMAND RESPONSE SERVICES (INCLUDING TAXI ASSISTANCE PROGRAM)

Dial-A-Ride is intended to be a “shared ride” service, however in practice it does not always operate as such. Ideally, each trip should transport two to three people at a time, although passengers sometimes object to the additional travel time necessary to accommodate the trips of others. The exception to this is the weekly shopping trips, which typically take four, five, or more passengers in a larger vehicle to a single destination (Ralph’s, Jons or Trader Joe’s). Such shared trips greatly increase efficiency and availability. Effective scheduling for this service requires a balance between efficiency and passenger convenience. To this end, staff has been reviewing both contract and operating models used by similar services in other cities.

Particularly with longer trips such as to UCLA, it is highly inefficient to cover such distance with only one passenger on board. Because the program has become increasingly popular, community members are finding that they cannot get all trip requests confirmed. To increase availability and efficiency, the City has purchased one larger shuttle and will begin to schedule longer trips on a fixed schedule to make the program more efficient and increase availability. This policy change will take effect once the new vehicle has been delivered. Staff anticipates that there will be an adjustment period as passengers get used to the change.

Another challenge with this program has to do with the high rate of trip cancellations by riders, which can also affect efficiency. Because of the nature of the user group, cancellations are not uncommon, with the result that cancelled rides create unfilled time slots. Although the service does not officially offer “same day” service, passengers who have been placed on “standby” are sometimes offered last minute trips due to cancellations. Callers currently have the ability to schedule trips several weeks in advance – with the result that plans can change, which may also be contributing to the frequency of cancelled trips. Staff is currently in the process of reviewing scheduling practices and cancellation policies with the contractor. Additional changes are expected to be implemented, with corresponding rider education to be put in place. As with the change noted above, an adjustment period will be necessary, but the end result will be to improve efficiency and in turn, increase availability of service. It is also incumbent on both the City and the contractor to better educate passengers about program rules so that service expectations can be managed.

Community Response

A majority of the survey responses about on-demand services came from the mail survey, which was only sent to seniors and residents with disabilities who use the Dial-A-Ride and/or Taxi program. A majority of these survey respondents rated themselves as either satisfied or very satisfied with Dial-A-Ride/TLC services. Almost three quarters of respondents were aware of the Dial-A-Ride service and about 60% of respondents actually use the service. Consistent with the data analysis for this service, survey response also indicated that this program has “frequent fliers;” about 50% of survey respondents indicated using the service “a few times per week. ” An additional 25% responded that they use the service “a few times per month. ”When asked which destinations they most frequently used the service to reach, the majority of respondents indicated that their primary trip purpose was for medical appointments, with shopping as the second most common trip purpose. Although users of this program overall were very pleased with and grateful for the level of service received, many of the individual comments received about this program were related to frustrations with the trip scheduling and trip confirmation process. There were also responses which indicated a desire to see service added on weekends.

“For more than a month I’m using Dial-A-Ride everyweekday to go for radiation treatment to Cedars-Sinai Hospital. Now I want to express my high gratitude to the team providing this service...”

TAXI ASSISTANCE PROGRAM

Overview/Purpose of Program



The Taxi Assistance Program is available to West Hollywood residents who are 62 and older or who are disabled of any age. The program is administered under contract by Keolis Transit America. Participants may purchase \$50 of taxi fare for \$8 or \$100 worth of taxi fare for \$16 each month which is accessed using a plastic card similar to a debit card or

the TAP card used by LA Metro. The program is funded jointly by Proposition A and the Transportation Program Enhancement fee that was approved by the City Council in 2009. Currently, every taxi company licensed to operate in West Hollywood is required to participate in the program. It should be noted that like the Bus Pass program, the Taxi Assistance program is strictly a subsidy and requires a co-pay for most users.

This program is intended to provide maximum flexibility to eligible community members. It provides an option for when Dial-A-Ride is not in service, such as evenings and weekends, or when there is no time to make an advance appointment. It also can supplement the fixed route options for those who may feel vulnerable riding a bus at night or without a companion. This program is intended to be used as a “gap filler” to complement the City’s other transit options. Like TLC, taxi subsidies are an important component of the City’s programs to serve those who are **Aging in Place** by supporting independence. Transportation options that do not have restrictions on the destination, timing, or purpose of the ride, allow users a considerable amount of mobility freedom as they are less able to walk, drive, or use public transit.

“Thanks for improving this program! I requested changes and you listened! Thanks!”

The conversion from paper “coupons” to the electronic fare card in 2013 allowed the program to streamline trip billing and accounting, improve trip data recording and reporting, and to reduce the potential for fraud by making it impossible to sell coupons on the “black market.” Following the conversion, program utilization unexpectedly decreased by as much as 65%. Staff

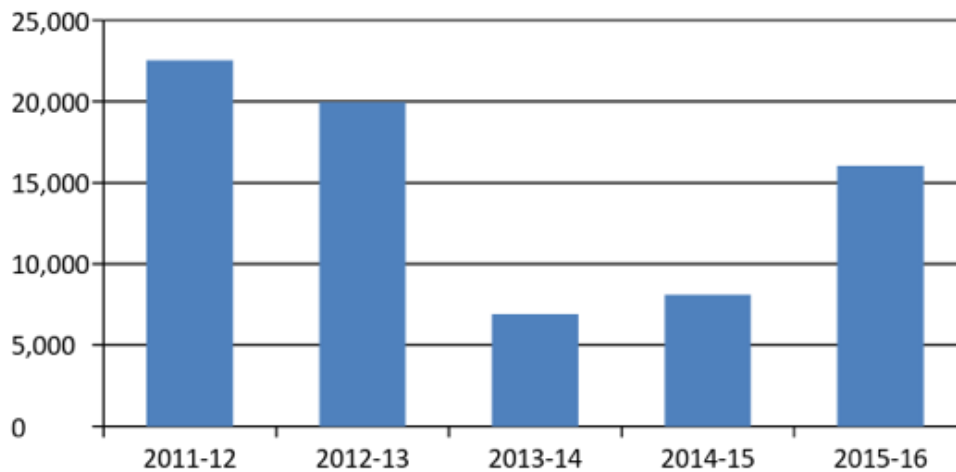
attributed the decrease to several factors, including passenger and driver lack of familiarity with the new card and to a significant reduction in program fraud. In FY 2014-15, the City Council approved a plan to restructure of the program. The change allowed the City to take advantage of program

savings from reduced program use, and more accurately allocate the Taxi Enhancement fees collected from taxi companies. These program changes increased both the amount of the fare subsidy and the maximum amount that could be charged to the card for a trip. The goal of the policy change was to make the Taxi Assistance Program a more attractive option for eligible community members by allowing them to use the card for longer trips, such as to UCLA Medical Center, thus relieving some of the demand on the Dial-A-Ride program.

Service Analysis

The policy changes implemented in April, 2015 increased the value of the program for participants, and program utilization began to rise. In Fiscal Year 2016, the program had close to 600 participants, an increase of 26% from FY 2015.

Taxi Assistance Program Trips per Year



The amount participants were able to purchase for \$8.00 was increased from \$28.00 to \$50.00 and the “trip cap” from \$14.00 to \$25.00, with the goal of allowing participants to use the cards for longer trips, freeing Dial-A-Ride to focus on more local trips, and provide an additional option for return trips if Dial-A-Ride was not able to schedule both directions. The FY 2016 average taxi trip length of 3.87 miles represented a substantial increase from prior years. Like Dial-A-Ride, most trips taken with this program are relatively short (less than 4 miles). Unlike Dial-A-Ride, however, the average trip length has been increasing, up from about 2.5 miles five years ago. FY 2016 total trips were slightly fewer than Dial-A-Ride and TLC combined – just over 16,000, with an average of 27 trips per participant, or just over two per month. The bulk of subsidized taxi travel takes place during the day and mid-week, when

DEMAND RESPONSE SERVICES (INCLUDING TAXI ASSISTANCE PROGRAM)

cabs are least busy, so the program works well to help companies balance their service day. Like the other transit services, per trip cost decreases with increased ridership.

In FY 2016, average per trip cost was just over \$22.00 while cost per mile travelled fell to just \$5.78. The taxi subsidy model gains efficiency from the fact that the City only pays for trips provided, not for hours the vehicle is in service. Because taxis are not “dedicated” exclusively to City service, they are providing trips to the general public as well as to program participants. The downside of this model is that some drivers perceive the subsidy trips as “less desirable” than those taken by the general public. One might expect that with increased competition from shared ride services, taxi companies would be happy with this guaranteed revenue stream, however that message seems not to have been conveyed to drivers.

Community Response

When asked about their knowledge and use of the City’s taxi subsidy and the frequency with which they used the services, more than 90% of those surveyed indicated that they were aware of the program and 60% of respondents indicated that they use this program at least a few times per month. As with Dial-A-Ride, most taxi users cited medical visits and shopping as the most frequent destinations for which they used their taxi card.

Of the more than 16,000 trips taken in FY 2016, the City received about 64 direct complaints, or about five to six per month. This comes to about four complaints received for every 1,000 trips taken but is a higher rate than that of Dial-A-Ride. Assuming that only a small percentage of clients actually take the time to report a complaint, the actual number of dissatisfied clients could be higher; however, 74% of those surveyed rated themselves as either satisfied or very satisfied with the taxi subsidy. Of the comments and complaints received, the majority focused on interactions with the drivers or the cab company service, not on the program itself, for which community members are very grateful. Most comments focused on drivers refusing to accept or not knowing how to use the cards, and on being more helpful to passengers. The primary request related to the program was for better access to account information. Currently, participants can receive that information by phone, and on the receipt from the driver, when available. There were also inquiries regarding the possibility of having access to use of shared-ride services.

Use of Private Car-Sharing Companies: With the growing interest in and prevalence of private car-sharing applications (such as Uber and Lyft), staff was interested in gathering information about how these services are currently impacting community members' transit habits and whether there may be potential for these services to be offered as part of the City's array of options. About 60% of 440 survey respondents reported never using these services. Ridership was highest, proportionately, among respondents between the ages of 26 and 50; as age increases, frequency of use of these services decreased. Additionally, respondents with higher annual incomes reported more frequent use of private car sharing companies, while 80% of those in the lowest income bracket reported never using car sharing services.

Anecdotally, there seems to be a great deal of interest in having these services be considered as an option, and they are clearly having an impact on taxi usage by the general public. Some Cities have already begun to partner with shared ride services as a way to supplement community transit options. The adoption of such a measure has wider policy implications, however given the rapid changes that are occurring in the industry, the City will be wise to consider such programs and the implications of incorporating this type of service into the range of City-supported transportation offerings. The upcoming Request for Proposals is expected to have language which will broaden the definition of on-demand services that can still meet the City's other requirements.

DEMAND RESPONSE ANALYSIS SUMMARY AND RECOMMENDATIONS

Community Feedback: Demand Response Service Priorities

Many survey participants indicated that they would not be able to live in West Hollywood if these services were not available – indicating that these

“I am perfectly happy with Dial-A-Ride and taxi program- if this lasts for the next 10 years, hooray!”

services provide a critical link to the community for residents needing greater assistance – a primary goal of the **Aging in Place** strategic plan. Highest priorities for Demand Response services were promptness, safety and convenience. Cost was also a high priority. The following summarizes priorities by service based on information gathered during the community engagement process.

Dial-A-Ride/TLC:

- *Explore feasibility of expanding hours of service to include evenings and weekends.*
- *Modify reservation and scheduling procedures for more flexibility and reduced wait times.*

Taxi Assistance Program: The majority of issues with this service center on interaction with taxi drivers. There is a perception among community members that drivers discriminate against subsidy users by asking about payment type upfront, acting hostile toward riders, or requiring long wait times.

- Work with taxi companies to provide additional training for drivers to ensure improved service.
- Provide participants with a convenient way to view and replenish fare and include this information in marketing materials.

Resource Allocation and Recommended Service Changes

Currently, Demand Response services account for about 18% of total ridership and about 45% of transportation expenses (including funding sources other than Proposition A). As mentioned above, an anticipated decline from Taxi Enhancement revenues will need to be compensated for in future fiscal years. Current Proposition A funding for Demand Response services is just over \$970,000 – about 41% of Proposition A contract expenses. Due to the nature of these more personalized services, it is to be expected that they would receive a higher proportion of funding relative to trips provided. In designing the upcoming RFP, staff have attempted to consider total Demand Response trip distribution and funding allocation rather than by specific program in order to best meet community needs.

In FY 2016, Dial-A-Ride (exclusive of TLC, which was funded primarily by Federal sources) and the Taxi program delivered roughly the same number of trips – between 15,000 and 16,000. Proposition A funding for Dial-A-Ride is roughly double that of the taxi program since the taxi program has additional revenue sources (taxi enhancement fees and user co-pays). Dial-A-Ride, which is free to passengers, is funded in total by Proposition A. A decline in taxi enhancement revenues may necessitate that the City reevaluate the way in which Proposition A funds are allocated to these two programs. Options include:

- 1) Increasing Proposition A funding to the Taxi Assistance program
- 2) Implementing a small co-pay for Dial-A-Ride
- 3) Increasing the co-pay for the Taxi program
- 4) Limiting the availability of taxi subsidy
- 5) Reallocating fund distribution between Dial-A-Ride and Taxi Assistance

DEMAND RESPONSE SERVICES (INCLUDING TAXI ASSISTANCE PROGRAM)

Further, the City may want to modify program operations or requirements in order to drive demand to one program or the other. Dial-A-Ride services seem to be most intensely used by a smaller group of passengers. This should be taken into consideration when the City reviews program goals and priorities. Since the taxi program currently offers a lower per-trip cost it may be worthwhile to make this option more attractive for some users. Staff is also considering alternative models for the taxi program structure in order to address customer service issues and reduce administrative costs. Examples of models used in other cities include a direct service model as opposed to a user subsidy, or reducing the number of companies who compete for the ability to provide subsidized trips. Further, the level of community interest in the possibility of shared ride options merits further evaluation as an option for the provision of trips. This is a policy-level question that requires additional study before conclusions can be reached.

Between Dial-A-Ride and TLC services, a total of six vehicles (five minivans and one shuttle) are now in service and available for trips Monday through Friday between the hours of 7:30 a.m. and 5:30 p.m. If scheduling practices result in fewer cancellations, and therefore in more efficient service, it may be conceivable to reallocate some service to extended hours and weekend service with no net increase in cost. Increased coordination with specific taxi companies may also provide a way for that type of service to absorb overflow when demand for service is highest. Encouraging further collaboration between services may be an option to increase effective use of the City's resources. This has been identified as a priority in the City's transit RFP.

Recommendations

GOALS AND STRATEGIES FOR IMPROVEMENTS TO WEST HOLLYWOOD TRANSIT

This report describes the services the City currently provides, and provides evaluative feedback from data sources, users, and non-users. The City Council has adopted four broad program goals, and related activities, that correspond to the findings in this evaluation and provide guidelines for moving the City's transit services forward.

Goal #1: Improve Access to Transit Service Information.

Discussion: It was evident from the evaluation process that a number of residents, visitors, and employees in the City of West Hollywood lack a full understanding of the transit options that are already available, and how to access them. Activities designed to increase access to transit information through marketing over multiple communication platforms will be prioritized.

Target group: General Public, including residents, visitors and those who work in West Hollywood

Strategies:

- Develop a comprehensive marketing strategy for transit services.
- Develop targeted marketing to employers, hotels, and other specific groups, including the business community and new residents.
- Use new bus shelters to convey information about services and vehicle arrivals.
- Enhance visibility of services by incorporating public art on vehicle exteriors.
- Expand availability of service information, one-on-one trip planning, and education about use of trip planning tools, especially through the use of technology.

Target groups: Seniors and individuals living with disabilities

Strategies:

- Provide educational forums and other opportunities for community members to learn about using various transit options.*
- Encourage formation of travel clubs and support for new transit users, including a "transit concierge" service to ensure access to the most appropriate service for each trip.*

* Denotes items which support the **Ageing in Place** framework.

RECOMMENDATIONS

Goal #2: Provide and encourage use of non-automobile alternatives by making transit options more convenient and available.

Discussion: Transit options such as those offered by the City of West Hollywood are important alternatives to the use of individual vehicles for West Hollywood's residents, employees, and visitors. Survey respondents, including both current users and those who do not currently use our services, offered clear guidance to the City about improvements that would support their choice of transit over personal vehicles.

Target group: General Public, including residents, visitors and those who work in West Hollywood

Strategies:

- Make CityLineX a permanent service, rather than a pilot program.
- Improve access to rail service by increasing weekday CityLineX service hours and piloting weekend service.
- Install bicycle racks on CityLine/CityLineX vehicles.
- Evaluate the feasibility of and demand for service on Sunset Boulevard.
- Add real time arrival signage at selected bus stops.
- Acquire additional vehicles to increase daytime service on Santa Monica Boulevard.
- Consider possible addition of service to Purple Line, when opened.

Target group: Students

Strategies:

- Consider extending bus pass subsidy to students.

Goal #3: Facilitate community access and mobility options for all community members regardless of age and ability status.*

Discussion: A significant portion of the City's transit services target those with mobility challenges or those who are **Aging in Place**. While riders are generally satisfied with these services, greater enhancement will improve the rider experience and support the ability to remain engaged in the community.

Target groups: Seniors and individuals living with disabilities

Strategies:

- Simplify trip request process, including establishment of on-line request capability for Dial-A-Ride reservations.
- Consider piloting Dial-A-Ride service during weekend and evening hours.
- Connect new riders by offering travel training and a "new riders group" to help people find travel companions.

- Require additional training to taxi drivers and dispatch in order to improve the customer experience.
- Provide education to allow taxi subsidy users to access balance information through the program's online portal.

Goal #4: Increase capacity/availability of service through improved efficiency, cost effectiveness and coordination of options.

Discussion: Improved cost-effectiveness and administrative efficiency, and coordination of service will ensure the right fit of service to trip type and result in increased availability of direct services, improved community mobility and increased customer satisfaction.

Target group: General Public, including residents, visitors and those who work in West Hollywood

Strategies:

- Adjust service hours between Cityline and Cityline X service to provide more balanced availability.
- Develop comprehensive long term vehicle replacement strategy, and consider leased vs. purchased vehicles.

Target groups: Seniors and individuals living with disabilities

Strategies:

- Consider demand response and subsidy services as part of the same system and allocate funding to reflect complementary services.
- Establish "transit concierge" program to triage callers to most effective service for their needs.
- Contract for Dial-A-Ride and TLC, which are operationally parallel programs, as a single service, to more equally distribute operating costs.
- Review and revise scheduling procedures and cancellation policies for Dial-A-Ride and TLC.
- Adopt a fixed schedule for trips to UCLA, Veterans Administration, and Kaiser Permanente.
- Consider alternative program structure for the current Taxi Assistance program with issue of RFP in late 2017.
- Evaluate the potential for incorporation of shared ride services into City programs, and return to council with findings and recommendations.
- Evaluate feasibility of adopting a small fare for Dial-A-Ride.

STRATEGY IMPLEMENTATION TIMEFRAMES

Goal #1: Improve Access to Transit Service Information.

Short Term Fiscal Years 2017 - 2018	Long Term Fiscal Years 2018 - 2020
Develop targeted marketing to employers, hotels, and other specific groups, including the business community and new residents.	Develop a comprehensive marketing strategy for transit services.
Enhance visibility of services by incorporating public art on vehicle exteriors.	Use new bus shelters to convey information about services and vehicle arrivals.
	Expand availability of service information, one-on-one trip planning, and education about use of trip planning tools; encourage formation of travel clubs and support for new transit users, including a transit concierge service to ensure access to the most appropriate service for each trip.
	Provide educational forums and other opportunities for community members to learn how to use transit.

Goal #2: Provide and encourage use of non-automobile alternatives by

Short Term Fiscal Years 2017 - 2018	Long Term Fiscal Years 2018 - 2020
Make CityLineX a permanent service, rather than a pilot program.	Add real time arrival signage at selected bus stops.
Improve access to rail service by increasing weekday CityLineX service hours and piloting weekend service.	Acquire additional vehicles to increase daytime service on Santa Monica Boulevard.
Install bicycle racks on CityLine/ CityLineX vehicles.	Consider possible addition of service to Purple Line, when opened.
Evaluate the feasibility of and demand for service on Sunset Boulevard.	Consider extending bus pass subsidy to students.

Goal #3: Facilitate community access and mobility options for all community members regardless of age and ability status.

Short Term Fiscal Years 2017 - 2018	Long Term Fiscal Years 2018 - 2020
Require additional training to taxi drivers and dispatch in order to improve the customer experience.	Simplify trip request process, including establishment of on-line request capability for Dial-A-Ride reservations.
Provide education to allow taxi subsidy program users to access balance information through the program's online portal.	Consider piloting Dial-A-Ride service during weekend and evening hours.
	Connect new riders by offering travel training and a new riders group to help people find travel companions.

Goal #4: Increase capacity/availability of service through improved efficiency, cost effectiveness and coordination of options.

Short Term Fiscal Years 2017 - 2018	Long Term Fiscal Years 2018 - 2020
Consider demand response and subsidy services as part of the same system and allocate funding to reflect complimentary services.	Develop comprehensive long term vehicle replacement strategy, and consider leased vs. purchased vehicles.
Review and revise scheduling procedures and cancellation policies for Dial-A-Ride and TLC.	Establish transit concierge program to triage callers to most effective service for their needs.
Adopt a fixed schedule for trips to UCLA, Veterans Administration, and Kaiser Permanente.	Contract for Dial-A-Ride and TLC as a single service, to more equally distribute operating costs.
Adjust service hours between Cityline and Cityline X service to provide more balanced availability.	Consider alternative program structure for the current Taxi Assistance program with issue of RFP in late 2017.
	Evaluate the potential for incorporation of shared ride services into City programs, and return to council with findings and recommendations.
	Evaluate feasibility of adopting a small fare for Dial-A-Ride.

RECOMMENDATIONS

FUNDING PRIORITIES

As previously discussed, current expenses for contracted transit services are roughly 55% for Fixed Route services (which serve the general public) and 45% Demand Response services (which serve the more frail populations). Looking more specifically at the City's Prop A expenditures by target population, 60% of Prop A contract expenses go to services which serve the general public and 40% are for programs targeting seniors and those with disabilities (including bus pass subsidies), as illustrated in the table below.

2011 Transit Contracts (Prop A only)			
Fixed Route	CityLine/Cityline X	\$1,071,514	
	Pickup	\$613,000	
Total Fixed Route (General Public)		\$1,684,514	60%
Demand Response	DAR	\$714,113	
	Taxi	\$302,000	
		\$1,016,113	
Bus Pass		100,000	
Total Senior/Disabled		\$1,116,113	40%
Total (Prop A - 2017)		\$2,800,627	

The City should once again bear in mind that the more intensive the level of service, the greater the cost to provide that service. Therefore, the cost of providing Demand Response services will be higher on a per-trip basis. Given the City's current priorities for transit as well as the overall percentage of rides provided by these services, a mix of 40% to 45% for senior/disabled services and 55% to 60% for Fixed Route services seems appropriate. The strategies above include a recommendation that funding be allocated as described here – by general category, rather than by program or individual type of service. Further, if the proposed program modifications are implemented with the goal of increasing overall ridership, ideally some of the trip distribution will shift to increase the share of trips provided to senior and disabled community members, bringing the ratio of funding to trips provided more into balance.

Appendices:

- A. Community Engagement Data Summary**
- B. Survey Participant Profile**
- C. Survey Instrument**
- D. Outreach Materials**

City of West Hollywood Transit Services Evaluation

Community Engagement Data Summary

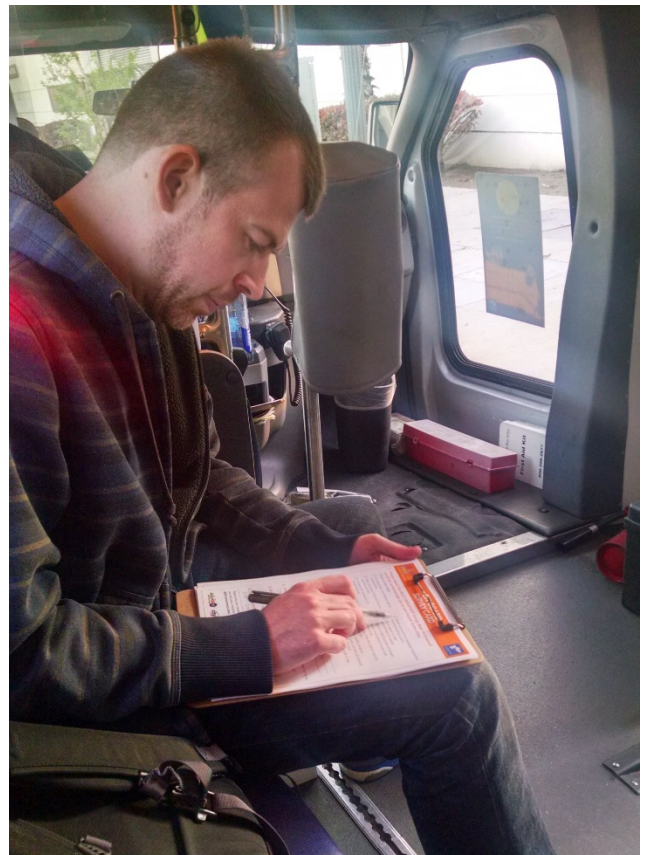


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1. Community Engagement Process

1.1 Overview

In March 2016, the City of West Hollywood’s Social Services Division embarked on an extensive public outreach campaign to assess the suite of transit services it currently provides. The motivation for this effort was to gain a better understanding of who uses West Hollywood’s transit services, what the community’s transit needs are, how well those needs are being met, and how the City can improve existing transit and/or add new services to better meet those needs. The data gathered from this outreach program will help the City determine if the pilot Hollywood/Highland extension of CityLineX is valuable enough to become a permanent program, and will provide recommendations to focus on during the City’s transit provider contract procurement process in fiscal year 2016–2017.

The following services were reviewed during this outreach program:

1.1.a Fixed Route

Fixed-route service encompasses all transit services offered by West Hollywood that operate according to a schedule and along specific, consistent routes. All West Hollywood residents and visitors can use these services by getting on a City bus and riding along the designated route.¹

- **CityLine** – The City’s free daytime shuttle service along Santa Monica Boulevard and into some residential areas.
- **CityLineX** – The City’s free commuter connection, a more direct route along Santa Monica Boulevard linking to the Metro Red Line at Hollywood and Highland.
- **The Pickup** – The City’s free late night trolley service to entertainment destinations, designed to be a fun and easy alternative to driving.

1.1.b On-Demand

In addition to the City’s fixed-route services, West Hollywood offers on-demand services for senior citizens and disabled residents. These services allow eligible residents to schedule a ride from their home to other specific destinations that are not accessible by transit, such as doctors’ appointments.

- **Dial-A-Ride/TLC** – Free van service offered by appointment from curb to curb for senior and/or disabled residents. TLC is an enhanced service which provides an assistant to help the frailest passengers from their home to the vehicle and from the vehicle to their destination.
- **Taxi Subsidy** – The City offers senior and disabled residents a debit-type card on which a \$50 value is available at a cost of only \$8.

To engage the public and gather data from a wide range of West Hollywood residents, transit riders, and stakeholders, the following outreach activities were conducted:

¹ The City also offers a pass subsidy to seniors and disabled residents for Metro’s fixed-route bus system. This report focuses on the transit services operated by West Hollywood, and no significant information was collected about the satisfaction with this fixed-route service.

Stakeholder Interviews

The project team spoke with six community stakeholders for 30 minutes each about their vision for the future of transit in West Hollywood, ranging from frequent service users to community leaders and City Council members.

On-Board Intercept Surveys

The project team designed a two-page hard copy survey that passengers could take while riding CityLine, CityLineX, or The PickUp shuttles. Each transit vehicle was equipped with blank survey copies and a survey return box. Drivers were instructed to hand out surveys to as many riders as possible over a four-week period. The project team also did several ride-alongs in easily identifiable orange T-shirts to encourage survey participation and to help residents with disabilities or language barriers to complete the survey. In total, **184** on-board surveys were completed.

Online and Mail Survey

The project team designed a more extensive online survey and promoted it through the City's media contacts, email lists, and social media channels. The survey covered a variety of topics including demographic information, personal use of transit, transit priorities, and recommendations for improvement of individual services and transit services as a whole. In addition, a hard copy of the online survey (in either English or Russian) was mailed to all registered users of the Dial-A-Ride, taxi, and bus pass subsidy programs. These mail surveys were especially important for targeting senior and disabled populations. In total, **527** residents completed the survey (222 online and 305 by mail).

Focus Groups

The project team met with the following groups to conduct a focus group session on transit issues and opportunities:

- Senior Advisory Board
- Disabilities Advisory Board
- Transportation Commission
- Community members and City staff

The focus group agenda included live polling about individual transit use and experiences, an open discussion on issues and opportunities, and a priorities brainstorm about the future of transit in West Hollywood.

Pop-up Workshops

The project team designed an exciting mobile workshop and visited the following locations throughout West Hollywood:

- Plummer Park farmers market
- West Hollywood Park and Library
- Kings Road Apartments
- Sample Saturday (Capitol Drugs)
- Ralphs Grocery Store

The pop-up activities included:

- “I Like/I Wish” Transit Map – Participants placed stickers on a transit map or in labeled topic areas to indicate whether they LIKE something about existing transit services or WISH something were better or added to what the City offers. This was the most popular activity, along with the transit service prioritization matrix.
- Transit Service Prioritization Matrix – Participants used voting dots to prioritize various features of the City’s fixed-route services and on-demand services on separate matrices. This was the most popular activity, along with the “I Like/I Wish” transit map.
- Polaroid Photo Booth – Participants were invited to take a Polaroid photo holding a sign of their choosing that spoke most directly to the reason they would be more inclined to use transit. Participants could also write in their own responses if the pre-written signs didn’t fit for them. The photos were then displayed in the pop-up booth and could be shared via social media using the hashtag #WeHoRides.
- Transit Trivia Spin Wheel – Participants were asked trivia questions about transit in West Hollywood and given swag prizes for every correct answer.
- Kid’s Coloring Station – A coloring activity was provided to engage young people while their parents contributed to the other pop-up activities.

Overall, an estimated **800** people participated in at least one of the above public outreach activities, with the majority of feedback coming via online, mail, and on-board surveys. Below is a summary of the results organized by general transit feedback and data specific to each service. An overview of participant demographics and targeted recommendations for future improvements or service additions are included in this report as well.

2. Key Findings and Recommendations

2.1 Overall Satisfaction

Key findings about the suite of transit services currently offered by the City of West Hollywood include:

- Nearly 75% of survey participants are satisfied or very satisfied with transit services. Therefore, the City can feel confident that the current suite of transit services meets the majority of the community's mobility needs.
- Individuals in the 65–80 age range comprised the largest participant group overall, but individuals ages 26–39 were the largest participant group in the on-board surveys, which means that ridership may be a younger population than previously expected.
- Over half of the survey participants were not disabled, meaning that the City's services are helping a larger, more diverse population than originally thought.
- A majority of respondents to the online survey reported earning over \$50,000 each year, while 61% of mail survey respondents earned less than \$24,999 each year. On-board responses were more distributed across the categories, with the largest portion (29%) reporting earning \$25,000 to \$49,999 each year.
- The majority of survey participants are interested in learning more about mobile and trip planning services. Familiarity with mobile services does decrease with age. However, over 50% of each age group expressed interest in learning more about mobile trip planning options.
- As participant groups get older, use of Uber and Lyft decreases, while younger age groups use such services more frequently. Lower-income groups are less likely to use Uber or Lyft than higher income groups.
- Older populations were more likely to identify destinations they are not able to reach because of a lack of transit. Additionally, 50% of disabled participants identified inaccessible places, compared to only 26% of participants without a disability.
- More people listed "I did not know about transit services" than "I prefer to drive my own car" as the primary reason for not using transit. Regarding access to transit information, almost 50% of participants chose "Not convenient" or "Somewhat convenient".

More detailed data on general transit preferences and each individual service can be viewed in the following sections of this report.

2.2 Key Findings

To summarize all of the data collected through this outreach process, it is recommended that the City focus on these three overall strategies to improve transit services:

- **Increase promotion.** Targeted campaigns to specific demographics, better on-board information, and improved transit materials can help to spread the word and build new ridership.
- **Enhance mobile, web, and real-time access.** Development and promotion of simple applications to make access to transit information and trip planning details as easy as possible. Installation of real-time transit monitors at shuttle stations to reduce the need for looking up route information.

- **Consider private car sharing subsidies or partnerships.** As an additional service, explore the feasibility of partnership with popular private car sharing companies to provide discounted rates to senior and disabled residents.

Key findings and recommendations pertaining to each individual service are included later in this report.

2.3 Other Considerations

Staff may also want to address the following observations when formulating final recommendations to City Council:

Consider additional Metro Bus subsidy. Many participants mentioned that connections to Metro transit lines are critical for their mobility. The City may consider an additional, complete subsidy of the Metro bus pass to improve access beyond West Hollywood city limits for seniors and disabled residents.

All ages benefit from mobile and web-based information. Many senior participants reported knowledge and use of mobile trip planning services. Therefore, any enhancements made to mobile and web-based information sources would be utilized by all ages of transit users.

Private car sharing services not utilized daily. No survey respondents reported using private car sharing companies every day and about 60% reported never using these services. This means that such services are not a substitute for the fixed-route and on-demand services currently offered by the City.

More education is critical. Several locations recommended by survey participants for new transit stops are already served by current routes. Therefore, it is critical to educate West Hollywood residents about the available services and destinations served. The City may consider a citywide video or ad campaign to really expand the reach of transit information.

Enhance online services. Participants would like to see more online options for managing their taxi subsidy and Dial-A-Ride services. Specifically, they'd like access to online statements, the ability to auto reload by credit card, and an easier online platform for making reservations.

Add more vehicles. Many survey participants would like to see improved reliability, speed, and frequency of service, while at the same time suggesting service extensions along Sunset Avenue and to other key destinations. With the current number of shuttles it will be impossible to accommodate both of those requests. The City may consider purchasing additional shuttles.

Taxi driver support. The primary issue reported with the taxi subsidy program is negative interaction with taxi drivers. The City may consider offering an ongoing driver training program and working with select taxi companies that can commit to a certain level of service. The City may want to incentivize drivers in some way to make them more amenable to picking up taxi subsidy users. The City may also consider issuing a credential that drivers can display in their vehicles to let taxi subsidy users know they are riding with an approved and trained driver.

3. Outreach Results

3.1 All Transit Services

The outreach effort sought to understand overarching participant perceptions of transit services in West Hollywood.

3.1.a I Like, I Wish Activity

At the pop-up events, participants were invited to share the things they liked about the City’s transit services, as well as the things they wish would be added or improved. These comments were collected under five broad topics: general observations, passenger experience, accessibility, on-demand transit services, and transit information. The responses collected are listed below in **Tables 1, 2, 3, 4, and 5.**

Table 1: I Like, I Wish...General Observations

General Observations	
I Like...	I Wish...
<ul style="list-style-type: none"> • Convenient (The PickUp, specifically) • Love it! Want more! • Taking the bus to senior lunch and to movies • That it’s free • That it's free and clean! (x2) • The stop at Cedars 	<ul style="list-style-type: none"> • Buses didn’t skip stops • Cameras on board • CityLine had fewer stops • Clean energy so buses are quiet • It connected to Beverly Blvd by Fairfax • It ran down Fairfax • It was easier to find stops • It went more into the valley • There was more advanced notice for traffic meetings • Monorail • Safer for pedestrians • Shuttle that went over the hill • The PickUp was less dangerous • There was a trolley that went up and down Santa Monica instead of a median with sculptures • There was service on La Cienega • We could get to 9201 Sunset for Seniors Physical Therapy and appointments

Table 2: I Like, I Wish...Passenger Experience

Passenger Experience	
I Like...	I Wish...
<ul style="list-style-type: none"> • Convenient (The Pickup, specifically) • Cleanliness of the Pickup • Convenience of locations (x3) • Entertainment on The Pickup (dancing, music, atmosphere) (x8) • Extension of the Pickup to La Brea • Great bus driver on The Pickup line (x2) • Great service on The Pickup line • How comfortable the buses are! (x2) • I can bring my belongings • I like CityLineX because it's faster than CityLine • It's free! (x4) • Not crowded (The Pickup line) • The Pickup feels safer than walking • That it's easier to take the shuttles than driving and parking • The Pickup that it encourages people not to drive drunk • The speed 	<ul style="list-style-type: none"> • Air rails • Bike racks on buses (x4) • More convenient, like DASH (x2) • CityLine was faster • CityLine were more direct (x3) • CityLineX ran later, during the day, and on weekends (x4) • Closer stop to my house at Sweetzer & Fountain. I'm 86. • Enforcement to make it safer (x2) • Extend hours for CityLine (x3) • Extend The Pickup trolley to Hollywood to connect West Hollywood to the Eastside • I wish CityLine was as fun and safe as The Pickup • I wish the buses were cleaner • It connected to DTLA • It was as convenient as Uber - even if I have to pay a little • It were more direct (x2) • Keep passing out free club passes/perk cards on The Pickup • Keep The Pickup Line wait times to 10 minutes • Low volume of music on The Pickup • Offer two lines - one for Santa Monica, one for neighborhoods • On time • The Pickup started at 7PM • Run The Pickup during rush hour • The bell didn't ring • The bus went to Beverly Center • The services were more timely, and stuck to the listed schedule (x2) • The shuttle from Hollywood and Highland would run 24/7 • There are too many people panhandling

Table 3: I Like, I Wish...Accessibility

Accessibility	
I Like...	I Wish...
<ul style="list-style-type: none"> • Days and hours (The PickUp) • I could not survive without this service • I prefer to walk but plan on using The PickUp • It exists! (x2) • It's free for West Hollywood residents (x3) • I take the CityLine everyday • The CityLine takes me where I need to go • The PickUp! • Transit! (x2) 	<ul style="list-style-type: none"> • There was a route to Wilshire • CityLineX ran to Hollywood and Highland during the day • Fountain Avenue had a bus route from La Brea to La Cienega • I didn't have to transfer to continue my commute • I wish I could get to Hollywood and Highland more easily • I wish the City would focus on rail and not buses • It came every 15-20 minutes! • It looked like it was for me (not for seniors/disabled) • It ran later at night until 8PM (longer hours) • It was easier for people to get on and off with their carts • Link to main transit areas (x2) • The PickUp ran during the day • That CityLineX ran past 7PM (when library closes) • That it was more reliable on weekends • The PickUp was more accessible • The X would stop in front of my house • There was a subway under Santa Monica Boulevard

Table 4: I Like, I Wish...On-Demand Services

On-Demand Transit Services	
I Like...	I Wish...
<ul style="list-style-type: none"> • Can use a variety of taxi cabs • Clean and safe • Convenient • Friendly • Taxi subsidy program is very good 	<ul style="list-style-type: none"> • Add weekend services for Dial-A-Ride • I could call one or two days in advance instead of a week in advance • It were more available when I call to make an appointment • More frequent service and/or more vehicles • It was easier to use taxi subsidies • Upgrade vehicles

Table 5: I Like, I Wish...Transit Information

Transit Information	
I Like...	I Wish...
<ul style="list-style-type: none"> • Punctuality 	<ul style="list-style-type: none"> • Advertise in local LA times insert • Better job publicizing information about time tables • Change the perception of CityLineX as being for the elderly • CityLine went to UCLA • CityLineX ran on the weekend and later than 7PM • Flyers with info • Get info about transit in person or over the phone (x2) • I knew about it (x3) • CityLine was like The PickUp • I received emails about the schedule • I wish I knew where The PickUp locations are Do a "wink and walk" campaign • I wish it was less confusing, there are so many buses trains, and services • I wish it was more obvious that it connects to the Red Line • I wish the tip jar was more obvious on The PickUp • Mailer with info about buses • Make information about services more available (x4) • Make it clearer that services are free! • More security on the bus • Routes were easier to understand • Schedules available at more locations throughout city • Share information about transit on television • The City had a Hop Stop App • CityLine vehicle had bike racks (x2) • The information online was simpler and streamlined • The monthly Metro pass was less expensive

3.1.b Top Suggestions for West Hollywood Transit Services

The online, mail, and on-board surveys all asked respondents to select from a list of responses of suggestions for how West Hollywood could improve its transit services. The complete ranking is shown below in **Table 6**.

Table 6: Top Suggestions for Transit Services

Suggestion	Responses	% of All Responses
Increase the frequency of transit services	283	17%
Provide better information about routes/times	251	15%
Digital monitors at stops showing real-time arrivals	241	15%
Increase the days and hours service is available	183	11%
Faster, more direct routes with fewer stops	151	9%
Better connections between transit services	121	7%
Nothing, I like the transit options as they are	101	6%
Have someone show me how to use the services	78	5%
Increase the helpfulness of transit drivers	62	4%
Better connections between transit and bicycle/walking paths	38	2%
More space to take wheelchairs on board	37	2%
Space to take bicycles on-board	37	2%
Nothing, I prefer to drive	25	2%
Nothing, I prefer to walk or bike	21	1%
Nothing, I prefer private car services (such as Lyft and Uber)	5	0%
Total	1,634	100%

3.1.c Comfort with Web and Mobile Trip Planning Services

The City’s mobile tracking options were reviewed by participants through the mail and online surveys. Of the 202 respondents, 47% were unfamiliar with the available web and mobile applications. About 66% of all 142 respondents to the follow-up question were interested in learning more about the available web and mobile applications (**Figure 1**). An overview of responses can be found in **Table 7** and **Table 8**. Additionally, these responses were broken down by age to demonstrate different levels of comfort with web and mobile trip planning services across the different generations of transit users in West Hollywood (**Figure 2** and **Figure 3**). Generally, familiarity with web and mobile trip planning services decreased with increasing age (**Table 9**). However, over 50% of each age group, across all age groups, expressed interest in learning more about web and mobile trip planning services (**Table 10**). As

not all respondents to this question also entered an age, totals in the age breakdown may be less than those in the overall response tables shown in **Appendix A**.

Table 7: Familiarity with Web and Mobile Trip Planning Services

	Yes, Familiar	No, Not Familiar	I Don't Know	Total
Online Survey	43	21	0	64
Mail Survey	37	74	27	138
Total	80	95	27	202

Figure 1: Familiarity with and Interest In Web and Mobile Trip Planning Services

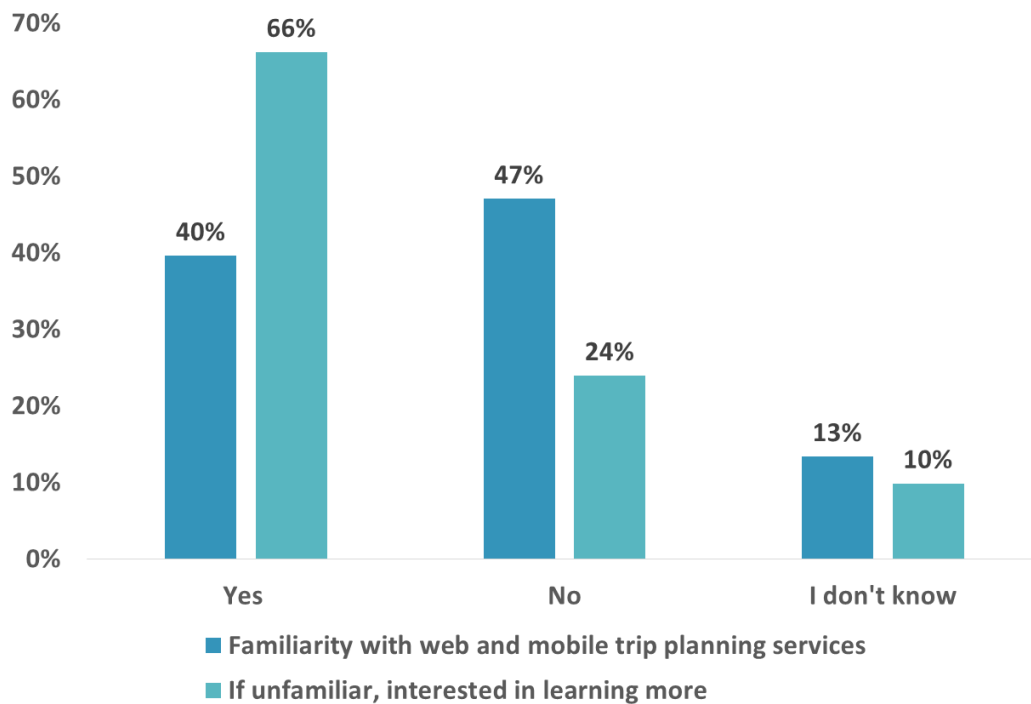


Table 8: Interest in Learning More about Web and Mobile Trip Planning Services

	Yes, Interested	No, Not Interested	I Don't Know	Total
Online Survey	25	7	1	33
Mail Survey	69	27	13	109
Total	94	34	14	142

Table 9: Web and Mobile Service Familiarity, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Yes	3	6	13	20	25	9	2	78
No	1	6	7	16	32	22	8	92
I Don't Know	0	0	0	4	13	7	3	27
Total	4	12	20	40	70	38	13	197

Figure 2: Web and Mobile Service Familiarity, by Age

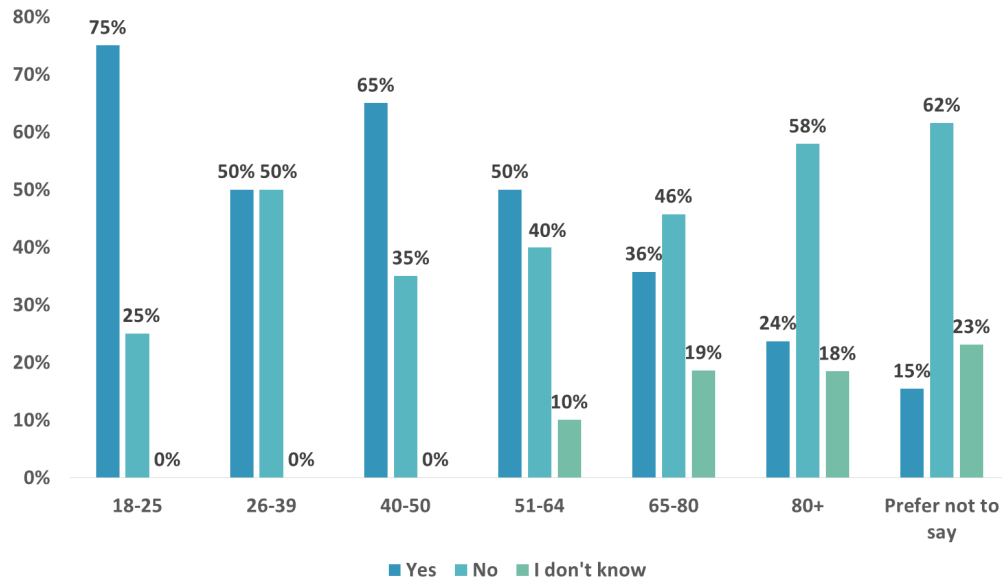
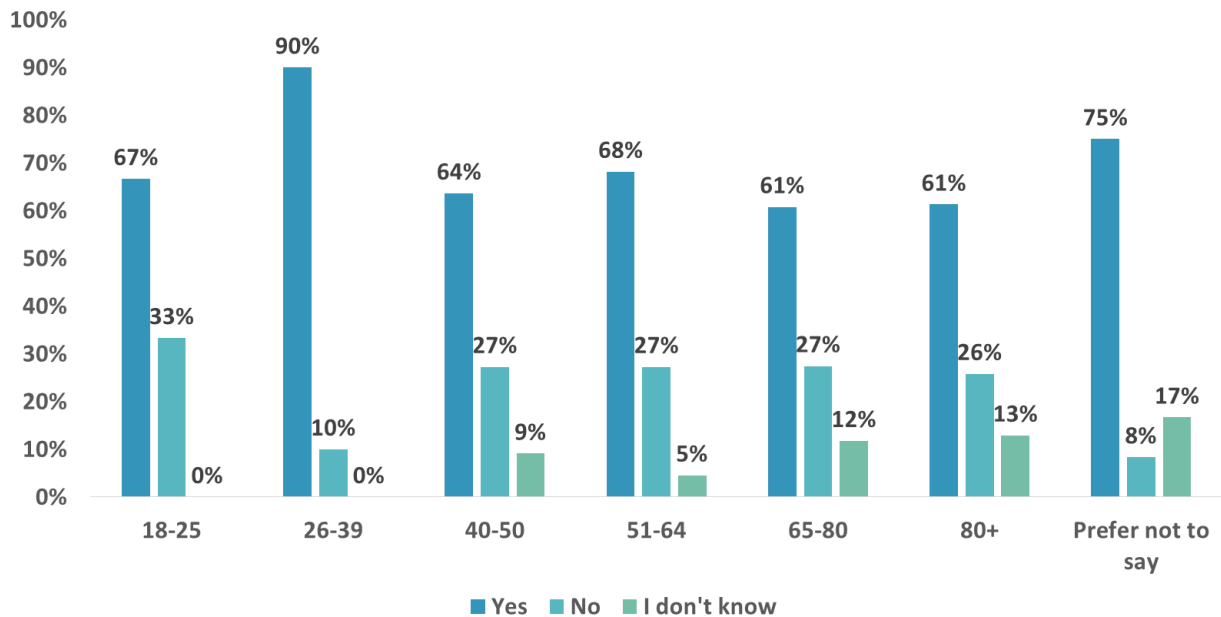


Table 10: Interest in Learning More About Web and Mobile Services, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Yes	2	9	7	15	31	19	9	92
No	1	1	3	6	14	8	1	34
I Don't Know	0	0	1	1	6	4	2	14
Total	3	10	11	22	51	31	12	140

Figure 3: Interest in Learning More About Web and Mobile Services, by Age



3.1.d Use of Private Car Sharing Companies

In consideration of the rise of private car sharing companies (such as Uber or Lyft), both the online and mail surveys asked participants about their ridership habits. This will allow the City to better understand in more detail the transportation options that participating West Hollywood residents prefer and use. In total, 440 participants responded. None reported using private car sharing companies every day, and about 60% reported never using these services (**Table 11** and **Figure 4**). To provide more specific insight about the demographics of West Hollywood community members using private car sharing companies, these responses were analyzed by both age (**Table 12** and **Figure 5**) and income (**Table 13** and **Figure 6**). As age increases, frequency of use of private car sharing companies decreased. Additionally, respondents with higher annual incomes reported more frequent use of private car sharing companies, with 80% of the lowest income bracket reporting never using Uber or Lyft, while only 23% of those making greater than \$100,000 never used the services. As not all respondents entered demographic responses, totals in the age and income breakdowns may be less than those in the overall response tables.

Table 11: Frequency of Use of Private Car Sharing Companies (such as Uber or Lyft)

	Every Day	A Few Days a Week	A Few Days a Month	Rarely	Never	Total
Online Survey	0	35	54	35	59	183
Mail Survey	0	7	19	23	208	257
Total	0	42	73	58	267	440

Figure 4: Frequency of Use of Private Car Sharing Companies

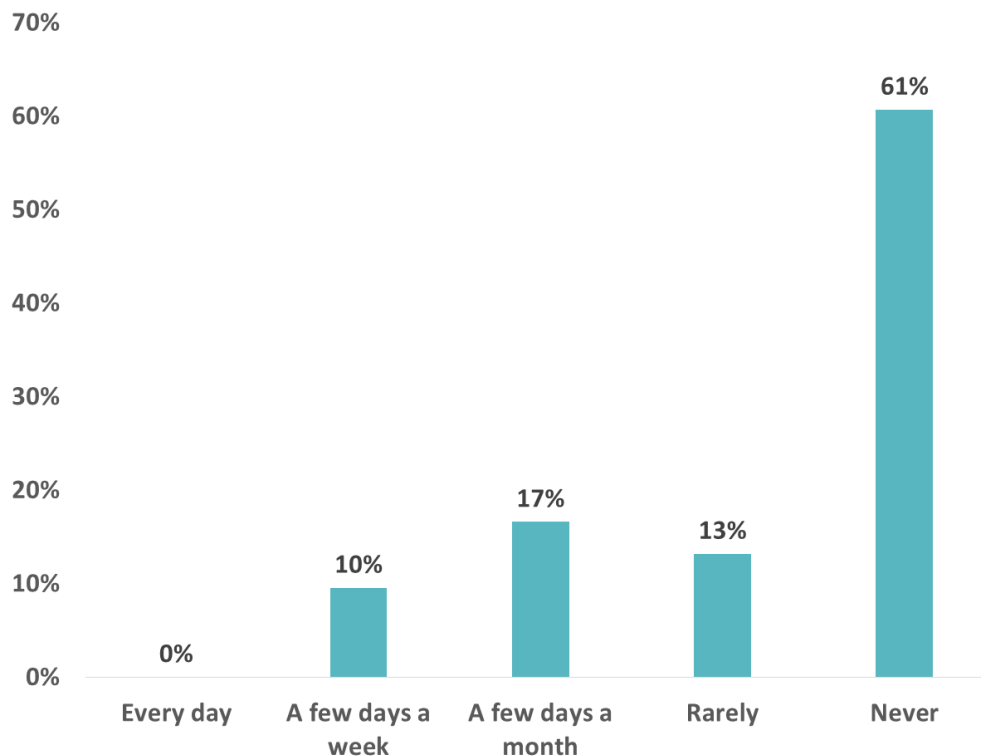


Table 12: Frequency of Use of Private Car Sharing Companies, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Every Day	0	0	0	0	0	0	0	0
A Few Days a Week	3	10	13	6	2	5	1	40
A Few Days a Month	1	20	17	19	8	1	3	69
Rarely	0	4	8	16	21	6	2	57
Never	0	2	13	48	108	61	26	258
Total	4	36	51	89	139	73	32	424

Figure 5: Frequency of Use of Private Car Sharing Companies, by Age

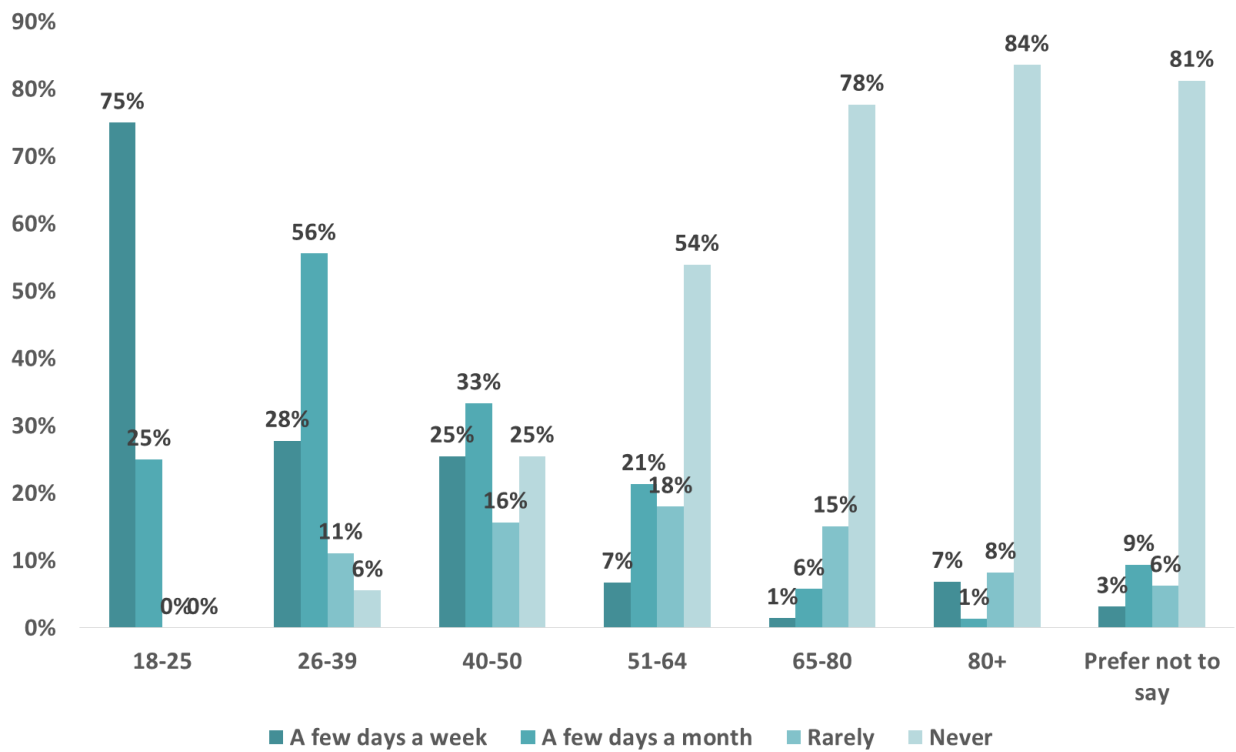
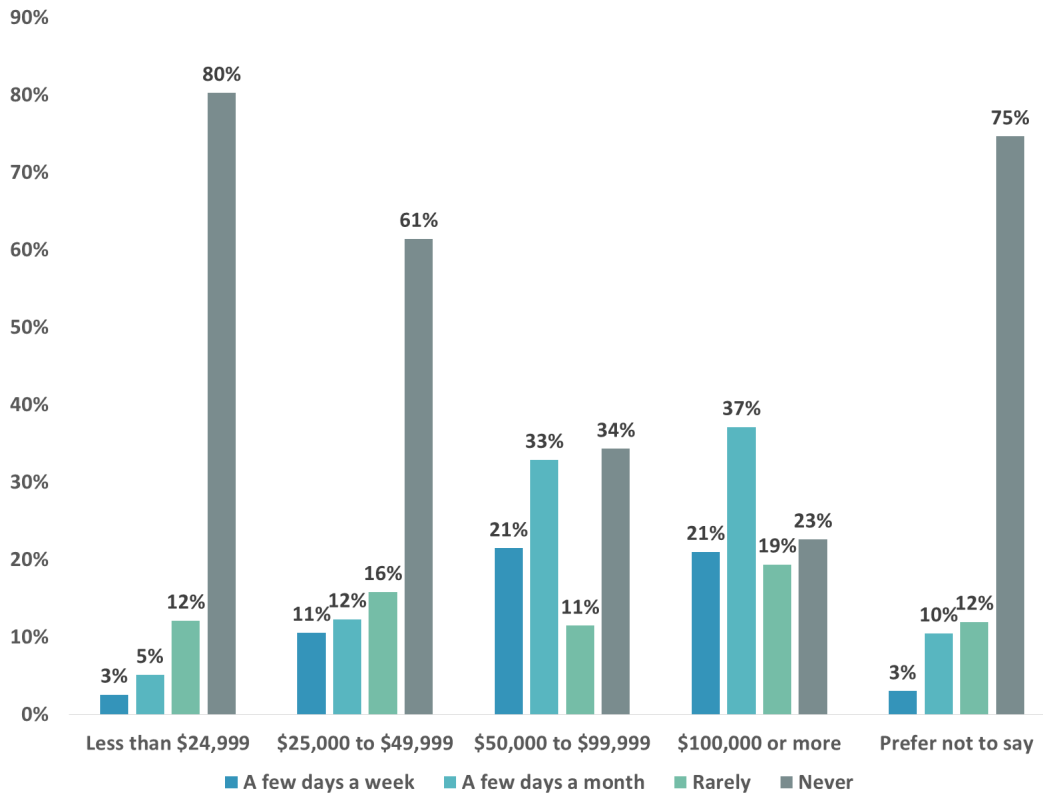


Table 13: Frequency of Use of Private Car Sharing Companies, by Income

	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Prefer Not To Say	Total
Every Day	0	0	0	0	0	0
A Few Days a Week	4	6	15	13	2	40
A Few Days a Month	8	7	23	23	7	68
Rarely	19	9	8	12	8	56
Never	126	35	24	14	50	249
Total	157	57	70	62	67	413

Figure 6: Frequency of Use of Private Car sharing Companies, by Income



3.1.e Destinations Not Currently Served by Transit

To assess the effectiveness of existing transit routes, participants in the online and mail surveys were asked to identify any places they wished to go but couldn't because of a lack of transportation to that destination. In total, 37% of respondents identified inaccessible destinations, shown below in **Table 14** and **Figure 7**. The most common destinations identified as currently not accessible include:

- Downtown Los Angeles (x4)
- Beach (x3)
- Concert venues/film and music events (x3)
- Grocery shopping (x3)
- Medical appointments (x3)
- Airport (Burbank and LAX) (x2)
- Disneyland (x2)
- Metro Line (x2)
- UCLA/Westwood (x2)

These responses were examined with more granularity by age (**Table 15** and **Figure 8**) and ability status (**Table 16** and **Figure 9**). Limited access to destinations generally grew as age group increased. Additionally, half of participants who identified as having a disability responded that there was a place they couldn't reach due to lack of transportation, compared to 26% of non-disabled participants. As not all respondents entered demographic responses, totals in the age and ability status breakdowns may be less than those in the overall response tables.

Table 14: “Is there any place you wish you could go but cannot because of lack of transportation?”

	Yes	No	I Don't Know	Total
Online Survey	39	119	24	182
Mail Survey	125	74	67	266
Total	164	193	91	448

Figure 7: Respondents Reporting Limited Access to Destinations

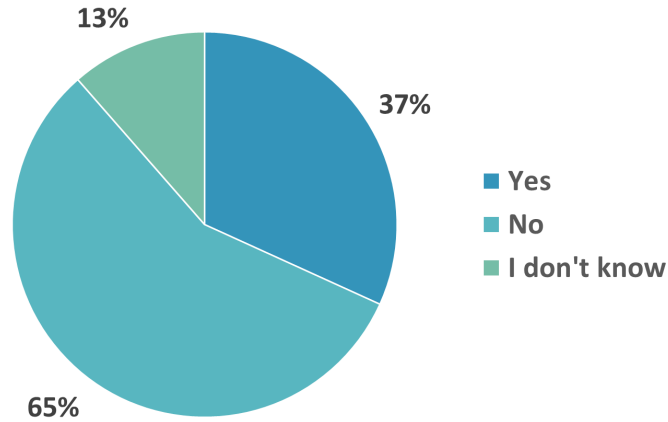


Table 15: Limited Access to Destinations, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Yes	1	9	16	21	54	42	16	159
No	3	24	29	48	49	18	11	182
I Don't Know	0	4	7	18	40	18	4	91
Total	4	37	52	87	143	78	31	432

Figure 8: Limited Access to Destinations, by Age

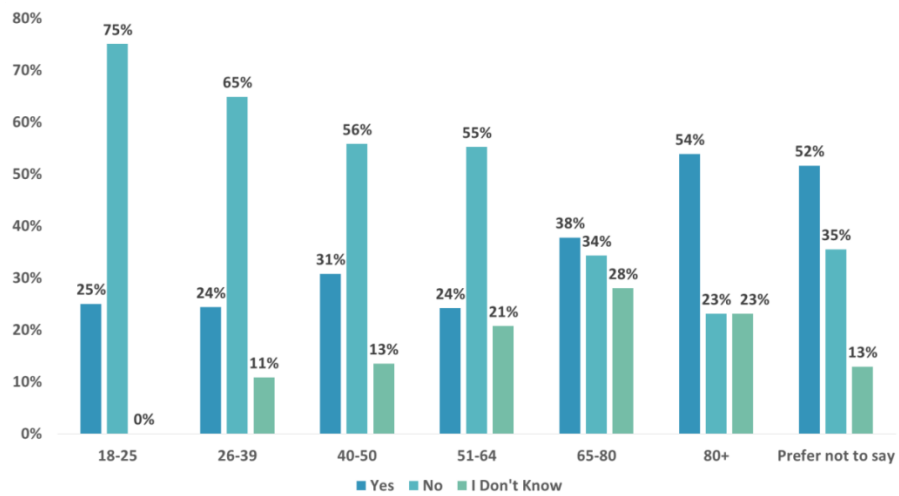
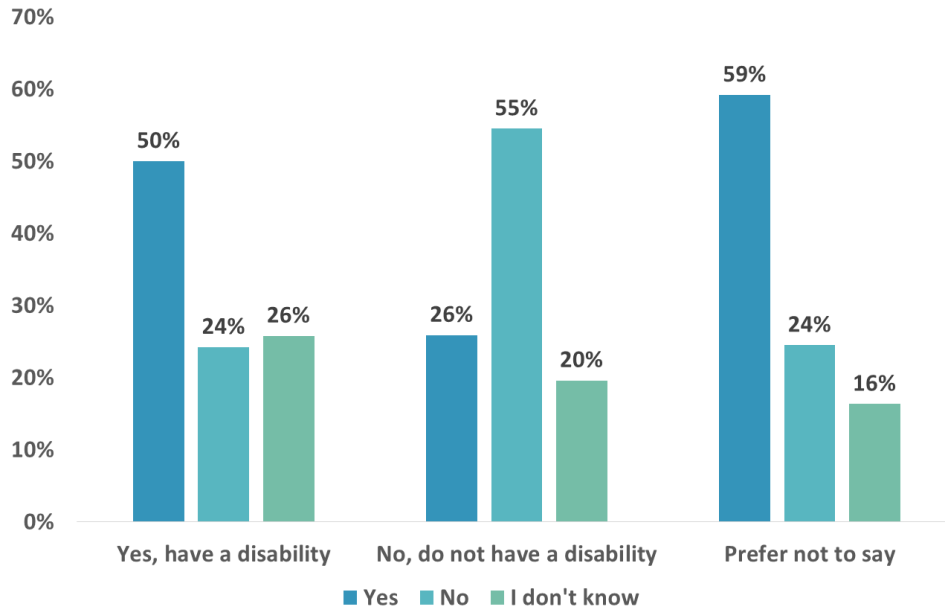


Table 16: Limited Access to Destinations, by Ability Status

	Yes, Have A Disability	No, Do Not Have A Disability	Prefer Not To Say	Total
Yes	64	66	29	159
No	31	139	12	182
I Don't Know	33	50	8	91
Total	128	255	49	432

Figure 9: Limited Access to Destinations, by Ability Status



3.1.f Reasons for Not Using West Hollywood Transit

Community members that responded to the mail and online surveys were asked to select from a list of reasons why they do not use West Hollywood transit. Overall, the most common reasons were not knowing about the services and preferring to drive one’s own car. These responses are shown in **Table 17**. The most frequent responses to “Other” were:

- Routes aren't convenient
- Frequency and timing aren't convenient
- Not fast enough
- Prefer to use Metro
- Safety concerns
- All of the above

Table 17: Participant Reasons for Not Using Transit

Top Reason for Not Using West Hollywood Transit Services	Online Survey	Mail Survey	Total
I did not know about the services	18	38	56
I prefer to drive my own car	34	20	54
I prefer to walk	21	14	35
I do not think I am eligible for the services	9	6	15
I prefer private car sharing services (like Lyft and Uber)	10	2	12
I prefer to bike	7	0	7
I am too busy	5	1	6
Total	104	81	185

3.1.g Transit Information

Both the online and mail surveys asked residents where they got information about West Hollywood’s transit services. Physical brochures and transit maps and the Internet (via a computer) were the most popular answers. Results are shown in **Table 18** and **Figure 10**. When asked about other sources, the most common response was that respondents didn’t have any source of information about transit services.

Participants were then asked about their perception of the convenience of getting transit service information from these sources. This information is shown in **Table 19** and **Figure 11**.

Table 18: Current Information Source about West Hollywood Transit

Information Source	Online Survey	Mail Survey	Total
Physical brochure or transit map	14	85	99
On the Internet via a computer	62	36	98
On the Internet via a smartphone	53	13	66
Friends or neighbors	7	56	63
Other	21	37	58
Community location (library, park, City Hall)	6	34	40
At work	12	2	14
Total	175	263	438

Figure 10: Current Information Source about West Hollywood Transit

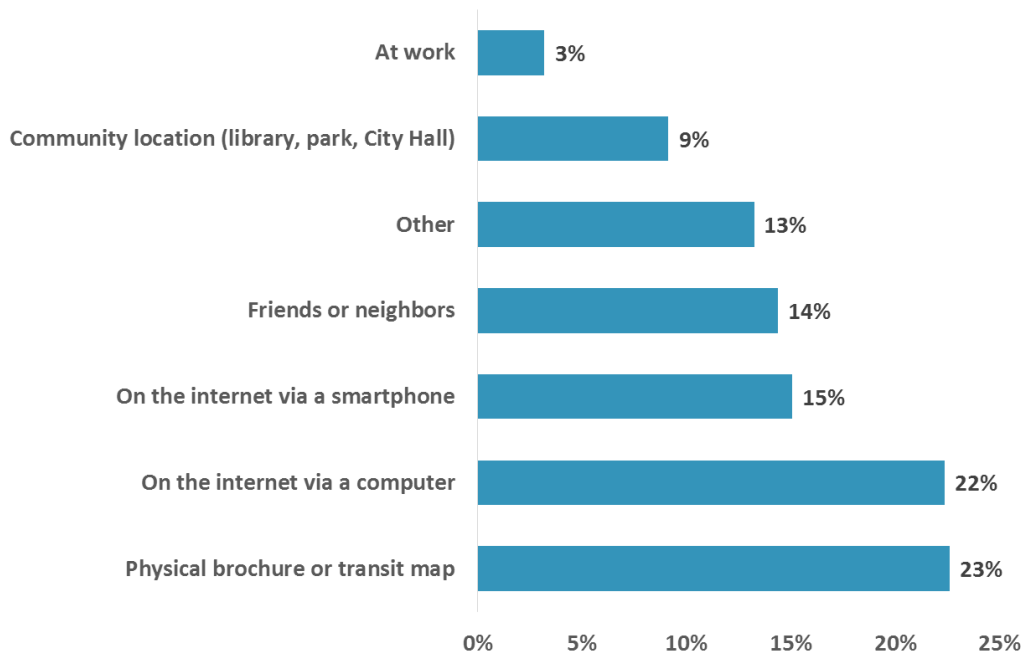
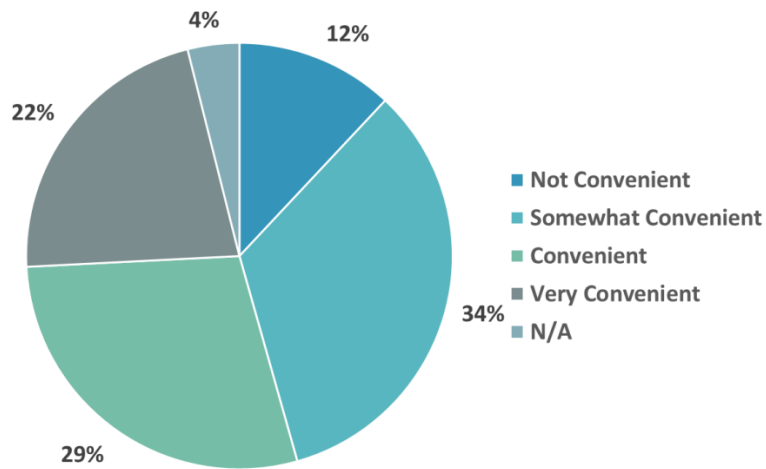


Table 19: Convenience of Access to Information about West Hollywood Transit

	Not Convenient	Somewhat Convenient	Convenient	Very Convenient	N/A	Total
Online	20	58	51	35	15	179
Mail	32	88	73	60	2	255
Total	52	146	124	95	17	434

Figure 11: Convenience of Access to Information About West Hollywood Transit



3.1.h Transit Concierge

The online and mail surveys asked respondents if they would be more likely to use the City’s transit services if West Hollywood provided a personal transit concierge to help them understand the local transit system and ride along on their first transit trip. Results are shown below in **Table 20** and **Figure 12**. Openness to transit concierge was found to be relatively consistent across all age groups, as shown in **Table 21** and **Figure 13**.

Table 20: Participant Openness to a Transit Concierge Service

	Yes	No	Don't Know	Total
Online Survey	69	59	47	175
Mail Survey	106	68	71	245
Total	175	127	118	420

Figure 12: Participant Openness to a Transit Concierge Service

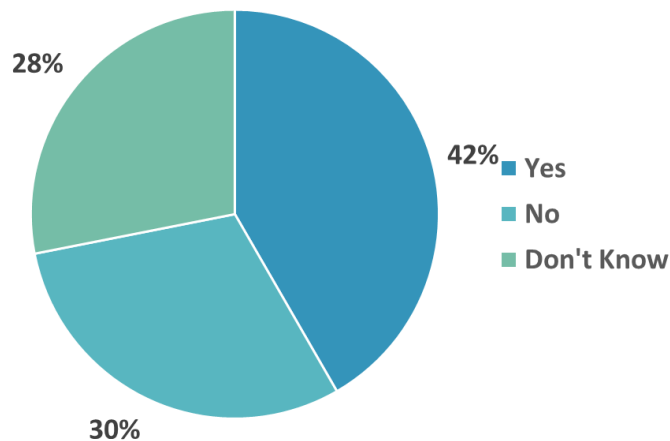
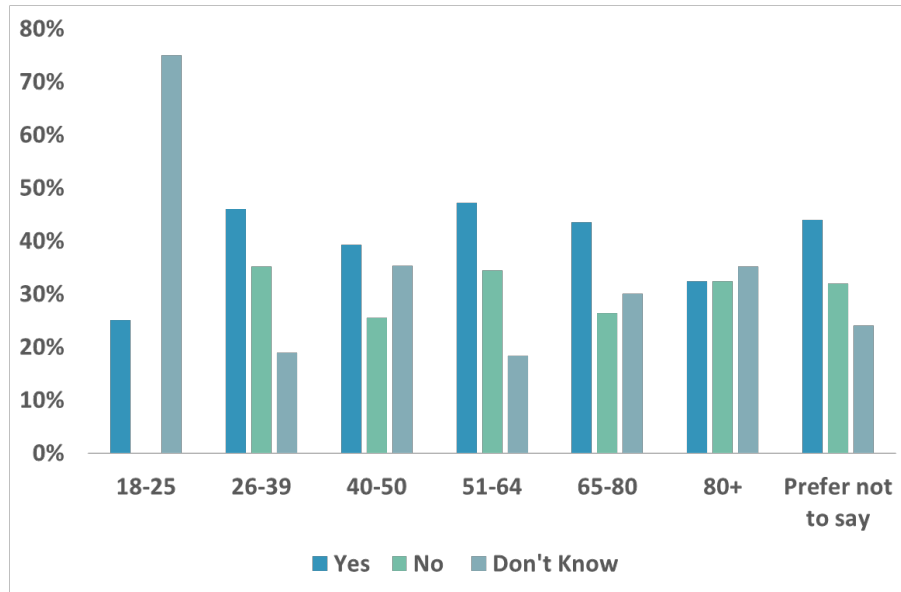


Table 21: Participant Openness to a Transit Concierge Service, by Age

	Yes	No	Don't Know	Total
18-25	1	0	3	4
26-39	17	13	7	37
40-50	20	13	18	51
51-64	41	30	16	87
65-80	61	37	42	140
80+	23	23	25	71
Prefer not to say	11	8	6	25
Total	174	124	117	415

Figure 13: Participant Openness to a Transit Concierge Service, by Age



3.2 Fixed-Route Service – CityLine

Participants were asked in surveys, interviews, and at pop-up events to share their perceptions of West Hollywood’s CityLine service. Key outcomes are detailed below.

3.2.a Knowledge and Use of CityLine Service

Because participants who were surveyed while riding CityLine had intrinsic knowledge and use of the service, only mail and online survey respondents were asked about their knowledge and use of CityLine (Tables 22 and 23, Figure 14). All surveyed riders were asked about the frequency with which they used the services, as shown in Table 24 and Figure 15.

Table 22: “Do you know about this service?”

	Yes	No	Total
Online Survey	58	6	64
Mail Survey	144	4	148
Total	202	10	212

Table 23: “Do you use this service?”

	Yes	No	Total
Online Survey	28	34	62
Mail Survey	136	9	145
Total	164	43	207

Figure 14: Participant Knowledge and Use of CityLine

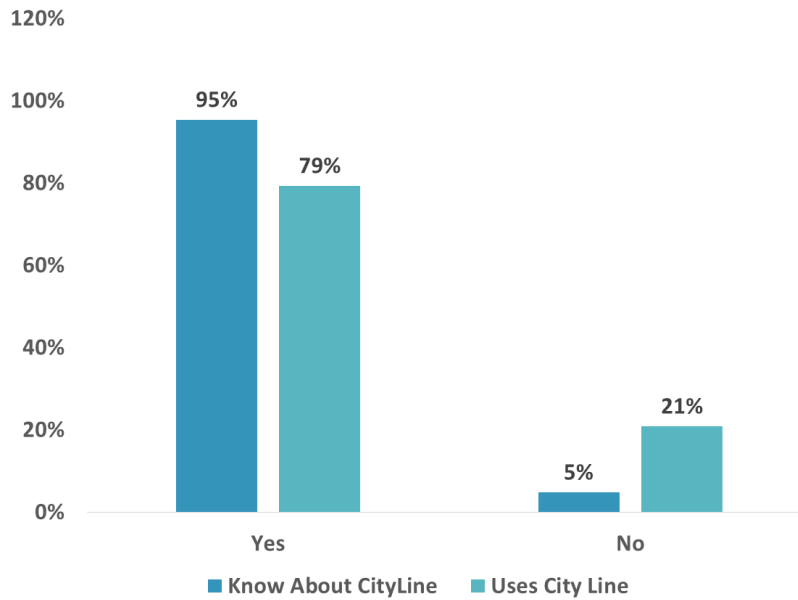
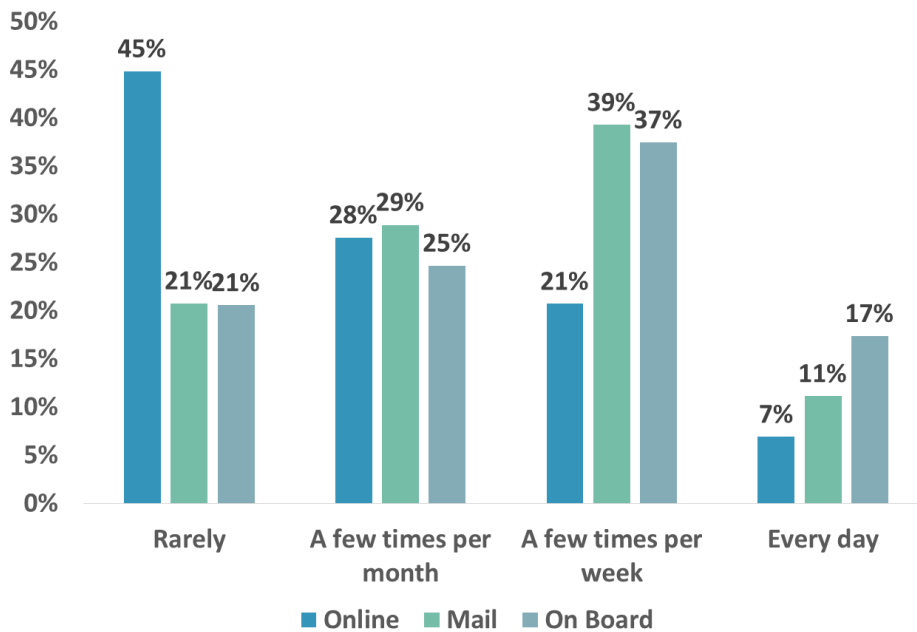


Table 24: “How often do you use this service?”

	Rarely	A Few Times per Month	A Few Times per Week	Every Day	Total
Online Survey	13	8	6	2	29
Mail Survey	28	39	53	15	135
On Board Survey	4	7	23	21	55
Total	45	54	82	38	219

Figure 15: Frequency of Participant CityLine Use



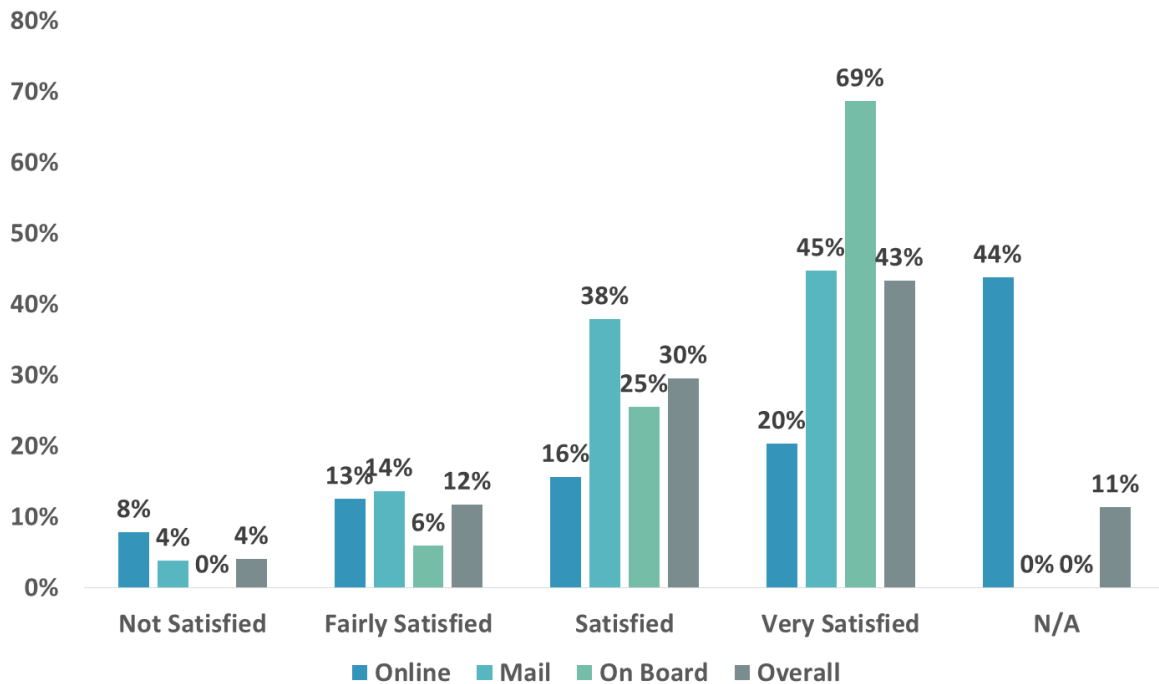
3.2.b Satisfaction with CityLine

All survey participants (online, mail, and on board) were asked to report their level of satisfaction with CityLine services in West Hollywood, shown in **Table 25** and **Figure 16**. Across all surveys, a majority of participants rated themselves as either satisfied or very satisfied with CityLine. Satisfaction was highest with CityLine users intercepted while riding the service.

Table 25: Level of Satisfaction with CityLine

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied	N/A	Total
Online Survey	5	8	10	13	28	64
Mail Survey	5	18	50	59	0	132
On Board Survey	0	3	13	35	0	51
Total	10	29	73	107	28	247

Figure 16: Participant Satisfaction with CityLine



Participants on all surveys were also given an opportunity to rank their primary reasons for dissatisfaction with CityLine. A list of eight options was presented (see **Table 26**), as well as an opportunity to write in other reasons for dissatisfaction. Respondents also wrote in the primary suggestions for improvement of CityLine services, the most frequent of which were the following topics:

- Increase frequency
- Extend hours of service
- Provide additional stops
- Better promotion of services, increase availability of information
- Improve buses
- Improve accessibility
- Increase route efficiency
- Improve access to and reliability of schedule

Verbatim suggestions for improvement include:

- Add another stop at Willoughby [La Brea] for service to Sprouts and 99 Cent stores.
- Connect to Vine and Highland Metro Station daily.
- It would be great to have a direct stop at nearby elementary schools like Gardner Elementary for Mom's and Grandma's who need to pick-up and drop off their kids.
- More service 9-7 pm, Sunday service 10-5 pm. Direct service from La Cienega to La Brea 9-6 pm, 7 days a week.

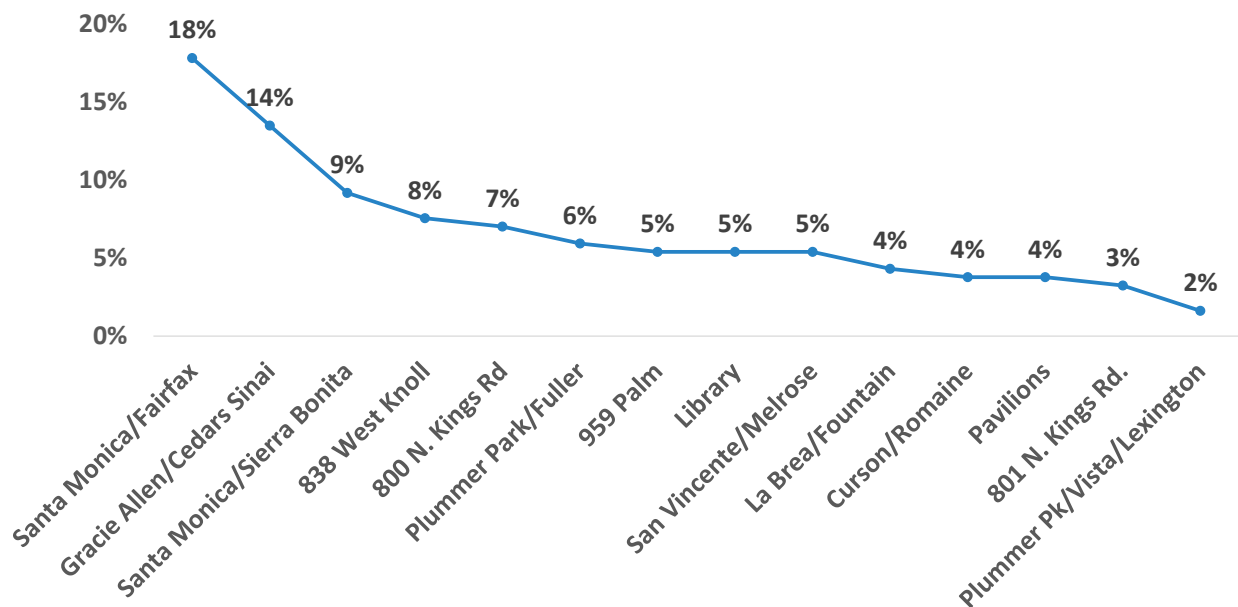
Table 26: Primary Reason for Dissatisfaction with CityLine

	Online	Mail	On Board	Total
It's too slow	14	16	8	38
It doesn't come often enough	4	23	9	36
It doesn't take me where I want to go	0	11	3	14
It does not come at a time that I would use it	2	2	4	8
I do not understand how to use it	2	3	0	5
It's not accessible enough for me	0	4	1	5
The stop is too far away/I cannot get to the stop	1	3	0	4
It's too crowded/noisy	0	0	1	1
Other	0	10	8	18
Total	23	72	34	129

3.2.c CityLine Stops

CityLine riders that were surveyed were asked to indicate where they got on and where they would get off the bus, while online and mail participants were asked to share their most frequent on- and off-boarding stops. These results are summarized below in **Figure 17** and **Figure 18**.

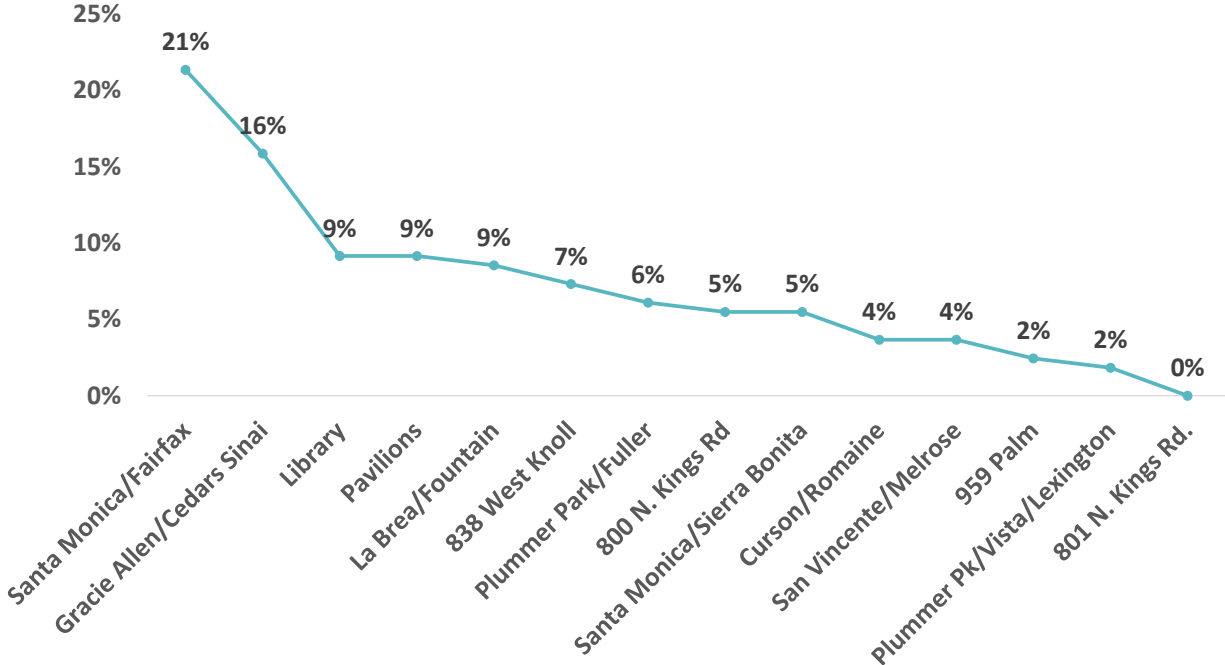
Figure 17: CityLine Boarding Locations



Other written-in locations where participants boarded CityLine included:

- Crescent & Fountain
- Crescent Heights
- Curson & Norton
- Hollywood & Highland (x2)
- La Brea & Santa Monica Blvd (x3)
- La Cienega
- La Jolla & Santa Monica
- San Vicente & Santa Monica Blvd (x2)
- Sunset & San Vicente
- Sweetzer (x2)
- Westbourne & Santa Monica
- Willoughby & Gardener

Figure 18: CityLine Off-boarding Locations



Other written-in locations where participants got off CityLine included:

- City Hall (x2)
- Crescent Heights
- Curson & Kings
- Fairfax & La Brea
- Gardenia
- Highland
- La Brea & Santa Monica
- La Brea & Santa Monica Blvd
- La Cienega
- San Vicente (x3)
- San Vicente & Santa Monica Blvd (x3)
- Spaulding & Santa Monica Blvd
- Sunset
- Sweetzer & Willoughby
- Vista
- West Bourne
- Willoughby & Gardener

3.2.d CityLine Stakeholder & Focus Group Comments

Participants in the stakeholder interviews and the focus groups had comments specific to CityLine services, which are summarized in this section.

Facebook

- *"I wish the CityLine would stop at Sunset & Sunset Plaza towards the Beverley Center!"*

Stakeholder Interviews

- *"If the City had to focus on three priorities for improvements to the existing local transit system, one of them should be reducing the amount of time to take the CityLine route."*

Focus Groups

Community

- Support group for new Dial-A-Ride and CityLine users – friends to ride with
- Does Dial-A-Ride compete with CityLine?
- CityLine has improved lately – serves specific buildings

Transportation Commission

- The CityLine vehicles are really nice, drivers are nice!

SAB

- CityLine on north–south streets
- CityLine used to go up Sweetzer to Fountain
- NEED to be able to get up to Sunset
- CityLine is less reliable but needed to get around town

DAB

- CityLine – get more people to ride
- CityLine takes too long
- So many straps on CityLine – takes so long to put them on (straps should be on the floor)
- Straps like Metro

3.3 Fixed-Route Service – CityLineX

Participants were asked in surveys, interviews, and at pop-up events to share their perceptions of West Hollywood’s CityLineX service. Key outcomes are detailed below.

3.3.a Knowledge and Use of CityLineX Service

Because participants who were surveyed while riding CityLineX had intrinsic knowledge and use of the service, only mail and online survey respondents were asked about their knowledge and use of CityLineX (Tables 27 and 28, Figure 19). All surveyed riders were asked about the frequency with which they used the services, as shown in Table 29 and Figure 20.

Table 27: “Do you know about this service?”

	Yes	No	Total
Online Survey	55	9	64
Mail Survey	80	62	142
Total	135	71	206

Table 28: “Do you use this service?”

	Yes	No	Total
Online Survey	26	34	60
Mail Survey	52	72	124
Total	78	106	184

Figure 19: Participant Knowledge and Use of CityLineX

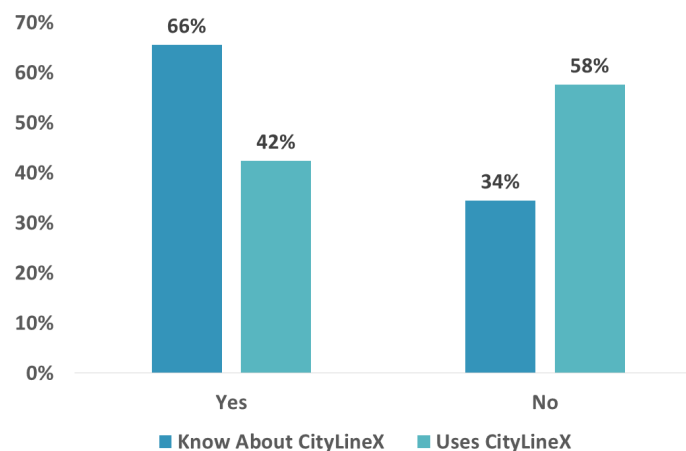
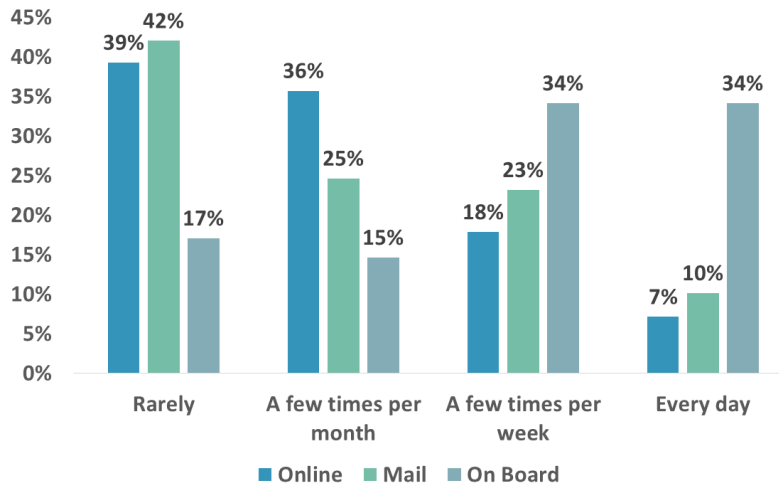


Table 29: “How often do you use this service?”

	Rarely	A Few Times per Month	A Few Times per Week	Every Day	Total
Online Survey	11	10	5	2	28
Mail Survey	29	17	16	7	69
On Board Survey	7	6	14	14	41
Total	47	33	35	23	138

Figure 20: Frequency of Participant CityLineX Use



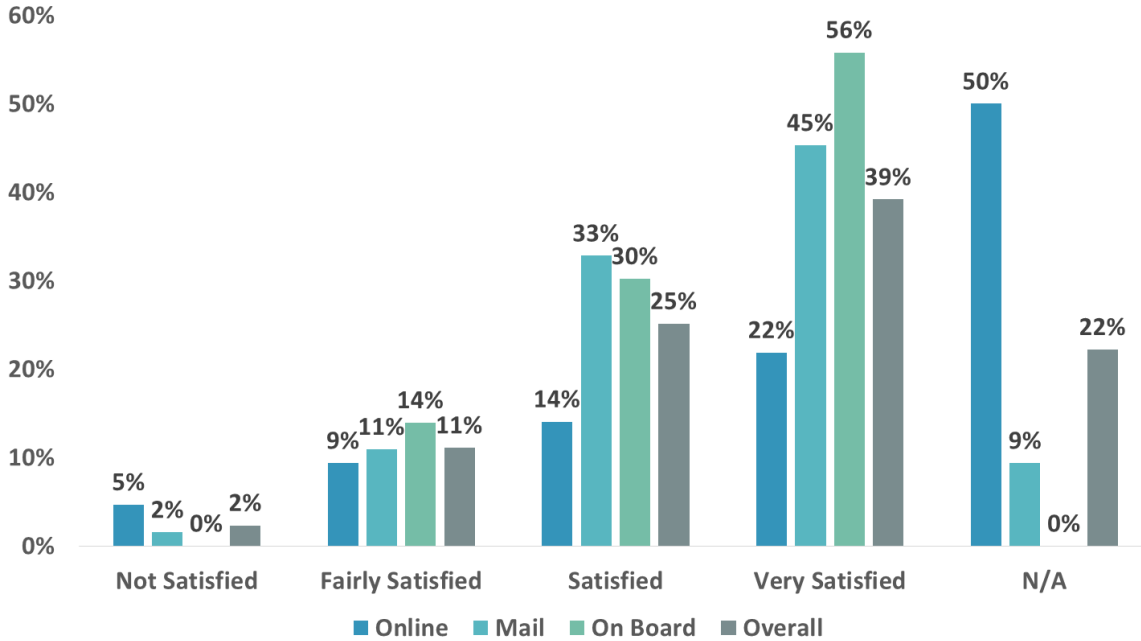
3.3.b Satisfaction with CityLineX

All survey participants (online, mail, and on board) were asked to report their level of satisfaction with CityLineX service in West Hollywood, as shown in **Table 30** and **Figure 21**. Across all surveys, a majority of participants rated themselves as either satisfied or very satisfied with CityLineX, and like surveyed CityLine riders, satisfaction was highest among those interviewed while riding the transit service.

Table 30: Level of Satisfaction with CityLineX

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied	N/A	Total
Online Survey	3	6	9	14	32	64
Mail Survey	1	7	21	29	6	64
On Board Survey	0	6	13	24	0	43
Total	4	19	43	67	38	171

Figure 21: Participant Satisfaction with CityLineX



Participants on all surveys were also given an opportunity to rank their primary reasons for dissatisfaction with CityLineX. A list of eight options was presented (see **Table 31**), as well as an opportunity to write in other reasons for dissatisfaction. Respondents also wrote in the primary suggestions for improvement of CityLineX services, the most frequent of which were the following topics:

- Increase frequency
- Extend hours and days of service
- Provide schedule information at stops
- Better promote services and increase availability of information
- Increase reliability
- Improve route efficiency/timeliness
- Improve buses

Verbatim suggestions for improvement include:

- *Ask the driver to make a right turns against a red light onto Highland when clear; we are trying to make the subway train.*
- *Be on time. Should have signs by stop locations w/routes & times*
- *Bigger signs for bus stops*
- *Extend the time for morning route 7-9 am to 7-11 or 8:10 and end line at 7 pm*
- *Have a mailing list people can sign up for it, if there are changes to the schedule (ex: Oscars etc.)*
- *Make last stop Cedars Sinai, people can save 15 minutes in the morning. Library stop is confusing, wrong side.*
- *Would prefer if the shuttle arrived earlier (e.g. 5pm) on Hollywood/Highland, particularly for people commuting from Downtown LA. Is there a way it can stop south of Hollywood? Taking Hollywood is too congested, causes delays*

Table 31: Primary Reason for Dissatisfaction with CityLineX

	Online	Mail	On Board	Total
It does not come at a time that I would use it	13	4	4	21
It doesn't come often enough	2	12	5	19
The stop is too far away/I cannot get to the stop	1	5	2	8
It's too slow	1	1	4	6
I do not understand how to use it	1	4	0	5
It's not accessible enough for me	0	4	1	5
It doesn't take me where I want to go	0	2	1	3
It's too crowded/noisy	0	0	0	0
Other	0	7	11	18
Total	18	39	28	85

3.3.c CityLineX Stops

CityLineX riders surveyed were asked to indicate where they got on and where they would get off the bus, while online and mail participants were asked to share their most frequent on- and off-boarding stops. These results are summarized below in **Figure 22** and **Figure 23**.

Figure 22: CityLineX Boarding Locations

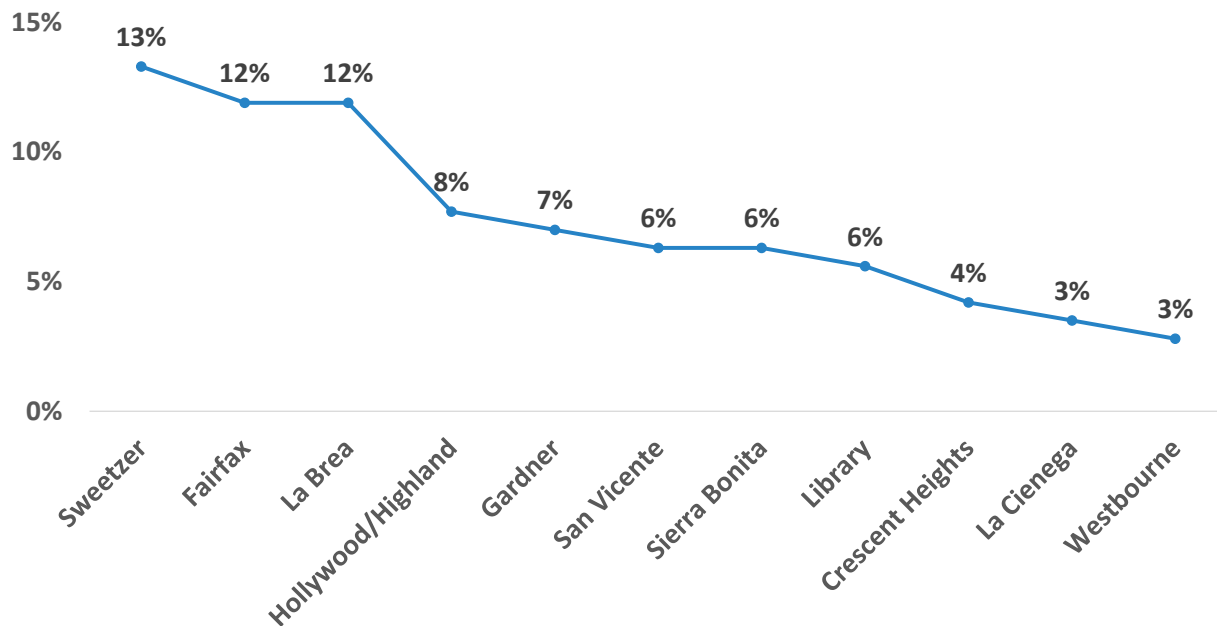
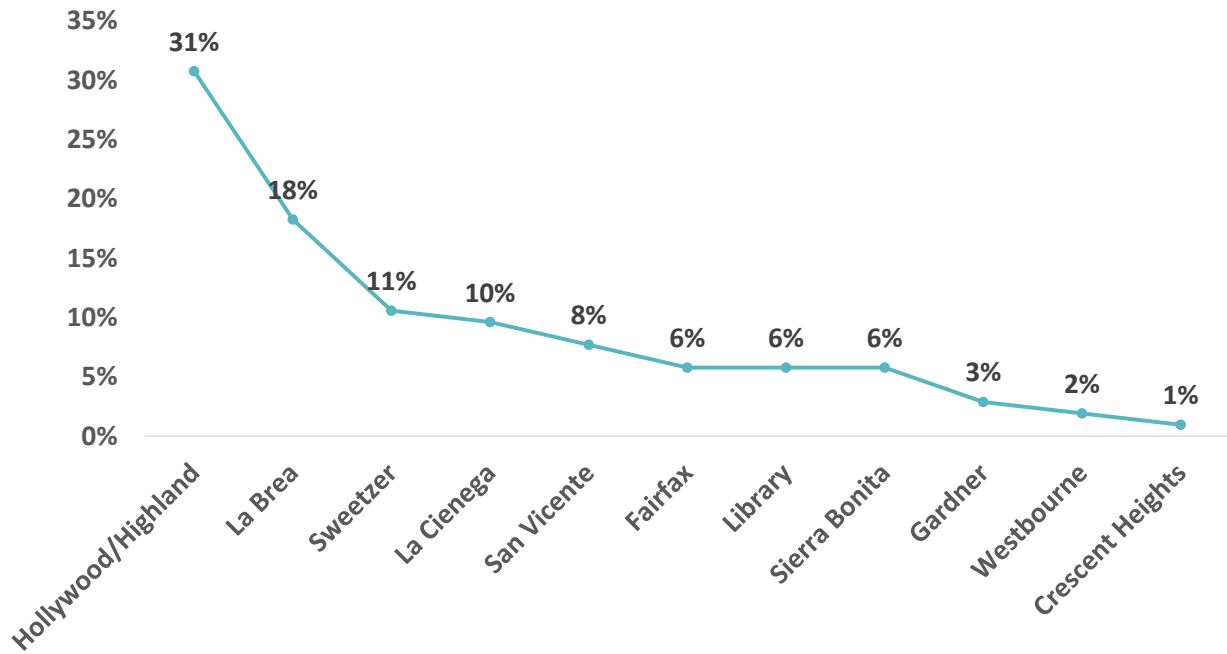


Figure 23: CityLineX Off-boarding Locations



3.3.d CityLineX Stakeholder and Focus Group Comments

Participants in the stakeholder interviews and the focus groups had comments specific to CityLineX services, which are summarized in this section.

Stakeholder Interviews

- *"If the City had to focus on three priorities for improvements to the existing local transit system, serving new CityLine and CityLineX routes should be one of them."*

Focus Groups

Community

- I WISH... Expand The PickUp line or CityLineX
- I WISH... CityLineX type service along Sunset (east to west) and Santa Monica (east to west)
- CityLineX Hollywood & Highland 6PM first stop is a long wait
- Keep CityLineX running all evening
- Support group for new Dial-A-Ride and CityLine users – friends to ride with
- Extend CityLineX hours – some evening hours

Transportation Commission

- Want longer operating hours for CityLineX
- The CityLine vehicles are really nice, drivers are nice!
- A consistent transit route up to the red line will continue to be the biggest request

DAB

- CityLineX helps to get to City meetings

3.4 Fixed-Route Service – The PickUp

Participants were asked in surveys, interviews, and at pop-up events to share their perceptions of West Hollywood’s PickUp service. Key outcomes are detailed below.

3.4.a Knowledge and Use of the PickUp Service

Because participants who were surveyed while riding The PickUp had intrinsic knowledge and use of the service, only mail and online survey respondents were asked about their knowledge and use of The PickUp (**Tables 32 and 33, Figure 24**). All surveyed riders were asked about the frequency with which they used the services, as shown in **Table 34 and Figure 25**.

Table 32: “Do you know about this service?”

	Yes	No	Total
Online Survey	63	1	64
Mail Survey	66	71	137
Total	129	72	201

Table 33: “Do you use this service?”

	Yes	No	Total
Online Survey	49	16	65
Mail Survey	40	81	121
Total	89	97	186

Figure 24: Participant Knowledge and Use of The PickUp

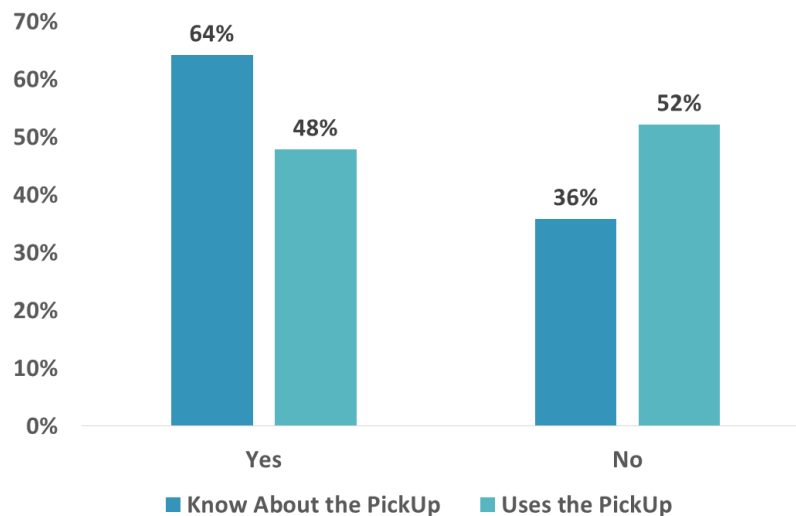
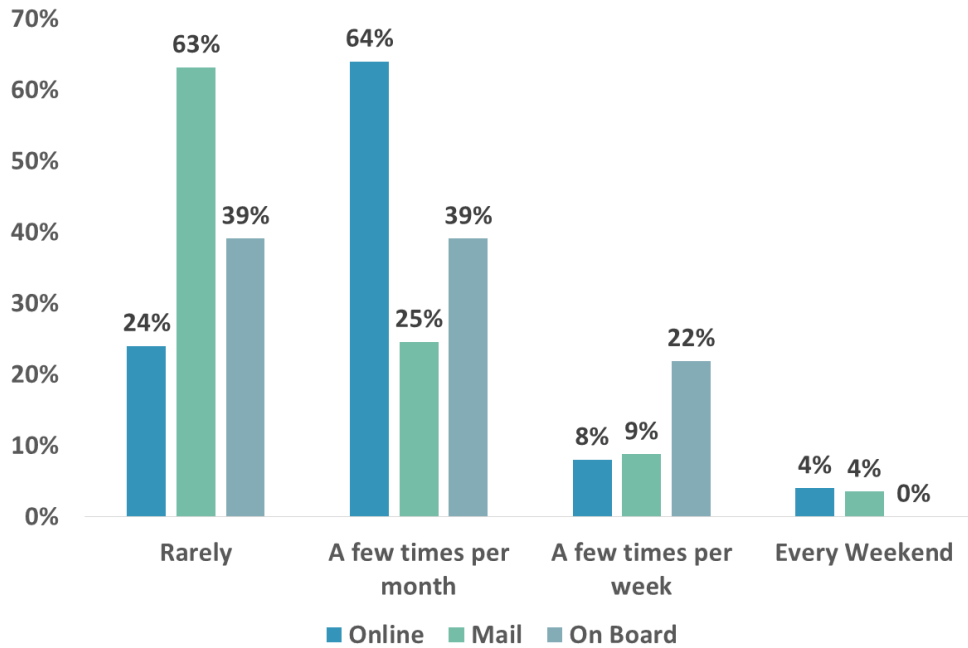


Table 34: “How often do you use this service?”

	Rarely	A Few Times per Month	A Few Times per Week	Every Weekend	Total
Online Survey	12	32	4	2	50
Mail Survey	36	14	5	2	57
On Board Survey	25	25	14	0	64
Total	73	71	23	4	171

Figure 25: Frequency of Participant Use of the PickUp



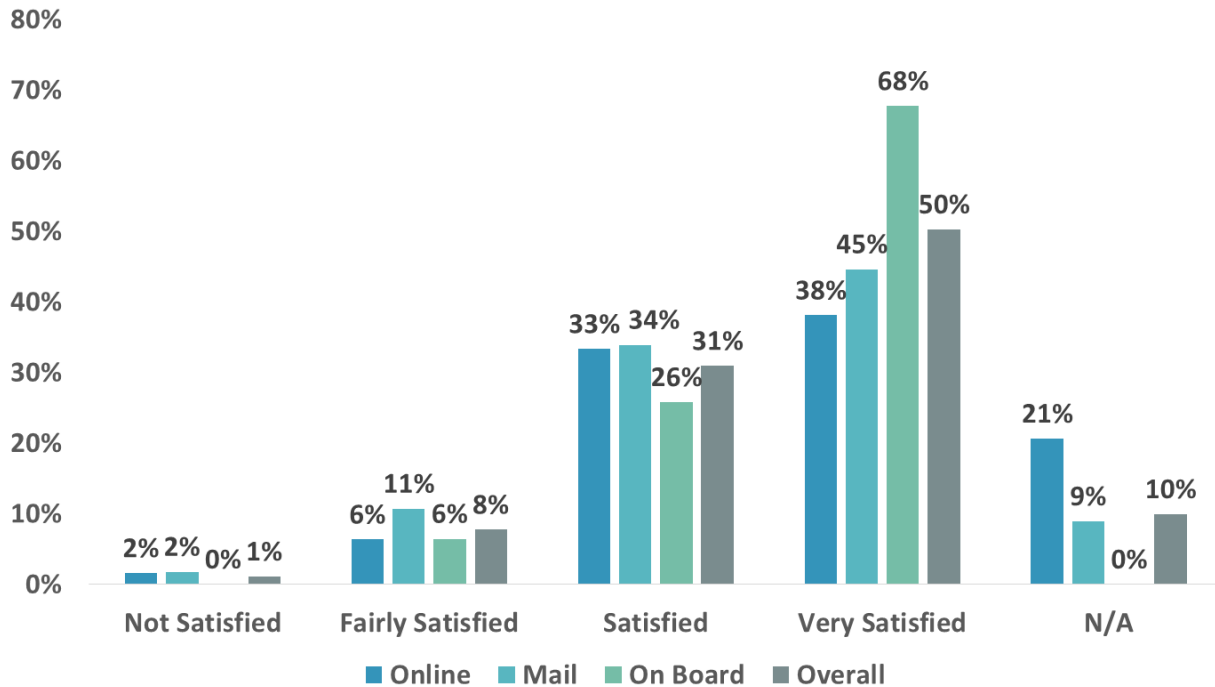
3.4.b Satisfaction with the PickUp

All survey participants (online, mail, and on board) were asked to report their level of satisfaction with The PickUp service in West Hollywood, shown below in **Table 35** and **Figure 26**. Across all surveys, a majority of participants rated themselves as either satisfied or very satisfied with The PickUp.

Table 35: Level of Satisfaction with the PickUp

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied	N/A	Total
Online Survey	1	4	21	24	13	63
Mail Survey	1	6	19	25	5	56
On Board Survey	0	4	16	42	0	62
Total	2	14	56	91	18	181

Figure 26: Participant Satisfaction with the PickUp



Participants on all surveys were given an opportunity to rank their primary reasons for dissatisfaction with The PickUp. A list of eight options was presented (see **Table 36**), as well as an opportunity to write in other reasons for dissatisfaction. Respondents also wrote in the primary suggestions for improvement of The PickUp, the most frequent of which were the following topics:

- Run additional days and hours
- Add a time schedule and/or digital display at stops
- Additional stops
- Reduce noise
- Increase frequency
- Better publicize service and disseminate information

Verbatim suggestions for improvement include:

- *Have a digital display that shows when next bus will arrive*
- *Less of a party bus*
- *Run on Thursdays and Sundays*
- *Start when CityLineX stops, extend for Sunset*
- *A couple more vehicles during closing time*
- *Four or five times a week rather than just on Fridays & Saturdays. Also go up Sunset Blvd. & Santa Monica Blvd*
- *Love the Pickup! A++++*
- *My first time riding, but we walked from Hollywood + Highland Station, a pick up there would be great.*
- *None. It was a breeze and provides a great service*

Table 36: Primary Reason for Dissatisfaction with The PickUp

	Online	Mail	On Board	Total
It doesn't come often enough	6	8	9	23
It does not come at a time that I would use it	4	1	5	10
It doesn't take me where I want to go	2	5	1	8
I do not understand how to use it	0	6	0	6
The stop is too far away/I cannot get to the stop	0	3	2	5
It's not accessible enough for me	1	2	2	5
It's too crowded/noisy	0	3	1	4
It's too slow	1	0	1	2
Total	14	28	21	63

3.4.c The PickUp Stops

The PickUp riders surveyed were asked to indicate where they got on and where they would get off the bus, while online and mail participants were asked to share their most frequent on- and off-boarding stops. These results are summarized below in **Figure 27** and **Figure 28**.

Figure 27: The PickUp Boarding Locations

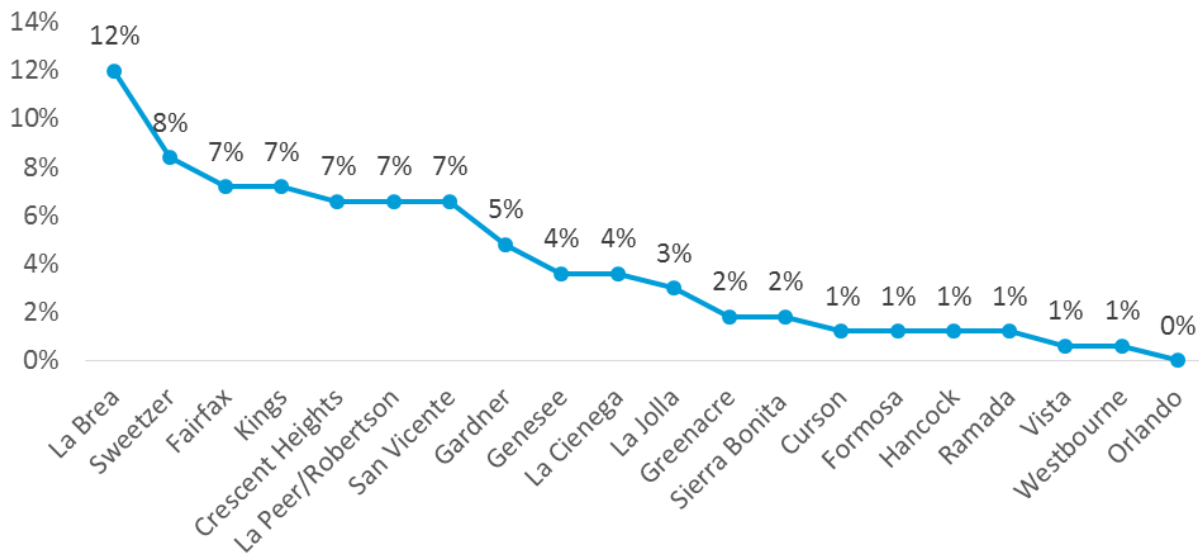
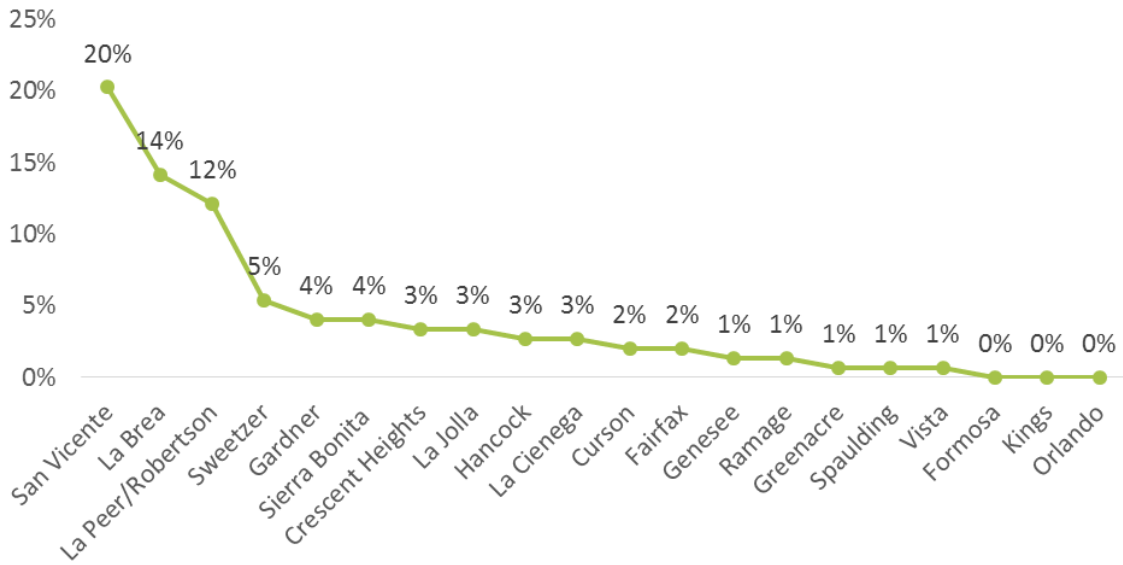


Figure 28: The PickUp Off-boarding Locations



3.4.d The PickUp Stakeholder and Focus Group Comments

Participants in the stakeholder interviews and the focus groups had comments specific to The PickUp, which are summarized in this section.

Stakeholder Interviews

- Riders seem to be happy with The PickUp
- Running The PickUp more hours and days should be a priority, and included in a vision of the future.
- Current mobile platforms (NextBus) isn't effective for The PickUp

Focus Groups

Community

- More The PickUp hours
- Expand The PickUp or CityLineX
- Sunday and happy hour (The PickUp)

Transportation Commission

- Evening ridership is higher than morning on CityLineX. For entertainment? Why isn't there The PickUp for the Sunset Strip? Why doesn't it go to the Red Line?
- Why don't we do The PickUp during the day? Metro buses do this route but most people don't have passes

SAB

- The PickUp on Sunset also
- The PickUp is loud/on-board entertainment is intense for some. Driver safety?

DAB

- No The PickUp-specific comments

3.5 Fixed-Route Service Priorities

On all surveys, as well as at the pop-up events, participants were asked to prioritize the features of the City’s fixed-route services. These results are shown in **Table 37**. Days and hours of service received the most “top priority” votes, while accessibility for cyclists transporting their bicycles got the most “not a priority” votes.

Table 37: Fixed-Route Service Priorities

Fixed-Route Service Qualities	Top Priority	Moderate Priority	Low Priority	Not a Priority
Days and hours of service	272	108	7	5
Convenience/safety of stop locations	264	115	12	11
Frequency of bus arrivals	248	122	12	3
Safety on-board	242	103	26	10
Punctuality/on-time arrival	240	131	18	2
Efficiency/directness of route	223	138	21	5
Availability of information about routes and times	189	144	28	16
Accessibility for seniors and persons with disabilities	188	117	40	31
Cleanliness of vehicles	183	149	41	11
Helpfulness of driver	162	137	60	23
Accessibility for cyclists transporting their bicycles	58	85	93	124
Appeal of branding	48	82	104	116
Personal assistance from vehicle to door	22	20	33	51

3.6 Fixed-Route Service Summary, Analysis, and Recommendations

Fixed-route priorities and service suggestions centered on providing more frequent service, increased hours, additional days of service, and more efficient routes. Safety on-board and at stops was also a top priority. Below are the top three recommendations for improving each fixed-route service.

CityLine

- **Add stops.** Several destinations were identified by participants as potential stops, including schools, specific retail locations, and activity hubs.
- **Improve reliability, speed, and frequency.** Across the board, participants are happy with the CityLine service and want to maintain its route and free status. Many participants would like to see more frequent shuttles, more accurate shuttle information, and faster travel times.
- **Connect to Sunset Boulevard.** The addition of a similar shuttle along Sunset Boulevard and/or modifying the route to include more north–south streets was an idea expressed by many.

CityLineX

- **Maintain connection to Metro Red Line.** The connection to Metro appears to be the primary reason for riding CityLineX.
- **Extend hours and frequency.** Many participants expressed a desire for earlier and later CityLineX service, as well as more frequent shuttles.
- **Connect new riders.** Several senior participants would like the City to provide a travel training to support new riders or to organize a new riders group to assist with finding travel companions going to similar destinations.

The PickUp

- **Offer service on more days.** Many participants would like to see The PickUp run on Sunday mornings and Thursday nights, if not more days and evenings.
- **Enhance access to real-time data.** Participants have had difficulty accessing real-time arrival data for The PickUp.

3.7 On-Demand Services – Dial-A-Ride/TLC

Participants in the online and mail surveys were asked about the City’s suite of on-demand services, including Dial-A-Ride/TLC. A majority of the survey responses about on-demand services came from the mail survey, which was only sent to seniors and residents with disabilities.

3.7.a Knowledge and Use of Dial-A-Ride/TLC Services

Mail and online survey respondents were asked about their knowledge and use of Dial-A-Ride TLC (Tables 38 and 39, Figure 29). All surveyed riders were asked about the frequency with which they used the services, as shown in Table 40 and Figure 30.

Table 38: “Do you know about this service?”

	Yes	No	Total
Online Survey	5	2	7
Mail Survey	91	36	127
Total	96	38	134

Table 39: “Do you use this service?”

	Yes	No	Total
Online Survey	3	4	7
Mail Survey	75	50	125
Total	78	54	132

Figure 29: Participant Knowledge and Use of Dial-A-Ride/TLC

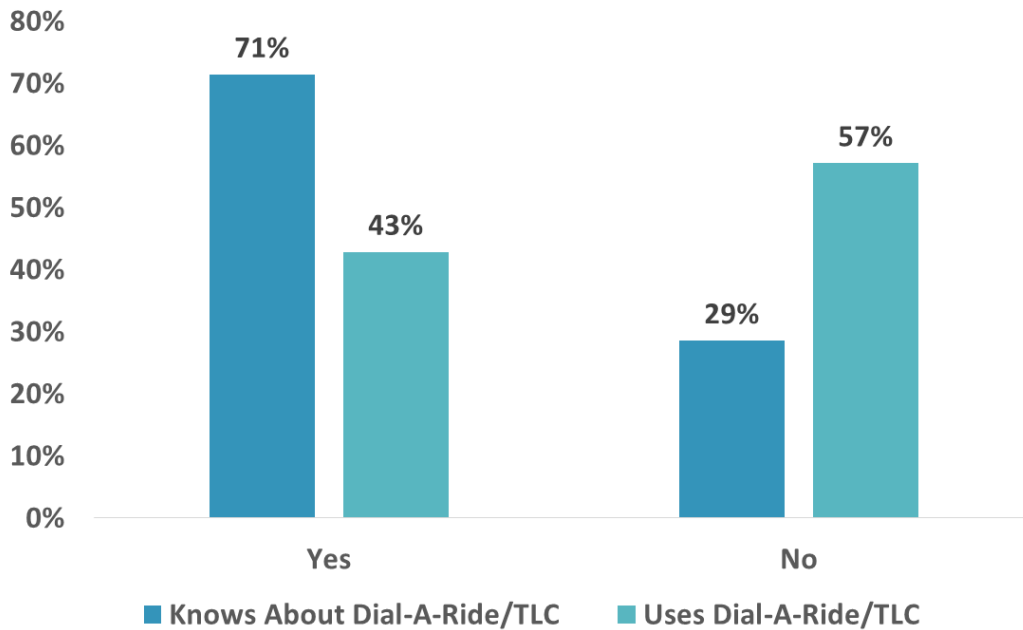
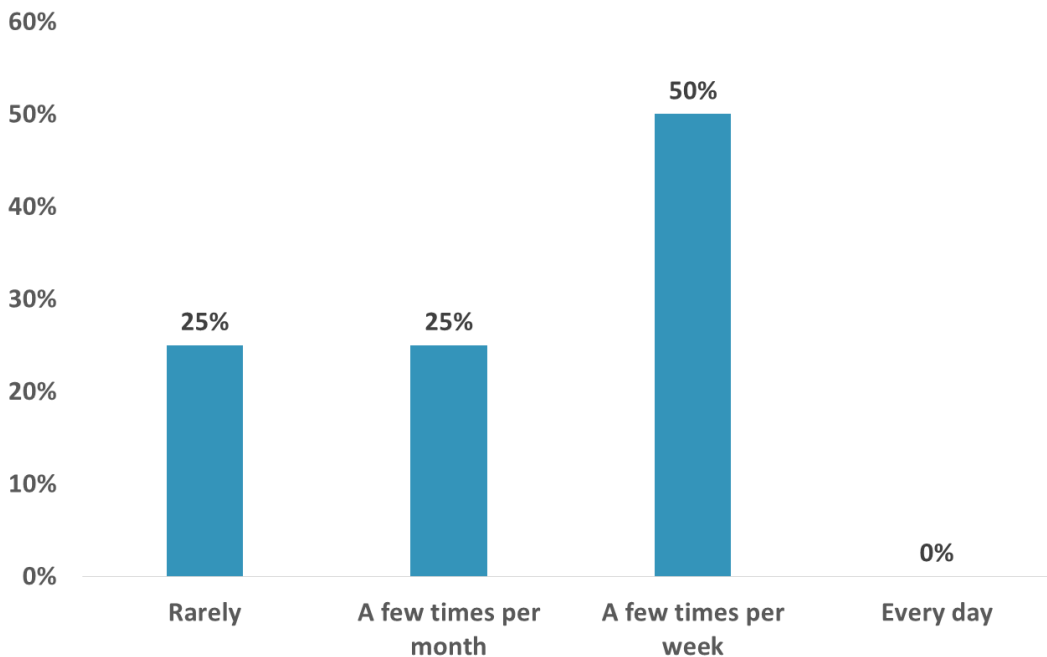


Table 40: “How often do you use this service?”

	Rarely	A Few Times per Month	A Few Times per Week	Every Day	Total
Online Survey	1	1	2	0	4
Mail Survey	9	37	24	0	70
Total	10	38	26	0	74

Figure 30: Frequency of Participant Use of Dial-A-Ride/TLC



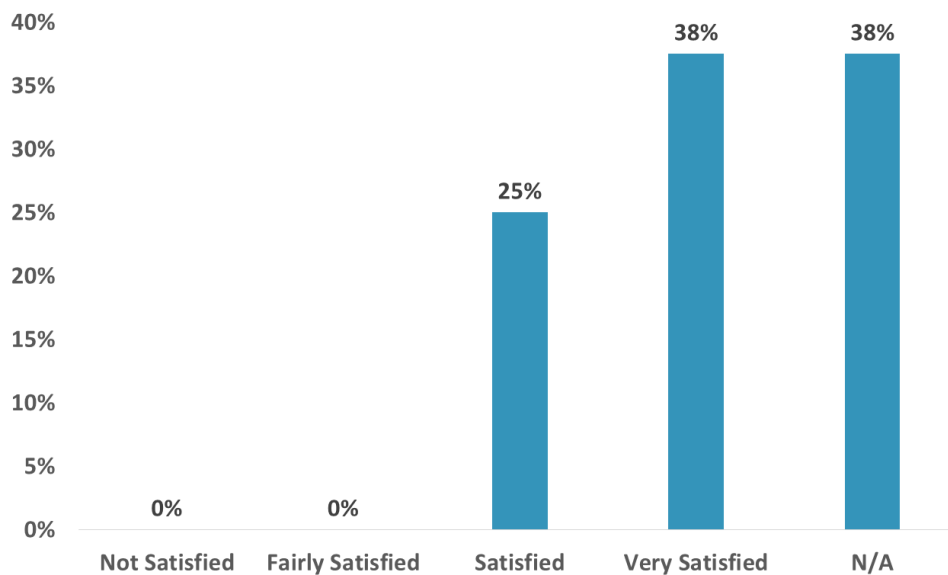
3.7.b Satisfaction with Dial-A-Ride/TLC

Online and mail survey participants were asked to report their level of satisfaction with Dial-A-Ride/TLC service in West Hollywood, as shown below in **Table 41** and **Figure 31**. Across these two surveys, a majority of participants rated themselves as either satisfied or very satisfied with Dial-A-Ride/TLC services.

Table 41: Level of Satisfaction with Dial-A-Ride/TLC

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied	N/A	Total
Online Survey	0	0	2	3	3	8
Mail Survey	1	11	17	50	5	84
Total	1	11	19	53	8	92

Figure 31: Participant Satisfaction with Dial-A-Ride/TLC



Participants were also given an opportunity to suggest improvements for Dial-A-Ride/TLC. The most common responses were:

- Expand hours and days of service
- No suggestion - happy with service
- Reduce time needed prior to appointment
- Improve customer service
- Number of vehicles/ease of finding an appointment
- Expand service area
- More flexibility
- Lower age range to 55
- No big buses for Dial-A-Ride

Verbatim suggestions for improvement include:

- *Absolutely wonderful. Good service, wonderful staff*
- *Do not want to share with TLC unless I am dropped off first*
- *Set the max distance for trip instead of specifying areas as it does now*
- *Must call weeks ahead to get a reservation. Lessened to a few days or at most a week.*
- *For TLC aides to be more helpful and nice.*
- *Getting confirmation on exact pick-up time is difficult*
- *Biggest problem is when doctors appointment runs late and have to wait 1-2 hours for ride*

3.7.c Ease of Use

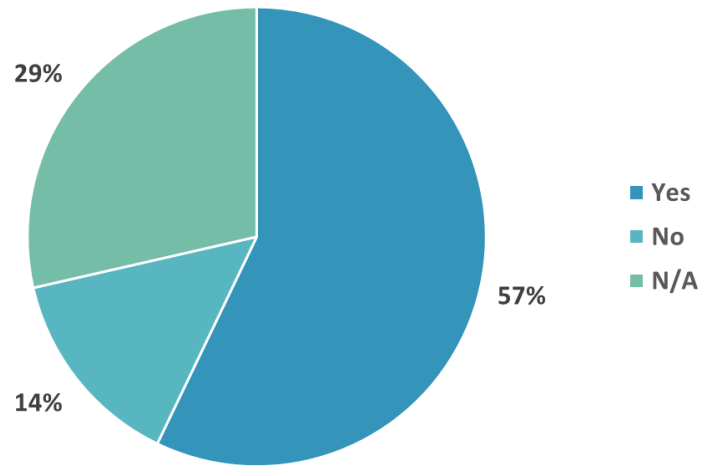
Online and mail participants were asked if they found Dial-A-Ride/TLC easy to use. Responses are shown below in **Table 42** and **Figure 32**. Participants were also asked to provide suggestions for the service that would improve Dial-A-Ride/TLC. These included:

- Be able to ensure pickup or destination time
- Remove or shorten advanced notification requirement (x4)
- Better publicize
- Going is much easier than the return
- It is difficult to order the service and get it sometimes
- More definite responses when requesting a ride, more vehicles, publish a list of locations outside of West Hollywood
- Some drivers are not helpful
- I felt discouraged by phone inquiries - as though I wasn't welcome
- They do not respect the reservation time

Table 42: “Do you find Dial-A-Ride/TLC easy to use?”

	Yes	No	N/A	Total
Online Survey	4	1	2	7
Mail Survey	76	12	58	146
Total	80	13	60	153

Figure 32: Participant Perception of Dial-A-Ride/TLC Ease of Use



3.7.d Dial-A-Ride/TLC Destinations

Dial-A-Ride/TLC riders surveyed were asked which destinations were their first and second most frequent for which they used the service. These results are summarized in **Table 43** and **Table 44**.

Table 43: Most Frequent Dial-A-Ride/TLC Destinations

	Medical	Shopping	Home	Work	Entertainment	Other	Total
Online	3	0	1	0	0	0	4
Mail	51	11	0	0	0	7	69
Total	54	11	1	0	0	7	73

Table 44: Second Most Frequent Dial-A-Ride/TLC Destinations

	Shopping	Medical	Home	Entertainment	Work	Other	Total
Online	2	1	1	0	0	0	4
Mail	22	14	1	2	1	8	48
Total	24	15	2	2	1	8	52

3.7.e Dial-A-Ride/TLC Stakeholder and Focus Group Comments

Participants in the stakeholder interviews and the focus groups had comments specific to Dial-A-Ride/TLC, which are summarized in this section.

Facebook

- Request for Dial-A-Ride to operate on weekends

Stakeholder Interviews

- Requests for Dial-A-Ride/TLC service on weekends
- High demand - leading to long wait times/difficult advance appointment requirements

Focus Groups

Community

- Support group for new Dial-A-Ride and CityLine users – friends to ride with
- Always only person in Dial-A-Ride sedan
- Does Dial-A-Ride compete with CityLine?
- Russian seniors like services, especially Dial-A-Ride
- Small bus like Dial-A-Ride during night (non-emergency)

Transportation Commission

- No Dial-A-Ride/TLC-specific comments

SAB

- Dial-A-Ride on weekends (x2)
- I am perfectly happy with Dial-A-Ride and taxi program – if this lasts for the next 10 years, hooray!
- Dial-A-Ride dispatch makes an effort to accommodate last minute requests
- Dial-A-Ride always tries to provide good service
- Dial-A-Ride must plan ahead – more buses to get more on board in real time

DAB

- Electric accessible vehicles
- Wait list is too long for Dial-A-Ride/TLC
- Some drivers don't know how to help

3.8 On-Demand Services – Taxi Subsidy Program

Participants in the online and mail surveys were asked about the City's suite of on-demand services, including the taxi subsidy. A majority of the survey responses about on-demand services came from the mail survey, which was only sent to seniors and residents with disabilities.

3.8.a Knowledge and Use of Taxi Subsidies

Mail and online survey respondents were asked about their knowledge and use of the City's taxi subsidy (**Tables 45 and 46, Figure 33**). All surveyed riders were asked about the frequency with which they used the services, as shown in **Table 47** and **Figure 34**.

Table 45: “Do you know about this service?”

	Yes	No	Total
Online Survey	3	2	5
Mail Survey	140	11	151
Total	143	13	156

Table 46: “Do you use this service?”

	Yes	No	Total
Online Survey	3	2	5
Mail Survey	124	17	141
Total	127	19	146

Figure 33: Participant Knowledge and Use of the Taxi Subsidy

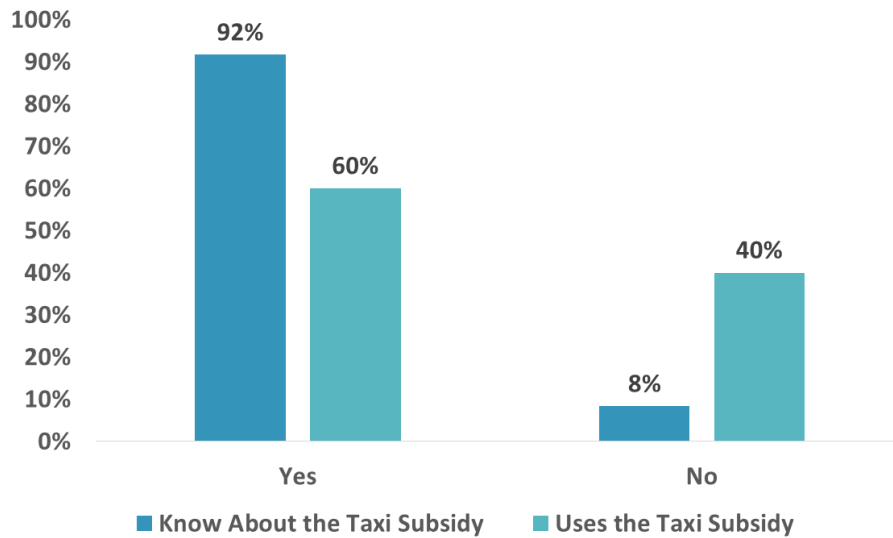
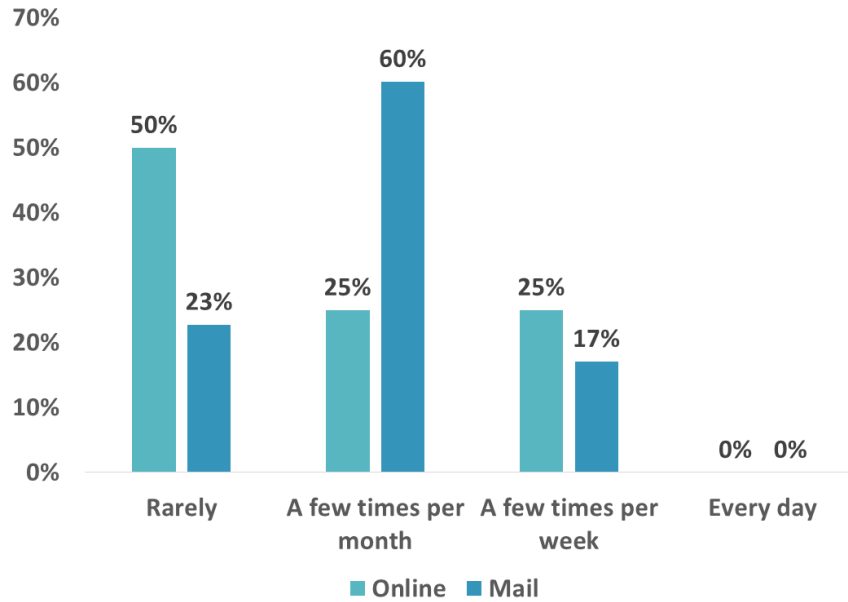


Table 47: “How often do you use this service?”

	Rarely	A Few Times per Month	A Few Times per Week	Every Day	Total
Online Survey	2	1	1	0	4
Mail Survey	28	74	21	0	123
Total	30	75	22	0	127

Figure 34: Participant Frequency of Use of the Taxi Subsidy



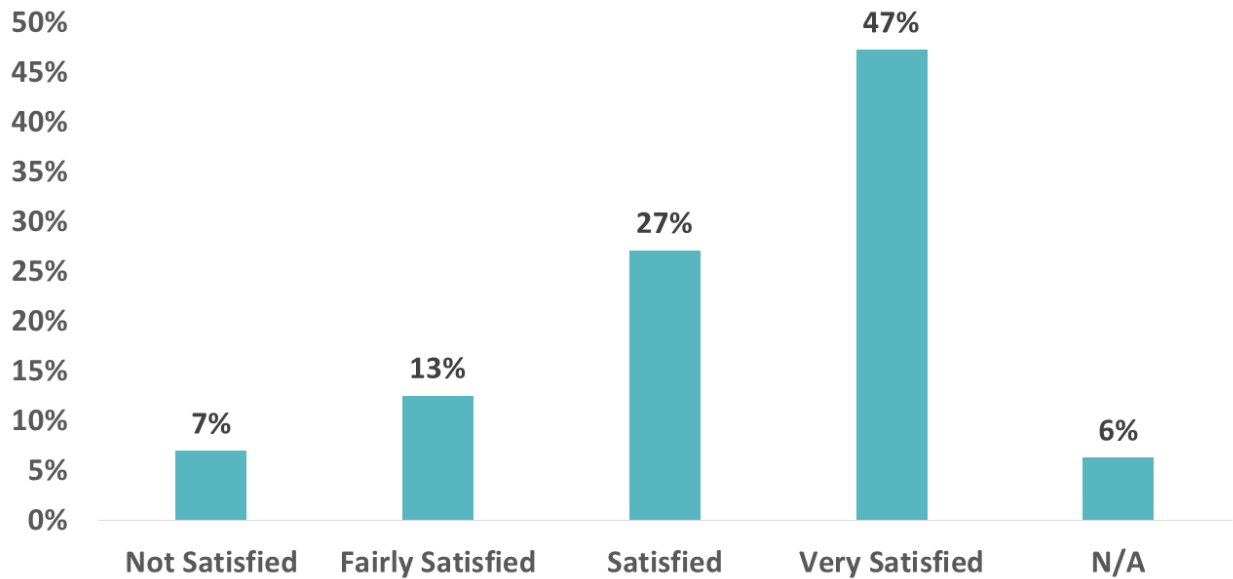
3.8.b Satisfaction with Taxi Subsidy

Survey participants were asked to report their level of satisfaction with the taxi subsidy in West Hollywood, as shown below in **Table 48** and **Figure 35**. Across both surveys, a majority of participants rated themselves as either satisfied or very satisfied with the taxi subsidy.

Table 48: Level of Satisfaction with the Taxi Subsidy

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied	N/A	Total
Online Survey	0	3	0	1	3	7
Mail Survey	10	15	39	67	6	137
Total	10	18	39	68	9	144

Figure 35: Participant Satisfaction with the Taxi Subsidy



Participants were also given an opportunity to suggest improvements for the taxi subsidy. The most common responses were:

- Train drivers to use cards (x13)
- Great as is (x9)
- Reduce costs (x5)
- Easier access to account information (x4)
- Wider acceptance of taxi card across taxi companies (x3)
- Kinder, more helpful drivers (x3)
- Increase miles allowed per ride (x3)
- Better service to and from LAX (x2)
- Taxi coupons
- Increase timeliness

Verbatim comments include:

- *Allow tips to be put on card. Cancel taxi companies if some drivers don't accept taxi cards.*
- *Educate drivers on help with riders with disabilities*
- *Easy access to current balance*
- *More dollar allowance for each ride. Meter is always running while sometimes driver is figuring out how to use card for approval. already reading \$2 before you even get going*
- *More drivers need to be educated about the program*
- *Taxis are boycotting West Hollywood for short trips because of Uber or Lyft*
- *Thanks for improving this program! I requested changes and you listened! Thanks!*

3.8.c Ease of Use

Online and mail participants were asked if they found the taxi subsidy easy to use. Responses are shown in **Table 49**. Participants were also asked to provide suggestions for the service that would improve the taxi subsidy. These included:

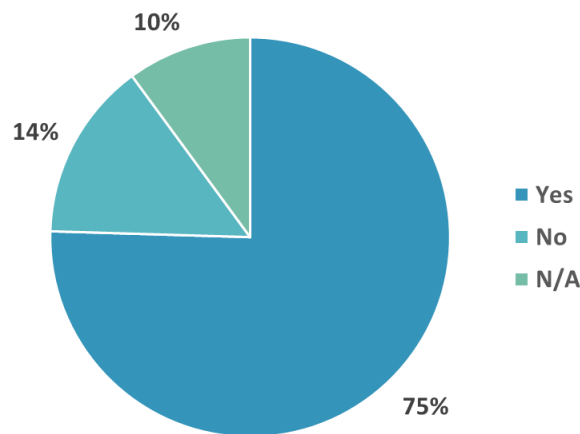
- Cab drivers often refuse the West Hollywood taxi card
- Convenient, but drivers often rude

- Many taxi drivers have problems using the card. They don't know about the program or how to charge a trip using the card. I have to explain
- Taxi service is too expensive for me

Table 49: “Do you find the taxi subsidy easy to use?”

	Yes	No	N/A	Total
Online Survey	2	3	3	8
Mail Survey	118	20	13	151
Total	120	23	16	159

Figure 36: Participant Perceived Ease of Use of the Taxi Subsidy



3.8.d Subsidized Taxi Ride Destinations

Taxi subsidy users surveyed were asked which destinations were their first and second most frequent for which they used the service. These results are summarized in **Table 50** and **Table 51**.

Table 50: Most Frequent Subsidized Taxi Ride Destinations

	Medical	Shopping	Entertainment	Home	Work	Other	Total
Online	1	0	0	1	0	3	5
Mail	55	26	3	0	0	25	109
Total	56	26	3	1	0	28	114

Table 51: Second Most Frequent Subsidized Taxi Ride Destinations

	Shopping	Medical	Entertainment	Home	Work	Other	Total
Online	1	1	0	0	0	3	5
Mail	34	21	1	3	0	16	75
Total	35	22	1	3	0	19	80

3.8.e Taxi Subsidy Stakeholder and Focus Group Comments

Participants in the stakeholder interviews and the focus groups had comments specific to the City's taxi subsidy, which are summarized in this section.

Stakeholder Interviews

- Taxi drivers resent those on coupons - need to resolve this issue

Focus Groups

Community

- Pay at the end of cab ride
- Acknowledge extra-friendly cab drivers and formalize driver recognition
- Some cabs are great – need trainings
- Need to report issues so City can fix
- Unfair burden on taxis vs. Uber/Lyft
- Taxis provide free rides to people with AIDS (if grandfathered in)
- State should level operating taxes on private car services
- ... asking about method of payment
- Card should only be used at end
- Taxi drivers can be difficult
- Are drivers trained?
- Taxi program helps get to all medical appointments/services
- Taxi program – accessibility? Wheelchairs/ramps not secured/safe in vehicles. Suitcase ramps.

Transportation Commission

- We really need to think about ride sharing. Are taxis expensive? Would we be willing to provide a subsidy for Ubers and Lyfts, if people chose?
- Uber as a service the City supports
- Making sure taxicabs are clean

SAB

- I am perfectly happy with Dial-A-Ride and taxi program – if this lasts for the next 10 years, hooray!
- Taxis are less reliable
- Asking about how people will pay before picking up in taxi
- Some cabs don't accept subsidy

DAB

- Better taxi service
- Taxis won't pick up on Fountain – hard time getting them
- Taxis ask "how are you paying?" (x2)
- Long wait times
- Eliminate bad companies – too many complaints not OK
- Businesses should be held accountable

3.9 On-Demand Service Priorities

On the online and mail surveys, as well as at the pop-up events, participants were asked to prioritize the features of the City’s on-demand services. These results are shown in **Table 52**.

Table 52: On-Demand Service Priorities

	Top Priority	Moderate Priority	Low Priority	Not a Priority	Total
Promptness of Vehicle Arrival	106	45	3	1	155
Safety on-board	104	39	2	4	149
Convenience of Service	96	48	1	1	146
Days and Hours of Service	95	52	4	1	152
Cost of Service	93	42	7	8	150
Ease of Reservation Process	88	52	2	2	144
Helpfulness of Driver	85	54	11	3	153
Cleanliness of Vehicles	78	68	7	3	156
Personal Assistance from Door to Vehicle	62	49	18	19	148
Mobility Device Compatibility	52	54	16	18	140

3.10 On-Demand Service Summary, Analysis, and Recommendations

In general, on-demand service suggestions centered on making sure the City knows how valuable these services are. Many participants said they would not be able to live in West Hollywood if these services were not available. Below are the top three recommendations for improving each on-demand service.

Dial-A-Ride/TLC

- **Expand hours and service area.** Many users would like to see the hours of service extended. Riders would also like to be able to go to destinations outside of West Hollywood city limits.
- **Provide more definite and shorter wait times.** Users are often unable to rely on the wait time estimates provided by Dial-A-Ride dispatch. In addition, more vehicles may allow for shorter wait times overall.
- **Simplify the reservation process.** Users would like to be able to book same-day rides and in a more spontaneous fashion.

Taxi Subsidy Program

- **Sensitivity training for taxi drivers.** The majority of issues with this service center on interaction with taxi drivers—many drivers discriminate against subsidy users by asking about payment type upfront, acting hostile toward riders, or requiring long wait times.
- **Further reduce the cost.** Participants would like to see the subsidy increased for this service, if possible.
- **Easier account access.** Users would like a simplified way to view and replenish their accounts.

Survey Participant Profile

Of the estimated 800 people engaged across the entire outreach effort, including surveys and pop-up events, at least some demographic information was collected for over 600 participants. Those that took the online or mail survey had an opportunity to enter more detailed demographic information, while the on-board surveys asked fewer personal questions and are not represented in every segment detailed below. Stakeholder interviews, focus groups, and participants who visited the pop-up booths were not asked to provide demographic information, but were invited to participate in the online survey. Questions that were left blank were not counted for the purposes of this exercise, so totals throughout this report may appear lower than overall participation.

Online Survey: **222 Total Responses**

Mail Survey: **305 Total Responses**

On Board Survey: **184 Total Responses**

All Surveys: **711 Total Responses**

A.1 Overall Survey Participant Profile

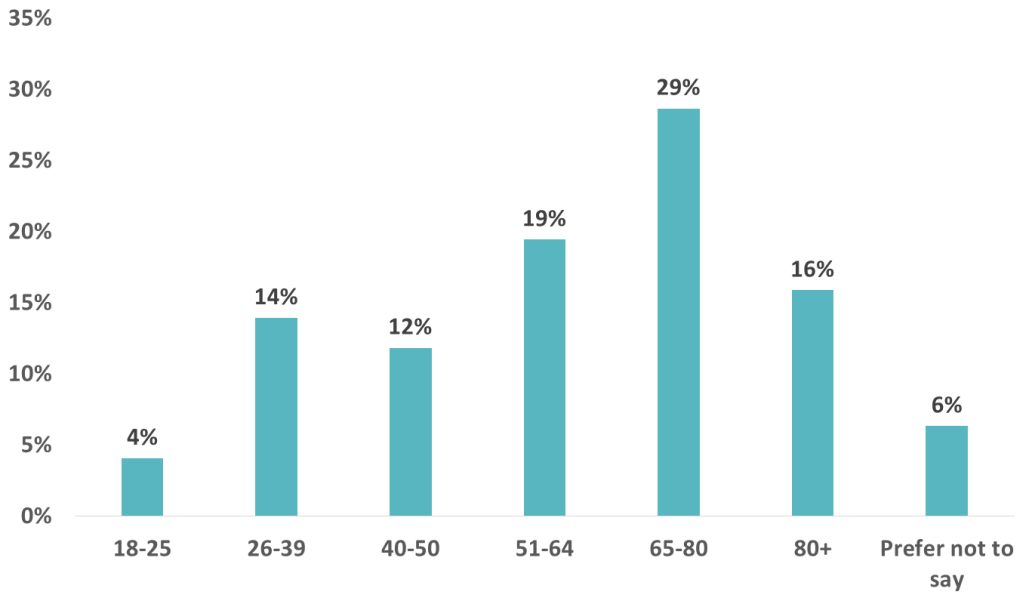
A.1.a Participants by Age

The breakdown of participants by age group was recorded in online, mail, and on board surveys. Over 600 participants recorded their age group. Overall, 65- to 80-year-olds represented the largest proportion of community members surveyed, but nearly 50% of total participants were below 65 years old. Both the online and on-board survey captured a higher number of 50 and below age groups compared to the mail survey, with nearly half of the online survey takers between 18 and 50, and only 3% of the same age group in the mail-in surveys. Because mail surveys were only sent to residents that qualify for on-demand services, respondents to that survey will by definition be either a senior citizen or have a disability. Findings are shown in **Table A-1** and **Figure A-1**.

Table A-1: Participants, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Online Survey	4	35	46	60	23	2	5	175
Mail Survey	0	2	6	32	129	85	31	285
On Board Survey	21	49	21	28	25	11	3	158
Total	25	86	73	120	177	98	39	618

Figure A-1: Participants, by Age



A.1.b Participants by Gender

Participants were asked to identify their gender in the online and mail surveys. Overall, 441 participants responded, with a nearly 50/50 split between male and female, with slightly more men than women. These findings are shown in **Table A-2**.

Table A-2: Participants, by Gender

	Male	Female	Prefer Not To Say	Total
Online Survey	108	59	7	174
Mail Survey	111	145	11	267
Total	219	204	18	441

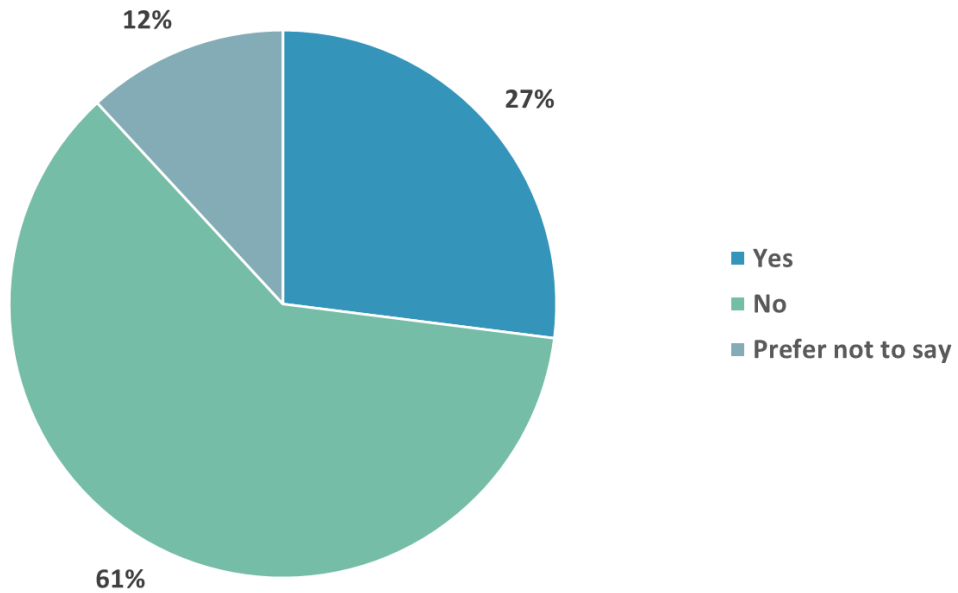
A.1.c Participants by Ability Status

To understand the needs of individuals served by the City’s transit services, participants were asked if they identified as having a disability. Over one-quarter of responding participants indicated that they did have a disability, while 61% identified as nondisabled. Over 600 participants responded. Findings are shown in **Table A-3** and **Figure A-2**.

Table A-3: Participants Who Identify as Having a Disability

	Yes	No	Prefer not to say	Total
Online Survey	21	150	4	175
Mail Survey	118	116	51	285
On Board Survey	27	110	18	155
Total	166	376	73	615

Figure A-2: Participants Who Identify as Having a Disability



A.1.d Participants by Primary Language

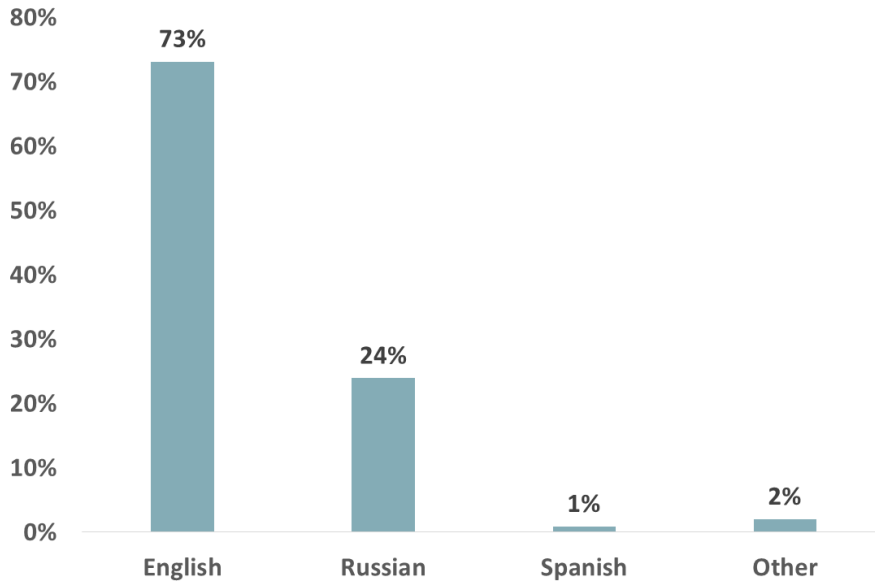
In the online and mail surveys, participants were asked what language was primarily spoken in their home. Nearly 450 participants recorded a response. English was the primary language spoken in both the online and mail surveys (**Figure A-3**). Russian, the second most common primary language, represented 39% of participant responses recorded in the mail survey (findings shown in **Table A-4**). Further attempts to reach the Russian-speaking community included on-board surveys conducted by a Russian translator, a pop-up workshop near low-income senior housing, where a large portion of residents are Russian-speaking, and inclusion of Russian residents in two of the four focus groups. Other languages reported include:

- Cantonese (x2)
- Romanian (x2)
- Dari
- Finnish
- Hungarian
- Urdu
- Not Specified (x3)

Table A-4: Participants, by Primary Language

	English	Russian	Spanish	Other	Total
Online Survey	170	1	2	1	174
Mail Survey	154	105	2	8	269
Total	324	106	4	9	443

Figure A-3: Participants, by Primary Language



A.1.e Participants by ZIP Code

The online and mail surveys asked respondents to identify their ZIP code. Overall, 460 people responded, with a majority reporting 90046, which includes addresses in and outside of West Hollywood. 90069, which is entirely within West Hollywood, was the second largest reported ZIP code. Mail surveys were only sent to West Hollywood residents, although choosing not to respond to the question may have registered as an “other” response. Other reported ZIP codes of riders identified in the survey included:

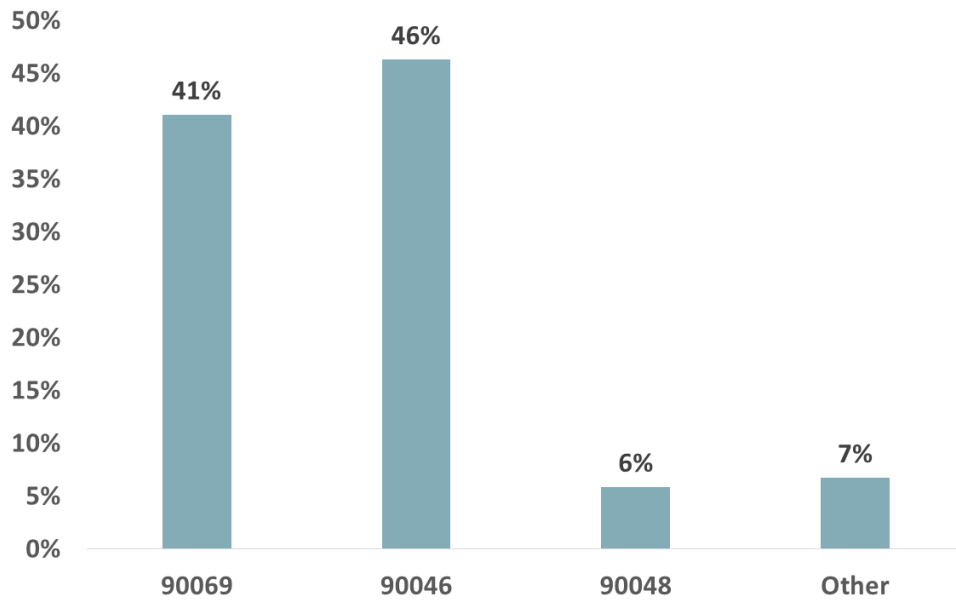
- 90401 (x2)
- 90038 (x2)
- 90028 (x2)
- 90005
- 90012
- 90019
- 90020
- 90025
- 90027
- 90033
- 90058
- 90068
- 90254
- 91104
- 91356
- 91423
- 91505
- Chose not to list (x3)
- No answer (x6)
-
-

All results are shown in **Table A-5** and **Figure A-4**.

Table A-5: Participants, by Zip Code

	90069	90046	90048	Other	Total
Online Survey	69	71	15	20	175
Mail Survey	120	142	12	11	285
Total	189	213	27	31	460

Figure A-4: Participants, by ZIP Code



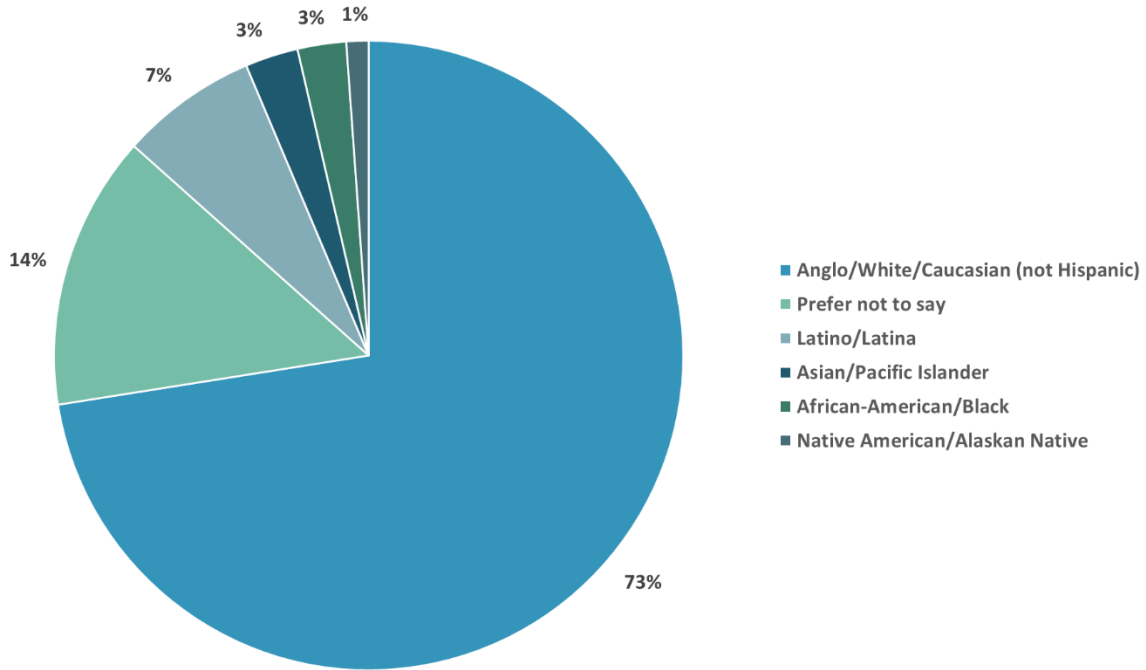
A.1.f Participants by Ethnicity

Nearly 75% of participating community members identified as Anglo/White/Caucasian (not Hispanic). This was followed by 14% of participants who preferred to not state their ethnicity and 7% who identified as Latino/Latina. All responses from the online and mail surveys are found in **Table A-6**. See also **Figure A-5**.

Table A-6: Participants, by Ethnicity

	Anglo/White/ Caucasian (not Hispanic)	Latino/ Latina	Asian/ Pacific Islander	African American/ Black	Native American/ Alaskan Native	Prefer Not To Say	Total
Online Survey	124	23	6	5	2	18	178
Mail Survey	195	8	6	6	3	44	262
Total	319	31	12	11	5	62	440

Figure A-5: Participants, by Ethnicity



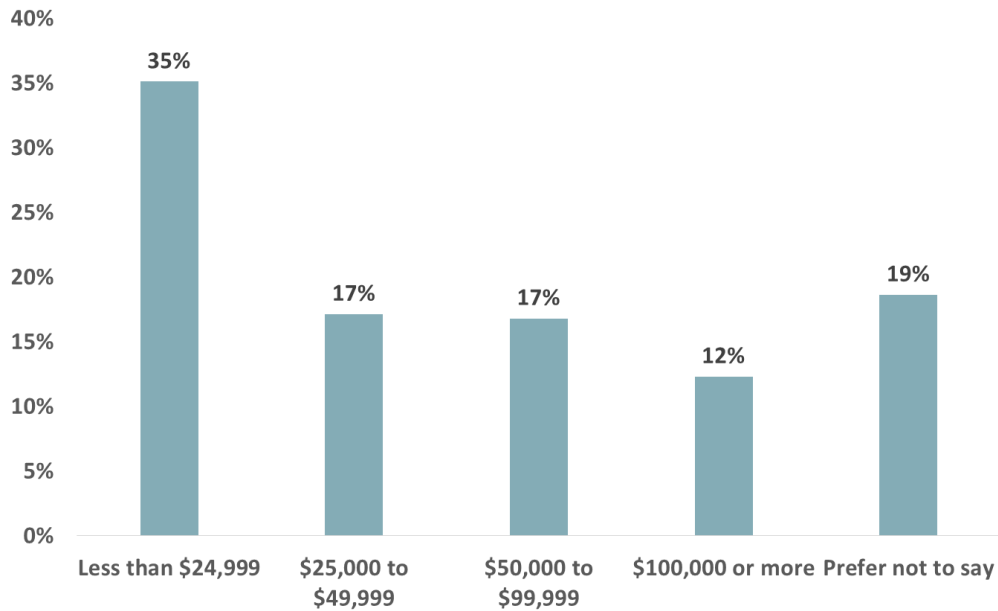
A.1.g Participants by Income Level

Participants for the online, mail, and on-board surveys were asked about annual earnings. A majority of respondents on the online survey reported earning over \$50,000 each year, while 61% of mail survey respondents earned less than \$24,999 each year. On-board responses were more distributed across the categories, with the largest portion (29%) reporting earning \$25,000 to \$49,999 each year (Table A-7 and Figure A-6). This indicates that fixed route services are used by a broader demographic of WeHo residents and visitors than anticipated.

Table A-7: Participants, by Income Level

	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Prefer not to say	Total
Online Survey	15	27	55	56	22	175
Mail Survey	166	32	16	7	52	273
On Board Survey	30	44	30	11	38	153
Total	211	103	101	74	112	601

Figure A-6: Participants, by Income Level



A.2 Fixed-Route Survey Participant Profile

To better illustrate who West Hollywood’s fixed-route transit service supports, this section provides a demographic overview of the fixed-route riders surveyed in this outreach process. This includes survey responses from CityLine, CityLineX, and The PickUp riders.

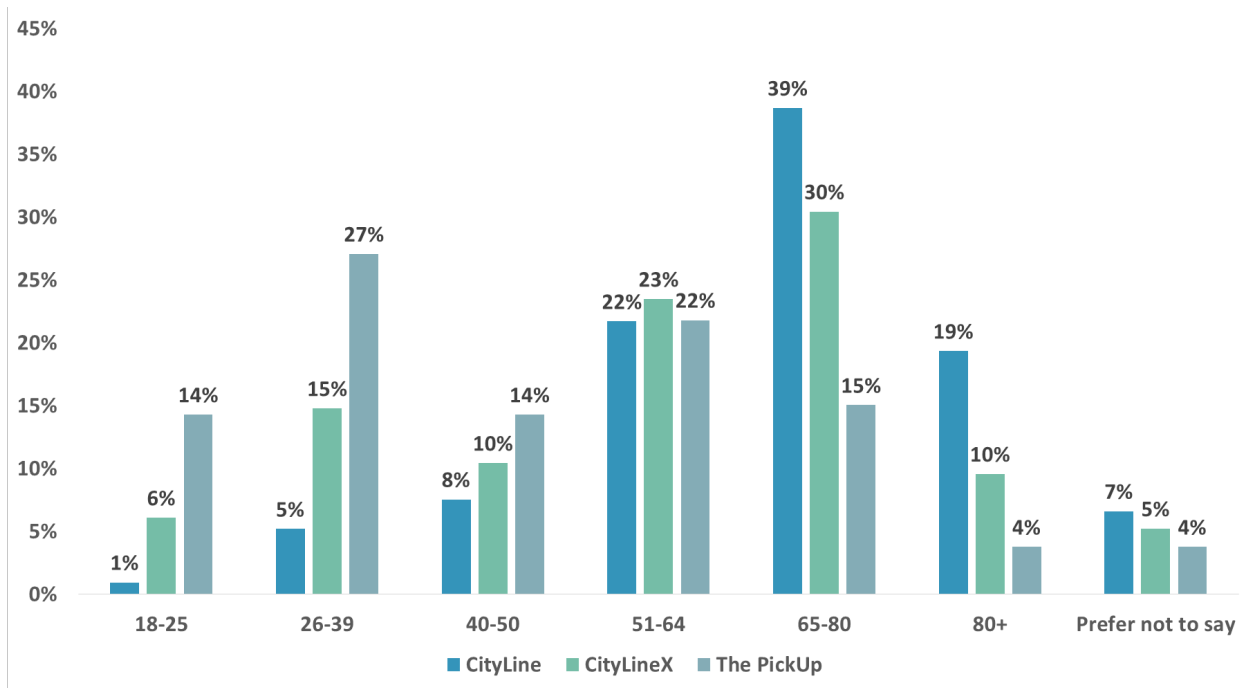
A.2.a Fixed-Route Survey Participants by Age

Online, on-board, and mail survey respondents were asked to share their age group. This was then connected to those who were either riding a fixed-route line when interviewed (on-board surveys) or said that they ride CityLine, CityLineX, and/or The PickUp Line (online and mail surveys). A majority of surveyed fixed-route riders are 51 and older. **Table A-8** and **Figure A-7** provide additional information.

Table A-8: Age of Surveyed Fixed Route Riders, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To say	Total
Online	7	16	23	39	10	0	3	98
Mail	0	2	4	36	110	51	20	223
On Board	21	46	20	27	17	6	2	139
Total	28	64	47	102	137	57	25	460

Figure A-7: Surveyed Fixed-Route Service Users, by Age and Service Line



A.2.b Fixed-Route Survey Participants by Gender

Online and mail survey respondents were offered an opportunity to share their gender. This was then overlapped with those that noted in the online and mail surveys that they ride fixed-route services. See **Table A-9**.

Table A-9: Surveyed Fixed Route Riders, by Gender

	Male	Female	Prefer not to say	Total
Online	67	24	7	98
Mail	102	102	8	212
Total	169	126	15	310

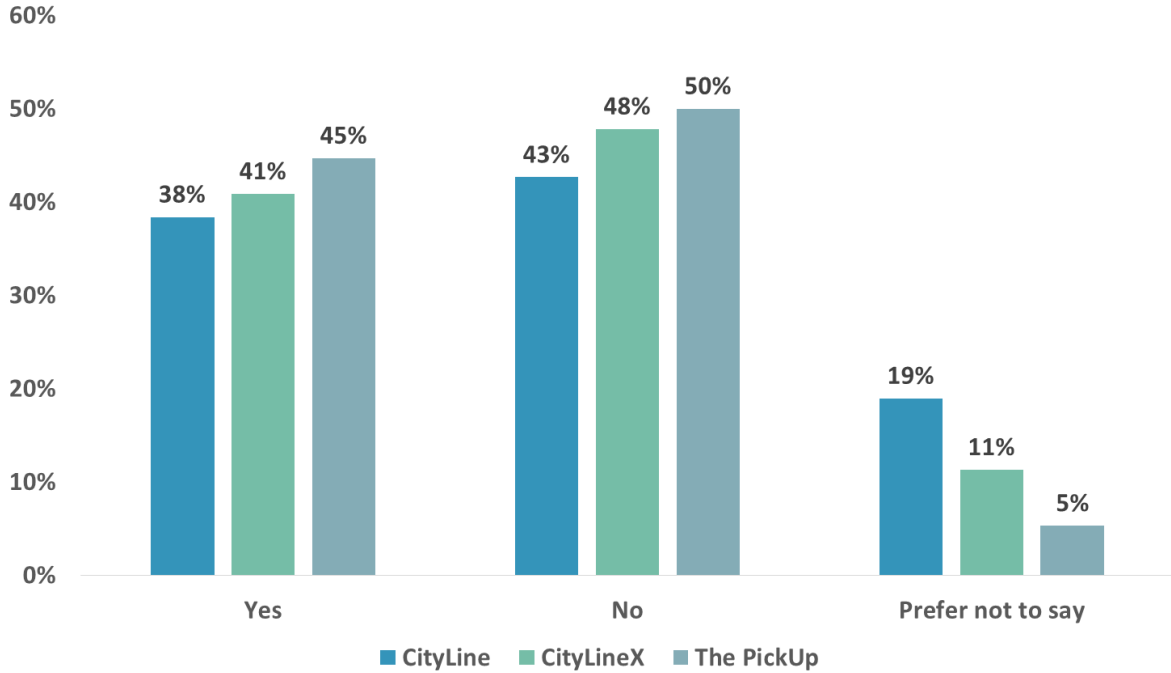
A.2.c Fixed-Route Survey Participants by Ability Status

Online, on-board, and mail survey respondents were asked if they identified as having a disability. This was then overlapped with those that said that they ride CityLine, CityLineX, and/or The PickUp Line in online and mail surveys, and with those who were riding a fixed-route service at the time of the on-board survey. **Table A-10** and **Figure A-8** provide additional information.

Table A-10: Surveyed Fixed-Route Riders with a Disability

	Yes	No	Prefer Not To Say	Total
Online	9	83	6	98
Mail	78	112	33	223
On Board	100	16	21	137
Total	187	211	60	458

Figure A-8: Surveyed Fixed-Route Service Users, by Ability Status and Service Line



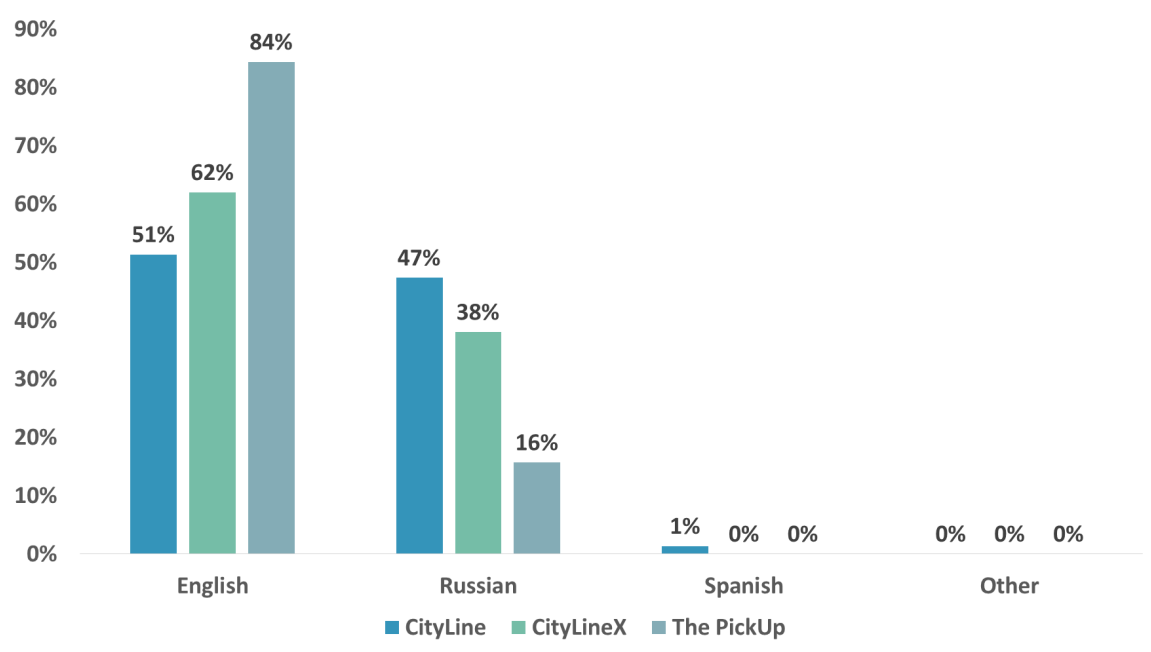
A.2.d Fixed-Route Survey Participants by Primary Language

Online and mail survey respondents were asked about the primary language spoken in their home. This was then overlapped with those that noted in the online and mail surveys that they ride fixed-route services. **Table A-11** and **Figure A-9** provide additional information.

Table A-11: Surveyed Fixed-Route Riders, by Primary Language

	English	Russian	Spanish	Other	Total
Online	98	0	0	0	98
Mail	93	111	2	0	206
Total	191	111	2	0	304

Figure A-9: Surveyed Fixed-Route Service Users, by Primary Language and Service Line



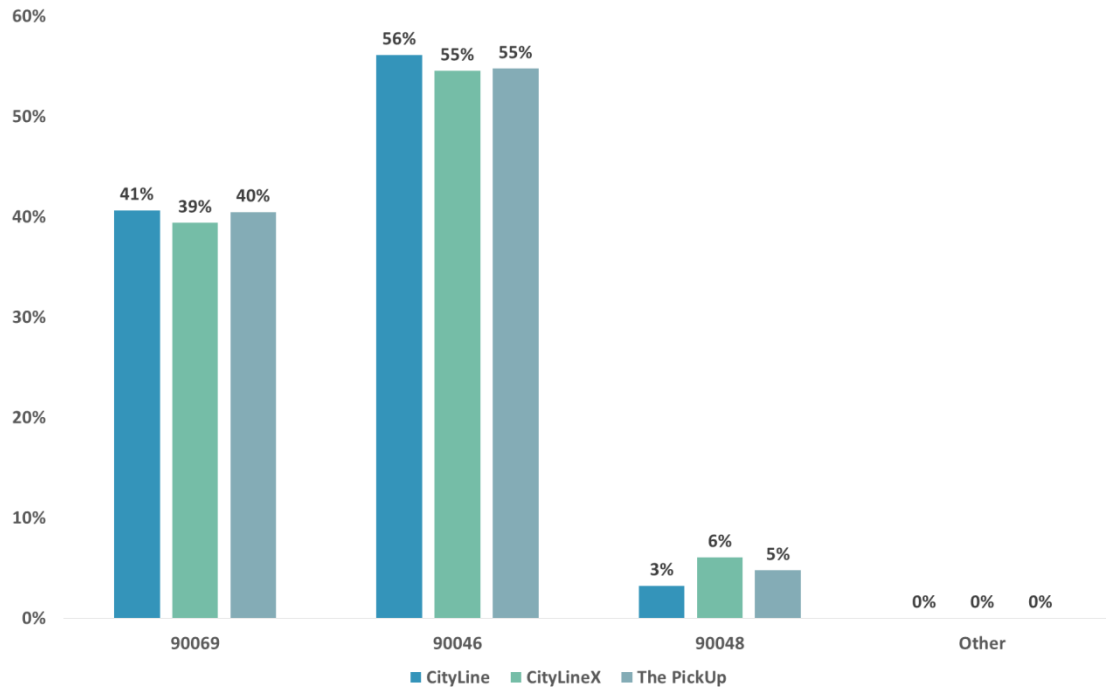
A.2.e Fixed-Route Survey Participants by ZIP Code

Online and mail survey respondents were asked about their ZIP code. Although West Hollywood has different proportions of city area in different ZIP codes, it gives an idea about the general regions in the city in which riders live. These responses were overlapped with those that said that they ride CityLine, CityLineX, and/or The PickUp Line in online and mail surveys. **Table A-12** and **Figure A-10** provide additional information.

Table A-12: Surveyed Fixed-Route Riders, by ZIP Code

	90069	90046	90048	Other	Total
Online Survey	39	46	7	0	92
Mail Survey	84	123	6	0	213
Total	123	169	13	0	305

Figure A-10: Surveyed Fixed-Route Service Users, by ZIP Code and Service Line



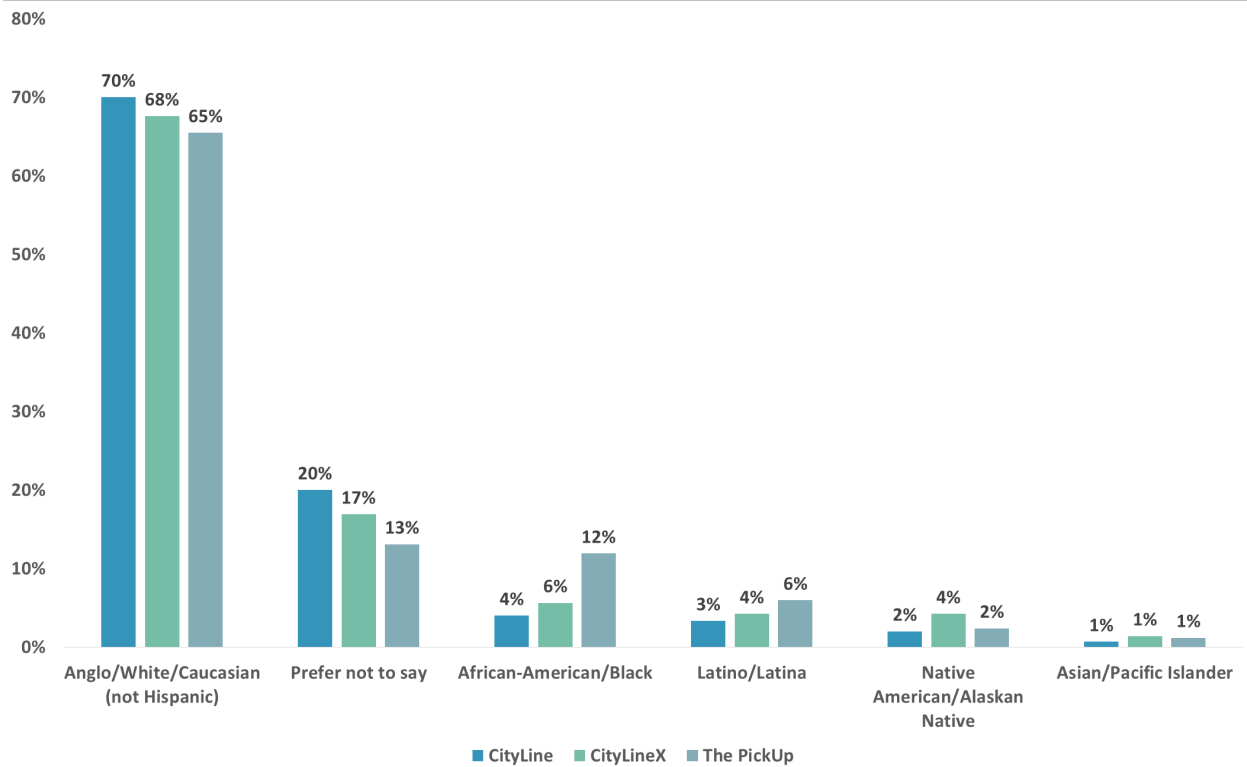
A.2.f Fixed-Route Survey Participants by Ethnicity

Online and mail survey respondents were asked to share their ethnicity. These responses were overlapped with those that noted in online and mail surveys that they ride fixed-route services. In this study, Anglo/White/Caucasian participants were the majority of fixed-route participants. **Table A-13** and **Figure A-11** provide additional information.

Table A-13: Surveyed Fixed Route Riders, by Ethnicity

	Anglo/White/Caucasian (not Hispanic)	Latino/Latina	Asian/Pacific Islander	African American/Black	Native American/Alaskan Native	Prefer Not To Say	Total
Online Survey	66	11	13	5	3	3	101
Mail Survey	142	42	7	8	5	0	204
Total	208	53	20	13	8	3	305

Figure A-11: Surveyed Fixed-Route Service Users, by Ethnicity and Service Line



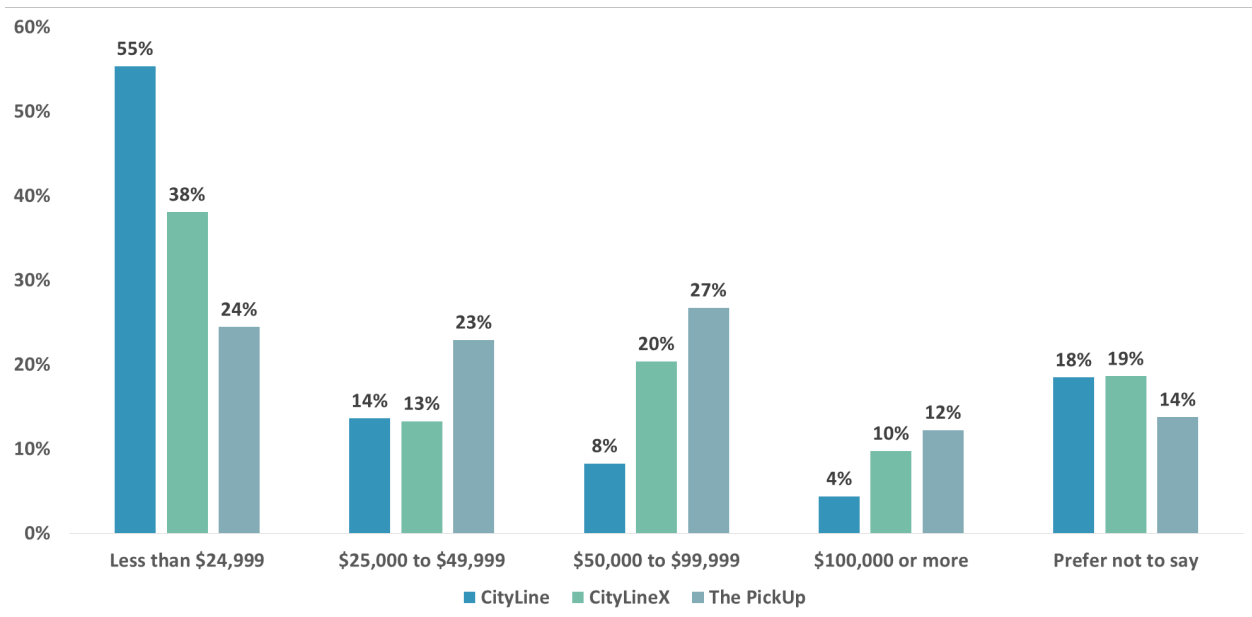
A.2.g Fixed-Route Survey Participants by Income

All surveys (online, mail, and on board) included a question about annual income levels. These responses were overlapped with those that said that they ride CityLine, CityLineX, or The Pickup line in online and mail surveys, and those that were riding a fixed-route service at the time of intercept. **Table A-14** and **Figure A-12** provide additional information.

Table A-14: Surveyed Fixed-Route Riders, by Income Level

	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Prefer Not To Say	Total
Online Survey	10	21	38	23	6	98
Mail Survey	151	13	10	3	37	214
On Board Survey	28	39	27	10	34	138
Total	189	73	75	36	77	450

Figure A-12: Surveyed Fixed-Route Service Users, by Income Level and Service Line



A.3 On-Demand Survey Participant Profile

To better illustrate who uses the City’s on-demand transit services support, this section provides a demographic overview of Dial-A-Ride/TLC riders and taxi subsidy users surveyed in this outreach process. On-board intercept surveys only asked questions about fixed-route service, so only the online and mail surveys, and the stakeholder and focus group interviews, collected input about the City’s on-demand services. Mail surveys were sent to all registered users of Dial-A-Ride/TLC and the taxi subsidy, responses to which constitute a majority of input from on-demand service riders.

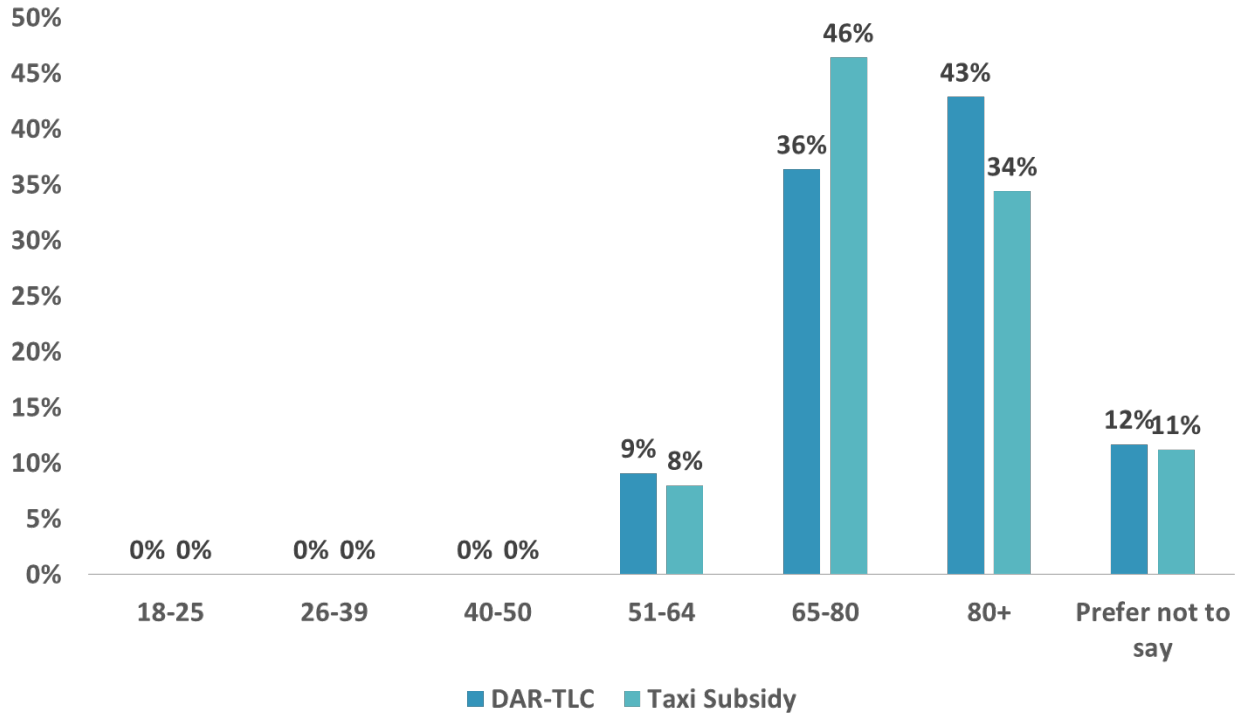
A.3.a On-Demand Survey Participants by Age

Online and mail survey respondents were asked to share their age group. This was then connected to those that said that they use on-demand services. **Table A-15** and **Figure A-13** show these results.

Table A-15: Surveyed On-Demand Service Users, by Age

	18-25	26-39	40-50	51-64	65-80	80+	Prefer Not To Say	Total
Online	0	0	0	2	2	1	0	5
Mail	0	0	0	15	84	75	23	197
Total	0	0	0	17	86	76	23	202

Figure A-13: Surveyed On-Demand Service Users, by Age and Service Line



A.3.b On-Demand Survey Participants by Gender

Online and mail survey respondents were asked to identify their gender. This was then connected to those that said they use on-demand transit services, shown in **Table A-16**.

Table A-16: Surveyed On-Demand Service Users, by Gender

	Male	Female	Prefer Not To Say	Total
Online	1	3	0	4
Mail	64	115	8	187
Total	65	118	8	191

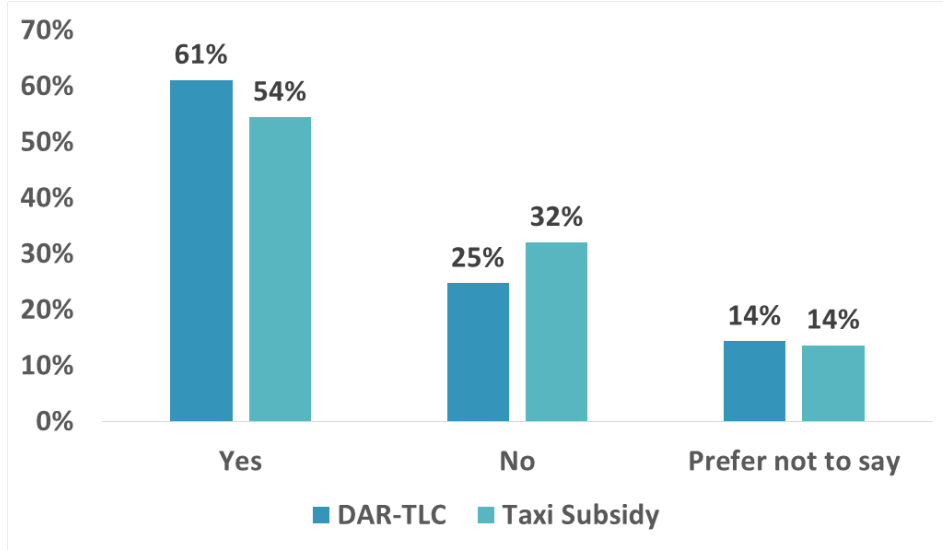
A.3.c On-Demand Survey Participants by Ability Status

Online and mail survey respondents were asked if they identified as having a disability. This was then overlapped with those that said they used the City’s on-demand transit services (**Table A-17** and **Figure A-14**).

Table A-17: Surveyed On-Demand Service Users with a Disability

	Yes	No	Prefer Not To Say	Total
Online	3	2	0	5
Mail	112	57	28	197
Total	115	59	28	202

Figure A-14: Surveyed On-Demand Servicer Users, by Ability Status and Service Line



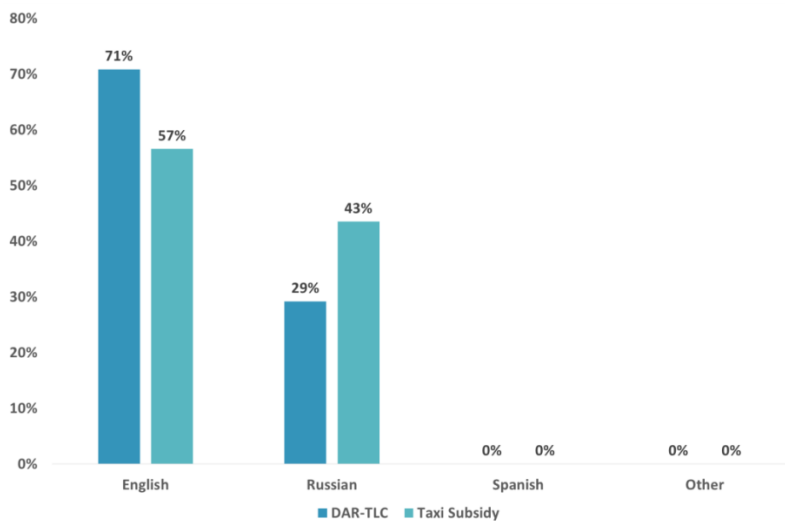
A.3.d On-Demand Survey Participants by Primary Language

Online and mail survey respondents were asked about the primary language spoken in their home. This was then overlapped with those that said that they use on-demand transit services in online and mail surveys. **Table A-18** and **Figure A-15** provide detailed responses.

Table A-18: Surveyed On-Demand Service Users, by Primary Language

	English	Russian	Spanish	Other	Total
Online	4	0	0	0	4
Mail	112	71	0	0	183
Total	116	71	0	0	187

Figure A-15: Surveyed On-Demand Servicer Users, by Primary Language and Service Line



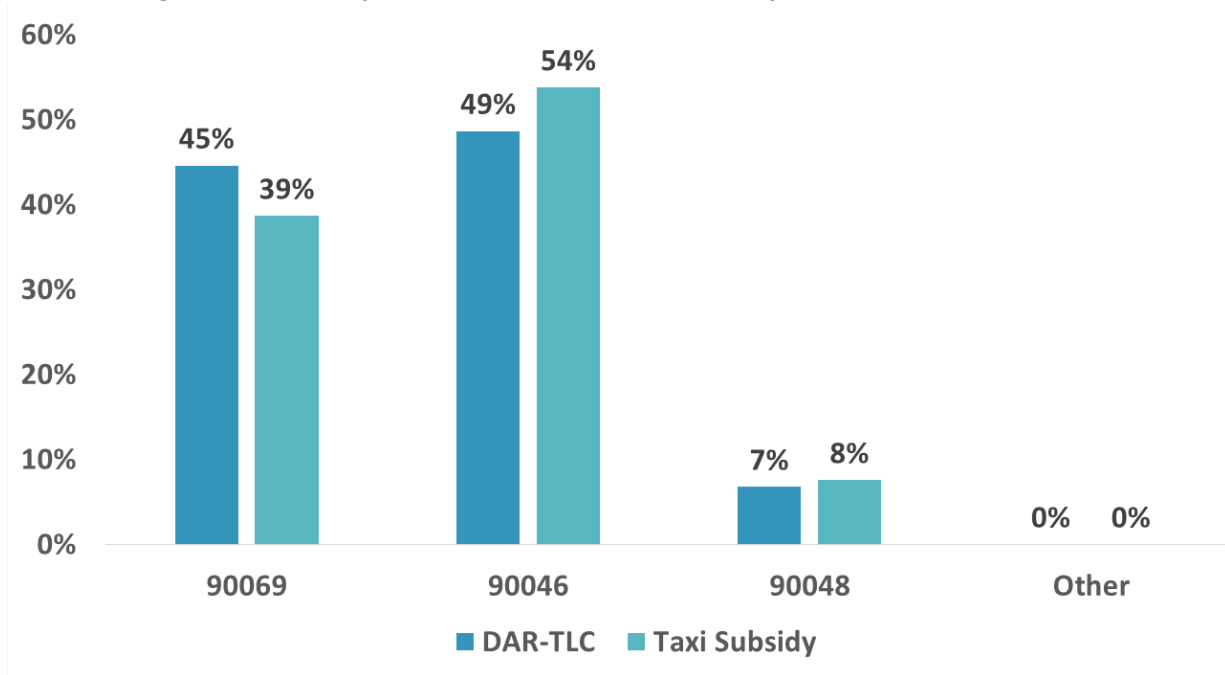
A.3.e On-Demand Survey Participants by ZIP Code

Online and mail survey respondents were asked about their ZIP code. Although West Hollywood has different proportions of city area in different ZIP codes, it gives an idea about the general regions in the city in which on-demand service users live. These responses were overlapped with those that said that they use Dial-A-Ride/TLC and/or the taxi subsidy in online and mail surveys. **Table A-19** and **Figure A-16** provide additional information.

Table A-19: Surveyed On-Demand Service Users, by ZIP Code

	90069	90046	90048	Other	Total
Online Survey	0	4	1	0	5
Mail Survey	79	96	13	0	188
Total	79	100	14	0	193

Figure A-16: Surveyed On-Demand Service Users, by ZIP Code and Service Line



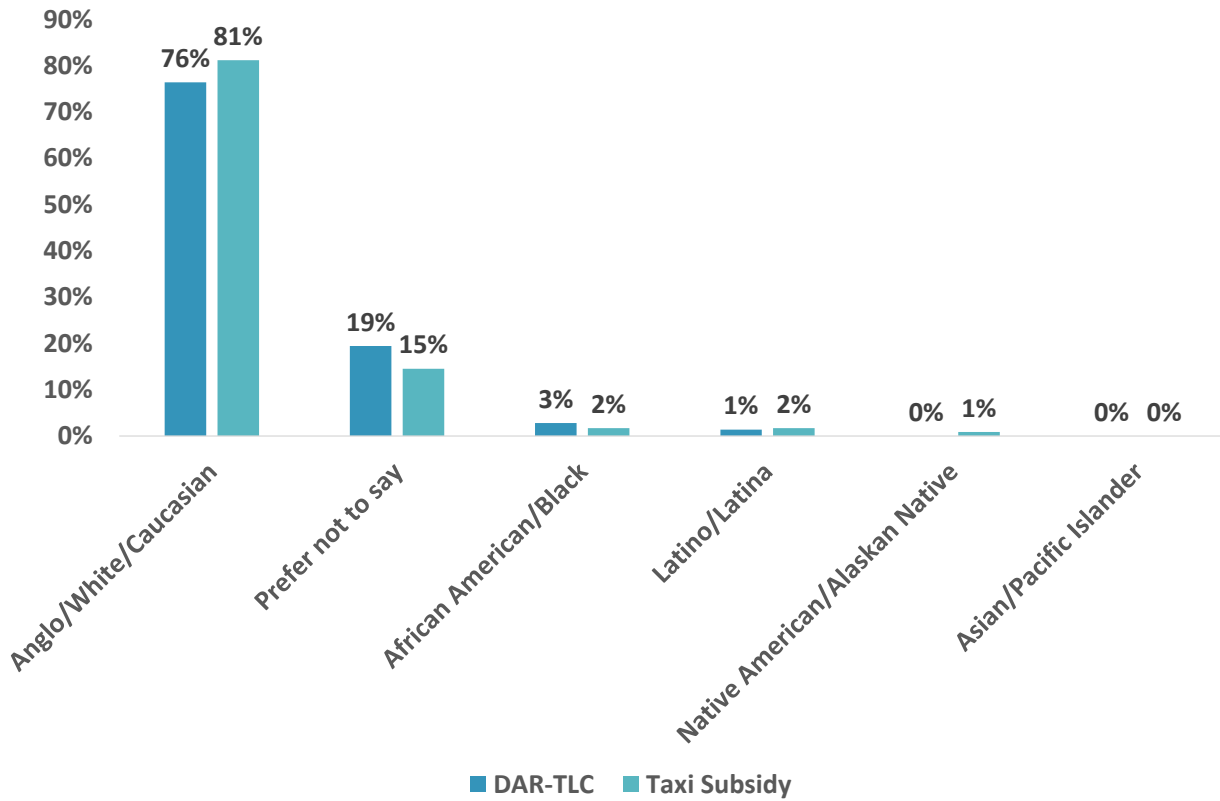
A.3.f On-Demand Survey Participants by Ethnicity

Online and mail survey respondents were asked to share their ethnicity. These responses were overlapped with those that said that they use Dial-A-Ride/TLC and/or the taxi subsidy in online and mail surveys. In this study, Anglo/White/Caucasian participants were the majority of on-demand service users. **Table A-20** and **Figure A-17** provide additional information.

Table A-20: Surveyed On-Demand Service Users, by Ethnicity

	Anglo/White/Caucasian (not Hispanic)	African American/Black	Latino/Latina	Native American/Alaskan Native	Asian/Pacific Islander	Prefer Not To Say	Total
Online Survey	4	0	0	0	0	1	5
Mail Survey	146	4	3	1	0	30	184
Total	150	4	3	1	0	31	189

Figure A-17: Surveyed On-Demand Servicer Users, by Ethnicity and Service Line



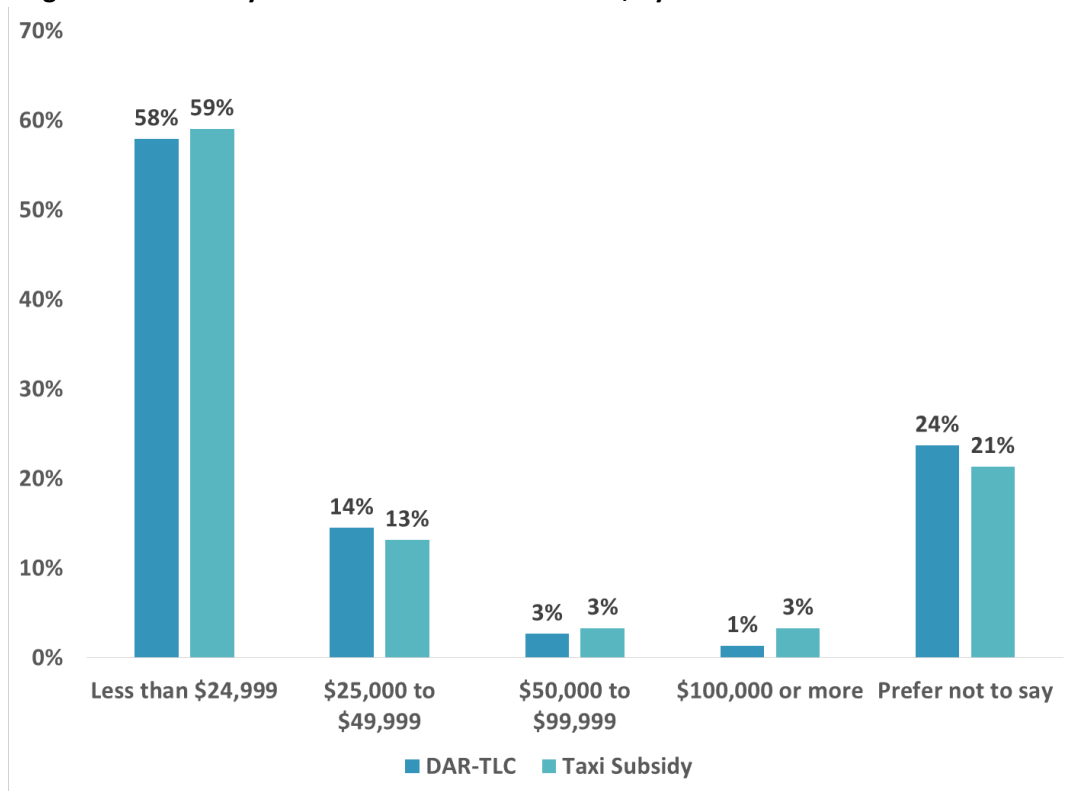
A.3.g On-Demand Survey Participants by Income

Surveyed on-demand transit service users were asked about annual income levels. These responses were overlapped with those that said that they ride Dial-A-Ride/TLC or the taxi-subsidy in online and mail surveys. **Table A-21** and **Figure A-18** provide additional information.

Table A-21: Surveyed On-Demand Service Users, by Income Level

	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Prefer Not To Say	Total
Online Survey	3	2	0	0	0	5
Mail Survey	113	25	6	5	44	193
Total	116	27	6	5	44	198

Figure A-18: Surveyed On-Demand Servicer Users, by Income Level and Service Line





Thank you for participating in the WeHo transit survey. Your feedback is important and will be used to improve the transit experience in West Hollywood.

Please mail your completed survey in the envelope provided, or drop it off at the front desk at City Hall no later than **March 31**.

1. Do you currently use fixed-route transit services (CityLine, CityLine X, or The PickUp) provided by the City of West Hollywood? (Check one)

- Yes
- No

If No, skip to question #13.

2. Tell us about your experience with the free fixed-route shuttle services provided by the City of West Hollywood.

	Do you know about this service? (Check one)	Do you use this service? (Check one)	If you use this service, how frequently do you ride? (Check one)
CityLine (free local shuttle that stops within a quarter mile of most West Hollywood destinations)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Rarely <input type="checkbox"/> A few times per month <input type="checkbox"/> A few times per week <input type="checkbox"/> Every day
CityLine X (free rush hour shuttle between West Hollywood and Hollywood and Highland)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Rarely <input type="checkbox"/> A few times per month <input type="checkbox"/> A few times per week <input type="checkbox"/> Every day
The PickUp (free weekend evening trolley on Santa Monica Boulevard)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Rarely <input type="checkbox"/> A few times per month <input type="checkbox"/> A few times per week <input type="checkbox"/> Every day

3. Please rate your overall level of satisfaction with the City's fixed-route services. (Check one for each service)

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied
CityLine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CityLine X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The PickUp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. If you are dissatisfied with any of these services, what is the primary reason for your dissatisfaction? (Check one for each service)

CityLine (Check one)	<input type="checkbox"/> The stop is too far away/I cannot get to the stop <input type="checkbox"/> It's too slow <input type="checkbox"/> It doesn't take me where I want to go <input type="checkbox"/> It doesn't come often enough <input type="checkbox"/> It does not come at a time that I would use it <input type="checkbox"/> I do not understand how to use it <input type="checkbox"/> It's too crowded/noisy <input type="checkbox"/> It's not accessible enough for me <input type="checkbox"/> Other (describe): _____
CityLine X (Check one)	<input type="checkbox"/> The stop is too far away/I cannot get to the stop <input type="checkbox"/> It's too slow <input type="checkbox"/> It doesn't take me where I want to go <input type="checkbox"/> It doesn't come often enough <input type="checkbox"/> It does not come at a time that I would use it <input type="checkbox"/> I do not understand how to use it <input type="checkbox"/> It's too crowded/noisy <input type="checkbox"/> It's not accessible enough for me <input type="checkbox"/> Other (describe): _____
The PickUp (Check one)	<input type="checkbox"/> The stop is too far away/I cannot get to the stop <input type="checkbox"/> It's too slow <input type="checkbox"/> It doesn't take me where I want to go <input type="checkbox"/> It doesn't come often enough <input type="checkbox"/> It does not come at a time that I would use it <input type="checkbox"/> I do not understand how to use it <input type="checkbox"/> It's too crowded/noisy <input type="checkbox"/> It's not accessible enough for me <input type="checkbox"/> Other (describe): _____

5. How would you prioritize the following features of fixed-route services?

	Not a Priority	Low Priority	Moderate Priority	Top Priority
Convenience/safety of stop locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Days and hours of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficiency/directness of route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of bus arrivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety onboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of information about routes and times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctuality/on-time arrival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of vehicles for seniors and persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility for cyclists transporting their bicycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appeal of branding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If you use the CityLine shuttle, at which specific stops do you most frequently on-board and off-board? (Check one for each column)

On-board	Off-board
<input type="checkbox"/> Gracie Allen/Cedars Sinai	<input type="checkbox"/> Gracie Allen/Cedars Sinai
<input type="checkbox"/> San Vicente/Melrose	<input type="checkbox"/> San Vicente/Melrose
<input type="checkbox"/> Library	<input type="checkbox"/> Library
<input type="checkbox"/> 959 Palm	<input type="checkbox"/> 959 Palm
<input type="checkbox"/> Pavilions	<input type="checkbox"/> Pavilions
<input type="checkbox"/> 838 West Knoll	<input type="checkbox"/> 838 West Knoll
<input type="checkbox"/> 801 N. Kings Road	<input type="checkbox"/> 801 N. Kings Road
<input type="checkbox"/> 800 N. Kings Road	<input type="checkbox"/> 800 N. Kings Road
<input type="checkbox"/> Santa Monica/Fairfax	<input type="checkbox"/> Santa Monica/Fairfax
<input type="checkbox"/> Santa Monica/Sierra Bonita	<input type="checkbox"/> Santa Monica/Sierra Bonita
<input type="checkbox"/> Plummer Park/Fuller	<input type="checkbox"/> Plummer Park/Fuller
<input type="checkbox"/> La Brea/Fountain	<input type="checkbox"/> La Brea/Fountain
<input type="checkbox"/> Plummer Pk/Vista/Lexington	<input type="checkbox"/> Plummer Pk/Vista/Lexington
<input type="checkbox"/> Curson/Romaine	<input type="checkbox"/> Curson/Romaine
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____
<input type="checkbox"/> I don't know	<input type="checkbox"/> I don't know
<input type="checkbox"/> I don't use this service	<input type="checkbox"/> I don't use this service

7. If you use the CityLine X shuttle, at which specific stops do you most frequently on-board and off-board? (Check one for each column)

On-board	Off-board
<input type="checkbox"/> Library	<input type="checkbox"/> Library
<input type="checkbox"/> San Vicente	<input type="checkbox"/> San Vicente
<input type="checkbox"/> Westbourne	<input type="checkbox"/> Westbourne
<input type="checkbox"/> La Cienega	<input type="checkbox"/> La Cienega
<input type="checkbox"/> Sweetzer	<input type="checkbox"/> Sweetzer
<input type="checkbox"/> Crescent Heights	<input type="checkbox"/> Crescent Heights
<input type="checkbox"/> Fairfax	<input type="checkbox"/> Fairfax
<input type="checkbox"/> Sierra Bonita	<input type="checkbox"/> Sierra Bonita
<input type="checkbox"/> La Brea	<input type="checkbox"/> La Brea
<input type="checkbox"/> Hollywood/Highland	<input type="checkbox"/> Hollywood/Highland
<input type="checkbox"/> Gardner	<input type="checkbox"/> Gardner
<input type="checkbox"/> I don't know	<input type="checkbox"/> I don't know
<input type="checkbox"/> I don't use this service	<input type="checkbox"/> I don't use this service

8. If you use The PickUp, at which specific stops do you most frequently on-board and off-board? (Check one for each column)

On-board	Off-board
<input type="checkbox"/> La Brea	<input type="checkbox"/> La Brea
<input type="checkbox"/> Formosa	<input type="checkbox"/> Formosa
<input type="checkbox"/> Greenacre	<input type="checkbox"/> Greenacre
<input type="checkbox"/> Gardner	<input type="checkbox"/> Gardner
<input type="checkbox"/> Curson	<input type="checkbox"/> Curson
<input type="checkbox"/> Genesee	<input type="checkbox"/> Genesee
<input type="checkbox"/> Fairfax	<input type="checkbox"/> Fairfax
<input type="checkbox"/> Crescent Heights	<input type="checkbox"/> Crescent Heights
<input type="checkbox"/> La Jolla	<input type="checkbox"/> La Jolla
<input type="checkbox"/> Sweetzer	<input type="checkbox"/> Sweetzer
<input type="checkbox"/> Kings	<input type="checkbox"/> Kings
<input type="checkbox"/> La Cienega	<input type="checkbox"/> La Cienega
<input type="checkbox"/> Ramada	<input type="checkbox"/> Ramada
<input type="checkbox"/> Westbourne	<input type="checkbox"/> Westbourne
<input type="checkbox"/> Hancock	<input type="checkbox"/> Hancock
<input type="checkbox"/> San Vicente	<input type="checkbox"/> San Vicente
<input type="checkbox"/> Ramage	<input type="checkbox"/> Ramage
<input type="checkbox"/> La Peer/Robertson	<input type="checkbox"/> La Peer/Robertson
<input type="checkbox"/> Orlando	<input type="checkbox"/> Orlando
<input type="checkbox"/> Spaulding	<input type="checkbox"/> Spaulding
<input type="checkbox"/> Sierra Bonita	<input type="checkbox"/> Sierra Bonita
<input type="checkbox"/> Vista	<input type="checkbox"/> Vista
<input type="checkbox"/> I don't know	<input type="checkbox"/> I don't know
<input type="checkbox"/> I don't use this service	<input type="checkbox"/> I don't use this service

- 9. Do you ride Metro buses in addition to or instead of using the City's fixed-route shuttles?** (Check one)
- I ride both Metro and the City services (CityLine, CityLine X, or The PickUp)
 - I ride only Metro
 - I ride only City services (CityLine, CityLine X, or The Pickup)
 - I do not used fixed-route public transit

- 10. Are you familiar with the various mobile applications (such as NextBus) that can show when your shuttle will arrive and help you plan your trip?** (Check one)
- Yes
 - No
 - I don't know

- 11. If no, would you be interested in learning more about mobile applications for transit?** (Check one)
- Yes
 - No
 - I don't know

- 12. Do you have specific suggestions for how each of these services could be improved?**

	Suggestions for Improvement (please describe)
CityLine	
CityLine X	
The PickUp	

- 13. Do you currently use on-demand transit services (Dial A Ride, TLC, or taxi subsidies) provided by the City of West Hollywood for seniors and people with disabilities?**
- Yes
 - No

If No, skip to question #24.

- 14. Tell us about your knowledge of and experience with on-demand transit services provided by the City of West Hollywood for seniors and people with disabilities.**

	Do you know about this service? (Check one)	Do you use this service? (Check one)	If you use this service, how frequently do you ride? (Check one)
Dial A Ride/TLC (curb-to-curb and door-to-door services)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Rarely <input type="checkbox"/> A few times per month <input type="checkbox"/> A few times per week <input type="checkbox"/> Every day
Taxi Subsidy Program (discounted taxi services)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Rarely <input type="checkbox"/> A few times per month <input type="checkbox"/> A few times per week <input type="checkbox"/> Every day

15. Rate your overall level of satisfaction with these services. (Check one for each service)

	Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied
Dial A Ride/TLC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi Subsidy Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How would you prioritize the following features of on-demand transit services? (Check one for each feature)

	Not a Priority	Low Priority	Moderate Priority	Top Priority
Days and hours of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promptness of vehicle arrival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety onboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of reservation process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compatibility with mobility devices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of service [taxi]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal assistance from door to vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Where do you typically go when using on-demand transit services? (Write in your responses for each service)

	Most Frequent Destination	Second Most Frequent Destination
Dial A Ride/TLC		
Taxi Subsidy Program		

18. Do you find the City's Dial A Ride service easy to use? (Check one)

- Yes
- No
- N/A

If No, why not? _____

19. Do you find the City's taxi subsidy card convenient to use? (Check one)

- Yes
- No
- N/A

If No, why not? _____

20. Do you ever use a combination of City transit services for a single trip? (For example, use Dial A Ride to get to an appointment and use a taxi to come home.)

- Yes
- No
- N/A

If No, why not? _____

21. In order to improve availability of Dial A Ride services, the City could switch to a set schedule for certain types of common trips (similar to the existing grocery shuttles). Would you use this type of service if it were offered? (Check one)

- Yes
- No
- N/A

If No, why not? _____

22. If you travel to UCLA, the VA, or Kaiser for medical care, would you be willing to schedule your medical appointments according to a set shuttle schedule? (Check one)

- Yes
- No
- N/A

If No, why not? _____

23. Do you have specific suggestions for how these services could be improved?

	Suggestions for Improvements (please describe)
Dial A Ride/TLC	
Taxi Subsidy Program	

24. How often do you drive your own car to destinations in West Hollywood? (Check one)

Every day	A few days a week	A few days a month	Rarely/Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. How often do you use private car sharing applications such as Uber or Lyft? (Check one)

Every day	A few days a week	A few days a month	Rarely/Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. Is there any place you wish you could go but cannot because of lack of transportation? (Check one)

- Yes
- No
- I don't know

27. Please respond to the following statement regarding WeHo transit services: (Check one for each statement)

	Agree	Disagree	No Opinion
It is most important for the City to provide transit services to people who really need it, such as the disabled.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All West Hollywood residents should have access to free public transit services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can/could manage without a car in West Hollywood.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will never use public transit services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wish I understood the transit system better.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to use transit services to go to work or school.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to use transit services for leisure activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City's transit options are a good alternative to using Metro buses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I ride the subway, but not the bus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. If you do not use the City's transit services, why not? (Check one)

- I prefer to drive my own car
- I prefer to walk
- I prefer to bike
- I am too busy
- I do not think I am eligible for the services
- I did not know about the services
- I prefer private car sharing services (like Lyft and Uber)
- Other (describe):

29. How would you rate your overall satisfaction with the available transportation options in West Hollywood? (Check one)

Not Satisfied	Fairly Satisfied	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. How do you currently get information about transit in West Hollywood? (Check one)

- Physical brochure or transit map
- On the Internet via a computer
- On the Internet via a smartphone
- Friends or neighbors
- At work
- Community location (library, park, City Hall)
- Other (describe): _____

31. How convenient is it for you to find information about transit in West Hollywood? (Check one)

Not Convenient	Somewhat Convenient	Convenient	Very Convenient
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

32. How can West Hollywood make it easier for you to get information about transit?

33. If West Hollywood provided a personal transit concierge to help you understand the local transit system and ride along on your first transit trip, would you be more likely to use the City's transit services? (Check one)

- Yes
- No
- I don't know

34. Please select the MOST IMPORTANT things West Hollywood could do to encourage you to use transit more often. (Check all that apply)

- Provide better information about routes/times
- Have someone show me how to use the services
- Increase how frequently the transit services run
- Increase the helpfulness of transit drivers
- Increase the days and hours service is available
- Digital monitors at bus stops showing real-time arrivals
- Better connections between transit services
- Better connections between transit and bicycle/walking paths
- More space to take wheelchairs onboard
- Space to take bicycles onboard
- Faster, more direct routes with fewer stops
- Nothing, I like the transit options as they are
- Nothing, I prefer to drive
- Nothing, I prefer private car services (like Lyft and Uber)
- Nothing, I prefer to walk or bike

35. What else can West Hollywood do to enhance its transportation services?

36. What zip code do you live in? (Check one)

- 90069
- 90046
- 90048
- Other: _____

37. What is the primary language you speak at home? (Check one)

- English
- Russian
- Spanish
- Other: _____

38. What is your racial or ethnic background? (Check all that apply)

- African American/Black
- Latino/Latina
- Anglo/White/Caucasian (not Hispanic)
- Native American/Alaskan Native
- Asian/Pacific Islander
- Prefer not to say

39. What is your gender? (Check one)

- Male
- Female
- Prefer not to say

40. How old are you? (Check one)

- 18-25
- 26-39
- 40-50
- 51-64
- 65-80
- 80+
- Prefer not to say

41. Do you identify as having a disability? (Check one)

- Yes
- No
- Prefer not to say

42. What category best describes your annual household income? (Check one)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 or more
- Prefer not to say

Please mail your completed survey to:

**City of West Hollywood, Social Services Department
8300 Santa Monica Blvd.
West Hollywood, CA 90069**

... or drop it off at the front desk at City Hall.

Thank you for your time and your valuable input!

1. What line are you riding today?

CityLine
 CityLine X
 The PickUp
 Time: _____ AM PM

Where did you get on? _____
 Where will you get off? _____

2. How frequently do you ride this line?

Rarely
 A few times per month
 A few times per week
 Every day

3. Rate your overall level of satisfaction with this service:

Not Satisfied
 Fairly Satisfied
 Satisfied
 Very Satisfied

4. If you are dissatisfied with any of these services, what is the primary reason for your dissatisfaction?

- | | |
|--|--|
| <input type="checkbox"/> The stop is too far away/I cannot get to the stop | <input type="checkbox"/> I do not understand how to use it |
| <input type="checkbox"/> It's too slow | <input type="checkbox"/> It's too crowded/noisy |
| <input type="checkbox"/> It doesn't take me where I want to go | <input type="checkbox"/> It's not accessible enough for me |
| <input type="checkbox"/> It doesn't come often enough | <input type="checkbox"/> Other (describe): _____ |
| <input type="checkbox"/> It does not come at a time that I would use it | _____ |

5. Do you have specific suggestions for how this service could be improved?

6. How would you prioritize the following features of WeHo transit services? (Check one for each feature)

	Not a Priority	Low Priority	Moderate Priority	Top Priority
• Convenience/safety of stop locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Days and hours of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Efficiency/directness of route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Frequency of shuttle arrivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Cleanliness of vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Safety on-board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Helpfulness of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Availability of information about routes and times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Punctuality/on-time arrival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Accessibility of vehicles for seniors and persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Accessibility for cyclists transporting their bicycles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Appeal of branding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please select the **MOST IMPORTANT** things West Hollywood could do to encourage you to use transit more often.

(Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Provide better information about routes/times | <input type="checkbox"/> Better connections between transit and bicycle/walking paths |
| <input type="checkbox"/> Have someone show me how to use the services | <input type="checkbox"/> More space to take wheelchairs on-board |
| <input type="checkbox"/> Increase the frequency of transit services | <input type="checkbox"/> Space to take bicycles on-board |
| <input type="checkbox"/> Increase the helpfulness of transit drivers | <input type="checkbox"/> Faster, more direct routes with fewer stops |
| <input type="checkbox"/> Digital monitors at shuttle stops showing real-time arrivals | <input type="checkbox"/> Nothing, I like the transit options as they are |
| <input type="checkbox"/> Better connections between transit services | <input type="checkbox"/> Nothing, I prefer to drive |
| | <input type="checkbox"/> Nothing, I prefer private car services (such as Lyft and Uber) |
| | <input type="checkbox"/> Nothing, I prefer to walk or bike |

8. What else can West Hollywood do to enhance our transportation services? _____

9. How old are you?

- 18–25 26–39 40–50 51–64 65–80 80+ Prefer not to say

10. What category best describes your annual household income?

- Less than \$24,999 \$25,000 to \$49,999 \$50,000 to \$99,999
 \$100,000 or more Prefer not to say

11. Do you identify as having a disability?

- Yes No Prefer not to say

Please drop your completed survey into the collection box provided on-board. Alternatively, you can mail your completed survey to the **City of West Hollywood, Social Services Department, 8300 Santa Monica Blvd., West Hollywood, CA 90069** or drop it off at the front desk at City Hall.



Extended
version
online!



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WEHO



rides
transit survey

HOW DO YOU RIDE?

Please share your local transit experiences
to help the City improve!

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WHAT ARE YOUR TRANSIT PRIORITIES?

HOW WOULD YOU PRIORITIZE THE FOLLOWING FEATURES OF FIXED-ROUTE SERVICES?

	TOP PRIORITY	MODERATE PRIORITY	LOW PRIORITY	NOT A PRIORITY
Convenience/safety of stop locations				
Days and hours of service				
Efficiency/directness of route				
Frequency of bus arrivals				
Cleanliness of vehicles				
Safety on-board				
Helpfulness of drivers				
Availability of information about routes and times				
Punctuality/on-time arrival				
Accessibility of vehicles for seniors and persons with disabilities				
Accessibility for cyclists transporting their bicycles				
Appeal of branding				
Personal assistance from door to vehicle				

HOW WOULD YOU PRIORITIZE THE FOLLOWING FEATURES OF ON-DEMAND SERVICES?

	TOP PRIORITY	MODERATE PRIORITY	LOW PRIORITY	NOT A PRIORITY
Days and hours of service				
Promptness of vehicle arrival				
Cleanliness of vehicles				
Safety on-board				
Ease of reservation process				
Helpfulness of drivers				
Compatibility with mobility devices				
Cost of service				
Convenience of service				
Personal assistance from door to vehicle				



Other Popular NextBus Stop Num Stop

La Brea/Santa Monica

Santa Monica/Fuller



City of West Hollywood
California 1984