



transit route analysis

Transportation and Parking Commission

July 22, 2019

Why We Need to Reimagine Transit



60 People on a Bus



60 People on a Bike



60 People in A Car



Glendale Has Changed

- ❖ Increased residential units in Downtown
- ❖ Fluctuation in student enrollment at schools
- ❖ Increased office space
- ❖ Expanded retail and entertainment venues
- ❖ Non-traditional work hours





How We Do This

- Community Survey (transit users & non-transit users in Glendale & surrounding communities)
- Passenger Survey
- Ridecheck
- Demographic characteristics
- Outreach to stakeholders

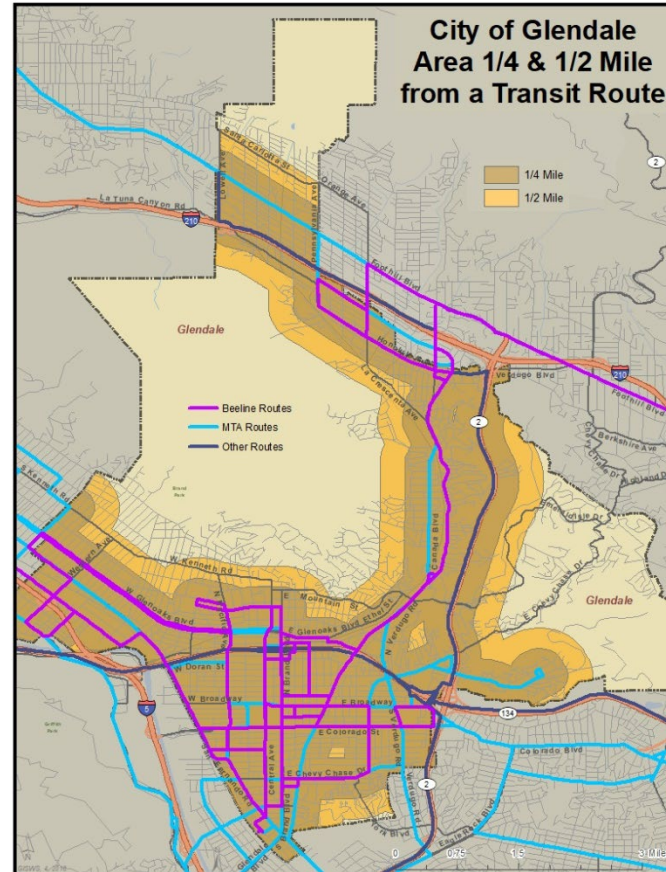




199,750 residents (ACS, 2013-17)

- 90.1% within 1/2 mile of transit route

Glendale Population



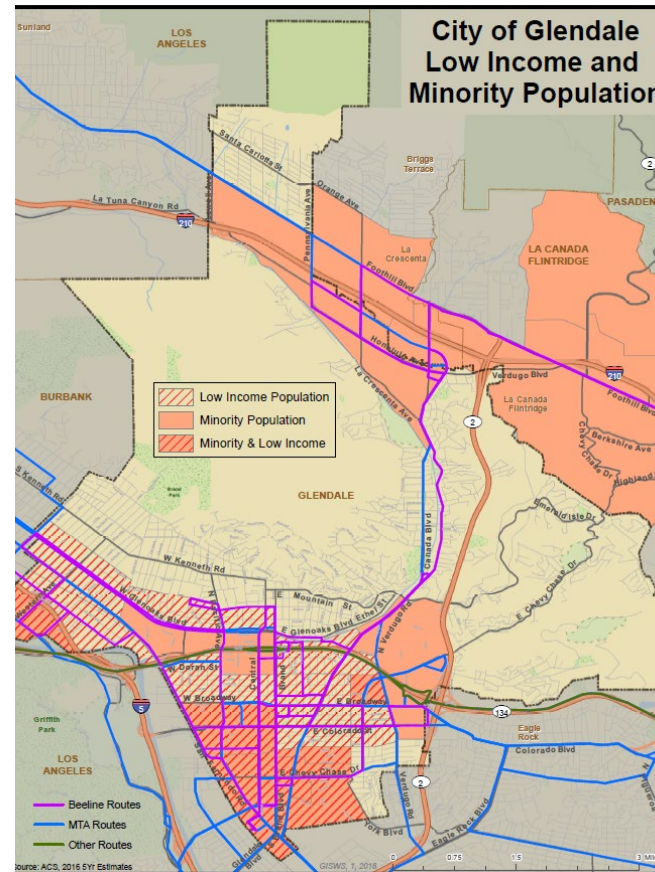
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Location of low-income and/or minority populations in Beeline service area

- Area is shaded if % low income or minority population is $>$ regional %
- Important to know for Title VI analysis

Glendale Population



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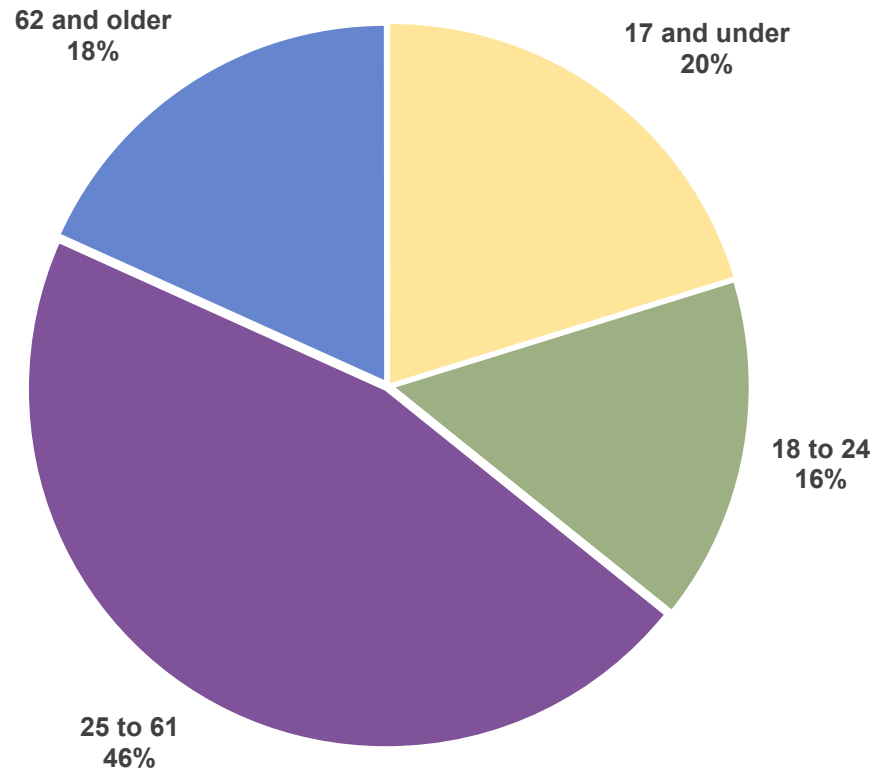
Who Rides the Beeline?

All ages

High school riders
account for many 17
and under

GCC riders account for
many 18-24

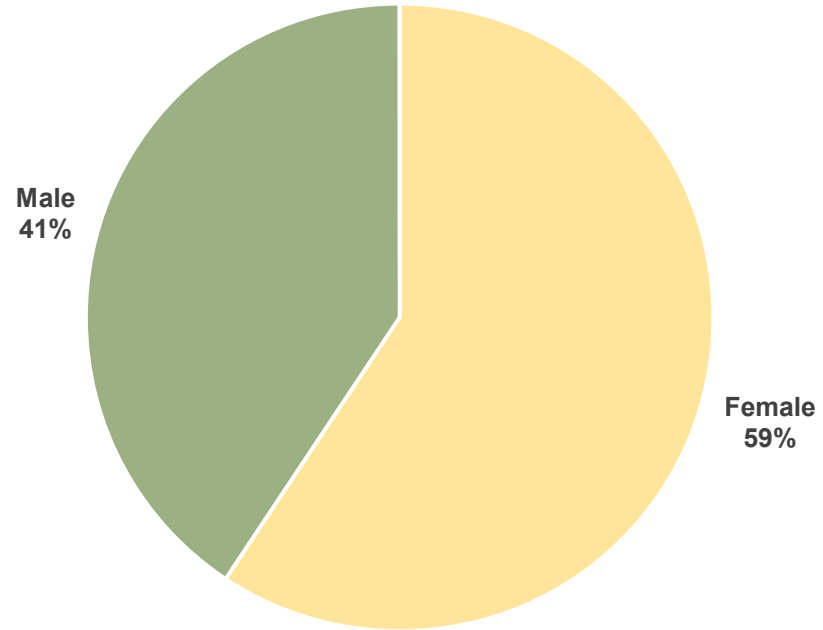
18% 62 and older





Predominantly female,
in line with most transit
systems

Who Rides the Beeline?

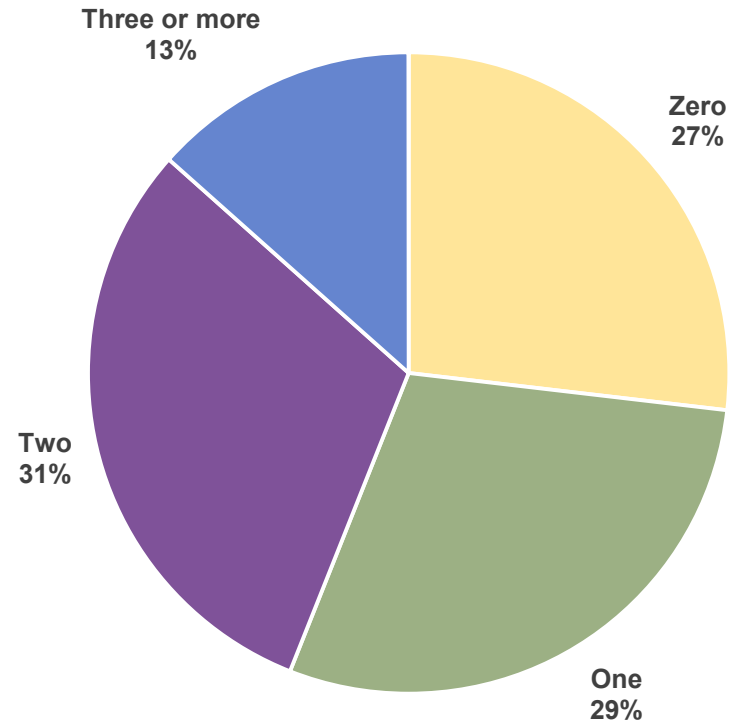




Who Rides the Beeline?

73% have at least 1
vehicle in their
household

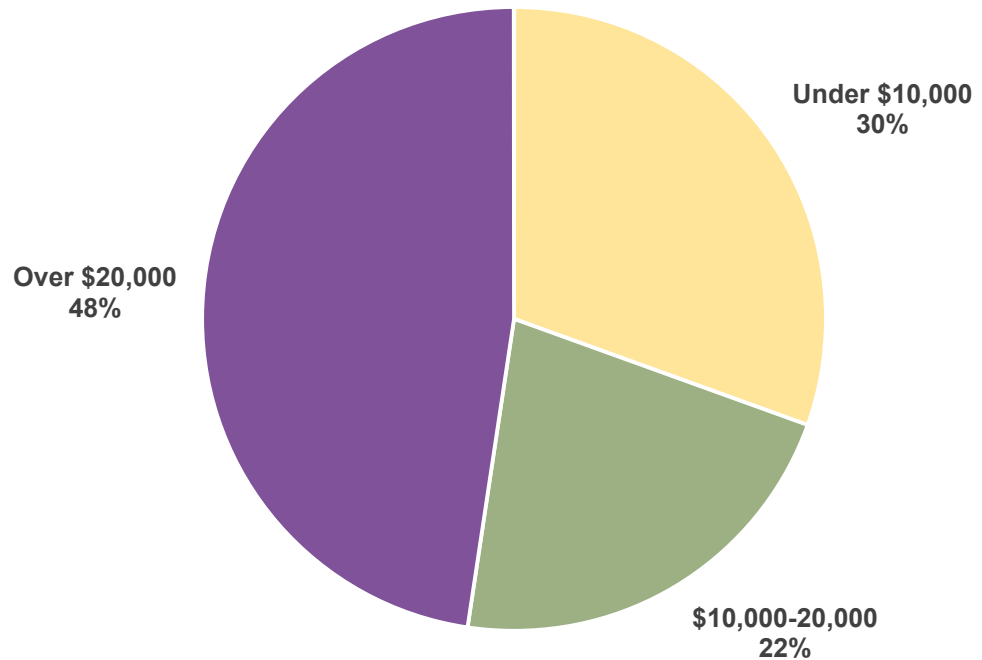
44% have 2 or more





Income is surprising...

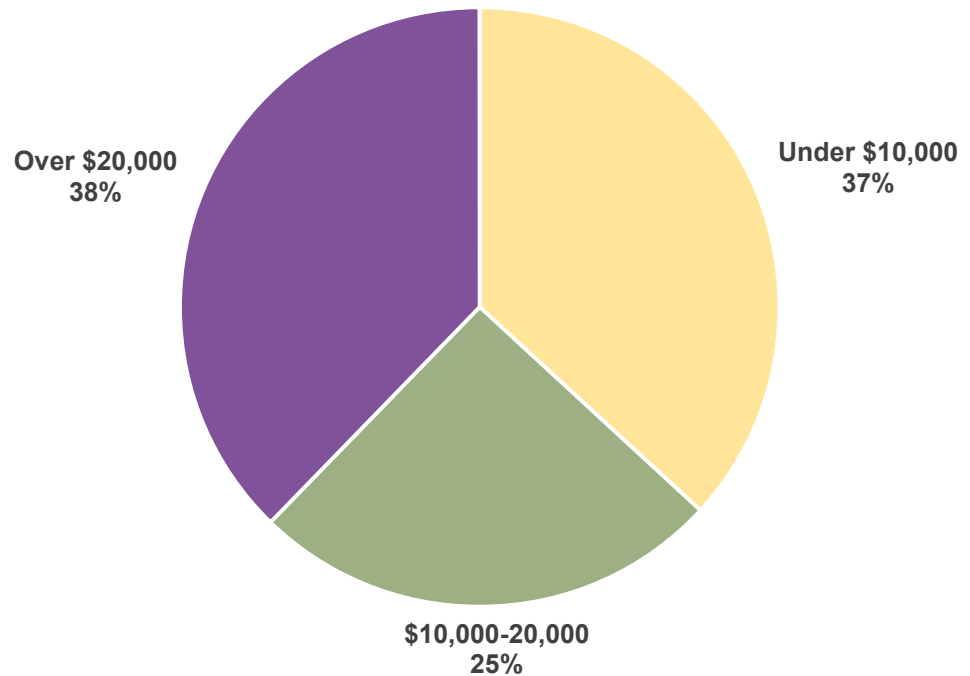
Who Rides the Beeline?





Who Rides the Beeline?

Income among local (non-Metrolink Express) riders: 62% with annual incomes of \$20K or less

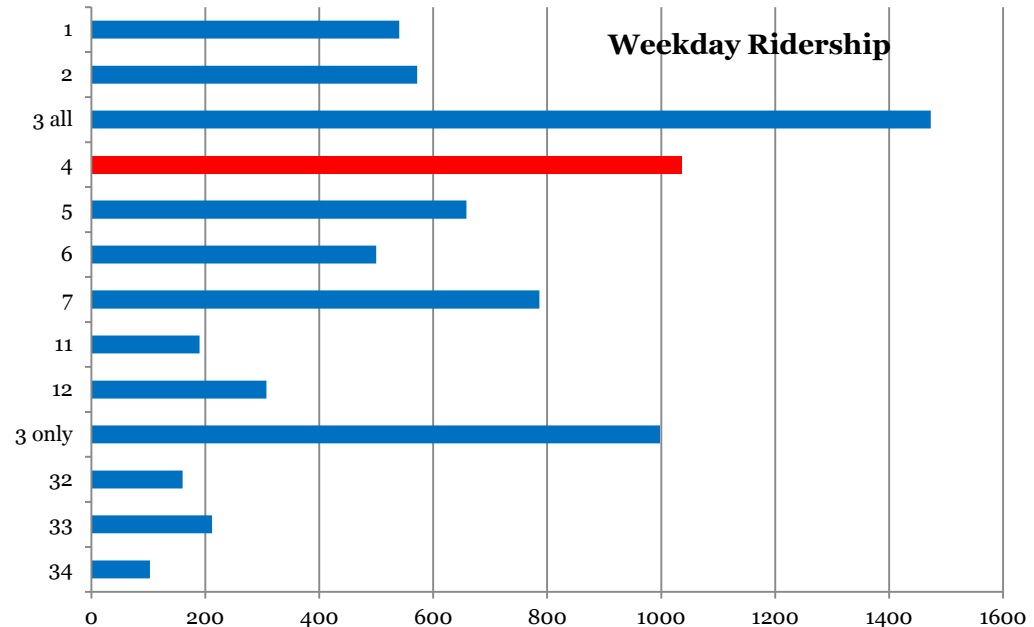




Beeline Ridership

If Routes 3/32/33/34 counted together, combined routes have highest ridership

If each route is counted separately, Route 4 ridership is highest





Beeline Ridership Trend

Ridership has declined since 2013

Largest decline on Routes 3/32 and Route 7 serving GCC

Route	Weekday	Saturday	Sunday
1	-3%	+14%	+15%
2	-6%	+11%	-7%
3 (31 Saturday)	-34%	-36%	--
32	-55%	--	--
33	+16%	--	--
34	+24%	--	--
4	-25%	-11%	-22%
5	-16%	-23%	--
6	-17%	+4%	--
7	-26%	-3%	--
11	-11%	--	--
12	-10%	--	--
Total	-21%	-8%	-9%
Local Routes	-22%	-8%	-9%
Express Routes	-10%	--	--

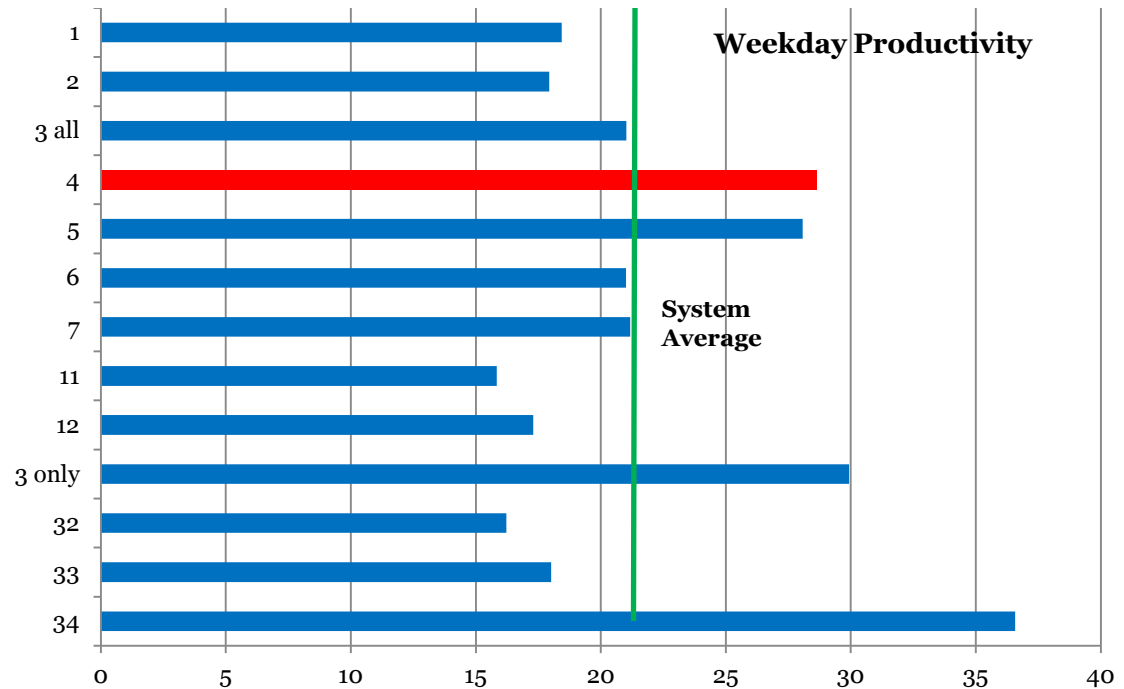


Beeline Productivity

Measured by #
boardings per revenue
hour that a bus is in
service

Route 34, one of the
LCF shuttles, is highest

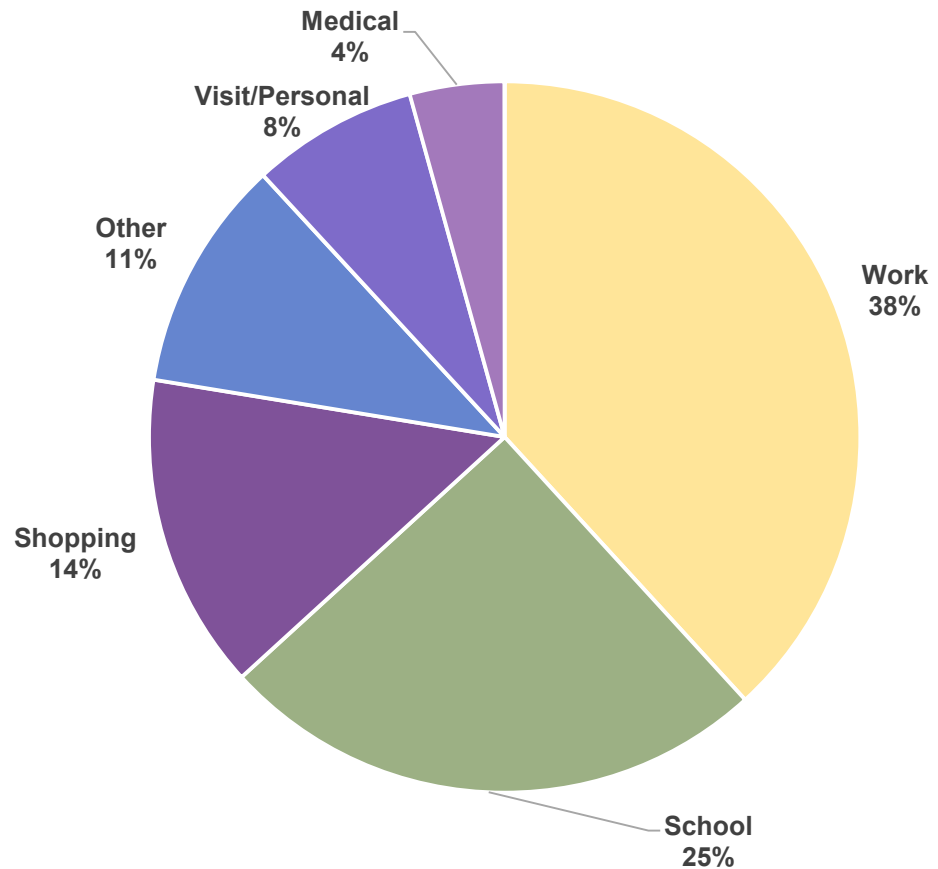
Routes 3, 4, and 5 are
all above average





63% of all trips on all days are for work or school

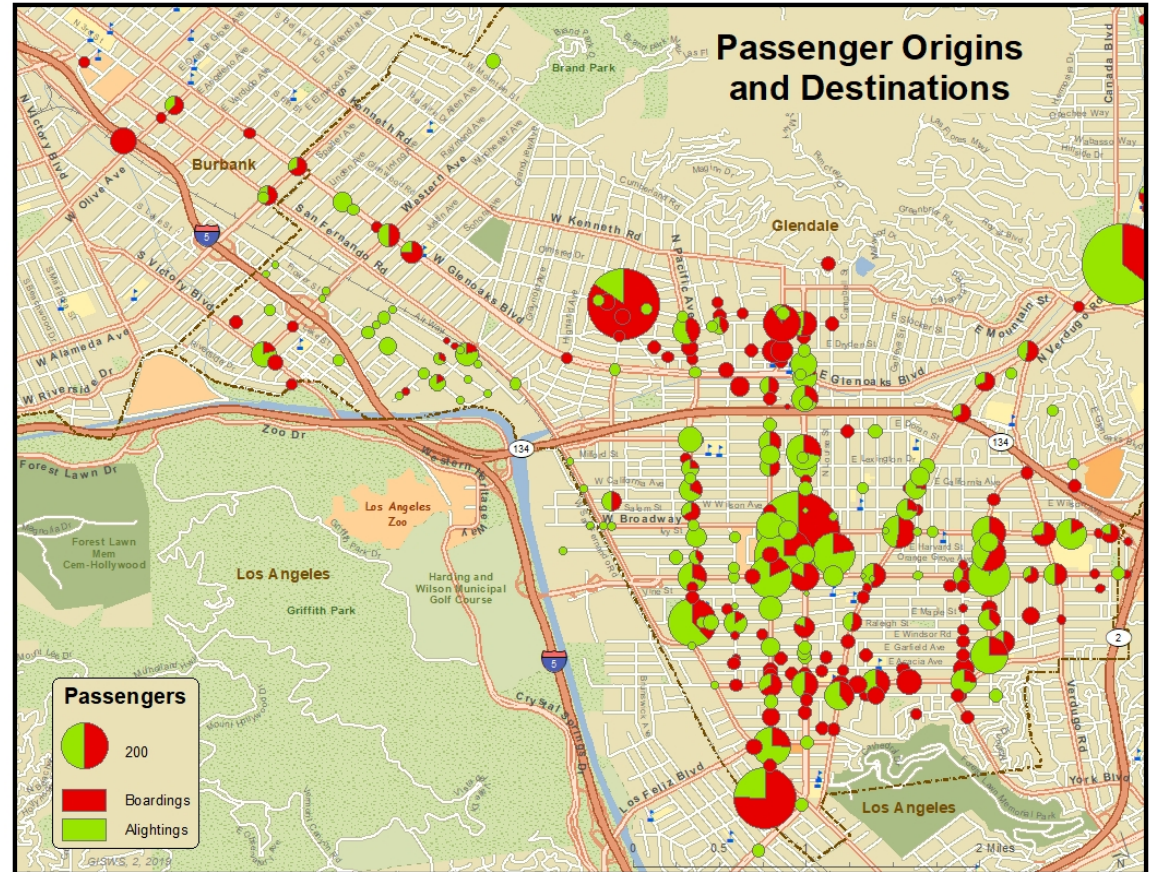
Trip Purpose on Beeline





Origins/Destinations

City of Glendale
Downtown
GCC
Hoover HS
Glendale
Transportation Center

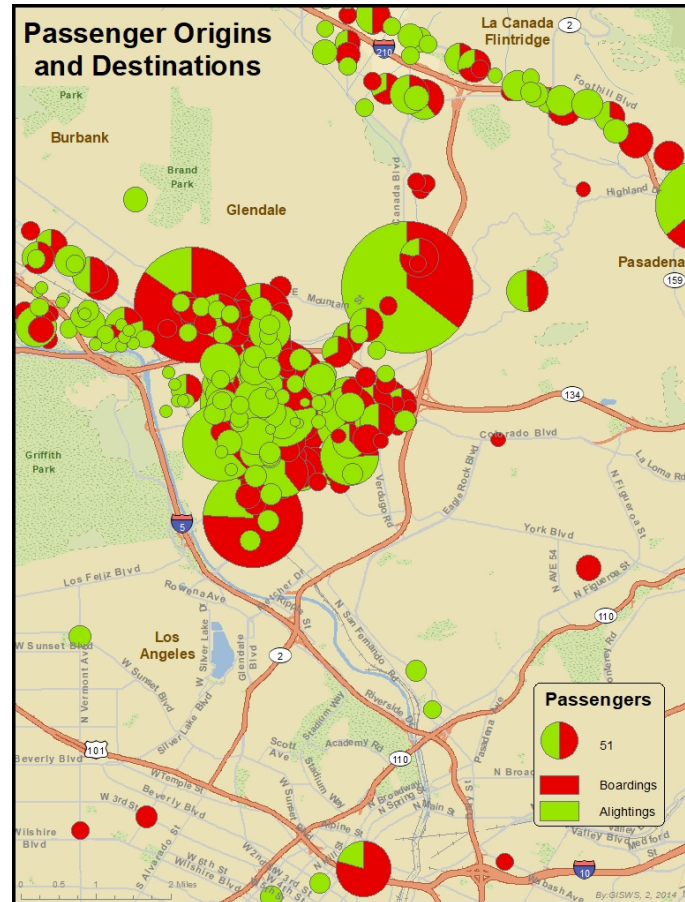




Origins/Destinations

Beeline service area

New major locations at
LCHS and Union
Station - LA





Origins/Destinations

Region

Major flow to/from
Santa Clarita

Other locations in LA
and Orange Counties

Emphasizes the
importance of the
Metrolink/Amtrak
connection for Glendale

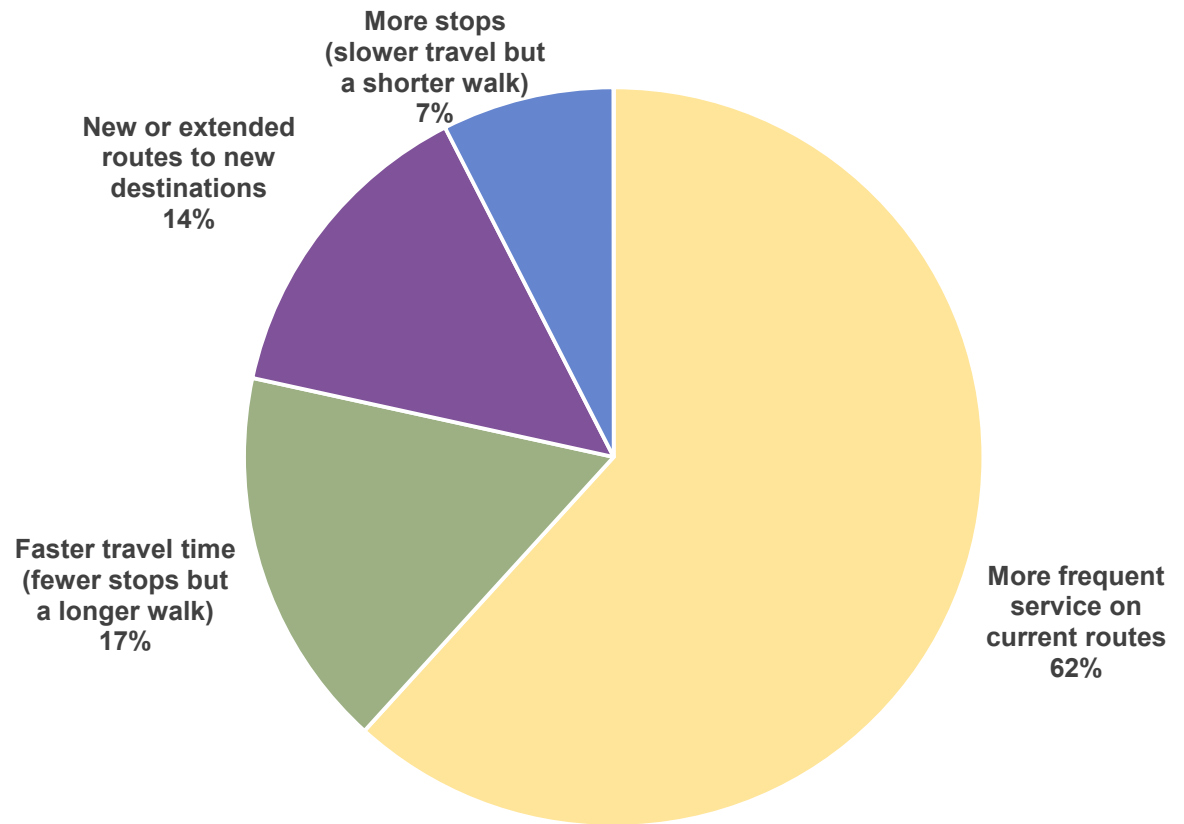




Preferences

Riders have a strong preference for more frequent service

Riders also favor faster travel time over more bus stops

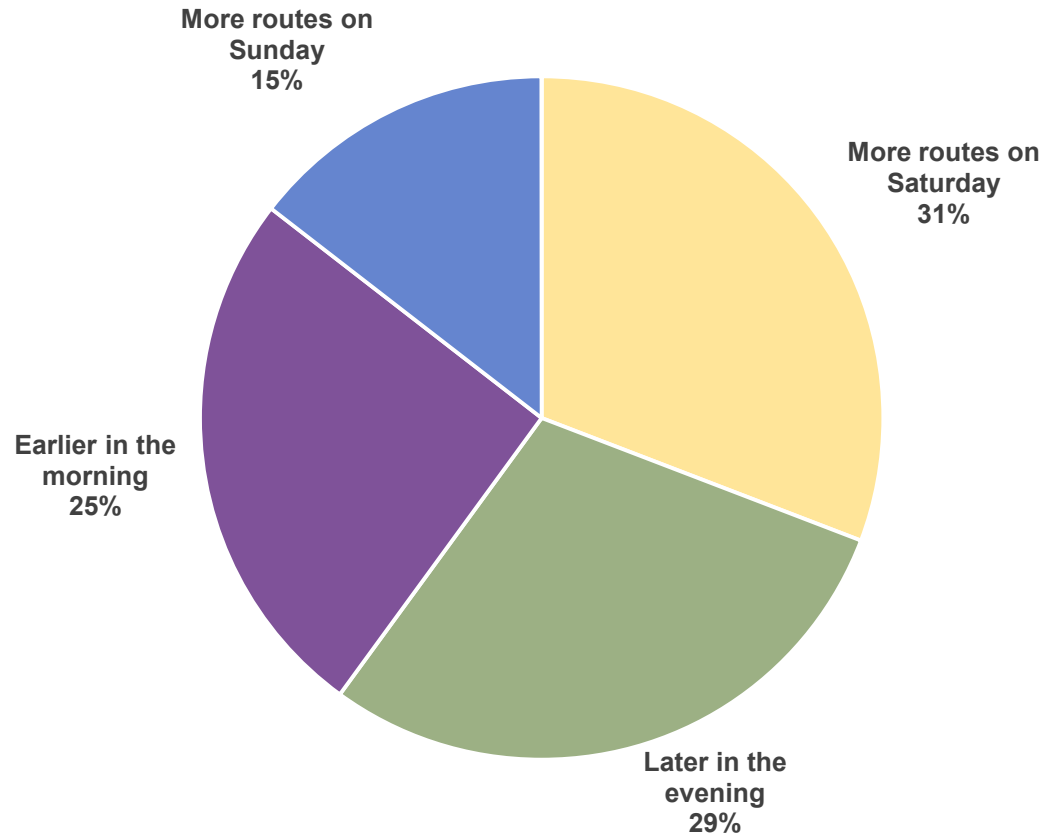




Weekend Preferences

Weekend preferences are less clear

More routes on Saturday and later service are the most frequently selected options



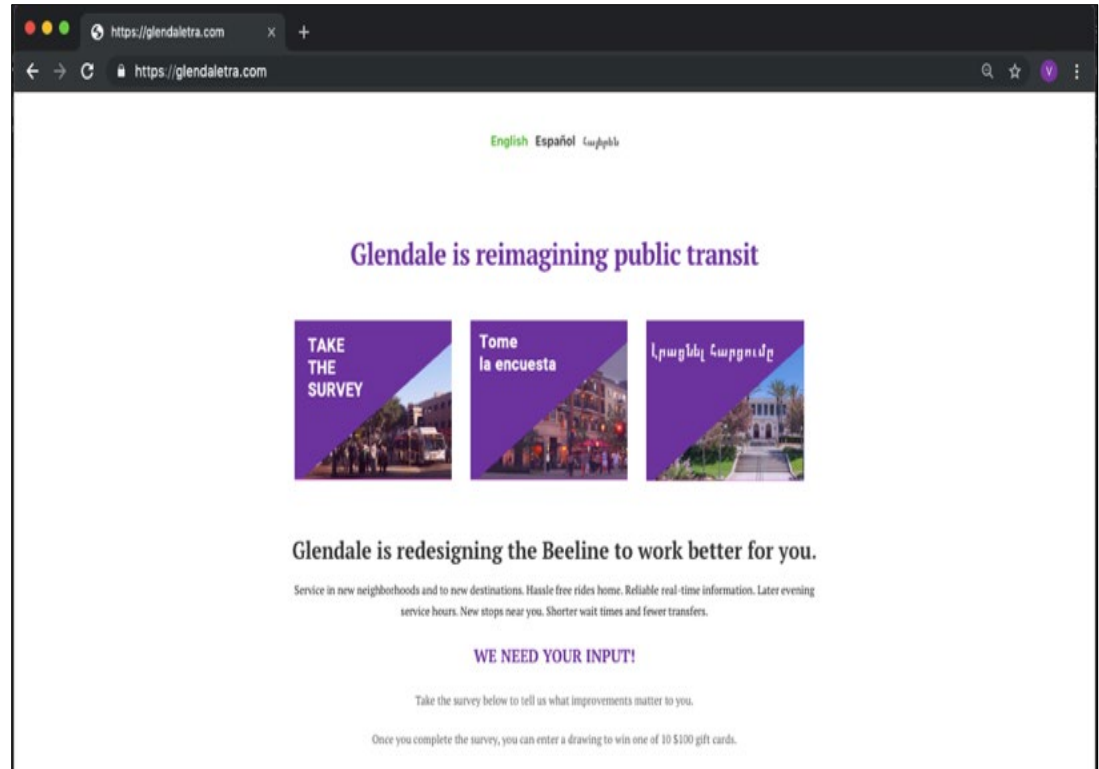


For riders and non-riders

Promoted through stakeholder database, marketing toolkit, and use of Armenian and Spanish in all materials

682 responses

E-Survey

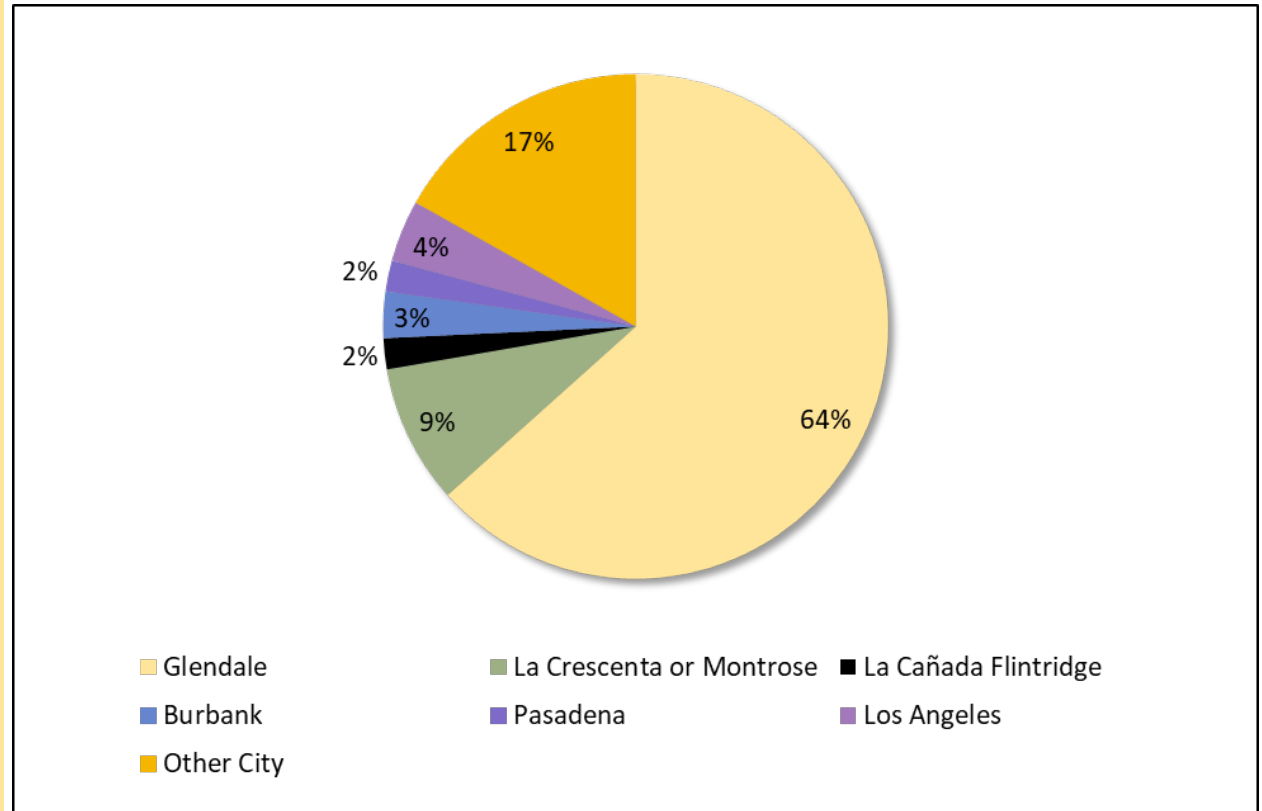




E-survey: Where They Live

Almost two-thirds live in Glendale

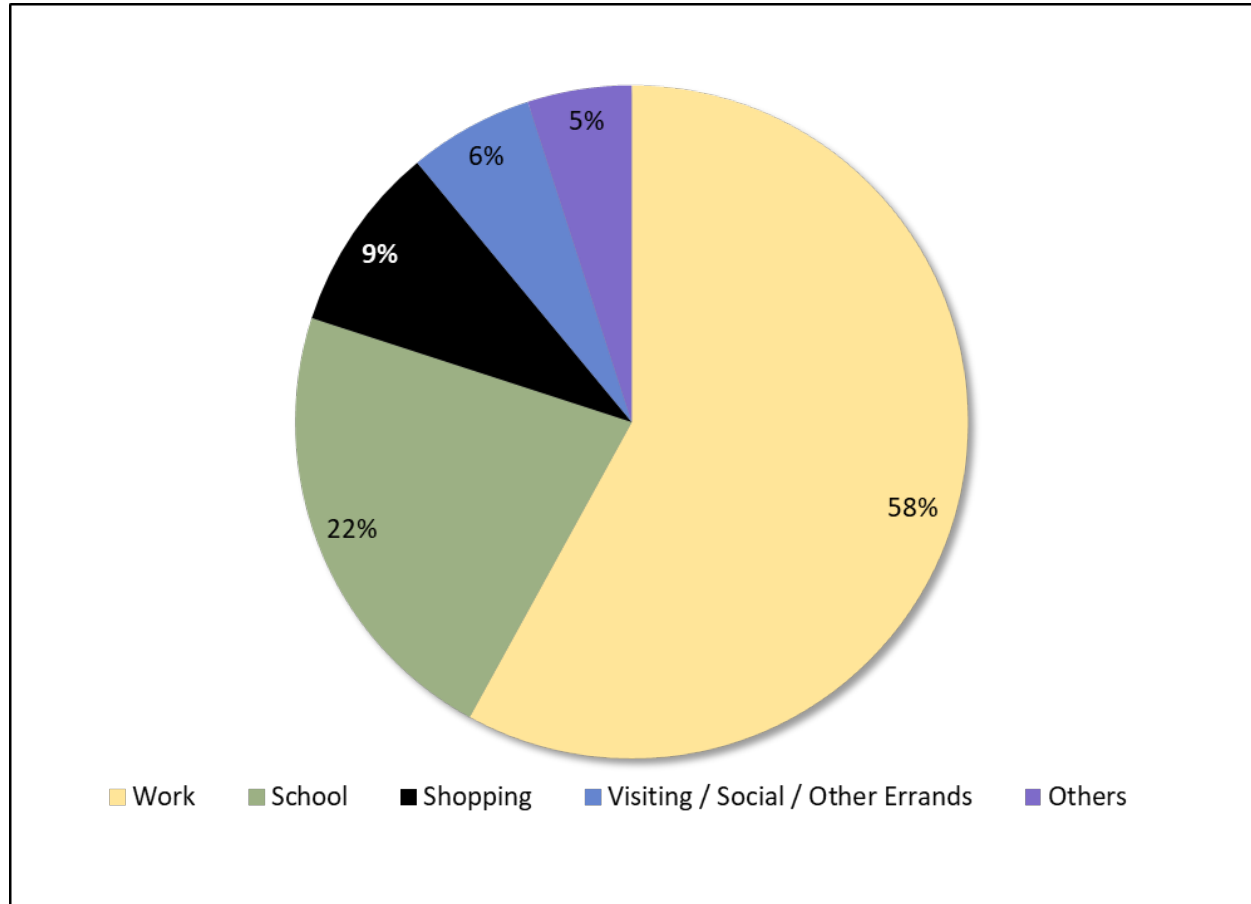
21% in Los Angeles or another non-neighboring city





80% named work or school as their primary trip

Primary Trip Purpose



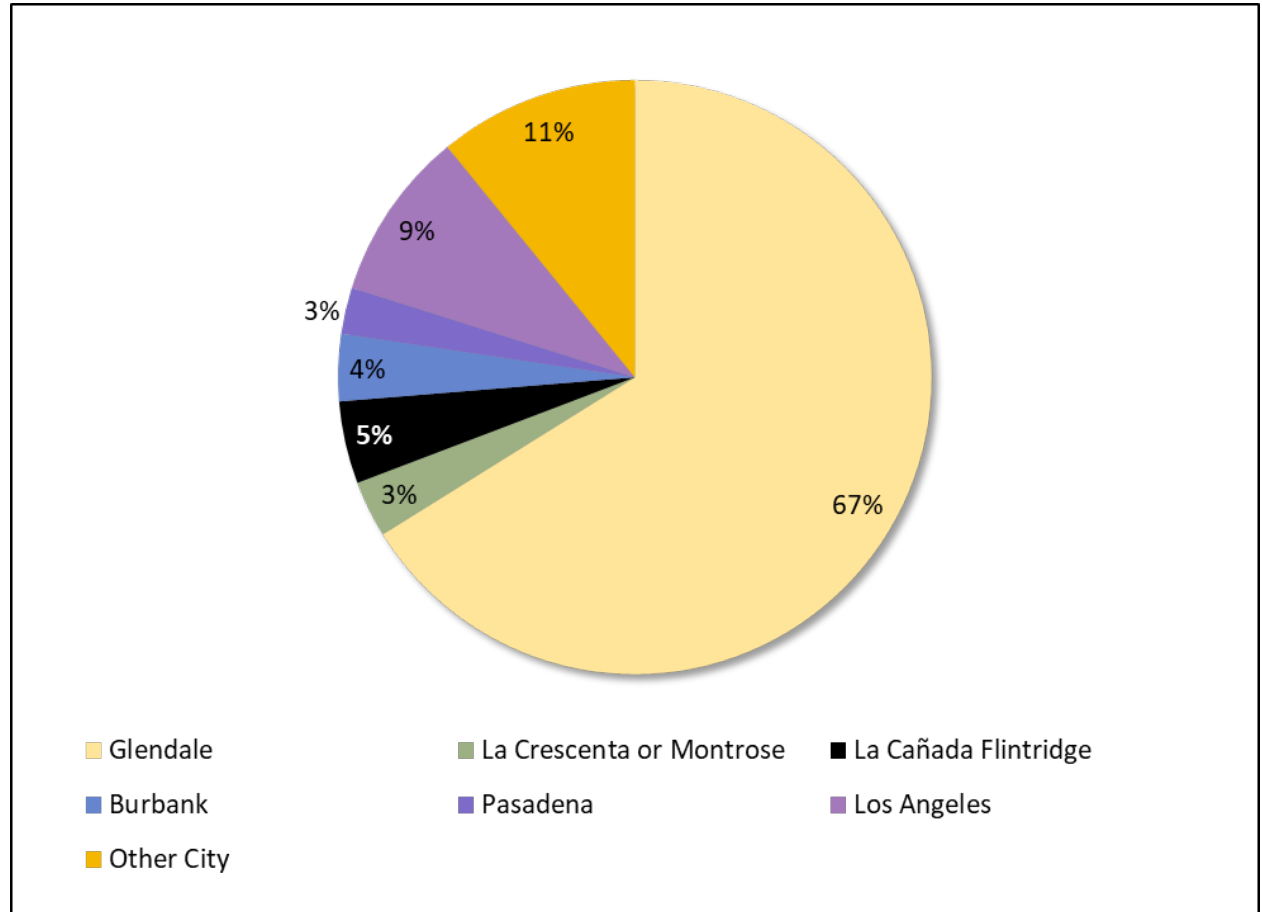


E-survey: Where They Work

Two-thirds work in
Glendale

15% work in a
neighboring city

20% work in LA or
another non-
neighboring city



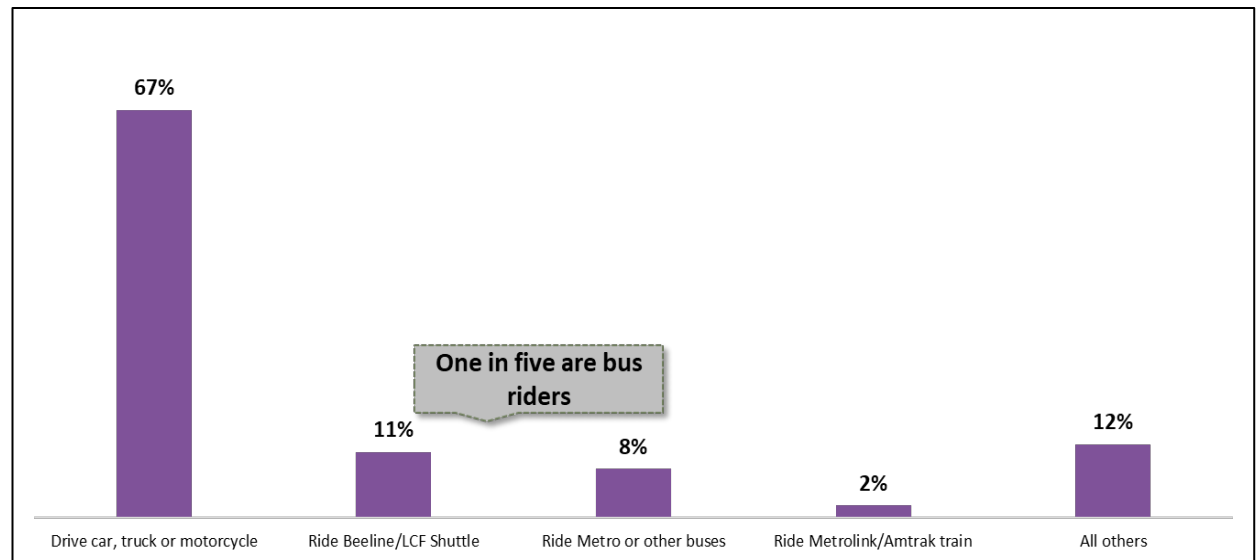


Those more likely to drive include:

Respondents living outside of Glendale

Non-students

Mode of Travel



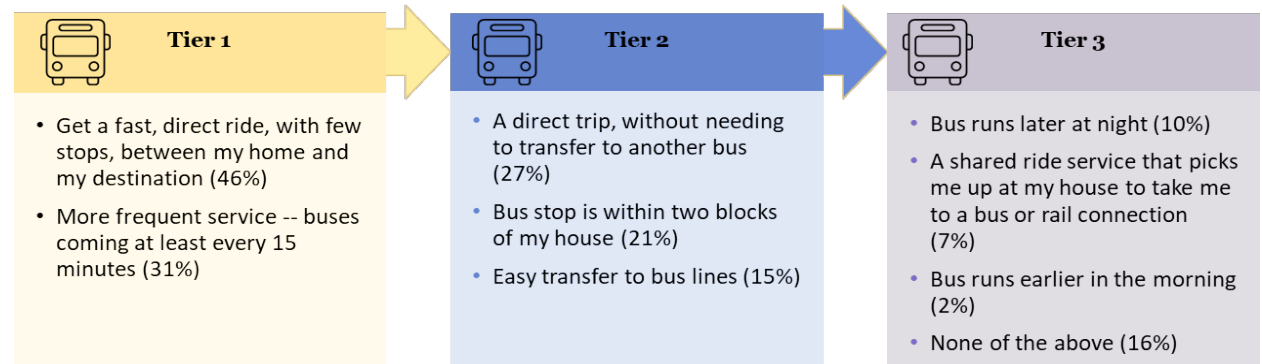


For solo drivers and other non-transit users

Fast, direct ride with few stops

Buses arriving at least every 15 minutes

Reasons to Try Transit - Improvements





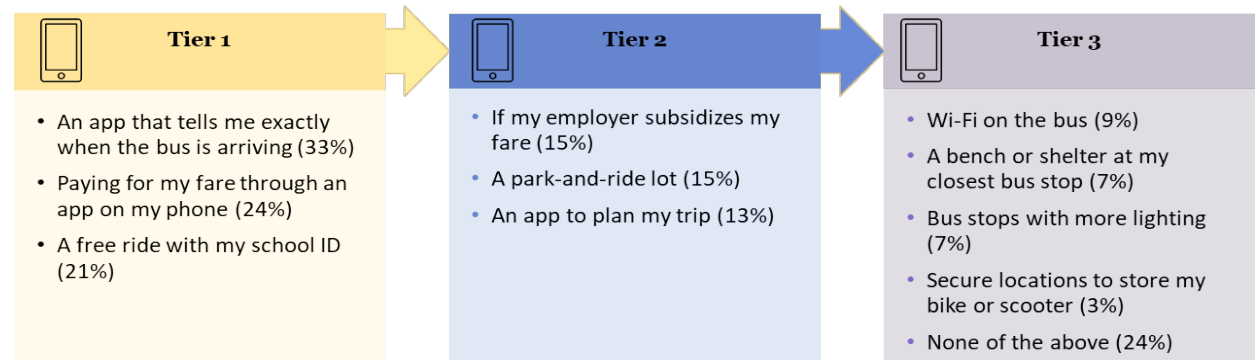
For solo drivers and other non-transit users

Mobile app with real-time information

Pay my fare with a phone app

Free ride with my school ID

Reasons to Try Transit - Enhancements



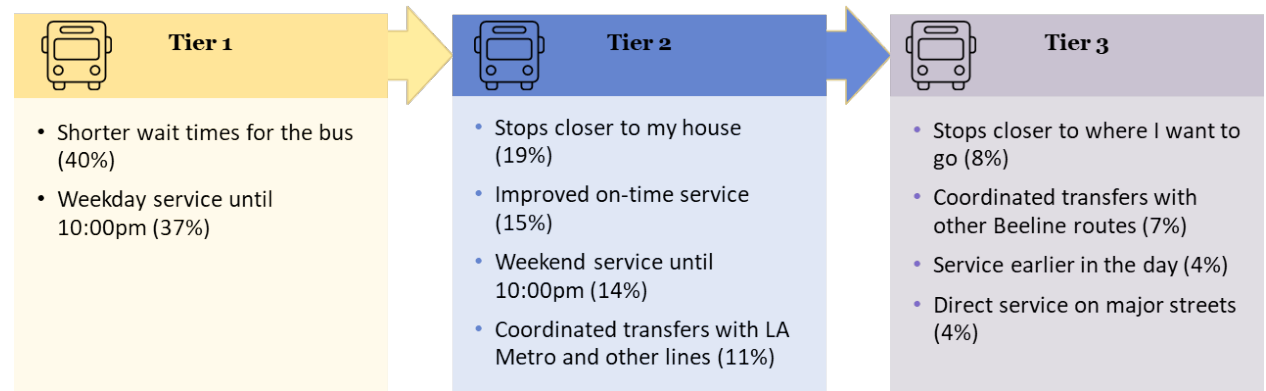


For Beeline/LCF shuttle riders:

Shorter wait times

Weekday service until 10 pm

Ride More Often If... - Improvements





For Metro/Metrolink
riders:

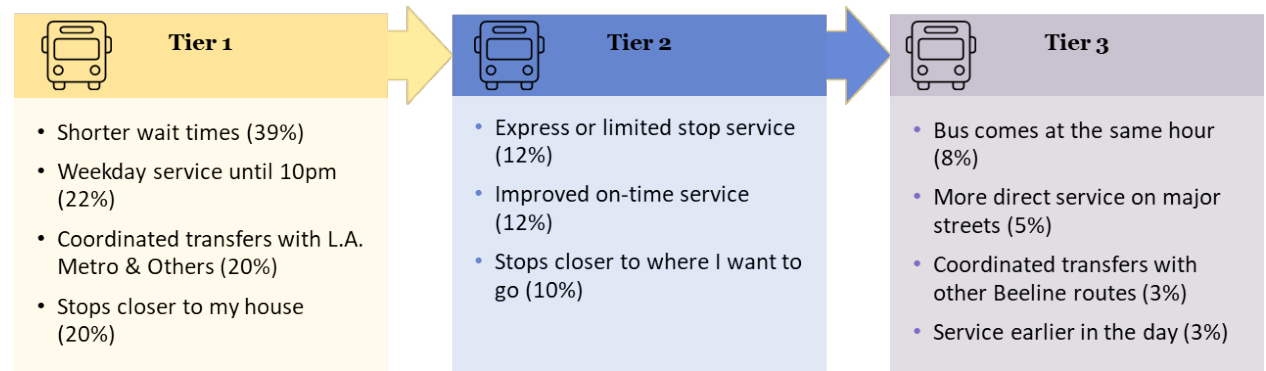
Shorter wait times

Weekday service
until 10 pm

Coordinated
transfers

Stops closer to my
home

Ride the Beeline More Often If... - Improvements



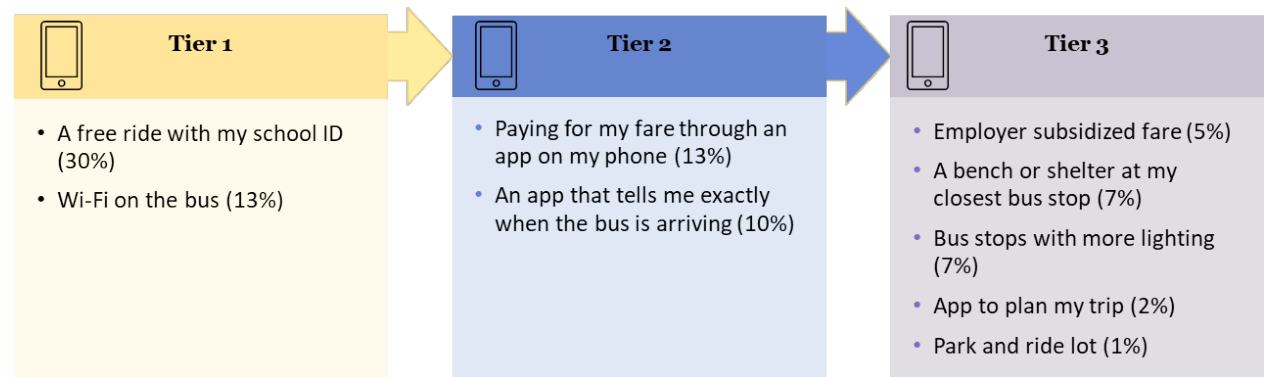


For Beeline/LCF shuttle riders:

Free ride with my school ID

Wi-fi on the bus

Ride More Often If... - Enhancements





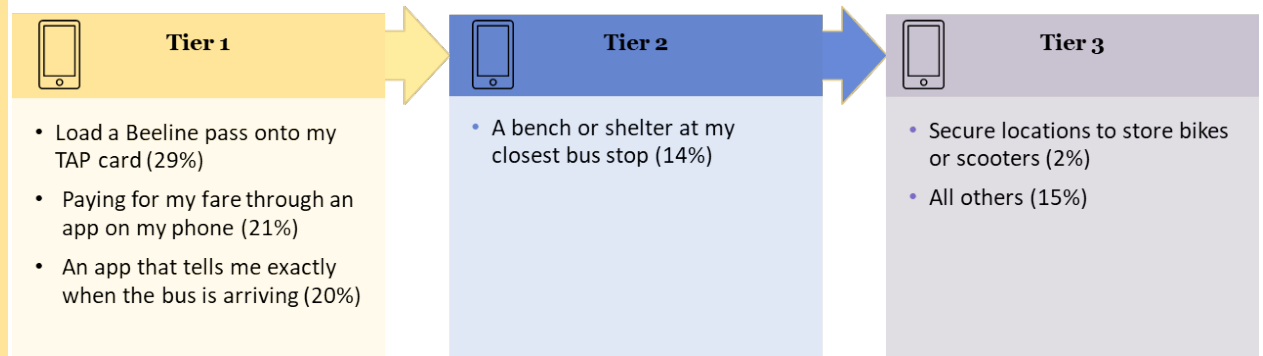
For Metro/Metrolink riders:

Load a Beeline pass onto my TAP card

Pay my fare with a phone app

Mobile app with real-time information

Ride the Beeline More Often If... - Enhancements





Stakeholders included:

Disney

Glendale Chamber
of Commerce

Glendale
Community College

NBC Universal

USC Verdugo Hills
Hospital

Stakeholder Interviews

- **Limited parking availability**
- **Connections to Metrolink**
- **Improved connections Foothill Boulevard-Pasadena**
- **Beeline reliability, travel times, and fare payment options**
- **Real time information**
- **Expanded hours/improved frequencies**



Metro

14,000 weekday
boardings in Glendale

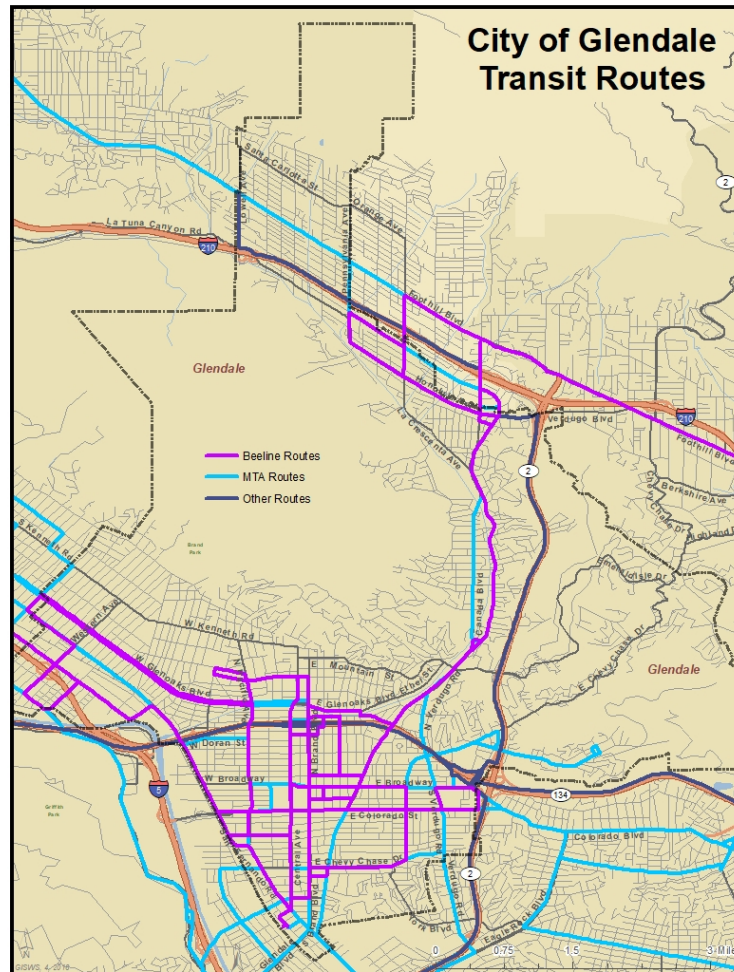
8,000 Saturday
boardings in Glendale

6,800 Sunday
boardings in Glendale

LADOT

Commuter Express
409 and 549 serve
Glendale

Regional Transit Context



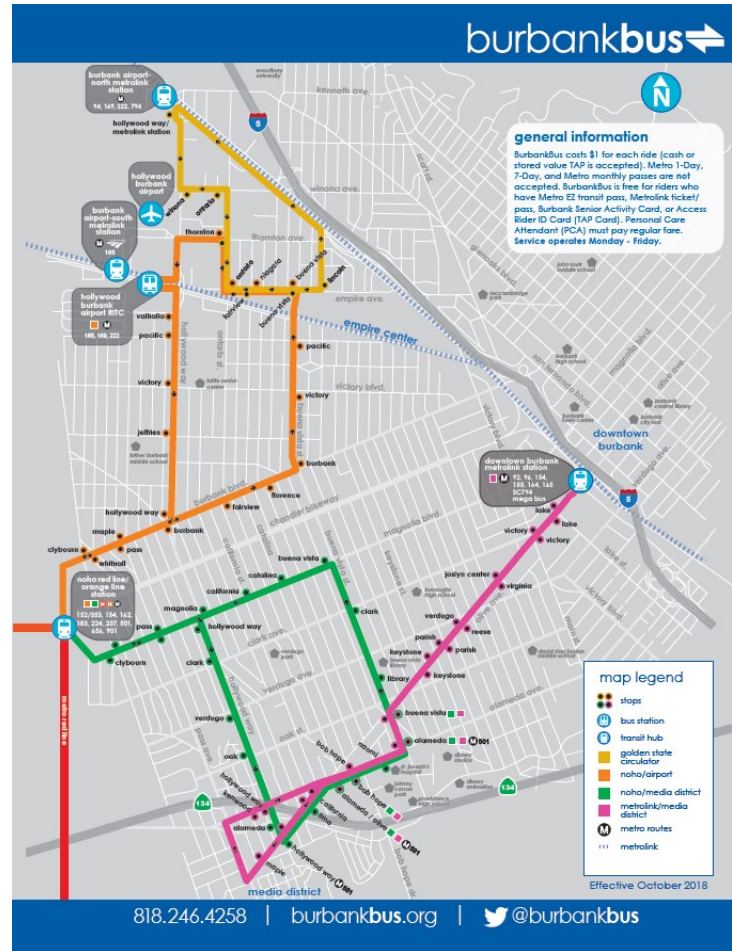
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Burbank Bus

Metrolink/Media District route connects with Beeline Route 12 at BRITC

Regional Transit Context



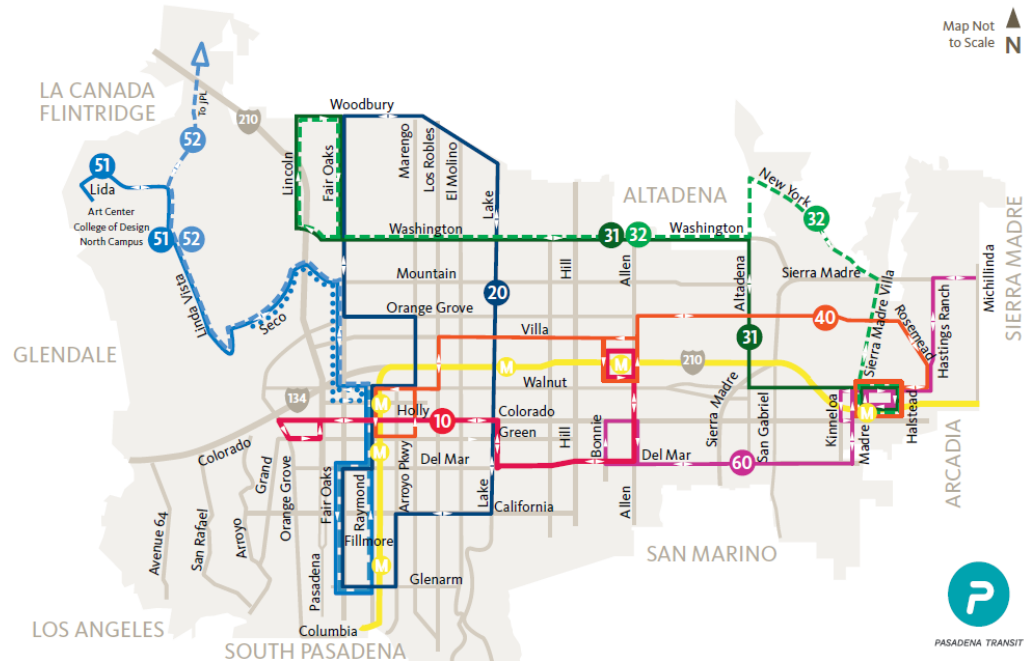
transit route analysis



Pasadena Transit

Route 52 connects with Beeline 3 and 33 (LCF Shuttle) at JPL

Regional Transit Context



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Metro Travel Database via Smartphone Location

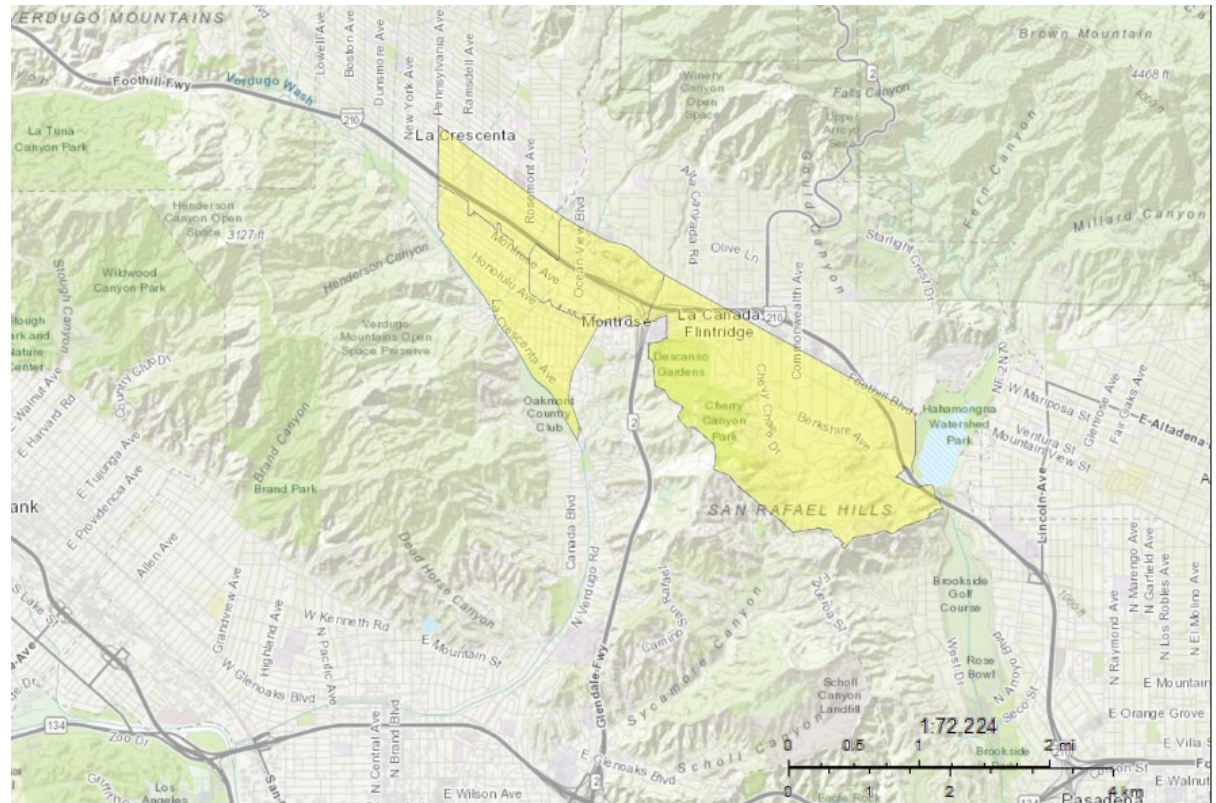
Not as useful as hoped:

Large unit of analysis (tract)

Steep learning curve

Individual locations of interest cannot be specified (e.g., GCC)

Foothill Corridor Destinations



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Service Concepts

**Transit for the
City of
Glendale**

**Beeline as
THE
Connection to
Glendale**

**Coordination
with Transit
Partners**

Faster Service



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Service Concepts

**Beeline as the
sub-regional
network**

**Innovation:
MicroTransit
U-pass**

**The Eighteen-
Hour City**

**Accommodate
the Future**



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18-Hour Multi-Modal City

Investing in public transit is in line with the City's goals:

1. Become an 18-Hour City for Economic Development
2. Be a Multi-Modal City for which citizens have a real choice in how they move about the city
3. Encourage use of transit *as an option* (per UCLA *Falling Ridership* recommendation)



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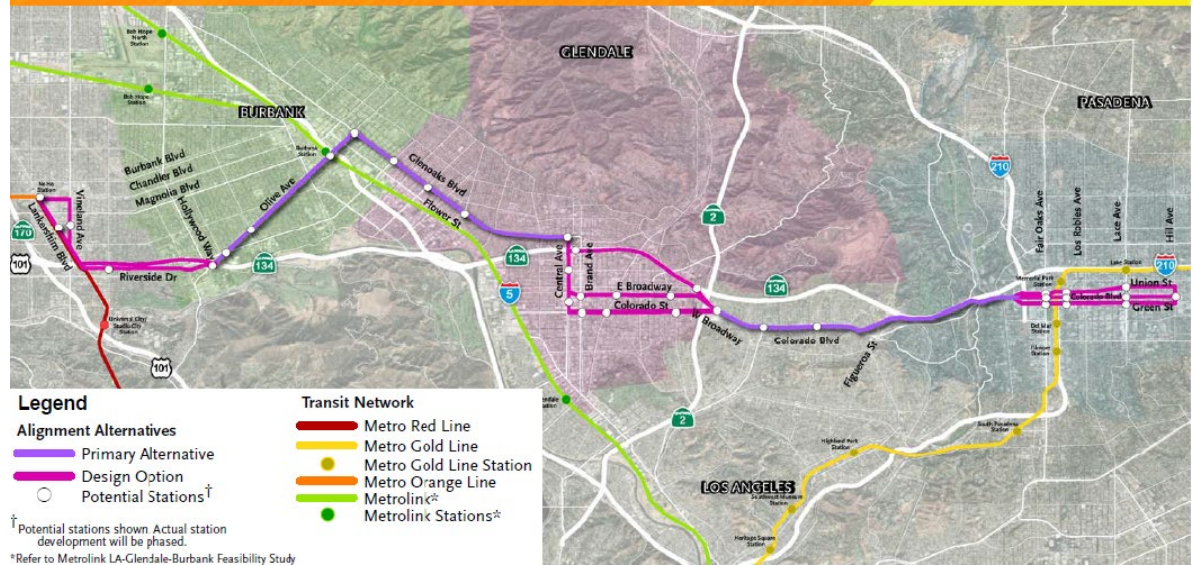
NoHo to
Pasadena Bus
Rapid Transit

Glendale
Street Car

New Metrolink
Station at
Grandview/
Sonora

Accommodate the Future

Refined Primary Alternative



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Near-term – Central Av

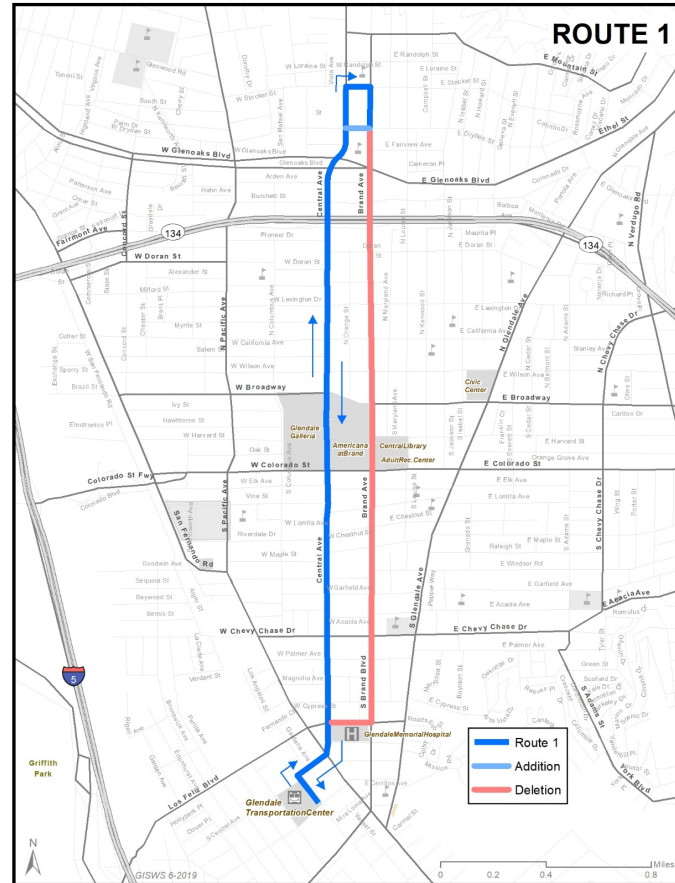
Near-term proposals are within 0-1 year

Combine Beeline 1 & 2 on Central Avenue

Increase weekday and weekend frequency to every 10 minutes *at minimal cost*

Central Avenue for local bus service

Brand Boulevard for regional bus service





Near-term – New Route 8

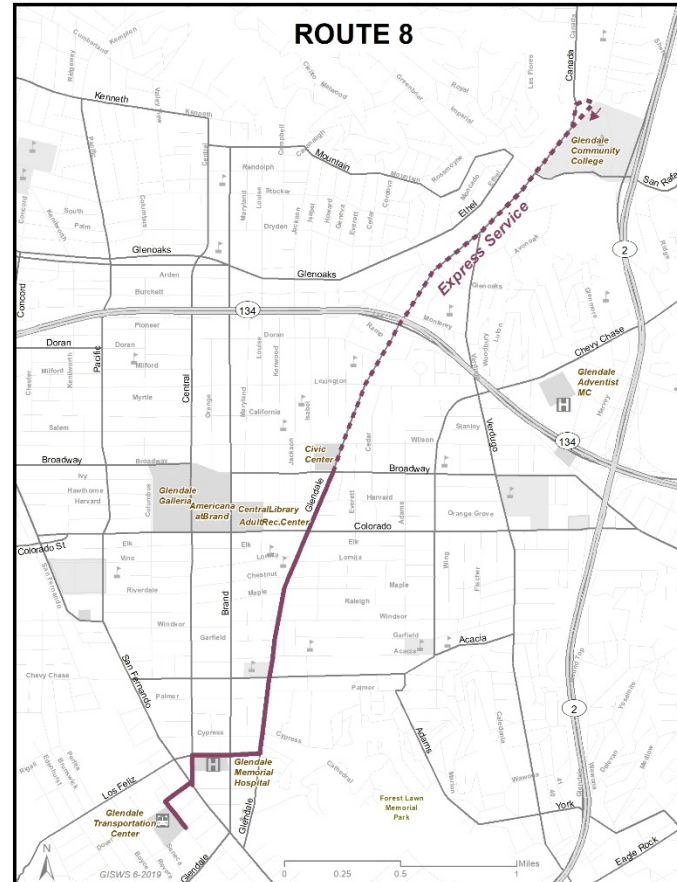
S. Glendale Avenue is unserved by Beeline

Connection from GTC to Civic Center and GCC

Express service north of Broadway (Beeline 3 and 7)

Frequency every 20 minutes weekday and Saturday

Discontinue Route 32 (Downtown to GCC) due to declining ridership and low productivity



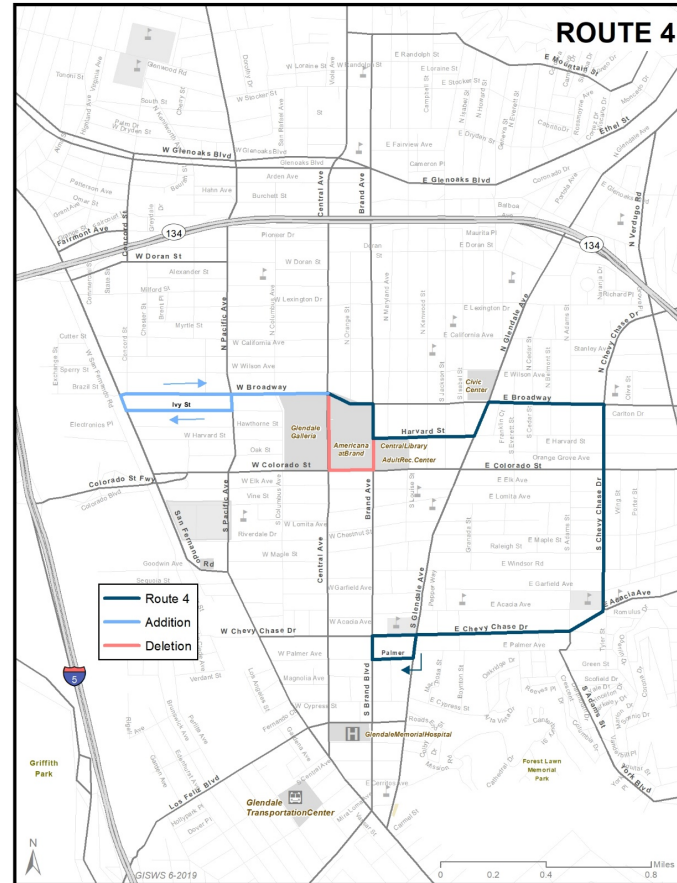


Near-term – Route 4

Increase frequency to every 15 minutes on weekdays, every 20 minutes on weekends

Extend to San Fernando Road for connections with Metro routes coming from northwest

Streamline route through Downtown to improve travel time





Near-term: Evenings

Two pilot programs

Pilot A: service until 10:15 pm Monday through Thursday nights in fall and spring semesters on Routes 3, 7, and 8 serving GCC-Verdugo; service until 8:30 pm on Route 4 serving GCC-Garfield

Pilot B: extend service until 10:15 on Friday and Saturday nights on all local routes (Routes 1 through 8) to serve 18-hour city



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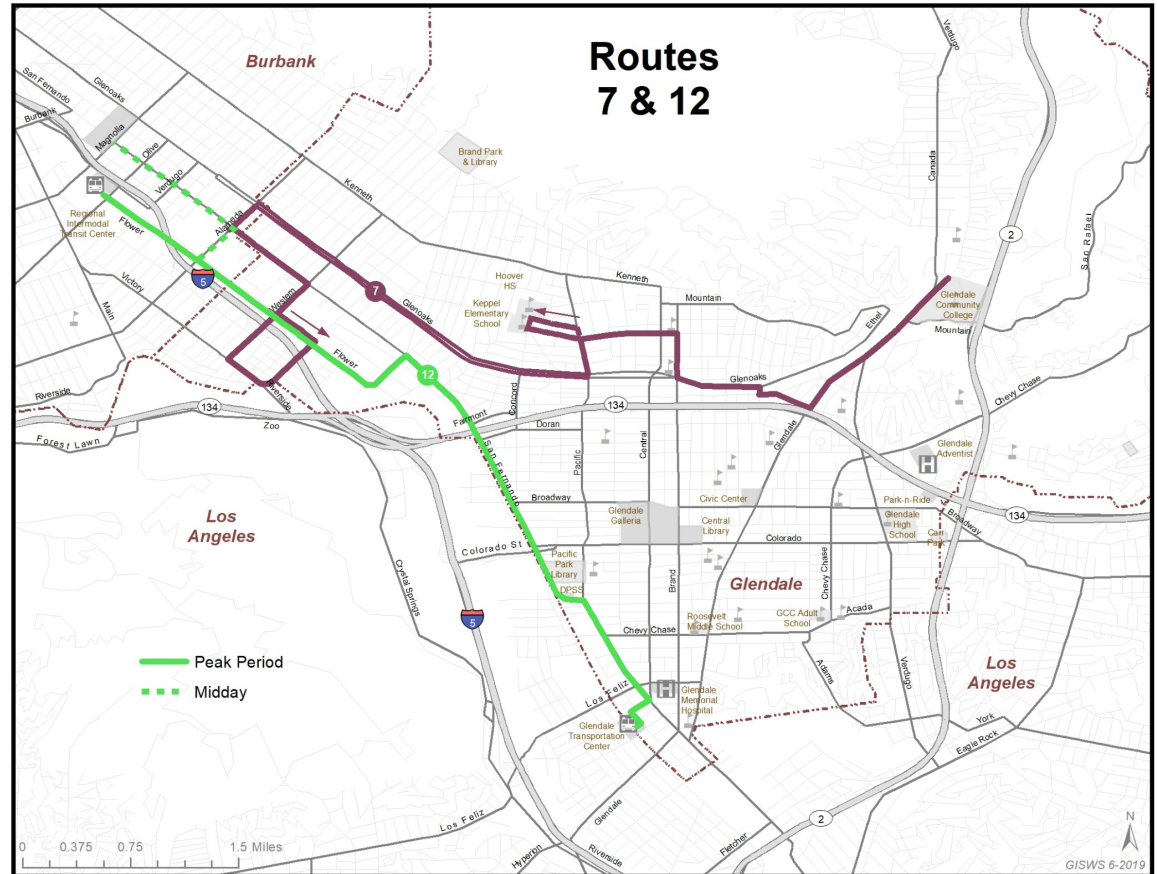


Near-term: Route 12

Route 12 meets trains at Glendale and Burbank stations during peak periods

Introduce midday service from GTC to downtown Burbank

Provides midday travel options for Disney workers along Flower St.





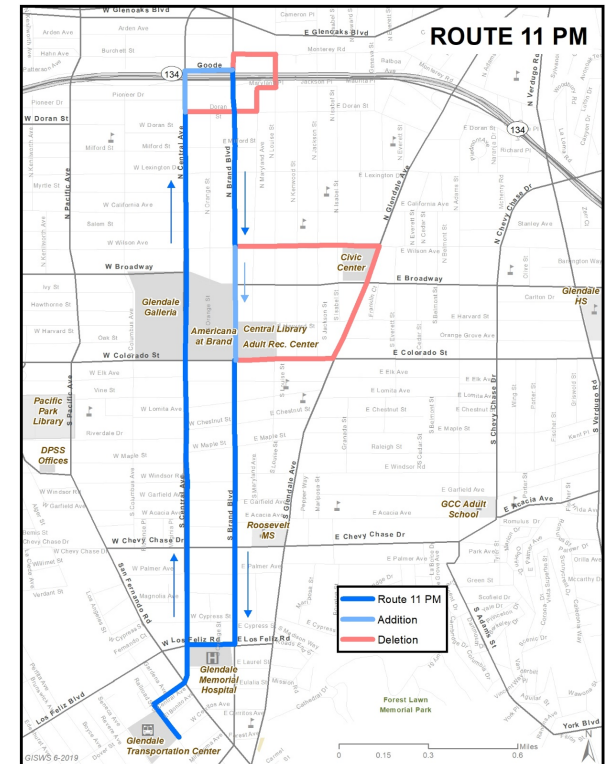
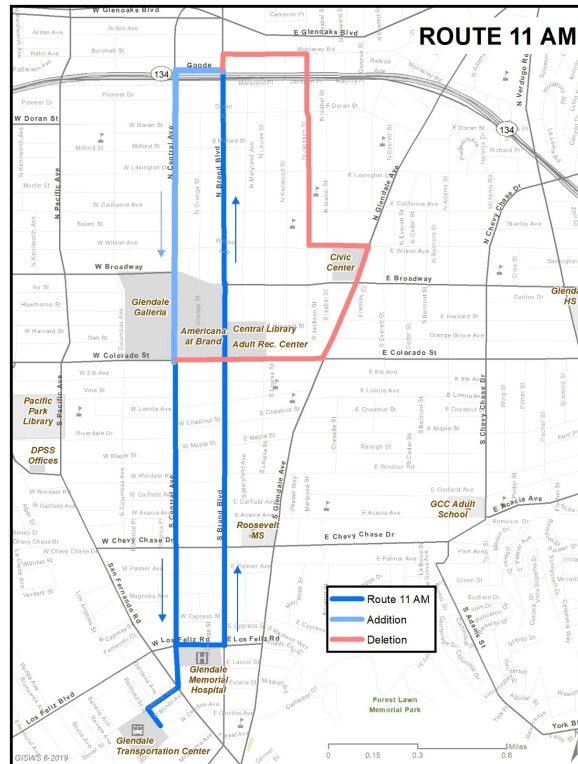
Near-term: Route 11

Route 11 meets trains at GTC during peak periods

Proposal is to operate along Brand and Central only

83% of riders board or alight along Brand Boulevard

New Route 8 provides direct service between GTC and Glendale Avenue





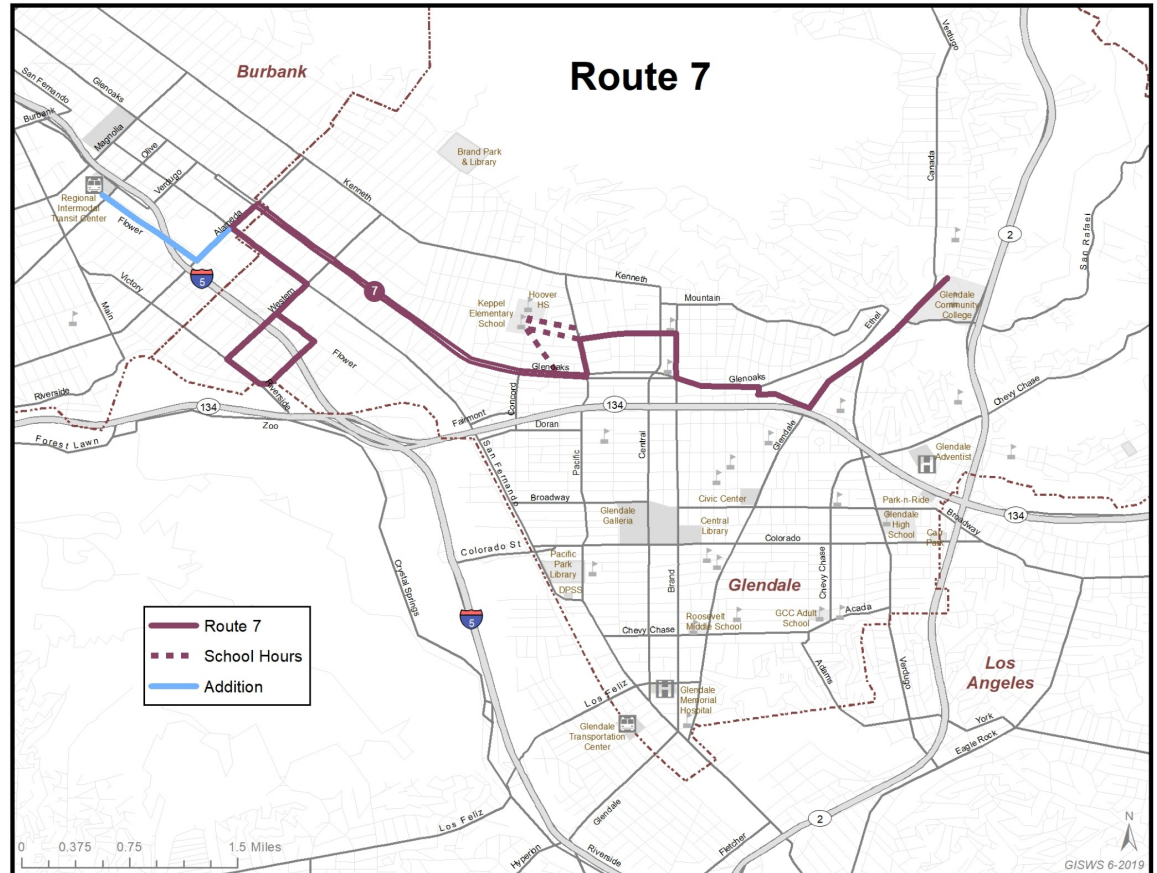
Near-term: Route 7

Restructure service at Hoover HS

Run deviation to high school (dotted line) at school bell times only

Return to Glenoaks westbound via Kenilworth instead of Pacific

Transfer available to Route 5 during the day





Near-term: Innovations

Two Pilot Projects

A. Design MicroTransit program for Far North Glendale and nearby areas, north of Foothill Blvd.

B. Continue discussions with Metro re its U-pass program

Need to keep revenue whole (= 33% increase in ridership among GCC students)

Need for sufficient capacity if ridership increase is realized





Mid-term: Bus-only lanes on Central Avenue

Studies have called for signal priority and bus-only lanes

Central Avenue will have 10-minute service

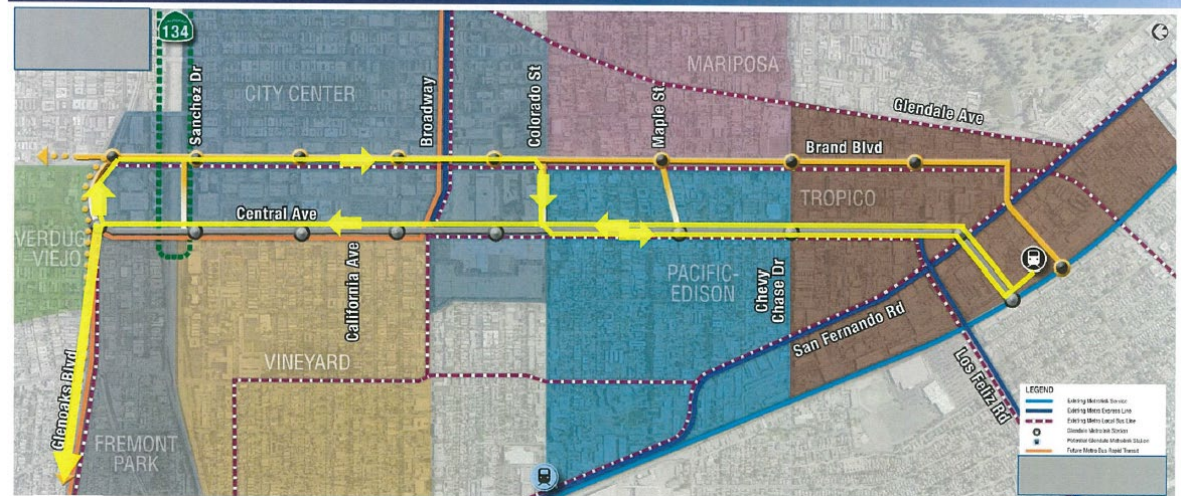
Bus-only lanes in both directions – options:

Stocker-San Fernando

Glenoaks-Colorado

Precursor to Street Car

Exhibit 1-Alternative 1 - Central/Brand Loop





Mid-term: Foothill Blvd.

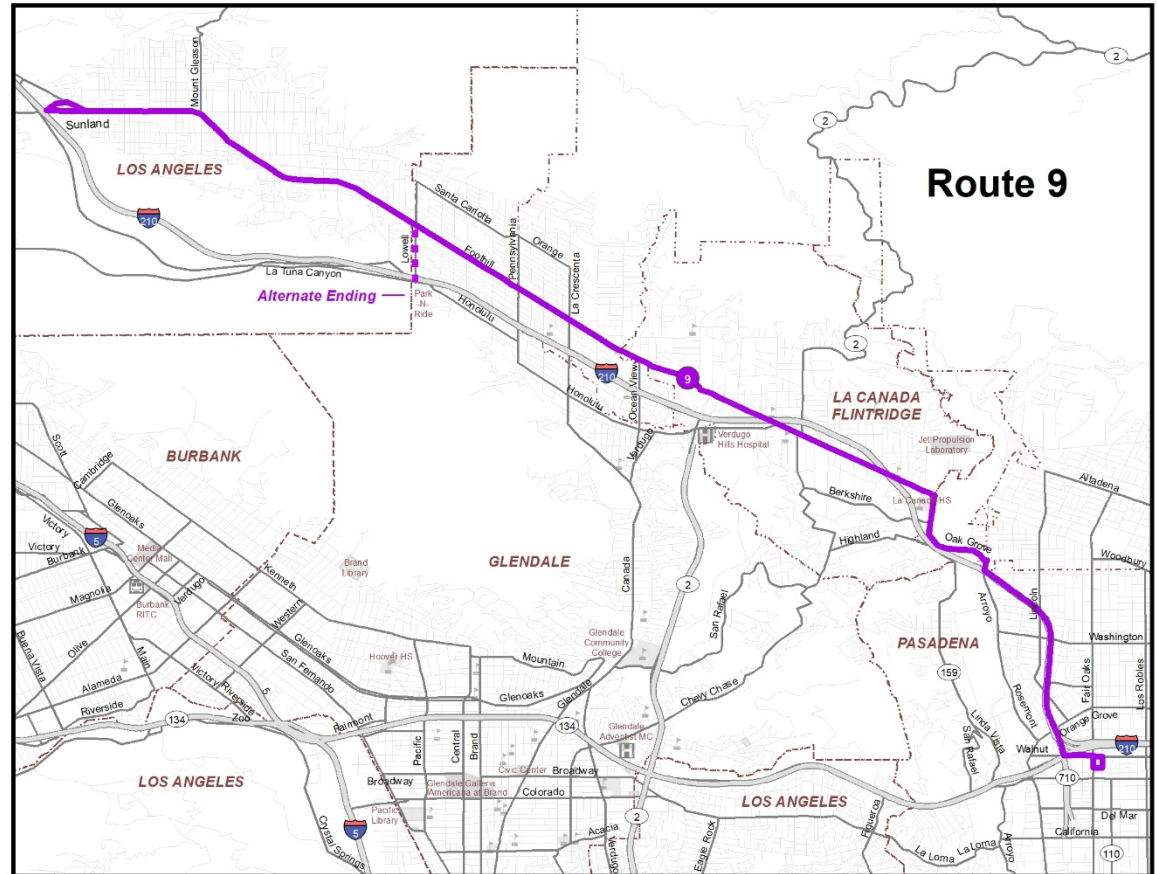
Metro travel data show that Foothill Blvd. residents travel primarily within the corridor - no through service now

Proposed route between Sunland/Tujunga and Pasadena

Connection to Gold Line Memorial Station

Alternate western terminus could be Lowell

Requires cooperative funding among cities and LA County

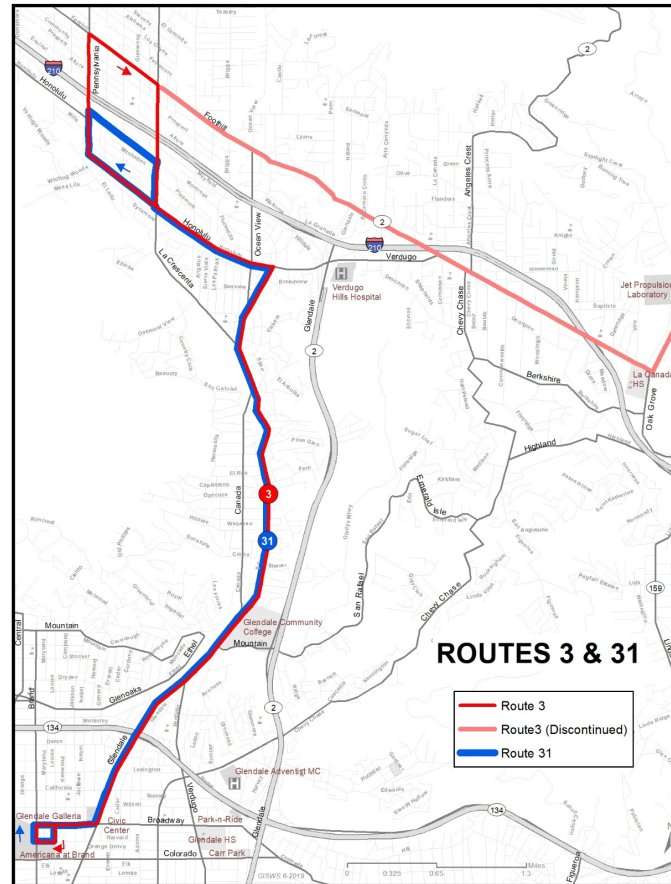


Mid-term: Foothill Blvd.

If Route 9 is implemented, then Route 3 would be shortened to avoid duplication

Route 31 (Saturday only) would be unchanged

LCF Shuttles (Routes 33/34) would be unchanged





Costs

If all near-term recommendations are adopted:

+\$2.1M net annual operating cost increase

+\$1.8M capital costs (one-time: 3 new buses)

If all mid-term recommendations:

+\$1.7M net annual operating cost increase

+\$4.8M capital costs (one-time: 8 new buses)





Next Steps

Public outreach to obtain input on recommendations

Prioritization based on available funding

Revised recommendations next month

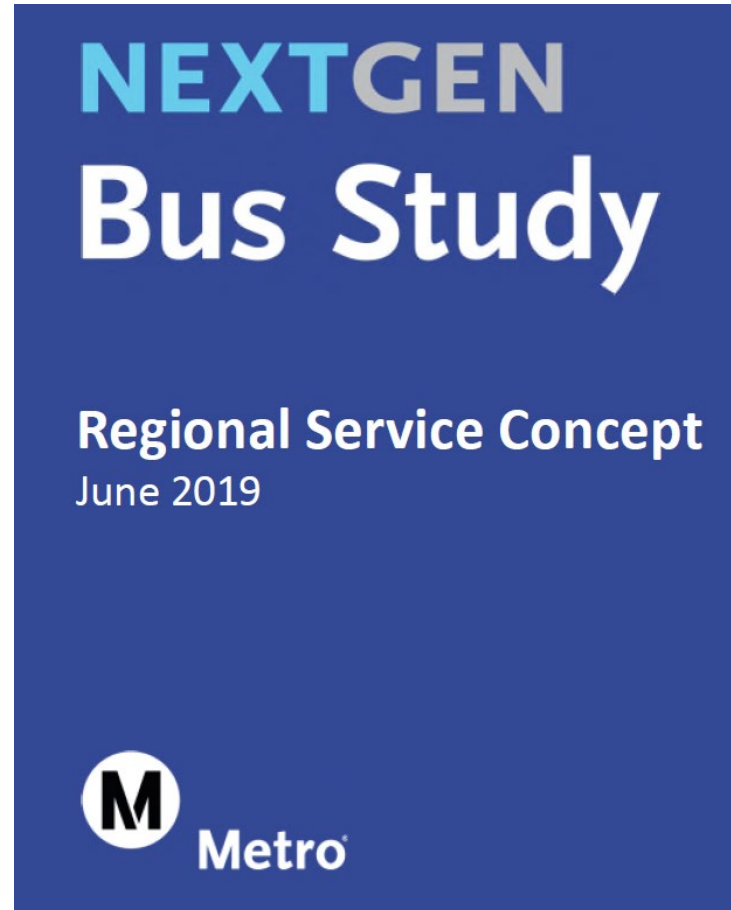


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Still to Come: NextGen

- Discussions with Metro re options under consideration for NextGen
- No final recommendations yet
- Adjustments may be appropriate, depending on final NextGen report



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Questions?