

SAN GABRIEL VALLEY
TRANSIT IMPROVEMENT PLAN

MARKETING PLAN

November 12, 1975

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The San Gabriel Valley is one of five major geographical regions that compose Los Angeles County. Located northeast of the Los Angeles coastal plain, the area encompasses approximately 348 square miles. Its geographical boundaries are the foothills of the San Gabriel Mountains on the north, Los Angeles and San Bernardino County boundaries on the east, Puente Hills and the Los Angeles and Orange County boundaries on the south, and the Repetto and San Rafael Hills on the west. The Valley contains 31 incorporated areas and, according to the 1970 U. S. Census, had a population of 1,260,000.

The Valley is divided into two general regions:

West San Gabriel

Area: 135 square miles

Location: West of San Gabriel River

Population: 710,000

East San Gabriel

Area: 213 square miles

Location: San Gabriel River East to
Los Angeles-San Bernardino
County Line

Population: 540,000

HISTORICAL BACKGROUND

The early development of the San Gabriel Valley was significantly influenced by the construction of the transcontinental railroads in the late 1870s and 1880s. A series of interurban electric railway lines were developed in the late 1890s. In addition to the interurban lines, there were several local trolley lines feeding the main electric routes. Expansion of cities within the Valley was primarily influenced by the feasible distance and alignment of public transportation routes.

HISTORICAL BACKGROUND CONT'D

With the advent of the automobile, along with increasing technological advances, highway construction and rising family incomes, residential, commercial and industrial development patterns in the area were significantly altered. Increasing ownership of automobiles by the general populace provided accessibility and mobility previously unavailable to them.

While the population of the San Gabriel Valley had been growing and residential locations shifting due to, in part, increased automobile ownership, the various transit systems serving the area had difficulty maintaining pace with the changing travel patterns. This resulted in declining ridership, with consequent reduced service. By 1965, the Valley's unparalleled period of post-war population boom and employment growth had been accompanied by a drastic decline in public transportation use and service.

Recognizing the transit problems in the San Gabriel Valley, SCRTD introduced a series of short-range transit improvement programs in 1968. Ten new bus lines were added to the then existing service and improvements were made in route locations, hours of operation and frequency of service. Additionally, the incorporation of private and municipal lines into the SCRTD service area was achieved.

Recent Federal requirements to improve air quality, the energy crisis, local, state and national funding to provide additional resources for improved transit operation, and the Urban Mass Transportation Act of 1974 to provide operating subsidies, have all contributed to the plan to offer new programs and opportunities for improved transit service throughout the San Gabriel Valley region.

TRAVEL NEEDS AND TRANSPORTATION SERVICES - THE PRESENT

The residents of the Valley generate approximately 3.6 million daily person trips. Of the total 3.6 million daily person trips, approximately 2.5 million vehicle trips are made carrying an estimated 3.5 million persons. RTD currently provides 2,000 daily transit trips which carry an estimated 40,000 person trips: therefore, approximately one (1) percent of the total trips made within the San Gabriel Valley are by public transit.

RTD presently operates 38 lines in the area, utilizing a total of 285 buses on two principal levels of service: Express transit and local route service.

TRAVEL NEEDS AND TRANSPORTATION SERVICES - THE PRESENT CONT'D

Nine transit routes presently utilize the San Bernardino Freeway bus lanes to provide express freeway flyer service to Downtown Los Angeles. These express lines carry an estimated 9,800 daily passengers.

A total of 28 lines provide local service within the Valley itself. Six lines provide radial service to the Central Business District of Los Angeles --- a total of 11,000 riders are carried by these six radial routes. The 22 basic routes operating within the Valley carry an estimated 16,300 passengers per day.

TRAVEL PATTERNS

The San Gabriel Valley has experienced significant changes in population and employment in the past 10 years.

Work Trips

The predominant movement of work trips in the Valley is in an east-west direction. Major work trip travel patterns are from the residential areas of Pasadena and Alhambra to the major employment centers of El Monte, San Gabriel and Baldwin Park. Additionally, work trip demands in the East San Gabriel Valley are noted between Pomona and Claremont to the West Covina/Covina area.

The West San Gabriel area has a moderate range of north-south trips while the Pomona area has a very limited volume of north-south work trips.

A total of approximately 1,200,000 work trips are made daily in the San Gabriel Valley --- 900,000 are within the San Gabriel Valley and 300,000 to locations in Los Angeles County, Orange County, San Bernardino and Riverside Counties.

Central Business District Work Trips

In the West San Gabriel Valley, people living in the following cities provide the largest number of trips to Central Los Angeles:

<u>City</u>	<u>Approx. Daily Trips</u>
Pasadena	4,300
Alhambra	3,700
Monterey Park	3,700
San Gabriel	2,200

TRAVEL PATTERNS CONT'D

The highest volume of CBD trips generated in the East San Gabriel Valley are as follows:

<u>City</u>	<u>Approx. Daily Trips</u>
West Covina	1,950
Covina	1,598
Pomona	1,374

MAJOR GENERATORS

Activity centers exert a dominant influence on non-work travel patterns. Major generators are 15 shopping centers, 28 hospitals, schools, 15 colleges and universities, as well as civic and social centers.

MARKETING OBJECTIVES

The objectives of the San Gabriel Valley transit improvement plan and its accompanying marketing program are:

- To provide significantly improved public transportation in the area.
- To provide Valley residents easy accessibility to major employment centers, shopping centers, hospitals, schools, colleges and universities, and social and cultural centers by means of public transportation.
- To provide present RTD patrons with timely and complete information on the improved public transit system in the San Gabriel Valley.
- To promote increased usage of the public transit system by present riders.
- To convert non-users of transit buses to users by demonstrating that public transportation is a viable choice.

MARKET DEMOGRAPHICS

A transit technical study of the San Gabriel Valley prepared by Wilbur Smith and Associates in June, 1975 ¹ revealed the following:

Population: 1,259,833 ²
Average Population Density: 3,600 persons per square mile
Resident Labor Force: 523,200 ³
Major Employment Locations:

Pasadena
Duarte
Alhambra
South El Monte
La Puente-Industry
Pomona

Automobile Ownership: 1.8 vehicles per household
10 percent of households do not own an automobile.

Age Characteristics: 8.4 percent of the population over age 65.
32 percent of the population under age 16.

Transit Attitudes and Expectations

In order to determine the attitudes and expectations of San Gabriel Valley residents relative to public transportation, an attitude and expectation survey was undertaken by District consultants. A survey questionnaire was distributed to San Gabriel Valley residents by mail, by handout and published in various Valley newspapers. The main purpose of the survey was to determine what elements of the existing transit system should be improved to make public transportation more attractive. Additionally, questions were asked

¹ San Gabriel Valley Improvement Plan - Transit Technical Study - Wilbur C. Smith & Associates, June, 1975, Page 6

² 1970 U. S. Census of Population

³ U. S. Department of Commerce, Bureau of Census, Journey to Work, 1970

MARKET DEMOGRAPHICS CONT'D

relative to what new services would be most beneficial in attracting existing automobile riders to transit.

The public transportation elements most in need of improvement, according to the respondents to the survey, were, in descending order of importance:

Short walking distance
Frequent bus service
Cost of bus service
On Time bus service

Transit Dependent Persons

1. Those people age 65 and over.
2. Households with no vehicles available.
3. Individuals/households with incomes below \$9,000.
4. Persons less than 16 years old.

The largest proportion of these transit dependent groups are located in the following areas:

Pasadena
Baldwin Park
El Monte
South El Monte
Pomona
Alhambra
Azusa

IMPROVED PUBLIC TRANSPORTATION FOR THE SAN GABRIEL VALLEY-HIGHLIGHTS

The recommended transit plan for the Valley includes 40 routes, 3,200 bus trips and over 61,000 daily bus miles of operation. The plan also calls for approximately 50 more buses than are presently assigned to peak period service on the bus lines now operating in the San Gabriel Valley. This is approximately 18 percent more buses than the 270 vehicles now used in the peak period on Valley routes.

IMPROVED PUBLIC TRANSPORTATION FOR THE SAN GABRIEL VALLEY-
HIGHLIGHTS CONT'D

Through route rationalization, extension of services to new areas, improvement of bus frequency on many routes during midday and evening hours, and increases in the number of bus trips operated on weekdays, a total of 1,172 trips would be added to the 2,060 currently scheduled bus trips. Daily bus miles would rise from approximately 43,500 to 61,100.

Another general measure of the impact of the plan is the number of Valley residents whose homes are within the service area of bus routes. At present, about 54 percent of all homes in the Valley communities are within one-quarter of a mile (3 blocks) of a bus line. The coverage of residential areas would be increased to 89 percent by the new plan. In almost all instances there will be 20-minute headways in the West Valley and the City of Pomona, and 30-minute headways in the East Valley.

Realignment of routes to provide north-south access across the Valley at frequent intervals will provide enhanced service permitting residents from any part of the area serviced by transit to reach any other part of the Valley with a minimum of delay and transfers.

One of the most significant features of the plan relates to the conscious effort to optimize the level of service provided by each separate line. The plan contains improved alignment and route extensions which will make more areas accessible to bus patrons.

The fixed route system will provide transit service to 89 percent of the San Gabriel Valley residents, 99 percent of the no vehicle households, 93 percent of the persons aged 65 and over, and 86 percent of the population aged 16 and under.

MARKETING STRATEGY AND EXECUTION

Present indications are that the San Gabriel Valley Plan will go into effect . A major public information campaign will be required due to the extensive improvements and changes being made in the bus system throughout the area. The marketing budget allocated for the campaign is \$40,000. This is a very modest figure in view of the extent of the public education task, and the large geographic area to be covered by the plan. It becomes readily apparent that extensive use of the Mobile Information Team, Community Youth Corps and News Bureau personnel will be required to disseminate vast amounts of information to present and potential riders.

Taking budget restrictions into consideration, as well as the basic characteristics of the Valley populace as outlined earlier in this report, it is felt that the following strategy and execution efforts will assure program success:

MARKETING STRATEGY AND EXECUTION CONT'D

PRE-INTRODUCTION

Due to the many changes which are scheduled to take place, it is of vital importance that RTD personnel directly involved with the marketing of this service be thoroughly informed regarding the total system. Included are drivers, Mobile Information Team members, telephone operators (both headquarters and Valley personnel), and the Community Youth Corps. In keeping with this:

1. Driver education sessions will be staged at Divisions 9, 10, and 11 to totally familiarize personnel with the system. In addition, maps of the system will be posted in the driver training rooms. These training sessions will be conducted by members of the Planning, Operations, and Marketing and Industrial Relations Departments.
2. Training sessions will be scheduled for the following personnel to totally familiarize them with the new transportation system for the San Gabriel Valley. These training sessions will be conducted by members of the Planning, Operations, Marketing and Industrial Relations Departments:

Mobile Information Team

Telephone Operators (both
headquarters and Valley offices)

Community Youth Corps

3. Complete news bureau coverage of media in the area, by personal calls on newspaper editors and publishers to creatively point up the impact that additional service is expected to have on the travel patterns of the community, and the need for strong educational news support to eliminate confusion on the part of the public. Press kits giving complete information on the plan, together with a new bus route map of the area, will be distributed to the media.
4. Low-cost public service announcements on the project will be prepared and distributed to the following radio and TV stations. Stations will be sold on the importance of informing Southland audiences.

MARKETING STRATEGY AND EXECUTION CONT'D

TV Stations

KNXT, KNBC, KTLA, KABC, KHJ, KTTV, KCOP, KWHY, KCET, KMEX, KLCS

Radio Stations

KABC, KALI, KBCA, KBIG, KDAY, KFAC, KFI, KFWB, KGBS, KGFJ, KGIL, KHJ, KIIS, KJOI, KLAC, KMET-FM, KNX, KPOL, KRLA, KRTH, KWKW, KWST, KOST

5. Maximum creative use will be made of news and publicity in advance to apprise Valley residents of upcoming changes. These releases will be sent to Valley newspapers, Chambers of Commerce, City Halls, shopping centers, hospitals, schools, colleges and universities, and social service centers.
6. The news bureau will make every effort to book RTD Board and/or staff members who are thoroughly familiar with the system on the following television talk shows to discuss the new transportation plan and promote widespread community interest.

Talk Shows

<u>Channel</u>	<u>Name</u>	<u>Time & Day</u>
KABC (7)	AM-Los Angeles	M - F 9a
KCET (28)	Citywatchers	Tues 12:30p and 7p
KCET (28)	News & Public Affairs Specials	Varies
KHJ (9)	Tommy Hawkins Show	M - F 1p
KNBC (4)	Inquiry	Sat 4:30p
KNXT (2)	Noontime	M - F Noon

MARKETING STRATEGY AND EXECUTION CONT'D

7. Two weeks prior to implementation of the new transportation plan, the Mobile Information Team and Community Youth Corps will begin line promotion, with emphasis on new lines and those which have undergone revision. They will center their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, churches and retail stores. Emphasis will be placed on getting the message across that important changes in public transportation will be taking place soon.

INTRODUCTION

NEWSPAPER ADVERTISING

Paid advertising will be carried in the following Valley newspapers:

Los Angeles Times-San Gabriel Valley Edition
San Gabriel Valley Tribune
Pomona Progress Bulletin
Pasadena Star News

Foothill Group

Arcadia Tribune
Temple City Times
Monrovia News Post
Duartian
Pasadena Independent

Total Circulation: 368,000

Information advertising will consist of full page ads, three times, in these publications. They will consist of a general announcement concerning the new system of public transportation, include a coupon for the convenience of readers in ordering specific route information, RTD telephone information number, and possibly a small drawing of a Mobile Information Team member in straw hat and striped vest, together with a list of dates on which Team members will make appearances at the 15 regional shopping centers, with the announcement: FOR ROUTE INFORMATION, LOOK FOR THE RTD INFORMATION REPRESENTATIVES. THEY'RE THERE TO HELP YOU!

LITERATURE

A brochure on the new transportation plan for the Valley will be produced. This brochure will contain a system map, list the various improvements which have been made, and also contain the RTD information number, inviting residents to telephone for route information.

Literature will be distributed by the following means:

- a. Rider's Kits sent in direct response to telephone or written requests.
- b. Information Team members (29) in the course of their personal contacts.
- c. "Take One" boxes on buses serving the area.
- d. Community Youth Corps members (55).
- e. Thrifty Drug Outlets (28).
- f. Community Center Displays.
- g. Senior Citizen Centers.
- h. City Halls and library counters (125).
- i. Major employers.

NEWS BUREAU

Once new bus service is in operation, a continual flow of follow-up news releases concerning it will be issued, with photos of local citizens patronizing the service where possible.

Releases will also be sent to all Chambers of Commerce, City Halls, community social service agencies, schools, colleges and universities, and managers of area shopping centers to apprise them of the new plan.

A press conference announcing the new service will be held on Monday, at 9:00 a.m. at the El Monte Station. Civic officials and dignitaries will be invited to attend. Public service announcements on the project will be prepared and sent to the radio and TV stations listed earlier in this report.

News releases will be sent to community newspapers prior to an appearance of the Information Team personnel at a shopping center or community event in their area, notifying citizens that people will be available to answer questions and provide descriptive literature.

MOBILE INFORMATION TEAM

Mobile Information Team personnel will distribute new timetables and brochures to existing rack locations throughout the Valley area (Thrifty drug stores, U. S. Post Offices, State Employment Centers and miscellaneous outlets), as listed on the last pages of this report.

Team personnel will maintain an on-going program of line promotion, with emphasis on new lines and those which have undergone extensive revision. They will center their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, churches and retail stores. Emphasis will be placed on getting the message across that important changes in public transportation have been in the Valley, making the major work, recreational, social and cultural centers more readily accessible to citizens.

Team personnel will appear at all of the 15 regional shopping centers in the Valley, and at all major community events in the Valley, dressed in straw hats and striped vests for easy recognition, and will be prepared to answer questions from citizens on how to get from one point to another. Chambers of Commerce and City Halls for each of the Valley cities will be contacted for a list of community events scheduled for the year 1976.

COMMUNITY YOUTH CORPS

Efforts by the Community Youth Corps will assist Information Team personnel in their on-going program of line promotion, with emphasis on new and revised lines. Since the activities of the Youth Corps are confined, in the main, to Saturday and Sunday work, it is suggested that they concentrate their activities on appearances at regional shopping centers and community events. As necessary, Youth Corps members will engage in door-to-door distribution of timetables and brochures.

COMMUNITY RELATIONS

It is requested that RTD's Administration Department provide Community Relations staff members to enlist the cooperation of local organizations to assist Information Team personnel in obtaining wide distribution of bus schedules and literature. Local groups also will be asked to assist in distribution, to actively support the plan through their organizations and help it to succeed for the benefit of the community.

SPECIAL PROMOTIONS

In an effort to make students aware of the fact that RTD does have a special reduced-rate student card available, a mass mailing will be made to principals of all grade, junior and high schools (both public and Parochial), colleges and universities. This mailing will inform the recipient that student fare cards may be obtained for distribution and explain the necessary procedure.

Additionally, to make senior citizens aware of reduced-rate pass availability, a mass mailing will be made to all senior citizen clubs in the San Gabriel Valley.

To further the acceptance of public transportation by Valley citizens, staff will attempt to obtain civic support for having the week of May 17, 1976 proclaimed: PUBLIC TRANSPORTATION WEEK IN THE SAN GABRIEL VALLEY, with attendant publicity and festivities to promote this event.

Staff will contact the major Valley news publications concerning running a two-page spread showing the new Valley system map, together with editorials, as a public service. Reprints of this map will be distributed to Valley citizens so that they will have it available for ready reference.

A special mailing will be made to major employers in the Valley to promote the sale of District monthly bus passes to employees on the company premises.

BUDGET

News Bureau

Press kits, news support, photos, refreshments
and arrangements for press conferences \$ 1,000

Mobile Information Team

Promotional Hats and Vests \$ 500

Literature

500,000 brochures at \$15/M \$ 8,000

Newspaper

Full page ad, 3 insertions
Cost, including production \$25,000

Display Conversion \$ 1,000

Contingency \$ 4,500

Anticipated Expenditure \$40,000

THRIFTY DRUG STORES

#T 328	625 N. Fair Oaks Avenue, Pasadena
#T 23	355 E. Colorado Blvd., Pasadena
#T 189	5940 Oak Avenue, San Gabriel
#T 40	69 East Main Street, Alhambra
#T 380	3560 N. Rosemead Blvd., Rosemead
#T 283	725 Garvey Blvd., Monterey Park
#T 134	2290 S. Atlantic Blvd., Monterey Park
#T 185	11751 Exline Street, El Monte
#T 75	10928 E. Valley Mall, El Monte
#T 367	9450 E. Las Tunas Drive, Temple City
#T 368	39 Las Tunas Drive, Arcadia
#T 142	3635 E. Foothill Blvd., Pasadena
#T 105	65 E. Huntington Drive, Arcadia
#T 159	306 Huntington Drive, Monrovia
#T 389	1335 E. Huntington Drive, Duarte
#T 337	591 E. Foothill Blvd., Azusa
#T 235	531 S. Glendora Avenue, Glendora
#T 151	153 East Gladstone, Azusa
#T 229	5145 Citrus Avenue, Covina
#T 375	139 No. Grand Avenue, Covina
#T 386	1528 Amar Road, West Covina
#T 168	13905 Amar Road, La Puente
#T 147	1030 W. Garvey Blvd., West Covina
#T 223	14121 E. Ramona Blvd., Baldwin Park
#T 225	2487 N. Towne Avenue, Pomona
#T 312	606 E. Holt Avenue, Pomona
#T 94	200 W. Second Street, Pomona
#T 263	138 E. Bonita Ave. San Dimas

POST OFFICES

# 101	760 E. Washington Blvd., Pasadena
# 100	1100 N. Fair Oaks Ave., Pasadena
# 99	535 N. Fair Oaks Ave., Pasadena
# 102	390 S. Fair Oaks Ave., Pasadena
# 98	271 S. Arroyo Parkway, Pasadena
# 97	281 E. Colorado Blvd., Pasadena
# 103	42 S. Catalina, Pasadena
# 104	2609 E. Colorado Blvd., Pasadena
# 105	2040 Huntington Drive, San Marino
# 169	10 W. Bay State Street, Alhambra
# 170	1603 W. Valley Blvd., Alhambra
# 161	920 E. Valley Blvd., Alhambra
# 186	8844 E. Valley Blvd., Rosemead
# 187	8062 E. Garvey Blvd., South San Gabriel
# 185	245 Garvey Blvd., Monterey Park
# 177	10452 E. Rush Street, South El Monte
# 176	Valley & Ramona, El Monte
# 190	5940 Oak Avenue, San Gabriel
# 81	725 W. Duarte Rd., Arcadia
# 92	61 S. Baldwin Avenue, Sierra Madre
# 80	41 Wheeler Avenue, Arcadia
# 90	225 S. Ivy Avenue, Monrovia
# 82	1220 Highland, Duarte
# 171	110 W. Sixth Street, Azusa
# 179	255 S. Glendora Avenue, Glendora
# 173	16025 Calle De Norte, Baldwin Park
# 175	170 E. College Street, Covina

POST OFFICES (Cont.)

# 182	100 N. Hacienda, City of Industry
# 180	15310 E. Elliott, La Puente
# 181	134 S. Third Avenue, La Puente
# 191	396 So. California Ave., West Covina
# 172	4230 Main Avenue, Baldwin Park
# 174	140 N. Harvard, Claremont
# 194	300 S. Park, Pomona
# 192	580 W. Monterey, Pomona
# 184	2180 Third Street, La Verne
# 188	303 N. San Dimas, San Dimas

MISCELLANEOUS OUTLETS

Berry and Sweeny Drug Store	1377 No. Fair Oaks Ave., Pasadena
Crocker Bank	Washington and Allen, Pasadena
Family Savings and Loan Assn.,	1315 N. Lake Ave., Pasadena
Jackie Robinson Center	1020 No. Fair Oaks Ave., Pasadena
Legal Aid	16 North Marengo, Pasadena
Pasadena Urban Coalition	118 South Oak Knoll Ave., Pasadena
Republic Federal Savings and Loan Assn.,	2246 No. Lake Ave., Pasadena
St. Luke Hospital	2632 E. Washington, Pasadena
Sears	3801 E. Foothill Blvd., Pasadena
Tanner's Sew-Vac Service	1347 North Lake Avenue, Pasadena
Villa Parke Center	353 East Villa, Pasadena