

EL CAMINO TRAIN SERVICE
DEVELOPMENT AND PROGRESS

S.C.R.T.D. LIBRARY

Prepared By:

N. P. Bjornsen
Project Manager

May 15, 1978

08395

SCRTD
1978
.E42
c.1

PREFACE:

As part of the recent implementation of the Los Angeles County (El Camino) Train, the District was called upon to provide a train to bus interface at Los Angeles Union Passenger Terminal (Union Station).

The following report describes, in detail, the efforts made to provide an adequate bus interface at Union Station for not only the El Camino Train, but all trains which operate inbound to and outbound from Union Station.

Credit is due AMTRAK management and staff based at Union Station, who have been most cooperative in the liaison effort and always prepared to assist in the project effort as necessary.

BACKGROUND:

History of Development

When AMTRAK was created and assumed operational responsibility for the majority of passenger train activity in the United States in 1971, the railroads were in process of reducing passenger train service due to diminishing patronage caused by inadequate schedules, high operational cost, aging equipment, etc.

Since that time, AMTRAK has made giant strides in providing adequate rail passenger service and has upgraded equipment, adjusted schedules, in an effort to maintain a positive growth posture.

In the Los Angeles area, for example, the Santa Fe Railway "San Diegan" rail service had been decreased to three daily round trips between Los Angeles and San Diego when AMTRAK assumed operations.

In 1975, additional rail passenger service was provided under a funding agreement between AMTRAK and CalTrans, which ultimately made two additional round trips between Los Angeles and San Diego.

Additionally, County Supervisor Baxter Ward purchased eight retired rail passenger cars from a transportation museum. The subsequent purchase and refurbishment cost was approximately \$2,000,000.00 .

The train, the "El Camino", was to have been implemented as an additional "San Diegan" train in April, 1976, however the Santa Fe Railway intervened and the train equipment was placed in storage.

In early 1978, agreement was reached between AMTRAK, Santa Fe Railway and CalTrans and the "El Camino" was placed into service as a sixth "San Diegan"

train operating on a six months' trial basis beginning February 14, 1978.

Interface Activity:

Prior to implementation of the San Gabriel Valley Grid Project, 18 lines served Union Station. Four of these lines provided local service from Union Station to Los Angeles' Civic Center and Central Business District, while 14 lines were encumbered with passenger restrictions which prevented passengers from boarding with destinations in downtown Los Angeles and alighting from points in downtown Los Angeles.

When the San Gabriel Valley Grid Project was implemented in April, 1976, a total of 25 lines served Union Station. Seven of these lines provided local service from Union Station to Los Angeles' Civic Center and Central Business District, while 18 lines were restricted.

When the South Bay Grid Project was implemented in June, 1976, four additional lines were routed to Union Station; however, all four lines had restricted operation in the downtown Los Angeles area.

In concert with the joint efforts of Los Angeles County, CalTrans and AMTRAK regarding the El Camino Train, the District was requested to provide service directly from Union Station to Civic Center and Central Business District points.

The District was in an excellent position to provide the requested service at minimal cost posture by revision of passenger restrictions on 16 lines so that 23 out of 30 lines serving Union Station could pick up and discharge passengers at stop locations in close proximity to Union Station.

The lines which continue restricted operation are express, park/ride and contract lines which do not fall into the category of standard District operation.

The coordination effort included:

- . In July 1977, the District was given authorization to use the south (unused) side of the train arrival/departure board located in the vicinity of the train gate concourse area at Union Station. During October 1977, graphic displays including an SCRITD system map, directions on how to use transit service from Union Station and schedule racks complete with timetables for lines operating in proximity to Union Station were installed (Fig. #B).
- . In February 1978, a graphic display of bus stop locations in proximity to Union Station and a map of downtown Los Angeles was produced by the Automobile Club of Southern California and placed in the display at Union Station (See Fig. #B). At the same time, nine bus stop locations in proximity to Union Station were given alpha (letter) designations for the purpose of simplification of identification. These designations tied the stop locations together by direction and line number. Further, the schedule racks were keyed with the stop location designation and actual stop locations were marked by the same designation.
- . Bus stop poles have been added or revised as required and line information (slat type) signs installed or revised were necessary.
- . Destination sign display procedure on Northbound Line 5 trips has been revised so that a "UNION STATION" destination sign is

displayed on all trips, with those trips operating through to the L.A. County Jail displaying a dashboard sign to that effect.

Therefore, any negative impact resulting from use of the former.

"L.A. COUNTY JAIL" destination sign is eliminated.

- On February 12, 1978, passenger boarding restrictions were revised on 16 lines so that 23 out of 30 lines operating in proximity of Union Station may now receive passengers at Union Station in the westbound direction and may discharge passengers at Union Station in the eastbound direction. (See Fig. #C).

Lines affected are Busway Lines: 480, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493 and 494 which operate along Aliso/Arcadia Streets on the southerly side of Union Station. Seven of these lines serve the Wilshire corridor and the other seven lines serve downtown Los Angeles along Olive Street.

Also affected are Lines: 428 and 432 which operate along Macy Street Sunset Boulevard on the northerly side of Union Station. Both lines serve downtown Los Angeles along Olive Street.

There are seven lines on which passenger restrictions have been retained due to the nature of service. These lines are: 496, 760, 764 810, 813, 814 and 871.

Augmented Line 5 and 202 (southbound) service was provided for El Camino train passengers during the first week of train operation. This service was discontinued as of Friday, February 17, due to light patronage and adequate line service being operated during the same time period.

A "Trafficman" was assigned to the westbound stop along Aliso/Arcadia Streets & Alameda Street (Union Station Stop 'H') so as to provide information and/or change to those intending passengers desiring transportation on Busway lines into downtown Los Angeles and/or out the Wilshire corridor. The services of the "Trafficman" were discontinued as of Thursday, February 16, due to extremely light patronage at this location.

- Personnel were provided by District Government Relations Department for the purpose of providing bus information both on board the train and in Union Station during the first week of operation.

Marketing

The marketing of District services which operate in proximity to Union Station presented a rather complex problem as 23 bus lines serving nine stop locations operate to varied destinations from single stop locations.

In an effort to maintain the bus interface informational process on a simplified, yet informative level, the District's marketing effort included the following:

- Participation in open house activities aboard the El Camino train at Union Station on February 9-11, and in San Diego on February 13, Graphic presentations of downtown Los Angeles and stop locations in proximity to Union Station were placed on display, as well as public timetables of all lines serving Union Station.

- . Participation in providing "press kits" and transit information to passengers on the inaugural run of the El Camino train. This activity included the Atlantic-Richfield Co. "special" trip from Los Angeles to San Juan Capistrano on February 13, and the first trip of the El Camino from San Diego to Los Angeles on February 14. Further, on February 16, SCRFD personnel rode both the 4:30 and the 5:30 p.m. trains (#776 and #780) from Los Angeles to San Diego and returned on the 8:20 and 9:35 a.m. train (#781 and #771) from San Diego to Los Angeles on February 17. Press kits and other SCRFD information were distributed to all passengers. "Press kits" include detailed maps of the Union Station, Civic Center, downtown Los Angeles and Wilshire corridor areas (Appendix I) in addition, a narrative description of available services was included (Appendix II) fare information, etc.
- . There were several hundred "press kits" rendered as surplus from the inaugural trip of the El Camino train and with the cooperative effort of AMTRAK, these informational documents are being made available on ALL San Diegan trains until the supply is exhausted.
- . Participation in dissemination of transit information at Union Station in conjunction with the arrival of the El Camino train at 8:20 a.m. AMTRAK cooperated by providing a large counter-type table which was used for "press kits", etc.
- . Development of an informational brochure is now in progress and could be ready for distribution within a few weeks. The brochure is pocket-size and contains much the same information as has been included in the "press kits".

The First Week

Operation:

During the first week of operation the El Camino train arrived at Union Station with a total of 557 passengers, which averaged would be approximately 140 passengers per day.

District buses carried a total of 134 El Camino passengers from Union Station during the first week, which averaged would be approximately 35 passengers per day.

Detailed data concerning train operation, including schedule adherence, train capacity, Los Angeles (Union Station) patronage and total San Diego corridor patronage is presented in Appendix III.

Further, total San Diego corridor patronage for the week previous to inauguration of the El Camino train is presented on page No. 3-7 of Appendix III.

Detailed data concerning supplemental service as provided by the District for El Camino passengers and actual patronage is presented in Appendix IV.

An on board marketing survey was conducted by staff from the Market Research Department on the northbound El Camino train, Wednesday, February 15, 1978.

The report of the survey is included herein as Appendix V.

COMMENT:

Public feedback obtained during the El Camino Train open-house and riding activities, generally was most favorable concerning the District effort to coordinate bus service with AMPRAK. A number of positive comments were received and included the following:

- . Bus stop signs in proximity to Union Station were very informative and "nicely done".
- . Adequate service is available.
- . Excellent in-station graphics.
- . RTD schedule information available at Union Station.

Other comments were:

- . The District might provide direct, cross platform boarding on lines serving Union Station. Note: CalTrans is pursuing the matter at this time.
- . The northbound route of line of Line 202 (Minibus) rerouted to operate in both directions on Los Angeles/Alameda Streets in the vicinity of Union Station. A number of passengers commented about having missed the 4:30 p.m. train departure due to increased walking time and distance to the train from Main Street. Note: The northbound Line 202 route of line operated north on Los Angeles/Alameda Streets from July 1, 1977 until January 31, 1978, when revised to operate north on Main Street at the request of the City of Los Angeles and Olvera Street interests.

- . Passing up of passengers at Union Station by Busway line buses.
Note: Transportation Department is working to correct the deficiency.
- . Operators failing to allow passengers on (Busway) lines which operate from locations in the Wilshire corridor to Union Station and points east. Note: Transportation Department is working to correct the deficiency.
- . Passenger information as received by potential patrons from District PAX information operators has not been as complete as it could be regarding use of local and express lines from Union Station. Note: Customer Relations Department has a program in progress to train information operators regarding available service from Union Station.

At this time, patronage on the El Camino train does not warrant consideration for augmented service from Union Station. However, a program of continual monitoring of patronage on El Camino train is in progress and if major patronage increases as indicated, consideration could be given to augmentation of District services as may be required.

Figure "A"

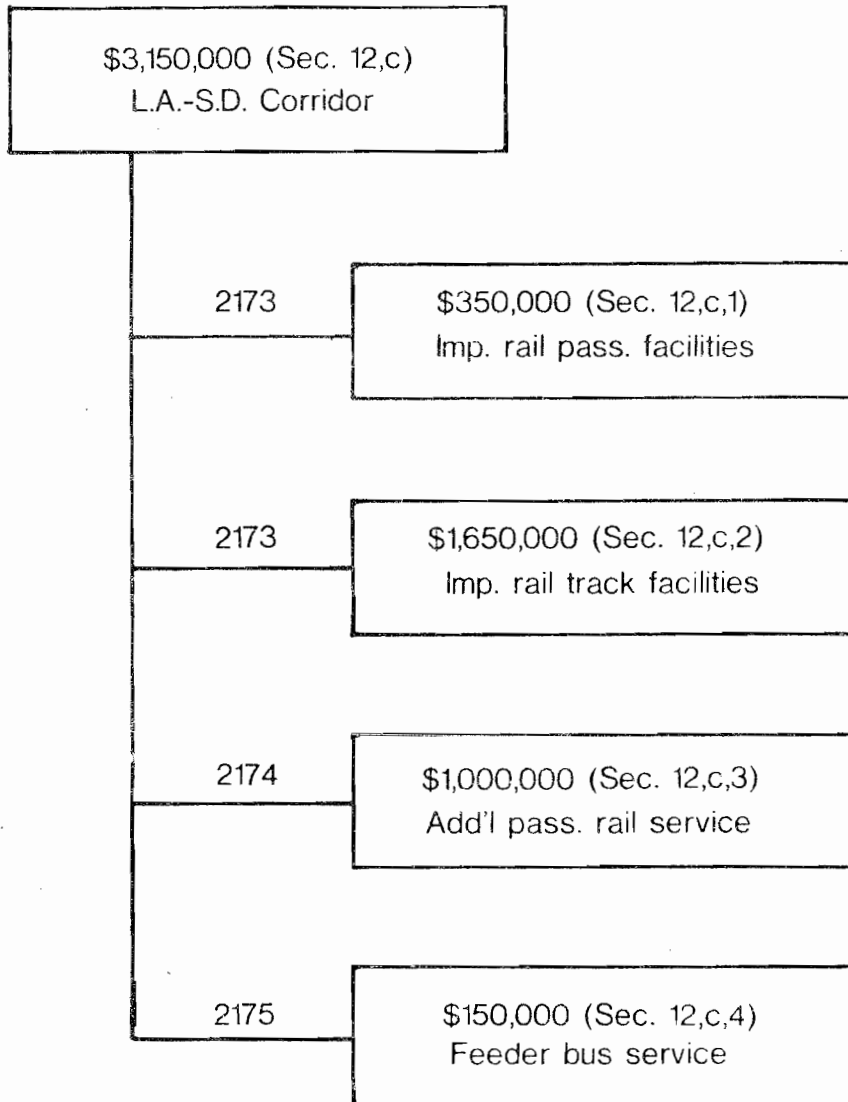
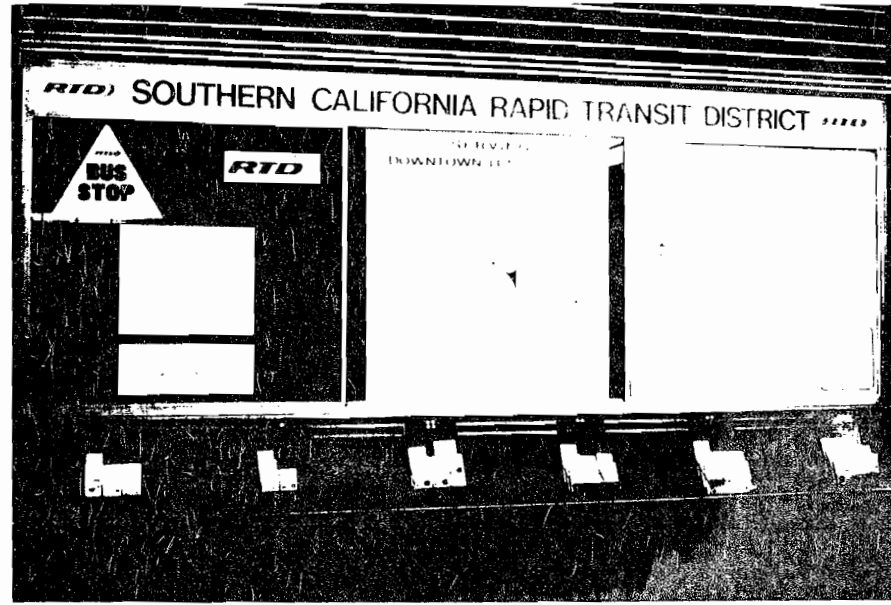


Figure "B"

SCRTD INFORMATION DISPLAY AT
UNION STATION



**BUS STOP LOCATIONS
AND BUS LINES SERVING
UNION PASSENGER TERMINAL**

WESTBOUND MACY ST. AT ALAMEDA ST. LINES: 2, 92, 420, 428, 429, 432	EASTBOUND MACY ST. AT ALAMEDA ST. LINES: 2, 92, 420, 426, 428, 432
UNION STATION LOOP LINES: 810, 813, 814, 871	
NORTHBOUND ALAMEDA ST. AT LOS ANGELES ST. LINE: 5	SOUTHBOUND ALAMEDA ST. AT LOS ANGELES ST. LINES: 5, 202

SOUTHBOUND ALAMEDA ST. AT MACY ST. LINES: 5, 202, 810, 813, 814, 871	NORTHBOUND MAIN ST. AT THE PLAZA LINE: 202
EXPRESS LINES WESTBOUND ALIBO ST. AT ALAMEDA ST. LINES: TO OLIVE ST. TO WILSHIRE BLVD. 480 - 487 - 488 - 489 - 493 - 494 491 - 492 - 493 - 495 - 496 - 499 490	EXPRESS LINES EASTBOUND ALIBO ST. AT ALAMEDA ST. LINES: 480 - 489 - 493 - 494 495 - 496 - 497 - 498 499 - 500 - 491 - 492 493 - 494

DISCHARGE ONLY: 496 - 750 - 719 BOARDING ONLY: 480 - 750 - 719

(CIRCLED NUMBERS INDICATE PEAK-HOUR SERVICE ONLY)

NOTICE
TRANSPORTATION DEPARTMENT
TD-78-22

February 6, 1978

TO ALL EMPLOYEES OF THE
TRANSPORTATION DEPARTMENT

SUBJECT: BUS SERVICE TO AND FROM UNION STATION DUE TO
IMPLEMENTATION OF NEW SAN DIEGAN "COUNTY TRAIN"

The new "COUNTY TRAIN" will begin operating between the Los Angeles Union railroad station and San Diego on Tuesday, February 14, 1978.

To improve the service between the Union Station and points in the Los Angeles area, certain passenger restrictions are being modified to permit the transporting of passengers from and to the station.

Therefore, with the beginning of service on Sunday, February 12, 1978, the following busway lines will commence receiving passengers on west bound trips at the bus stop at Aliso & Alameda Streets (Union Station): 480, 482 (busway only), 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, and 494. Passengers received at this stop will be charged the basic forty (40¢) cent fare, plus 10¢ for requested transfers and will be discharged at any desired stop to west terminal.

On trips departing Los Angeles the above named lines will receive passengers at all downtown stops destined to the Union Station stop at Aliso - between Los Angeles and Alameda (midblock). The basic forty (40¢) cent fare will be collected.

Westbound lines 428 and 432, operating on Macy Street will receive passengers at Macy & Alameda Streets destined to all stops in downtown Los Angeles. On trips departing Los Angeles terminals passengers will be received at all stops in downtown Los Angeles destined to Union Station stop at Macy & Alameda Streets. The basic forty (40¢) cent fare will apply.

Restrictions will not be modified on lines 482 Express, 496, 507, 508, 760, 764, 810, 814 and 871. There will be no change in the operation of these lines.

Tariffs will be revised as soon as possible.



J. H. WALSH
General Superintendent
of Transportation

APPENDIX - I

**SOMEBODY WANTS TO MEET
YOU AT THE STATION.**

RTD Bus Service From Union Station, Los Angeles

**SOUTHERN CALIFORNIA *RTD*
RAPID TRANSIT DISTRICT**

KEY TO MAPS

Map No. 1 Union Station

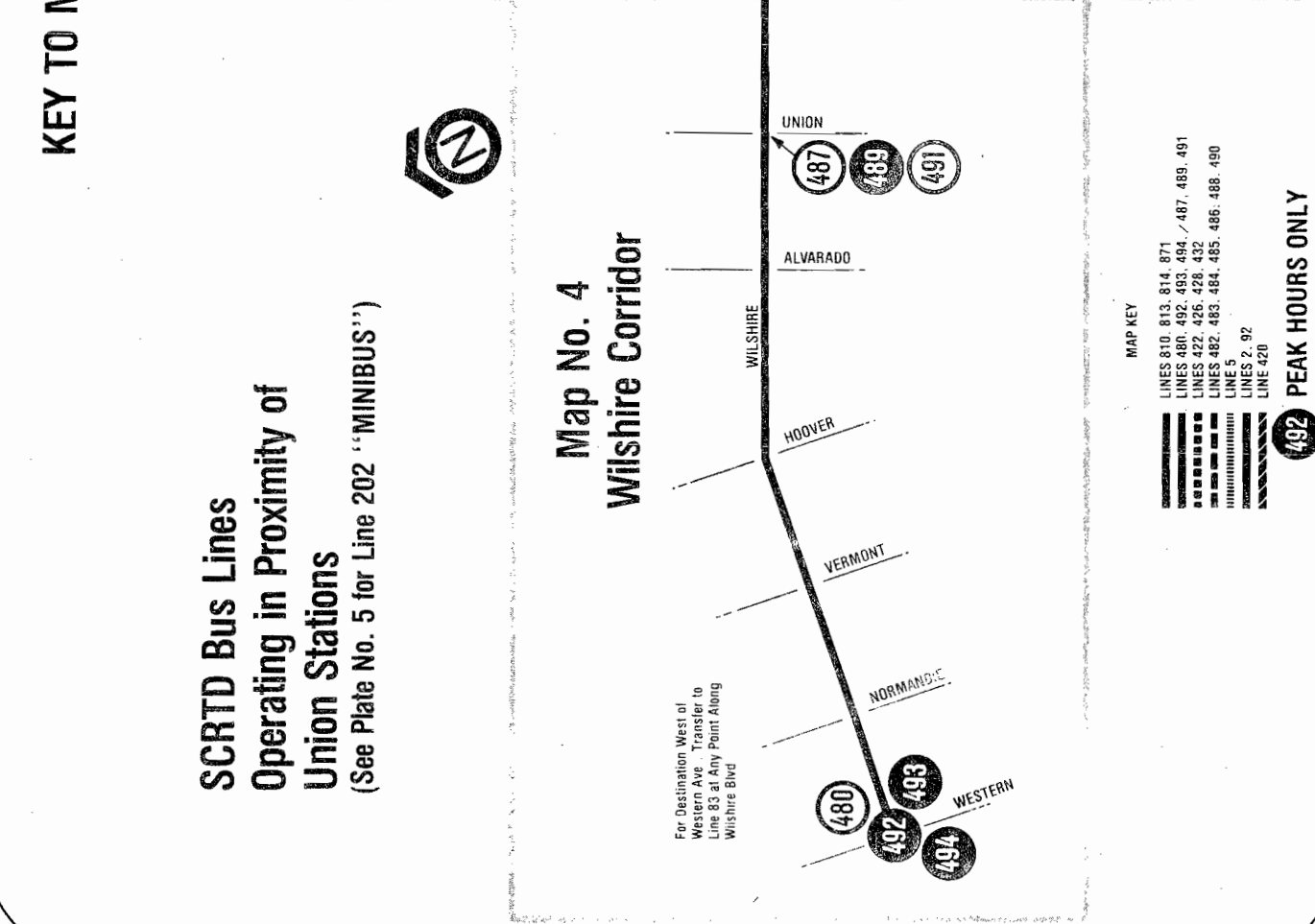
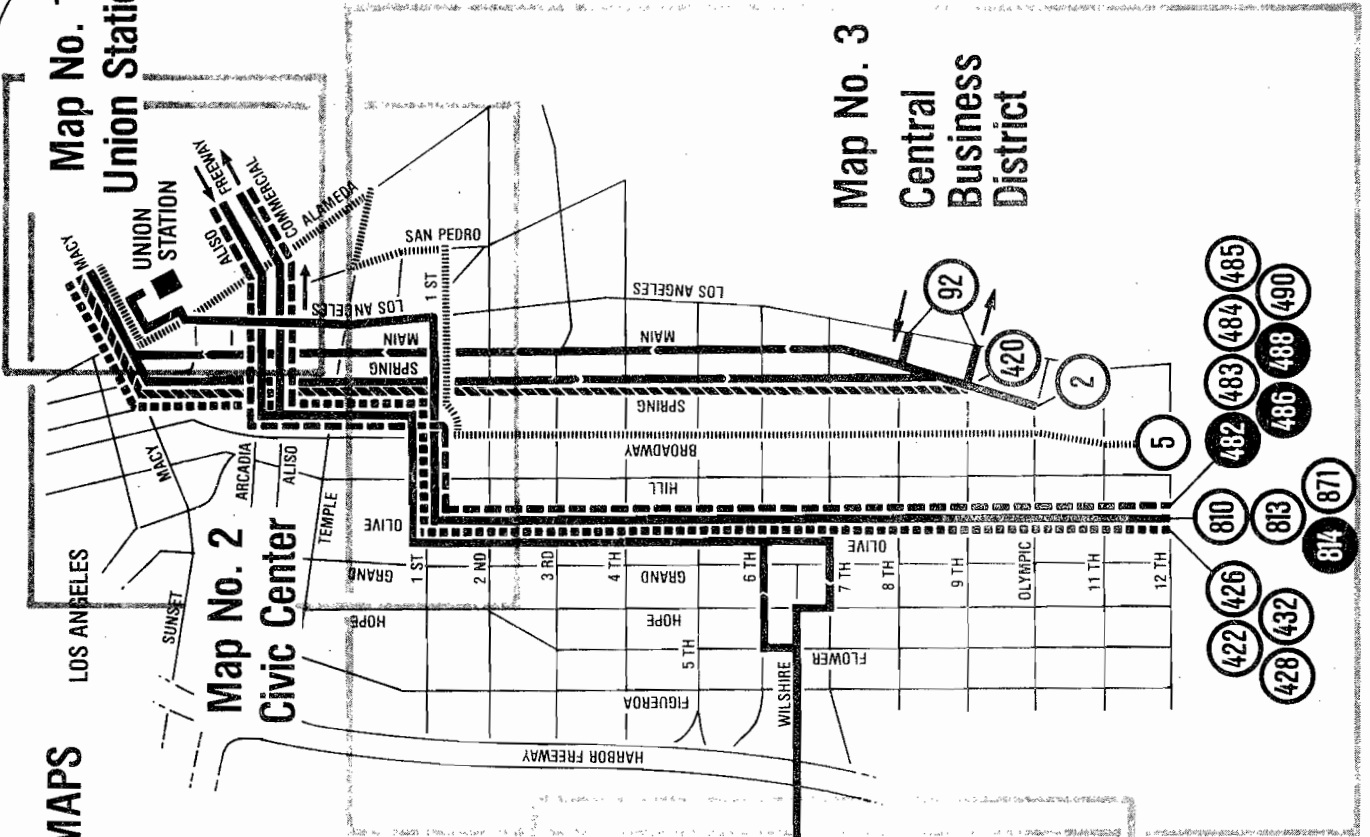
Map No. 2 Civic Center

Map No. 3 Central Business District

Map No. 4 Wilshire Corridor

**SCRTD Bus Lines
Operating in Proximity of
Union Stations**
(See Plate No. 5 for Line 202 "MINIBUS")

For Destination West of
Western Ave. Transfer to
Line 83 at Any Point Along
Wilshire Blvd

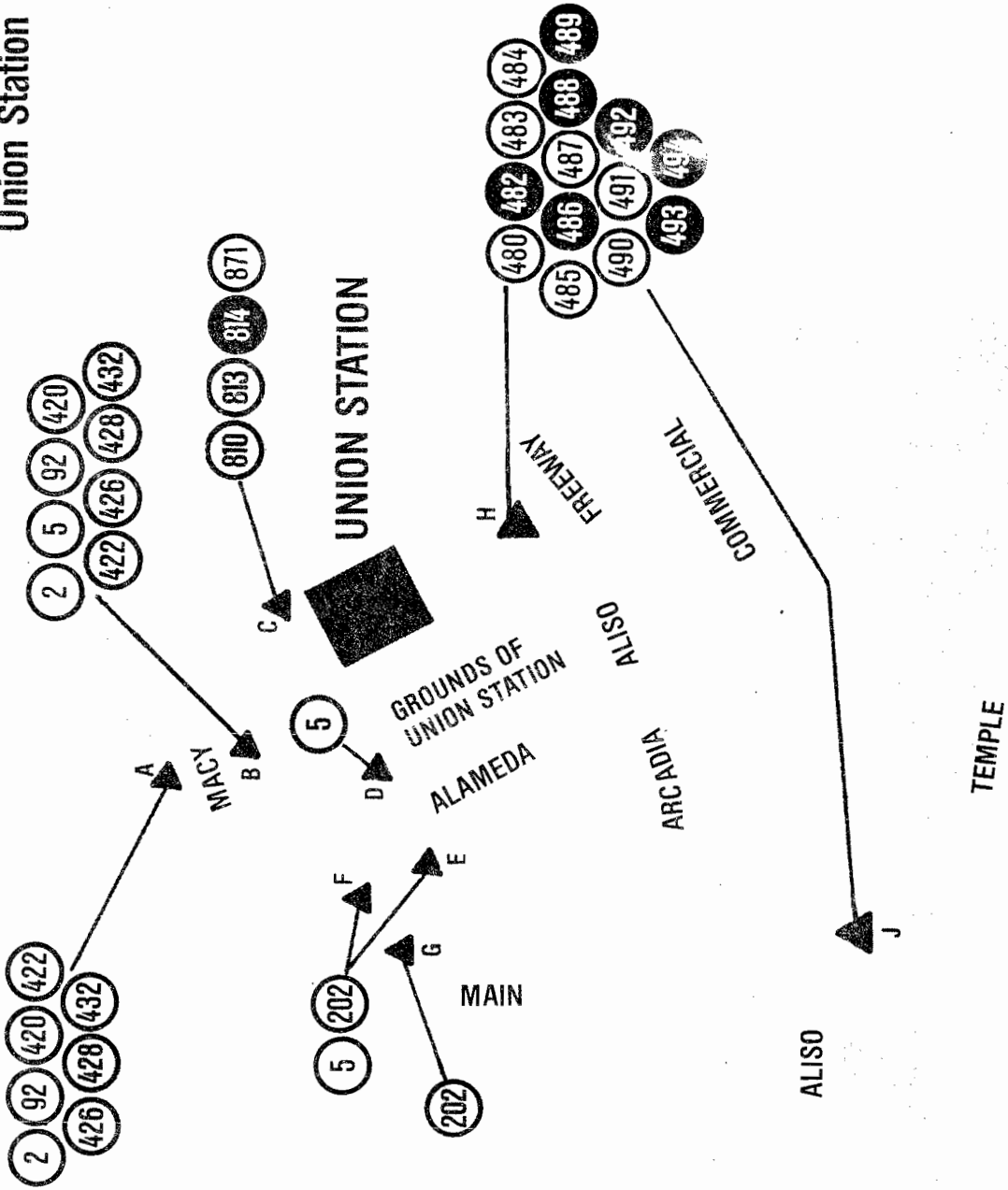


- MAP KEY**
- LINES 810, 813, 814, 871
 - LINES 480, 492, 493, 494, 487, 489, 491
 - LINES 422, 426, 428, 432
 - LINES 462, 463, 464, 465, 486, 488, 490
 - LINE 5
 - LINES 2, 92
 - LINE 420

492 PEAK HOURS ONLY

SCRTD
 Bus Stop Locations
 in Proximity of
 Union Station

Map No. 1
 Union Station

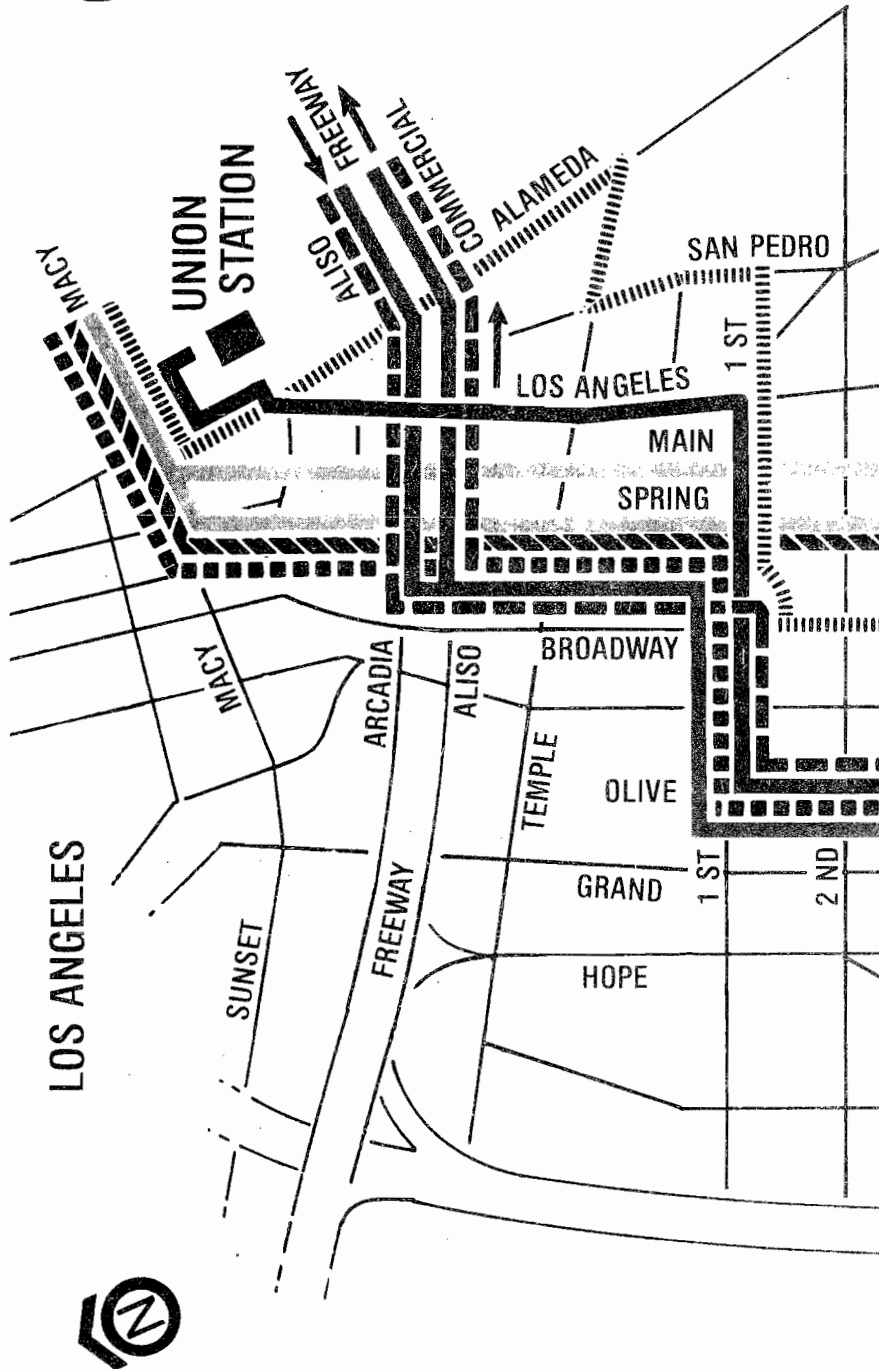


MAP KEY

482 PEAK HOURS ONLY

A ▲ BUS STOP LOCATIONS

Map No. 2
Civic Center



MAP KEY

- ██████████ LINES 810, 813, 814, 871
- ██████████ LINES 480, 492, 493, 494, / 487, 489, 491
- ██████████ LINES 422, 426, 428, 432
- ██████████ LINES 482, 483, 484, 485, 486, 488, 490
- ▤▤▤▤▤▤▤▤▤▤ LINE 5
- ▤▤▤▤▤▤▤▤▤▤ LINES 2, 92
- ▤▤▤▤▤▤▤▤▤▤ LINE 420

APPROXIMATE TRAVEL TIME
FROM UNION STATION

MINUTES

- 0 - UNION STATION
- 3 - SPRING ST./FIRST ST.
- 3 - TEMPLE ST./SAN PEDRO ST. (LINE 5)

Map No. 3 Central Business District

APPROXIMATE TRAVEL TIME FROM UNION STATION

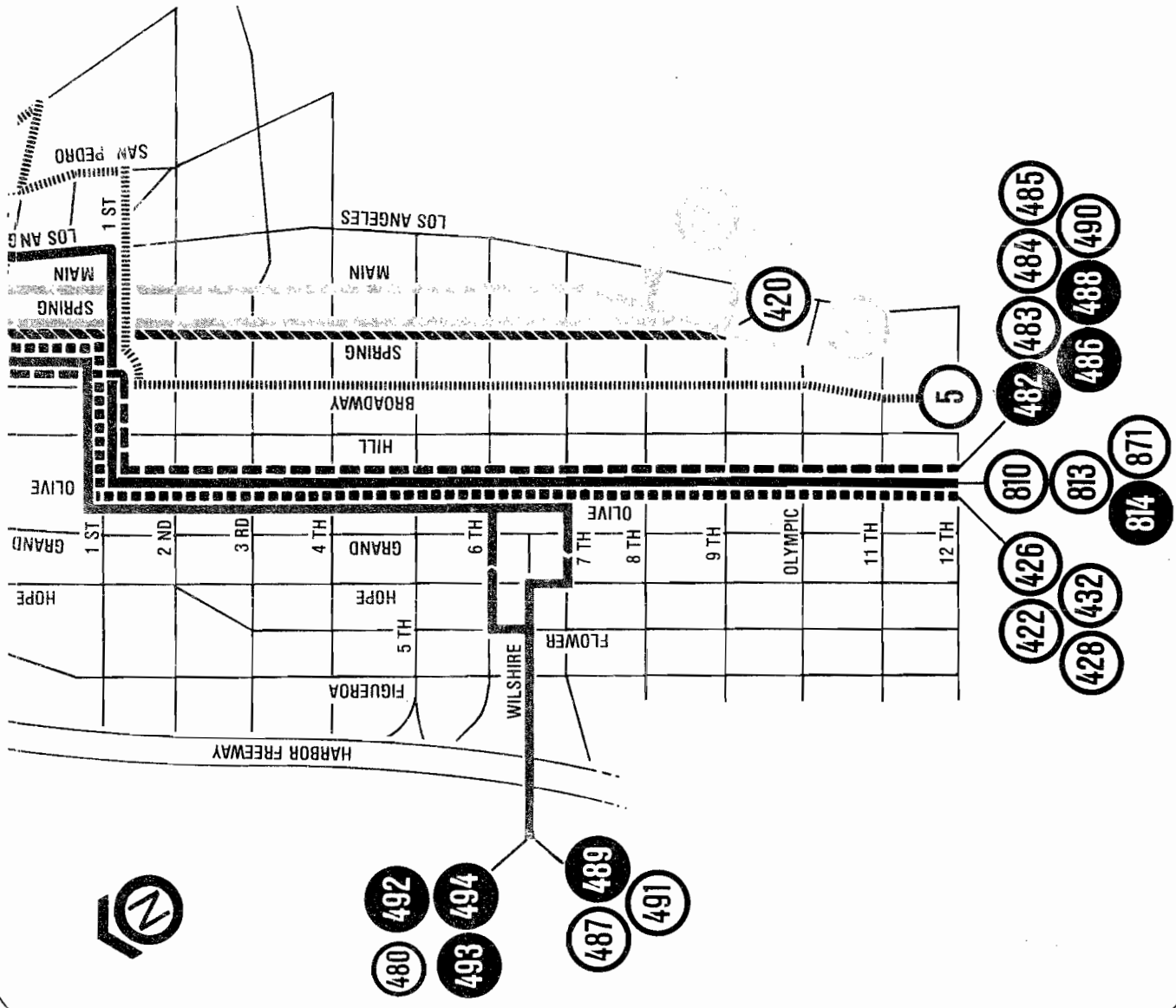
MINUTES

- 0 - UNION STATION
- 3 - SPRING ST./FIRST ST.
- 8 - OLIVE ST./SEVENTH ST.
- 9 - SPRING ST./SEVENTH ST.
- 11 - BROADWAY/SEVENTH ST.
- 11 - MAIN ST./OLYMPIC BLVD.
- 14 - BROADWAY/12TH ST.

MAP KEY

- ██████████ LINES 810, 813, 814, 871
- ▨▨▨▨▨▨ LINES 480, 492, 493, 494, /487, 489, 491
- ▤▤▤▤▤▤ LINES 422, 426, 428, 432
- ▥▥▥▥▥▥ LINES 482, 483, 484, 485, 486, 488, 490
- ▧▧▧▧▧▧ LINE 5
- ▩▩▩▩▩▩ LINES 2, 92
- LINE 420

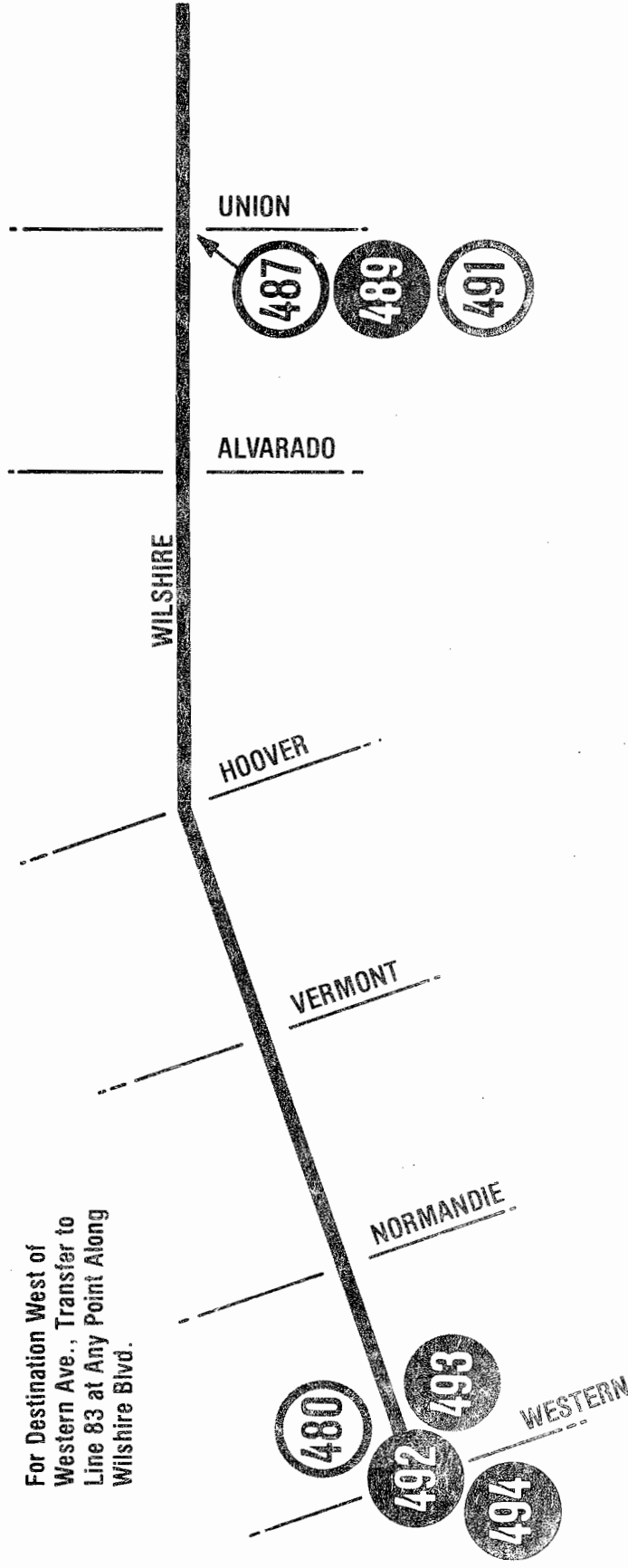
482 PEAK HOURS ONLY



Map No. 4 Wilshire Corridor



For Destination West of
Western Ave., Transfer to
Line 83 at Any Point Along
Wilshire Blvd.



APPROXIMATE TRAVEL TIME
FROM UNION STATION

MINUTES

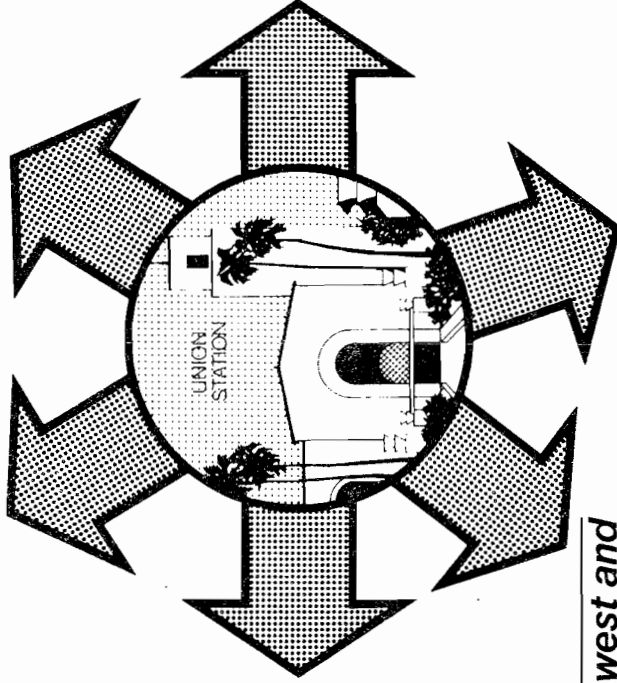
- 0 - UNION STATION
- 11 - WILSHIRE BLVD./FIGUEROA ST.
- 14 - WILSHIRE BLVD./UNION AVE.
- 24 - WILSHIRE BLVD./VERMONT AVE.
- 32 - WILSHIRE BLVD./WESTERN AVE.

494 PEAK HOURS ONLY

RTD Lines from Union Station Serving L.A. County Areas

To Hollywood and
San Fernando Valley
Lines **480 • 487 • 489 • 491 • 492 • 493 • 494**
Transfer to Lines **24 • 42 • 91 • 94**
or Express Lines **35 • 86 • 93**

To Pasadena, Eagle Rock and
Glendale
Lines **420 • 422 • 426 • 428 • 432 • 483 • 485**
Transfer to Lines **7 • 39 • 56**
or Express Line **770**



To Downtown Wilshire
Lines **487 • 489 • 491**
To Mid-Wilshire
Lines **480 • 492 • 493 • 494**
To West Los Angeles
and Santa Monica
Transfer to Line **83**

To San Gabriel Valley
Lines **420 • 422 • 426 • 428 • 432**
Busway Lines **480 • 482**
484 • 486 • 487 • 488 • 489
490 • 491 • 492 • 493 • 494

To Southwest and
South Bay
Line **871**
Express Lines **810 • 813 • 814**

To South Los Angeles
Lines **5 • 2 • 92**
Express Lines **810 • 813 • 814**

Lines Operate All Day
Peak Hours Only

APPENDIX - II



RTD NEWS

RTD-021a

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT
425 South Main Street, Los Angeles, California 90013
(213) 972-6323

Contact:

Mike Barnes
2/9/78

FOR IMMEDIATE RELEASE

RTD OFFERS RAIL PASSENGERS BUS

ACCESS TO DOWNTOWN, WILSHIRE, OUTLYING AREAS

Twenty-three RTD bus lines will be available to transport commuters arriving on the new El Camino Los Angeles County Train to downtown Los Angeles and the Mid-Wilshire area and to return them to Union Station in the afternoon when the early-morning rail service begins running February 14.

The El Camino's scheduled arrival time at Union Station of 8:20 a.m. marks the first time in more than a decade that a passenger train coming in from San Diego and Orange Counties pulls into downtown Los Angeles during the rush hour. In the afternoons, train departures are at 4:30 and 5:30.

All RTD bus stops that ring Union Station are keyed to a letter designation. Incoming rail passengers should determine the lettered bus stop to use to get to their destination. A map with the lettered bus stop locations posted on it is at the RTD information center between the passenger waiting room and the boarding area.

RTD officials note that drivers do not carry change, so riders should have exact fare, or a bus pass, as they board the bus. Fare on 22 of the lines is 40 cents with transfers available at 10 cents. On Minibus Line 202, the fare is 15 cents cash (no passes or transfers are accepted).

more--

DOWNTOWN/MID-WILSHIRE SERVICE

Most important to those who want to make a train-to-bus connection when they come into Union Station weekdays at 8:20 are the RTD lines that go to downtown Los Angeles. By walking to the corner of Arcadia and Alameda Streets, passengers will be able to board any of 14 lines coming off the El Monte Busway heading into downtown, and seven of which continue out Wilshire Boulevard to the Mid-Wilshire area. The RTD bus stop at this location is tagged "H."

Between 8:20 and 8:45 a.m., buses are generally available at Arcadia and Alameda every two-to-three minutes. Patrons are cautioned to read the bus destination signs above the driver's head (headsigns) so they may board the proper bus to their destination.

Buses picking up passengers at Arcadia and Alameda (location "H") serve the following destinations on these lines:

Lines 482, 483, 484, 485, 486, 488, 490 -- headsign reads "Los Angeles"; buses travel west on Arcadia to Spring Street, south on Spring to 1st Street, west on 1st to Olive Street, south on Olive to Venice Boulevard (transfers are available to buses serving Wilshire and other major east-west thoroughfares). Line 482 does not operate on weekends.

Lines 487, 489, 491 -- headsign reads "Los Angeles-Wilshire & Union"; buses travel west on Arcadia to Spring, south on Spring to 1st, west on 1st to Olive, south on Olive to 7th Street, west on 7th to Hope Street, north on Hope to Wilshire, west on Wilshire as far as Union Avenue. (Reverse trip to Union Station in the afternoon is slightly different due to one-way streets; buses use 6th Street for pickups rather than 7th). Lines 489 and 491 do not operate on weekends.

Lines 480, 492, 493, 494 -- headsign reads "Los Angeles - Wilshire & Western"; buses travel west on Arcadia to Spring, south on Spring to 1st, west on 1st to Olive, south on Olive to 7th, west on 7th to Hope, north on Hope to Wilshire, west on Wilshire as far as Western Avenue. (Reverse trip to Union Station in the afternoon is slightly different due to one-way streets; buses use 6th Street for pick-ups rather than 7th). Lines 492, 493, and 494 do not operate on weekends.

In the afternoon, Union Station-bound passengers may board any RTD bus with a "400" designation -- if the three-digit line number in the destination sign starts with "4", it will stop near the train station.

Another option for commuters is to go to the corner of Alameda and Los Angeles Streets directly in front of the main entrance to Union Station and board either Line 5 or Line 202 minibus. This site is designated stop "E."

Line 5 buses head south on Alameda, west on 1st and south on Broadway through and beyond downtown Los Angeles. Transfers are available to lines serving Wilshire and other major east-west thoroughfares.

Line 202 minibuses serve the civic center area and the financial district on Flower Street. Riders are cautioned that the 20-passenger minibuses may be filled to capacity at that time. Minibuses do not operate on Sundays.

One further option, which can involve several minutes between buses, is available to train riders at the corner of Alameda and Macy Streets. Seven bus lines offer service into downtown from this point, designated stop "A."

Lines 2, 92, and 420 utilize Macy and Sunset Boulevard as they head west, then head south on Spring through downtown and beyond.

Line 422, 426, 428, and 432 also follow a path along Macy, Sunset, and Spring. But at 1st their route goes west as far as Olive, then south on Olive as far as Venice.

Passengers arriving on the 9:35 a.m. Amtrak or later service will find the most frequent availability of buses at Macy and Alameda ("A ") or Los Angeles Street and Alameda (stop location "E "), since busway service frequency is limited at off-peak hours, thereby reducing the number of buses available at the corner of Alameda and Arcadia (stop "H ").

4th Add.

RTD-021a

For information on buses serving Union Station or other RTD service, dial the following numbers:

IN LOS ANGELES: 626-4455

IN WHITTIER-LA MIRADA: (213) 699-0954

RTD ORANGE COUNTY TOLL-FREE NUMBER (From most points)

(714) 635-6010

Or write to: RTD, Los Angeles, CA 90001.

For information concerning OCTD bus service to Orange County train stations, dial (714) 547-3311 or ask the operator for toll-free ZENITH 7-3311.

For information on bus service to San Diego County train stations, dial the following numbers:

OCEANSIDE AREA: 433-8200 (North San Diego County Transit District)

SAN DIEGO: 239-8161 (San Diego Transit)

Amtrak toll-free information number is (800) 648-3850.

RTD BUS SERVICE TO OUTLYING LOCATIONS

Service to locations other than downtown Los Angeles and the mid-Wilshire areas is also available to train riders coming into Union Station.

Access to East Los Angeles and the west San Gabriel Valley is available at bus stop location "B" at the corner of Macy and Alameda. Line 2 heads into East Los Angeles, making a stop at Sybil Brand Institute. Line 92 travels to Sierra Vista, with a stop at the County-USC medical facility. Line 420 also goes into East Los Angeles, then into Monterey Park and Alhambra. Line 426 heads east to El Monte via Alhambra and Rosemead. Lines 428 and 432 serve Arcadia; Line 428 via Alhambra and San Gabriel, Line 432 via South Pasadena and San Marino.

Bus stop "C" at the north end of Union Station just off Macy is a pickup point for four RTD Lines serving the South Bay and Harbor areas. Line 810 begins discharging passengers in South Central Los Angeles, and continues through Carson, Wilmington, and into San Pedro. Line 813 travels via freeway to the Torrance and Palos Verdes Peninsula areas. Line 814 also travels by freeway to the South Bay, making stops in the beach cities and on the peninsula. Line 871 takes surface streets to such destinations as Inglewood, Los Angeles International Airport (transfer required), and the beach cities. Passengers are cautioned that Lines 810, 813, 814, and 871 do not discharge passengers in downtown Los Angeles.

At bus stop location "D" in front of the main entrance to Union Station, many Line 5 buses travel as far as the Los Angeles County Jail.

Train passengers wishing to head to Chinatown may board RTD minibus Line 202 on the far side (Main Street side) of the Olvera Street complex (stop "G").

At the corner of Alameda and Aliso Streets, designated "J" on the bus stop sign, 17 RTD lines are available at various times during the day. All utilize portions of the Los Angeles - El Monte express busway to reach such destinations as close in as cities in the west San Gabriel Valley, to cities many miles east of Los Angeles such as Pomona and San Bernardino. Exact fare is required. Fares vary depending on destination. Following is a listing of these lines and their service areas:

- Line 480 -- to El Monte, West Covina, and Pomona. Operates throughout the day, seven days a week.
- Line 482 -- to Hacienda Heights and Pomona. Operates during a.m. and p.m. rush hours only, Monday through Friday.
- Line 483 -- to Pasadena and Altadena via Cal State Los Angeles. Operates throughout the day, seven days a week.
- Line 484 -- to La Puente, Pomona, Ontario Airport. Operates throughout the day, seven days a week.
- Line 485 -- to Altadena via Alhambra, San Marino, and Pasadena. Operates throughout the day, seven days a week.
- Line 486 -- to El Monte, Puente Hills. Late afternoon service only, Monday through Friday.

- Line 487 -- to San Gabriel and Sierra Madre. Operates throughout the day, seven days a week.
- Line 488 -- to El Monte, West Covina, and Eastland. Operates during a.m. and p.m. rush hours only, Monday through Friday.
- Line 489 -- to Temple City and East Pasadena. Operates during a.m. and p.m. rush hours only, Monday through Friday.
- Line 490 -- to Covina and Eastland. Operates throughout the day, Monday through Friday.
- Line 491 -- to Sierra Madre via Santa Anita Avenue. Operates throughout the day, Monday through Friday.
- Line 492 -- to Arcadia, Covina, and San Dimas. Late afternoon service only, Monday through Friday.
- Line 493 -- to El Monte and Monrovia. Late afternoon service only, Monday through Friday.
- Line 494 -- to El Monte, Monrovia and Glendora. Late afternoon service only, Monday through Friday.
- Line 496 -- to Pomona, Montclair, Ontario, Riverside and San Bernardino. Operates throughout the day, seven days a week.
- Line 760 -- to Eastland. Late afternoon service only, Monday through Friday.
- Line 764 -- to Pomona. Late afternoon service only, Monday through Friday.

For information on RTD service to outlying areas, in Los Angeles dial 626-4455. Or write RTD, Los Angeles 90001.

APPENDIX-III

SCHEDULE ADHERENCEScheduled Arrival & Departure Times
Los Angeles

	<u>Arrival</u>						<u>Departure</u>					
	* @									* @		
	781	771	773	775	777	779	770	772	774	776	780	778
2/13 Mon	x	9.35	12 10	3.35	7.05	1005	7.30	1030	1.30	4.30	x	8.30
2/14 Tue	8.20	9.35	12 10	3.35	7.05	1005	7.30	1030	1.30	4.30	5.30	8.30
2/15 Wed	8.20	9.35	12 10	3.35	7.05	1005	7.30	1030	1.30	4.30	5.30	8.30
2/16 Thu	8.20	9.35	12 10	3.35	7.05	1005	7.30	1030	1.30	4.30	5.30	8.30
2/17 Fri	8.20	9.35	12 10	3.35	7.05	1005	7.30	1030	1.30	4.30	5.30	8.30

* - El Camino

@ - New time slot, effective 2-14-78

SCHEDULE ADHERENCE

Actual Arrival & Departure Times
Los Angeles

	<u>Arrival</u>						<u>Departure</u>					
	* @						*	@				
	781	771	773	775	777	779	770	772	774	776	780	780
2/13 Mon	x	9.36	1238	3.59	7.09	1010	7.30	1033	1.30	4.30	x	8.30
2/14 Tue	8.57	9.41	1212	3.39	7.34	1003	7.30	1030	1.30	4.30	5.32	8.30
2/15 Wed	8.31	9.40	1219	3.43	7.09	1002	7.30	1030	1.30	4.30	5.30	8.30
2/16 Thu	8.25	9.46	1207	3.48	7.09	1023	7.30	1030	1.30	4.31	5.30	8.56
2/17 Fri	8.34	9.40	1215	3.51	7.24	1009	7.30	1030	1.30	4.30	5.30	8.59

* - El Camino

@ - New time slot, effective 2-14-78

DIFFERENCE

SCHEDULE ADHERENCE

Comparison Between Scheduled & Actual
Arrival & Departure Times
Los Angeles

	<u>Arrival</u>						<u>Departure</u>					
	* @									*	@	
	781	771	773	775	777	779	770	772	774	776	780	778
2/13 Mon	x	- 1	-28	-24	- 4	- 5	On	- 3	On	x	On	On
2/14 Tue	-37	- 6	- 2	- 4	-29	+ 2	On	On	On	On	- 2	On
2/15 Wed	-11	- 5	- 9	- 8	- 4	+ 3	On	On	On	On	On	On
2/16 Thu	- 5	-11	+ 3	-13	- 4	-18	On	On	On	- 1	On	-26
2/17 Fri	-14	- 5	- 5	-16	-19	- 4	On	On	On	On	On	-29
	-17	- 6	- 8	-13	-12	- 4		- 1	On	On	On	-11

Average of All Arrivals = - 10 min.
Average of all Departures = - 2 min.

Key

+ = early (ahead of schedule)
On = On Time
- = Late (behind schedule)

* = El Camino
@ = New time slot, effective 2-14-78

AVAILABLE TRAIN SEATINGWeek No. 1

Per Consist Operated

	<u>Arrival</u>						<u>Departure</u>					
	* @									* @		
	781	771	773	775	777	779	770	772	774	776	780	778
2/13 Mon	x	276	276	276	384	192	552	473	192	192	x	192
2/14 Tue	473	192	192	192	192	192	192	192	192	473	276	192
2/15 Wed	473	473	192	192	192	192	192	192	192	473	276	192
2/16 Thu	473	192	192	192	192	192	192	192	192	473	192	192
2/17 Fri	473	276	276	360	552	276	360	552	276	473	360	552

* = El Camino

@ = New time slot, effective 2-14-78

PATRONAGEPassengers Arriving & Departing
Los Angeles

	<u>Arrival</u>						<u>Departure</u>					
	* @						*	@				
	781	771	773	775	777	779	770	772	774	776	780	778
2/13 Mon	x	164	75	116	131	53	84	370	87	150	x	88
2/14 Tue	293	109	55	53	44	32	22	90	61	129	55	67
2/15 Wed	84	216	60	50	56	27	31	150	52	128	75	80
2/16 Thu	79	179	94	144	176	84	28	220	139	67	64	92
2/17 Fri	101	149	90	181	264	106	42	149	155	204	83	177

Mon - Fri

Total

Passengers 557 817 374 544 671 302 207 979 494 678 307 504

Total Passengers

Week Ar. - 3,265

Lv.-3,108

Avg. Passengers/

Train Week Ar. - 653

Lv.- 518

Avg. Passengers/

Day Train Ar. - 109

Lv.- 104

* - El Camino

@ - New time slot, effective 2-14-78

PATRONAGEWeek No. 1

Total Boardings in Corridor

	<u>Arrival</u>						<u>Departure</u>					
	* @						*	@				
	781	771	773	775	777	779	770	772	774	776	780	778
2/13 Mon	x	203	109	200	279	141	158	455	180	245	x	140
2/14 Tue	335	143	85	104	112	63	83	125	96	175	69	79
2/15 Wed	94	261	93	115	122	64	74	195	85	186	73	80
2/16 Thu	123	233	145	144	176	84	79	318	84	233	72	133
2/17 Fri	123	193	149	284	373	258	107	467	103	362	118	230

Total
 Passengers 675 1033 581 847 1062 610 501 1560 548 1201 332 662

Total Passengers/
 Week - Northbound: 4,808 Southbound: 4,804

Average Passengers/
 Train/Week: 802 801

Average Passengers/
 Day/Train: 160 160

* - El Camino

@ - New Time Slot, effective 2-14-78

San Diego Corridor
Patronage (Total Boardings) COMPARISON
PATRONAGE

Week of Feb 6-10, 1978
Week Previous to El Camino

	<u>Arrival</u>						<u>Departure</u>					
	* @										@	
	781	771	773	775	777	779	770	772	774	776	780	778
2/6 Mon	x	217	60	80	98	46	81	97	84	150	x	80
2/7 Tue	x	261	61	72	109	50	105	133	105	184	x	70
2/8 Wed	x	202	66	85	98	30	45	202	76	174	x	59
2/9 Thu	x	134	167	104	113	57	66	292	56	117	x	55
2/10 Fri	x	157	124	200	327	142	71	142	257	252	x	164

Total
Passengers x 971 478 541 745 325 368 866 578 877 x 428

Total-5 days
Per Direction - 3,060 3,117
Avg/Train/Week - 612 623
Avg/Train/Day - 122 125

* - El Camino

@ - New Time Slot, effective 2-14-78

RECAP OF WEEKLY SCHEDULE ADHERENCE
AND PATRONAGE
(Per Day Average)

Week No.	Week of	NORTHBOUND TRAIN No. 731 Sched. Arr. 8:20 a.m.		SOUTHBOUND TRAIN No. 780 Sched. Lv. 5:30 p.m.	
		Schedule Adherence (Avg. Min. Early/Late)	Passengers Arriving Los Angeles (Daily Avg.)	Schedule Adherence (Avg. Min. Early/Late)	Passengers Departing Los Angeles (Daily Avg.)
1	Feb. 14	-17	139	On	70
2	20	- 5	84	On	82
3	27	-68	74	-4	38
4	Mar. 6	-20	70	On	76
5	13	-22	82	On	73
6	20	-23	92	On	75
7	27	- 7	82	On	76
8	Apr. 3	-32	94	-1	81
9	10	-25	75	On	81
10	17	- 6	80	On	74
11	24	- 1	83	On	79
12	May 1	- 9	88	On	87

NOTE: 'On' = On Time
'+' = Early Arrival/Departure
'-' = Late Arrival/Departure

APPENDIX-IV

SUPPLEMENTAL SCRTRD SERVICE PROVIDED

(For the El Camino (Train #781))

	<u>Line No.</u>	<u>No. Supplemental Buses</u>	<u>Approx. Available Seats</u>	
Mon, Feb. 13:	-	-	-	
Tue, Feb 14:	5	5	255	Alameda/Los Angeles Sts.
Wed, Feb 15:	5	5	255	Alameda/Los Angeles Sts.
Thu, Feb 16:	5	1	31	Alameda/Los Angeles Sts.
	202	1	20	Alameda/Los Angeles Sts.
* Fri, Feb 17:	5	1	45	Alameda/Los Angeles Sts.
	202	1	20	Alameda/Los Angeles Sts.

* Supplemental service discontinued as of this date.

NPB/cor
2-28-78

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Passengers Carried from Union Station

Passengers Carried from Union Station

	El Camino Sched. Arr. Time	El Camino Actual Arr. Time	Passengers Carried from Union Station					Passengers Carried from Union Station			
			Line 202	Line 5	All Busway Lines	Stop # C (Loop)	Stop #A Macy/ Alameda	* Taxi	* Walk		
2/13 Mon	x	x	x	x	x	x	x	x	x	x	x
2/14 Tue	8.20	8.57	32	18	5	0	0	0	N/A	N/A	N/A
2/15 Wed	8.20	8.31	16	4	3	0	0	0	N/A	N/A	N/A
2/16 Thu	8.20	8.25	17	5	3	0	0	0	1	1	9
2/17 Fri	8.20	8.34	21	2	8	0	0	0	1	1	14
Total Passengers: 134			86	29	19	0	0	0			

Average No. of
Passengers
Carried Per Day: = 35

* Reference only

NPB/cor
2-28-78

APPENDIX-V



Southern California Rapid Transit District
425 South Main St., Los Angeles, California 90013
Telephone: (213) 972-6000

EL CAMINO ON-BOARD SURVEY

With the advent of peak hour rail service from San Diego to Los Angeles, there is a potential need for additional bus service from Union Station. In order to ascertain the magnitude of this increased demand and the destinations of rail commuters, RTD conducted a survey on board AMTRAK's northbound El Camino on February 15, 1978, its second day in service.

Two surveyors distributed 15-item questionnaires to all passengers on board the El Camino as it pulled out of Fullerton Station. The variables on the questionnaire included trip origin and destination, boarding station, mode of access and egress, trip frequency and purpose, preferred arrival time in Los Angeles, expected departure time and mode from Los Angeles, respondent's age, sex and physical handicaps, number of cars and persons in the household and household income. Of the 68 passengers on the train as it left Fullerton, 61 responded to the survey, an 89.7% response rate.

Table I lists respondents' trip origins. The communities of Oceanside, San Juan Capistrano and Fullerton each account for over 10% of the Los Angeles-bound passengers. Overall, respondents from these three communities make up over 36% of the total.

Table II is important to RTD's service planning; it summarizes the destinations of respondents in Los Angeles. Over 63% of the respondents specified destinations in or near the CBD, and an additional 20% wrote "Los Angeles" as a destination, without including more specific street intersection information. All 26 of the destinations in the immediate CBD are either within walking distance of Union Station or lie close to the route of the Mini-Bus. An additional eight destinations are along the route of the 83 line on Wilshire Boulevard.

Table III shows that the three stations in Orange County account for over 75% of the boardings. The largest number of LA-bound passengers boarded at San Juan Capistrano, which attracted riders from as far north as El Toro.

Table IV breaks down the means by which respondents travelled to the train. Over 90% got to the station by car. Only one used an OCTD bus to get to the train.

Table V indicates that RTD buses are the most frequently used means of travelling from Union Station to the respondent's destination in Los Angeles. Nearly 41% of the respondents took the bus. Over half of these bus riders rode the Mini-Bus.

Table VI shows that over 42% of the respondents claim that they ride the train (or plan to ride the train) 5 days a week or more. Another 23% claim to ride three or four days a week.

Table VII, Trip Purpose, shows that over 72% of the respondents are commuters, and an additional 14% are engaged in business travel.

Table VIII indicates that over 72% of the respondents find the El Camino's scheduled arrival time in Los Angeles suited to their needs. An additional 12% would prefer an 8 AM arrival, however.

Table IX indicates that the largest percentage of respondents (43%) expected to depart Los Angeles on the 5:30 PM southbound train, and another 29% on the 4:30 train. Over 17% of the respondents were not making the return trip by train.

Tables X through XIV comprise a demographic profile of respondents to the El Camino survey. Their mean age is 43.3 years; over 48% are between 20 and 40 years of age. Most of the respondents, 77%, are male. Most can be considered to be affluent: nearly 73% have more than one car, 67% live in a one- or two-person household, and 65% of their households earn a total annual income over \$25,000. Only one respondent claimed to have a physical disability which makes it difficult to get to or use public transportation.

Twenty-four of the respondents wrote comments or suggestions on their questionnaires, which are summarized here:

Comment	Number
Train fares too high	5
Train arrival or departure times should be adjusted	5
Train is convenient and meets needs	5
Critical of RTD bus service	4
Critical of OCTD bus service	2
Train should make more stops	2
Amenities requested	2
Request RTD bus info	1
Total	26

In summary, the El Camino is attracting chiefly up-scale males commuting from Orange County to the Los Angeles CBD. The number of rail passengers coming into Union Station on the El Camino is not yet large enough to warrant additional bus service; the Mini-Bus can easily serve the present demand. A close watch on the El Camino's ridership figures should be maintained, however.

Preliminary indications are that ridership on the El Camino is low because of high fares or scheduling not convenient to some commuters. There is not enough data from which to draw conclusions, however. The reasons for low ridership may be more complex. The deeper reasons for low ridership could be explored by the use of market research.

An analysis of the potential market for rail transportation during peak hours should be conducted to serve as the basis for any marketing campaign which is attempted. An analysis of the potential market would include an exploration of variables such as trip origin and destination, trip purpose and frequency, preferred arrival time at destination, commuting costs and a socio-economic profile. Several survey methodologies could be used to obtain such information, but distribution of questionnaires at freeway ramps would probably be the one most likely to gain direct access to the best potential market for the El Camino service.

Another method of researching the potential market for the El Camino would be to form focus groups, panels of commuters brought together to discuss their attitudes and behavior in order to understand what attracts them to one transportation mode and causes them to reject another.

Before an effective marketing campaign can begin to "sell" the El Camino to the public, some knowledge of the potential market is essential. People cannot be forced to ride the train, they must be convinced that they will benefit by doing so. The necessary first step is to explore their present transportation behavior and gain insight into their motivation. Armed with this kind of information, a marketer can design a campaign to attract the high levels of ridership needed to keep the El Camino running.



Ron Johnson
Assistant Marketing Analyst
Market Research Department

RJ:hs

TABLE I
TRIP ORIGIN

Origin	Number	Percent
San Diego	4	6.67%
Del Mar	2	3.33%
Fallbrook	1	1.67%
Vista	1	1.67%
Lake San Marcos	1	1.67%
Oceanside	6	10.00%
San Clemente	5	8.33%
San Juan Capistrano	9	15.00%
Laguna Hills	1	1.67%
Laguna Niguel	1	1.67%
Laguna Beach	1	1.67%
El Toro	2	3.33%
Irvine	3	5.00%
Newport Beach	3	5.00%
Santa Ana	5	8.33%
Orange	1	1.67%
Anaheim	2	3.33%
Buena Park	1	1.67%
Yorba Linda	2	3.33%
Huntington Beach	1	1.67%
La Habra	1	1.67%
Fullerton	7	11.67%
Total	60	100.02%

TABLE II
DESTINATION

Destination	Number	Percent
Downtown Los Angeles*	38	63.33%
West of Western Ave.	4	6.67%
East of Soto Street	1	1.67%
South of Exposition	1	1.67%
SFV & Glendale	2	3.33%
Unspecified LA	12	20.00%
Santa Barbara	1	1.67%
San Francisco	1	1.67%
Total	60	100.01%

* Defined as the area bounded by San Fernando Road in the north, Exposition Boulevard in the south, Soto Street in the east and Western Avenue in the west.

TABLE III
BOARDING STATION

Station	Number	Percent
San Diego	4	6.56%
Del Mar	2	3.28%
Oceanside	9	14.75%
San Juan Capistrano	17	27.87%
Santa Ana	16	26.23%
Fullerton	13	21.31%
Total	61	100.00%

TABLE IV
MODE OF ACCESS

Mode of Access	Number	Percent
Drove	36	59.01%
Was Driven	19	31.15%
Bus	1	1.64%
Walked	5	8.20%
Total	61	100.00%

TABLE V
MODE OF EGRESS FROM TRAIN

Mode of Egress	Number	Percent
Train	2	3.28%
Car	16	26.23%
Taxi	2	3.28%
RTD Bus*	25	40.98%
Walk	16	26.23%
Total	61	100.00%

* RTD Bus Lines Used

Mini Bus	13	52.00%
Line 5	3	12.00%
Line 24	1	4.00%
Line 30	1	4.00%
Line 83	1	4.00%
Line 92	1	4.00%
Unspecified	5	20.00%
Total	25	100.00%

TABLE IX
 EXPECTED DEPARTURE TIME FROM LOS ANGELES
 BY TRAIN

Expected Departure	Number	Percent
Not Leaving by Train	10	17.24%
Depart 10:30 AM	1	1.72%
Depart 1:30 PM	2	3.45%
Depart 4:30 PM	17	29.31%
Depart 5:30 PM	25	43.10%
Depart 8:30 PM	3	5.17%
Total	58	99.99%

TABLE X
 RESPONDENT'S AGE

Age	Number	Percent
20 to 29	16	27.59%
30 to 39	12	20.69%
40 to 49	8	13.79%
50 to 59	10	17.24%
60 to 69	9	15.52%
70 to 79	1	1.72%
80 to 89	2	3.45%
Total	58	100.00%

Mean Age of Bus Riders = 45.7
 Mean Age of Non-Riders = 41.5
 Mean Age Overall = 43.3

TABLE XI
 RESPONDENT'S GENDER

Gender	Number	Percent
Male	47	77.05%
Female	14	22.95%
Total	61	100.00%

TABLE XII
NUMBER OF CARS IN HOUSEHOLD

Number of Cars	Number	Percent
None	2	3.39%
One	14	23.73%
Two	29	49.15%
Three or More	14	23.73%
Total	59	100.00%

TABLE XIII
HOUSEHOLD INCOME

Income	Number	Percent
Under \$5000	2	3.51%
\$5000 to \$9999	4	7.02%
\$10000 to \$14999	5	8.77%
\$15000 to \$19999	4	7.02%
\$20000 to \$24999	5	8.77%
\$25000 and over	37	64.91%
Total	57	100.00%

TABLE XIV
NUMBER OF PERSONS IN HOUSEHOLD

Number of Persons	Number	Percent
One	3	5.45%
Two	34	61.82%
Three	12	21.82%
Four	4	7.27%
Five	2	3.64%
Total	55	100.00%

TABLE VI
TRIP FREQUENCY

Days per Week	Number	Percent
Five or More	25	42.37%
Four	8	13.56%
Three	6	10.17%
Two	4	6.78%
One	1	1.69%
Less than One	4	6.78%
First Time	11	18.64%
Total	59	99.99%

TABLE VII
TRIP PURPOSE

Purpose	Number	Percent
Work	42	72.41%
Business Travel	8	13.79%
School	1	1.72%
Medical	1	1.72%
Social/Recreational	6	10.34%
Total	58	99.98%

TABLE VIII
PREFERRED ARRIVAL TIME IN LOS ANGELES

Preferred Time	Number	Percent
7:00 AM	2	3.45%
7:30 AM	4	6.90%
7:45 AM	1	1.72%
8:00 AM	7	12.07%
8:15 AM	15	25.86%
8:30 AM	27	46.55%
8:45 AM	2	3.45%
Total	58	100.00%

