



Southern California Rapid Transit District  
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JACK R. GILSTRAP  
General Manager

July 15, 1976

To: Members of the Board of Directors  
From: Jack R. Gilstrap  
Subject: Bus Service Proposal for the Las Virgenes Area

SUMMARY:

At the Board of Directors' meeting on June 2, 1976, staff presented an estimate of the amount of Senate Bill 325 and Section 5, UMTA monies contributed by the Las Virgenes community and a proposal for bus services which would meet travel demands between Westlake Village, West San Fernando Valley and Los Angeles Central Business District.

It was estimated the Las Virgenes contribution of SB 325 sales tax revenue was \$29,000 per year and the UMTA Section 5 monies approximately \$15,000 per year for a total of \$44,000 per annum in 1976. The bus service proposal included: (a) the route extension of Park-n-Ride Line 716-Canoga Park Drive-In Theatre-Los Angeles to Westlake Village for commuter trips and, (b) establishment of a midday shuttle, Line 161, between Westlake Vallage and the Topanga Shopping Center. The estimated net cost for these services would be \$125,000 per year. However, representatives from the Las Virgenes community appearing before the Board, requested the investigation of cross-mountain service between West San Fernando Valley and Malibu-Zuma Beach areas.

Subsequently, the cross-mountain roads were tested by bus for feasibility of operation. Tested were Topanga Canyon Road, Kanan-Dume Road and Las Virgenes-Malibu Canyon Road. The two former routes were found to be inoperable with existing District equipment due to steep, lengthy grades, restrictive

curvilinear alignment and limited stopping distances. Operation on Malibu Canyon Road was found to be possible under certain conditions. These conditions are: a) assignment of only manual transmission, radio equipped buses; b) construction of turnout areas for transit vehicles to allow traffic queues to safely pass; and c) construction of landing areas for bus stops adjacent to the roadway to allow safe stopping/starting operation. To get the required roadway improvements made, the matter was discussed with the Los Angeles County Road Department staff. Unfortunately, very little possibility was held for construction of the roadway improvements within the 1976 calendar year.

It should be noted that after the necessary roadway improvements are completed, provision of bus service on Malibu Canyon Road will incur a start up cost of approximately \$17,000 for instruction and qualification of 180 drivers on manual transmission coaches. In addition, to approximate the level of service requested by the Las Virgenes Community representatives (60-minute frequencies from 6:00 am to 8:00 pm daily and 8:00 am to 7:00 pm Saturday and Sunday) would result in approximately 197,000 annual vehicle-miles at a net annual cost of \$306,000 and require three buses.

RECOMMENDATION:

After extensive deliberation of the situation, it is the staff's recommendation that:

1. A cross-mountain route not be implemented on Malibu Canyon Road until roadway improvements have been made in consideration of safety of operation. Discussion will continue with the County Road Department to expedite the necessary roadway construction. Status reports will be made to the Board on the progress of roadway work.
2. Three trips on Line 716 - Canoga Park Drive-In Theatre-Los Angeles be extended to Westlake Village on a six-month experimental basis.
3. A new Line 161 - Westlake Village-Canoga Park be established on 60-minute headways between the hours of 9:00 am to 3:00 pm Monday through Friday on a six-month experimental basis.

Members of the  
Board of Directors

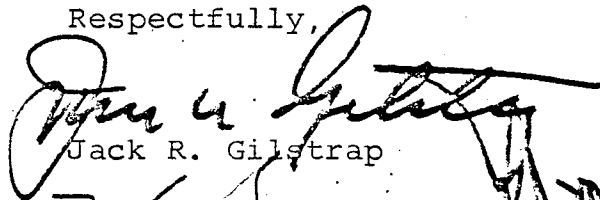
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July 15, 1976 .

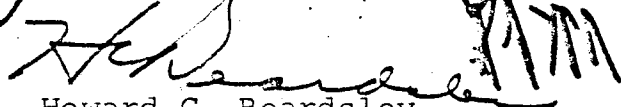
The estimated net annual cost for recommendations 2 and 3 would be \$124,000 per year and can be accomplished under the present equipment assignment on Line 716. Implementation is tentatively set for August 15, 1976. Revision of Line 716 tariff is recommended for local travel between Westlake Village and the Canoga Park Drive-In Theatre. This incremental implementation of services in the Las Virgenes area have been reviewed by and received the concurrence of the New Services Review Board and the Joint Agency Transit Advisory Committee.

Further approval is requested for Original Page 161 and First Revised Page 716 of the Official Route Description on file with the Secretary's Office. Final action is subject to approval of the Consulting Engineer.

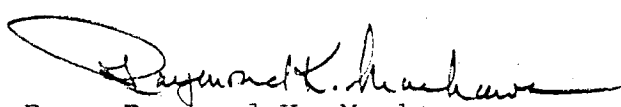
Respectfully,



Jack R. Gilstrap



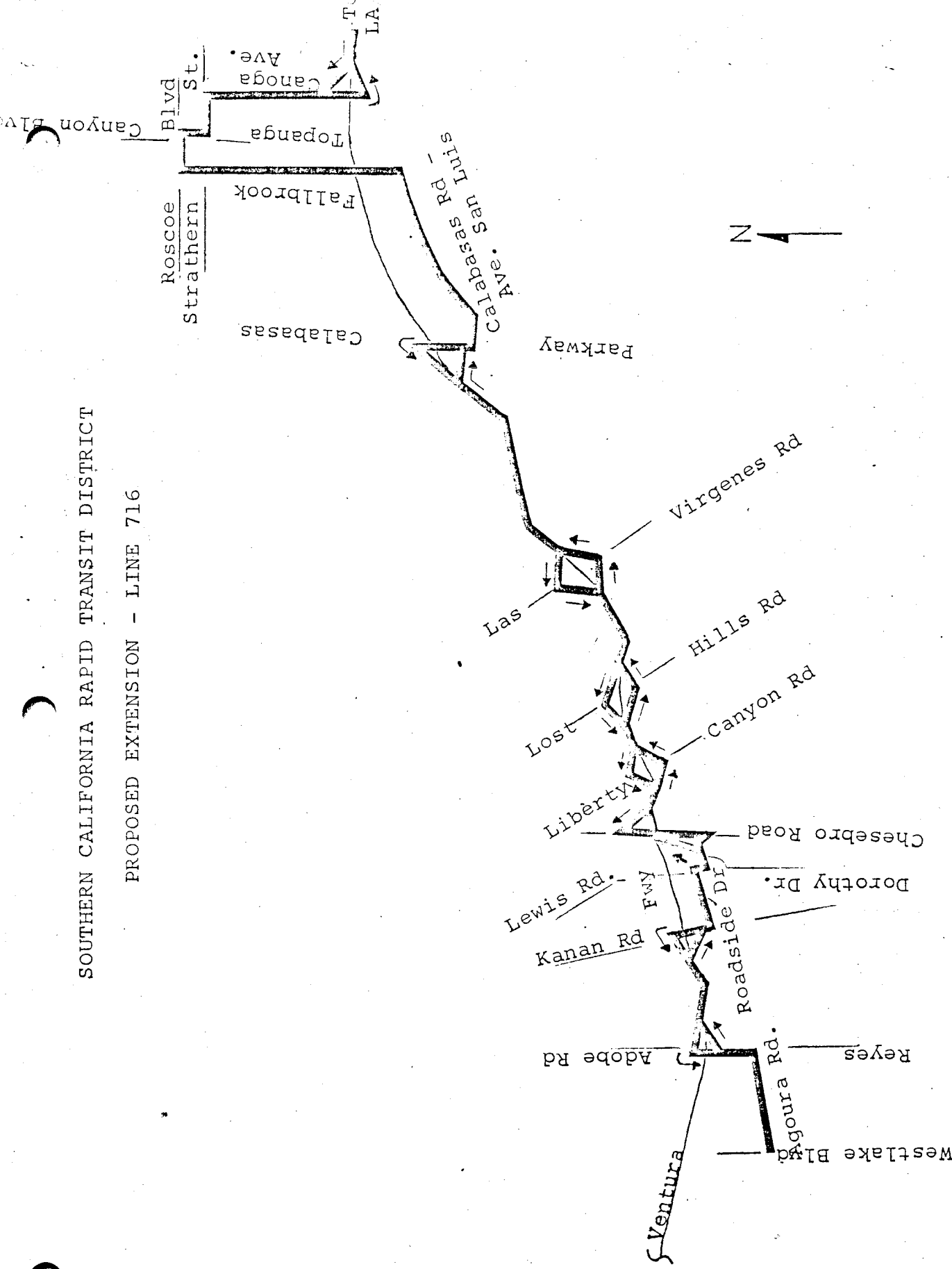
By: Howard C. Beardsley  
Assistant Manager of Surface  
and Advance Planning



By: Raymond K. Maekawa  
Associate Surface Planner

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

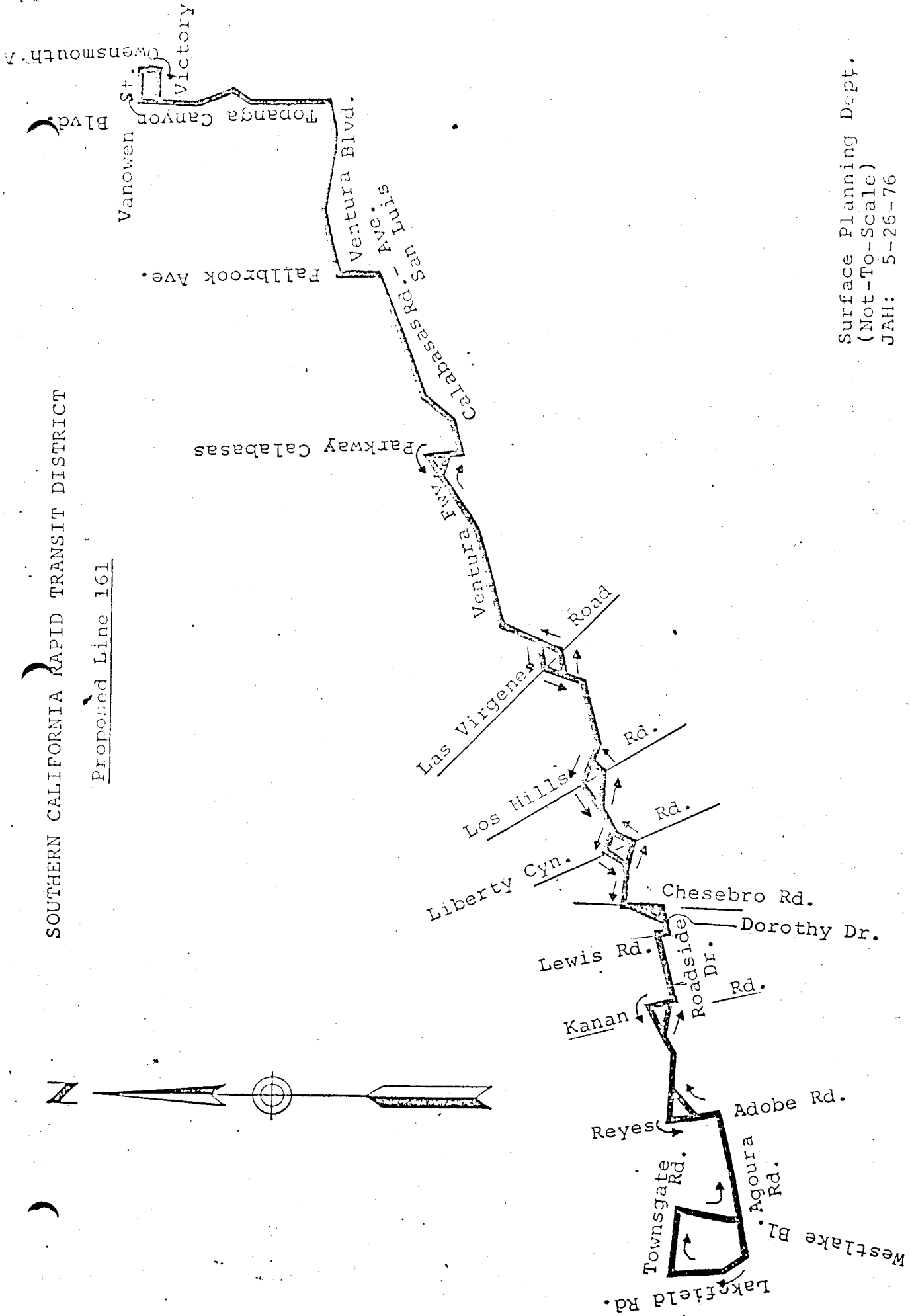
PROPOSED EXTENSION - LINE 716



Surface Planning Dept.  
Not to scale  
7-15-76

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Proposed Line 161



Surface Planning Dept.  
(Not-To-Scale)  
JAH: 5-26-76

LAS VIRGENES COMMUNITY -  
BUS SERVICE INTRODUCTION

MARKETING PLAN

7/16/76

PRELIMINARY

DRAFT

LAS VIRGENES COMMUNITY -  
BUS SERVICE INTRODUCTION

MARKETING PLAN

Effective August 15, 1976, SCRTD will initiate bus service in the Las Virgenes community. Two bus routes will serve the area:

Line #716 - Three morning trips. Westlake Village - Canoga Park Drive-In - Los Angeles CBD.

Three evening trips. Los Angeles CBD - Canoga Park Drive-In - Westlake Village.

Line #161 - Westlake Village - Canoga Park.  
Hours: 9:00 a.m. - 3:00 p.m.,  
Monday through Friday. 60 minute headways.

The Las Virgenes community covers some 80 square miles and has a total population of 90,000.

In January, 1975, a special census of households was commissioned by the City of Thousand Oaks. All households in the City of Thousand Oaks, and 60% of the households in Westlake Village were surveyed. One of the questions asked in the survey was the work destination of the household breadwinner. The survey found the following:

	<u>Work Destination</u>
48%	Ventura County
48%	Los Angeles County
4%	Santa Barbara County

Of the 48% reporting that they worked in Los Angeles County, the primary work destinations were determined to be:

Approx. 9%	Hollywood-Los Angeles CBD
Approx. 13%	Canoga Park-Woodland Hills
Approx. 12%	West Los Angeles - LAX

### MARKETING OBJECTIVES

The objectives of the Las Virgenes Community Bus Service Introduction Plan and its accompanying marketing program are:

- To provide significantly improved public transportation in the area.
- To provide Las Virgenes community residents easy accessibility to major employment centers, shopping centers, schools, colleges and universities, and social and cultural centers by means of public transportation.
- To convert non-users of transit buses to users by demonstrating that public transportation is a viable choice.

### MARKETING STRATEGY AND EXECUTION

The service introduction is scheduled to go into effect August 15, 1976. A comprehensive public information campaign will be required since the community has not had bus service previously. Mobile Information Team, Community Youth Corps and News Bureau personnel will be utilized to disseminate information to potential riders.

Taking budget restrictions into consideration, as well as the basic characteristics of the Las Virgenes populace, it is felt that the following strategy and execution efforts will assure the success of the transit introduction program:

### PRE-INTRODUCTION

Training - Bus and Telephone Operators, Mobile Information Team, and Community Youth Corps

It is important that RTD personnel directly involved with the marketing of this service be thoroughly informed concerning it well in advance of implementation in order to better serve the public. Included are bus operators, Mobile Information Team members, telephone operators and the Community Youth Corps.

Driver education sessions will be staged at Division No. 8. In addition, maps of the system will be posted in the Training Room. Training sessions will be conducted by members of the Planning and Operations Departments.



Commence activity: August 1, 1976

Training sessions will also be scheduled for:

Mobile Information Team  
Telephone Operators  
Community Youth Corps

These training sessions will be conducted by members of the Planning and Marketing Departments.

Commence activity: August 1, 1976

#### NEWS BUREAU

Complete News Bureau coverage of media in the area, by personal calls on newspaper editors and publishers, to creatively point up the impact that public transit service is expected to have on the travel patterns of Las Virgenes residents, and the need for strong educational news support to avoid potential confusion on the part of the public. Press releases will be prepared and distributed to the media, as follows:

- Release on RTD Board approval of the Las Virgenes plan.
- Localized service-by-community releases for distribution by Community Relations staff to Municipal and Chamber of Commerce-type newsletters.
- Advance feature on RTD employees' efforts to gear up for the implementation of service, keying on user information aids.
- Basic line description release with accompanying route map.
- Advance feature on "How to Ride" as a guide for prospective passengers.

Public service announcements to electronic media on the new service, distributed to the following radio and TV stations:

#### TV Stations

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

### Radio Stations

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

Commence activity: August 9, 1976

Maximum creative use will be made of advance news and publicity to apprise Las Virgenes residents of the new service. Releases will be sent to Chambers of Commerce, City Halls, shopping centers, hospitals, schools, colleges and universities, and social service centers starting August 2.

### MOBILE INFORMATION TEAM AND COMMUNITY YOUTH CORPS ACTIVITY

Two weeks prior to program implementation, the Mobile Information Team and Community Youth Corps will begin line promotion, centering their activities on personal visits to banks, public service agencies, senior citizen centers, business firms, schools and colleges, churches and retail stores. Emphasis will be placed on delivering the message that public transportation service will be introduced in the Las Virgenes community August 15. This activity will commence: August 2.

### COMMUNITY RELATIONS ACTIVITY

Enlistment of the cooperation of local organizations by the Community Relations staff to augment Mobile Information Team personnel in obtaining wide distribution of informational literature, bus schedules and counter cards, etc. Local groups will be asked to actively support the service introduction program and help it to succeed in their area for the benefit of the community as a whole. The groups contacted will include: transportation task force committees comprised of representatives of prominent civic organizations and elected officials, planning and traffic departments of the affected cities, including homeowners' groups, senior citizen clubs, business organizations, service clubs, civic and fraternal organizations, schools and colleges. These contacts will commence in early August.

### LITERATURE

A brochure on the service introduction program will be produced. This brochure will contain a route map, and contain the RTD information number, inviting residents to telephone for further information, if required.

Literature will be distributed by the following means:

- Rider's Kits sent in direct response to telephone or written requests.
- Information Team members in the course of their personal contacts.
- "Take One" boxes on buses serving the area.
- Community Youth Corps members.
- Thrifty Drug Outlets.
- Community Center Displays.
- Senior Citizen Centers.
- City Halls and library counters.
- Employers.

#### INTRODUCTION

##### Newspaper Advertising

Half-page advertising will be run in the following newspapers. The first ad will appear on the Thursday preceding introduction of service.

Valley News & Green Sheet-West Valley Edition  
Thousand Oaks News Chronicle

Advertising will show a route map, contain a general announcement concerning the new system of public transportation and include the RTD telephone information number. A coupon will be included for the convenience of readers in ordering route information.

##### Mobile Information Team

Mobile Information Team personnel will distribute new timetables and brochures to Thrifty Drug Stores and U. S. Post Offices throughout the area.

Additionally, timetables and literature will be distributed to banks, public service agencies, schools and colleges, senior citizen centers, employers, churches, retail stores and restaurants.

Team personnel will appear at area shopping centers and 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 Las Virgenes community cities will be contacted for a list of upcoming key community events. The Mobile Information Team will schedule appearances at these events as an added means of reaching the public.

#### COMMUNITY YOUTH CORPS

The Community Youth Corps will assist Mobile Information Team personnel in their promotion efforts. The Youth Corps will concentrate its activities on appearance at regional shopping centers and community events and community contacts. As required, Youth Corps members will engage in door-to-door distribution of timetables and brochures.

#### COMMUNITY RELATIONS

Community Relations staff members will be assigned to enlist the cooperation of local organizations 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.

#### NEWS BUREAU

A press conference announcing the new service will be held at the Westlake Village Shopping Center on Monday, August 9, at 9:30 a.m. Civic officials and dignitaries will be invited to attend. Press kits giving specifics on the service program, together with a route map will be distributed to the media.

Once the new bus service is in operation, a continual flow of follow-up news releases 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.

PROPOSED BUDGET

News Bureau \$ 500

Press kits, news support, photos, refresh-  
ments and arrangements for press  
conferences

Literature

50,000 informational brochures @ \$15/M 750

Newspaper 4700

Half page ad, 4 insertions

Cost, including Production

Contingency 3000

PROPOSED EXPENDITURE \$8750