

Beach Cities Transit Services Study



Public Outreach Summary Report

April 2023

Prepared By:

J | C | L CONSULTING
GROUP

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A. Overview

The City of Redondo Beach's ("City") Beach Cities Transit ("BCT") Transit Services Study ("Study") solicited public input and feedback to help develop recommendations for improving Short- and Long-Range Service Plans and Strategic Planning with Zero Emission Bus Implementation. BCT provides fixed-route and dial-a-ride services (with dial-a-ride services branded as the WAVE) to the Beach Cities area of Los Angeles County. Public outreach components of this Study focused on engaging bus and WAVE riders, transit service partners, and non-riders in and around Redondo Beach, Manhattan Beach, Hermosa Beach, El Segundo, and near Los Angeles International Airport (LAX). The following is a summary of the City's public outreach and community collaboration efforts that took place throughout the Study.



B. Public Participation Plan

A kickoff meeting and early team check-ins enabled JCL to fine tune the outreach goals and deliverables for the Study before finalizing a detailed Public Participation Plan (PPP). Background data was collected from BCT related to the service areas, partner agencies, key stakeholder groups, and relevant news to assist with the development of the outreach approach. The PPP served as a blueprint document for public engagement to guide Team meetings, Database, Website, E-comms, Community Events and timelines. The final draft of the document can be found in the Appendix.

Project Timeline

Public outreach for the Study began in Spring 2022 and concluded in Spring 2023, with a final technical report in Summer 2023. Two minor modifications were made to the original timeline during the course of the Study in order to maximize public participation:



1) The Study duration was extended from Spring 2023 to Summer 2023 to allow time for further technical analysis.

2) A Public Town Hall Meeting that was originally planned for Fall 2022 was exchanged for a Spring 2023 pop-up event at the 40th annual "Springfest" in Redondo Beach, where public reactions to the final recommendations were solicited.

C. Branded Collateral Material

JCL applied the City's style guidelines to develop vibrant collateral materials that reflected the intent and goals of the Study.

Fact Sheet Social Media Assets

Email Headers Print Ad

Website Presentations

Flyers Poster Boards

All materials were designed with a common 'look and feel' so audiences would recognize official communications of the Study. An overview fact sheet, available in English and Spanish, was used as the primary handout, which outlined the Study's objective, timeline, and how to participate. Fact sheets were disseminated online (project website and social media), handed out at in-person community engagement events, and included in focus group and technical working group presentations.



D. Website

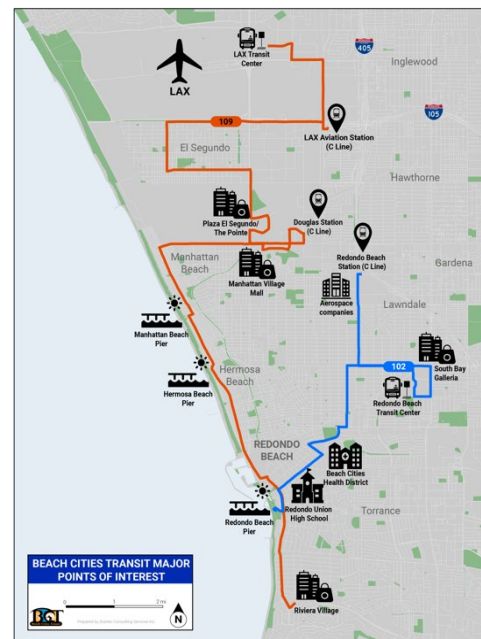
JCL/Stantec built and hosted www.BCTServicesStudy.com in English and Spanish to serve as the central portal for all information. JCL conducted ongoing reviews and updates to remain in step with the developments of the Study. The website remains active for the duration of the Study to allow visitors to 'Leave a Comment' and opt-in to the database for ongoing general information from BCT. The site contained the following information:

Fact Sheet Survey

Maps

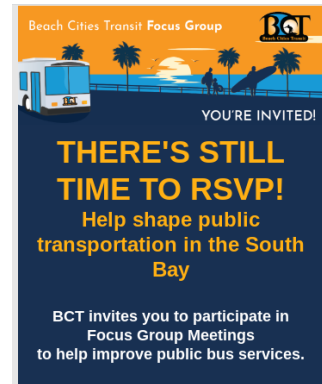
Timeline Leave a Comment

Contact Events



E. Notifications & Stakeholder Database

Public notifications for meetings and events began 3-4 weeks in advance via email (Constant Contact) and Social Media (Twitter). Relevant materials were made available for download and emailed to participants of virtual meetings. Traditional outreach methods were utilized to ensure equal access to project information via e-blasts, collateral materials, website, electronic and printed surveys in English and Spanish, and available in non-digital print format upon request.



Stakeholder Database

A comprehensive and reliable database is critical to ensuring proper community outreach. The stakeholder database for BCT grew throughout the course of the Study with each meeting and community event. The database is included in the Appendix E: Final Stakeholder Database.

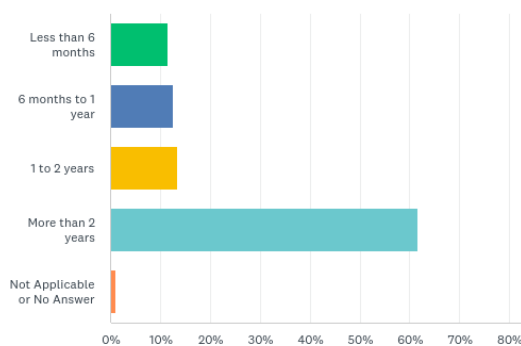
Local Government	Schools
Hotels	Chambers of Commerce
Businesses	Advocacy Service
Transit Stakeholders	Special Needs

F. BCT Survey Engagement

The primary focus of public outreach for this Study was a comprehensive survey to support the technical team's efforts in assessing travel habits, needs, and interests of the traveling public. The survey was launched early in the Study process so that feedback from the community could be integrated into the service plans and recommendations. A total of **280 validated surveys** were collected online from June to August 2022, in addition to **337 transcribed comments** and reactions to survey questions and display boards at live events, for a total of 632 "total responses". The online survey was promoted through various online and media sources, as well as e-blasted to known stakeholders.

How long have you been riding Beach Cities Transit?

Answered: 104 Skipped: 191



The survey (administered through Survey Monkey) effectively captured important feedback from BCT riders, WAVE riders, and non-riders that helped guide technical aspects of the study.

Analysis of the survey results offers insights into ridership motives, perceptions, and opportunities for improving and increasing BCT and WAVE usage overall. Detailed survey analysis reports are in the Appendix.

Survey Findings

The online survey was broken into three subsets: BCT Transit Rider; WAVE Dial-A-Ride Customer; and Non-Rider. Based upon responses, it was determined that respondents were split evenly between Riders/Customers (146 of 295) who used BCT services in the past 3 years and non-Riders (149 of 295), who have not used any BCT services in the past 3 years. Questions posed to Riders/Customers pertained to methods, frequency, purpose, and preferences about their current experience in using BCT services. Non-Riders were queried to determine their awareness, familiarity, and likelihood to use BCT services in the future. All respondents were asked to provide a home zip code, personal demographics, and their current transportation habits. The complete survey analysis is presented in Appendix F: BCT Survey Engagement (Rider Survey in Appendix F: Section 1.1, WAVE Rider Survey in Appendix F: Section 1.2, and Non-Rider Survey in Appendix F: Section 1.3).

BCT and WAVE Rider & Customer Satisfaction Highlights

A multi-part question on overall rider satisfaction was asked of BCT Riders and WAVE Users that allowed respondents to rate their range of contentment with service (see Appendix F: Figure 12; Figure 26).

- A strong majority of BCT fixed route respondents expressed that they were either **Satisfied or Extremely Satisfied** with times spent onboard the bus, value for fare paid, bus cleanliness and comfort, personal safety on the bus/at stops, and their overall experience.
- WAVE customers who completed the survey expressed **general satisfaction** with travel times and hours the WAVE service is available, while some respondents expressed dissatisfaction with the registration process for the service.

Non-Rider Feedback Highlight

A multi-part question posed, “What factors would encourage you to ride BCT more often?” to non-BCT Riders. In line with responses given during in-person engagement, the majority of respondents to the survey stated that having more information about BCT services was the determining factor (See Appendix F; Figure 33). Plus, 85% agreed or strongly agreed that public transit is an important service for the community (See Appendix F; Figure 32).

Demographic Information (Optional Questions)

Overall respondent demographics skewed female (60%), white or Caucasian (63%), and over 35 years old with under 35 (Under 18, 18-24, and 25-34) making up only 21% of respondents. Respondents overwhelmingly indicated household incomes greater than \$75,000 with only 15% indicating a household income below \$75,000. This largely aligns with the demographics of the overall service area, where the majority of South Bay residents are over 35 years of age (with a median age of 40), 66% of residents identifying as white or Caucasian, and median household income above \$75,000 (specifically \$125,000).

Comparative analysis of respondents relative to the demographics of census data against the City of Redondo Beach may be accomplished at <https://www.city-data.com/city/Redondo-Beach-California.html>.

G. Public Outreach

Three virtual public *Focus Group Meetings (3)* were conducted over a three-week period in July 2022. Participants were recruited through targeted outreach, social media, and invitations to organic stakeholders. During the 75-minute sessions, participants were presented with information related to



existing BCT performance, as well as challenges and opportunities for public transit to be improved. The structure of the meetings was designed to capture the opinions and preferences of a diverse stakeholder group, including business groups, employees, commuters, seniors, students, parents, caregivers, community-based organizations, and non-profit organizations.

Three live *Pop-Up Engagements (3)* engagements were conducted by study team members at the Metro C (Green) Line Douglas Station, Redondo Beach's Farmers Market, and the 40th Annual Springfest '23 in Redondo Beach. These bilingual (English and Spanish) engagements included dedicated survey time with incentivized participation. The City of Redondo Beach also conducted five hyper focused engagements at senior centers and Farmers Markets.

General Outreach Analysis

BCT's ability to affect ridership by employing broader information and awareness campaigns was a common theme repeated through each channel of engagement during the study's public outreach efforts. Focus group participants, pop-up attendees, and survey respondents made varying statements demonstrating their lack of knowledge services offered by BCT.

- "I would ride more if I had more information."
- "I would ride more if I felt more comfortable".
- "I would ride more if the bus went to more places." – Respondents did not know the location of bus stops, tying back to lack of information and awareness. Example: A vast majority of the weekly Redondo Beach Farmers Market attendees interviewed were unaware of two bus stops there at venue.
- BCT riders who regularly use the bus lines expressed dismay about irregular service. NOTE: This observation must be measured against low post-COVID ridership.
- Bus stop amenities such as lighting, benches, and shelters are highly ranked enhancements identified by study participants in every channel of engagement.
- Older Adults are incredibly open to participating in mobility training for greater independence and improved quality of life.



Date	Event	# of Participants/ Responses Collected	Purpose
5/20/2022	City Engagement: Manhattan Beach Senior Fair	7 comment cards	Promote the BCT Survey and engage with the Beach Cities residents
7/12/22	Focus Group #1: Businesses	5 attendees	Engage in a robust discussion with businesses and businesses groups
7/14/22	Pop-up: Douglas C Line Station	88 comments & reactions	Promote survey responses and engage with transit users
7/19/22	Focus Group #2: Seniors, Students, Caregivers	7 attendees	Engage in a robust discussion with seniors, students, and caregivers
7/20/2022	City Engagement: Redondo Beach Senior Open House, Veterans Park	1 comment cards	Promote the BCT Survey and engage with the Beach Cities residents
7/21/22	Pop-up: Redondo Beach Farmers Market	74 comments & reactions	Promote the BCT Survey and engage with the Beach Cities residents
7/22/2022	City Engagement: Hermosa Beach Farmers Market	21 comment cards	Promote the BCT Survey and engage with the Beach Cities residents
7/26/22	Focus Group #3: Organizations	8 attendees	Engage in a robust discussion with seniors and community stakeholder groups
7/27/2022	City Engagement: Redondo Beach Senior Open House, Perry Park	7 comment cards	Promote the BCT Survey and engage with the Beach Cities residents
8/11/2022	City Engagement: El Segundo Farmers Market	8 comment cards	Promote the BCT Survey and engage with the Beach Cities residents
4/15/23	Pop-up in lieu of Public Meeting: Redondo Beach Springfest 2023	91 comments & reactions	Solicit public feedback to the final Recommendations

H. Technical Working Group Meeting

In addition to gathering feedback from transit riders, the study engaged with a group of transit service operators to brainstorm future routes, stops and connection solutions that would promote optimal efficiency and the greatest success in the South Bay Region for providers and riders alike. The

Technical Working Group Meeting was held virtually on August 10, 2022. Chief among topics of discussion included presenting draft service recommendations for initial feedback, including routing changes to Line 102 and 109 and the proposed summer beach bus along Manhattan Beach Blvd. The session also discussed how to increase WAVE ridership and awareness. Technical Working Group participants provided a voice and perspective on their local communities and how BCT could better serve their communities to improve mobility, or how BCT can work with other transit agencies to improve overall mobility and accessibility in the South Bay.

The group formed to advise the study consisted of an 8- member group, representing transit agencies and municipalities in the region, including:

- City of Redondo Beach
- City of Manhattan Beach
- City of Hermosa Beach
- City of El Segundo
- Torrance Transit
- LA Metro
- GTrans
- Palos Verdes Peninsula Transit Authority (PVPTA)

A summary of the discussion grouped by discussion topic is presented below.

Fixed route key discussions

- Considerations for alternate routing of Line 102 were discussed to route trips leaving RBTC along Ripley past Adams Middle School. Ripley was determined to not be an ideal street for transit as it is a hilly residential collector. The Redondo Beach Council Member did indicate support for the proposal and support from constituents in that area.
- The proposed route realignment to Line 109 would no longer provide access to Plaza El Segundo as there is no stop along Sepulveda SB. The Metro representative provided insight on previous attempts by Metro to get a southbound stop along the west side of Sepulveda, across from Plaza El Segundo. Issues due to access to the oil refinery blocked the attempt. There was general support for this realignment considering ridership levels and the benefits of streamlining to the overall route, with the general consensus being that the positives from streamlining the route outweigh the negatives of removing these underutilized stops.
- Additional context for the origins of the Line 109 detour along Rosecrans was provided by the Manhattan Beach representative. Originally requested to provide direct service to the Manhattan Village Mall and near the senior community on Parkview Ave, there was a consensus that the streamlining and elimination of this detour was warranted.
- Service recommendations for Line 102 to take over the southern portion of Line 109 from the Redondo Beach Pier to Riviera Village, with Line 109 terminating at the pier were proposed in this technical working group. The representative from Torrance Transit shared their operational experiences with multiple buses

serving the pier. Due to limited curb space at the pier, Torrance Transit experiences challenges with Lines 3 and 7 buses needing to maneuver within the limited space. Discussion of dedicating additional red curb was brought up as well as the operational importance of proper scheduling. Further explanation of this service change can be found in Section 5.1.2.

- The proposed addition of an east-west route focused on beach service was discussed with this group. Generally well received, the idea of a pilot with the potential for a permanent route was discussed. The service recommendation for this route can be found in Section 5.4.

WAVE key discussions

- Outreach and marketing of WAVE services were discussed at length in this working group. It was identified that if senior populations are widely unaware of the WAVE, it is the responsibility of Beach City partners to engage their local populations. Uncertainty of key partnerships between BCT/WAVE and organizations like Beach Cities Health District to promote LA Metro's *On the Move Riders Program* was brought up. Discussion of outreach and engagement with WAVE-eligible residents can be found in Section 5.3.1 with further elaboration in Section 6.4.
- Considerations for expanding WAVE service to the general public as a late-night service were proposed. A representative from Hermosa Beach noted that an on-demand service would likely be popular on nights and weekends in downtown Hermosa Beach as a way to get home safely after a night out. The representative from PVPTA pointed out that evening service could avoid the challenges other all day on-demand services have run into with high demand from students after school. Further discussion of WAVE service considerations can be found in Section 5.3.2.

J. Comments Log

337 transcribed comments and reactions to survey questions and display boards were captured throughout the comment portion of the Study. Many of the comments amplified sentiments of the Study Team and Technical Working Group participants, largely related to a lack of awareness and education about BCT and the services they offer. All comments are noted in Appendix G.

Sampling of Summarized Comments

1. A Participant stated that more easily accessible printed materials available in businesses (grocery stores were mentioned) regarding BCT services and bus schedules would encourage them to consider using BCT more often.
 - a. See Section 6.4 in TSS 2 for recommendations related to enhancing public awareness.
2. A Participant, like some stated in pop-up events, mentioned just generally having better line connections to places they may consider going. The "limitation" of the routes prevent them from exploring the region more utilizing BCT.
 - a. See Section 5.4 in TSS 2 which discusses expanded services, and see Section 6.2 in TSS 2 for recommendations related to regional connectivity.


3. A Senior stakeholder discussed their desire to start using the service regularly - both fixed line and possibly Dial-a-Ride - in the future. When the stakeholder was given a description of “travel training”, they stated that they would find it beneficial and a training they would definitely use.
 - a. See Sections 5.3 and 6.3.2 in TSS 2 for recommendations related to travel training.

I. FINAL RECOMMENDATIONS



On April 15, 2023, a pop-up engagement at the 40th Annual Springfest was the backdrop of the final public engagement to publicly announce the Study team's final Recommendations. Stakeholders were provided with an opportunity to provide input on the Recommendations, ask questions, and comment by placing green and red dots on graphic boards and maps of the proposed changes. To incentivize participation, a prize wheel, a "selfie" photo station, and fun giveaways were offered. A total of 91 written comments and reactions were captured at the final public event, with several hundred more visitors who were exposed to BCT, with respect to marketing and general awareness. Final recommendations were posted to the project website for public comment. Eblasts and Twitter posts went out to the BCT database and followers to encourage the public to 'Leave a Comment'.

Beach Cities Transit Services Study



What is a Transit Services Study?

- Review and optimization of transit service
- Planning effort separate from recent service changes
- Planning for zero-emission bus transition
- Opportunity for you to provide input for the future of BCT

Why are we doing this study?

Projects like the LAX People Mover, C Line Extension, and the South Bay Galleria Redevelopment will change how we travel and where we travel to in the South Bay. So we need to plan to align mobility services and bus lines to better meet the needs of current and potential riders.

Project timeline:

Spring 2022	Assess Existing Conditions
Spring/Summer 2022	Prepare Needs Analysis
Summer 2022	Identify Service Opportunities
Fall 2022	Infrastructure and Zero Emission Bus Planning
Spring 2023	Public Outreach
Summer 2023	Final Report

For more info:

BCTServicesStudy.com | BeachCitiesTransit.org | BCTServicesStudy@gmail.com

We found that:

- Fixed-route ridership since 2014 has been declining, and fixed-route ridership is ~80% of pre-COVID levels
- Ridership on Line 102 remains below pre-COVID on weekdays, but weekend ridership has surpassed pre-COVID levels. Ridership on Line 109 is still below pre-COVID levels both on weekdays and weekends indicating the potential for growth
- Routes are generally infrequent, indirect and can be hard to understand
- Metro eliminated Line 126 on Manhattan Beach Blvd leaving a gap in east-west service
- WAVE ridership is about 70% of pre-COVID ridership levels, meaning the WAVE has additional capacity to carry more riders

We heard that:

- Most people are unfamiliar with BCT, its brand, its services, and where to ride (75% of non-riders have never used BCT)
- 75% of riders want more frequent service, 28% want faster service, and 55% want later weekend service
- People primarily ride for entertainment, recreation, and go to the beach, and taking the bus for shopping errands was also common among riders
- Those who don't ride indicated the bus doesn't come often enough or operate late enough

Key recommendations:

- More frequent service and straighter bus lines
- New summer bus line on Manhattan Beach Blvd
- Collaborate with neighboring beach cities to better align development and transit service
- More robust outreach and marketing of BCT and WAVE services to raise awareness and ridership
- No service changes recommended for the WAVE
- Increase travel training opportunities to broaden transit appeal
- Transition to an entirely zero-emission fleet by 2040. This can eliminate 1,400 tons of CO₂ each year—equivalent to removing 304 cars on the road each year!

Beach Cities Transit Services Study

We want to hear from you! Please provide your feedback to Recommendations A-E: **Green = support** **Pink = oppose**

BEACH CITIES TRANSIT ROUTE PROPOSALS

- Line 102 existing
- Line 102 proposed
- Line 109 existing
- Line 109 proposed
- Proposed Manhattan Beach Blvd. route
- Transfer center
- Service area
- WAVU service area
- WAVU satellite locations

A Re-route Line 109 to serve the LAX Automated People Mover and Airport Metro Connector Station in 2025
WHY? Provide direct connection to LAX and other transit services at the new Connector Station.

B Straighten Line 109 along Rosecrans and Sepulveda around Manhattan Village Mall
WHY? Addresses rider requests for more direct service, straighter lines mean that travel times will be shorter to reach LAX, few riders use stops on these segments. Line 109 still provides access to The Pointe, Plaza El Segundo, and businesses along Rosecrans Ave.

C Consider new summer bus service along Manhattan Beach Blvd, between the Redondo Beach C Line Station and the Manhattan Beach Pier
WHY? Fills in gap after Metro discontinued Line 126, addresses requests from the public to provide service along Manhattan Beach Blvd, serves destinations like the Polliwog Park, Performing Arts Center, and other recreation areas on Manhattan Beach Blvd.

D Extend Line 102 south from the Redondo Beach Pier to Riviera Village and re-route Line 109 to terminate at the Pier
WHY? Creates a new transfer hub at the Pier, enabling easier transfers between 102 and 109 and Torrance Transit, provides easier access to the Pier and Veterans Park Senior Center from Line 109, creates one-seat ride for South Redondo students, and improves access to the newly opened Redondo Beach Transit Center and South Bay Galleria.

E Maintain the Dial-A-Ride services for Redondo Beach and Hermosa Beach with increased marketing and awareness (travel training) programs
WHY? There were no substantial comments about the Dial-A-Ride. The curb to curb system adequately services the cities.

We're proposing to make service more frequent and convenient! Over the next 5 years...

102 will have more frequent weekday service, more frequent Sunday service, and operate longer on Sundays

109 will have more frequent weekday service during AM and PM peak periods

Each recommendation and how it was received by the public is summarized below.

- Recommendation A: re-route Line 109 to serve the LAX Automated People Mover and Airport Metro Connector Station in 2025 to provide a direct connection to LAX and other transit services at the new Connector Station. Out of 13 total reactions, 92% of responses support this recommendation.
- Recommendation B: straighten Line 109 along Rosecrans and Sepulveda around Manhattan Village Mall, to address rider requests for more direct service and a quicker travel time to LAX. This recommendation removes service to stops that see very few passenger boardings and still maintains access to The Pointe, Plaza El Segundo, and businesses along Rosecrans Ave. 100% of respondents at Springfest support this recommendation.
- Recommendation C: consider new summer bus service along Manhattan Beach Blvd., between the Redondo Beach C Line Station and Manhattan Beach Pier. This fills in a gap in service left after Metro discontinued Line 126, addresses requests from the public to provide service along Manhattan Beach Blvd., and serves many entertainment and recreational destinations like Polliwog Park and the Performing Arts Center. Reception from the public at Springfest was very supportive of this recommendation, with 27 total respondents, 100% of which support this recommendation.
- Recommendation D: extend Line 102 south from Redondo Beach Pier to Riviera Village and re-route Line 109 to terminate at the Pier, creating a new transfer hub at the Pier which enables easier transfers between Line 102 and Line 109 and Torrance Transit. This also provides easier access to the Pier and Veterans Park Senior Center from Line 109, creates a one-seat ride for South Redondo students, and improves access to the newly opened RBTC and South Bay Galleria. 100% of respondents at Springfest support this recommendation.
- Recommendation E: maintain the WAVE DAR services for Redondo Beach and Hermosa Beach with increased marketing and awareness (travel training) programs, as there were no substantial comments about the WAVE in previous outreach activities. The curb-to-curb system adequately services the cities. 59% of respondents support this recommendation.

Overall, these responses show a high level of support and excitement for implementing the proposed recommendations, while reactions to Recommendation E present an opportunity for more targeted outreach regarding the WAVE to understand specifically why there is more opposition to this recommendation compared to the other recommendations.

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APPENDIX

- A. Public Participation Plan
- B. Branded Collateral Materials
- C. Focus Group Presentation
- D. Technical Working Group Presentation
- E. Final Stakeholder Database (w/ highlighted participants)
- F. Survey Results
- G. Transcribed Comments
- H. Public Meeting Pop Up Project Boards

APPENDIX A: PUBLIC PARTICIPATION PLAN

PUBLIC PARTICIPATION PLAN

Beach Cities Transit: Transit Services Study

April 2022 DRAFT (revised 4/25/2022)



PUBLIC PARTICIPATION PLAN

This Public Participation Plan (PPP) will serve as a blueprint and guiding document for how public engagement will be managed for the Beach Cities Transit (BCT) Transit Services Study (the Study) for the City of Redondo Beach (City). JCL Consulting Group (JCL) will engage a broad and multilingual representative sample of the community to build public awareness about the Study and to gather meaningful input to inform technical alternatives. Each of the sections below expands JCL's role as the Outreach lead. The final draft of this document will be archived for record keeping.

- | | | |
|------------------------|-----------------------|---------------------|
| ➤ PDT Meetings | ➤ Webpage | ➤ Focus Groups |
| ➤ Stakeholder Database | ➤ E-communications | ➤ Townhall Meetings |
| ➤ Comment Log | ➤ Media Notifications | ➤ Summary Report |
| ➤ Branding | ➤ Surveys | ➤ Outreach Timeline |

1. Project Development Team (PDT) Meetings

Approach: City and Stantec will determine a list of PDT members. Stantec will coordinate monthly meetings to help guide the development of the Study. The role of this internal technical advisory group will be to provide perspectives and input to aid in the fulfillment of the Study goals by identifying existing issues and opportunities, sharing insights on community opinion and need, and providing feedback to help define the final Study. JCL will participate in key PDT meetings, as needed, to work effectively and in concert with the team. In addition, Stantec/JCL will arrange and lead outreach coordination calls with the City, as needed to achieve outreach goals and objectives outlined in this initial plan.

Lead: City/Stantec

Support: JCL

Timing: Project Kickoff Meeting, Feb 23, 2022; recurring PDT Meetings

Deliverable:

- JCL participated in Kick-Off Meeting and a PPP Meeting
- JCL will participate in recurring PDT Meeting(s) as needed
- JCL will hold outreach coordination calls, as needed

2. Stakeholder Database

Approach: JCL/Stantec will develop a contact list which will serve as the official stakeholder database for the Study. It will build upon existing lists provided by the City, which will be tiered by stakeholder type such as City Council, Sister Cities, Community Groups, and General Plan list.

APPENDIX A: PUBLIC PARTICIPATION PLAN

PUBLIC PARTICIPATION PLAN

Beach Cities Transit: Transit Services Study

April 2022 DRAFT (revised 4/25/2022)



Critical information collected will include post mail addresses for direct mailing and e-mail addresses for electronic notifications (or e-blasts). The database will also be used as a tool to document and track meeting participation, meeting notifications, public input, and other interactions with each contact. The following types of information will be collected in the database:

- | | | |
|----------------|----------------|----------------------------|
| ➤ First Name | ➤ Address | ➤ Record Source |
| ➤ Last Name | ➤ City | ➤ Date of Entry |
| ➤ Organization | ➤ State | ➤ Category |
| ➤ Department | ➤ Zip Code | ➤ Subcategory |
| ➤ Title | ➤ Phone | ➤ Notes |
| ➤ Email | ➤ Mobile Phone | ➤ Engagement Participation |

A comprehensive and reliable database will be critical to ensuring proper community outreach. Through ongoing outreach efforts, JCL will gather and add new contacts throughout the life of the Study.

Lead: City

Support: JCL/Stantec

Timing: Develop March – April 2022; maintained ongoing thereafter through February 2023

Deliverable:

- Draft and final Master Stakeholder Database
- Ongoing database maintenance throughout Study

3. Comment Log & Issues Matrix

Approach: In order to store any feedback collected and inquiries received, JCL/Stantec will develop a Comment Log & Issues Matrix. JCL, as directed by City, will log all comments and questions onto the team-shared drive. This tool will provide assigned team member(s) access to update, track and assess public interests, concerns and sentiment for alternatives development and reporting. JCL will develop the monitoring tool and maintain ongoing record for team use and providing additional summaries, as needed. Comments gathered will be shared with the City and Stantec throughout the engagement process, particularly at key milestones and used to inform the technical process.

All new contacts gathered from public comment will be recorded in this master database to ensure ongoing inclusion in the Study engagement process. JCL will work with City and Stantec to manage all inquiry responses. As needed, JCL can work with City staff to draft a set of standard responses for general inquiries and manage response to questions. JCL will continue to manage and update the database with contacts from the comment log to ensure all new stakeholders and interested parties are included in the engagement process going forward.

APPENDIX A: PUBLIC PARTICIPATION PLAN

PUBLIC PARTICIPATION PLAN

Beach Cities Transit: Transit Services Study

April 2022 DRAFT (revised 4/25/2022)



Lead: JCL/Stantec

Support: City

Timing: Develop template in April 2022; maintained ongoing through life of Study

Deliverable:

- Draft, final and share Comment Log & Issues Matrix template
- Maintain ongoing log updates throughout Study
- Present periodic log summaries following outreach milestone or as needed

4. Branding

Approach: JCL/Stantec will apply the City's existing Style Guide as the lead to develop a logo and other materials that align with existing branding. The City's brand style guideline has been added to the Team's shared drive. JCL will include concepts for the Study name, logo, website graphics, presentation templates, and imagery that reflects the intent and goals of the Study.

Lead: JCL/Stantec

Support: City

Timing: March – April 2022

Deliverable:

- Create draft and final branding, name, logo(s), slogan(s), url
- Branding in Mandarin and Spanish translations, as needed
- Develop templates for collateral, website, noticing, PowerPoint presentation, exhibits and other Study materials, as needed

5. Collateral Resources

Approach: JCL/Stantec will develop needed collateral, which will include basic information to provide stakeholders with a background and purpose and need for the Study among other information that tells the story through images and few words. An Overview Fact Sheet and Frequently Asked Questions (FAQ) will be designed chief among these materials; however, other print/downloadable resources may be needed to fully explain the Study and for public meeting announcements. All collateral will be designed with a common 'look and feel' so that community members recognize official publications of the Study. All material development will be a collaborative process with the City; however, the City will have full control over final product messaging and design/layout. JCL will provide translation services for collateral

APPENDIX A: PUBLIC PARTICIPATION PLAN

PUBLIC PARTICIPATION PLAN

Beach Cities Transit: Transit Services Study

April 2022 DRAFT (revised 4/25/2022)



resources as determined to be necessary following consultations with the City. Lastly and as needed, JCL will work with the City to refresh information collateral at the end of this first phase to ensure messaging is accurate and responsive to future Study development.

Lead: JCL/Stantec

Support: City

Timing: April 2022; update materials as needed

Deliverable:

- Final Overview Fact Sheet content/design
- Final FAQ content/design
- Final other collateral materials, as prescribed and within budget
- Translation for Overview Fact Sheet and any other collateral in the approved languages

6. Webpage Development

Approach: JCL/Stantec will build and host www.BCTServicesStudy.com to serve as a central portal for all information. This site will display accurate and pertinent information, including collateral material, maps, surveys, meeting flyers, and links related to the Study. If requested, JCL can have the site content translated into Spanish, Vietnamese, or other languages.

Throughout the Study's life, JCL/Stantec will conduct ongoing reviews of the webpage and make periodic recommendations to maintain the integrity and benefit of the site. The Study webpage may also serve as a means of collecting contact information from interested parties wanting to follow the Study and receive Study updates and meeting invites.

Lead: JCL/Stantec

Support: City

Timing: Website Outline March 2022; Launch April-May 2022; Updated content ongoing

Deliverable:

- Draft and final webpage content. JCL will assist with the development of webpage content.
- Facilitate launch of live webpage
- Periodic review and recommendations to refresh/update webpage content

APPENDIX A: PUBLIC PARTICIPATION PLAN

PUBLIC PARTICIPATION PLAN

Beach Cities Transit: Transit Services Study

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7. E-communications Tool Kit

Approach: An E-communications Tool Kit may be established, if deemed necessary, to facilitate and increase Study awareness and to support notification efforts for public surveys and public meetings. This tool kit would allow the City to cast a wider net and ultimately reach more community members throughout the greater Study area by extending engagement efforts to leverage well-established stakeholders, community groups and organizations, adjacent cities and relevant agencies. Using the tool kit, participating stakeholders will be able to share the Study's messages and announcements on their online communication platforms. The tool kit provides a menu of copy-ready text and links for stakeholders to incorporate into their websites, social media, newsletter, e-blasts or message networks. Email correspondence from the Study will come from BeachCityTransit@gmail.com (reserved). In conjunction with copy-ready text, graphics can be created (with City approval) and included that can be dropped into various social media platforms. These graphics would provide content to easily convey Study messaging. JCL can translate the tool kit into non-English languages to enhance reach into the local communities, as directed by the City.

To facilitate distribution, JCL/Stantec can also collaborate with City to designate a tool kit distribution list on the Stakeholder Database. JCL will distribute the tool kit, per the City's direction, prior to upcoming public engagements.

Lead: JCL/Stantec

Support: City

Timing: February/May 2021

Deliverable:

- Tool kit development
- Translation into non-English as needed
- Execute distribution of toolkit and documentation as needed

8. Notifications and Media

Approach: To establish public awareness about Public Surveys and Meetings, JCL/Stantec will develop a list of online notification platforms, content, graphics, languages, targeted audiences, and proposed distribution schedules around each outreach milestone.

City Twitter and other email lists will be weighed and determined for use in Study outreach. These engagement methods, along with stakeholder database e-blasts, public counter flyer displays, and other

APPENDIX A: PUBLIC PARTICIPATION PLAN

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notices may be recommended to disseminate meeting and survey invitations. JCL will draft all content and clear final copy, graphics and schedule with the City prior to any distribution.

As noted, geofencing and Facebook ads are available, as needed, to communicate with geographical and demographically targeted communities. JCL can work with the City and within the limits of selected tools to send electronic ads directly to targeted users of mobile and other computer devices and/or Facebook users. All notices may be translated into non-English languages, as directed by City.

Lead: JCL/Stantec

Support: City

Timing: Spring – Summer 2022, as needed

Deliverable:

- Prepare notification calendar for each outreach milestone
- Draft, design, and final e-blast content, as needed
- Draft, design, and final social media, as needed
- Draft and final media advisory, as needed
- Translation as needed
- As needed, draft/design and final social media ads (targeted) as needed

9. Survey

Approach: A survey will be developed using Survey Monkey, an online tool to create forms and surveys that contain both text and graphics and make asking questions easy and shareable on any mobile or desktop device through a seamless interface. The surveys will also be developed for print format to collect data at in-person events and pop-ups.

In addition to supporting generic multiple-choice questions, the BCT survey tool also allows for the collection of open-ended, geographic responses which will assist the team in collecting meaningful insights and opinions from the public by way of a live interactive map, which allows users to provide input by both, category, and location. Members of the public will have their say by simply dragging and dropping pins on a map interface. The public, key stakeholders, and anyone else with an interest in the Study can all add and view feedback in this live map, allowing for greater transparency throughout the survey.

Survey questions, including overview and demographic questions, will be developed by the City and Stantec with JCL providing recommendations and supporting question refinement. JCL will translate the final survey into other languages as needed. The City will provide review oversight and final approval prior to survey launch. The engagement tool(s) will be promoted through various online and media sources as

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well as e-blasted to known stakeholders using Constant Contact or similar eblast tool. JCL will gather and present survey results and share with the team.

Lead: JCL

Support: City/Stantec

Timing: Digital Surveys Summer – Fall 2022;
Print Surveys at Live Pop-Up events

Deliverable:

- Draft, design, and finalize online survey content, digital and print
- Translation into approved languages, as needed
- Launch online surveys
- Post and share combined survey through online media resources

10. Public Meetings

Approach: Four (4) virtual public meetings and two (2) live pop-up engagements will help spread the word about the Study. JCL/Stantec will collect valuable feedback from a broad and diverse audience to help refine Study findings and inform the next steps of development. Following each public engagement, JCL will report on the level of engagement and key takeaways. Surveys and comments will be documented for incorporation into the study. All public meetings can be recorded and posted to the project website, as directed by the City.

Public Meetings

Virtual public meetings for this study will consist of three (3) Focus Group meetings and one (1) Townhall meeting. JCL will work with City and Stantec to prepare a live virtual experience. The team will agree on the appropriate staff, speakers, language support and other details leading up to the scheduled meeting dates. JCL will lead the coordination and logistics and will assist with the development of presentation materials, from an outreach perspective. The City will serve as emcee for both Focus Groups and the Virtual Townhall, with Stantec providing technical support. Notifications, as noted previously, will begin approximately 3-4 weeks prior to each meeting. Relevant material will be made available for download at the time of the meetings and on the Study webpage.

Focus Groups (3) consist of technical experts from BCT, Sister Cities representatives, and community-based organizations (CBOs) with a focus on transit. The purpose of these meetings is to inform the technical analysis and alternatives. All Focus Group sessions will be publicly announced and streamed for public viewing and Q&A.

APPENDIX A: PUBLIC PARTICIPATION PLAN

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Virtual Townhall (1) will be the final public meeting in the series to report the Study's process and findings to the broader community, including seniors, students, and business owners within the Study area. The Townhall meeting will include extended outreach to Stakeholders in the database to reach the largest audience possible. Select stakeholders in the Study database will be asked to share the eblast and digital assets announcing the meeting date. The Virtual Townhall meeting may include language translators and ASL interpreters, as requested.

Pop Up engagements (2). JCL will set up a survey station on a college campus during May 2022 and at a Metro C (Green) Line connection during Summer 2022 to solicit responses from students and commuters in digital and print formats. Surveys will be made available in multiple languages, as needed. To help incentivize participation, JCL will offer free water bottles to survey takers.

Lead: JCL/Stantec

Support: City

Timing: Three (3) virtual stakeholder Focus Groups, Spring – Summer 2022
One (1) publicly announced virtual Townhall Meeting, Summer 2022
Two (2) pop up engagements with printed surveys, May 2022 and Summer 2022

Deliverable:

- Hold three (3) Zoom meetings and one (1) Zoom webinar
- Lead dry-run rehearsals with presenters
- Provide interpretation services as needed
- Record and document meeting participation and public comments
- Staff two (2) live pop-up events, one during May 2022 to capture student feedback and one at a C (Green) Line connection during Summer 2022

APPENDIX A: PUBLIC PARTICIPATION PLAN

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Beach Cities Transit: Transit Services Study

April 2022 DRAFT (revised 4/25/2022)



11. Summary Report

Approach: An outreach report will be prepared by JCL/Stantec and submitted to summate all engagement activities to support the Study. This document will provide a clear concise record of the development and implementation of all outreach activities. The outreach report will capture public engagement activities, including the various resources and tools. The JCL/Stantec prepared report will also categorize and summate all comments received. The City staff will be provided opportunity to review and provide feedback on the outreach report prior to final submission for record keeping.

Lead: JCL/Stantec

Support: City

Timing: 2023

Deliverable:

- Draft and finalize Outreach Summary Report

OUTREACH TIMELINE

Outreach Milestones	2022						
	Mar	Apr	May	Jun	Jul	Aug	Sep
Study Development Team (PDT) Meetings	●	●			●	●	
Outreach Plan		■					
Stakeholder Database		■	■	■	■	■	■
Comment Log & Issues Matrix		■	■	■	■	■	■
Branding		■					
Collateral Resources		■					■
Website		■					■
E-communications Tool Kit		■			■		
Notifications & Media			■	■		■	
Survey			●	■	■	■	■
Focus Groups			○	○	○	○	
Townhall Meeting							●
Pop Ups			●		●		

APPENDIX B: BRANDED COLLATERAL MATERIALS

Beach Cities Transit Services Study Survey



How can Beach Cities Transit provide you with better service?

We want to hear from you!
Take the survey now.
Step 1: Visit BCTServicesStudy.com
Step 2: Click "Take the Survey"



Subscribe to receive Study updates:
BCTServicesStudy.com | BCTServicesStudy@gmail.com

Beach Cities Transit Services Study Survey



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How can Beach Cities Transit provide you with better service?



Visit BCTServicesStudy.com to take the survey!



Encuesta de Estudio de Servicios de Beach Cities Transit



¿Cómo puede Beach Cities Transit mejorar los servicios?
¡Visite BCTServicesStudy.com para tome la encuesta!



Beach Cities Transit Services Study Survey



How can Beach Cities Transit provide you with better service?
Visit BCTServicesStudy.com to take the survey!



APPENDIX B: BRANDED COLLATERAL MATERIALS



Beach Cities Transit Services Study Fact Sheet



BACKGROUND
Beach Cities Transit (BCT) is studying existing and future transit connections between Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo and LAX. The BCT Transit Study will identify both short and long-term improvements to the transit infrastructure and services between the beach cities.

STUDY OBJECTIVES

- Short and Long Range Service Plans
- Infrastructure and Strategic Planning with Zero-emission Bus Implementation
- Community Engagement

TIMELINE
The Study timeline begins in Spring 2022 and ends in Spring 2023.

Spring 2022	Assess Existing Conditions
Spring/Summer 2022	Prepare Needs Analysis
Summer 2022	Identify Service Opportunities
Fall 2022	Public Townhall Meeting
Spring 2023	Final Report

You are Invited to Participate!

BCT Transit Study wants to hear from all sectors of the community on how we can improve services. Please visit the project website at BCTServicesStudy.com to learn more about opportunities to contribute to the Study.

There will be a survey, community workshop, focus groups and pop up events.

Translation and interpretation services are available upon request.



Subscribe to receive Study updates: BCTServicesStudy.com | BCTServicesStudy@gmail.com
Follow us on twitter: [@redondobeachBCT](https://twitter.com/redondobeachBCT)

Hoja Informativa de Estudio de Servicios de Beach Cities Transit



ANTECEDENTES
Beach Cities Transit (BCT) está estudiando las conexiones de tránsito existentes y futuras entre Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo, y LAX. El Estudio de Tránsito de BCT identificará mejoras tanto a corto como a largo plazo en la infraestructura y los servicios de tránsito entre las ciudades de playa.

OBJETIVOS DEL ESTUDIO

- Planes de servicio de corto y largo
- Alcance Infraestructura y Planificación Estratégica con Implementación de Autobuses Cero Emisiones
- Participación de la comunidad

CALENDARIO
El calendario del Estudio comienza en la primavera de 2022 y finaliza en la primavera de 2023.

Primavera 2022	Assess Existing Conditions
Primavera/Verano 2022	Prepare Needs Analysis
Verano 2022	Identify Service Opportunities
Otoño 2022	Public Townhall Meeting
Primavera 2023	Final Report

¡Está invitado a participar!

El Estudio de Tránsito de BCT quiere escuchar de todos los sectores de la comunidad sobre cómo podemos mejorar los servicios. Visite el sitio web del proyecto en BCTServicesStudy.com para obtener más información sobre las oportunidades para contribuir al Estudio.

Habrà una encuesta, un taller comunitario, grupos de enfoque y pop-up events.

Los servicios de traducción e interpretación están disponibles a pedido.



Suscríbase para recibir actualizaciones del Estudio: BCTServicesStudy.com | BCTServicesStudy@gmail.com
Síguenos en Twitter: [@redondobeachBCT](https://twitter.com/redondobeachBCT)

APPENDIX B: BRANDED COLLATERAL MATERIALS



Calling Community Leaders

As a valued community leader, BCT would like your input and comments on some potential changes being studied that could affect things like bus routes, bus stop locations, travel times, connections, and more. We are calling on local Community Leaders, Students, Seniors, Businesses, and Community-Based Organizations (CBOs) to participate in the Focus Group meetings to let us know your opinions and preferences.

Zoom Meeting Schedule

Focus Group meetings will be held virtually. Meetings may be recorded and posted or emailed upon request for later review.

- Tuesday, July 12 - 4:30 PM - 5:45 PM
- Tuesday, July 19 - 4:30 PM - 5:45 PM
- Tuesday, July 26 - 4:30 PM - 5:45 PM

What To Expect


During each 90-minute workshop, participants will be presented with technical information, maps, conceptual drawings, and visual simulations (TSD) related to potential BCT service alternatives and enhancements. We will engage you using live polls, Q&A, and discussions to capture your opinions and preferences. The group's feedback will be analyzed and synthesized to help inform the technical team and will be considered and reflected in the final Report and Presentation to the BCT Board of Directors in Spring 2023.

Please send your **RSVP** for the kickoff Focus Group meeting on July 1st, 2022 to BCTServicesStudy@gmail.com or call (213)XXX-XXXX (TBD)

Take the Survey Today!

Click to take the survey below and share the survey link with your constituents, employees, and neighbors.


BCT SERVICES STUDY SURVEY



Questions & Comments



Please email your questions and comments to BCTServicesStudy@gmail.com or call (213)XXX-XXXX.

[BCTServicesStudy.com](https://www.bctservicesstudy.com)



APPENDIX C: FOCUS GROUP PRESENTATION

FOCUS GROUP PRESENTATION




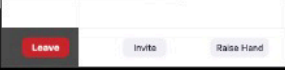
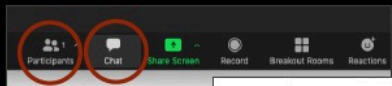
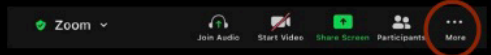
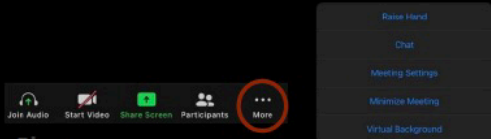
Beach Cities Transit Transit Services Study

Focus Groups
July 2022

How to Participate

Ask any questions or comments in the chat box or use the “Raise Hand” function to be unmuted.

Press *9 if calling into the meeting and *6 to unmute yourself



APPENDIX C: FOCUS GROUP PRESENTATION



The image displays two slides from a presentation. Both slides feature a background illustration of a white bus with 'BCT' on its side, parked on a dark blue road. In the background, there are palm trees, a blue ocean, and a blue sky. Silhouettes of people are visible on a pier or beach. The BCT logo is in the top right corner of each slide.

Slide 1: WELCOME

WELCOME

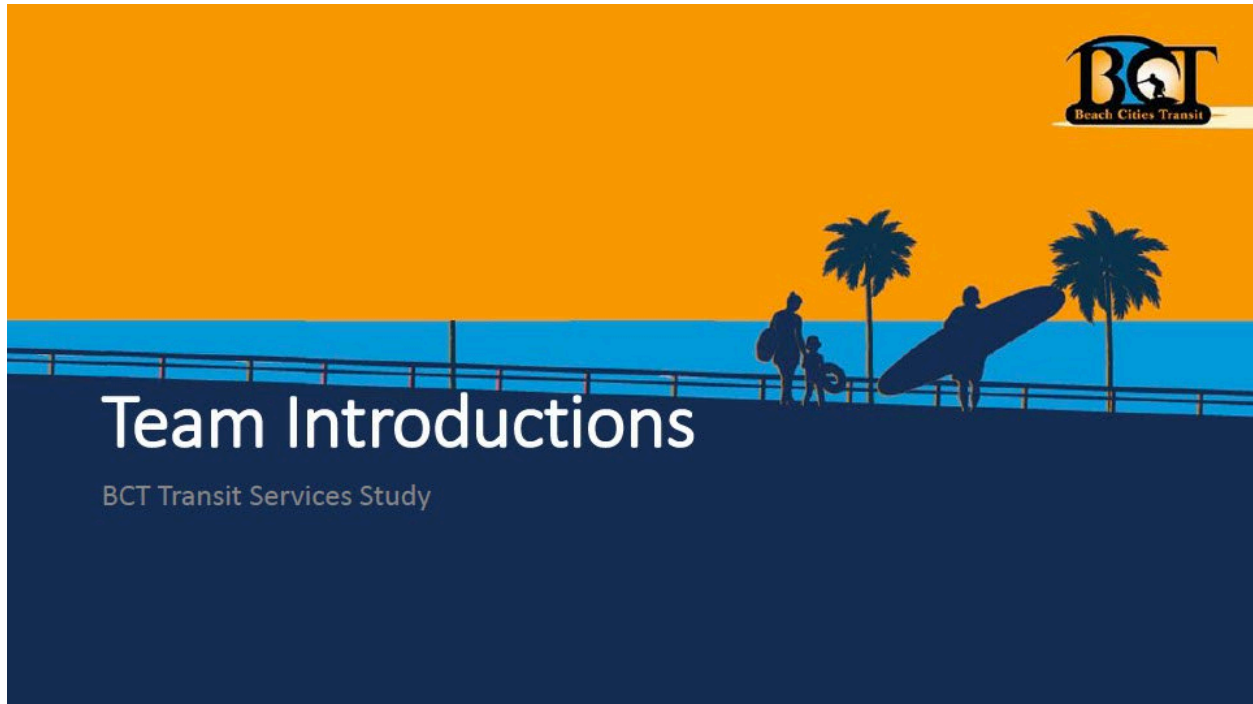
Joyce Rooney, Manager
City of Redondo Beach
Transportation Operations & Facilities

Slide 2: Agenda

Agenda

- I. Team Introductions
- II. Project Overview & Goals
- III. Overview of BCT
- IV. Preliminary Survey Results
- V. Discussion/Q&A
- VI. Next Steps

APPENDIX C: FOCUS GROUP PRESENTATION



Project Team Introductions

Joyce Rooney
City of Redondo Beach
Beach Cities Transit

Leslie Scott
City of Redondo Beach
Beach Cities Transit



David Verbich
Stantec



Amanda McDaniel
Stantec



Ian Lowell
Stantec



JC Lacey
JCL Consulting



APPENDIX C: FOCUS GROUP PRESENTATION



Group Icebreaker



1. Name
2. Organization
3. Expectations for the Focus Group Meeting



Project Overview & Goals



BCT Transit Services Study

APPENDIX C: FOCUS GROUP PRESENTATION

Project Overview

- Comprehensive review of BCT's system & services operated by the City of Redondo Beach
- To prepare BCT services for upcoming transportation projects & new developments in the South Bay
- To develop short- and long-range service plans for BCT and identify capital planning needs
 - Short-range service plan: 3-5 years
 - Long-range service plan options: 5-15 years

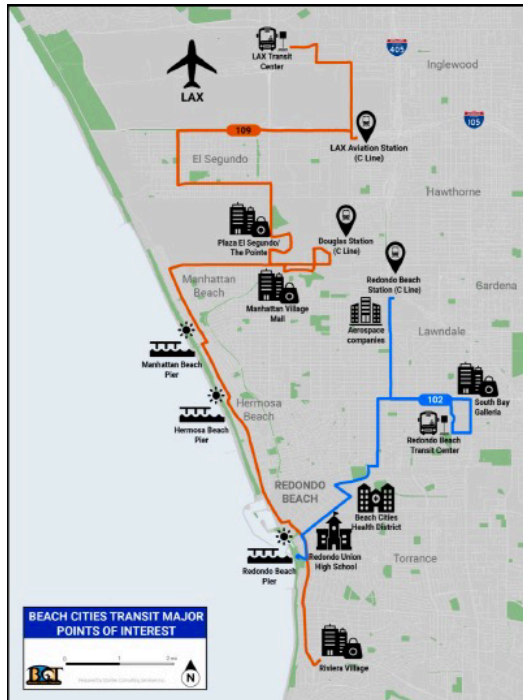
Current Service Review & Future Analysis → Short- & Long-Range Service Plans → Infrastructure, ZEB, & Strategic Planning → Draft & Final Transit Service Study Report

Public Participation & Stakeholder Engagement Throughout

Overview of Beach Cities Transit

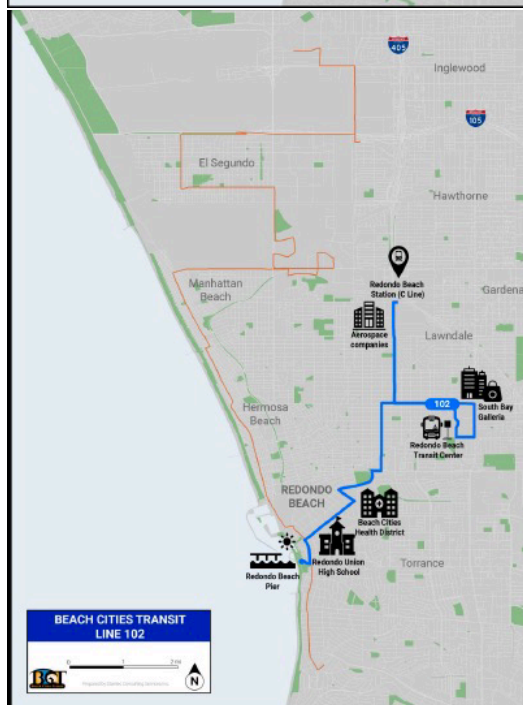
BCT Transit Services Study

APPENDIX C: FOCUS GROUP PRESENTATION



About Beach Cities Transit

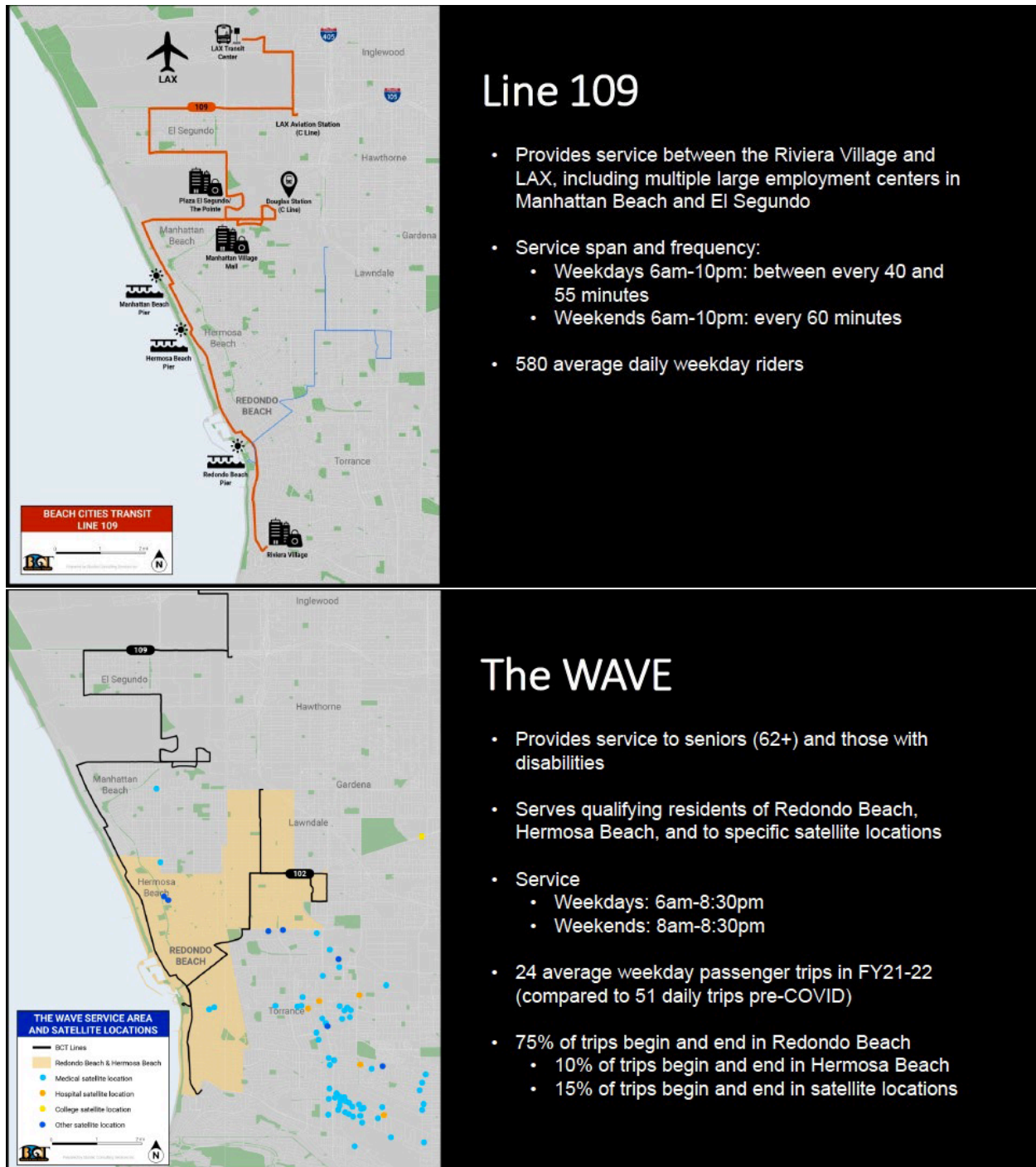
- Operated by the City of Redondo Beach serving the cities of Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo, and LAX
- **2 fixed routes**
 - Line 109 between Riviera Village and LAX
 - Line 102 between Redondo Beach Pier and Redondo Beach C (Green) Line Station
 - Provided over 220,000 passenger trips in 2021
- **The WAVE dial-a-ride service** to seniors (62+) and those with disabilities living in Redondo Beach and Hermosa Beach
 - Provided over 5,900 passenger trips in 2021
- Fare collection has been suspended since March 2020




Line 102

- Provides service between the Redondo Beach Pier and Redondo Beach C (Green) Line Station
- Provides school tripper service to Redondo Union High School
- Service span and frequency:
 - Weekdays 6am-9pm: every 30 minutes
 - Saturday 8am-9pm: every 30 minutes for most of the day
 - Sundays 9am-7pm: every 40 minutes
- 701 average daily weekday riders when school is in session
- 516 average daily weekday riders when school is not in session

APPENDIX C: FOCUS GROUP PRESENTATION



APPENDIX C: FOCUS GROUP PRESENTATION





FUTURE DEVELOPMENTS IN THE BCT SERVICE AREA

- BCT Line 102
- BCT Line 109
- Land use and development project
- Transportation project
- K (Crenshaw) Line: 2022
- C (Green) Line Extension alignment options: 2030-33
- Automated People Mover: 2023

Future Transportation Projects in the South Bay

- LAX Automated People Mover: 2023
- LAX Airport Metro Connector: 2024
- Metro K (Crenshaw) Line: 2022
- Metro C (Green) Line extension: 2030-33
- Vermont Transit Corridor South Bay Extension: 2028-30
- Other land use and development projects

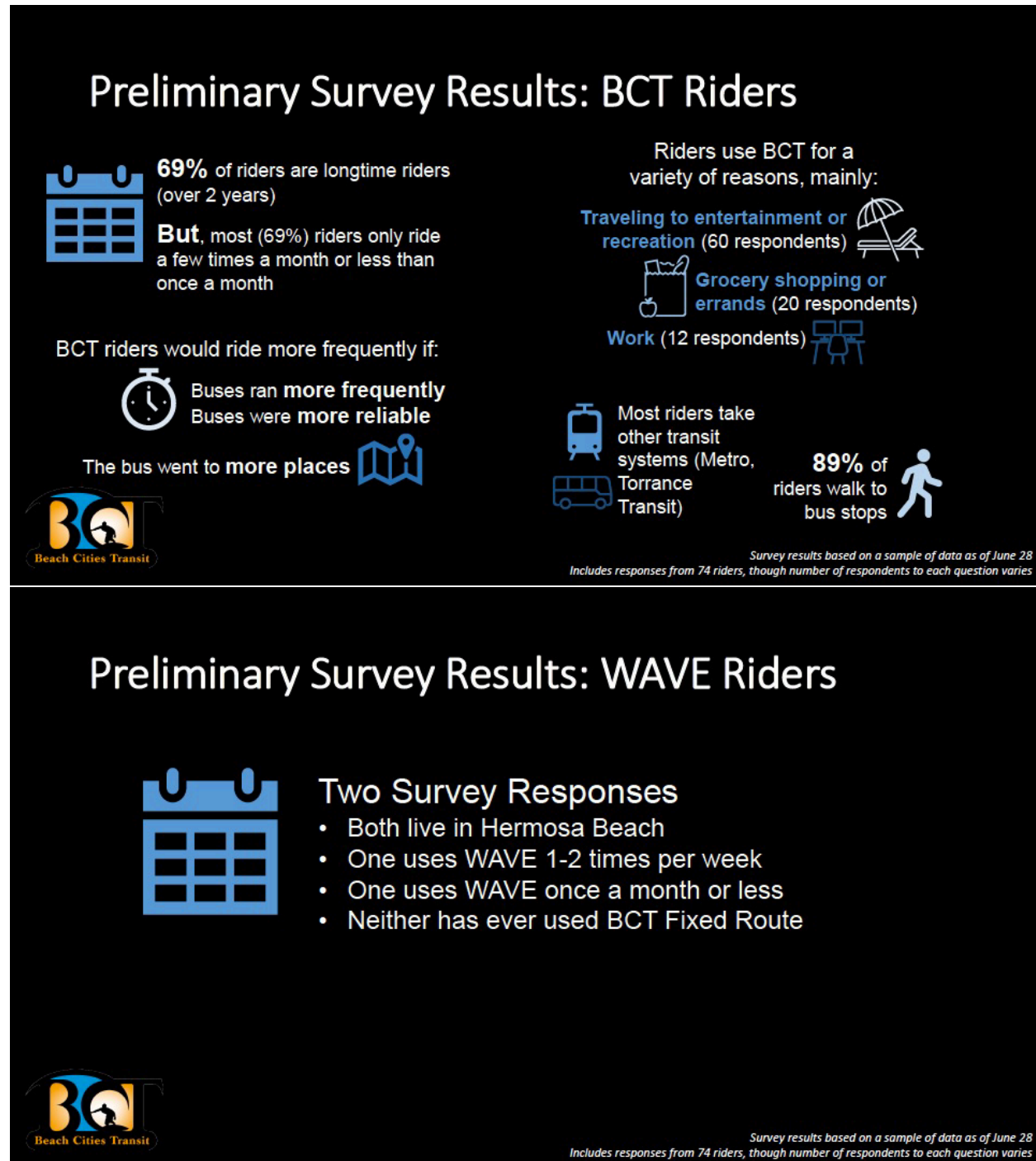
BCT needs to plan and prepare for these projects so that BCT's services can be coordinated with these projects



Questions & Discussion

BCT Transit Services Study

APPENDIX C: FOCUS GROUP PRESENTATION



APPENDIX C: FOCUS GROUP PRESENTATION

Preliminary Survey Results: Non-Riders (75 responses)



1. 77% Have Never Used Any BCT Service
2. 84% would consider BCT usage if typical mode of transportation unavailable
3. Top Factors that would Encourage Ridership
 - More information about BCT (43)
 - Trip time comparable to driving (37)
 - More bus destinations (32)
 - More frequent bus availability (31)



Survey results based on a sample of data as of June 28
Includes responses from 74 riders, though number of respondents to each question varies

Discussion



- Your connection to & opinion of public transit, BCT & in general.
- Your familiarity with BCT's fixed route service & WAVE dial-a-ride.
- Non-rider? What would get you to ride?
- Have you ever seen any information about BCT?



APPENDIX C: FOCUS GROUP PRESENTATION

Discussion

Business Groups,
Employees, and
Commuters

- Tell us about your commute – from where & what's it like?
- Your thoughts about transit incentives.
- Any familiarity with local business promotions that reward ridership?
- Does your company provide any transit passes or subsidies for employees?
- What does BCT "get right", which is helping local businesses?
- Where can BCT improve services, which will help local businesses?



Discussion

Seniors, Students,
Parents, and
Caregivers

- Students:
 - Do you use BCT for other than for school?
 - What would make you try taking BCT more on the weekends or for recreation?
 - Will you continue using BCT after you graduate?
 - What would make you continue to use BCT?
 - What do you like about BCT? Any dislikes?
- Parents/Caregivers
 - Does your child use BCT?
 - Do you use BCT?
 - What do you like/dislike about it?



APPENDIX C: FOCUS GROUP PRESENTATION

Discussion

- Seniors/Caregivers: Do you use BCT fixed route or WAVE service?
 - WAVE: what do you like/dislike about it?
 - Fixed routes: what do you like/dislike about it?
 - What would make you try taking the WAVE or fixed routes more often?
 - Does the WAVE go to locations that appeal to senior and caregiver populations?
 - Would seniors and caregivers be interested in group trips to locations in the WAVE service area, such as the farmers' market or grocery stores?
 - What can be done to enhance the rider experience for older adults on both fixed route and WAVE?
 - Do the current schedules for fixed route and WAVE meet your needs?
 - Are there other things to consider for older adults?



Seniors, Students,
Parents, and
Caregivers



Discussion

- Do the people you work with/represent use BCT?
- If so, what do they like and dislike about it?
- What would make them take BCT more often?
- What would make it easier for them to use BCT?
- Do the people you work with/represent know about the services offered by BCT?
- How can transit, and specifically BCT fixed route and the WAVE, complement the organization you represent?
- Does BCT fixed route or WAVE go to your organization?
- Do the current schedules for fixed route and WAVE meet the needs of your organization and their activities?
- Are there other things that are unique to your community as it relates to transit?

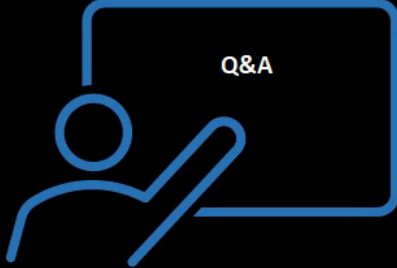


Community Based,
Faith Based, and
Nonprofit Organizations




APPENDIX C: FOCUS GROUP PRESENTATION


Discussion



Q&A

Any other
questions/comments?





Next Steps

BCT Transit Services Study



APPENDIX C: FOCUS GROUP PRESENTATION

Next Steps



- **Summer 2022:** Continue to collect public and stakeholder feedback
- **August 2022:** Develop draft short- and long-range service concepts
- **Fall 2022:** Present draft service concepts at Public Townhall Meeting
- **Spring 2023:** Final report and plan adoption

Stay Involved!



Project website:
<https://www.bctservicesstudy.com/>

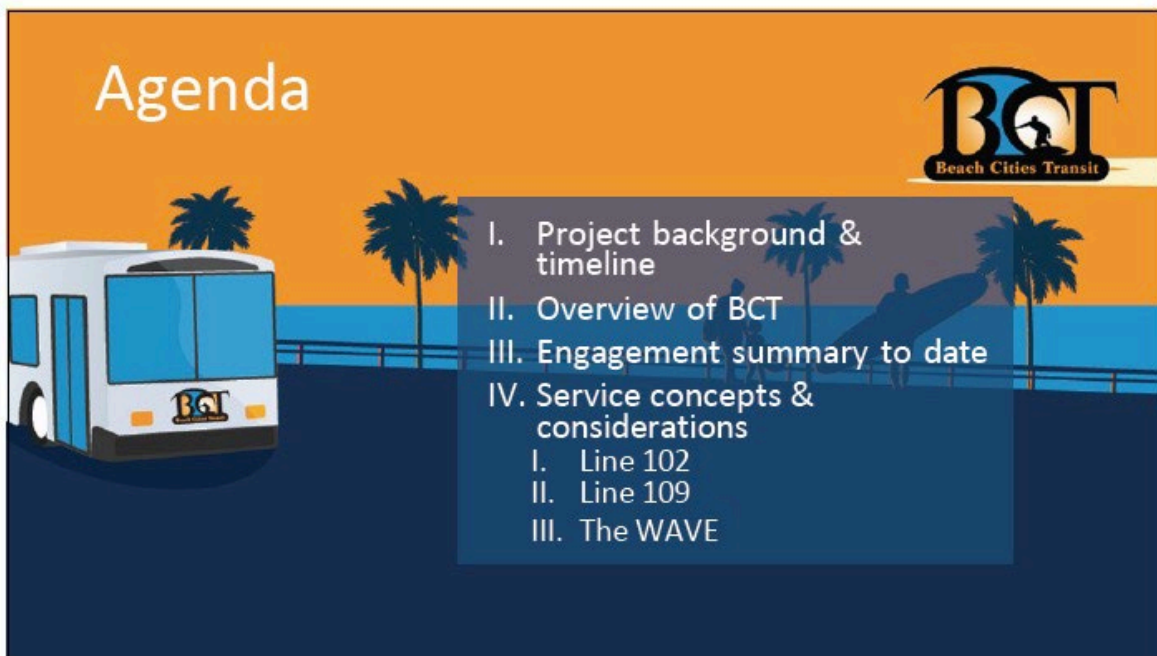
Take the survey:
https://www.surveymonkey.com/r/NP_N9V5S

Questions or comments? Email:
BCTServicesStudy@gmail.com

APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

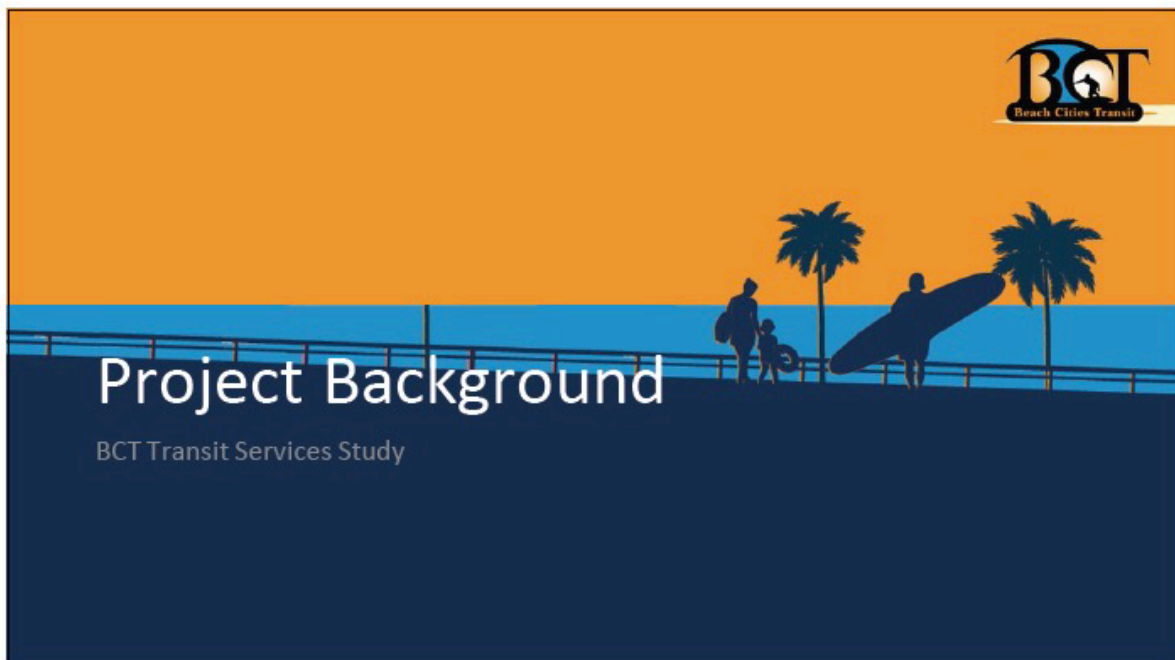


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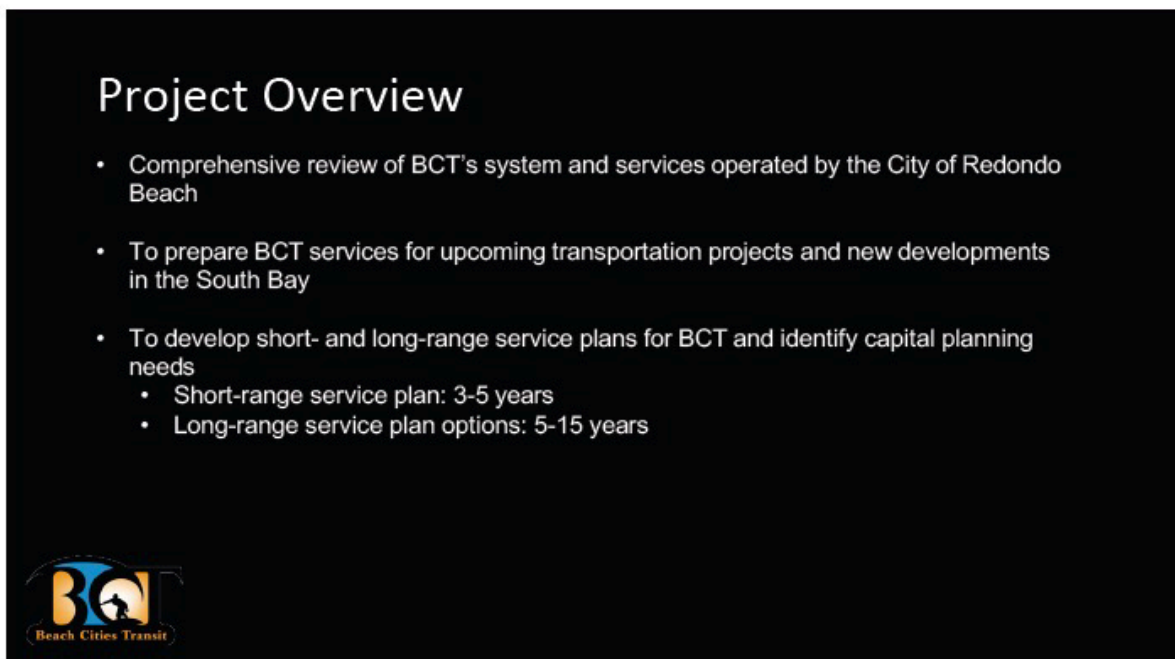


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

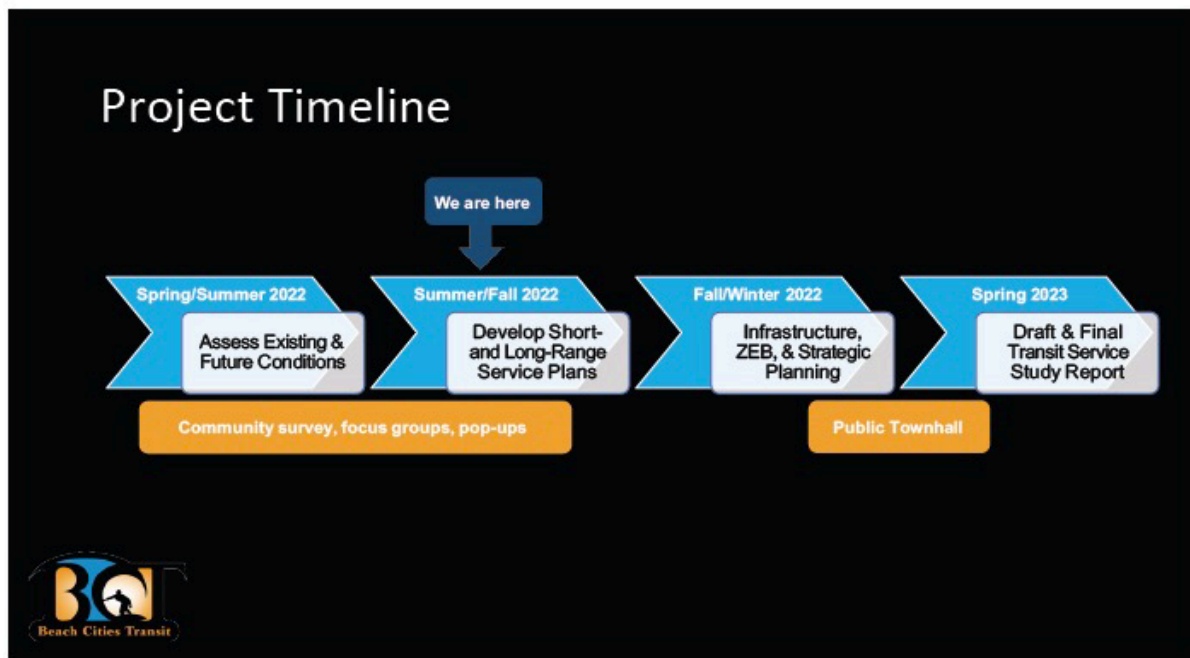


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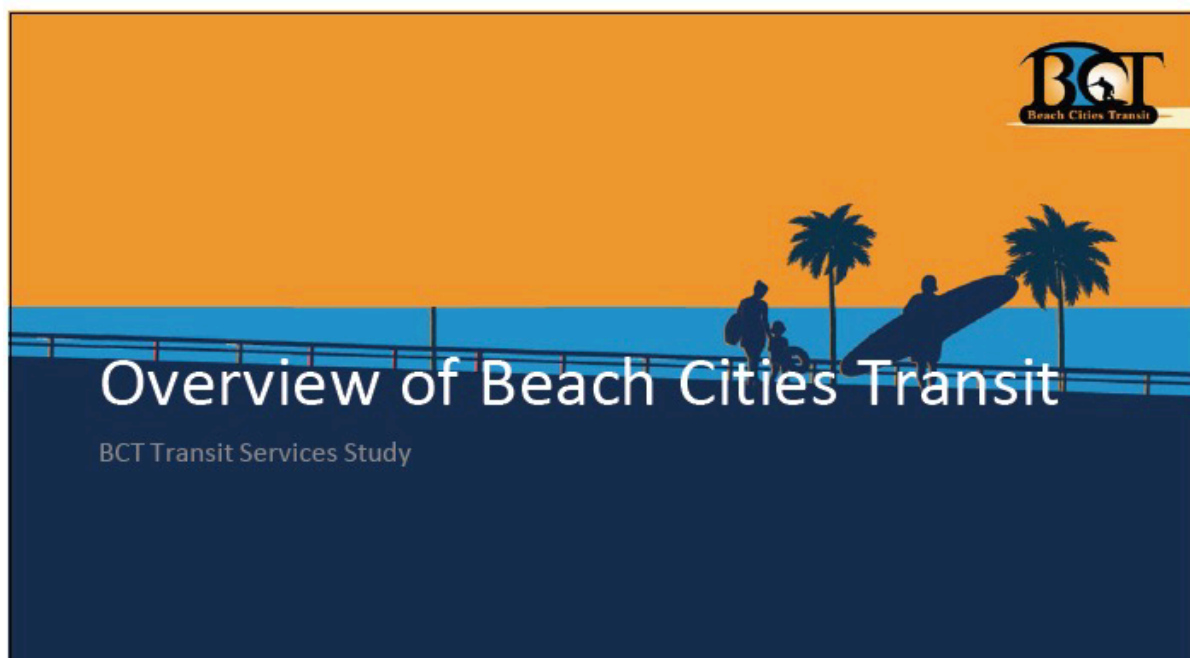


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

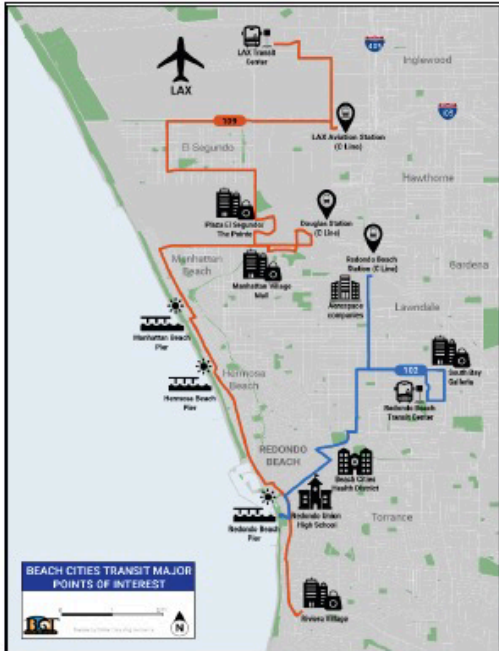


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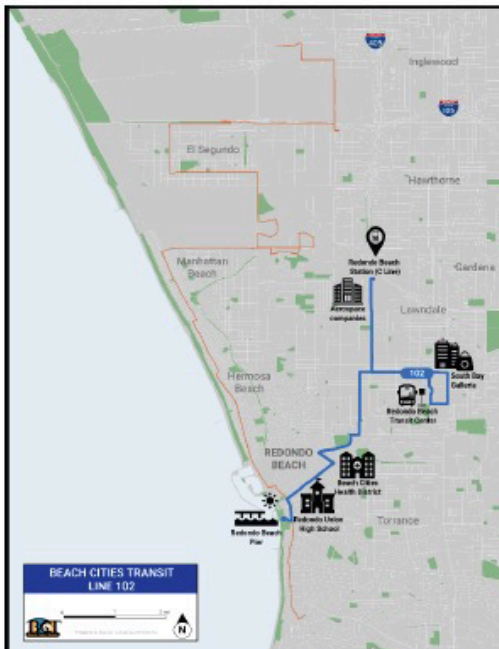
APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



About Beach Cities Transit

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- **2 fixed routes**
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 - Provided over **220,000** passenger trips in 2021
- **The WAVE dial-a-ride** service to seniors (62+) and those with disabilities living in Redondo Beach and Hermosa Beach
 - Provided over **5,900** passenger trips in 2021

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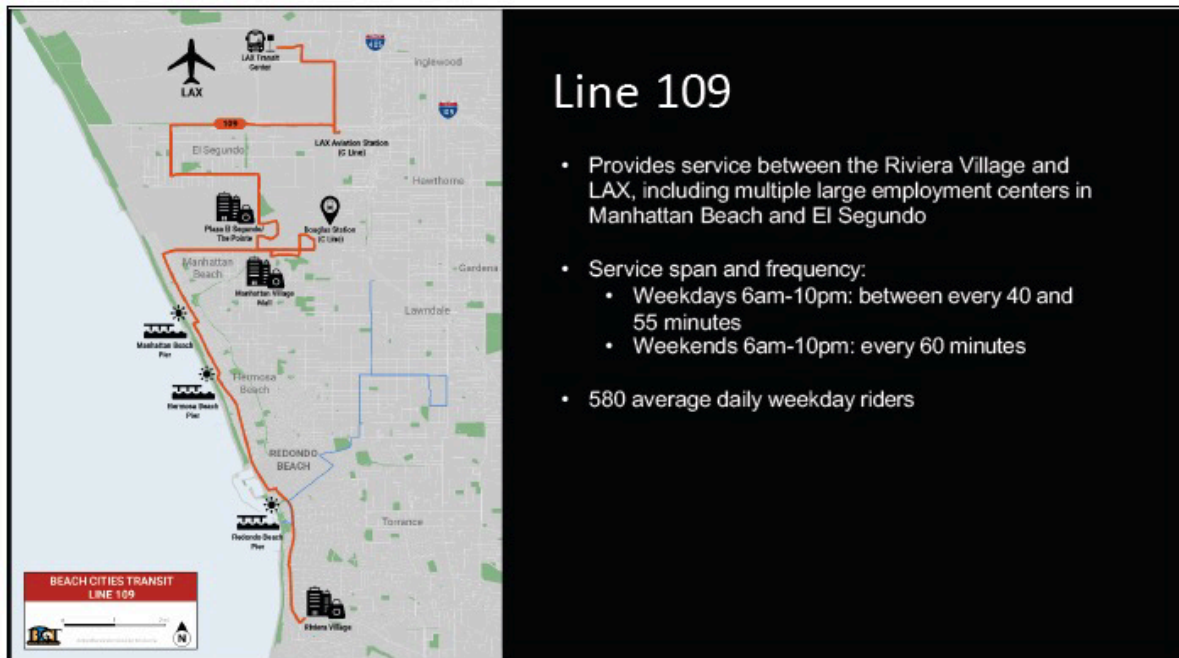


Line 102

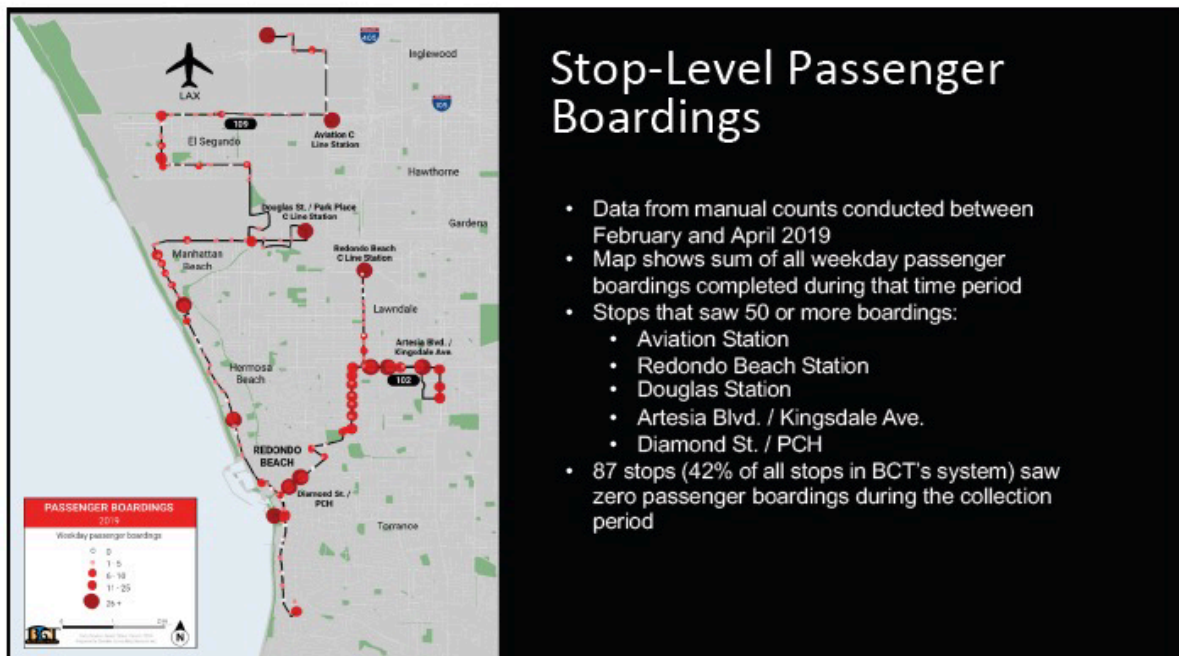
- Provides service between the Redondo Beach Pier and Redondo Beach C (Green) Line Station
- Provides school tripper service to Redondo Union High School
- Service span and frequency:
 - Weekdays 6am-9pm: every 30 minutes
 - Saturday 8am-9pm: every 30 minutes for most of the day
 - Sundays 9am-7pm: every 40 minutes
- 701 average daily weekday riders when school is in session
- 516 average daily weekday riders when school is not in session

8

APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

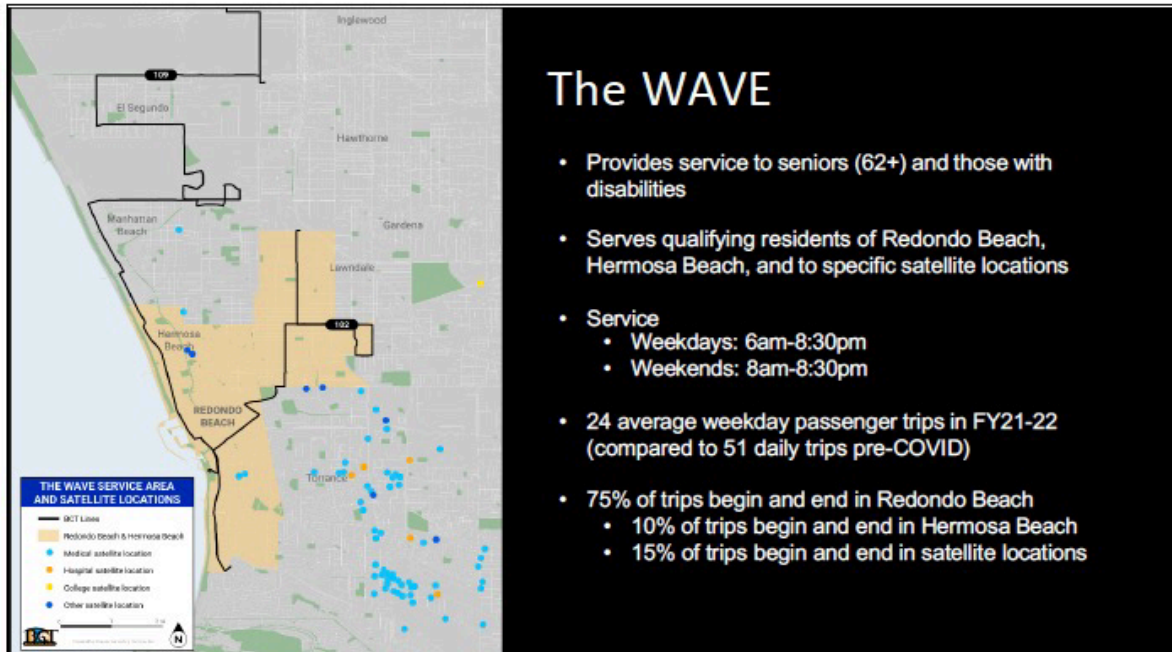


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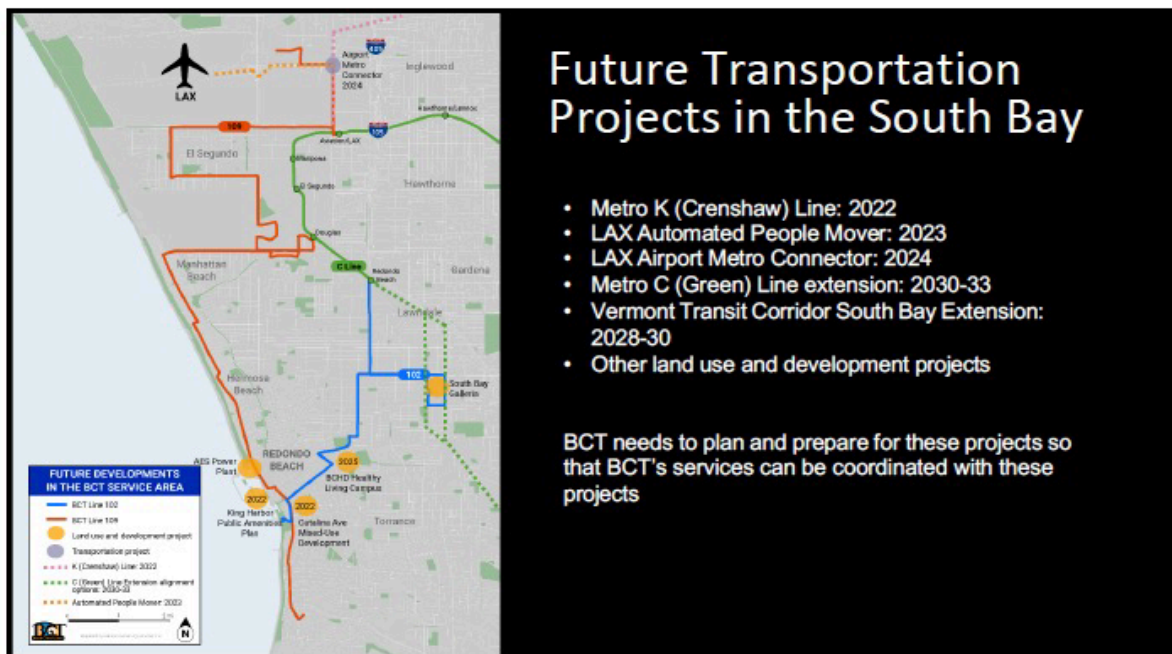


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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Summary of Engagement

- Community survey: open through end of August
 - Fixed route riders, WAVE riders, non-riders
- Community focus group meetings
 - July 12, 19, and 26
- Pop-ups:
 - July 14: Douglas C (Green) Line Station
 - July 21: Redondo Beach Farmer's Market
- Supplemental outreach completed by the City:
 - May 20: Manhattan Beach Senior Adult Fair
 - July 22: Hermosa Beach Farmer's Market
 - Upcoming: El Segundo Farmer's Market (August 2022)

Three circular inset photos showing BCT staff in high-visibility vests at outreach events. The top-left photo shows two staff members under a yellow tent. The top-right photo shows a staff member at a booth. The bottom photo shows a staff member interacting with a person at a booth.


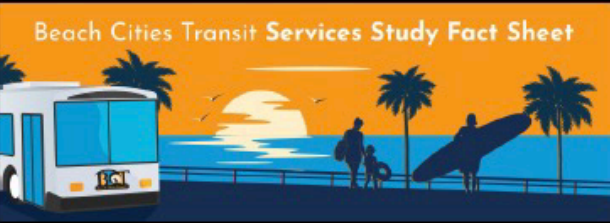
14

APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Engagement Methods

Other outreach and engagement methods employed:


- Redondo Beach and BCT Websites
- BCT Twitter, retweeted by other transit agencies and Beach Cities
- BCT buses
- Redondo Union High School student e-blast
- Easy Reader: 4-week full page ad & digital ads in June
- Community Services Instagram ads
- Community Services email list
- Direct emails to 109 city partners

Beach Cities Transit

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Preliminary Survey Results – BCT Riders



62% of riders are longtime riders (over 2 years)

But, most (66%) riders only ride a few times a month or less than once a month

BCT riders would ride more frequently if:

- Buses ran **more frequently**
- Buses were **more reliable**
- The bus went to **more places**

Riders use BCT for a variety of reasons, mainly:

- Traveling to entertainment or recreation** (107 respondents)
- Grocery shopping or errands** (31 respondents)
- Work** (22 respondents)

Most riders take other transit systems (Metro, Torrance Transit)

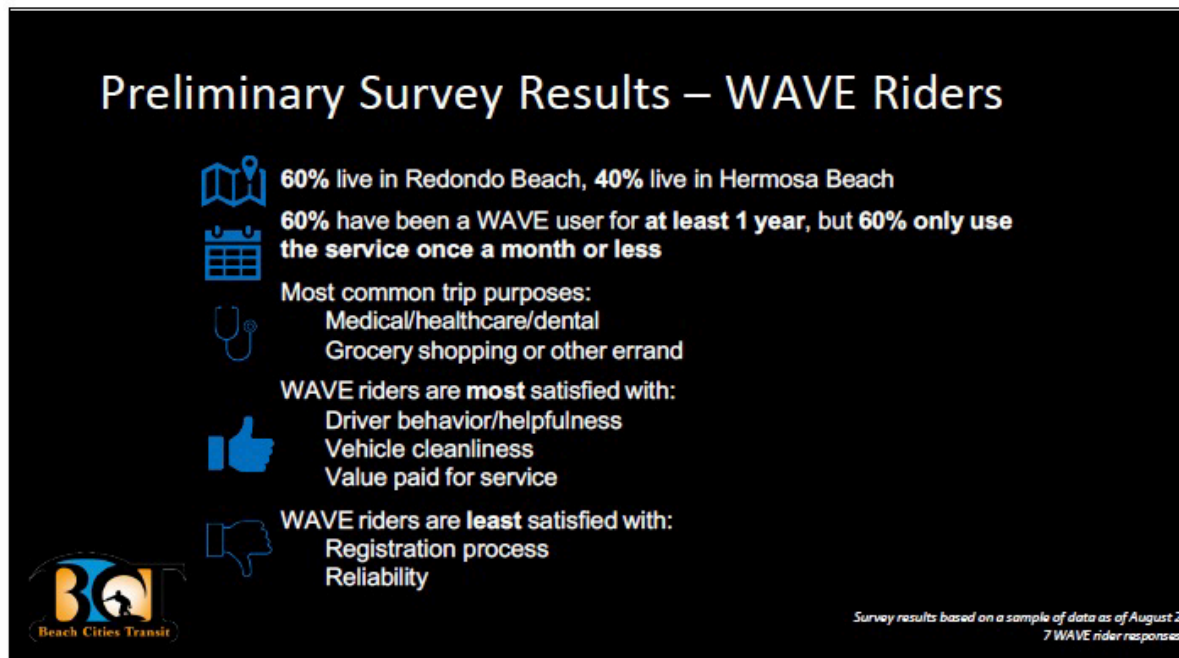
90% of riders walk to bus stops

Survey results based on a sample of data as of August 2, 144 rider responses

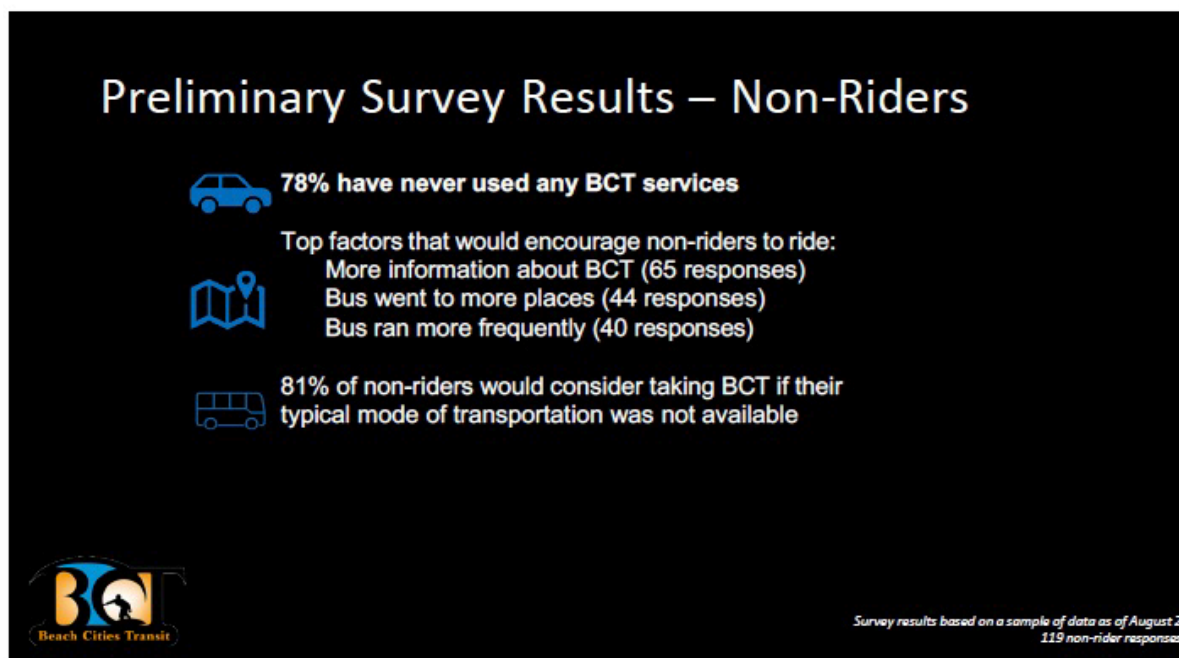
Beach Cities Transit

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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Focus Group Takeaways

- Heard from BCT riders, WAVE riders, non-riders/local community members, employers, City Council representatives, other transit operators, senior services, South Bay Bicycle Coalition, and other community stakeholders

Major findings and themes:

BCT fixed route	The WAVE
Strengths: <ul style="list-style-type: none"> • Courteous drivers • Clean • Safe 	Strengths: <ul style="list-style-type: none"> • Helpful and friendly drivers • Current users very satisfied with service
Opportunities: <ul style="list-style-type: none"> • Reliability • Frequency • Service span • More direct/less circuitous (Line 109) • Lack of public awareness of BCT 	Opportunities: <ul style="list-style-type: none"> • Interest from senior populations, but lack of information, lack of understanding of how to use it.



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Community Pop-Ups

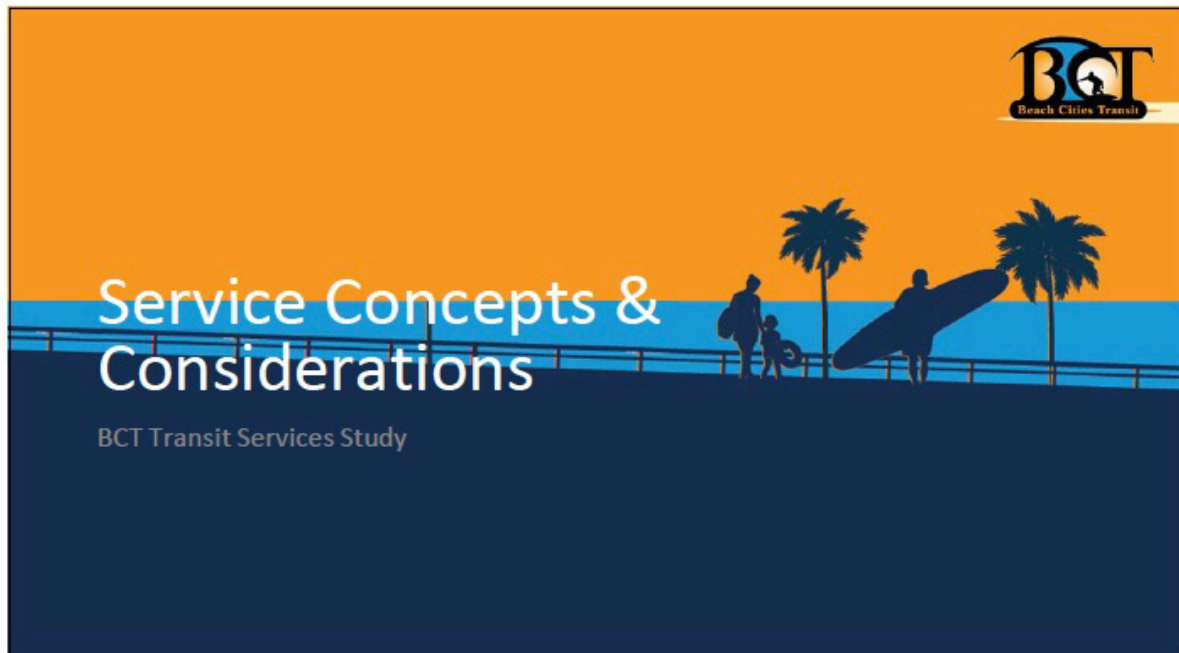
July 14: Douglas C (Green) Line Station
July 21: Redondo Beach Farmer's Market

- What was heard:
 - General lack of information and awareness of BCT
 - Among non-riders, lack of information about where stops are and what destinations they can reach with BCT
 - Requests for more frequent service among riders
 - Requests for more bus stop amenities (benches, shade, shelters, lighting)
 - Older adults are very open to participating in mobility training for greater independence and improved quality of life

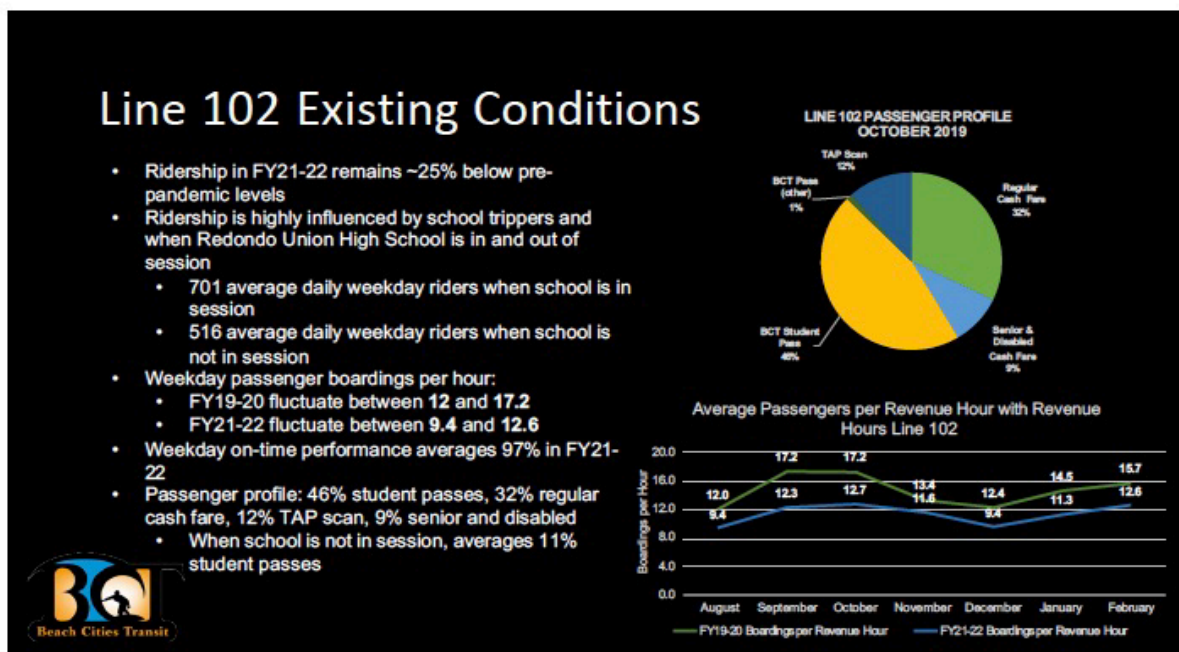



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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Line 102 Future Impacts


- Projects that will impact Line 102
 - Redondo Beach Transit Center (RBTC): 2022
 - South Bay Galleria redevelopment: phased, fully completed by 2026
 - Metro C Line Extension: 2030-33
 - Alternative 1 – along Metro owned ROW
 - Alternative 2 – along Hawthorne Blvd




Redondo Beach Transit Center



South Bay Galleria redevelopment



Metro C Line Extension options



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Line 102 Proposals

- Routing changes to serve Redondo Beach Transit Center
 - Immediate-term timeframe
 - Will also be served by Metro, GTrans, and Torrance Transit
 - Maintain service Along Artesia/Hawthorne to serve South Bay Galleria and other transit connections



Diagram 10



South Bay Galleria

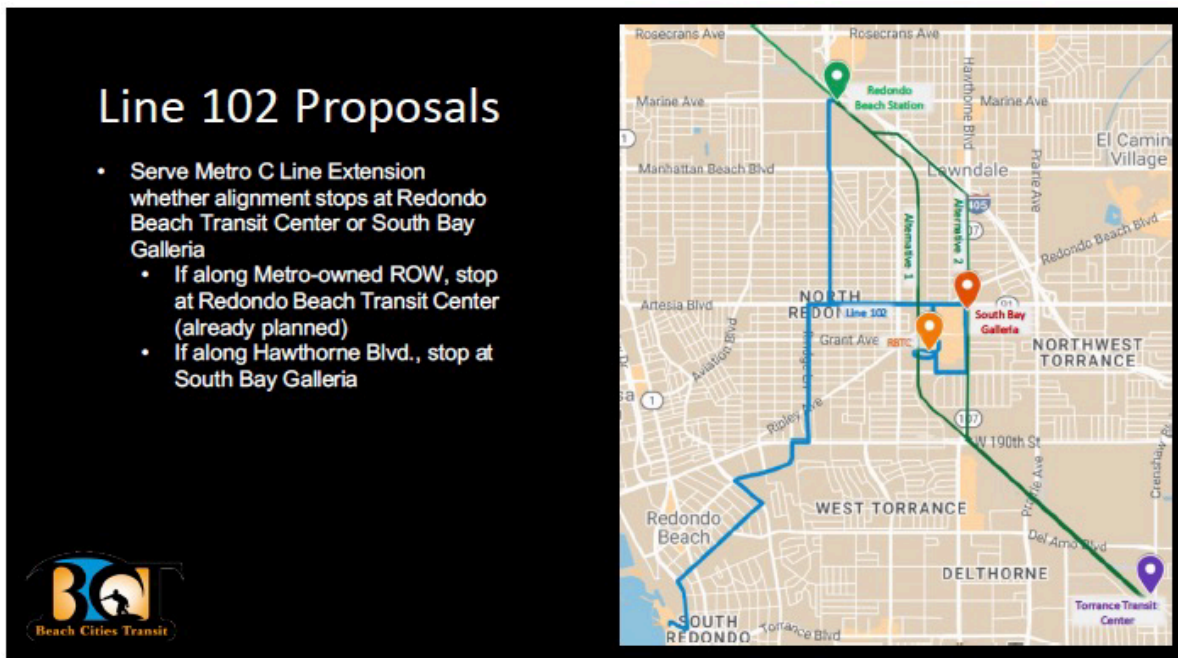
Redondo Beach Transit Center

New Line 102

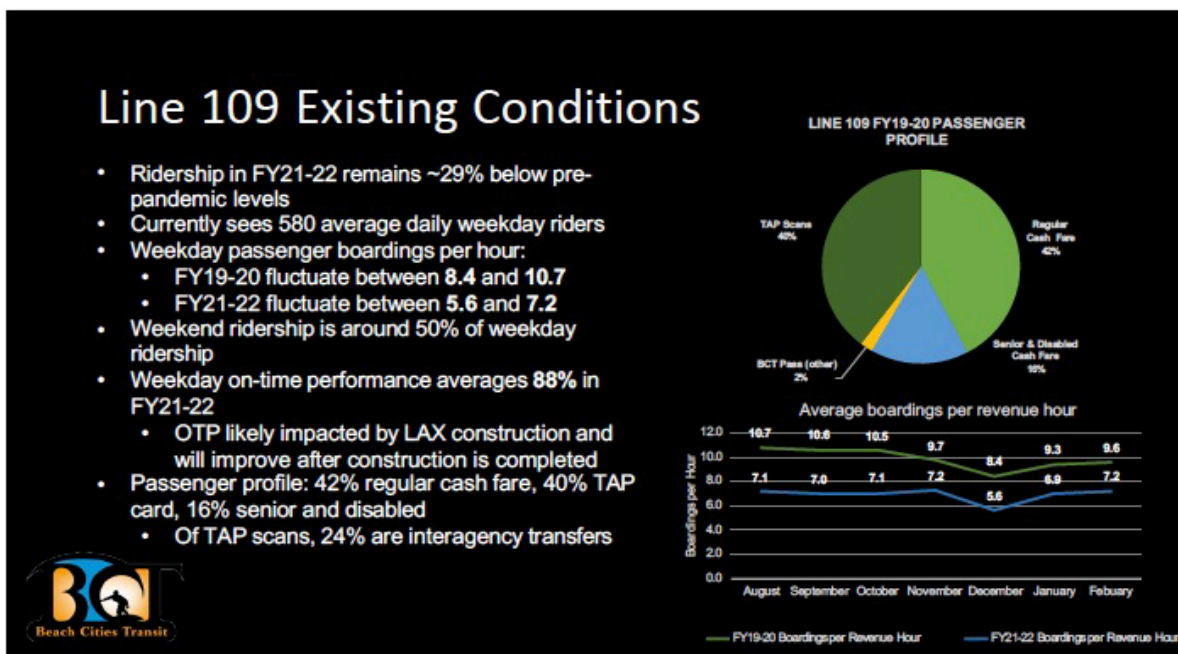


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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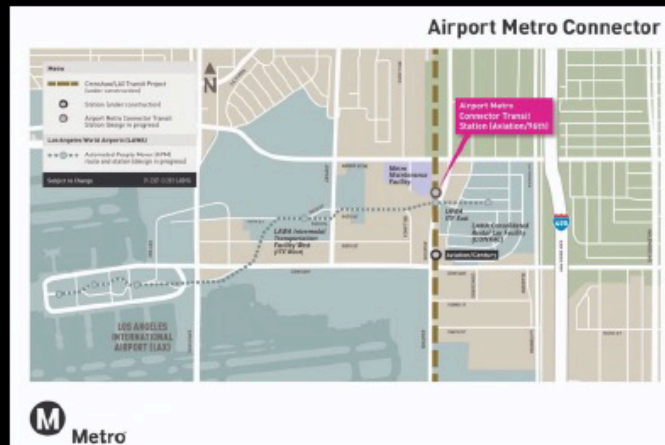


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Line 109 Future Impacts

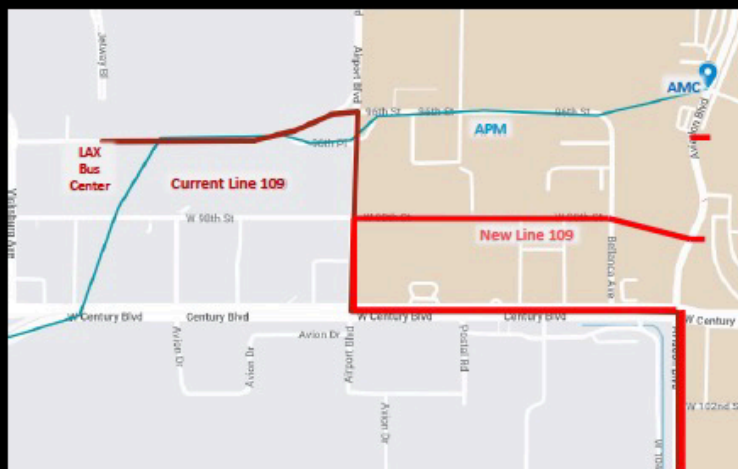
- Projects that will impact Line 109
 - LAX Automated People Mover: 2023
 - Airport Metro Connector Station: 2024



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Line 109 Proposals

- Routing changes to serve AMC to connect to APM/LAX
 - Short-term timeframe
 - Maintain service along Century Blvd

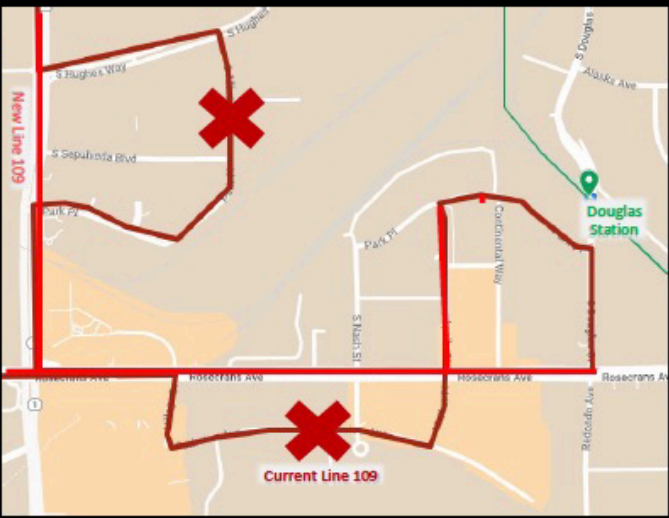


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Line 109 Proposals

- Potential routing changes to simplify route around Douglas Station/The Point/Manhattan Village Mall
 - Maintain service to Douglas Station
 - Eliminate detours off of Rosecrans and Sepulveda
 - These stops see very few passenger boardings
 - Between February and April 2019: 3 total boardings at Manhattan Village Mall and 1 boarding at Plaza El Segundo/The Point
 - Addresses requests from riders to make the line more direct



New Line 109

Current Line 109

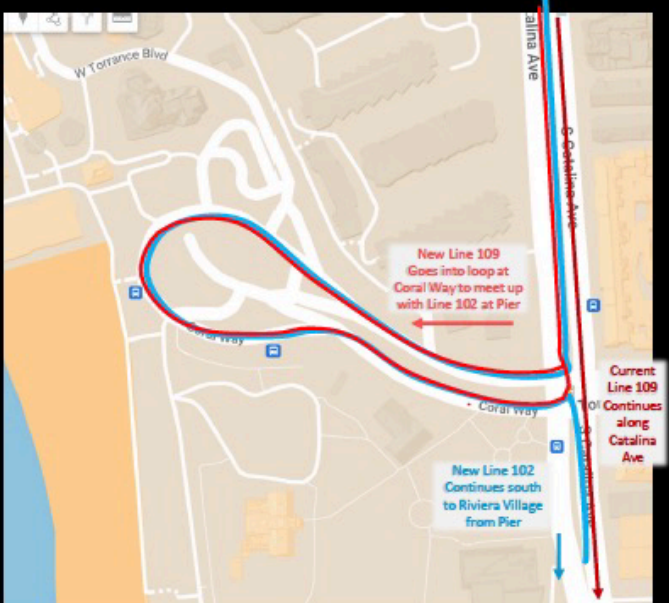
Douglas Station

Beach Cities Transit

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Line 109 Proposals

- New southern terminus of Line 109 at Redondo Beach Pier
- Line 102 absorbs Line 109 alignment between Redondo Beach Pier and Riviera Village
- Facilitates internal transfers and transfers to Torrance Transit from Line 109
- Easier access to Pier and Veterans Park Senior Center from Line 109



New Line 109
Goes into loop at Coral Way to meet up with Line 102 at Pier

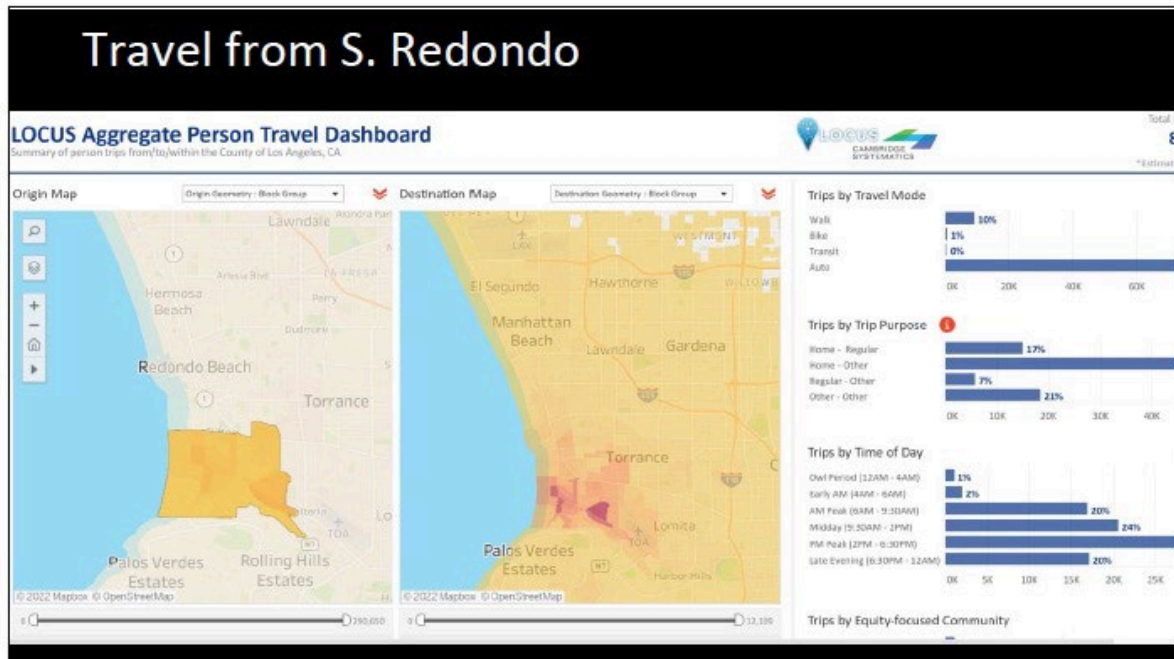
New Line 102
Continues south to Riviera Village from Pier

Current Line 109
Continues along Catalina Ave

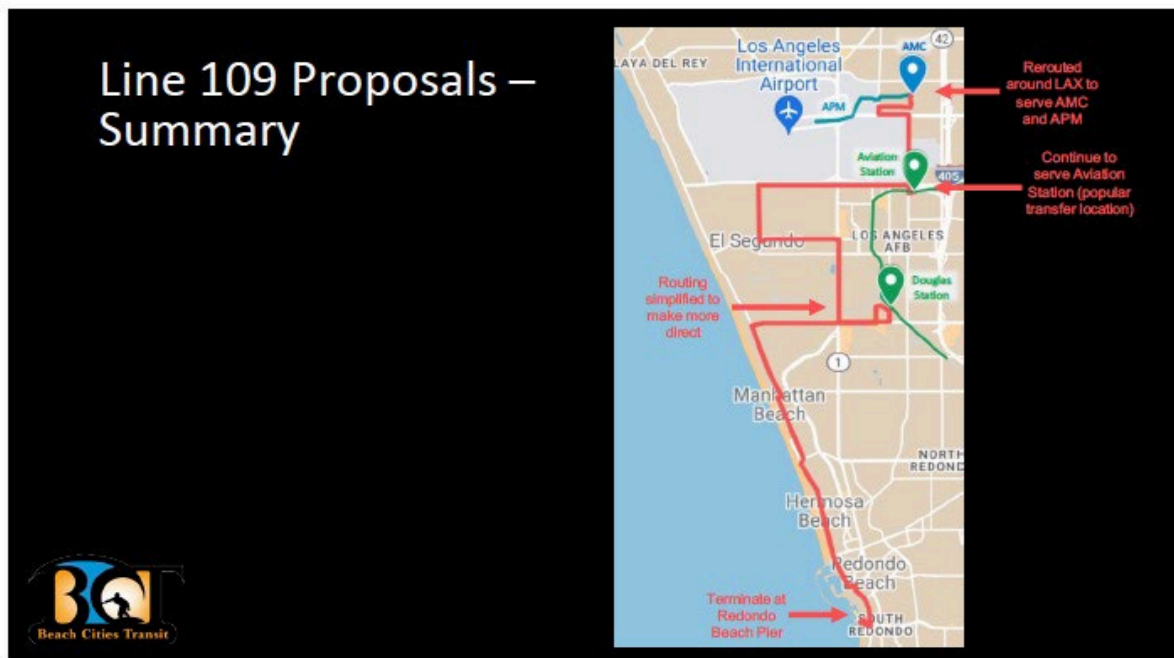
Beach Cities Transit

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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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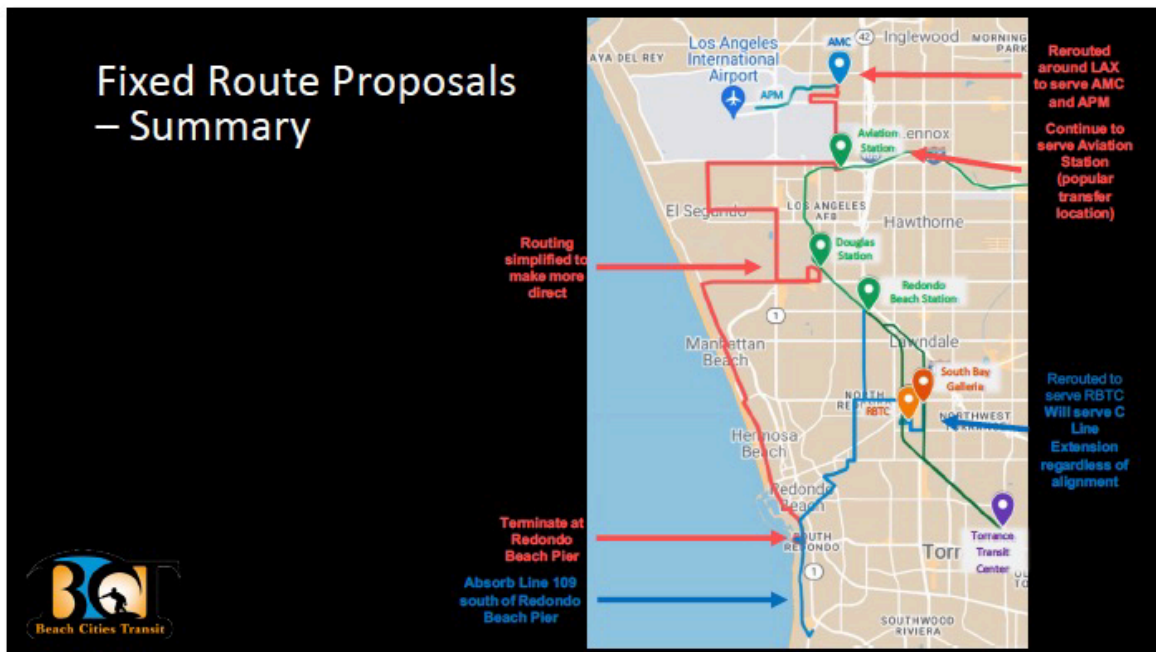


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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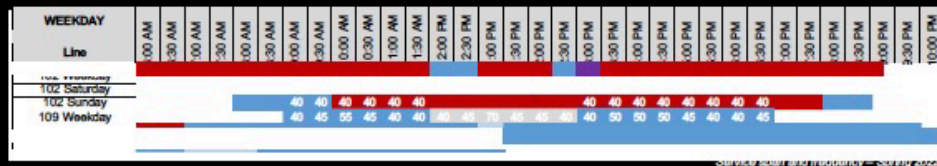


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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Other Service Proposals

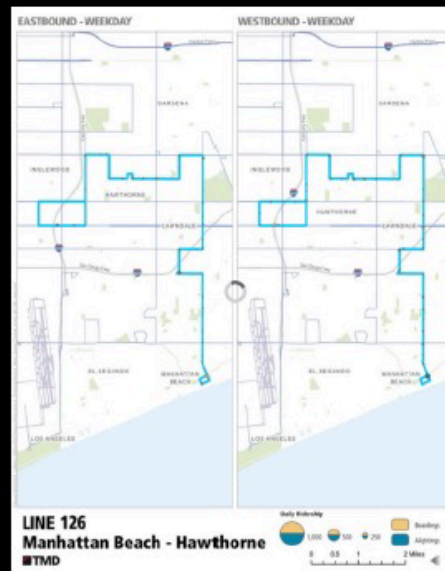
- To grow ridership in the long-term, want to explore strategically improving frequency and service span
 - Phase in improvements over time
- Line 102**
 - Address gap in Sunday service
 - 30-min weekday frequencies all day
 - Expanded weekend service span (6am-10pm)
 - More frequent weekend service
- Line 109**
 - 30-min service during weekday AM and PM peaks
 - 30-min weekday frequencies all day (7am-7pm)
 - More frequent weekend service



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Other Service Proposals

- Identified a service gap, lack of East-West service through the Beach Cities along Manhattan Beach Blvd
- Previous Metro Line 126
 - Terminated as part of Next Gen study
 - Low ridership and productivity
 - But, line operated during weekday AM and PM peak only
- Opportunity to provide service along this corridor with more frequent service and attract more ridership than Metro Line 126
- Opportunity to pilot new line in different ways: seasonal service, during summer months only



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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION

Other Service Proposals


- Goal is to provide more local service and access to destinations along this corridor in addition to regional connections at the Redondo Beach C Line Station
- Manhattan Beach Pier
- Connections to Line 109
- Polliwog Park
- Redondo Beach Performing Arts Center
- Aviation Park
- Redondo Beach C Line Station




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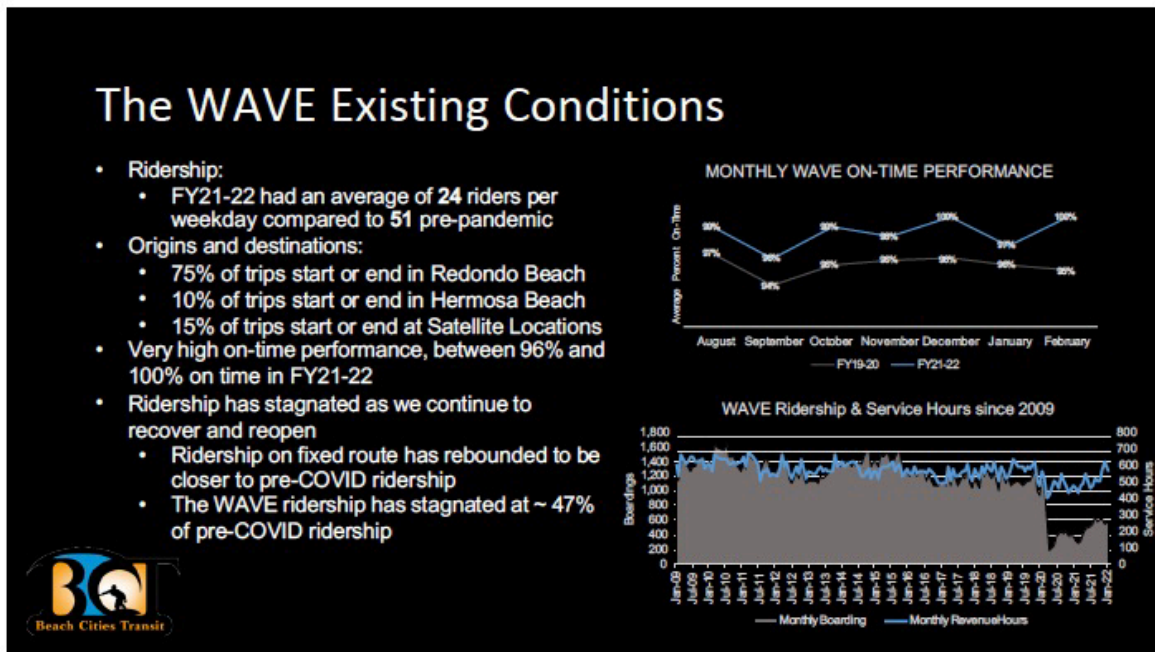
Other Service Proposals

- Another option is to route to serve Redondo Beach Transit Center and South Bay Galleria
- Permeates more into Redondo Beach
- Aviation Blvd
 - Service duplication with Torrance Transit Line 8
- Vail Ave
 - Service duplication with current Line 102
- Inglewood Ave
 - Residential, potentially fewer destinations
 - Service duplication with currently suspended Lawndale Beat

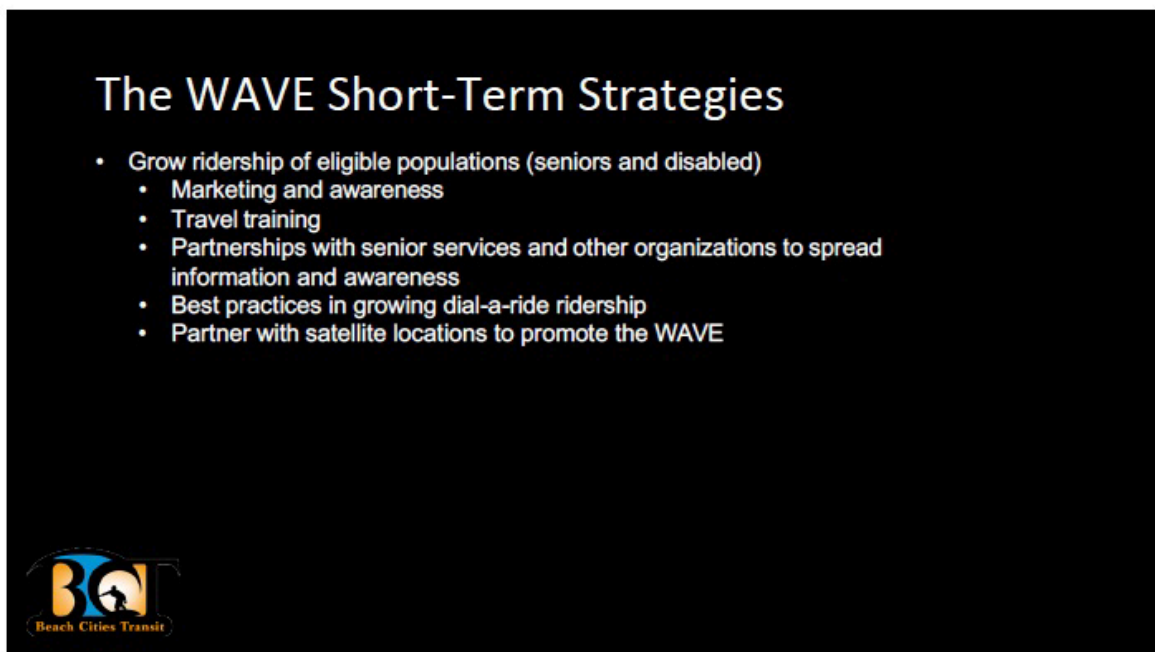



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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



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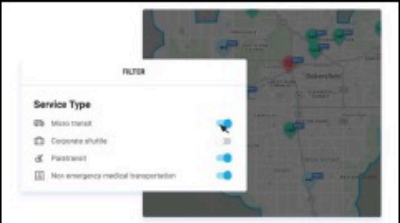




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APPENDIX D: TECHNICAL WORKING GROUP PRESENTATION



The WAVE Long-Term Strategies

- In the long-term, opportunities to explore other ways to grow ridership:
 - Opening up to the general public, comingle with senior and disabled riders
 - During specific times only (late night/weekends), when WAVE is underutilized, etc.
 - Technology improvements (option for app-based reservations, more same-day reservations, ability to track vehicle in real time)
- Taxi/TNC vouchers



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Stay Involved!



Project website:
<https://www.bctservicesstudy.com/>

Take the survey:
https://www.surveymonkey.com/r/NP_N9V5S

Questions or comments? Email:
BCTServicesStudy@gmail.com

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APPENDIX E: FINAL STAKEHOLDER DATABASE

FINAL STAKEHOLDER DATABASE. Highlighted entries represent stakeholders who participated in outreach and engagement events and provided feedback.

- 1736 Family Crisis Center
- Alliance Health and Human Services
- Beach Cities Health District
- Behavioral Health Services, Inc.
- Best Western Plus Redondo Beach
- Breakwater Village
- Canyon Verde Adult Day Care
- Casa de Los Amigos
- City of El Segundo
- City of El Segundo Senior Housing
- City of Gardena - Community Development
- City of Gardena - Gtrans
- City of Gardena - Senior Housing
- City of Hawthorne - Planning Department
- City of Hermosa Beach
- City of Lawndale
- City of Los Angeles - Department of Transportation
- City of Manhattan Beach
- City of Redondo Beach
- City of Redondo Beach - Beach Cities Transit (Transp. Concepts)
- City of Redondo Beach - Community Development
- City of Redondo Beach - Community Services
- City of Torrance - Community Development
- City of Torrance - Torrance Transit
- El Segundo High School
- El Segundo Plaza Property Owner
- Galleria Mall Property Owner
- Harmony Court Apartments
- Heritage Pointe
- Hilton Garden Inn Redondo Beach
- Little Company of Mary Community Health
- Los Angeles Metropolitan Transportation Authority (LACMTA)
- Los Angeles World Airports APM-Automated People Movers
- Los Angeles World Airports Mobility Team
- Manhattan Village Mall Property Owner
- Mobility for People (ADA)
- North Redondo Beach Business Association
- Northrop Grumman Aerospace Systems
- Options For Life Agency, LLC
- P.S. I Love You Foundation
- Pacific Coast Inn Redondo Beach
- Patricia Dreizler Continuation High School - Redondo Beach
- Planned Parenthood So. Bay Center
- Portofino Hotel and Marina Redondo Beach
- Providence Family Medical Center
- Ramada Inn
- Raytheon- El Segundo
- Redondo Beach Hotel
- Redondo Beach Library Foundation (RBLF)
- Redondo Beach Unified School District
- Redondo Inn and Suites
- Redondo Pier Inn
- Riviera Village Business Improvement District
- Roland R. Mindeman Senior Residence
- Seaside Villa
- Seasons Senior Apartments (Salvation Army)
- Shade Hotel Redondo Beach
- Social Vocational Services, Inc.
- Sonesta Redondo Beach & Marina
- South Bay Adult Care Center
- South Bay Bicycle Coalition
- South Bay Children's Health Center
- South Bay Cities Council of Governments
- South Bay Coalition to End Homelessness
- South Bay Family Healthcare
- South Bay Latino Chamber of Commerce
- South Bay Workforce Investment Board
- South Bay YMCA - Gardena
- South Bay YMCA - Torrance
- South Bay Youth Project
- Sunrise Senior in Hermosa Beach
- The Point Property Owner
- Toyota Sports Center

APPENDIX E: FINAL STAKEHOLDER DATABASE

- Walk With Sally
- Workforce Development - South Bay

APPENDIX F: BCT SURVEY ENGAGEMENT

SURVEY RESULTS

1 BCT Survey Engagement

From June through August of 2022, an online survey was conducted to gather responses and insights from BCT riders of fixed-route and the WAVE dial-a-ride service, as well as from non-riders in the South Bay. Surveys were advertised in several ways, including digital and print media placements and direct emails to known stakeholders, as well as during eleven in-person engagement events across the South Bay.

Participants accessed the survey via a single link but were directed (through a logic tree) to one of three surveys that best suited their ridership profile; multiple surveys were also possible for people who ride both WAVE and fixed-route services. Of the 295 surveys collected, a total of 280 valid (completed) surveys were analyzed. Survey response counts are seen in Table 1. Slightly more than half of the respondents were BCT riders of the WAVE or fixed-route service, with the remaining respondents not BCT riders. Of the total rider responses, 143/154 or 93% were fixed-route and 7% were WAVE riders, which mirrors the breakdown of ridership across the two modes (97% of ridership in 2021¹ was on fixed-route, and 3% was on WAVE).

Table 1: Count of survey responses

Survey Type	Count	Percent of total surveys
Fixed-route rider survey responses	143	51%
WAVE survey responses	11	4%
Non-rider survey responses	126	45%
Total survey responses	280	100%
Total administered surveys	295 ²	

Overall respondent demographics skewed female (60%), white or Caucasian (63%), and over 35 years old with under 35 (Under 18, 18-24, and 25-34) making up only 21% of respondents. Respondents overwhelmingly indicated household incomes greater than \$75,000 with only 15% indicating a household income below \$75,000. This largely aligns with the demographics of the overall service area, where the majority of South Bay residents are over 35 years of age (with a median age of 40), 66% of residents identify as white or Caucasian, and median household income above \$75,000 (specifically \$125,000).

Along with findings from the existing conditions analysis and findings from other outreach and engagement activities, these survey results helped to directly inform the recommended service plans and supporting

¹ Based on 166,176 unlinked passenger trips as reported to NTD, 4,845 of which were taken on the WAVE

² After validating survey response, not all surveys administered were included due to incomplete or partial responses. Of the 295 surveys administered, 15 were determined invalid for a total of 280 surveys included in analysis.

recommendations. More detail on how outreach and the survey informed the service plans and supporting recommendations can be found in the body of TSS #2.

1.1 BCT Rider Survey

The BCT rider survey collected 143 valid responses. Survey information collected included rider profiles, how riders use the system, their overall satisfaction with different elements, and where riders would like to see system improvements or changes.

1.1.1 RIDER PROFILE AND USE

Most BCT survey respondents are casual riders, only taking the bus less than once a month³. Figure 1 illustrates that most (58%) respondents ride infrequently (a few times a month or less than once a month) and could be considered casual riders. The primary trip purpose, shown in Figure 2 supports this finding. The predominant trip purpose was leisure and recreational activities including entertainment, the beach, the gym, etc., as opposed to travel for work or school, where it is likely that riders would ride more frequently/regularly for these purposes. Respondents were also able to choose more than one trip purpose.

³ Please note that the information in this section only pertains to survey respondents and may not be reflective of all BCT riders; for example, these results do not reflect the significant portion of BCT riders who are students utilizing the Line 102 School Tripper service.

Figure 1: Ridership frequency among BCT riders (118 responses)

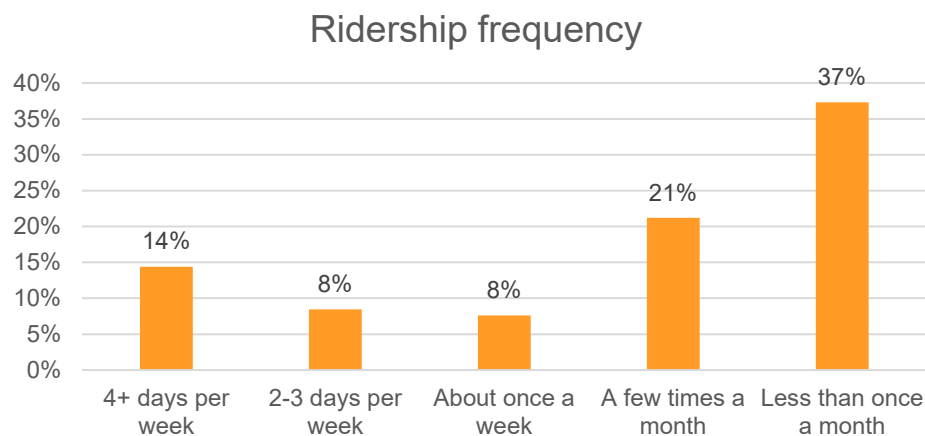
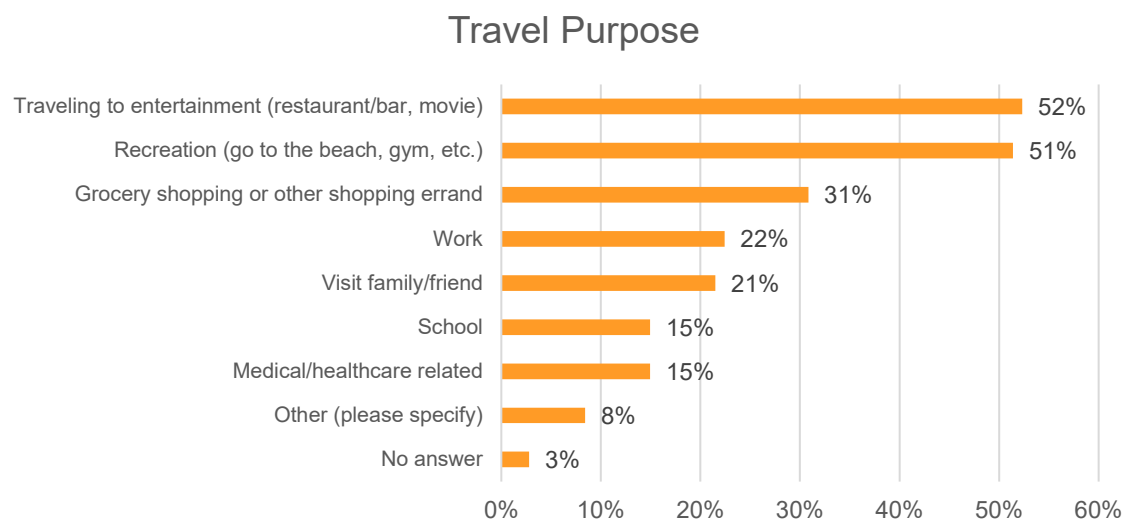


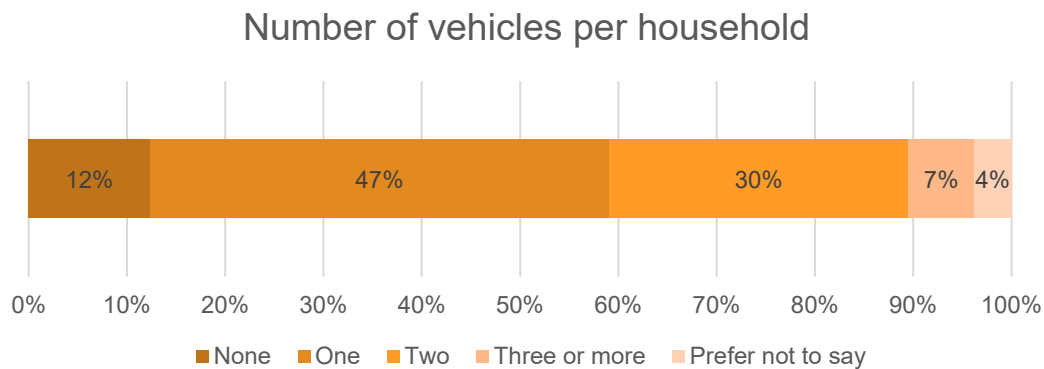
Figure 2: Trip purpose when traveling on BCT (multiple selections, 107 responses)



However, there is a notable portion of riders who frequently ride BCT services for work and school. Riders who indicated a higher frequency of BCT use (4+ days per week) were almost two times more likely to ride

to work and three times more likely to ride BCT to school. This 14% of high-frequency daily riders are reflected in Figure 3 where 12% of respondents who ride BCT do not have a vehicle “available” to them.

Figure 3: Vehicles per household of BCT riders (105 responses)



While 12% may not have a vehicle “available” to them, there was a larger portion of BCT riders who do not have a driver's license. As Figure 4 indicates, 17% of BCT riders could be considered “captive transit riders,” without the proper documentation to drive. Drilling down into this population, the dependence on BCT service is starkly illustrated in Figure 5 with 56% of this non-driving population riding BCT four or more days a week.

Figure 4: Percent of BCT rider respondents with a driver's license (105 responses)

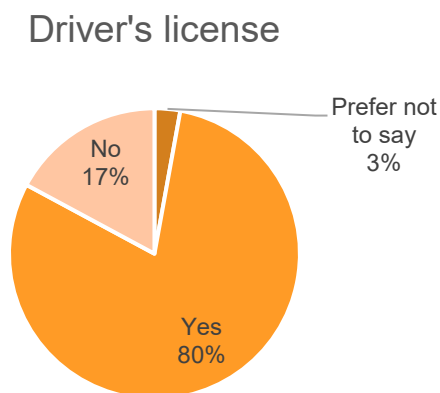
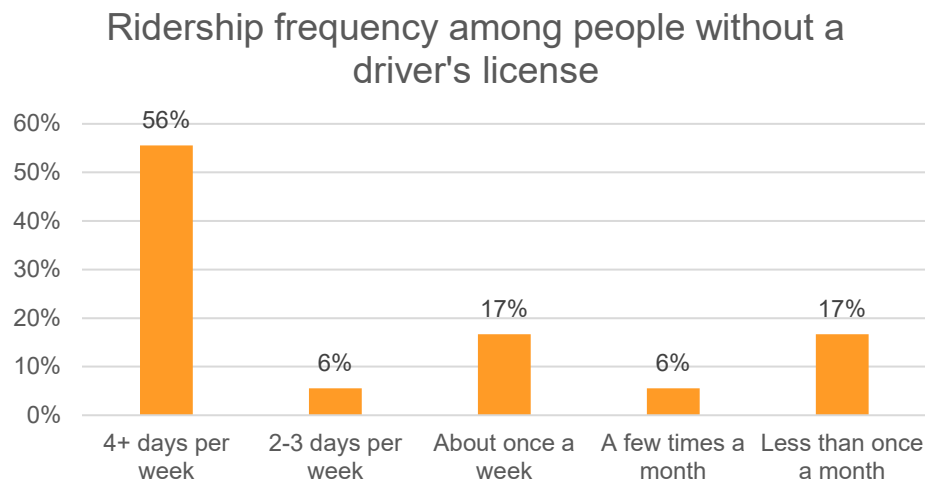
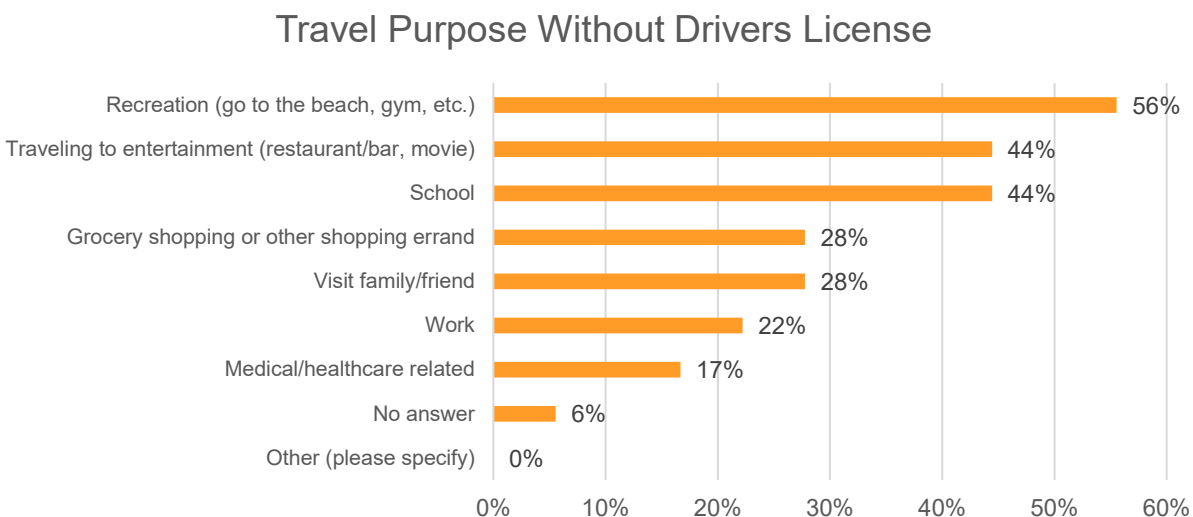


Figure 5: Frequency of ridership among people without a driver's license (18 responses)



Furthermore, the trip breakdown of the respondents without a driver's license (Figure 6) reveals that recreation and entertainment remain the predominant use for BCT. Expectedly, this demographic utilizes the bus for trips to school at a higher rate which accounts for the student population on BCT. Taken together, the analysis here reveals that most riders mainly ride BCT occasionally for leisure purposes, but of the riders who ride the most frequently, these riders use the bus almost every day for school as well as to leisure destinations.

Figure 6: Trip purpose of riders without a driver's license traveling on BCT (multiple selections, 18 responses)



Most riders access the bus (Figure 7) by walking with smaller populations biking or transferring from other services. Ridership (Figure 8) is predominantly on Line 109 with 60% of respondents indicating that as their primary BCT route.

Figure 7: First/last mile modes (multiple selections, 107 responses)

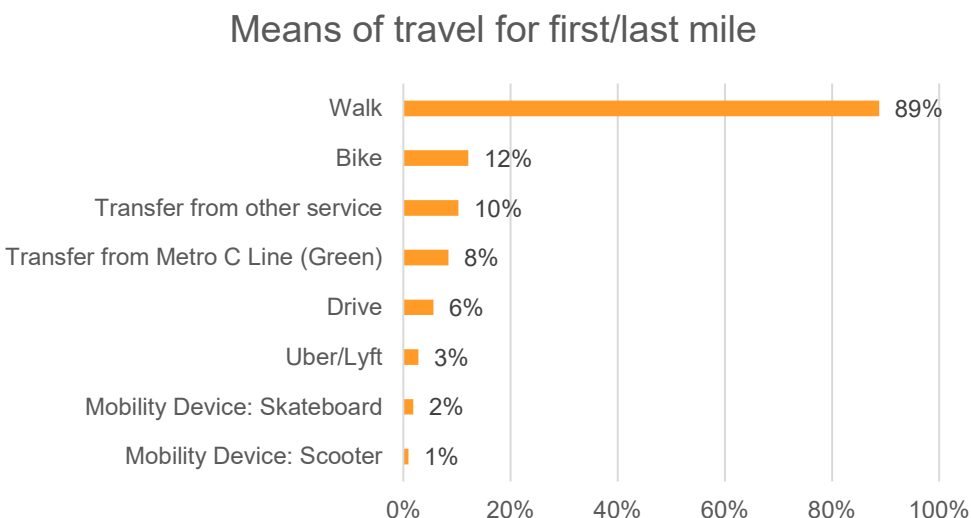
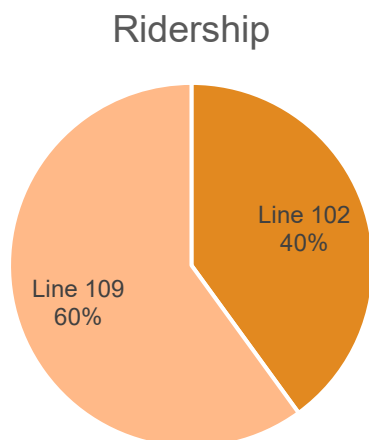
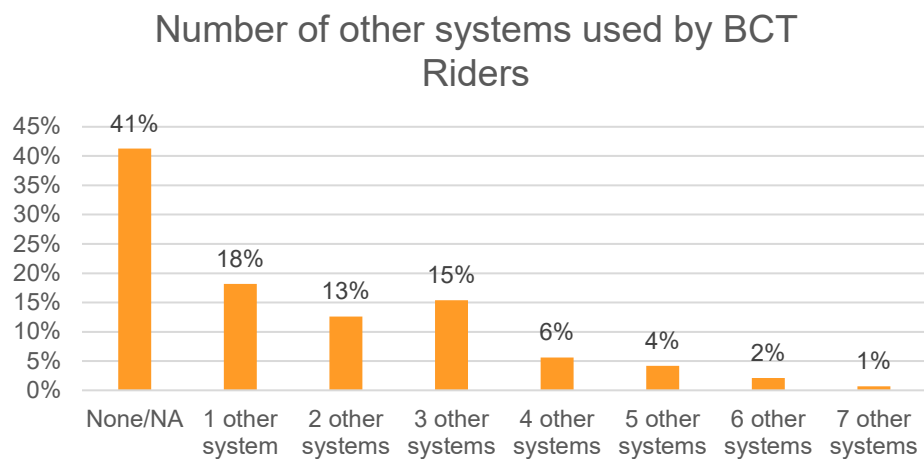


Figure 8: Primary route (130 responses)



A large portion of BCT riders also use other transit systems. Of the system options (Metro Bus, Metro Rail, Torrance Transit, LADOT, Commuter Express, GTrans, Lawndale Beat, Other (please specify) or None/NA), Metro Bus and Metro Rail were the most frequently used by respondents with 27% and 20%, respectively. Torrance Transit was also indicated frequently as a system used by BCT riders. Considering the service area of BCT, these three systems interface directly with BCT lines. Figure 9 shows that BCT riders who do use at least one other transit system represent 59% of respondents. Those who did not ride another system were the largest single response (41%).

Figure 9: Other systems used by BCT riders (multiple selections, 108 responses)

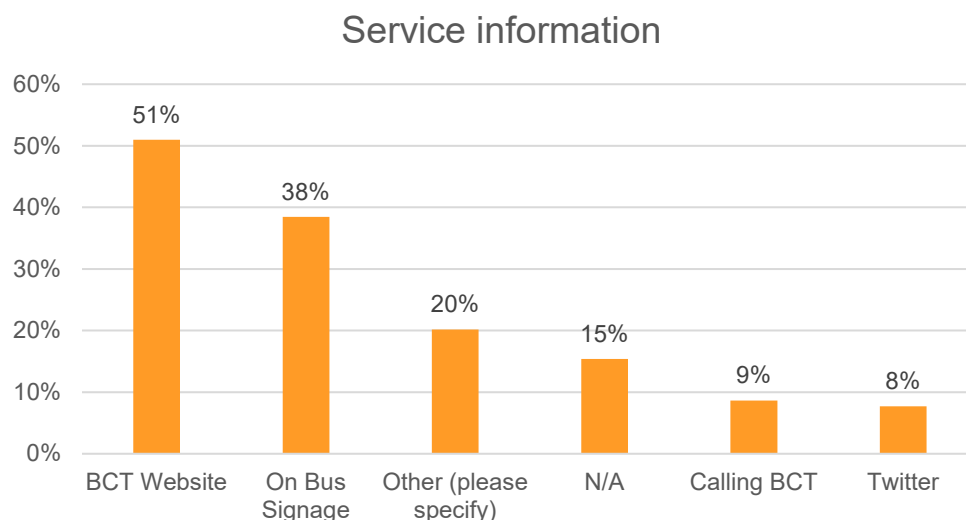


1.1.1.1 Information Sources

Respondents were asked several questions that pertain to how they plan and complete their trips. Responses showed that while digital sources of information (BCT website and real-time transit applications) are the predominant methods, in-person and physical means of navigating transit services are still very prevalent.

BCT disseminates information to its riders via several methods, namely its website and its Twitter account. Both platforms provide regular updates on service, but the website includes a host of other system information as well as a real-time bus tracker. Survey respondents were asked to indicate all methods they use to access information and service updates. Figure 10 provides a breakdown of those means, with BCT's website being the most popular source of information.

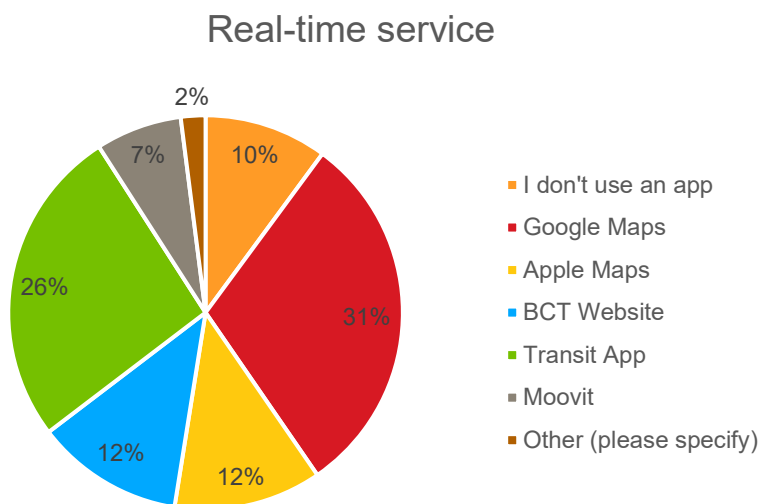
Figure 10: Sources for transit information (multiple selections, 104 responses)



The “Other (please specify)” answers indicated that trip planning and real-time transit apps like Google Maps and the Transit App are also valuable sources for trip information, accounting for 14% of “other” responses. Additional notable comments mention “city senior centers,” “Chamber of Commerce,” and “bus stop signage for schedule.” These responses highlight the duality of transit information; both digital and physical sources remain important to BCT's riders.

As respondents indicated through the “Other (please specify)” selection in the previous question, real-time trip planning apps are very popular for accessing transit information. Respondents were then directly asked which apps they use, with the results shown in Figure 11. Google Maps and the Transit App were the most used by BCT riders. These results demonstrate that the effort by BCT to provide a modern trip-planning experience by publishing real-time information has had a significant impact on riders.

Figure 11: Real-time transportation planning app usage (multiple selections, 174 responses)

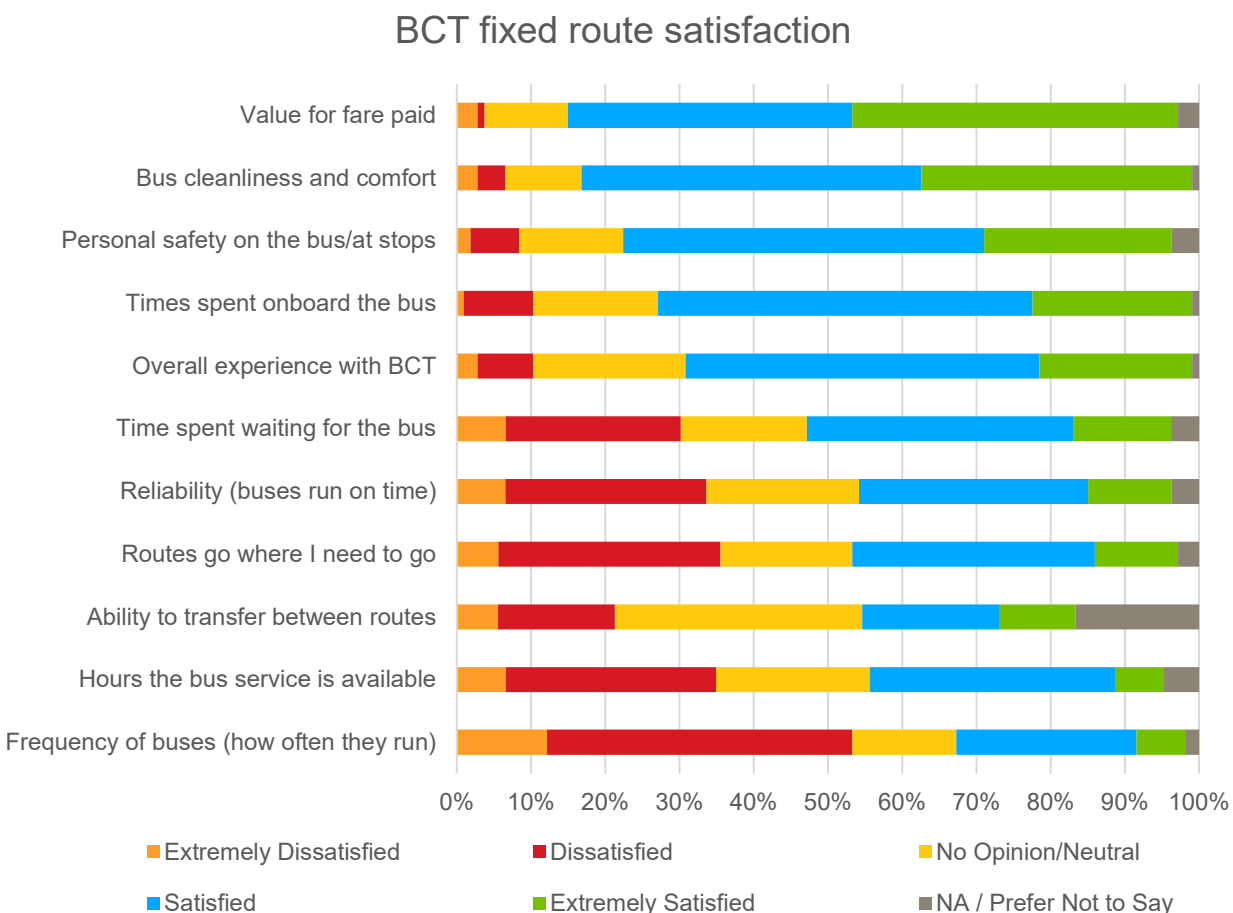


1.1.2 SYSTEM IMPROVEMENTS

Overall satisfaction with the fixed route system was high, with most responses indicating at least a satisfactory option for the overall BCT experience. Figure 12 displays rider satisfaction with different aspects of BCT service (listed from overall most satisfied to least satisfied), with riders particularly satisfied with the value of fare paid and the cleanliness of the bus. Attributes where BCT does not perform as well include time spent waiting for the bus, reliability, service area, and the hours fixed-route buses run.

Where BCT performs poorly in rider satisfaction is the frequency of buses. This attribute received the highest “extremely dissatisfied” response (percent) with over 50% of respondents not satisfied with how often the bus comes. BCT’s service area was another aspect where riders were overall less satisfied, but there was higher satisfaction and lower dissatisfaction compared to frequency. In the tradeoff between coverage and frequency, it appears that BCT riders prioritize frequency. Another key area of dissatisfaction is BCT’s service span with 35% of respondents either dissatisfied or very dissatisfied.

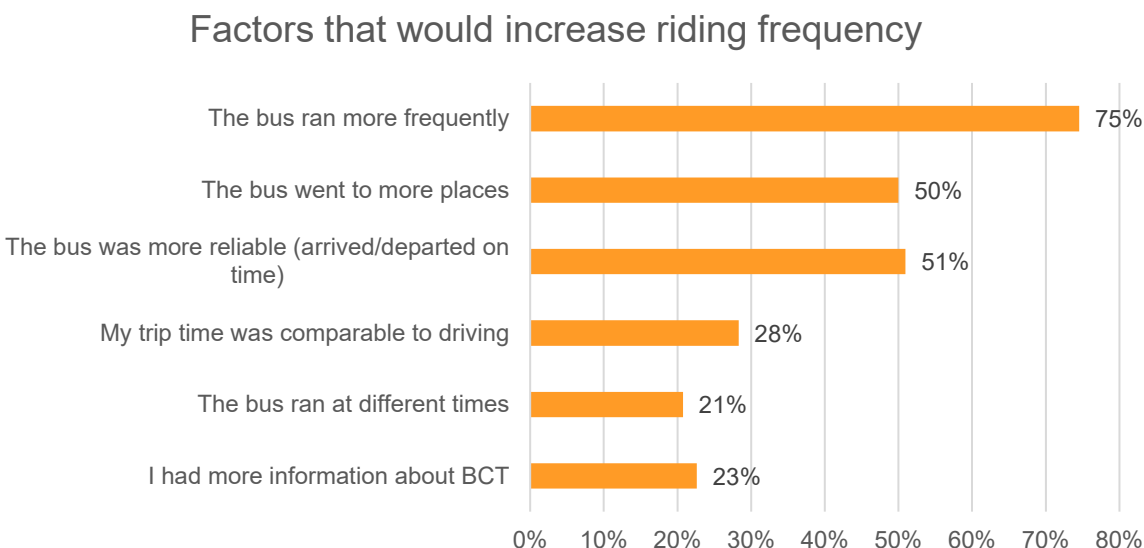
Figure 12: Rider satisfaction with aspects of BCT fixed-route service (107 responses)



1.1.2.1 Systemwide Improvements

Many of the areas BCT performed poorly in customer satisfaction were areas that would increase ridership from current riders. Figure 13 shows rider priority for frequency, service span, and reliability. Almost all respondents indicated that more frequent and more reliable service would encourage them to ride more often. Additionally, comfort when transporting children was not of major concern with only 2% indicating this response.

Figure 13: Factors that would increase riding frequency (multiple selections, 106 responses)



The "Other (please specify)" category received several responses and included:

- Later service with buses running past 8 PM or earlier service on "non-school weekdays." Service for summer concerts was also mentioned regarding later service.
- Access to LAX was requested, and given that BCT serves LAX, indicates a lack of access to information (or awareness) about BCT services.

Other opportunities for better information sharing were seen with requests for "real-time info" or an app to track when the next bus comes. Both services are available on BCT's website as well as trip planning applications like Transit or Google Maps. This presents BCT with an opportunity for more robust outreach and marketing to inform the public that these services are available to them.

Locations Not Currently Served

Respondents were asked to describe locations not currently served by BCT and that they would like to see BCT provide service to. An open-ended question, answers ranged from specific locations to streets that should have a transit line, as well as general areas. Themes from this question include:

- Service to LAX was highly desired by riders. While Line 109 currently provides service to the LAX City Bus Center, information about this service is lacking. Some responses did indicate the desire for an express service to LAX which does differ from the current Line 109.
- Del Amo Mall was the most requested location by riders. While BCT does not currently provide service to Del Amo Mall, the previously operated Line 104 ran from Del Amo Mall to Palos Verdes,

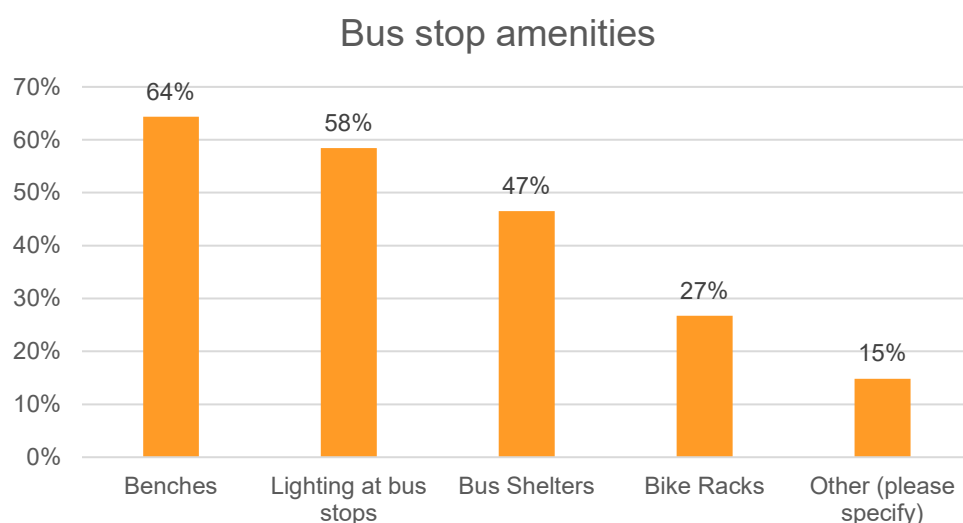
Riviera Village, and along Catalina Ave to Redondo Beach Pier. The line was eliminated due to low ridership. Additionally, Torrance Transit operates almost all its services centered around the Del Amo Mall. While the BCT system map shows all other transit routes, connections, and destination information, additional publications providing destinations and transfers could be designed in coordination with the other transit operators.

- Schools were a common response from non-riders, who wanted service to Mira Costa High School, Parras Middle School, and the South Bay Adult School. Additionally, El Camino College and generally 'middle schools' were mentioned by riders.
- Polliwog Park was mentioned several times by riders, often noting a desire for service along Manhattan Beach Blvd, North Redondo Beach, or the Metro C Line (Green) station.
- Streets were often requested by riders. These requests included: PCH, 190th, Aviation, Torrance Blvd as well as streets BCT already operates on like Hawthorne Blvd, Prospect Ave, and Artesia. While many of these streets have transit service by BCT or other providers like Metro Bus, GTrans, or Torrance Transit, respondents may want to emphasize their importance or were simply unaware.

Bus Stop Amenities

Riders were asked to indicate what amenities they would like to see on BCT services. Figure 14 shows that riders would generally like to see a variety of amenities. Themes of cleanliness and information availability were also mentioned by those who chose to specify. Along with benches, lighting, and shelter (shade specifically), riders would like to see cleaner bus stops with trash and recycling cans. Physical bus information like QR codes or real-time signage was mentioned to provide better arrival information.

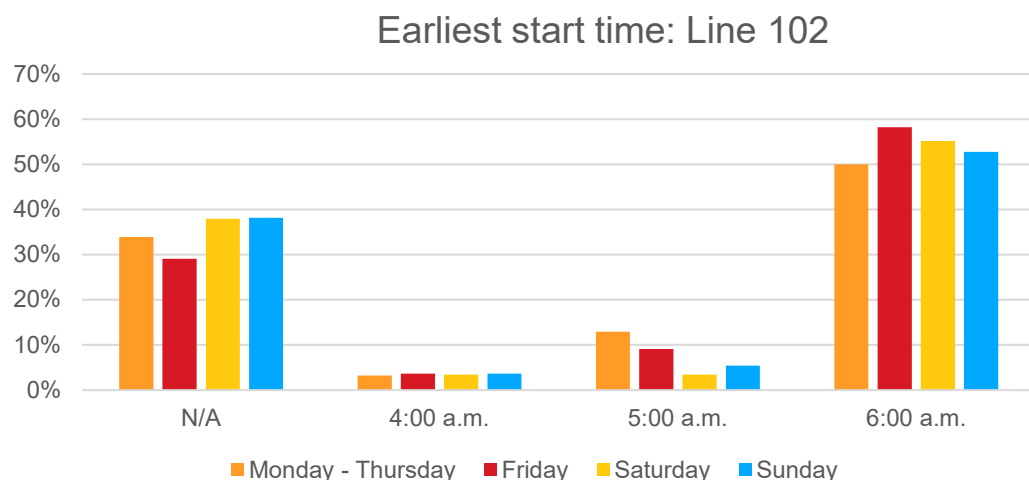
Figure 14: Bus stop amenities (multiple selections, 101 responses)



1.1.2.2 Line 102

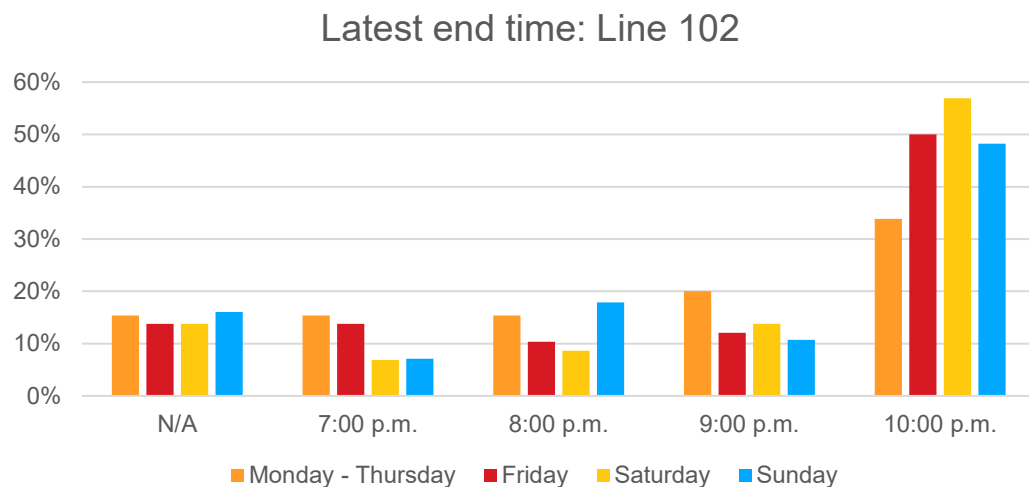
BCT currently operates Line 102 from 6:00 AM to 8:30 PM on weekdays, 8:00 AM to 9:15 PM on Saturdays, and 9:15 AM to 7:00 PM on Sundays. Respondents were asked to indicate the earliest and latest times they would utilize bus service on Monday through Thursday, Friday, Saturday, and Sunday individually. Figure 15 shows that riders were primarily interested in either the latest option for morning service or uninterested in morning service at all. Service starting at 5:00 AM did receive an increase of interest with 15% of respondents indicating that 5:00 AM service Monday-Thursday would be utilized. Considering the current service span and the relatively low interest in earlier trips, a change to the start times of Line 102 is not a priority.

Figure 15: Earliest times riders would utilize Line 102 service (62 responses)



There was strong support for later service times on Line 102, particularly on the weekends. Figure 16 indicates while later service is not as much of a priority for riders during the weekdays (Monday-Thursday), it is very important on Friday, Saturday, and Sunday.

Figure 16: Latest times riders would utilize Line 102 service (65 responses)

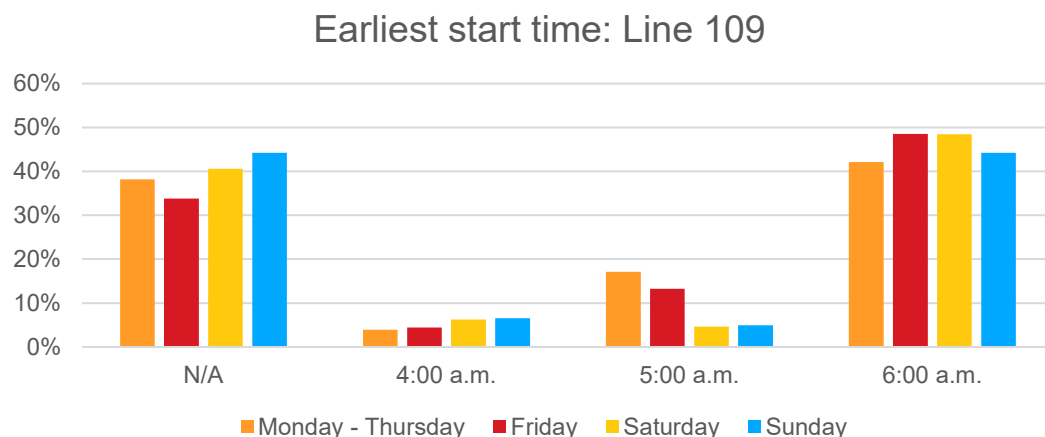


1.1.2.3 Line 109

Line 109 operates during a wider service span than Line 102 with buses running from 6:00 AM to 9:45 PM Monday through Friday and 6:00 AM to 10:15 PM Saturday and Sunday.

Riders indicated that similarly to Line 102, earlier service was not a priority. Figure 17 shows the same preference as Line 102, with riders favoring 6:00 AM service or not interested in morning service and responding N/A.

Figure 17: Earliest time riders would use Line 109 (76 responses)



The latest Line 109 operates is currently 10:15 PM on weekends. As Line 109 operates along the busier, nightlife areas of the Beach Cities, riders were asked to indicate their use of late-night service with buses operating until midnight.

Figure 18: Latest time riders would use Line 109 (79 responses)

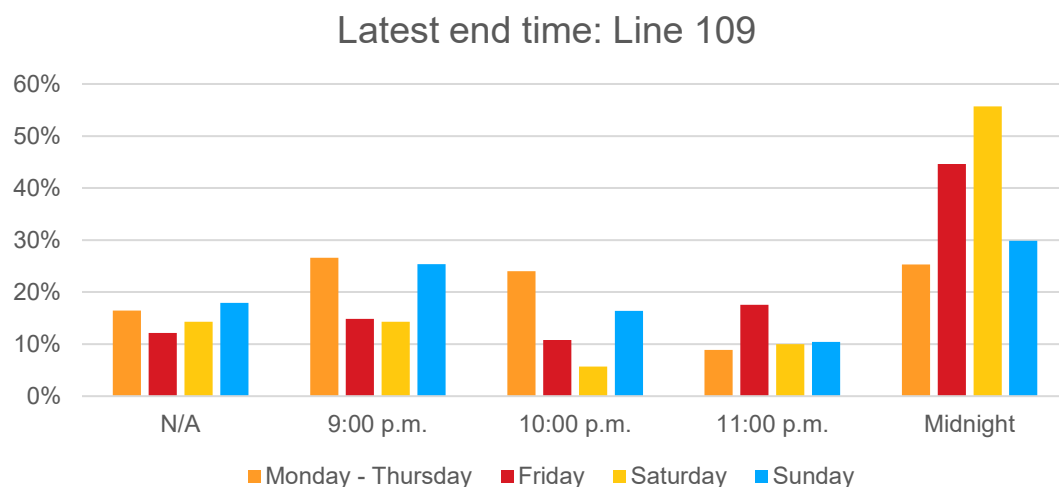


Figure 18 shows that riders overwhelmingly support later service on Friday and Saturday nights. Comments like, "If the 102/109 would run later in the day, past 8" and "Late night hours after summer concert ends"

indicate a desire for later service. This sentiment was additionally supported by comments that pointed to the dangers of drunk driving and the need for transit coming home from bars and other nightlife activities.

1.1.3 KEY TAKEAWAYS

Based on feedback from BCT riders, key themes surrounding the strengths and weaknesses of the fixed route service were identified. These include:

- The profile of BCT users responding to the survey is one that infrequently rides, traveling for leisure purposes but includes a subset of more frequent use, captive (non-driving) riders who travel to school at a higher rate than non-captive riders. Seeking reliable transportation to restaurants, bars, and other evening activities, riders highly favored later service on both Lines 109 and 102.
- Riding respondents were overall satisfied with the service BCT provides particularly the value of fare as well as the cleanliness and comfort of vehicles. Despite this, respondents desired improved reliability and increased frequency of bus service.
- Information is predominantly acquired at stops through signage and the use of real-time bus tracking apps like Google Maps or Transit App. Information about the system falls short concerning where BCT and other bus services operate (Line 109 to LAX, Torrance Transit around Del Amo Mall, etc.) and general knowledge about BCT services.
- Riders frequently desired more locations served by BCT. These often included those served by other transit agencies in the South Bay. This desire was complemented by a slight increase in dissatisfaction with the ability to transfer between systems.

1.2 WAVE Riders⁴

The WAVE survey collected 11 valid responses from South Bay residents that indicated previous use of the service. The low number of responses is unsurprising for a survey of dial-a-ride riders; currently, the WAVE saw 4,845 unlinked passenger trips in 2021 (NTD Agency Profile), or about 13 average daily WAVE riders, so these responses represent about 83% of daily riders. Questions included demographics, WAVE usage, fixed-route use, and opinions on the service and where it could improve.

1.2.1 RIDER PROFILE

Results from WAVE survey respondents who indicated their ZIP codes are seen in Table 2 and show an even split between the two cities served by the WAVE, Hermosa Beach, and Redondo Beach. Most respondents indicated their ethnicity to be white or Caucasian (Figure 19) and all identified as women.

⁴ Please note that due to the low number of responses on the WAVE rider survey, survey results may not be indicative or reflective of actual WAVE riders.

Additionally, respondents indicated income ranges (Figure 20) for all categories except for \$75,000 and above.

Table 2: Home ZIP code of WAVE riders (6 responses)

Zip Code	Percent	City
90254	50%	Hermosa Beach
90277	33%	Redondo Beach
90278	17%	N. Redondo Beach

Figure 19: WAVE ride ethnicity (multiple selections, 7 responses)

Ethnicity of WAVE riders

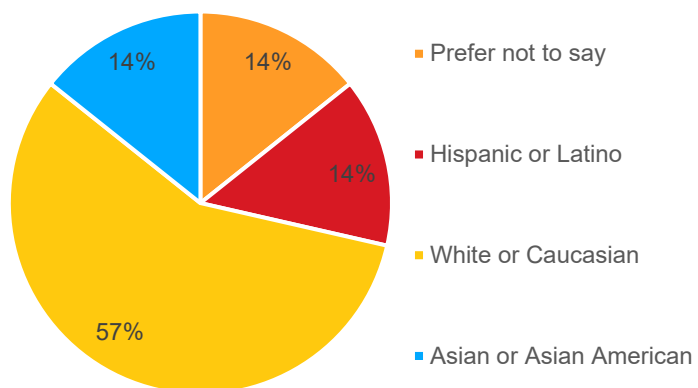
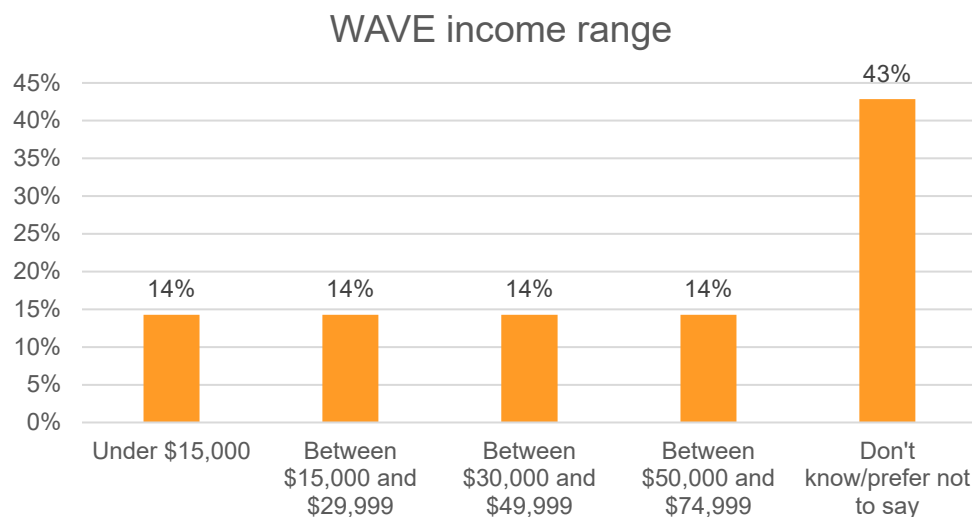
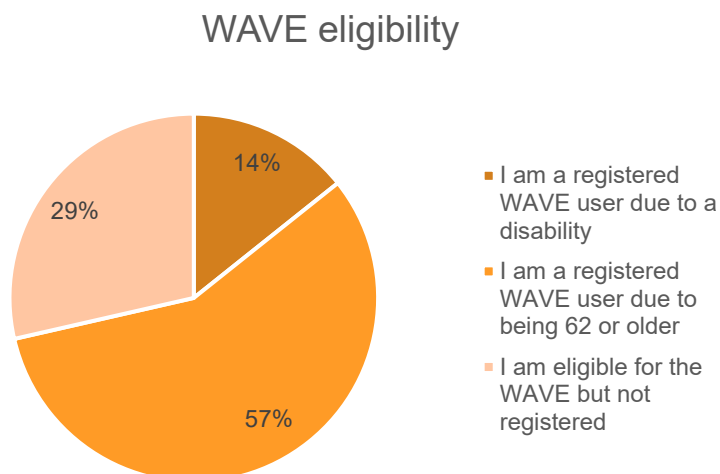


Figure 20: Income ranges of WAVE riders (7 responses)



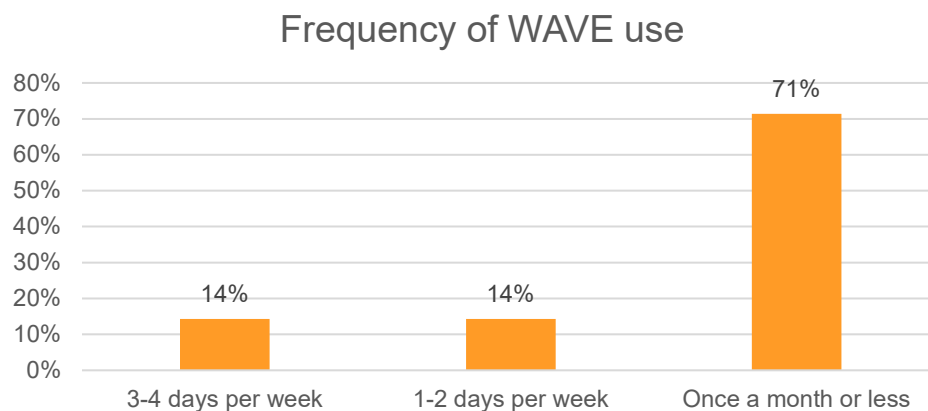
Responses regarding eligibility for WAVE services (Figure 21) indicate that age is the primary factor, rather than disability, in using dial-a-ride. A portion of respondents (29%) indicated that despite eligibility for WAVE services, they are not registered for the service.

Figure 21: WAVE eligibility and registration status (7 responses)



WAVE riders who responded to this survey are generally infrequent users (Figure 22) riding the WAVE less than once a month. No WAVE riders indicated they ride “five or more days a week” or selected the option for “once a week or less.”

Figure 22: Frequency of WAVE use (7 responses)



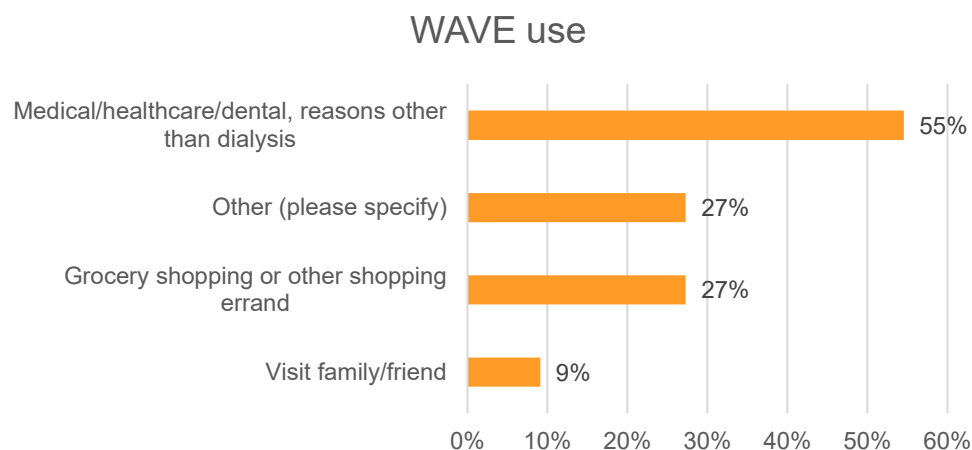
1.2.2 TRIP PURPOSE

The primary use for WAVE services was for rides to non-dialysis, medical appointments. Figure 23 shows that other trip purposes were errand or leisure-driven, with shopping and visiting families or friends indicated. The other category included:

- Childcare responsibilities (traveling with children)
- Traveling to dialysis

No respondents indicated they use the WAVE for school, work, or travel to entertainment or recreation.

Figure 23: WAVE trip purpose (multiple selections, 11 responses)



Apart from WAVE usage, only 29% of respondents indicated they currently use Line 102 or 109 (Figure 24).

Figure 24: Fixed-route use among WAVE riders (7 responses)

Fixed-route use among WAVE riders

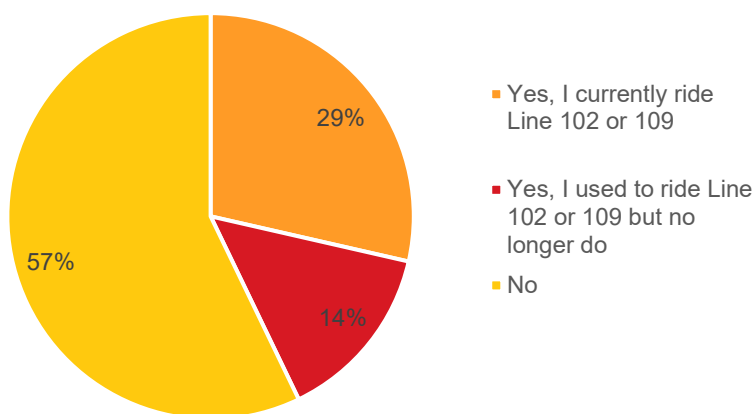
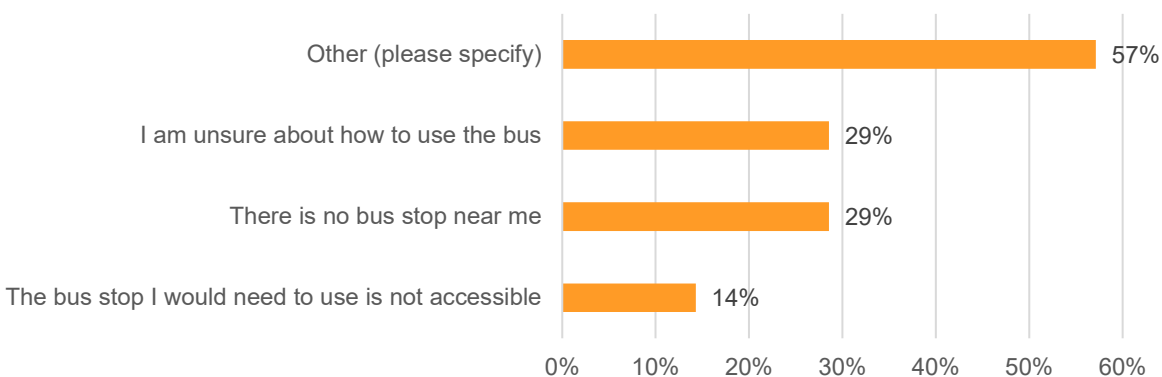


Figure 25: Factors that prevent fixed-route service use (multiple selections, 11 responses)

Reasons for not using fixed route services



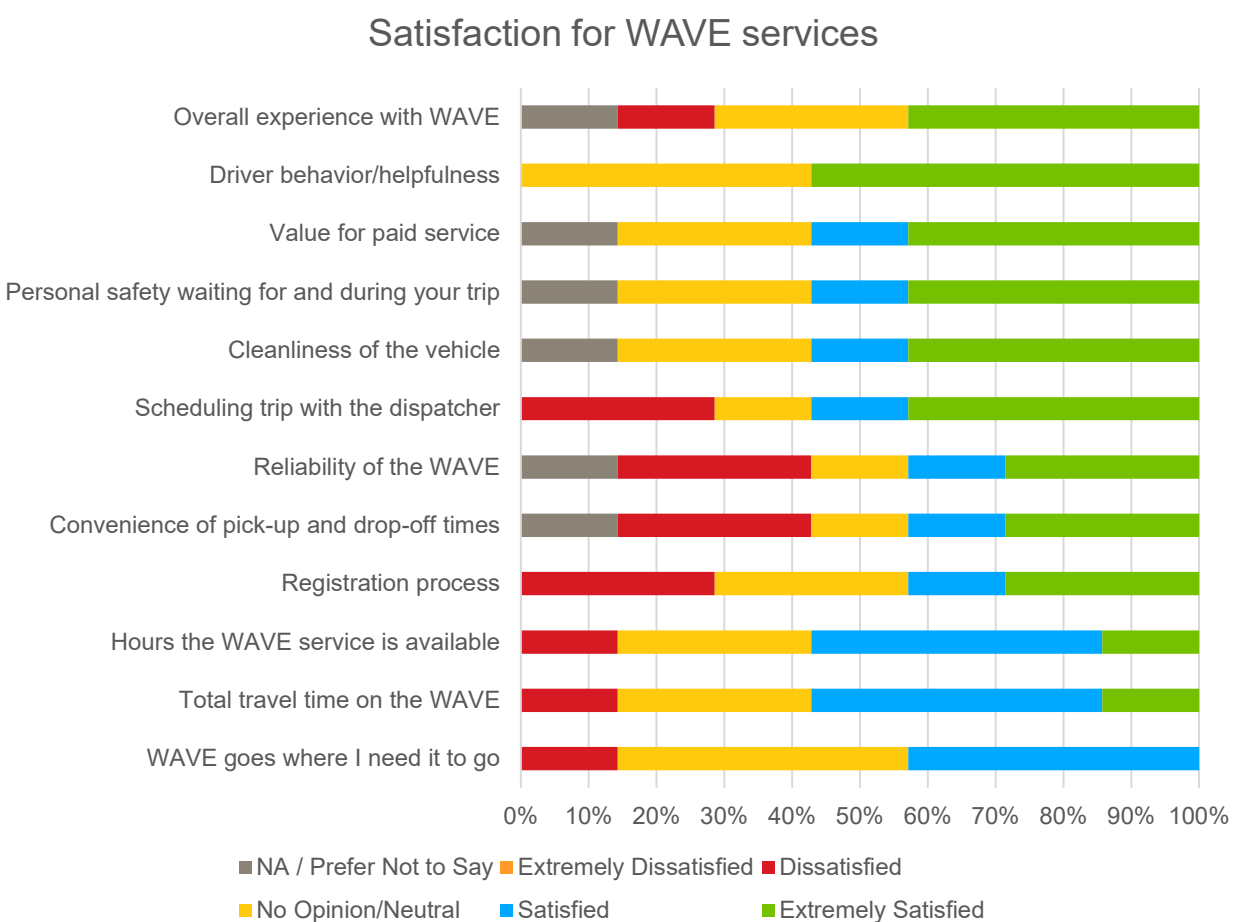
WAVE riders indicated their reasons for not using fixed-route services in Figure 25. While lack of information and proximity to a bus stop was indicated, most respondents preferred to describe their own limiting factor. Of the “Other (please specify)” category preferring to drive their own car was mentioned most often. While WAVE riders prefer to drive, they often indicated they would ride the WAVE due to an injury limiting or prohibiting them from driving. One WAVE rider summed that sentiment with the comment, “I drive my car unless I am injured, post-surgery, etc.” Other limitations included a lack of information about or infrequency of BCT fixed-route service.

1.2.3 SATISFACTION AND IMPROVEMENTS

WAVE riders were asked to provide feedback on their satisfaction with the dial-a-ride services provided by BCT. Figure 26 shows that overall riders are very satisfied with the service provided by the WAVE. While no riders express “extreme dissatisfaction” notable areas of improvement include:

- Ride delivery: scheduling, reliability, and convenience of pick-up/drop-off time.
- Registration process
- Service area

Figure 26: Satisfaction for WAVE services (5 responses)



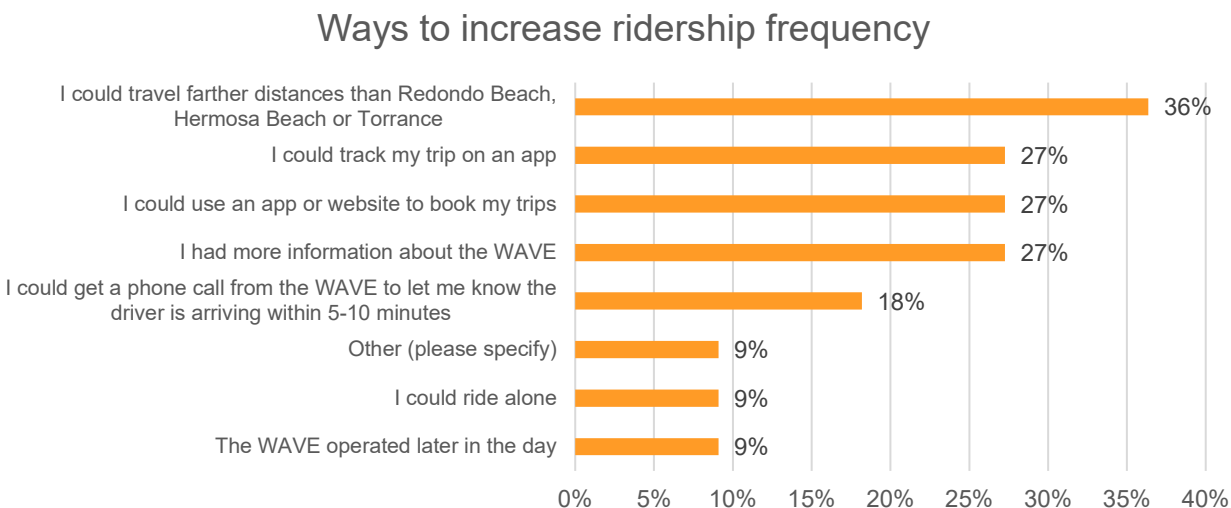
Survey respondents who ride the WAVE indicated their satisfaction with 43% expressing extreme satisfaction at the overall experience. Driver behavior and helpfulness were remarkably high with most

respondents extremely satisfied. As Figure 26 indicates other areas the WAVE excels at are the value, safety, and vehicle cleanliness. The areas where the WAVE service struggles -according to those who responded to the survey- are primarily before getting onto a vehicle. Lower satisfaction levels included the scheduling process, reliability, pick-up/drop-off times, and the registration process. While these areas did have more dissatisfied respondents, the satisfaction responses ranged from 43% to 57% for these areas.

Figure 27 displays the frequency at which WAVE rides indicated the likelihood of a service change to increase their ridership. The WAVE serving a larger area was the primary factor with a comment requesting service to the Costco in Torrance, but other areas of improvement included:

- Trip scheduling – riders would like to use the web or app-based services to schedule and be updated about their trips. Twenty-seven percent of respondents indicated a phone call (or potentially other forms of notification) was desired.
- Better information – a large portion of respondents (27%) didn't feel like they had enough information about WAVE services. This is summed up by the comment, "I didn't know we had it."
- Reliability – although not a selection, respondents commented that poor reliability turned them away. Comments included, "I quit when they did not show up for the third or fourth time," and "If they showed up. They no showed us 3 times and we switched to Uber,"

Figure 27: Service changes to increase the frequency of ridership (multiple selections, 11 responses)



1.2.4 KEY TAKEAWAYS

Respondents who ride the WAVE are generally satisfied with the service but would like to see expanded service and information. Notable areas from this feedback include:

- Based on survey responses, WAVE clients are generally infrequent riders who travel to medical appointments. All respondents indicated having access to a vehicle and preferring to drive. They would utilize the WAVE when something like an injury limited their ability to drive a personal vehicle. Supported by analysis of client data, it should be noted that the survey sample didn't capture frequent WAVE riders who rely on the service as a necessary means of transportation.
- WAVE riders were overall satisfied with BCT dial-a-ride service once they were onboard. The signup, scheduling, and pickup process solicited the most dissatisfaction from survey respondents. Although important aspects of the service were not as satisfactory to some, satisfaction was particularly high around drivers and included praise like, "The drivers on The WAVE are very courteous, kind, friendly, and helpful! They're great."
- Riders indicated some of the lowest satisfaction around the service area of the WAVE. Additionally, when asked to indicate ways to increase ridership frequency, the highest support from respondents was oriented towards traveling further distances than Redondo Beach, Hermosa Beach, and Torrance.
- Survey respondents indicated that information about WAVE services is lacking as comments like, "community needs more info" and "send eligible people info on this," demonstrate. Of the respondents, 29% indicated they're eligible for the WAVE but are not registered which points to a lack of access to information about the registration process. While WAVE information is available on the City website, at Senior Centers and libraries, and can be requested at City offices, overall, riders who have used the service feel they don't have access to enough information about the WAVE.

1.3 Non-Riders

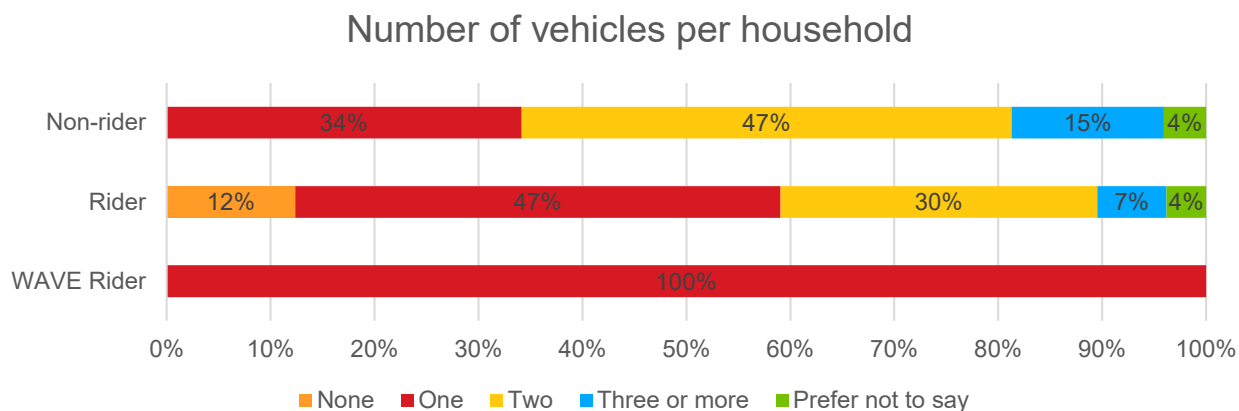
The non-rider survey collected 126 valid responses from residents of the Beach Cities and surrounding area. In addition to demographic questions, non-riders were asked to indicate their propensity to transit as well as changes to service that would encourage them to ride BCT services.

1.3.1 DEMOGRAPHIC COMPARISON

Comparing non-riders to riders of BCT services provides a more specific look at who is using and not using BCT fixed-route or WAVE dial-a-ride.

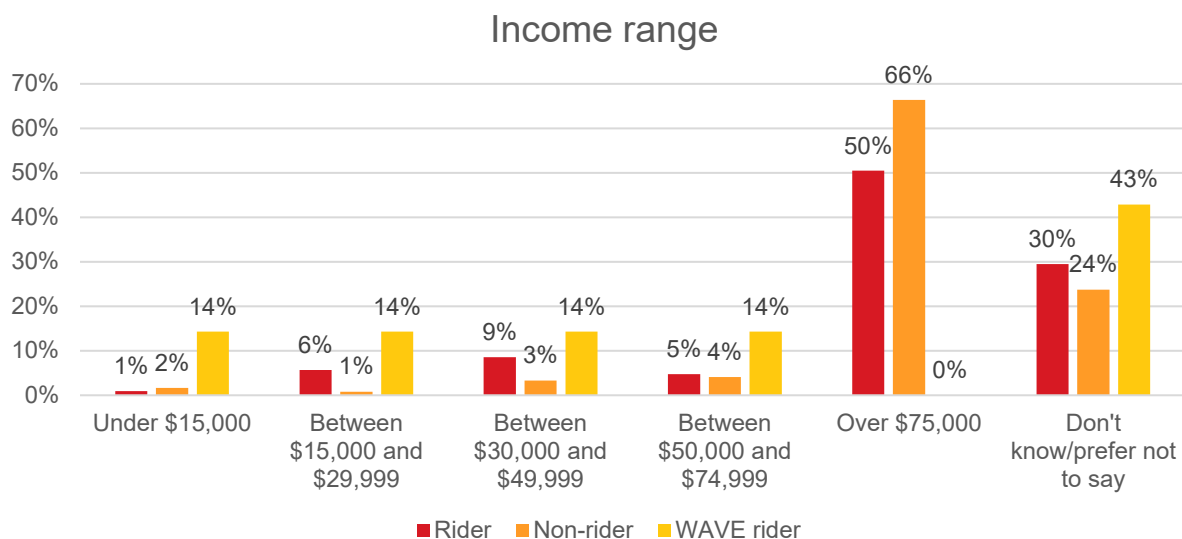
While most respondents had cars available in the household (Figure 28), zero-vehicle households were only present in the rider category. This is expected as non-drivers are often considered captive riders on transit. Additionally, WAVE riders indicated they would only use dial-a-ride services when an injury prevented them from driving but not due to lack of vehicle access.

Figure 28: Number of vehicles per household by survey (234 combined responses)



Generally, non-riders indicated higher incomes overall than other demographics, with 66% reporting incomes of \$75,000 or higher (Figure 29), while this range was reported at 50% for riders and not at all for WAVE riders. The non-response (don't know/prefer not to say) was popular among all demographics, but the WAVE respondents chose this at a higher frequency than any other option.

Figure 29: Income ranges by survey (234 combined responses)



Survey responses were gathered from all the Beach Cities as well as the surrounding area. Table 3 shows that the largest segment of respondents came from Redondo Beach. Non-riders were less likely to live in North Redondo Beach than riders. Additionally, a large portion of the non-rider responses came from Torrance, which BCT (apart from WAVE satellite locations) does not serve.

Table 3: ZIP code responses for all three surveys (228 combined responses)

ZIP Code	Non-riders	Riders	WAVE riders	City
Prefer not to say	-	1%	-	
90245	5%	6%	-	El Segundo
90250	4%	2%	-	Hawthorne
90266		6%	-	Manhattan Beach
90274	4%	-	-	Rolling Hills/Palos Verdes
90254	-	20%	50%	Hermosa Beach
90277	42%	28%	33%	Redondo Beach
90278	14%	26%	17%	N. Redondo Beach
90503	28%	2%	-	Torrance
Other (please specify)	2%	10%	-	

1.3.2 PROPENSITY TOWARDS TRANSIT

The non-rider survey asked questions that sought to gauge the value non-riders had for BCT and what factors were present in them not riding. Figure 30 through Figure 32 provide a look at different factors non-riders were asked to gauge their propensity to transit use. Take-aways include:

- Less than a quarter of non-riders have had experience with BCT services. Of this subset, only 10% would not consider riding BCT (Figure 31) and largely cited location as the limiting factor (BCT service area or ease of other modes).
- Transit is generally valued in the South Bay with 85% of non-riders supporting the statement, “Public transit is an important service to the community.” Most of the remaining responses strongly disagree with the statement which goes in line with the ~15% of respondents that adamantly opposed transit.

Figure 30: Non-rider previous use of BCT fixed-route or WAVE dial-a-ride (126 responses)

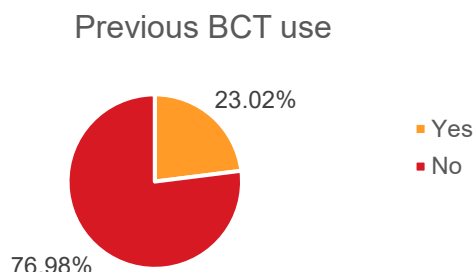


Figure 31: Likelihood of non-rider using BCT when regular mode unavailable (125 responses)

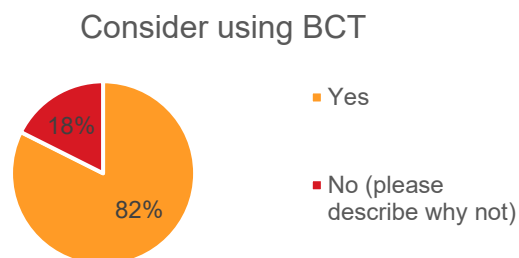
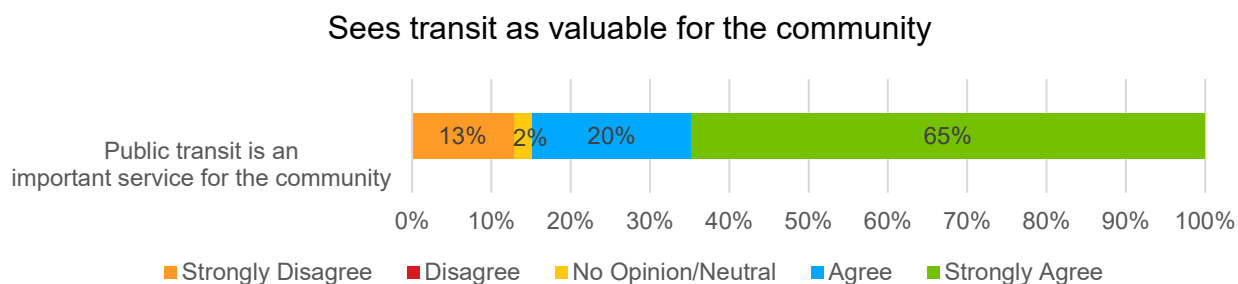


Figure 32: Non-rider opinion towards the value of transit for the community (125 responses)



Comments from South Bay residents not willing to consider BCT services (Figure 31) generally fell into one of three categories: safety, value, and information. These sentiments included:

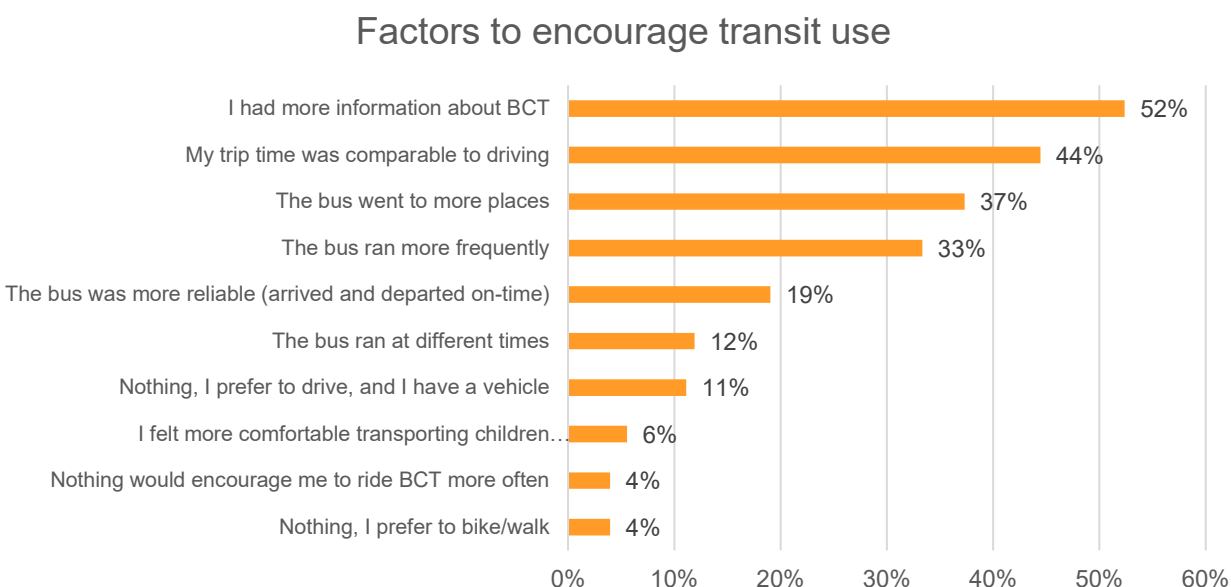
- Safety is a concern with words like “crime,” “homelessness,” and “dirty” associated with this opinion.
- Value was also noted in that the bus takes too long or “it’s easier to call a ride service,” and “I’d rather take my bike.”
- Lack of information and experience with BCT services was commonly noted. Some respondents put it simply with “I don’t know enough about it,” while others requested a bus to Manhattan Beach, demonstrating a lack of knowledge as Line 109 travels through Manhattan Beach.

1.3.3 SYSTEM IMPROVEMENTS

Figure 33 shows the factors that would encourage non-riders to ride more often or try riding. A frequent theme throughout the engagement, the lack of information about BCT is a large barrier to using the system. Other factors included:

- Comparability to driving – non-riders would like to see service that was available in more places and went to destinations quicker with minimal wait times.

Figure 33: Factors to encourage ridership among non-riders (multiple selections, 126 responses)



Non-Rider Desired Locations for BCT Service

Non-riders generally asked for service to LAX and Del Amo Fashion Mall. LAX was by far the most requested location by non-riders indicating a fundamental lack of knowledge about the system. Some additional locations included:

- Schools including Parras Middle School, South Bay Adult School, and Mira Costa High School (served by Torrance Transit)
- Malaga Cove Plaza (Palos Verdes)
- Prairie and 190th Ave
- East-west service from Metro C Line (Green) Station to Manhattan Beach along Manhattan Beach Blvd.

1.3.4 KEY TAKEAWAYS

Representing over 50% of the survey responses, Beach Cities residents who don't ride transit are an interested population who lack the information to utilize transit. Among these findings, others included:

- Non-riders had a higher rate of access to personal vehicles, were more likely to live in Redondo Beach, and not be a student. This translated into only a quarter of non-riders having any previous experience with BCT.
- While 85% of non-riders agreed with the statement that “public transit is an important service for the community,” words like “crime”, “homelessness,” and “waste of time” are associated with why non-riders wouldn’t consider riding. Furthermore, a large portion of non-riders (82%) would be interested in riding, but the remaining 18% have an entrenched, low opinion of public transit.
- Lack of information: many of the barriers to transit use identified by non-riders, the bus doesn’t go where needed, unsure of the nearest BCT stop, what types of services are available, etc., would be addressed by improved outreach and information availability.

2 In-person engagement

Additional one-on-one conversations were conducted with BCT stakeholders outside of the engagements which were conducted via surveys, pop-ups, and focus groups. The following information was provided by stakeholders, most amplifying comments that the study team had previously heard.

2.1 Overview

A Participant stated that more easily accessible printed materials available in businesses (grocery stores were mentioned) regarding BCT services and bus schedules would encourage them to consider using BCT more often.

A Participant, like some stated in pop-up events, mentioned just generally having better line connections to places they may consider going. The “limitation” of the routes prevents them from exploring the region more by utilizing BCT.

A Senior stakeholder discussed their desire to start using the service regularly - both fixed line and possibly Dial-a-Ride - in the future. When the stakeholder was given a description of “travel training”, they stated that they would find it beneficial and they would definitely use a training.

An overarching and repeated theme in one-on-one discussions was a desire to have more general information about the lines. “Maybe if I knew more about the services I would consider using it more.” In a follow-up one-on-one conversation with a focus group member, they stated that they get most of their information about current events and civic affairs specifically from Facebook. When told that BCT did not have a presence on Facebook, the stakeholders stated that this may be the reason they know very little about BCT.

There were only two incoming email submissions beyond interactions with stakeholders who wished to attend a focus group session. One email submission stated, “I hope you continue to run the 109 service. I like the way it's coordinated and I'm looking forward to the airport connector (in reference to Los Angeles International Airport).

A longtime daily bus Rider attended not only all of the focus groups meetings but also had additional one-on-one comments. The Rider stated that they used BCT lines throughout high school (Redondo Beach Union) and now uses the line to commute to work and for general needs. The Rider shared input on current and future routes. What stood out in conversation with the Rider is this: though opportunities for improvement were stated, their overall satisfaction with the line was apparent and stated.

Another Senior stakeholder - who has never utilized public transportation but is now considering it - stated that they had no idea where to start their research until the conversation they had with the service study team. The Senior, who is an avid user of technology, stated that they have yet to use any municipal services that are targeted/marketed to Seniors ("I'm old but not 'that' kind of old") but anticipates needing transportation assistance/rides in the future. The Senior stated that they would need easily accessible information on the Internet to consider using Dial-a-Ride. "I'd rather waste my money on Uber than waste my time searching for info about public rides."

2.2 Themes from comments

From across the in-person engagement process, comments and impressions were compiled, providing a measure of the sentiment around BCT and transit in the South Bay. Below are highlighted comments that exemplify those conversations.

- WAVE – "I have recently called and got no answer and their Voice Mailbox was full"
- "I don't want elders on the road – not everyone can drive"
- "Public transit is good — but you cannot control the people who ride (Metro rider)"
- "Clean up the homeless (Metro rider)"
- "Police need more presence on trains and at stations. I am usually alone. It is depressing to see (Metro rider)"
- "There is an unsafe perception. It's better with the Sherrifs (Metro rider)"
- "BCT buses are clean"
- "The only time I use the bus is to go to Dodger Stadium"
- "I only use the line to go to the beach"
- "Public transit should provide free parking lots if they want people to ride"
- "I am a day laborer who just moved to CA from Texas. I use the Long Beach Park & Ride"
- "We need faster headways."
- "I didn't even realize the 109 was part of BCT" (Spanish speaker)
- "I am not familiar with BCT at all."
- "I have never heard of BCT. I drove today and sometimes I use Metro"
- "The app is not synched up to the bus schedule"
- "Consistency of bus schedules is the key to me riding more"
- "We need better routes to City Centers"
- "I lived in Hong Kong for 2 years. Local transit is like a 3rd world country"
- "Give us a direct route to LAX during peak hour times!"

3 Conclusions

Collecting over 280 detailed opinions from the Transit Services Study Survey, and many more in-person and virtual impressions, South Bay communities gave feedback on and were informed about BCT services. Highlights from this process include conclusions regarding areas of improvement and continued success.

Information or the lack thereof was a theme across demographics and transit preferences. BCT ensures that information about its services is available through a variety of different sources and mediums, including on the BCT website, through Twitter, onboard buses, at bus stops, and local senior centers and other community centers. A repeated theme across survey results and from engagement is a sentiment that people do not have adequate information about BCT services, which signals a need to explore strategies that can connect people with information and raise public awareness about where information can be found. Insights regarding information availability include:

- Real-time apps were widely used by BCT riders and often their only source of information pertaining to service notifications.
- Bus stop improvements pointed to the desire for more and better information about the routes and system as a whole when at a bus stop.
- Among non-riders, access to more information was the biggest factor that would increase their use of transit. While BCT provides information through a variety of sources, these comments suggest that non-riders are unaware of where to find the information. Strategies to address this are discussed in greater detail in TSS 2, Section 6.4.

Those without access to a vehicle are more likely to take the bus. While this is to be expected, it bares pointing out that all non-riders indicated they had access to vehicles, whereas 12% of riders did not have access. BCT provides essential services to South Bay community members. Additionally, WAVE users (all who had access to a vehicle) indicated they used transit only when unable to drive due to an injury or some other reason.

Community members would generally like to see more frequent buses that run later into the evenings. Later trips were particularly desired on the weekends with supporting discussion about access to bars, restaurants, and entertainment. Additionally, there was a desire for more frequent bus service.

Community members who utilize WAVE services provided a smaller portion of feedback but did provide a clear perspective on where improvements in the service were needed. Core aspects of the service are where clients are most dissatisfied including service registration, scheduling, pick-up/drop-off times, and reliability. Once a rider is aboard the service, they are generally very satisfied with the service quality.

Overall, while BCT provides services that are valued and perceived as high quality by its riders, gaps are still present. Addressing the need for connecting the general public to information sources as well as riders



will go a long way in reinforcing BCT's services. This coupled with service modifications and improvements to better suit the desires of current riders could heighten the overall profile of BCT.

APPENDIX G: SURVEY – COMMENT LOG

Date	Event	City	Location
5/20/22	Senior Fair	Manhattan Beach	MB Senior Fair

1. We want the bus to go on Aviation to Mira Costa High School and the beach.
2. East-West connection on Aviation Boulevard.
3. Bus to the beach on either Manhattan Beach Boulevard or Marine Avenue.
4. Please make sure that there are printed Maps.
5. Manhattan Beach Boulevard extended to Highland to Artesia loop.
6. Beach bus weekend Express.
7. Express bus to LAX Airport.

Date	Event	City	Location
7/14/22	Pop-up #1	El Segundo	Douglas Station

1. Extend route to Westchester Parkway / Metro 115.
2. BCT bus is always late or never comes near airport.
3. Sometimes I don't see any detours on the real-time app. Real-time has been down.
4. I like G-Trans website and want the same from the BCT website.
5. Northrop discontinued the shuttle to the Douglas Station.
6. I take BCT at LAX bus station to Manhattan Beach.
7. I would like shuttles to the events such as Fiesta Hermosa.
8. I would like a beach bus to Fiesta Hermosa.
9. I want a beach bus to Manhattan Beach.
10. BCT schedule needs to match the Green Line schedule.
11. If I knew the routes, I might take the bus.
12. BCT bus goes too fast. Sometimes the drivers pass the bus stops. The schedule is always late.
13. I do not use the real time app because I take the same route to work every day.
14. I live in Hawthorne. I would like to go to concerts at Polliwog Park on Manhattan Beach Boulevard.
15. The price is good at \$1. It is cheaper than buses in the Bay Area.
16. I want BCT to go from Manhattan Beach Boulevard to Manhattan Beach Pier.
17. You need a BCT website.
18. Detours are confusing. The app does not show where to pick up the bus.
19. I take Metro everywhere. Never tried BCT.
20. I called BCT and nobody answered the phone.
21. I work at El Segundo Plaza. Need a late bus around 10 p.m. I live in South Los Angeles.
22. Bus drivers are rude.
23. Why do bus detours not go to event destinations like Beach Festival Fiesta or concerts on the pier?

APPENDIX G: SURVEY – COMMENT LOG

Date	Event	City	Location	Comment
7/20/22	Senior Open House	Redondo Beach	Veterans Park	Add stop at Pacific Crest Cemetery in Redondo Beach. BCT service is appreciated.

Date	Event	City	Location
7/21/22	Pop-up #2	Redondo Beach	Redondo Beach Farmers Market

1. Can the WAVE go to the Farmers Market at 9 a.m. or 10 a.m. on a regular schedule?
2. Riviera Village to Redondo Beach Pier - Veterans Park is too far to walk with stuff.
3. Direct bus to LAX Airport with maybe three stops.
4. Where is the website for BCT? Not City website; it's hard to find information.
5. I come from the Valley to Redondo Beach on Access.
6. When will the Green Line open? Does BCT connect to the new station?
7. Make it easier to fill out the senior application.
8. LAX express bus with AM and PM Peak service hours.
9. Make Beach bus frequency every 15 minutes.
10. Beach bus to Manhattan Beach. Frequency every 15 minutes during the summer. The sand and beach is better in Manhattan Beach.
11. Why can't I transfer BCT buses at the Redondo Beach Pier?
12. Airport Express direct to and from LAX-Redondo Beach station.
13. Destinations LAX: DTLA from Riviera Village at Trader Joe's.
14. Line 102 riders need more transfers to Line 109.
15. Bus to concerts, especially Fiesta Hermosa.
16. Does the WAVE go to the Farmers Market every week?

APPENDIX G: SURVEY – COMMENT LOG

Date	Event	City	Location
7/22/22	Farmers Market	Hermosa Beach	Hermosa Beach Farmers Market
<hr/>			
<ol style="list-style-type: none">1. Events of the day should be posted on the website.2. The route should be more than for "rich" areas, along the beach. Extend the route. Prospect Avenue (N/S) and Meadows Ave (N/S). Extend Aviation routes east and west.3. Use visual photos instead of needing all languages for postings. Suggested art at the bus stop or on panels in the busses.4. More frequent stops; bus every 15 minutes.5. I would take the bus to Manhattan Beach farmers market if it came more often not every 30 minutes.6. Need to cater to tourists taking Line 109 especially for the Olympics.7. Need new express route on Marine Avenue.8. No, I have never taken the bus because it is dangerous.9. I think the bus should go to Fiesta Hermosa.10. Is there a BCT website?11. I took the bus in high school. Need more buses in the afternoon.12. Keep the bus clean! Once I found a crack pipe on the bus when I took BCT in high school.13. Bus doesn't go where you want to go. Why doesn't it go to the west side?14. Thank you for being at the Farmers Market in Hermosa Beach. I take the bus to the beach.15. Maybe Line 109 line should not be so long. I like local shuttles.16. I never take the bus, but I will try BCT to Farmers Market.17. New route suggestion: from Huntington Beach City Council, Grand to Vista Del Mar to Imperial. It will create access for the underserved community.18. The challenge is to get to the west side.19. I will try the bus from Hermosa to Redondo Beach. Never knew about it.20. Reroute Line 109. The loops in Manhattan Beach & El Segundo - who does it serve?21. Representative Aaron Forbuger suggested event bus to community events - concerts, seasonal service at peak hours.			

Date	Event	City	Location
7/27/22	Pop-up #3	Perry Park	Hermosa Beach Farmers Market
<hr/>			

1. I take Line 102 to the beach. Align Line 109 transfer at the pier would be good.
2. Where does the bus go? Will it take me here to Perry Park?
3. I would like to go to the LAX Express.
4. Promote bus lines at the senior centers. Interested in travel training.
5. I got the survey from the senior center email. The survey was confusing.
6. I take the WAVE to the Green Line and on to LAX Airport. Did a field trip with the senior center.

APPENDIX G: SURVEY – COMMENT LOG

7. BCT fixed route should go to Perry Park.

Date	Event	City	Location
8/11/22	Farmers Market	El Segundo	El Segundo Famers Market

1. I use MOOVIT app. It is accurate.
2. How about going to UCLA?
3. I did not know El Segundo had a bus system. I will try it for fun to go to the beach.
4. Is there a stop on Grand? There are lots of local stops.
5. Interested in going to the Manhattan Beach Mall.
6. Excited about connection to Crenshaw line. Also the regional connector to DTLA.
7. I use Google and Apple Maps not the BCT transit app. I go to work near Imperial Highway.
8. I use BCT for Manhattan Beach and Redondo Beach destinations for recreation.

Date	Event	City	Location
4/15/23	Springfest	Redondo Beach	Aviation Park

1. Expand as much as possible
2. We don't ride and probably never will
3. My mom rides BCT but we didn't know about WAVE
4. Keep a stop @ Recommendation "B"
5. Keep the stop at SB Galleria as you continue to plan
6. Domestic workers will use "C"
7. Please have stops around the South Bay Galleria
8. Micro transit for seniors to go door-to-door would be nice
9. Can I connect to C Line @ the new bus center?
10. We'd like a route to Mira Costa High School

APPENDIX G: SURVEY – COMMENT LOG

Summarized General Comments (throughout engagement)

1. WAVE – “I have recently called and got no answer and their Voice Mailbox was full”
2. “I don’t want elders on the road – not everyone can drive”
3. “Public transit is good — but you cannot control the people who ride (Metro rider)
4. “Clean up the homeless (Metro rider)
5. “Police need more presence on trains and at stations. I am usually alone. It is depressing to see (Metro rider)
6. “There is an unsafe perception. It’s better with the Sheriffs (Metro rider)
7. “BCT buses are clean
8. “The only time I use the bus is to go to Dodger Stadium
9. “I only use the line to go to the beach
10. “Public transit should provide free parking lots if they want people to ride
11. “I am a day laborer who just moved to CA from Texas. I use the Long Beach Park & Ride
12. “We need faster headways.
13. “I didn’t even realize the 109 was part of BCT (Spanish speaker)
14. “I am not familiar with BCT at all.
15. “I have never heard of BCT. I drove today and sometimes I use Metro
16. “The app is not synched up to the bus schedule “
17. “Consistency of bus schedules is the key to me riding more
18. “We need better routes to City Centers
19. “I lived in Hong Kong for 2 years. Local transit is like a 3rd world country
20. “Give us a direct route to LAX during peak hour times!”
21. A Participant stated that more easily accessible printed materials available in businesses (grocery stores were mentioned) regarding BCT services and bus schedules would encourage them to consider using BCT more often.
22. A Participant, like some stated in pop-up events, mentioned just generally having better line connections to places they may consider going. The “limitation” of the routes prevents them from exploring the region more utilizing BCT.
23. A Senior stakeholder discussed their desire to start using the service regularly - both fixed line and possibly Dial-a-Ride - in the future. When the stakeholder was given a description of “travel training”, they stated that they would find it beneficial and a training they would definitely use.

APPENDIX G: SURVEY – COMMENT LOG

Summarized General Comments (throughout engagement) con't

24. An overarching and repeated theme in one-on-one discussions was a desire to have more general information about the line. “Maybe if I knew more about the services, I would consider using it more.” In a follow-up one-on-one conversation with a focus group member, they stated that they get most of their information about current events and civic affairs specifically from Facebook. When told that BCT did not have a presence on Facebook, the stakeholder stated that this may be the reason they know very little about BCT.
25. A longtime daily bus Rider attended not only all of the focus groups meetings but had additional one-on-one comments. The Rider stated that they used BCT lines throughout high school (Redondo Beach Union) and now uses the line to commute to work and for general needs. The Rider shared input on current and future routes. What stood out in conversation with the Rider is this: though opportunities for improvement were stated, their overall satisfaction with the line was apparent and stated.
26. Another Senior stakeholder - who has never utilized public transportation but is now considering it - stated that they had no idea where to start their research until the conversation they had with the service study team. The Senior, who is an avid user of technology, stated that they have yet to use any municipal services that are targeted/marketed to Seniors (“I’m old but not ‘that’ kind of old”) but anticipates needing transportation assistance/rides in the future. The Senior stated that they would need easily accessible information on the Internet to consider using Dial-a-Ride. “I’d rather waste my money on Uber than waste my time searching for info about public rides.”

APPENDIX H: PUBLIC MEETING POP UP PROJECT BOARDS

Project Boards

Beach Cities Transit Services Study

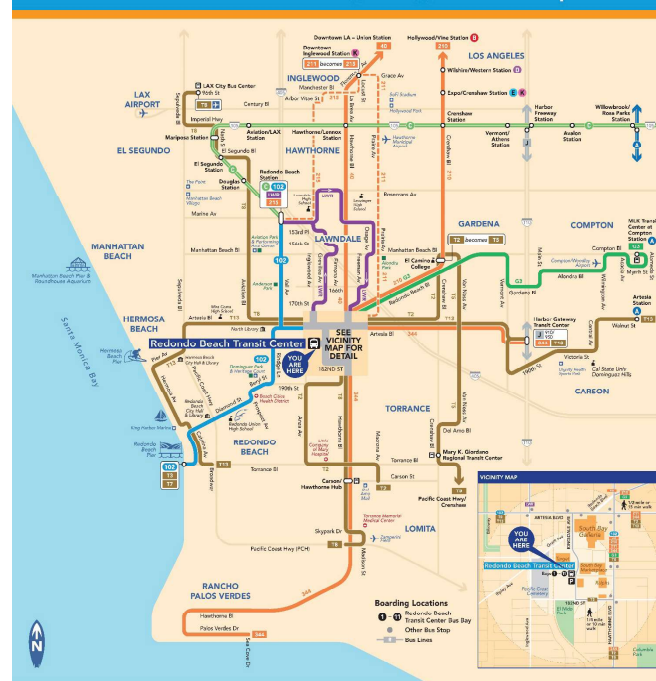


Beach Cities Transit (BCT) serves the South Bay Region providing connections to Big Blue Bus, Commuter Express, Culver City Bus, GTrans, Lawndale Beat, Metro Bus and Rail, Palos Verdes Peninsula, and Torrance Transit. BCT's service area includes Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo and LAX. BCT serves Redondo Beach Pier, Civic Center, Redondo Union High School, Beach Cities Health District, South Bay Galleria, and more!

Beach Cities Transit Lines 102 & 109 with South Bay Connections



Redondo Beach Transit Center Bus Services South Bay Regional Map



MAP LEGEND			
Bus Lines			
Beach Cities Transit (BCT)	Lawndale Beat (LB)	Line Destination	Board at
102 Redondo Beach Station - Metro	102 Redondo Beach Station - Metro	Redondo Beach Pier	Bay 1
109 Redondo Beach Station - Metro	109 Redondo Beach Station - Metro	Redondo Beach Station	Bay 2
110 Redondo Beach Station - Metro	110 Redondo Beach Station - Metro	Redondo Beach Station	Bay 3
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- Beach Cities Transit operates a fleet of **20 compressed natural gas (CNG) vehicles** for the fixed route and Dial-A-Ride.
- The service area for BCT is up to **200 miles a day** for approximately **180,000 people**.
- Over **1,300 people** ride each day. Students account for ~19% of ridership on a school day.
- BCT operates **two fixed lines** (102, 109) and **WAVE dial-a-ride service** for seniors (62+) and persons with disabilities
- Recently **opened a new transit center** near the South Bay Galleria as a new transit hub (map on right)

WAVE Dial-A-Ride

- Provides curb-to-curb service to seniors (62+) and people with disabilities
- Service area: Redondo Beach, Hermosa Beach, and specific satellite locations (mostly medical facilities)
- The WAVE carries ~35 riders each day



Beach Cities Transit Services Study



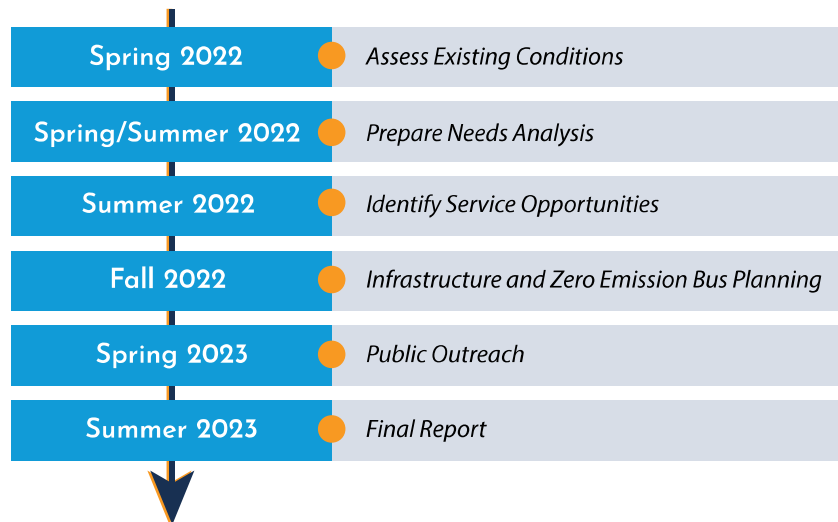
What is a Transit Services Study?

- Review and optimization of transit service
- Planning effort separate from recent service changes
- Planning for zero-emission bus transition
- Opportunity for you to provide input for the future of BCT

Why are we doing this study?

Projects like the LAX People Mover, C Line Extension, and the South Bay Galleria Redevelopment will change how we travel and where we travel to in the South Bay. So we need to plan to align mobility services and bus lines to better meet the needs of current and potential riders.

Project timeline:



For more info:

BCTServicesStudy.com | BeachCitiesTransit.org | BCTServicesStudy@gmail.com



We found that:

- Fixed-route ridership since 2014 has been declining, and fixed-route ridership is ~80% of pre-COVID levels
- Ridership on Line 102 remains below pre-COVID on weekdays, but weekend ridership has surpassed pre-COVID levels. Ridership on Line 109 is still below pre-COVID levels both on weekdays and weekends indicating the potential for growth
- Routes are generally infrequent, indirect and can be hard to understand
- Metro eliminated Line 126 on Manhattan Beach BI leaving a gap in east-west service
- WAVE ridership is about 70% of pre-COVID ridership levels, meaning the WAVE has additional capacity to carry more riders



We heard that:

- Most people are unfamiliar with BCT, its brand, its services, and where to ride (75% of non-riders have never used BCT)
- 75% of riders want more frequent service, 28% want faster service, and 55% want later weekend service
- People primarily ride for entertainment, recreation, and go to the beach, and taking the bus for shopping errands was also common among riders
- Those who don't ride indicated the bus doesn't come often enough or operate late enough



Key recommendations:

- More frequent service and straighter bus lines
- New summer bus line on Manhattan Beach Blvd
- Collaborate with neighboring beach cities to better align development and transit service
- More robust outreach and marketing of BCT and WAVE services to raise awareness and ridership
- No service changes recommended for the WAVE
- Increase travel training opportunities to broaden transit appeal
- Transition to an entirely zero-emission fleet by 2040. This can eliminate 1,400 tons of CO₂ each year—equivalent to removing 304 cars on the road each year!



Beach Cities Transit Services Study



We want to hear from you! Please provide your feedback to Recommendations A-E: **Green** = support **Red** = oppose



A	<p>Re-route Line 109 to serve the LAX Automated People Mover and Airport Metro Connector Station in 2025</p> <p>WHY? Provide direct connection to LAX and other transit services at the new Connector Station.</p>	
B	<p>Straighten Line 109 along Rosecrans and Sepulveda around Manhattan Village Mall</p> <p>WHY? Addresses rider requests for more direct service, straighter lines mean that travel times will be shorter to reach LAX, few riders use stops on these segments. Line 109 still provides access to The Pointe, Plaza El Segundo, and businesses along Rosecrans Ave.</p>	
C	<p>Consider new summer bus service along Manhattan Beach Blvd, between the Redondo Beach C Line Station and the Manhattan Beach Pier</p> <p>WHY? Fills in gap after Metro discontinued Line 126, addresses requests from the public to provide service along Manhattan Beach Blvd, serves destinations like Polliwog Park, Performing Arts Center, and other recreation areas on Manhattan Beach Blvd.</p>	
D	<p>Extend Line 102 south from the Redondo Beach Pier to Riviera Village and re-route Line 109 to terminate at the Pier</p> <p>WHY? Creates a new transfer hub at the Pier, enabling easier transfers between 102 and 109 and Torrance Transit, provides easier access to the Pier and Veterans Park Senior Center from Line 109, creates one-seat ride for South Redondo students, and improves access to the newly opened Redondo Beach Transit Center and South Bay Galleria.</p>	
E	<p>Maintain the Dial-A-Ride services for Redondo Beach and Hermosa Beach with increased marketing and awareness (travel training) programs</p> <p>WHY? There were no substantial comments about the Dial-A-Ride. The curb to curb system adequately services the cities.</p>	

We're proposing to make service more frequent and convenient! Over the next 5 years...



102 will have **more frequent** weekday service, **more frequent** Sunday service, and **operate longer** on Sundays



109 will have **more frequent** weekday service during AM and PM peak periods

