California
STATEWIDE TRANSIT
STRATEGIC PLAN

Stakeholder Engagement Report

.

An Interim Technical Report

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UCLA ITS INSTITUTE OF TRANSPORTATION STUDIES

for

Caltrans Division of Rail and Mass Transportation

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Executive Summary

Together with the Caltrans Division of Rail and Mass Transportation, the UCLA Institute of Transportation Studies (ITS) is developing the 2017 California Statewide Transit Strategic Plan (STSP), one of seven statewide modal plans under the umbrella of the California Transportation Plan 2040 (CTP 2040). The Statewide Transit Strategic Plan makes recommendations to the state of California on actions needed to achieve statewide goals and objectives for transit.

This document, the Stakeholder Engagement Report, is the second of three reports that comprise the STSP project. The first, the Baselines Report delivered March 17, 2017, provided a descriptive profile of California's transit systems. This report offers the results of research into the opinions and perceptions of opportunities for transit in California among various stakeholders including those representing the state, local agencies, and the public. The information and responses received from these stakeholder engagement activities will inform the third deliverable (California Strategic Transit Plan), to be delivered in the Fall of 2017.

The research the UCLA ITS project team undertook involved a mix of meetings, interviews, and surveys targeted at three stakeholder groups: the State, transit agencies, and the public. Table ES-1 below outlines the extent of activities and outreach.

Table ES-1: Summary of Outreach Activities Summary (through July 2017)

	Stakeholder Group		
	State	**Agencies**	**Public**
Group Meetings	● 3 Executive Committee meetings*	● 3 Advisory Committee meetings* ● 3 workshops ● Session at CalACT Spring conference	● 3 workshops
Online Activities		● Transit professionals survey (38 responses) ● 2 webinars	● Public survey (1,334 responses) ● 1 webinar
One-on-One		● 18 private interviews	
*Analysis does not include recent June and July meetings.			

The project team captured the perspectives and opinions of State stakeholders through a careful analysis of Executive Meetings held August 31, 2016 and December 16, 2016.

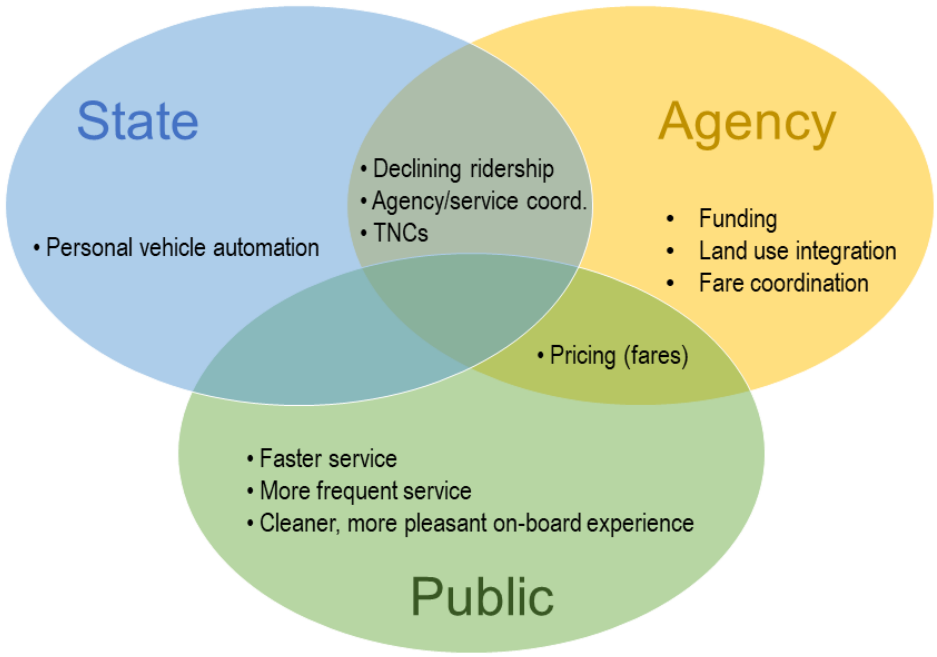
Transit agency stakeholders' opinions are represented in the analysis of interviews with 18 Advisory Committee members, most of whom are senior-level public sector transit professionals working in California, three public workshops held across the state (one each in Northern, Central, and Southern California), two Advisory Committee meetings, two webinars, and an online survey. The minimally-structured interviews and open focus-group character of the workshops allowed participants to volunteer topics and expand on ideas. Prompts included questions concerning the biggest issues facing transit in California today, the biggest issues (and solutions) for transit in the future, what the State of California should be doing for transit, and what the UCLA ITS project team should investigate in developing research recommendations. The survey gave the project team information on agency stakeholders' ranking of the State's existing transit-related goals and levels of support for measures to advance those goals.

The perspectives and priorities of the Public stakeholders are captured in the results of the aforementioned workshops (which were open to the public), a webinar, and an online survey (n=1,334) that asked respondents about their travel habits, the aspects of transit service they found most difficult, and what improvements would encourage them to ride transit more often.

While the forms of stakeholder engagement differed across groups (meeting observation, interviews, and workshops), the project team's uniform methodology for identifying and categorizing topics in those formats allows for a comparison of results. Although the surveys used (of professionals and the public) were necessarily more structured and therefore required a different process for identifying topics, respondents' discrete ranked choices among a broad array of options provide clear indications of priorities and preferences to be compared with those of other stakeholder results.

The project team's analysis revealed little overlap in the priority discussion topics introduced by each stakeholder group during unstructured activities (interviews, focus groups, post-presentation discussions), as shown in Figure ES-1. Throughout this report, the frequency and extent to which a stakeholder group brought up each topic serves as a proxy for that group's relative interest in the topic.

Figure ES-1: Priority Discussion Topics across Stakeholder Groups



State stakeholders emphasized the implications of personal vehicle automation, while transit agency stakeholders discussed closer-to-home funding, land use integration, and fare coordination. Transit agency and State stakeholders both consider declining ridership, agency/service coordination, and the challenge of TNCs to be priority issues, which suggests a level of cooperation on goals, policies, and measures in these areas.

However, other topics important to transit agency stakeholders did not arise in extensive discussion among State stakeholders: these include management issues that concern agencies, such as funding, fare coordination, pricing, demand response/paratransit costs as well as more systemic issues, such as land-use integration and equity. As these operational and contextual factors affect the provision of transit service, their inclusion or consideration in policy and strategy-setting may be warranted among State stakeholders.

The Public survey revealed that their priorities stand apart. To the question of what aspects would encourage them to ride transit more often, riders responded most favorably to free fares, followed by faster service, more frequent service, a cleaner, more pleasant on-board experience, and more direct transit service. While these are “outputs” to the transit “inputs” of concern to transportation professionals, the public’s preference on aspects of service that matter most should be considered as points of orientation for policy and goal-setting.

The results suggest that recommendations that advance transit agencies' ability to deliver good "on the road" service will be most aligned with public expectations and have the greatest potential to improve the transit experience and increase ridership. Among the recommendations under review for inclusion in the final STSP report are: "pursuing open data and systems for smarter transit" and "preparing transit for connected and automated vehicles." Both would yield benefits of value to public stakeholders. An open data repository would, for example, enable a better understanding of corridor use, person delay, and would lead to smarter capital investment decisions that would put more transit service where it is most needed.

Other more transformative recommendations under review including pricing automobile use where high quality transit is available, deprioritizing automobiles, and developing "transit first" land use and local policy changes are less directly tied to the outcomes stakeholders called for, but are no less important. These transformative recommendations can create substantial public benefits for the state, an outcome of which would include increased transit patronage. However, the benefits of these "transformative" policies may be more difficult to communicate.

By gauging support among stakeholders for proposed measures with discrete ranked choice surveys, the project team learned what measures have some opposition. With the benefit of the open-ended stakeholder engagement activities, the project team gained insights into the reasons why some stakeholders oppose some measures. Among such reasons is a perceived administrative burden, an assumption that mandated changes would require new training but not new funding, and a general wariness of technology suppliers and processes.

Understanding the reasons for stakeholders' objections and addressing them in proposed measures is essential for the stakeholders' buy-in and the measures' success. In addition, it will be important to develop effective communications strategies for explaining how initiatives such as an open data repository are not esoteric but actually essential for improving both transit's service and California's transportation landscape. Such strategies will be discussed further in the Recommendations report.

1.0 Introduction

About the Statewide Transit Strategic Plan

The UCLA Institute of Transportation Studies is working with the Caltrans Division of Rail and Mass Transportation to create the 2017 California Statewide Transit Strategic Plan, recognized as one of seven statewide modal plans under the umbrella of the California Transportation Plan 2040 (CTP 2040). With the 2017 California Statewide Transit Strategic Plan Project, the UCLA Institute of Transportation Studies team ("project team") asks the core question: How can California achieve its transit-related goals?

In a departure from the 2012 Statewide Transit Strategic Plan, which made recommendations to the then Caltrans Division of Mass Transportation, the 2017 Plan will take a pan-governmental perspective that makes recommendations not only for local transit agencies and Caltrans but also other state departments and the Legislature. The Statewide Transit Strategic Plan will inherit state-level transit-relevant goals, policies, strategies, modeling assumptions, implementation measures from recent legislation, the Governor's Office, the California Transportation Plan 2040, and the Caltrans Strategic Management Plan.

Making pan-governmental recommendations in support of achieving the state's transit-related goals requires research into the common issues facing local transit agencies and statewide mobility. Understanding the combined effect of 1) trends internal to transit and transportation planning, 2) the state's changing housing, mobility, and employment landscapes, 3) the state's bold climate change goals and their implications for transportation, 4) volatile transit funding programs, 5) unprecedented uncertainty about the federal role in transit; and 6) further advances in information and transportation technology is essential to strategic transit planning.

1.1 Purpose

The Statewide Transit Strategic Plan makes recommendations to the state of California on how the state and local agencies can jointly achieve the statewide goals for transit and transportation. This Stakeholder Engagement Report (phase two of the project) incorporates a variety of stakeholders from three interest groups: the State Government, transportation and transit agencies, and the public to gather information about their opinions and perceptions of opportunities for transit in California. This report builds upon the first project report, which consisted of a broad, descriptive profile of transit in California (the Baselines Report).

Through the stakeholder engagement activities, the project team is able to prioritize: 1) the state's goals and objectives, 2) further research needed, and 3) the final recommendations. Engagement with various stakeholders is meant to inform phase three of the project. Phase

three (Statewide Transit Strategic Plan) consists of recommendations in order to meet the state's goals and objectives for transit.

The project team centers its engagement with each stakeholder group around the core question of how California can achieve its transit-related goals. Collecting the perspectives of various transit stakeholders is vital for understanding which supporting goals and measures are likely to be most successful, both in implementation and in their effects. The information collected during the stakeholder engagement phase will inform the next project phase: developing recommendations for the final Statewide Transit Strategic Plan.

2.0 Methods

To garner a comprehensive understanding of what Caltrans' stakeholders view as priorities, the project team conducted a mix of interviews, surveys, and workshops with transit professionals working in California and transit-riding members of the public. The study included Advisory and Committee meetings, as well.

2.1 Stakeholder Engagement

Table 2-1 presents a full list of all the activities the project team used to engage the three stakeholder groups: State, Agencies, and the Public.

Table 2-1: Summary of Outreach Activities summary (through July 2017)

	Stakeholder Group		
	State	**Agencies**	**Public**
Group Meetings	● 3 Executive Committee meetings*	● 3 Advisory Committee meetings* ● 3 workshops ● Session at CalACT Spring conference	● 3 workshops
Online Activities		● Transit professionals survey (38 responses) ● 2 webinars	● Public survey (1,334 responses) ● 1 webinar
One-on-One		● 18 private interviews	
*Analysis does not include recent June and July meetings.			

The project team conducted several of the stakeholder engagement activities under the auspices of an approved university human subjects research plan. Accordingly, the project team informed participants of the risks of participation and their options to mitigate those risks. The project team also informed participants that their participation was voluntary, as was volunteering answers to any individual question.

Participants could choose to make confidential their participation in each activity, in full or in part. All members of the UCLA ITS project team were trained and certified by the UCLA Office of the Human Research Protection Program (OHRPP). Working through the OHRPP, an Institutional Review Board approved the project team's plan for conducting stakeholder engagement activities, maintaining confidentiality of participants, and adhering to all regulations concerning the protection of human subjects in research. In accordance with these regulations, only trained members of the UCLA ITS project team can access the confidential information collected through the activities. The confidential information is stored in a secure location with limited access.

2.2 Advisory Committee Interviews

Caltrans recruited 35 senior-level public sector employees working in transit across California to serve on an Advisory Committee. This 35-member committee served as the population for Advisory Committee interviews.

To recruit Advisory Committee members for participation in the interviews, UCLA ITS researchers sent a recruitment email to all 35 Advisory Committee members that provided background on the project and explained the purpose of the voluntary interviews. Members of the project team followed up with Advisory Committee members by email and phone calls and to schedule interviews. Advisory Committee members had the option to delegate interviews to others within their organization who had previously attended Advisory Committee activities or were briefed on the Statewide Transit Strategic Plan project.

Project Manager Juan Matute conducted all 18 interviews over the telephone (n=17) and in-person (n=1). Most interviews lasted 50 to 60 minutes.

Interviewees could request the entirety or a portion of their responses be kept confidential. The interviewer reminded interviewees of their option to elect confidentiality at the time of scheduling and at the beginning of each interview, and suggested the interviewee find a private place to talk by phone.

The minimal structure of the interviews gave participants ample opportunities to volunteer topics and expand on ideas. The five open-ended questions provided guidance, not direction, in the discussion and were the following:

1) What are the biggest issues facing transit in California today?

2) What do you anticipate the biggest issues being in the future?
3) What solutions can you offer to address these and other issues?
4) What should the State of California (CalSTA, Caltrans, etc.) be focused on for transit?
5) What would you suggest that the UCLA ITS team focus on for our research recommendations?

The interviewer then asked multiple probing, follow-up questions to explore the interviewee's responses to the general prompts.

The project team did not record the interviews but took thorough notes during each interview to document interviewees' concerns and points raised. The project team then used these notes to analyze the extent of discussion for each topic (using a methodology discussed in detail in Section 2.8: Development of Stakeholder Topic Lists).

2.3 Public Workshops

Together with the Caltrans Division of Rail and Mass Transportation, UCLA ITS hosted three public workshops around the state of California, one each in Northern California (Metropolitan Transportation Commission headquarters in San Francisco), Central California (Caltrans District 6 office in Fresno), and Southern California (Orange County Transportation Authority office in Orange). The workshops lasted 90 to 120 minutes. Caltrans managed invitations to the workshops. Attendees primarily came from local transit agencies and Caltrans District staff.

Each workshop started with a 40-minute presentation on the state's transit goals, funding, operations, use, and trends, as well as background on the project with content derived from the Baselines Conditions Report. An informal format allowed attendees to ask questions and volunteer information.

Focus-group breakout sessions followed, giving participants 50-80 minutes to provide more direct feedback on specific issues.

One breakout group assumed the perspective of a transit user. This group discussed topics such as transfers, onboard experience, stop conditions, accessing information about transit, getting to and from transit, among other topics. Attendees were asked to visualize the rider experience, from thinking of taking transit to finding information about the service, schedule, stops, and fares, getting to the stop, waiting at the stop, boarding the vehicle, transferring, arriving at the stop, and reaching the destination. The breakout group format and questions asked appear in Appendix Section 6.4. This exercise prompted attendees to consider what the "pain points" of transit are and generated discussion on what aspects of transit are likely to be most important to transit riders. A comparison of these results with those from the public rider survey is discussed in Section 5.0: Conclusion.

The second breakout group took the perspective of someone who works for a transit agency. This group discussed topics such as planning and investment, transit data, performance measures, funding, competition and integration with transportation network companies, among other topics.

The discussion was interactive, with project team members posing potential measures to respond to concerns raised and participants providing feedback on those measures.

The project team used an audio recording device to record the workshop sessions and also took notes of specific topics raised during the discussions at each workshop.

2.4 Advisory Committee Meetings

A thirty-five member Advisory Committee comprised of senior officials from California's transit agencies, regional planning organizations, and transit professional organizations advises the UCLA ITS and Caltrans team. Caltrans appointed the 35 members to be members of the Advisory Committee. These members are invited to participate in these meetings. Two Advisory Committee meetings are included in this stakeholder engagement report: October 19, 2016 at Caltrans headquarters in Sacramento and January 26, 2017 at SCAG headquarters in Los Angeles. A third meeting was held on July 13, 2017 at MTC in San Francisco to brief members on findings from this report and proposed recommendations. Attendees also had the option to join the meetings remotely (via GoToMeeting).

At each meeting, Caltrans and the UCLA ITS project team presented an overview and timeline of the project, project goals, findings, and next steps. Throughout the presentation Advisory Committee members had opportunities to comment and ask questions. Attendees received the presentation three days prior to the meeting, and materials such as the Baselines Report and a link to the recorded webinar version of the presentation, after the meeting.

Following the presentation of findings, the project team gave Advisory Committee members the opportunity to ask more questions or provide additional comments on the Baselines Report and CTP 2040's transit-related goals and measures.

The project team used an audio recording device to record the meetings and the project team members also took notes of specific topics and concerns raised during discussions at each meeting.

2.5 Executive Committee Meetings

The fourteen-member Executive Committee (that advises this project and project team) consists of senior officials and management from the California State Transportation Agency (CalSTA), the California Department of Transportation (Caltrans), High Speed Rail and the Strategic

Growth Council. Two Executive Committee meetings are included in this report: August 31, 2016 and December 16, 2016 at CalSTA headquarters in Sacramento. A third meeting was held on June 27, 2017 to brief members on findings from this report and proposed recommendations.

The format of each meeting consisted of a presentation by the UCLA ITS project team and Caltrans. The presentation included an overview and timeline of the project, project goals, findings, and next steps. Throughout the presentation, the project team gave Executive Committee members the opportunity to comment and ask questions. Caltrans staff made paper copies of the presentation available to attendees during the meetings.

Following the presentation of findings, the project team invited the Executive Committee to ask more questions or provide additional comments on the Baselines Report, CTP 2040's transit-related goals and measures, and the overall project progress.

The UCLA ITS project team recorded audio from the meetings and also took notes on specific topics and concerns raised during discussions at each meeting. The UCLA ITS project team made project materials such as the Baselines Report available to Executive Committee members after the meetings.

2.6 Public Survey

The project team developed a forty-question multiple-choice and free-response survey to gauge Californians' experiences with, and opinions of, public transportation. The survey asked respondents about their transit ridership habits and experiences, including frequency of ridership, modes and services used, and their experiences learning about, accessing and using transit (including making transfers). The survey also asked respondents about their use of non-transit modes, what changes might cause them to use transit more often, and how they would prefer to get information about transit. The survey collected demographic information, including county of residence, age group, gender and racial identity, and household income. No data were personally identifiable.

The project team collected survey responses through two primary channels. The first channel reflected a somewhat traditional participatory-planning outreach process, wherein the project team solicited responses from attendees at public workshops and via email lists and social media accounts managed by transportation-related organizations. Through this traditional channel, the project team collected 97 responses. The second channel involved the use of a respondent panel organized by SurveyGizmo, a private firm that hosted the online survey. SurveyGizmo invited members of its own respondent panel to participate in the survey; the project team paid SurveyGizmo Panel Services based on target numbers of frequent and non-frequent transit rider respondents. Through this second channel, the project team collected complete survey responses from 746 Californians who ride transit at least once per month, and from 491 Californians who ride transit less than once per month (or never). Note that these

totals exclude respondents who were retroactively disqualified based on poor-quality responses to free-response questions, using a standardized, automated quality-screening process.

Following the collection of data and disqualification of low-quality responses, the project team analyzed each question in aggregate across all valid and complete responses, as well as separately for: (1) participatory-outreach responses, versus survey panel responses; and (2) respondents riding transit at least once per month, versus respondents riding transit less than once per month. For short free-response questions (e.g., “Which transit agencies do you usually ride with?”), the project team identified frequent response keywords and tallied the number of mentions. For more open-ended free-response questions, the project team read responses in their entirety and analyzed them qualitatively. The results and conclusions of this analysis may be found in the Results section.

Individuals were recruited using an e-mail template included in Appendix 6.8: Email Invitation for Public Survey.

2.7 Advisory Committee/Transit Professional Survey

The project team sent a web-based survey to the Advisory Committee. The UCLA ITS project team also publicized the survey during a session at the California Association for Coordinated Transportation (CalACT) Spring Meeting, at public workshops, and at a webinar for the North State Super Region. Participation in this web survey was optional.

The survey asked participants to prioritize or rank each of the following issues or factors affecting transit throughout California:

- Reversing downward trend in transit ridership / increasing transit ridership
- Coordinating state and local transit planning
- Coordinating local transit and land use planning
- Coordinating local and regional transit and transportation planning
- Transit’s revenues
- Transit’s cost-effectiveness
- The price of transit versus other modes
- Transportation network companies
- Employer-provided shuttles
- The development and deployment of connected and automated vehicles
- A growing California population
- An aging California population

The survey also gave participants an opportunity to add their own issues or factors affecting transit in California.

The following seven California Transportation Plan (CTP) 2040 goals/priorities and policies were formatted into the survey mechanism using a 7-point Likert or rating scale for respondents to

offer their opinion on the goal or priority. Participants were asked the extent to which they supported or agreed with statements presented.

The seven CTP 2040 goals/priorities and associated policies presented were:

1) A California transit passenger's experience should be seamless and reliable

1A The state should provide start-up grants and technical assistance for real-time passenger information systems

1B The state should support creation of universal payment systems/accounts for transit and other transportation-related payments (e.g., parking meters, tolls, intercity bus service, bike-share)

1C The state and agencies should work to improve multi-system connectivity, including interagency transfers

2) Transit agencies and transportation planners should make smart, goal and data-driven decisions

2A The state and agencies should share statewide successes and lessons learned in order to accelerate the implementation of best practices, particularly BRT and transit priority

2B The state should fund Caltrans' creation and maintenance of a statewide transit data collection repository for data from local transit providers

2C The state should identify transit equity and sustainability indicators that can be introduced into state and local planning

2D California needs regional coordination of data and analysis to improve methods, data quality, and comparability

2E The state should fund regular multi-modal surveys (including transit on-board surveys) and big data analysis to improve understanding of travel patterns

3) The State and agencies should understand and enhance the comparative advantage of public transit versus other mobility options while preserving personal mobility

3A Agencies need help understanding changing market and demographic conditions and optimize transit to improve service in response

3B Agencies should speed up vehicle boarding through streamlined payment and implementation of other best practices

3C State and local agencies should work together on public education programs that

improve the perception of public transit

3D Agencies and local governments should implement transit signal priority and other Intelligent Transportation Systems measures to increase transit's efficiency and reliability

3E The state should create incentives and reduce barriers to incorporating changes that improve the safety, efficiency, or service quality of transit when performing roadway maintenance or construction

4) The State should take steps to maximize transit's revenues while minimizing the administrative burden of obtaining funding.

4A The state should streamline reporting processes for state and federal grants and funding allocations.

4B Agencies should report publicly-sponsored vanpool service data in order to attract federal operating funds.

4C The state should support a competitive grant program for transit capital replacement, acquisition, and the development and construction of transit centers and bus maintenance facilities.

5) Transit and supporting infrastructure should be in a state of good repair and resilient to potential climate impacts.

5A Implement a strategic approach for assessing and prioritizing transit assets to bring the public transit system into good repair (e.g.: FTA FAST Act State of Good Repair and Asset Management Rule).

5B Transit agencies should participate in climate adaptation and resilience planning.

6) Public agencies with influence over transportation or land use should pursue transit-supportive regional form and neighborhoods

6A Local governments should implement transit-supportive land use strategies that also reduce distance traveled and increase the share of trips via transit, bicycling, and walking and reduce dependence on cars

6B Local governments should work to create complete neighborhoods near transit

6C Local governments should create complete streets and public spaces that support safe and efficient walking, bicycling, and transit use

6D Local governments and the state should support employer-assisted housing; reward employers who locate near transit

6E Local governments should develop efficient parking management strategies to

allow more people to travel using existing infrastructure

7) Public agencies should leverage private activity that serves to reduce auto dependence and increase use of rideshare, transit, bicycling, and walking

7A Agencies at all levels should provide funding for and support employer Transportation Demand Management (TDM) policies and outreach in transit corridors to increase use of transit, ridesharing, and vanpooling and allow more people to travel using existing infrastructure

7B Agencies at all levels should create supportive policies and secure funding for the promotion of shared mobility, including car sharing, bike sharing, real-time ridesharing, Transportation Network Companies, scooter share, shared neighborhood electric vehicles, and on-demand shuttle and jitney services

2.8 Development of Stakeholder Topic Lists

After completing the interview and workshop activities and following the Executive Committee and Advisory Committee meetings, the project team noted and categorized topics discussed in each interview, workshop, and meeting stakeholder activity in order to compare responses across activities and stakeholder groups. (Survey activities required a separate approach). The project team then combined the list of topics discussed at each engagement activity to create a list of all topics discussed across the different activities; the project team then categorized these topics into 24 major categories and 33 subcategories (see Table 2-2 below).

With this list of topics identified, a project team researcher then reviewed notes from each stakeholder engagement activity and determined whether in each instance, the topic was mentioned (denoted with “M”) or discussed extensively (denoted with “E”). Extensive discussion was defined as a topic discussed at length. Topics mentioned were defined as a brief comment on the topic without much elaboration. If a subcategory was discussed, both the subcategory and major category were marked. If a discussion point did not fall within a subcategory, then only the major category was marked. The count of “E's” and “M's” were summed by topic area and provide a quantitative basis of analysis with which to compare interest and importance of topics from responses across the different stakeholder engagement activities.

Table 2-2: List of major and minor topics discussed in interview, workshop, and meeting stakeholder activities

#	Topic	#	Topic
1	**Declining ridership**	**12**	**Transit on-vehicle technology**
1a	*Competition*	12a	*Real time passenger information systems*
1b	*Pricing/affordability*	**13**	**Transit software/productivity technology**
2	**Changing transit user demographics**	13a	*Transit data standards*
3	**TNCs**	**14**	**Transit innovation**
3a	*TNCs - Uber/Lyft (as competition)*	14a	*Transit vehicle automation*
3b	*TNCs - Uber/Lyft (as cooperative)*	14b	*Labor implications*
3c	*TNCs - Uber/Lyft (data from their service provision & use)*	**15**	**Advanced/Innovative Mobility - connections to transit**
4	**Capital funding**	**16**	**Transportation Demand Management**
4a	*Transit & Intercity Rail Capital Program (TIRCP)*	16a	*Employer-based Commute Reductions*
4b	*5311 Bus procurement*	**17**	**Land Use Integration**
5	**Operating funding**	17a	*TOD*
5a	*Low Carbon Transit Operations Program*	17b	*Gentrification*
6	**Human Resources**	17c	*SB 743 implementation*
6a	*Employee recruitment/retention*	**18**	**Travel behavior data/surveys**
6b	*Workforce development/technical skills*	**19**	**Personal vehicle automation**
6c	*Transit manager professional development*	**20**	**Private shared-use vehicles**
7	**Fleet management**	**21**	**Advanced/Innovative Mobility- competition w/transit**
7a	*Transit Asset Management*	**22**	**Demand Response / Paratransit Costs**
7b	*Fleet rehabilitation/ maintenance*	**23**	**Equity**
8	**Agency/service coordination/integration**	23a	*Two-tiered transportation/affordability*
8a	*Competition (including rural-urban)*	23b	*Technology access*
8b	*Cannibalization*	23c	*Rider access to government/social services*
9	**Fare coordination/integration**	**24**	**State and Federal Role**
9a	*Multiagency ticketing / coordinated payments*	24a	*State/Caltrans role*
9b	*Multimodal ticketing / coordinated payments*	24a(i)	*Lack of support/leadership*
10	**Fare technology**	24a(ii)	*Technology adoption*
11	**Transportation Pricing**	24b	*Federal role*
11a	*Affordability/marginal pricing*		

3.0 Results

This section provides the results of the stakeholder activities, which are discussed in the following section.

3.1 State Stakeholder Activities

3.1.1 Executive Committee Meetings

Of the 57 total topics discussed during unstructured conversations throughout the stakeholder engagement activities, the Executive Committee meetings discussed twelve of them. Six topics were extensively discussed and six were mentioned (see Table 3-1 below). Executive Committee Members covered nine of the 24 large category topics (highlighted in blue). Of the category topics extensively discussed, the three categories that were discussed longer than the others and brought up repeatedly at the Executive Committee meetings include declining ridership, TNCs and agency/service coordination/integration.

Table 3-1: Major and Minor Topics Extensively Discussed and Mentioned in Executive Committee Meetings

Topic	Extensive	Mention
Declining ridership	x	
TNCs	x	
TNCs - Uber/Lyft (as competition)	x	
TNCs - Uber/Lyft (as cooperative)	x	
Capital funding		x
Operating funding		x
Agency/service coordination/integration	x	
Transit software/productivity technology		x
Personal vehicle automation	x	
Equity		x
State and Federal Role		x
State/Caltrans role		x

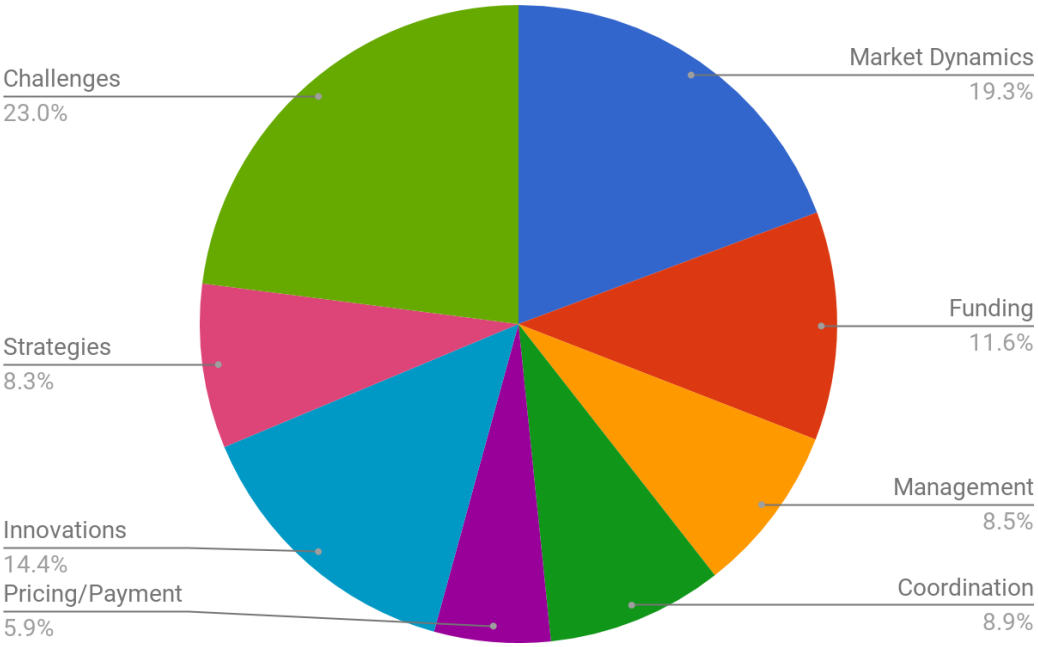
3.2 Transit Agency Stakeholder Activities

3.2.1 Interviews and Workshops

3.2.1.1 Themes

In the open-ended eighteen interviews conducted and three workshops held with transportation agency professionals, topics that arose fell into eight categories of themes, as illustrated in Figure 3-1. The largest such category concerned perceived challenges that agencies face, such as state and federal role, equity, and demand response costs among others. The second largest concerned market dynamics such as declining ridership, changing transit user demographics, and TNCs. Other themes included Innovations (such as transit on-vehicle technology, software, and data standards), Funding (including the Transit & Intercity Rail Capital Program [TIRCP], the Low Carbon Transit Operations Program [LCTOP], and 5311 Bus Procurement), Strategies (such as TDM, TOD, SB 743 implementation, and land use integration), Coordination (such as with other agencies on service and fares), Management (including transit asset management [TAM], and human resources), and Pricing/Payment (including fare technology and marginal pricing).

Figure 3-1: Themes of Topics Discussed Extensively and Mentioned in Interviews and Workshops



3.2.1.2 Topics

Table 3-2 shows how often topics in each category were either mentioned or discussed extensively in the eighteen interviews and three workshops. As it was the only topic to have been specifically prompted, state and federal role (which includes discussions of Caltrans' role and federal participation) was discussed in all workshops and interviews.

Of topics that arose without prompts, operating funding and capital funding were most prominent, reflecting the agency professionals' concerns over the continuity, stability, and sufficiency of programs such as the TIRCP, and LCTOP.

Table 3-2: Categories of Topics Extensively Discussed and Mentioned, by Frequency (Count)

Topic	Extensive	Mention
State and Federal role	20	1
Operating funding	15	4
Capital funding	15	3
Declining ridership	14	3
TNCs	11	5
Land Use Integration	10	4
Agency/service coordination/integration	8	6
Transportation Pricing	7	6
Transit innovation	5	7
Equity	5	7
Fare coordination/integration	8	3
Transit on-vehicle technology	6	5
Transit software/productivity technology	7	3
Fare technology	6	4
Fleet management	7	2
Changing transit user demographics	5	4
Demand Response / Paratransit Costs	4	5
Human Resources	5	3
Personal vehicle automation	5	3
Advanced/Innovative Mobility - connections to transit	1	5
Advanced/Innovative Mobility- competition w/transit	0	6
Transportation Demand Management	3	1
Travel behavior data/surveys	2	2
Private shared-use vehicles	2	0

It is worth noting that several topics were mentioned more often than they were discussed (as illustrated in Table 3-3). This could be an indication that these issues are perceived to be important but lack a framework for substantial discussion.

Table 3-3: Interview and Workshop Topics Mentioned More Than Discussed Extensively

Topic	Mentioned more (times)
Advanced/Innovative Mobility: competition w/transit	6
Advanced/Innovative Mobility: connections to transit	4
Transit innovation	2
Equity	2
Technology access	2
Two-tiered transportation/affordability	2
Demand Response / Paratransit Costs	1
Federal role	1
Labor implications	1
Lack of support/leadership	1
Workforce development/technical skills	1
Rider access to government/social services	1

3.2.1.3 Interview Content

While the quantitative representation of topic frequency serves as a proxy for relative importance, qualitative information can illustrate the points that interviewees made.

Comments in the interviews generally indicated transit agency stakeholders are interested in seeing more state involvement in ticketing/fare integration, asset management, and coordinating planning projects that involve multiple cities. They want to see more funding directed to transit-oriented infrastructure, and assistance with meeting new federal requirements. Operating costs and funding, particularly for rural transit agencies, are a concern, especially as some funding programs' eligibility requirements are complex and fragmented. Transit agency stakeholders' are split on their opinions as to whether declining ridership is better addressed through enhancing transit (something agencies could do) or pricing driving (which most agencies cannot). Transit agency stakeholders also expressed an interest in state support for "unlocking" data from TNCs and preparing the labor force for the impacts of automation.

Table 3-4 below includes representative samples from each topic from the interview notes.

Table 3-4: Paraphrased Comments from Interviews on Select Topics

State and Federal Role Comments call for a greater State role in fare coordination, asset management, and planning coordination with cities on transit projects. Transit agency stakeholders also want to see funding prioritized for roads with transit and a better State understanding of transit operations.
The State needs to have a role in ticketing integration (integrating schedule and arrival information). If agencies are expecting to get state money, there can be certain minimum expectations (GTFS, GTFS-RT, mobile ticketing, etc.). The state can set up the architecture for transit technology and set the stages for other integrations in the future. **Assistance from the state with asset management and meeting new federal requirements would be hugely helpful** especially for smaller transit agencies. Smaller public transit agencies struggle in managing the sub-recipient requirement. This triggered LA Metro to create a Transit Asset Management Plan for 34 small operators. Caltrans should step up and **put resources to meeting the new federal requirements because they're not insubstantial.** Sometimes the State gets bogged down in the minutia of regulations that they'll interpret regulations in a way that makes it more difficult for transit agencies. **It would be useful for the State to have a better understanding of transit operations.** They need to talk to the transit agencies about what works and what doesn't. **Funding is not a barrier to BRT, but coordination with cities that have sign-off on approval is.** The State can play a role in connected infrastructure for transit. Transit is underfunded relative to other modes. **The State should fund road infrastructure that is more transit-oriented versus auto-oriented.** The state shouldn't be in the business of bus replacement (too capital intensive). California might have a role in technology hardware. This may be the correct scale of state capital program. Caltrans should be making the infrastructure and the financial decisions to change. Policy documents are nice, but infrastructure is more important.
Operating Funding Transit agency stakeholders commented on operating funding constraints and the complexity of obtaining and using operating funds.
Agencies are feeling operating funding constraints as operating costs are rising. Local and statewide minimum wage has impact on operating cost. **Small operators do not receive a lot of local funding.** Most are not eligible for new programs like LCTOP funding to fund new services. Fragmentation of funding programs creates a burden to chase down various funding sources. For example, LCTOP - GRGF ties to disadvantaged communities creates

restrictions on how and when funding is used. **This complexity is more of a burden than uncertainty in funding amounts.**

There is concern of statewide inequity of funding allocations for transit operators. It is difficult to create and maintain a level playing field throughout California. There can be different expectations throughout the state for service levels especially for fixed route between communities and demand response within communities.

Capital Funding
Transit agency stakeholders commented on the challenges of meeting capital program criteria, and of uncertain year-to-year funding. They called for more funding to be spent on transit (from cap and trade) and noted 5311 funding problems.

CalACT members are less likely to take advantage of TIRCP programs because **they cannot show that they are serving a disadvantaged community.**

Providing certainty of programming dollars over multiple years is important for transformative changes. TIRCP is not programmatic funding; it is grant-based and cannot be counted on.

If overarching goal is reducing GHG emissions, then transit should be where to spend money. **Cap and trade funds should be spent to provide more transit service- though there is not much discussion of this topic at the state level.**

If 5311 funded services are not sustainable within a few years, agencies will quit the service.

Smaller cities have trouble competing with big cities that want 1,000 buses when they want 10.

Declining Ridership
Comments on declining ridership were split: some described a need for improved transit service and others said pricing car travel would attract new transit riders.

Enhance the attractiveness of transit through **fare integration and frequency of service**.

A targeted (congestion) fee would have a bigger impact on transit ridership than a blanket VMT fee.

It's naive to continue to grab the X% that are transit dependent. Need to attract riders who see time in traffic as dead time. Latent demand means that increases in transit use are not going to solve congestion.

The remedy for declining transit ridership lies in VMT fees/pricing. Automobile travel should be priced in a way that supports more people taking other modes.

TNCs
Comments on TNCs reflect the challenges of partnering with TNCs due to their current insurance levels, a desire to acquire TNC data to understand TNC's effect on transit ridership, which is now only speculated upon.

The challenge with formal agreements for TNC substitution or integration is that **the current level of insurance is insufficient for the CA Transit Insurance Pool JPA**. Therefore, members do not undertake the added risk of TNC partnerships.

CPUC needs to help agencies unlock data from TNCs and future innovative mobility companies.

It was easy a couple of years ago to identify TNCs as a first-mile / last mile complementary service. **Now it's harder to determine whether TNCs are complementary or substitution.**

Everyone's speculating about TNC's role in ridership decline, yet there is no data.

Land Use Integration
Transit agency stakeholders' comments on land use integration concerned making urban form conducive to transit and making it easier for investments in transportation and housing projects to receive state program funding.

Make sure urban form is setup to maximize the advantage of fixed-route urban transit. Our agency takes a regional approach to planning and operations, yet funding is not there for regional approach.

The challenge of ramping up the coordination of (affordable) housing and transit is more substantial now. **Housing and transportation should be thought about in more integrated ways (transit, complete streets, etc.).** We need different ways to think about transportation and housing investments and be able to fund people, parties, experts who can walk applicants through the process of applying and the capacity to receive funds from state programs.

Agency/Service Coordination/Integration
Comments on agency and service coordination and integration revealed concerns about competition over funding and avoiding cannibalization through coordinating long-range plans.

Regional transit agency tier is in conflict with local tier. **The local tier should have their own funding sources.**

Coordinate in a way that's fair and equitable. **Service and information coordination are very important, but more emphasis is placed on money and cost.**

There exists inter-agency competition for transportation services between member agencies. There may be benefit to coordinating long range plans. Transit has a small

market-share in comparison to automobiles, so **maybe transit needs some intervention to prevent cannibalization.**

Transportation Pricing
Transit agency stakeholders' comments on transportation pricing indicate a concern that transit fares are not competitive for "choice riders" due to the (artificially) low costs of driving.

Using transit is at a "financial competitive disadvantage" to all other modes. It doesn't pencil out as advantageous to too many people.

We all know that **one of the things that can motivate people to look at other options is the cost of driving**. A lot of costs are hidden. We need conscious, thoughtful public policy decisions.

When it comes down to the individual decision, **the marginal prices and opportunity costs typically put transit at a disadvantage.** People who use transit either have extreme financial stress or are dependent for other reasons.

Transit Innovation
Comments on transit innovations reflect strong concerns about the effects of automation.

Our agency is embracing technology to do their jobs better and we want to know what more can be done effectively at a higher level.

We need to understand the effect autonomous transit vehicles would have on costs and how to replace drivers with added service.

There is concern that **if transit is automated, labor lobbyists will seek to divert transit funding to job retraining.**

We need to understand what the future American job market would look like in a world where technology advances are unavoidable.

Innovative transit infrastructure solutions **should come as top-down solutions from Caltrans rather than be locally-generated.**

Equity
Transit agency stakeholders' comments on equity indicate a concern with geographic inequities in transit funding.

There needs to be more emphasis on funding rural projects that have merit (i.e. fall within a disadvantaged community, serve a representation of ridership in that county, number of riders coming to a central point in the county, etc.). If the concentration of social services, medical, legal, and health trend continues, then there's additional need to fund transit that connects to these concentrations. The concern is that these services are limited.

There is concern that **with income disparity, regions get different types of transit** serving different communities.

Equity goals tend to be articulated less than environmental goals.

3.2.1.4 Workshop Breakout Session Discussion: Rider Perspective

Participants in the rider perspective breakout sessions at each workshop voiced concerns and priorities from the viewpoint of a transit user. Table 3-5 below summarizes common responses to the facilitator's questions.

Table 3-5: Transit Riders' Perspective Prompts and Common Responses

Question/Prompt	Common Responses
Why choose transit? How to decide between modes?	● Safety ● Cost/cost of driving ● Traffic ● Parking availability ● Cleanliness ● Convenience of routes/service
How to learn about routes, schedules and stops?	● Google Maps ● Smartphone apps
Factors determining experience at bus stop?	● Safety/security ● Amenities (sidewalk, lighting, shelter, restrooms, seating, real time arrival information, and parking) ● Visibility/signage
Expectations with boarding/fare payment?	● Seamless/simple process boarding/fare payment ● Uniform experience across different agencies
Factors determining experience on-board?	● Safety ● Cleanliness ● Crowdedness ● On-board announcements ● Other passenger behavior/etiquette ● Driver protocol/intervening when incident arises
Pick destination based on transit service?	● Yes: nearby restaurants/grocery stores (MTC workshop) ● No (Fresno workshop)
Expectations with transfers?	● Short wait times ● Certainty/reliability ● Communication "when things go wrong"

	● Coordination between agencies ● Fallback option- Lyft/Uber
Factors that help in reaching final destination?	● Signage ● On-board announcements ● “Last mile” amenities (sidewalks/lighting)
Feeling after riding transit?	● Depends on overall experience (travel time, information, comfort, route familiarity, cleanliness)
Overall thoughts and expectations for transit?	● Frequent/fast service ● Transfer coordination ● Schedule/travel time reliability ● Easy fare payment

3.2.2 CalACT Conference Presentation

Project Manager Juan Matute gave a presentation during the *State Programs Update on LCTOP and Statewide Transit Strategic Plan* session at the CalACT 2017 Spring Conference, which took place in Lake Tahoe on April 26, 2017. A summary of the topics discussed follows in Table 3-6 below. The two most extensive discussions centered on transit software/productivity technology and the state and federal role in local transit service.

Table 3-6: Major and Minor Topics Extensively Discussed and Mentioned in CalACT Conference Presentation

Topic	Extensive	Mention
Agency/service coordination/integration		**x**
Transportation Pricing	**x**	
Transit software/productivity technology	**x**	
Transit data standards	**x**	
Transportation Demand Management		**x**
Employer-based Commute Reductions		**x**
Land Use Integration	**x**	
Demand Response / Paratransit Costs	**x**	
State and Federal Role	**x**	
State/Caltrans role	**x**	

3.2.3 Advisory Committee Meetings

Of the total 57 topics discussed throughout the stakeholder engagement activities, the Advisory Committee discussed 23 of them at their first two meetings (See Table 3-7 below). The five categories with most extensive discussion were: declining ridership, TNCs, transportation pricing, transportation demand management, and state and federal role.

Table 3-7: Topics Discussed in Advisory Committee Meetings

Topic	Extensive	Mention
Declining ridership	x	
Pricing/affordability	x	
Changing transit user demographics	x	
TNCs	x	
TNCs - Uber/Lyft (as competition)	x	
TNCs - Uber/Lyft (as cooperative)	x	
TNCs - Uber/Lyft (data from their service provision & use)	x	
Capital funding		x
Operating funding		x
Agency/service coordination/integration	x	
Fare coordination/integration		x
Multiagency ticketing / coordinated payments		x
Multimodal ticketing / coordinated payments		x
Fare technology		x
Transportation Pricing	x	
Affordability/marginal pricing	x	
Advanced/Innovative Mobility - connections to transit		x
Transportation Demand Management	x	
Employer-based Commute Reductions	x	
Demand Response / Paratransit Costs	x	
Equity	x	
State and Federal Role	x	
State/Caltrans role	x	

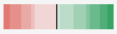
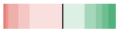
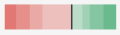
3.2.4 Professional Survey

Thirty-eight transit professionals completed the web-based survey designed to solicit input on the most important issues facing transit in California (based on those identified in the STSP Baselines report) and the relative importance of inherited measures proposed in support of each inherited statewide transit goal.

3.2.4.1 Issues Raised in STSP Baselines Report

Respondents were asked to rank issues identified in the STSP Baselines Report. As Table 3-8 shows, issues that ranked highest overall appear to be those over which transit professionals have at least some degree of control: regional planning coordination, the downward trend in transit ridership, local transit and land use planning coordination, transit's revenues, transit's cost-effectiveness, and state and local transit planning coordination. Responses identified as less important included issues over which transit professionals are likely to have less (or no) control: A growing/aging population, the price of transit versus other modes, TNCs, the development and deployment of connected and automated vehicles, and employer-provided shuttles.

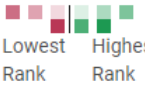
Table 3-8: Respondents' Ranking of Issues Raised in STSP Baselines Report

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Local and regional transit and transportation planning coordination	1		309	37
The current downward trend in transit ridership	2		284	34
Local transit and land use planning coordination	3		281	34
Transit's revenues	4		264	34
Transit's cost-effectiveness	5		252	32
State and local transit planning coordination	6		248	33
A growing California population	7		242	34
An aging California population	8		202	32
The price of transit versus other modes	9		189	32
Transportation network companies	10		168	32
The development and deployment of connected and automated vehicles	11		142	31
Employer-provided shuttles	12		94	31
		 Lowest Rank Highest Rank		

3.2.4.2 Statewide Transit Goals

Table 3-9 illustrates how survey respondents ranked the statewide transit goals. The goals ranked as most important reflect a focus on the passenger experience, an interest in the state of good repair and enhancing the comparative advantage of public transit. Goals ranked lower in importance concern maximizing transit's revenues while minimizing the administrative burden of obtaining funding, making smart, goal-driven decisions, and supporting transit-supportive regional form and neighborhoods. The goal identified as least important was leveraging private activity to reduce auto dependence and increase other mode shares.

Table 3-9: Respondents' Ranking of Statewide Transit Goals

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
A California transit passenger's experience should be seamless and reliable.	1		176	35
Transit and supporting infrastructure should be in a state of good repair and resilient to potential climate impacts.	2		162	36
The State and agencies should understand and enhance the comparative advantage of public transit versus other mobility options while preserving personal mobility.	3		152	36
The State should take steps to maximize transit's revenues while minimizing the administrative burden of obtaining funding.	4		147	34
Transit agencies and transportation planners should make smart, goal-driven decisions.	5		137	37
Public agencies with influence over transportation or land use should pursue transit-supportive regional form and neighborhoods.	6		129	37
Public agencies should leverage private activity that serves to reduce auto dependence and increase use of rideshare, transit, bicycling, and walking.	7		121	35
		 Lowest Rank Highest Rank		

3.2.4.3 Measures in Support of Statewide Transit Goals

Professionals surveyed indicated generally strong support for measures proposed in support of the statewide goals for transit. Figure 3-2 through

Figure 3-7 report the responses (in number and as a percent of the total) to survey prompts that asked agency professionals whether they strongly supported, supported, somewhat supported, were neutral about, opposed or strongly opposed proposed measures for each statewide transit goal.

Figure 3-2 shows that, among measures to advance the statewide transit goal of a California transit passenger's experience being seamless and reliable, 100% of respondents somewhat supported, supported, or strongly supported the measure of the state and agencies working to improve multi-system connectivity, including interagency transfers. Responses to the measure of the state providing start-up grants and technical assistance for real-time passenger information systems were 97% supportive, with only one neutral "vote" and none opposed. The measure of the state supporting the creation of universal payment systems/ACS for transit and other transportation-related payment systems also received mostly supportive responses (95%), with one neutral (3%) and one somewhat opposed (3%) vote.

Figure 3-2: Support indicated for measures to advance goal of "seamless and reliable" transit experience

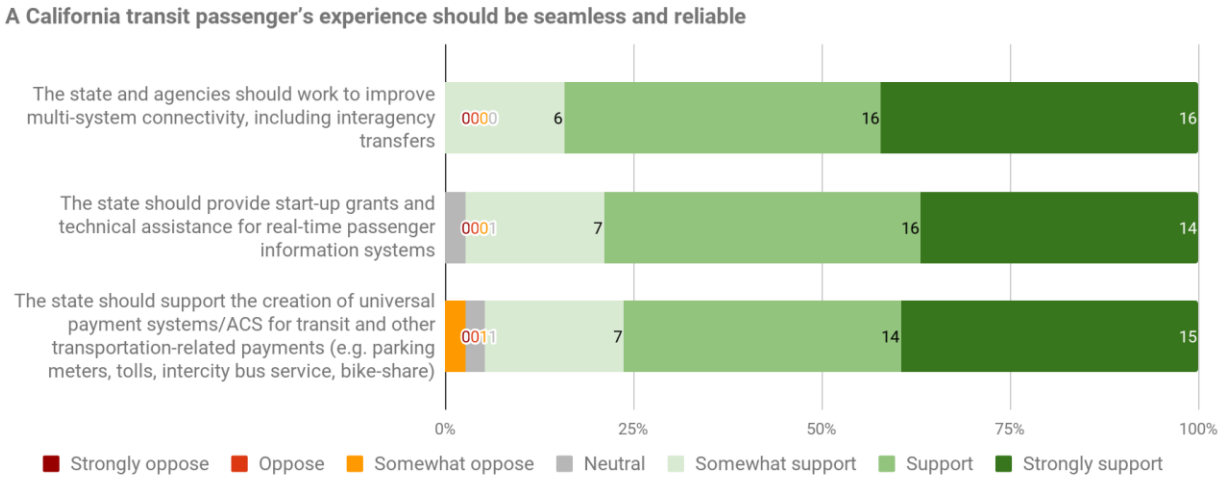
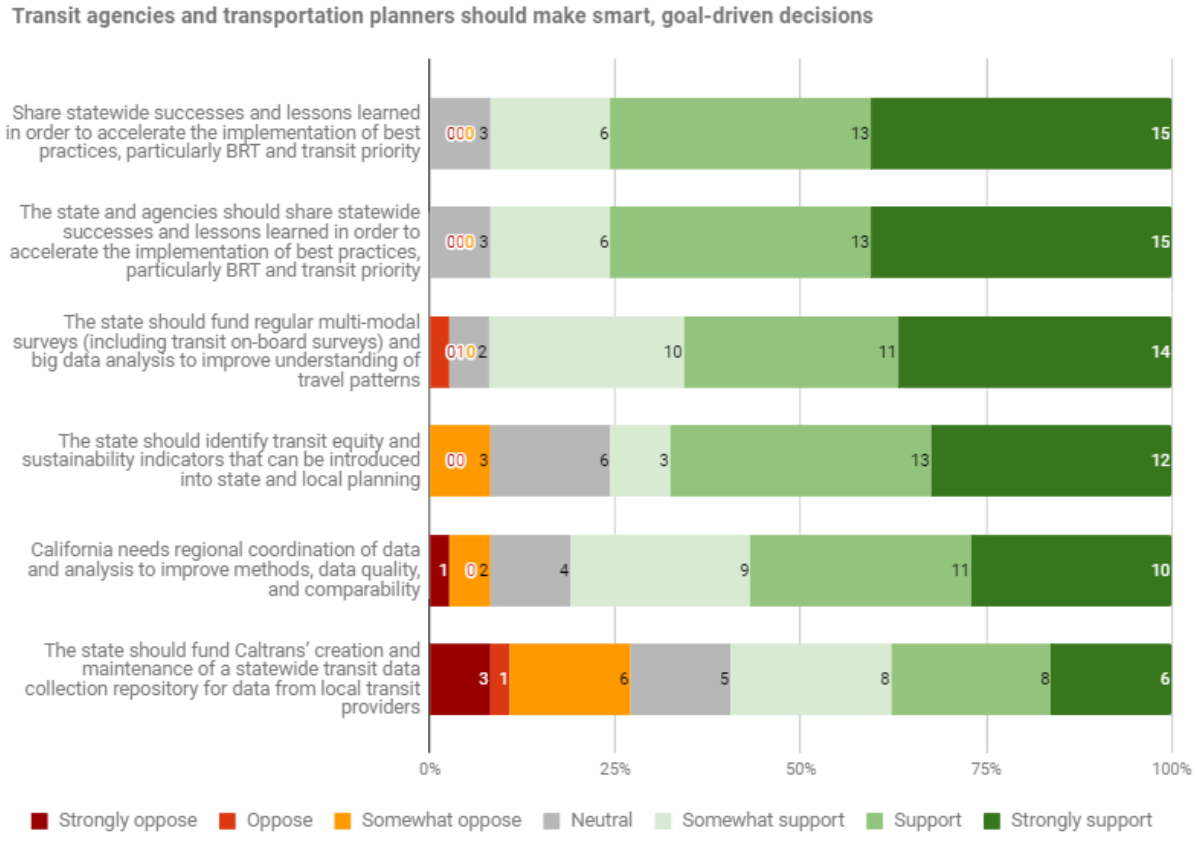


Figure 3-3 illustrates responses to the measures proposed to advance the statewide transit goal of transit agencies and transportation planners making smart, goal-driven decisions. The most favored measure (with 76% of responses being somewhat support, support, or strongly support) was "sharing statewide successes and lessons learned in order to accelerate the implementation of best practices, particularly BRT and transit priority". Funding regular multi-modal surveys received 66% support with two neutral votes (5%) and one (3%) opposed. The measure calling for the state to identify transit equity and sustainability indicators received 68% support but six (16%) neutral and three (8%) somewhat opposed responses. The measure calling for regional coordination of data and analysis to improve methods, data quality, and comparability, received 57% supportive responses (though fewer strongly supportive ones).

Responses to the measure of a state-funded transit data collection repository ran the gamut: three respondents (8%) were strongly opposed, and one (3%) opposed, six (16%) were somewhat opposed; five (14%) were neutral, and 59% somewhat supported, supported, or strongly supported the measure.

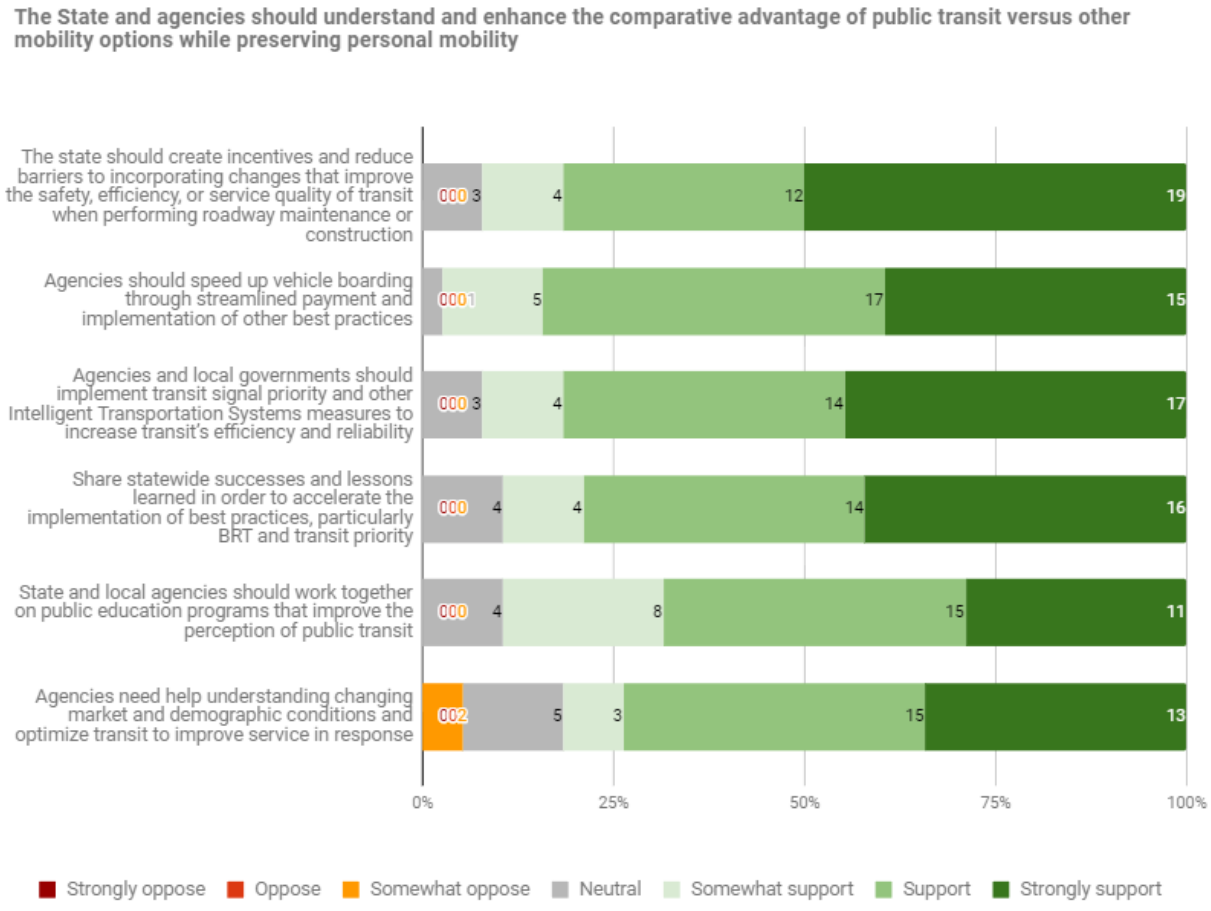
Figure 3-3: Support indicated for measures to advance goal of "smart, goal-driven decisions"



To the measures that would advance the goal of state and agencies understanding and enhancing the comparative advantage of public transit, respondents responded almost uniformly, as illustrated in

Figure 3-4. The measures of the state taking steps to improve transit during roadway maintenance and construction, speeding up vehicle boarding, implementing transit signal priority and other ITS measures, and sharing best practices, all received between 79% and 84% somewhat supportive, supportive, or strongly supportive responses. The measure that state and local agencies should improve transit's perception through education received somewhat less support (68%); responses to the measure for providing help to agencies for understanding changing market and demographic conditions to optimize transit were 74% supportive but had more neutral (13%) and somewhat opposed (5%) responses than others.

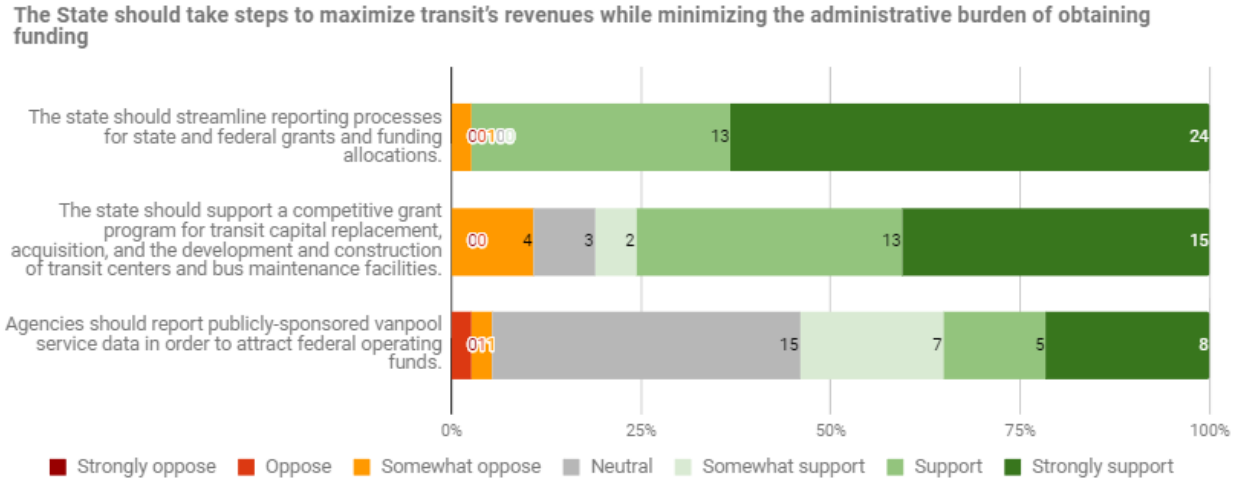
Figure 3-4: Support indicated for measures to advance goal of transit's "comparative advantage"



As shown in

Figure 3-5, on measures relating to the goal of the state taking steps to maximize transit's revenues while minimizing the administrative burden of obtaining funding, respondents indicated strong support for streamlining reporting processes for state and federal grants and funding allocations (97% supportive), somewhat less strong support for the state supporting a competitive grant program for transit capital projects (81%) with three (8%) neutral and four (10%) somewhat opposed responses, and ambivalent support for agencies' reporting vanpool service data to attract federal operating funds, with only 54% responses in favor, 41% neutral, and 5% somewhat opposed or opposed.

Figure 3-5: Support indicated for measures to advance goal of minimizing the burden of obtaining funding



As Figure 3-6 illustrates, measures related to the goal of maintaining transit and supportive infrastructure in a state of good repair and resilience to climate impacts received 89-92% supportive responses. Implementing a strategic approach for assessing and prioritizing transit assets received two neutral (5%) and one opposed (3%) responses; agencies' participating in climate adaptation and resilience planning received three (8%) neutral and 1 (3%) somewhat opposed responses.

Figure 3-6: Support indicated for measures to advance goal of infrastructure's state of good repair and resilience

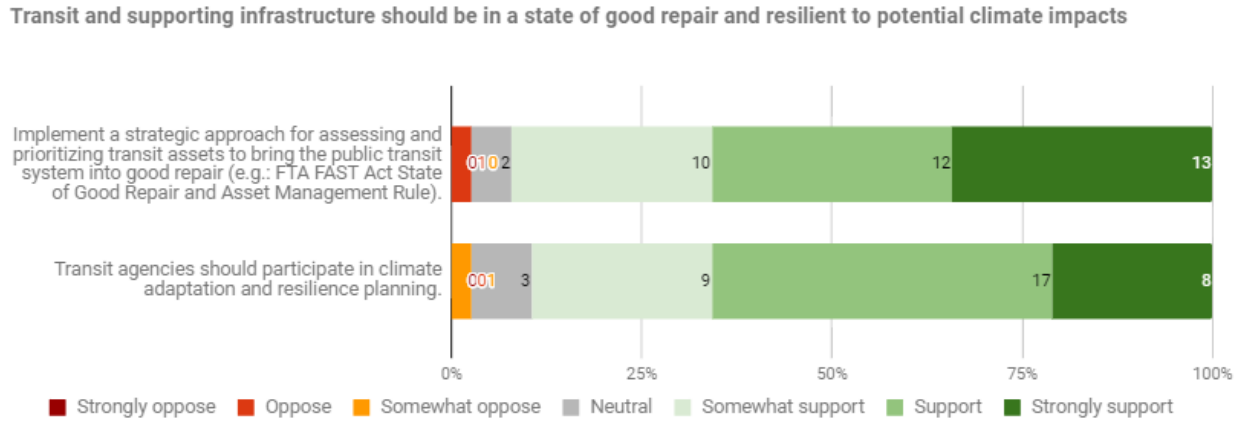
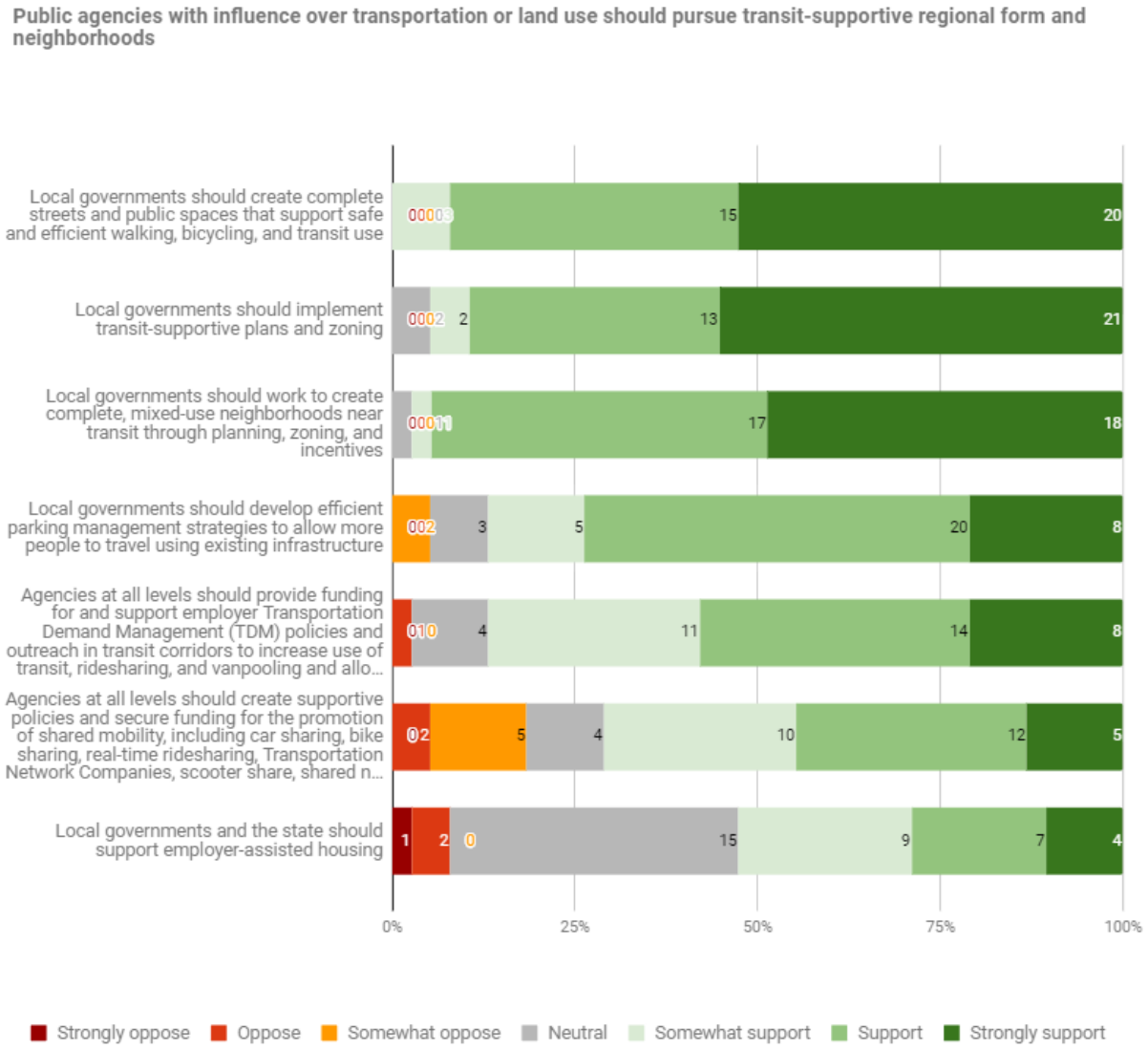


Figure 3-7 illustrates that responses to measures aligned with the goal of public agencies pursuing transit-supportive regional form and neighborhoods varied, from exclusively supportive of local governments' creating complete streets and public spaces to a nearly even split in responses between strongly opposed, opposed, or neutral (47%) and somewhat supportive, supportive, and strongly supportive (53%) responses on the measure of local governments and the state supporting employer-assisted housing. Respondents mostly favored local governments implementing transit-supportive plans and zoning, local governments creating complete mixed-use neighborhoods near transit, and (to a lesser extent), local governments developing efficient parking management strategies, and agencies providing funding to support TDM policies. Lastly, the measure of agencies supporting and securing funding to promote non-transit shared mobility services received mostly supportive (71%), but also some opposed and somewhat opposed (18%) and neutral (10%) responses.

Figure 3-7: Support indicated for measures to advance goal of pursuing "transit-supportive regional form"



3.3 Public Stakeholder Activities

3.3.1 Public Survey

The project team collected 1,334 complete and valid responses via the public survey: 97 from the participatory outreach process and 1,237 from the survey panel. Of these 1,334 respondents, 820 rode transit at least once per month (74 from the outreach process and 746 from the survey panel), and 514 rode transit less than once per month (23 from the outreach process and 491 from the survey panel).

3.3.1.1 Respondent Profile

Geographically, survey respondents represented a cross-section of California.. The distribution of survey panel respondents roughly matched the state's population distribution, except for an oversampling of counties with higher transit ridership as a result of higher response targets for frequent transit riders. However, even among non-riders, Los Angeles County was oversampled. Respondents reached via the participatory outreach process were considerably less representative of the state's geography, with notable oversampling of San Francisco, Alameda and Sacramento counties, and undersampling of Los Angeles, Orange, Riverside, San Bernardino and San Diego counties. (See Table 3-10 and Table 3-11)

Table 3-10: Survey respondents by county of residence and analytical segment for counties with the most respondents

In which California county do you live?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
Alameda	61	46	15	10	51
Los Angeles	482	333	149	17	465
Orange	87	35	52	3	84
Riverside	54	22	32	0	54
Sacramento	62	38	24	10	52
San Bernardino	40	18	22	0	40
San Diego	132	74	58	1	131
San Francisco	75	69	6	21	54
Santa Clara	54	42	12	1	53
[Others]	287	143	144	34	253

Table 3-11: Share of survey respondents by county of residence for each analytical segment, for counties with the most respondents, compared to share of state population living within each county

In which California county do you live?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*	*Population Distribution*
Alameda	5%	6%	3%	10%	4%	4%
Los Angeles	36%	41%	29%	18%	38%	26%
Orange	7%	4%	10%	3%	7%	8%
Riverside	4%	3%	6%	0%	4%	6%
Sacramento	5%	5%	5%	10%	4%	4%
San Bernardino	3%	2%	4%	0%	3%	6%
San Diego	10%	9%	11%	1%	11%	9%
San Francisco	6%	8%	1%	22%	4%	2%
Santa Clara	4%	5%	2%	1%	4%	5%
[Others]	22%	17%	28%	35%	20%	30%

Ridership frequency varied across respondents, with significant shares of respondents riding very frequently, somewhat frequently, occasionally, rarely and never. Respondents reached through the outreach process had less varied ridership frequency, with an overwhelming majority riding at least once per month. (See Table 3-12) Frequent riders were also much more likely to ride transit when visiting another area of California, although some infrequent and non-riders did report riding transit when traveling (Table 3-13).

Table 3-12: Share of survey respondents by transit ridership frequency for each analytical segment

How often do you ride public transit, such as a public bus, train, ferry boat, vanpool, or paratransit?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
Every day	14%	22%	0%	11%	14%
About 5 or 6 days a week	11%	19%	0%	27%	10%
About 3 or 4 days a week	11%	18%	0%	9%	11%
About once or twice a week	13%	21%	0%	9%	13%
About once or twice a month	12%	20%	0%	20%	11%
A few times a year	10%	0%	26%	12%	10%
Once every year or two	7%	0%	17%	5%	7%
I have taken public transit before, but it's been more than two years since the last time I did	14%	0%	36%	4%	15%
I have never taken public transit	8%	0%	20%	2%	8%

Table 3-13: Share of respondents by away-from-home transit ridership frequency for each analytical segment

How often do you ride public transit while traveling in a different area of California, away from where you live?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
Almost every time I'm visiting another area of California	16%	24%	4%	18%	16%
Usually	19%	26%	6%	21%	18%
Sometimes	29%	33%	23%	31%	29%
Rarely	19%	12%	31%	24%	19%
I never ride public transit when I'm visiting another area of California	17%	5%	37%	7%	18%

Among respondents riding transit at least once a month, over three-quarters reported regularly riding local buses, while over half regularly ride heavy rail, and over a third ride each of rapid buses, commuter buses, and light rail. Smaller shares rode commuter rail and ferries, and a small share of respondents in the survey sample represented vanpool and paratransit riders. Respondents reached through the participatory outreach process disproportionately rode local and rapid buses and urban rail modes as compared to respondents who were members of the survey panel. (This question was only posed to respondents riding transit at least once a month; see Table 3-14).

Table 3-14: Share of respondents regularly riding each transit mode, by analytical segment (includes only respondents riding transit at least once a month)

What types of public transit do you usually ride?	*Frequent Riders*	*Outreach Process*	*Survey Panel*
Local bus	76%	85%	76%
Rapid bus	37%	55%	35%
Express bus or commuter bus	34%	23%	35%
BART or LA Metro Rail	52%	84%	49%
Trolley, Streetcar, Muni Metro, or Light Rail	38%	69%	35%
Ferry Boat	11%	14%	11%
Commuter Rail (Amtrak, Caltrain, Metrolink, etc.)	24%*	unknown*	24%*
Vanpool	6%	0%	7%
Paratransit	4%	3%	4%
Other - Write In	4%*	14%*	3%*

*Note: Commuter Rail was mistakenly excluded from the online survey during initial data gathering. For this mode, shares are reported from late data gathering and may only approximate the broader sample. Only a non-statistically-significant number of respondents reached via the participatory outreach process completed the survey during this time, so the commuter rail ridership of this analytical segment cannot be estimated. A significant number of write-ins from the initial phases referenced commuter modes.

Respondents represented all age groups, but skewed younger across both survey channels, and a majority of respondents were aged between 18 and 39 years.

Both female and male Californians were well-represented in the survey sample. The participatory outreach process yielded more male than female respondents, while the survey panel recruited slightly more female respondents.

Respondents included representatives of many racial and ethnic groups, although majorities of all analytical segments identified as European or White. Hispanic or Latina/o, East and Southeast Asian, and African American, African or Black Californians were also notably represented. The participatory outreach process notably reached more European or White Californians, and fewer Hispanic or Latina/o Californians, as compared to the survey panel.

Respondents had highly varied household incomes, with respondents from both survey channels, and both frequent and infrequent riders, falling into every measured income band. Infrequent riders and non-riders had lower incomes than frequent riders, which may reflect correlation between high-income areas of the state and high-transit-ridership areas of the state. The participatory outreach process reached higher-income Californians than the survey panel.

The survey panel particularly oversampled respondents in their thirties. The participatory outreach process much more effectively sampled respondents over 65 years old, while the survey panel was more effective at sampling respondents aged between 40 and 64 years.

Tables with detailed information on survey respondents' age, gender, race/ethnicity, and income are found in the Appendix (Tables 6-7 through 6-10).

3.3.1.2 Transit Habits

The topics in this section were only posed to respondents who ride transit at least once per month. Regarding accessing public transit, pluralities of respondents said they "usually" or "always" walked to transit, with driving and parking, getting dropped off in a car, and biking the next most common means of transit access. Very few people indicated they never or rarely walk, while slightly higher numbers said they never or rarely drove or got dropped off in a car, and greater numbers said they never or rarely bike. This distribution was similar across both participatory outreach process respondents and survey panel respondents. (See Table 3-15)

Table 3-15: Frequency of using selected modes to access public transit, among respondents riding transit at least once per month

How do you usually get to transit stops? For each item in the list below, please indicate how often you use it when going to transit stops.

	Never	Rarely	Sometimes	Usually	Always
Walk	43	65	185	308	219
Bike	329	149	199	106	37
Wheelchair or mobility aid	632	36	52	59	39
Skateboard, hoverboard or scooter	597	67	68	56	32
Drive a car and park	204	90	218	204	103
Get dropped off in a car	145	141	326	147	60
Take a shuttle	360	119	196	98	46
Motorcycle or motor scooter	587	54	72	68	37

Most respondents said it was very easy for them to access public transit, while slightly fewer than half said it was very safe, and only about a third said accessing transit was very pleasant (Table 3-16). This distribution was similar across both participatory outreach process respondents and survey panel respondents.

Table 3-16: Opinions about experiences accessing public transit, among respondents riding transit at least once per month

How would you describe your experience getting to transit stops? For each descriptor below, please indicate how well it applies to your experience getting to transit stops.

	Not Really	Somewhat	Very
Easy	31	274	515
Safe	41	377	402
Pleasant	92	467	261

Most respondents said that things might go wrong when taking transit only once in a while, or very rarely (Table 3-17). However, significant minorities of respondents indicated things might go wrong often, very often, or even every time. The most commonly experienced negative experiences among those tested were waiting a long time for the next vehicle, getting delayed in reaching the desired destination, and feeling unsafe or uncomfortable when taking transit. Smaller numbers complained about unpleasant experiences while the fewest respondents cited frequent mechanical or technical issues. This distribution was similar across both participatory outreach process respondents and survey panel respondents.

Table 3-17: Reported frequencies of things going wrong when taking transit, among respondents riding transit at least once per month

How often do things go wrong when taking transit? How often …	*Never*	*Very rarely*	*Once in a while*	*Often*	*Very often*	*Every time*
… do you have to wait a very long time for the next vehicle?	59	193	348	133	68	19
… are you delayed in reaching your destination?	85	256	296	113	48	22
… do mechanical or technical issues delay your travel?	153	343	199	78	32	15
… do you feel unsafe or uncomfortable when taking transit?	145	237	233	114	69	22
… do you have an unpleasant experience when taking transit?	114	263	254	91	67	31

When it comes to transfers (See Table 3-18), a bare majority of respondents indicated making transfers between buses of the same agency, while smaller numbers reported making intra-agency train-to-train and bus-to-train transfers. Fewer respondents reported making train-to-bus than bus-to-train transfers. Inter-agency train-bus and bus-train transfers were more common than inter-agency bus-bus and train-train transfers. Respondents reached through the participatory outreach process were much more likely to make inter-agency bus-train and train-bus transfers than were respondents who participated via the survey panel.

Table 3-18: Transfer habits by survey channel among respondents riding transit at least once per month

Do you ever transfer? Please select as many statements as apply to you.	*Frequent Riders*	*Outreach Process*	*Survey Panel*
Yes, I make transfers between buses of the same agency.	481	46	435
Yes, I make transfers between trains of the same agency.	265	37	228
Yes, I make transfers from a bus to a train of the same agency.	266	31	235
Yes, I make transfers from a train to a bus of the same agency.	215	29	186
Yes, I make transfers between buses of different agencies.	146	17	129
Yes, I make transfers between trains of different agencies.	103	23	80
Yes, I make transfers from a bus to a train of different agencies.	148	46	102
Yes, I make transfers from a train to a bus of different agencies.	128	46	82
Yes, I make transfers between ferry boats and land transportation.	46	8	38
Yes, I make transfers between vanpools or paratransit and other types of public transit.	29	1	28
No, I avoid making transfers.	125	7	118

Regarding the ease of making transfers, most respondents did not find any tested aspects of transferring to be particularly difficult or unpleasant (Table 3-19). Respondents reached via the participatory outreach process reported having somewhat greater difficulty catching their transfers without having to wait a long time than did respondents reached via survey panel (not shown). However, for other aspects of making transfers, the distribution of responses was similar across survey channels.

Table 3-19: Opinions on the ease and comfort of various aspects of making transfers, among respondents riding transit at least once per month

For the next few questions, please let us know how easy each aspect of making transfers is for you.	*Very Difficult / Unpleasant*	*Difficult / Unpleasant*	*Neither easy nor difficult*	*Easy / Pleasant*	*Very Easy / Pleasant*
Finding the right place to catch my transfer is...	18	64	242	383	113
Catching my transfer without having to wait a long time is ...	27	138	278	279	98
Getting a free or discounted transfer fare is ...	55	159	236	214	156
My experience at the transfer stop is ...	10	70	357	292	91

3.3.1.3 Growing Ridership

The topics in this section were posed to all respondents, including those who ride transit at least once per month and those who rarely or never ride transit.

Respondents were asked about actual or perceived difficulty in getting specific types of information about public transit (Table 3-20). (Respondents who ride transit regularly were asked how easy they recall it having been to find information about transit, while those who do not ride regularly were asked to report how easy they perceive or imagine it would be to find information about transit.) Respondents reached via the participatory outreach process were more likely to report actual or perceived difficulty in finding information about transit than were respondents reached via survey panel (not shown). Additionally, respondents who ride transit at least once per month (not shown) were more likely to report transit information as having been easy to find, compared to the greater perceived or imagined difficulty in finding information about transit reported by those who do not ride transit often (Table 3-21).

Overall, fare and payment information, and learning the rules, procedures and etiquette for riding transit were seen as comparatively easy to understand. By contrast, transit routes, stops and services, the amount of time it would take to get somewhere by transit, and real-time arrival predictions were seen as more challenging pieces of information to understand.

Table 3-20: Actual or perceived difficulty in finding information about transit

For the next few questions, please let us know how easy it was for you to find the specified type of information about a transit system when you were first getting to know it.	*Not Sure*	*Very Difficult to figure out*	*Somewhat Difficult to figure out*	*Neither easy nor difficult to figure out*	*Somewhat Easy to get to know*	*Very Easy to get to know*
Transit routes, stops and services were ...	34	67	221	175	488	349
Hours of operation and frequency of service were ...	35	49	206	216	488	340
Fare and payment information was ...	32	32	137	221	435	477
Learning the rules, procedures and etiquette for riding transit was ...	32	26	113	236	439	488
The amount of time it would take me to get somewhere by transit was ...	32	60	217	257	466	302
Real time arrival predictions were ..	41	75	227	239	426	326
Safety and security information was ...	72	45	175	290	437	315
Customer service contact information was ...	68	49	167	257	432	361

(Note: Respondents who ride transit regularly were asked how easy they recall it having been to find information about transit, while those who do not ride regularly were asked to report how easy they perceive or imagine it would be to find information about transit)

Table 3-21: Perceived difficulty in finding information about transit, among respondents who ride transit less than once a month

For the next few questions, please tell us how easy or difficult you think it would be for you to get the specified type of information.	*Not Sure*	*Very Difficult to figure out*	*Somewhat Difficult to figure out*	*Neither easy nor difficult to figure out*	*Somewhat Easy to get to know*	*Very Easy to get to know*
Transit routes, stops and services would be ...	26	39	105	89	169	86
Hours of operation and frequency of service would be ...	28	28	81	99	169	109
Fare and payment information would be ...	26	16	62	94	168	148
Learning the rules, procedures and etiquette for riding transit would be ...	23	12	50	101	148	180
The amount of time it would take me to get somewhere by transit would be ...	27	38	100	107	145	97
Real time arrival predictions would be ...	36	35	124	105	134	80
Safety and security information would be ...	37	18	87	125	139	108
Customer service contact information would be ...	39	20	66	116	157	116

When asked about how they would prefer to get information about transit, respondents were generally interested in smartphone apps, transit agency or regional information websites, posted materials at transit stops, and touch screen kiosks at transit stops (Table 3-22). Respondents were less interested in printed booklets and customer service contacts, although Californians who are interested in printed materials might be less likely to participate in an online survey. Respondents reached via the participatory outreach process were more likely to state that smartphone apps, transit agency or regional information websites, and posted materials at transit stops were their preferred ways to get information, as compared to respondents reached via survey panel (Table 3-23 and Table 3-24). Respondents reached via the outreach process were also much less likely to be interested in getting information from customer service. Frequent riders were more likely interested in getting information by texting customer service, while infrequent riders and non-riders were more interested in getting information in person at a customer service office. In other respects, response distribution was broadly similar among respondents riding transit at least once a month, and those riding transit less than once a month (not shown).

Table 3-22: Interest in getting information about transit via the specified channels (asked of all respondents)

How would you prefer to get information about public transit? For each item in the list below, please indicate whether it would be a convenient way for you to get information about transit.	*Not at all interested to get information this way*	*Not too interested*	*Neutral*	*Interested*	*Preferred way to get information*
Smartphone app	157	81	201	515	379
Printed booklets	123	182	362	486	180
Transit agency website or regional information website	57	71	292	603	310
By phone to customer service	198	246	372	394	122
By email to customer service	191	214	375	449	105
By text message to customer service	198	217	346	436	134
In person at a customer service office	186	184	409	422	133
From a bus or train driver	94	147	385	564	143
Posted materials at transit stops	66	91	298	675	203
Touch screen kiosk at transit stops	77	94	347	601	215
Staffed information desk at transit stops	96	125	394	574	145

Table 3-23: Interest in getting information about transit via the specified channels among respondents reached by participatory process

How would you prefer to get information about public transit? For each item in the list below, please indicate whether it would be a convenient way for you to get information about transit.	*Not at all interested to get information this way*	*Not too interested*	*Neutral*	*Interested*	*Preferred way to get information*
Smartphone app	10	3	6	21	57
Printed booklets	13	18	24	31	11
Transit agency website or regional information website	1	3	11	37	45
By phone to customer service	34	26	19	15	3
By email to customer service	29	26	17	18	7
By text message to customer service	27	22	16	22	10
In person at a customer service office	31	17	25	18	6
From a bus or train driver	6	14	23	44	10
Posted materials at transit stops	0	3	7	52	35
Touch screen kiosk at transit stops	5	9	19	41	23
Staffed information desk at transit stops	12	15	14	42	14

Table 3-24: Interest in getting information about transit via the specified channels among respondents reached by survey panel

How would you prefer to get information about public transit? For each item in the list below, please indicate whether it would be a convenient way for you to get information about transit.	*Not at all interested to get information this way*	*Not too interested*	*Neutral*	*Interested*	*Preferred way to get information*
Smartphone app	147	78	195	494	322
Printed booklets	110	164	338	455	169
Transit agency website or regional information website	56	68	281	566	265
By phone to customer service	164	220	353	379	119
By email to customer service	162	188	358	431	98
By text message to customer service	171	195	330	414	124
In person at a customer service office	155	167	384	404	127
From a bus or train driver	88	133	362	520	133
Posted materials at transit stops	66	88	291	623	168
Touch screen kiosk at transit stops	72	85	328	560	192
Staffed information desk at transit stops	84	110	380	532	131

In terms of the use of various modes of travel, including both transit and non-transit modes, walking and driving a car were the top modes of travel among survey respondents, with overwhelming majorities of respondents ranking these modes among their top means of travel,

and with high average rankings among respondents who ranked these modes (Table 3-25). Driving a car was especially likely to be the number one means of travel for respondents, while walking and riding in a car while someone else drives were more likely to be ranked second or third—i.e., not primary means of getting around, but used to complement other means.

Table 3-25: Frequency of using various modes of travel (asked of all respondents)

What are your most frequent ways of getting around? Please rank your top means of travel, starting with the most frequent.	*Not a top means of travel*	*Ranked as a top means of travel*	*Average rank among those ranking*	*Ranked in top 3 means of travel*	*Ranked in top 2 means of travel*	*Ranked as #1 means of travel*
Walk	283	1051	2.6	824	579	350
Ride a bike	788	546	3.9	278	176	67
Use a wheelchair or mobility aid	1114	220	6.1	98	79	38
Ride a skateboard, hoverboard or scooter	1079	255	6.1	94	53	17
Take the bus	517	817	3.2	538	358	125
Take the train	664	670	4.1	321	162	44
Take the ferry	1106	228	7.2	33	11	4
Take a vanpool or paratransit	1086	248	6.2	63	26	6
Take a shuttle	987	347	5.9	65	22	2
Drive myself in a car	300	1034	2.4	804	714	593
Ride in a car while someone else drives	431	903	3.6	544	393	86
Ride a motorcycle or motor scooter	1109	225	7.4	36	15	0
Use a private boat	1173	161	9.1	11	3	0
Other	1247	87	8.0	12	5	1

Among those riding transit at least once per month, walking was more likely to be a top-two means of travel, while bus and train were much more extensively used than among the sample as a whole (Table 3-26). By contrast, among those who rarely or never ride transit, both driving a car and riding in a car while someone else drives were much more common (Table 3-27).

Table 3-26: Frequency of using various modes of travel among frequent transit riders

What are your most frequent ways of getting around? Please rank your top means of travel, starting with the most frequent.	*Not a top means of travel*	*Ranked as a top means of travel*	*Average rank among those ranking*	*Ranked in top 3 means of travel*	*Ranked in top 2 means of travel*	*Ranked as #1 means of travel*
Walk	153	667	2.5	508	410	284
Ride a bike	441	379	4.0	192	131	53
Use a wheelchair or mobility aid	652	168	5.5	81	69	35
Ride a skateboard, hoverboard or scooter	622	198	5.8	77	46	16
Take the bus	142	678	3.0	495	337	119
Take the train	283	537	3.9	282	139	38
Take the ferry	648	172	7.1	28	8	3
Take a vanpool or paratransit	631	189	6.3	42	20	3
Take a shuttle	573	247	6.2	45	18	2
Drive myself in a car	249	571	3.1	364	292	225
Ride in a car while someone else drives	285	535	4.3	232	142	40
Ride a motorcycle or motor scooter	652	168	7.7	15	6	0
Use a private boat	701	119	8.7	10	2	0
Other	755	65	8.3	7	2	1

Table 3-27: Frequency of using various modes of travel among respondents who rarely or never ride transit

What are your most frequent ways of getting around? Please rank your top means of travel, starting with the most frequent.	*Not a top means of travel*	*Ranked as a top means of travel*	*Average rank among those ranking*	*Ranked in top 3 means of travel*	*Ranked in top 2 means of travel*	*Ranked as #1 means of travel*
Walk	130	384	2.8	316	169	66
Ride a bike	347	167	3.6	86	45	14
Use a wheelchair or mobility aid	462	52	7.9	17	10	3
Ride a skateboard, hoverboard or scooter	457	57	6.9	17	7	1
Take the bus	375	139	4.4	43	21	6
Take the train	381	133	4.6	39	23	6
Take the ferry	458	56	7.7	5	3	1
Take a vanpool or paratransit	455	59	5.8	21	6	3
Take a shuttle	414	100	5.4	20	4	0
Drive myself in a car	51	463	1.4	440	422	368
Ride in a car while someone else drives	146	368	2.6	312	251	46
Ride a motorcycle or motor scooter	457	57	6.4	21	9	0
Use a private boat	472	42	10.3	1	1	0
Other	492	22	6.9	5	3	0

Finally, respondents were asked about what would have to change in order for them to ride public transit more often. For each one of the tested interventions, significant numbers of respondents indicated they would definitely ride transit more (Table 3-28). Fare-free transit service and faster transit service were most anticipated as likely to significantly increase

respondents' transit ridership. Better information about transit and friendlier drivers were the least widely anticipated to have such significant effects, although significant minorities still said they "would definitely ride transit a lot more often" if either of these were improved.

Table 3-28: Prediction of own reactions to various changes that could increase transit ridership (asked of all respondents)

What would have to change for you to ride public transit, such as buses or trains, more often? For each item in the list below, indicate whether it would or wouldn't likely lead you to ride transit more often.	*This wouldn't cause me to ride transit more often*	*I might or might not try taking transit a bit more*	*I would probably ride transit a bit more often*	*I would definitely ride transit more*	*I would definitely ride transit a lot more often*
Better information about transit	307	270	334	286	135
Transit stops closer to my home	166	191	356	351	265
Faster transit service	132	159	322	369	344
More direct transit service	121	171	341	389	304
More frequent transit service	126	170	336	381	314
Service at more times of day	138	178	304	433	276
Additional evening or nighttime service	185	183	341	356	266
Additional weekend service	172	190	325	384	258
Easier access to transit stops	169	190	319	367	282
Improved safety/security at transit stops	174	201	302	368	282
Improved safety/security on board transit	152	216	337	353	268
Cleaner, more pleasant and comfortable transit stops	134	176	369	342	303
Cleaner, more pleasant and comfortable on-board experience	133	174	339	371	309
Free transit service (no fare required)	107	143	251	361	465
More train lines instead of bus routes	188	191	324	337	286
Friendlier drivers	219	232	355	293	228
Cleaner, more convenient restrooms	192	207	339	326	262

Among respondents reached via the participatory outreach process, more frequent transit service, faster transit service and more direct transit service were the most favored interventions (Table 3-29). Replacing bus routes with train lines was also disproportionately favored among this group.

Table 3-29: Prediction of own reactions to various changes that could increase transit ridership among respondents reached via participatory outreach process

What would have to change for you to ride public transit, such as buses or trains, more often? For each item in the list below, indicate whether it would or wouldn't likely lead you to ride transit more often.	*This wouldn't cause me to ride transit more often*	*I might or might not try taking transit a bit more*	*I would probably ride transit a bit more often*	*I would definitely ride transit more*	*I would definitely ride transit a lot more often*
Better information about transit	22	25	29	16	4
Transit stops closer to my home	15	10	22	26	23
Faster transit service	4	3	14	22	53
More direct transit service	2	7	17	25	44
More frequent transit service	4	8	4	23	57
Service at more times of day	9	10	18	29	31
Additional evening or nighttime service	6	12	30	23	26
Additional weekend service	6	10	34	22	25
Easier access to transit stops	14	14	23	22	22
Improved safety/security at transit stops	18	30	21	11	17
Improved safety/security on board transit	17	30	23	12	15
Cleaner, more pleasant and comfortable transit stops	10	26	35	11	14
Cleaner, more pleasant and comfortable on-board experience	9	21	28	15	24
Free transit service (no fare required)	11	14	23	13	35
More train lines instead of bus routes	14	10	21	17	32
Friendlier drivers	38	24	19	8	8
Cleaner, more convenient restrooms	33	13	23	15	13

Among those who rarely or never ride transit, respondents were equivocal about the effect of better information about transit (Table 3-30). Free fares were overwhelmingly favored as an intervention that would increase these respondents' ridership. Other favored interventions included cleaner, more pleasant and more comfortable transit stops and on-board experiences.

Table 3-30: Prediction of respondent's own reactions to various changes that could increase transit ridership among respondents who ride transit less than once per month, or never

What would have to change for you to ride public transit, such as buses or trains, more often? For each item in the list below, indicate whether it would or wouldn't likely lead you to ride transit more often.	*This wouldn't cause me to ride transit more often*	*I might or might not try taking transit a bit more*	*I would probably ride transit a bit more often*	*I would definitely ride transit more*	*I would definitely ride transit a lot more often*
Better information about transit	171	141	110	60	32
Transit stops closer to my home	100	111	133	89	79
Faster transit service	84	103	139	98	88
More direct transit service	83	93	130	123	83
More frequent transit service	93	96	137	104	82
Service at more times of day	98	106	121	109	79
Additional evening or nighttime service	123	118	108	93	72
Additional weekend service	116	109	121	94	73
Easier access to transit stops	112	99	103	112	87
Improved safety/security at transit stops	90	108	124	105	85
Improved safety/security on board transit	87	106	129	110	82
Cleaner, more pleasant and comfortable transit stops	84	96	140	96	94
Cleaner, more pleasant and comfortable on-board experience	84	91	133	106	96
Free transit service (no fare required)	68	82	102	101	157
More train lines instead of bus routes	119	89	122	92	90
Friendlier drivers	124	115	142	65	63
Cleaner, more convenient restrooms	102	109	125	96	80

4.0 Discussion of Results

4.1 Differences among Stakeholders

While the forms of stakeholder engagement differed across groups (meeting observations, interviews, workshops), the uniform methodology that was used for identifying and categorizing topics in those formats allows their results to be compared. Although the surveys used (of agency professionals and the public) were necessarily more structured and therefore required a different process for identifying topics, respondents' discrete ranked choices among a broad array of options provide clear indications of priorities and preferences to be compared with those of other stakeholder results.

Perceived priorities differed among stakeholders. As shown in Table 4-1, overlap among the "top five" topics identified by each stakeholder group is limited to the issues of TNCs and declining ridership, a top issue for both transit agency and State stakeholders. No overlap is found between the top priorities identified by the Public and either State or Agency stakeholders.

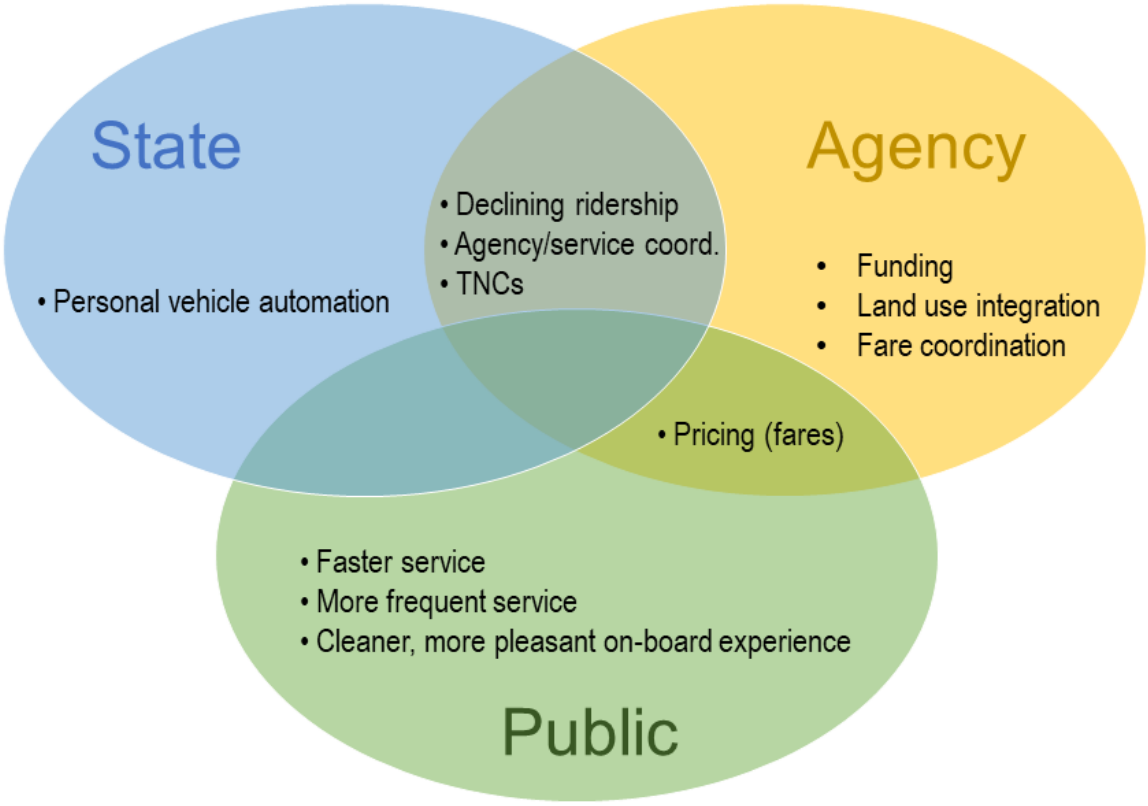
Table 4-1: Top 5 Discussion Topics across Stakeholder Groups

State	Transit Agencies*	Public
Declining ridership	Operating funding	Fare cost (free)
TNCs as competition	Capital funding	Faster transit service
TNCs as cooperators	Declining ridership	More frequent service
Agency/service coordination/integration	TNCs	Cleaner, more pleasant on-board experience
Personal vehicle automation	Land-use integration	More direct transit service

*Not including the topic of "State and Federal Role" which was prompted and discussed in all transit agency interviews.

Looking more broadly at the entire list of topics discussed extensively, or in the case of the public survey, responded to most favorably, more overlap is found (See Figure 4-1). Both Public and Transit Agency stakeholders found pricing of fares to be an important topic (though it was not a "top 5" issue for Transit Agency stakeholders). State and Transit Agency stakeholders both identified the "problems" of declining ridership, (needed) agency/service coordination/integration, and TNCs as both competitors and cooperators. Only State stakeholders discussed the implications of personal vehicle automation extensively, while Transit Agency stakeholders discussed closer-to-home funding, land use integration, and fare coordination.

Figure 4-1: Overlap in Topics Discussed Extensively* Among Stakeholder Groups



The Public survey revealed that riders have an altogether different set of priorities. To the question of what aspects would encourage them to ride transit more often, riders responded most favorably to free fares, followed by faster service, more frequent service and a cleaner, more pleasant on-board experience, and more direct transit service. Notably, respondents indicated "better information about transit" would not induce them to ride more often. Transit providers appear to be mostly meeting expectations and needs for information.

Naturally, some differences in the priorities for transit identified by riders and professionals are expected as most riders would not even be aware of some aspects of service provision. And to be sure, the better transit service that riders identify as a priority would not be possible without the funding and management concerns of professionals. A dichotomy is inherent here. Nevertheless, it is worth noting that transit professionals and transit riders engaged in this study had very different aspects of focus. As evidenced in surveys, workshops, and interviews, the topics transit professionals focused on concerned the "business of transit," such as funding and state and federal role, whereas the topics transit riders identified concerned "the service of transit," such as fast, direct service. While many "business of transit" concerns do relate to the quality of service that the rider experiences, either directly (such as funding) or indirectly (such

as land use integration), others are more tangential (such as personal vehicle automation or TNCs).

In several interviews, Transit Agency stakeholders acknowledged, as one person put it (paraphrased), “there needs to be more incentive to get people on the bus and off the roads.” Many ideas for doing so involved improving the service provided, by offering better connections, for example. Some ideas, such as amenities like WiFi and better seats, however, were not identified as being strong attractants to public survey respondents.

4.2 Special Concerns

4.2.1 Wariness of technology

In a number of interviews, Transit Agency stakeholders expressed misgivings about their agencies’ use of technology, which they characterized as burdensome, clunky, and costly. Their experience with the challenges of existing systems (or in implementing them) could affect attitudes toward future initiatives that involve the use or expansion of technology. Skepticism revolved around frequent changes, a mistrust of technology suppliers and a lack of continued support (“It works during the demo, but maybe not after implementation”). Others complained that managing transit technology procurement and its use without the necessary expertise is a challenge. Said one interviewee (paraphrased): “Technology is a big learning curve. It’s really difficult for small and medium operators to understand technology. We are still doing paper and pencil dispatching.” The costs of training staff to use new systems also received comment. Sufficient support for new systems and training are recommended for achieving buy-in from agency stakeholders.

4.3 Significance of Results

The stakeholder engagement activities indicate that on a number of future-oriented topics, the State and Transit Agency stakeholders are on the same page. Both perceive declining ridership as a concern; agency/service coordination is a common goal, and TNCs and personal vehicle automation are acknowledged as potential changes to manage. A common agreement on the importance of these issues suggests a high level of cooperation on goals, policies, and measures in these areas.

Other topics, however, were important to Transit Agency stakeholders but not discussed extensively by State stakeholders. These include management issues that concern agencies, such as funding, fare coordination, pricing, demand response/paratransit costs as well as more systemic issues such as land-use integration and equity. As these operational and contextual factors affect the provision of transit service, their inclusion or consideration in policy and strategy-setting may be warranted.

As discussed earlier, the Public stakeholder survey highlighted the aspects of service that matter to riders. While these are “outputs” to the transit “inputs” of concern to transportation professionals, the public’s preference on aspects of service that matter most should be considered as points of orientation for policy and goal-setting. Respondents indicated that faster, more frequent and more direct service would impel them to ride more often (although it is important to note that these are stated preferences, not observed results). Goals, policies, and measures that work towards the outputs that result in greater ridership should merit special attention.

5.0 Conclusion

With the objective of determining what priorities are most important in California’s transit systems, the results of the stakeholder engagement activities illustrate important similarities and differences among the groups; where these priorities do and do not overlap provide context for considering future goals, policies, and measures.

One particular difference illuminated is the difference in perspective between transit professionals (concerned with the business of transit) and transit riders (its consumers). Aspects of the transit experience that Transit Agency stakeholders guessed might be important to riders (in the workshop breakout groups) did not completely align with the results of the Public survey. The availability of information, safety, and ease of stop/station access, for example, were raised as considerations by professionals, but were not top concerns among public riders. (Transit Agency professionals did, however, correctly anticipate other aspects, such as direct service.) Perhaps unsurprisingly, riders care primarily about service: how fast, directly, easily, and cheaply they can get to their destination (by transit).

The results suggest that proposals that advance transit agencies’ ability to deliver good “on the road” service will be most aligned with public expectations and have the greatest potential to increase ridership. Proposals under consideration for the Statewide Transit Strategic Plan recommendations include “pursuing open data and systems for smarter transit” and “preparing transit for connected and automated vehicles.” The benefits from both proposals in the more efficient and more reliable service that they would produce align with the priorities that riders identified. An open data repository would, for example, enable a better understanding of corridor use, person delay, and would lead to smarter capital investment decisions that would put more transit service where it is most needed. One lesson learned from this stakeholder engagement exercise is that, although a statewide depository is viewed favorably overall, some stakeholders do oppose it. Understanding their reasons (e.g, perceived administrative burden, lack of funding for training and collection) and addressing them in proposed programs is essential for buy-in and success.

Other more “transformative” proposals in support of better transit outcomes include pricing automobile use where transit is available, deprioritizing automobiles, and developing “transit first” land use and local policy changes that are less directly tied to the outcomes stakeholders

called for, but are no less important. The benefits of these “transformative” policies may be more difficult to communicate especially to the public (and to voters). Developing effective communications strategies for explaining how such initiatives are not in fact esoteric but rather essential for improving both transit’s service but also California’s transportation landscape.

6.0 Appendix

6.1 List of Executive Committee Members

Table 6-1: List of Executive Committee Members

Name	Agency	Title
Brian Annis	CalSTA	Undersecretary
Chad Edison	CalSTA	Deputy Secretary for Transportation
Kate White	CalSTA	Deputy Secretary for Environmental Policy and Housing Coordination
Malcolm Daugherty	Caltrans	Director
Kome Ajise	Caltrans	Deputy Director
Coco Briseno	Caltrans	Deputy Director, Planning and Modal Programs
Ellen Greenberg	Caltrans	Deputy Director, Sustainability
Chris Schmidt	Caltrans	Chief, Division of Transportation Planning
Kyle Gradinger	Caltrans	Acting Chief , Division of Rail and Mass Transportation
Jila Priebe	Caltrans	Chief, Office of State Transit Programs and Plans
Tony Mendoza	California High Speed Rail Authority	Deputy Director of Planning and Integration
Randall Winston	Strategic Growth Council	Executive Director

6.2 List of Advisory Committee Members

Table 6-2: List of Advisory Committee Members

Name	Agency	Title	Category
Barrow Emerson	Santa Cruz Metropolitan Transit District	Planning and Development Manager	Rural Transit Agencies
Art Leahy	Southern California Regional Rail Authority/Metrolink	Chief Executive Officer	JPA/Intercity
Charles Anderson	Western Contract Costa Transit Authority	General Manager	Rural Transit Agencies
Jennifer Pollom	Shasta Regional Transportation Agency	Senior Transportation Planner	MPOs/RTPAs
Kurt Brotcke	Orange County Transportation Authority	Director, Strategic Planning	MPOs/RTPAs
Jim Allison	Capitol Corridor Joint Powers Authority	Manager of Planning	JPA/Intercity
Donna DeMartino	San Joaquin Regional Transit District	General Manager/CEO	Rural Transit Agencies
Doran Barnes	Foothill Transit	Executive Director	Urban Transit Agencies
Darton Ito	San Francisco Municipal Transportation Agency	Manager	Urban Transit Agencies
Edward F. King	Big Blue Bus	Director of Transit Services	Urban Transit Agencies
Coleen Clementson	SANDAG	Principal Regional Planner	MPOs/RTPAs
Grace Crunican	BART	General Manager	Urban Transit Agencies
Hasan Ikhrata	Southern California Association of Governments	Executive Director	MPOs/RTPAs
Henry Li	Sacramento Regional Transit	General Manager/CEO	Urban Transit Agencies
Jacklyn Montgomery	CalACT	Executive Director	Advocacy Groups
James Corless	Sacramento Area Council of Governments	Chief Executive Officer	MPOs/RTPAs
Jennifer Bergener	LOSSAN	Managing Director	JPA/Intercity
Josh Shaw	CTA	Director	Advocacy Groups
Len Engel	Antelope Valley Transit Authority	Executive Director/CEO	Urban Transit Agencies

Tiffani Fink	Paratransit Inc.	CEO	Urban Transit Agencies
Mark Wall	Lake Transit Authority	General Manager	Rural Transit Agencies
Mark Zabaneh	Transbay Joint Powers Authority	Interim Executive Director	JPA/Intercity
Matthew O. Tucker	North County Transit District	Executive Director	Urban Transit Agencies
Mike McKeever	Sacramento Area Council of Governments	Chief Executive Officer	MPOs/RTPAs
Moses Stites	Fresno County Rural Transit Agency	General Manager	Rural Transit Agencies
Paul Jablonski	San Diego Metropolitan Transit System	CEO	Urban Transit Agencies
Elizabeth Scanlon	Peninsula Corridor Joint Powers Board	Caltrain Planning Manager	JPA/Intercity
Phillip A. Washington	LA Metro	Chief Executive Officer	Urban Transit Agencies
Philip Law	Southern California Association of Governments	Manager of Transit/Rail	MPOs/RTPAs
Rick Ramacier	Central Contra Costa Transit Authority	General Manager	Urban Transit Agencies
Stacey Mortensen	San Joaquin Regional Rail Commission/ACE	Executive Director	JPA/Intercity
Alix Bockelman	MTC	Manager, Transit/Rail	MPOs/RTPAs
Terry Bassett	Yolo County Transportation District	Executive Director	Rural Transit Agencies
Tilly Chang	San Francisco County Transportation Authority	Executive Director	Urban Transit Agencies
Therese McMillan	LA Metro	Chief Planning Officer	Urban Transit Agencies
Brent Bernegger	Sacramento Regional Transit	Director of Finance	Urban Transit Agency
Roderick Diaz	Southern California Regional Rail Authority/Metrolink	Director, Planning & Development	JPA/Intercity
John Andoh	City of Escalon		Municipality

6.3 List of Workshop Attendees

Table 6-3: List of MTC Workshop Attendees (May 10, 2017)

Name	Agency	Phone	Email
Matthew Wilcox	Napa Valley Transportation Authority	(707) 259-8635	mwilcox@nvta.ca.gov
Theresa Romell	MTC	(650) 778-6775	tromell@mtc.ca.gov
Wingate Lew	Caltrans D4	(510) 622-5432	wingate.lew@dot.ca.gov
Eun Lee	SFMTA		eun.lee@sfmta.com
David Wang	SFMTA		david.wang@sfmta.com
Catharine Crayne	Caltrans	(510) 286-6973	catharine.crayne@dot.ca.gov
Barbara Duffy	Marin Transit	(415) 226-0865	bduffy@marintransit.org
Edward Meng	MTC	(415) 778-6635	emeng@mtc.ca.gov
Linda Meckel	SFCTA	(415) 522-4823	linda.meckel@sfcta.org
Charlotte Wu	SFMTA		charlotte.wu@sfmta.com
Ellen Smith	BART	(510) 287-4758	esmith1@bart.gov
Alix Bockelman	MTC	(415) 778-5250	abockelman@mtc.ca.gov
Juan Matute	UCLA		
Teo Wickland	UCLA		
Joshua Pulverman	Caltrans	(916) 657-3863	josh.pulverman@dot.ca.gov
Jila Priebe	Caltrans	(916) 654-9779	jila.priebe@dot.ca.gov

Table 6-4: List of OCTA Workshop Attendees (May 24, 2017)

Name	Agency	Phone	Email
Shefa Bhuiyan	Caltrans D7	(213) 897-0649	shefa.bhuiyan@dot.ca.gov
Kevin Kane	VVTA/CalACTC	(760) 559-7446	kkane@vvta.org
Philip Law	SCAG	(213) 236-1841	law@scag.ca.gov
Gary Hewitt	OCTA	(714) 560-5715	ghewitt@octa.net
Rory Vaugh	SCRRA	(213) 503-3495	VaughR@SCRRA.net
Roy Shahbazian	OCTA CAC	(714) 744-4534	rcshah@bettercommute.org
Andres Ramirez	SBCTA	(909) 884-8276 X 202	aramirez@gosbcta.com
Carrie Schindler	SBCTA	(909) 884-8276	cschindler@gosbcta.com
Kurt Brotcke	OCTA	(714) 560-5742	kbrotcke@octa.net

Luisa Easter	Caltrans D12	(657) 328-6266	luisa.easter@dot.ca.gov
Joe Raquel	Foothill Transit	(626) 931-7226	jraquel@foothilltransit.org
Chad Kim	OCTA		ckim@octa.net
Juan Matute	UCLA		
Teo Wickland	UCLA		
Joshua Pulverman	Caltrans	(916) 657-3863	josh.pulverman@dot.ca.gov
Jila Priebe	Caltrans	(916) 654-9779	jila.priebe@dot.ca.gov

Table 6-5 List of Fresno Caltrans D6 Workshop Attendees (May 31, 2017)

Name	Agency	Phone	Email
Celeste Gray	City of Chowchilla	(559) 665-8615	cgray@cityofchowchilla.org
Robin Roman	City of Chowchilla	(559) 665-8615	rroman@cityofchowchilla.org
Luisa Lopez	Caltrans	(509) 444-2583	luisa.lopez@dot.ca.gov
Lorena Mendibles	Caltrans	(559) 445-5421	lorena.mendibles@dot.ca.gov
Sandra Scherr	Caltrans	(559) 445-6035	sandra.l.scherr@dot.ca.gov
Moses Stites	FCRTA	(559) 233-6789	mstites@fresnocog.org
David Deel	CT	(559) 488-7396	david.deel@dot.ca.gov
Jeff Long	FAX/COG	(559) 621-1436	jeff.long@fresno.gov
Dean Meester	Caltrans		dean.meester@dot.ca.gov
Juan Matute	UCLA		
Teo Wickland	UCLA		
Joshua Pulverman	Caltrans	(916) 657-3863	josh.pulverman@dot.ca.gov

Table 6-6: List of California Statewide Transit Strategic Plan Online Workshop/Webinar Attendees (June 7, 2017)

Name	Email
Jim Adams	jj4u2x2@hotmail.com
Dan Allison	allisondan52@gmail.com
Erik Bird	erik.bird@dot.ca.gov
Susan Brewster	susancbrewster@yahoo.com
Joseph Cisneros	cisneros@scag.ca.gov
Michele Demetras	michele.demetras@dot.ca.gov
Luisa Easter	luisa.easter@dot.ca.gov
Maureen El Harake	maureen.el.harake@dot.ca.gov

Scott F.	scott.forsythe@dot.ca.gov
Yeying Huang	yeying.huang@flysfo.com
Anita Huff	ahuff@bluelakerancheria-nsn.gov
Betty Kibble	betty.kibble@dot.ca.gov
Wendy King	Wendy.King@dot.ca.gov
Kimberly Koempel	kkoempel@alamedactc.org
Jasmine Leek	jleek@sjrtd.com
Ryan McCauley	rmccauley@govtech.com
Carla Meyer	carla@mendocinotransit.org
Ross Miller	rmiller@co.tulare.ca.us
Chris Morrill	chris@nextgeneration.org
Teresa Nickell	teresa.nickell@co.kings.ca.us
April Petonak	ade@sandag.org
Allison Platt	allison@actc-amador.com
Joshua Pulverman	josh.pulverman@dot.ca.gov
Nita Rolfe	nrolfe@tolowa.com
Michael Sidhu	michael.sidhu@dot.ca.gov
David Sorrell	D.Sorrell@berkeley.edu
Brian Swanson	briancswanson@gmail.com
Kasia Thompson	kthompson1@tularecog.org
Eustaquio Valdez	evaldez@cityofsantamaria.org
Regina Valentine	regina@sanbenitocog.org
Aaron Wayne	aaron.wayne@dot.ca.gov
Kelly Zalewski	kzalewski@marintransit.org
Marcelino Gonzalez	marcelino.gonzalez@dot.ca.gov
Suja Lowenthal	suja.lowenthal@smgov.net
Natasha Opfell	natasha@walksf.org

6.4 Workshop Session: Perspective of a transit user

Format

- Collaborative storyboarding
- Discuss typical existing, variable existing, and ideal conditions for each question
- Note key points, especially issues that need to be addressed or desired changes - preferably on easel paper or whiteboard

Timing: 6 themes, ~10 minutes per theme, ~2 minutes per question, total time ~1 hour

Storyboarding

Preparation

- Why do you think of taking transit? How do you decide whether to take transit?
- How do you find out route and schedule/arrival information?
- What routes do you find and what are schedules like (headways, travel times)?
- How do you figure out what route to take to get to your destination? Do you choose your destination based on transit service?
- How do you figure out how to ride (rules/protocol), how to pay and how much you'll have to pay? (Do you do this ahead of time?)
- How do you figure out how to get to your departure stop?

Getting to the stop

- How do you find out which stop to go to?
- How do you figure out how to get to the stop?
- How do you decide when to leave?
- What is your experience like traveling to the transit stop (safety, time, comfort)?

At the transit stop

- How do you recognize the stop location?
- How safe do you feel at the stop?
- How comfortable are you while waiting?
- How long do you have to wait?
- Do you have access to the information, services and amenities you need?
- If you have to pay at the stop, how easy is it to determine your fare and pay it?

Boarding the vehicle

- Does the vehicle arrive at the time you expect?
- Do you have to flag down the vehicle? How do you know what to do?
- How do you board? How do you know where/when/how to board?
- If you have to pay on-board, how easy is it to determine your fare and pay it?

On-board the vehicle

- How crowded is the vehicle?
- Where do you sit/stand?
- How comfortable are you on-board?
- How safe do you feel?
- Are you able to spend your time on-board as you wish (e.g., reading, working, using phone, having a conversation)?
- Are there any annoyances, disturbances or notable events?

Transfers

- How do you feel about transferring?
- Do you avoid using transit if you have to transfer?
- If you have multiple transfer options, how do you pick one?
- How do you find out about transfer fares and discounts?
- How do you know which stop you have to transfer at?
- Once off your first vehicle, how do you find the place you need to wait for your transit vehicle?
- How long do you have to wait for your next vehicle? Is it longer or shorter than the expected time?
- Do you ever miss you transfer?
- Do you ever give up and have to find alternate transportation?

Reaching your destination

- How do you know which stop to get off at?
- How do you recognize the stop as you approach it?
- How do you make sure you get off at your stop? (Do you have to request a stop?)
- How do you figure out how to get from your destination stop to your destination?
- What is your experience like traveling from the transit stop to your destination (safety, time, comfort)?
- Do you get to your destination at the time you expected?
- How do you feel after your travel experience?

6.5 Demographic Details of Public Survey Respondents

Table 6-7: Share of respondents by age group for each analytical segment

To which age group do you belong?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
18 to 29	26%	25%	27%	27%	25%
30 to 39	34%	40%	24%	26%	35%
40 to 49	16%	16%	17%	13%	17%
50 to 64	22%	18%	27%	18%	22%
65 and over	2%	1%	3%	14%	1%
Rather not say	1%	1%	1%	2%	1%

Table 6-8: Share of respondents by gender for each analytical segment

With which gender do you identify?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
Female	53%	45%	65%	45%	53%
Male	46%	54%	33%	54%	45%
Another gender or multiple genders	0.5%	0.4%	0.6%	0%	0.5%
Rather not say	0.8%	0.7%	0.8%	1%	0.7%

Table 6-9: Share of respondents reporting various racial and ethnic identities, by analytical segment (multiple responses were allowed)

With which racial or ethnic group(s) do you identify?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
African American, African or Black	5%	6%	5%	5%	6%
American Indian, Indigenous American, Native American or	3%	2%	3%	1%	3%
Central Asian or North Asian	2%	1%	2%	1%	2%
East Asian	7%	7%	8%	6%	7%
European or White	53%	54%	52%	67%	52%
Hispanic or Latina/o	17%	17%	16%	6%	18%
Middle Eastern or North African	1%	1%	1%	1%	1%
Pacific Islander or Native Hawaiian	1%	1%	0%	1%	1%
South Asian	2%	2%	2%	4%	2%
Southeast Asian	4%	3%	4%	1%	4%
Another group or ethnic identity	3%	3%	3%	1%	3%
Rather not say	3%	2%	3%	6%	2%

Table 6-10: Share of respondents with household incomes in selected income bands, by analytical segment

Which range does your household income fall into?	*All*	*Frequent Riders*	*Infrequent/ Non-Riders*	*Outreach Process*	*Survey Panel*
Less than $20,000 per year	10%	9%	11%	4%	10%
$20,000 to $39,999 per year	16%	13%	21%	10%	16%
$40,000 to $59,999 per year	14%	13%	16%	9%	15%
$60,000 to $79,999 per year	14%	14%	13%	15%	14%
$80,000 to $99,999 per year	12%	14%	9%	6%	13%
$100,000 to $149,999 per year	16%	20%	10%	23%	15%
$150,000 to $199,999 per year	7%	8%	6%	16%	6%
$200,000 to $299,999 per year	4%	4%	4%	9%	4%
$300,000 or more per year	2%	2%	2%	2%	2%
Rather not say	5%	3%	9%	4%	5%

6.6 Advisory Committee Meeting Notes

Table 6-11: Advisory Committee Meeting Attendees (October 19, 2016)

Phone attendees:	**In-person attendees:**
Tilly Chang (SFCTA) Henry Li (Sacramento RT) Pete Rasmussen (Santa Cruz MTD) Hasan Ikhrata (SCAG) Anne Louise Rice (Metrolink/ SCRRA) Josh Shaw (California Transit Association) Matthew Tucker (North County Transit District) Mark Zabaneh (Transbay Joint Powers Authority) - Jasneet Bains (UCLA) Brian Taylor (UCLA)	Jim Allison (Capitol Corridor JPA) Charles Anderson (Western Contra Costa) Brent Bernegger (Sacramento RT) Alix Bockelman (MTC) Kurt Brotcke (OCTA) Coleen Clementson (SANDAG) Jeff Dawson (Sacramento RT) Donna DeMartino (San Joaquin RTD) Tiffani Fink (Paratransit, Inc.) David Goldman (Sacramento RT) Darton Ito (SFMTA) Ed King (Big Blue Bus) Philip Law (SCAG) Jacklyn Montgomery (CalACT) Stacey Mortensen (SJRRC/ACE) Jennifer Pollom (SRTA) David Reyno (Foothill Transit) Vincent Wiraatmadja (Weidman Group for AVTA) - Emily Abrahams (Caltrans) Jila Priebe (Caltrans) Joshua Pulverman (Caltrans) Shannon Simonds (Caltrans) Juan Matute (UCLA)

***UCLA's remote notetaker Jasneet Bains totaled callers as they joined and a total 16 total callers called in. It is possible that some of the callers were the same person. A chart on the next page shows join/leave records for some callers.*

Presentation

Presentation by project manager included an overview of the project, project goals, and approach to the project and next steps. The presentation was made available to invited attendees prior to the meeting and a version will also be posted on the Statewide Transit Strategic Plan webpage.

Post-Presentation Discussion

- A comment regarding the difference between 2020 and 2040 goals was expressed.
- A question was raised in regards to agencies not reporting NTD data and by what methods they will be included.
    - *The project team will look at State Controller's Office data as well.*
- Agencies expressed interest in employer-based shuttles, privately provided services.
    - *SFCTA has provided survey data with the project team regarding this.*

- A comment was made expressing the need to coordinate and share data.
    - *OCTA has completed a rider survey and shared this data with the project manager.*
- A question regarding the inclusion of bike share plans was asked.
    - *Developing a statewide bike share system is a strategy being considered in the Caltrans Bike/Ped Plan.*
- A comment was made regarding the use of specific examples to demonstrate what transit agencies' potentials are under certain conditions. This comment was followed with a question on whether the project team will be modeling transit ridership under certain future conditions.
    - *The project team will not be modeling in this project.*
    - *The project will look at changes in transit ridership expected in SCS/RTPs.*
- A question was asked regarding analysis of projections and growths in certain regions statewide.
    - *The project team will be reviewing growth projections from the California Department of Finance and in SCS/RTPs.*
    - *To a certain extent, the project team will use the UCLA/SCAG ridership trends study to inform this.*
- The Unmet Transit Needs Study in 2013 was brought to the project team's attention as a valuable source of information.
    - *Caltrans has subsequently emailed this study to the UCLA project team.*
- A few comments were made regarding transit ridership trends in California and nationally.
    - SCAG is working with UCLA (separately) to compare short-term vs. long-term phenomena that is affecting ridership trends.
        - UCLA Professor Brian Taylor called in to describe the project, which he is also working on.
    - A question was asked pertaining to the projection of transit ridership in the future.
        - *The project team will not be projecting transit ridership for the future.*
    - A comment regarding the inclusion of the aging population was mentioned.
    - A concern was raised regarding finding stability in ridership pertaining to the uncertainty of funding sources in the future and looking at possible legislative options.

Table 6-12: Advisory Committee Meeting Attendees (January 26, 2017)

Phone attendees:	**In-person attendees:**
Kurt Brotcke – OCTA Elizabeth Scanlon – CalTrain Josh Shaw – California Transit Association Connie Garcia-Weinhardt – SacRT Brent Bernegger – SacRT Dave Goldman – SacRT Azadeh Doherty – SACOG Maureen El Harake – Caltrans D12 Luisa Easter – Caltrans D12 Brian Taylor – UCLA ITS Moses Stites – Fresno County RTA Tilly Chang – San Francisco County Transportation Authority Charlie Anderson – Western Contra Costa Transit Coleen Clementson – SANDAG Darton Ito – SFMTA Len Engel – Antelope Valley Transit Authority Jeff Dawson – SacRT	Juan Matute – UCLA ITS Jasneet Bains – UCLA ITS Teo Wickland – UCLA ITS Philip Law – SCAG Kirk Schneider – Caltrans D7 Jad Andari– Caltrans D7 Rawan Al-Jamal – Caltrans D7 Joe Raquel – Foothill Transit Ed King – Big Blue Bus Alix Bockelman – MTC Roderick Diaz - Metrolink Jila Priebe – Caltrans DRMT Josh Pulverman – Caltrans DRMT

Barrow Emerson – Santa Cruz Metro Traci Canfield - SacRT Jennifer Pollom – Shasta Regional Transportation Agency Emily Abrahams – Caltrans DRMT Shannon Simmonds – Caltrans DRMT Jeffrey Damon- SACOG	

***UCLA's notetaker Jasneet Bains totaled callers as they joined and a total 24 total callers called in. A chart on the last page shows join/leave records for callers who joined the webinar.*

STSP Baselines Report Presentation

The presentation by the project manager (Juan Matute) included an overview and timeline of the project, project goals, and findings from the draft Baselines Report and next steps. Throughout the presentation advisory committee members were given the opportunity to comment and ask clarification questions. The presentation was made available to invited attendees 3 days prior to the meeting. Caltrans provided the draft Baselines Report to advisory committee members after the meeting. This email also contained a link to the recorded webinar version of the presentation..

- Comment regarding the total number of agencies in California that carry 89% of ridership was expressed. It was suggested that the total number of agencies in California be provided. (12% of agencies carry 89% of trips)
    - *This number (165 agencies) will be provided in the Baselines Report.*
- Question about Amtrak Thruway service allowing bus-only ticketing and what change in legislature made that possible (Greyhound Bill)
    - *The project team will look into this legislation change.*
- Question about SCAG's ridership and why this region was experiencing such a decline in ridership.
    - *UCLA ITS is working on another research project in collaboration with SCAG to look into this question including immigration trends. This research will be reflected in the STSP recommendations.*
    - *SCAG has examined socioeconomic data to help explain the current ridership trends (driver licenses, vehicle registration, etc.)*
    - *It was also mentioned that LA Metro's ridership survey showed that riders who stopped use listed safety or the perception of safety as the reason. OCTA has also conducted a similar ridership survey.*
- Suggestion to clarify possible discrepancy in commuter bus data reported by NTD since commuter bus was made into a new category and reported separate. (*Change in Transit Service Hours, 2010-2015* figure)
    - *The project team recognizes this, however NTD data makes this difficult since there was a change in 2010-2011 reporting. Even in the case of least possible change in service hours, similar trends show service hours are moved from local bus to commuter bus.*
- Comment regarding demand-response and if policy or consolidation has led to longer trip lengths
    - *The project team has not examined trip length by provider, but has looked at cost by provider. It seems that the trend is not affecting all agencies equally.*
- Question if a figure similar to the *Inflation-adjusted Operating Costs per Passenger Trip* could be generated for inflation-adjusted operating costs per passenger mile.

    - *The project team has looked into this for the Baselines Report.*
- Comment that MTC still has active programs with Lyft, so a clarification question was raised about what TNC-transit program was cancelled.
    - *The project team will follow up on this in the revised draft of the Baselines Report.*
- Question regarding financial data that allows to display expenditures by mode.
    - *The project team noted that to a certain extent SCO data does, however NTD data does allow to display overall expenditures by mode for operations.*
- Follow-up question regarding Southern California's decline in ridership was raised by an advisory committee member, in particular to the effect of issuing driver licenses to undocumented immigrants. It was asked if this decline was due to this and if so, would this decline level off over time.
    - *It was noted that decline began in 2014 and the issuing of driver licenses did not occur until 2016, so there are many other factors to consider like transitioning of immigrants.*
- Question about ridership conclusions and if trends were examined by demographics of riders, equity (who is being served and change over time), and changes in affordability of transit. It was also asked if this information could be provided for top 20 agencies.
    - *Baselines Report is based on NTD data and demographic information is not available.*
    - *However, the previously mentioned UCLA ITS- SCAG project is looking at household travel survey data and travel behavior (variations in income level, household structure, race/ethnicity, and geography)*
- Comment regarding the top 20 agencies and how the core of ridership (as much as 80-90% of all ridership) are carried on about 20% of the routes of these top 20 agencies. It was suggested to examine if the core of the ridership on these routes are experiencing the same trends.
    - *The project team does not have route-level boarding data from agencies and cannot conduct this analysis.*
- Comment concerning TNCs and their possible effect on least productive routes due to their low vehicle frequency. It was noted that this could have policy implications at the state-level.
    - *The project team does not have access to TNC data and cannot determine the impact of TNCs on individual transit routes. The project team will examine the competitive advantage of large public transit agencies in relation to TNCs and automated TNCs.*
- Comment regarding effects of loss of critical service in rural areas where service is already limited due to not meeting ridership levels or revenue projections, but it is the only choice for riders.
- Suggestion to identify demographic trends in California and trends in population in order to anticipate service needs in the future.
    - *The project team includes Department of Finance demographic projections by age group to year 2060 and MPO growth trends in Baselines Report. Findings show vast majority of growth will occur in five MPOs in CA.*

Open Discussion of Issues and Priorities

Following the presentation of findings from draft Baselines Report, advisory committee members were given the opportunity to ask more questions or provide additional comments on Baselines Report and CTP 2040's transit-related goals and measures.

- Comment suggesting that bus-on-shoulder policies from Caltrans would be helpful.
    - *Bus-on-shoulder pilots was a recommendation measure in the last STSP. The project team will revisit recommendations that were included in the last STSP.*
- Concern regarding the strategies that will achieve goal of doubling transit ridership, in particular measures suggested as part of slide 60 were expressed as underwhelming with respect to achieving stability in revenues and streamlining process for federal grants to provide more transit.

This comment was followed up on pricing the competitive system and how transit can be more cost and time competitive (pricing of non-transit options, commuter benefit programs, trip cap programs, etc.).

- Suggestion that travel time advantages offered to transit be included to close gap between transit and or private mobility. This suggestion was followed up by a comment on how sometimes express toll lanes are slower than general lanes at peak hours, so ways to incentive more to choose transit instead would be beneficial.
- Comment about institutional incentives was raised and ways to integrate transit with other departments to obtain their support for transit like public works, traffic engineering, and state highway agencies. This was followed up by questions on how to incentivize multiple transit providers for intermodal transit facilities, ways for seamless fare collection through state clearinghouses, and cross referencing with State Rail Plan for improved integration between passenger rail and mass transit. It was asked if there were models that the state could provide.
- Comment regarding the concern that transit agencies face pressures to meet multiple goals (state of good repair, safety, clean fuel, etc.) and how these other goals ranked compared to the goal of increasing ridership in the STSP update.
- Suggestion that pricing of the non-transit system be added as a category within the goals/objectives of the CTP 2040.
- Comment regarding the cost trends (Fuel, Insurance Costs Growing Fastest figure), where CA Transit Insurance Pool saw sharp decline in 2015 when membership experience in insurance pool worsened (losses up) and growing exposure for all public entities in the state. It was suggested the project team check against NTD data since beginning in 2014 membership experience has gone in a different direction than shown in figure (upward direction). This could be important for insurance pool membership because it could lead to withdrawal.

6.7 Executive Committee Meeting Notes

August 31, 2016

Brian Annis (Undersecretary)

- Encourages that we meet with Chad Edison regarding the State Rail Plan and how that is applicable to the STSP update

Deliverables/Timeline

Legislation

- Should add how AB 197 has joined AB 32 with a focus on environmental justice (Brian)
- Should incorporate bills regarding funding/revenue sources for transit to explain status quo (Brian)
- Planning and programming change- transit operator must sit on-board of a MPO (federal requirement?)
    - Review Title 23 Section 134 & 135 (Jila)

Doubling Transit Ridership

CTP 2040

- For modeling and assumptions, what was the transit share that was calculated? Mode shift? (Brian)
- CTP 2040 did not focus on land use strategies
- Caltrans has been focusing on the CTP 2040 Implementation Highlights (Top 10), but these are not as aggressive as they should be (Coco Briseno)
- How will the SCS/RTPs be incorporated/implemented to CTP 2040? (Brian)
    - Highlight mode-shifts
    - How does the State support this?
- How does technology cause change? (Autonomous vehicles)

Advisory Committee

- Start small and do not exclude any requests
- Direct people to other ways to provide feedback first
- Include other administrative departments (ARB, Housing, etc.)

Coordination with other plans/strategies (Brian)

- How will the all the strategies come together with other plans?
- Focus on State GHG reduction goals and how these strategies will integrate with the GHG timeline (2020 ----> 2030-----> 2050)
    - Need consistency between planning documents
    - 20 year plans (2030 and 2050 GHG goals)
    - Will use 2020 as baseline in future GHG targets?
    - Focus on these dates
- Guidelines for CTP 2040 need to be integrated into STSP update for consistency
- Consistency/coordination with other plans like Bike/Ped Plan and State Rail Plan

Side note: Bay Area bill passed where employer w/ 50 or more employees must provide transit benefit

December 16, 2016

In Person Attendees (No Phone attendees)

Kate White, CalSTA
Chad Edison, CalSTA
Brian Annis, CalSTA
Steven Keck, Caltrans
Coco Briseno, Caltrans
Jila Priebe, Caltrans
Joshua Pulverman, Caltrans
Brian Taylor, UCLA
Juan Matute, UCLA
Teo Wickland, UCLA
Jasneet Bains, UCLA

Tony Mendoza, CHSRA
Ellen Greenberg, Caltrans
Kome Ajise, Caltrans

After introductions, the UCLA team gave a slide presentation. The UCLA team has provided Caltrans with a digital copy of this presentation. The notes below reflect discussion in the room in response to certain slides or sections of the presentation. The UCLA team's responses follow in italics.

Project Goals and Context

Kate White, CalSTA:

- Encourages that we include transit riders in our input during stakeholder engagement process.
    - *Noted and agreed. Transit riders will have an opportunity to complete a public web survey, though it will not be a scientific sample of transit riders.*
- Says it is important to think about transit as a service, incorporating customer input in stakeholder report
    - *Noted and agreed.*

Chad Edison, CalSTA

- Points out that integration of service is also a tool to get to goals (integration of time tables between different agencies for seamless transfers between agencies- Kate emphasizes this again later)
    - *As part of the baselines report, we have conducted a pilot study to use statewide GTFS feeds to identify non-optimized interagency transfers. The final recommendations will likely include some process to systematically identify problem transfers and take action on the information.*
- Notes difference between public transportation passenger miles data vs. public transportation trip data. Notes that passenger miles can be a better proxy for replacing VMT. Wants UCLA to consider passenger miles data in addition to passenger trip data.
    - *The UCLA team notes that much of the transit service and ridership growth has been on high mileage modes and that the average length of a transit trip is increasing. The team, however, has concerns about use of passenger miles as a core metric (instead of passenger trips) because it can lead to decisions that have negative impacts on cost-effectiveness, equity, and sustainability.*

- A question was raised regarding outcome goals and if they are being presented in baselines report
    - *Brian Taylor responds noting that baselines report is an assessment and the STSP recommendations will have more outcome-oriented goals*

Ellen Greenberg, Caltrans

- Concerned about the timing of 2020 goals and the release of the STSP update in 2017
    - *UCLA Team notes that the STSP project is highly accelerated - 16 months from contract initiation to completion of the final deliverable. The UCLA Team does not treat the 2020 goal to double ridership as sentiment that expires if not achieved by 2020. The UCLA Team interprets this goal as seeking to double ridership as soon as possible, preferably by 2020 but potentially later in the 2020s.*

Summary of the Baselines Report Contents

Transit Use Section

- 80% of the State's transit usage is in the MTC and SCAG regions. It was asked what portion of the population is this.

    - *Roughly two-thirds*

Revenues Section

- Brian Annis: A clarification question regarding local sales tax capacity vs. bonds
    - *UCLA incorporated bonding information from the State Controller Office data into the Draft Baselines report submitted to Caltrans on 12/21/16*

Transit Plans' Goals Analysis Section

- Interest expressed in noting differences and similarities between big vs. small transit operators and regional-level vs. local-level transit planning
    - *Noted. The draft baselines report notes these similarities and differences.*

Big Transit Data (GFTS) Analysis Section

- Ellen Greenberg: In measuring access and accessibility mapping, it was mentioned that quality is important and not the mere existence of a transit route
    - *Noted. We are exploring performance measures that include both stop frequency and accessibility from a stop in the baselines and recommendations report.*

TNC-Transit Integration

- Brian Annis asked: what the financial model for users was in TNC substitution examples
    - *Reduced cost trips with the user responsible for overages.*
- Jila Priebe mentioned: Sacramento RT has began a program
- A clarification question was raised on how this research relates to first/last mile options
    - *The UCLA Team is looking at both substitution (replacement) and integration (first/last mile connections) as part of the project.*

<u>Open Discussion</u>

- Kate White: Will best practices be discussed and represented in baselines report. Kate wanted to know in agencies who are experiencing increases in ridership, are we looking at what has led to this?
    - *Endogenous factors under the control of agencies are considered in the Baselines report. Many factors that affect transit ridership are exogenous: e.g. strong Bay Area economy, high gasoline prices.*
    - *Identifying and communicating agency-level best practices is the realm of TransitWiki, as best practices can vary considerably by type of agency and context for service.*
- Ellen Greenberg asked how we will move from baselines report to recommendations.
    - *The baselines report identifies a set of goals and issues that will be further explored in the stakeholder engagement phase. UCLA will conduct additional work to support STSP recommendations that originate from a combination of UCLA research & analysis and stakeholder engagement.*
- Ellen Greenberg brought up the issue of how will we measure meeting our goals internally
    - *Noted*
- Issues of equity arise if we invest in specific geographies (MTC/SCAG), reaching goal of doubling ridership, but not increasing transit use throughout the State. Note difference between increase transit use overall vs double transit ridership. The geographic distribution of expected increases in transit service will inform how the state invests.
    - *The UCLA team believes that share of increases in transit ridership should not be uniform throughout the state. Some areas have a form and infrastructure that is better suited for shifting trips to transit. The UCLA team will further explore non-uniform regional goals in the next phases of the report.*

- Ellen further asked what will the scope of the recommendations be since it is clear it will take more than just Caltrans to reach the intended goals
    - *Yes, many of the factors which influence transit ridership are outside of the control of local transit operators and Caltrans.*
- It was mentioned that we should think about bike share as transit
    - *Bike share will be considered in how it integrates with transit and what transit agencies can do to support connected services that can increase transit ridership. As of now, we do not have plans to combine bikeshare into public transit trips for the purpose of performance metrics.*
- Kate White: State runs one of the largest bus systems (intercity Amtrak Thruway service), so it was asked to be incorporated in project
    - *Yes. The State Rail Plan draft materials indicates significant changes (bus only ticketing, move to multiple providers such as private services and regional public transit) for this service and the UCLA ITS team will follow and respond to these developments with the STSP.*
- Ellen Greenberg: Asked about trip purpose data and trends connected to aging, and commute vs. non-commute trips.
    - *Analysis derived from California Household Travel Survey confidential data is forthcoming as part of a separate by related research project on transit ridership trends.*
- Kate White asked: how the project is interfacing with State Rail Plan
    - *See above note*

6.8 Email Invitation for Public Survey

Caltrans and the UCLA Institute of Transportation Studies are creating a Statewide Transit Strategic Plan for California. The plan will guide the state's actions regarding the coordination and support of the nearly 300 local, regional, and state agencies involved in transit service in California. The plan will consider how to increase transit ridership and how to respond to statewide factors such as transportation network companies (Uber, Lyft). The plan is not a service plan or construction plan for any transit agency.

You have the option to provide feedback on certain issues about your experience using transit around California. Participation in the survey is completely voluntary and you may stop the survey at any time without any consequences.

You can access the survey at [LINK].

The web survey is being conducted under the auspices of an approved university human research protection plan. If you have questions about either survey, you may contact Project Manager Juan Matute (jmatute@ucla.edu) or Principal Investigator Professor Brian Taylor (btaylor@ucla.edu). This study is covered by UCLA Institutional Review Board Protocol IRB#17-000020.

Signed

Juan Matute and Brian Taylor
UCLA Institute of Transportation Studies

6.9 Email Invitation for Advisory Committee Survey

As an Advisory Committee member, you have the opportunity to give your feedback on the issues and factors affecting transit in California and the state's goals and priorities to ensure transit's success into the future. Your participation in the surveys and interview is completely voluntary and you may decline to participate in one or more of the feedback opportunities with no consequence to you.

I know that you are busy. You may wish to delegate your participation to someone else to participate on behalf of your agency.

Web Survey
The first is a web survey where you will be asked to rank challenges facing transit in California and offer your opinion on goals that the state should be pursuing. This survey should take 10 to 15 minutes to complete. You can access the survey here. The survey is optimized for a computer, but can also be completed on a mobile device. To maintain anonymity, we are not tracking who takes the survey and may send you a reminder even after you've completed the survey. The survey is primarily intended for STSP Advisory Committee members.

Interview
The second is an hour-long conversational interview with a member of the research team. The interview is intended to explore your concerns and ideas about the Statewide Transit Strategic Plan and transit in California generally. You may elect confidentiality, which means that your responses will not appear with personally-identifiable information about you or the organization you work for.

Scheduling an Interview
To schedule a 60-minute phone interview, please reserve a slot or contact Jasneet Bains (jbains@g.ucla.edu). You can also book an in-person interview if you are in Los Angeles, in Sacramento and can meet on 4/19 or will be attending the CalACT Conference in Lake Tahoe on 4/25. If you elect confidentiality, we ask that you find a private location for a phone-based or in-person interview.

Questions

If you have questions about either survey, you may contact Project Manager Juan Matute (jmatute@ucla.edu) or Principal Investigator Professor Brian Taylor (btaylor@ucla.edu).

We will also contact you in June or July for an optional web survey to consider and give feedback on draft STSP recommendations. That survey will take 15 to 20 minutes to review the information and complete.

Brian Taylor and Juan Matute

UCLA Institute of Transportation Studies