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**Recreational Transit Service
to the California
Santa Monica Mountains**

**Interim Report
January 1980**

Service and Methods Demonstration Program

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**U.S. DEPARTMENT OF TRANSPORTATION
Urban Mass Transportation Administration and
Research and Special Programs Administration
Transportation Systems Center**

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16. Abstract This is a report on first year operations of a weekend subscription transit service to a recreational area outside a major metropolitan area. In this demonstration, the Southern California Rapid Transit District, in conjunction with the Santa Monica Mountains Comprehensive Planning Commission, provided low cost, guided trips for groups from heavily transit dependent areas of Los Angeles to two mountain parks in what will soon become a National Recreation Area northwest of the city. The project was intended to measure the demand for such a service and to demonstrate its economic and operational feasibility. This report contains the following elements: an overview of the objectives, innovations, and key evaluation issues for the demonstration; a site description; an accounting of developmental and operational aspects of the service; results of the evaluation; and a description of the potential for future service in both Los Angeles and other settings.					
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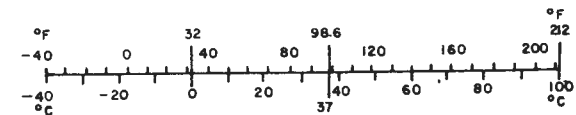
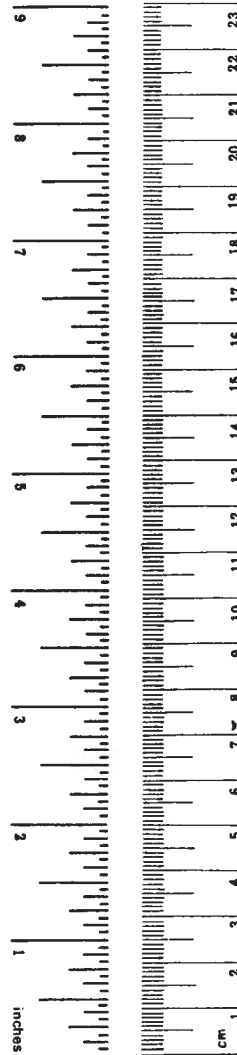
Approximate Conversions to Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
in	inches	2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
AREA				
in ²	square inches	6.5	square centimeters	cm ²
ft ²	square feet	0.09	square meters	m ²
yd ²	square yards	0.8	square meters	m ²
mi ²	square miles	2.6	square kilometers	km ²
	acres	0.4	hectares	ha
MASS (weight)				
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
VOLUME				
tsp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.96	liters	l
gal	gallons	3.8	liters	l
ft ³	cubic feet	0.03	cubic meters	m ³
yd ³	cubic yards	0.76	cubic meters	m ³
TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

*1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price \$2.25, SD Catalog No. C13.10:286.

Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
AREA				
cm ²	square centimeters	0.16	square inches	in ²
m ²	square meters	1.2	square yards	yd ²
km ²	square kilometers	0.4	square miles	mi ²
ha	hectares (10,000 m ²)	2.5	acres	
MASS (weight)				
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
VOLUME				
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m ³	cubic meters	35	cubic feet	ft ³
m ³	cubic meters	1.3	cubic yards	yd ³
TEMPERATURE (exact)				
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



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PREFACE

The Santa Monica Mountains Recreational Transit Project has been funded by the U.S. DOT, UMTA Service and Methods Demonstration (SMD) Program. As part of the demonstration program, Crain & Associates, under contract to U.S. DOT, Transportation Systems Center (TSC), has prepared the following Interim Report on first year operations of the demonstration.

The report is based on analysis of information gained mostly from several people closely associated with the project. Bruce Eisner and Sonya Thompson of the Santa Monica Mountains Comprehensive Planning Commission and Jon Hillmer of the Southern California Rapid Transit District were extremely helpful in performing this evaluation. The hard work of these three people is in no small way responsible for the success of this demonstration.

Bob Casey (TSC Evaluation Manager), Carla Heaton (TSC Technical Monitor), and Larry Bruno (UMTA Program Manager) offered guidance during the demonstration and valuable comments on a draft version of this report.

I would like to thank David Koffman of Crain & Associates for his helpful suggestions in conducting the evaluation. Finally, I offer special thanks to Molly Shinn and Alison Davis, without whose secretarial skills this report would have progressed no further than a rough draft.

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1. EXECUTIVE SUMMARY

The Southern California Rapid Transit District (SCRTD) in conjunction with the Santa Monica Mountains Comprehensive Planning Commission (SMMCP) tested the feasibility of providing a seasonal recreational transit service from inner city areas of Los Angeles to Malibu Creek State Park and Tapia County Park located in the Santa Monica Mountains 35 miles west of downtown Los Angeles. The demonstration service offered access to outdoor recreational opportunities for a large portion of the region's population who are heavily dependent on public transportation.

The key issues in this demonstration concerned the level of demand, economic feasibility, and acceptability to the target population of a weekend subscription transit service designed to improve mobility for inner-city residents to recreational facilities outside the city. The service provided these residents, who have limited exposure to such open space and natural resources, the opportunity to become familiar with and appreciate the resources and activities available in mountain parks.

The following conclusions can be drawn from the Santa Monica Mountains demonstration:

1. While demand was low for the first three weeks of the ten week demonstration period, the service ran at or near capacity (five buses) for the last seven weeks. The major reason for the slow start was the lack of adequate promotion far enough in advance of service introduction. Delays in the grant application process were responsible. For the ten week period, 64 trips carried a total of 2408 people to the parks. This is 600 more than anticipated despite the slow start.

2. Usage of the service underestimates the potential demand due to capacity constraints. As many as 50 groups were on a waiting list half way through the demonstration period. Beyond this time, additional requests were denied altogether.
3. Due in large part to a successful marketing campaign employing television publicity and direct mail promotion to key organizations in the target areas of Los Angeles, the service succeeded in attracting groups from low income, heavily transit dependent areas. Seventy eight percent of the participants were from East Los Angeles, Huntington Park, Lynwood, West Adams, or South Central Los Angeles.
4. Participating groups encompassed all age groups but were dominated by youth and senior citizens' organizations. Forty-two percent of the participants were under 16, while 15% were 62 and over. Sixty-two percent of the participants were female.
5. In general, bus trips to and from the parks provided no major problems for RTD. What problems there were involved coordination of pick-ups and drop-offs arising mainly from the subscription nature of the service which conflicted with RTD's legal inability to operate a charter service. In addition, the entrance to Malibu Creek State Park was too winding and narrow to allow safe operation without assistance from a radio-equipped supervisor outside the bus.
6. Perceptions of the transportation service were uniformly positive. Participants reported that the bus was on time (89%), that the ride was pleasant and comfortable (90%), that equipment accommodations were satisfactory (86%), and that drivers were nice (71% of all responses to a request for additional comments about the service). Eighty-seven percent of the groups felt that the round trip price of \$1.00 was an incentive to use the service.
7. The parks themselves proved highly enjoyable for participants. Most liked activities included swimming, hiking, and picnicking. Few complaints were registered. Those that were resulted mostly from excessive walking on exceptionally hot days: the median high temperature for the days of operation was 91 degrees.
8. Pre-trip planning activities, including group leader training and participant orientation, were generally

successful in preparing groups for what to do and what to expect at the parks. With a summer of experience, CPC staff feel that such planning could be improved for future service.

9. As anticipated, the service was very expensive. The average operating cost of a single round trip was \$235 per bus, even greater than the \$190 figure anticipated. Just 19% of operating costs were covered by revenues. In order to increase this to the 40% level RTD is mandated to average system-wide, a round trip fare of \$2.10 would be required assuming a full bus. Fifty-six percent of the groups indicated they would not use the service again at this price (compared with the 96% that would use it again at the original price of \$1.00).
10. Most other costs of the demonstration were in line with budgeted estimates. However, personnel shortages required CPC staff to put in frequent overtime effort, much of which was uncompensated.
11. Changes suggested during the course of the demonstration included better coordination of pick-ups, service during the week and/or in the fall or spring, and liability insurance for accidents occurring at the parks. Some or all of these changes will be incorporated into a second year of service if SMD or other funding can be obtained. The service is too expensive for RTD to consider operating on a non-subsidized basis.

2. INTRODUCTION

2.1 PROJECT OVERVIEW

The Southern California Rapid Transit District (RTD), in conjunction with the Santa Monica Mountains Comprehensive Planning Commission (CPC), implemented a seasonal recreational transit service from urban areas of the County of Los Angeles to Malibu Creek State Park and Tapia County Park located in the Santa Monica Mountains west of Los Angeles.

The demonstration transit service provided summer weekend access for a large portion of the region's population who are heavily dependent on public transportation to outdoor recreation opportunities. The primary focus of the project was on improved mobility for inner-city residents to recreational facilities outside the city. The service provided these residents, who have limited exposure and access to such open space and natural resources, the opportunity to become familiar with and appreciate the park resources as well as providing the opportunity to enjoy a day of hiking, swimming, fishing, picnicking or just relaxing away from the city.

The project was originally proposed by CPC as a means of developing an access plan for transit disadvantaged to qualify for federal land acquisition funds. In November, 1978, Congress established the Santa Monica Mountains National Recreation Area (SMMNRA) and directed the National Park Service to commence the acquisition of lands, improvements, and other interests within the recreation area boundaries. The establishment of the SMMNRA will preserve and protect scenic recreational benefits in the mountains for the residents and visitors to the area. In addition, CPC was mandated by law to develop a "recreational transportation system which may include but need not be limited



FIGURE 2-1.
LOADING THE BUS AT LYNWOOD RECREATION CENTER

to existing public transit," in order to complement other comprehensive and land use planning activity in the SMMNRA.

UMTA granted funds to RTD for operation of the service in the summer of 1979 through its Service and Methods Demonstration Program (SMD). UMTA indicated to CPC that funding for a second and possibly a third year would be considered pending results of the first demonstration period.

2.2 PROJECT OBJECTIVES

The primary objective of the Santa Monica Mountains demonstration was to test the feasibility of providing a seasonal transit service from heavily transit-dependent areas in Los Angeles to parks in the Santa Monica Mountains previously accessible only by automobile.

The demonstration addressed two SMD objectives:

1. Improving mobility of the transit dependent (in this case, primarily low income citizens), and
2. Increasing transit coverage.

While the first of these objectives coincided with the primary objective of CPC in seeking federal funds, the second objective was an added incentive for RTD's participation in the project.

This demonstration project also served to provide experience and data needed to develop an extensive recreational transit system to and within this National Recreation Area. Contingent upon the success of the demonstration project, it is anticipated that a permanent and more extensive recreational transit service may be initiated in the future for the purpose of making these park lands accessible to all the public as well as to provide relief from problems related to auto congestion, air quality, and energy conservation.

More specifically, significantly expanded transit services could potentially serve three distinct roles in the Santa Monica Mountains:

1. Make the recreation resources in the NRA accessible to transit-dependent groups in the Los Angeles area;
2. Provide a traffic-operational solution to traffic congestion recurring in and near the NRA through the year, but especially encountered during the summer months and often felt most severely on weekends; and
3. Provide for internal circulation in and around the NRA to those who have no auto available.

2.3 PROJECT INNOVATIONS

Although numerous SMD projects are underway to expand and improve transportation services for various categories of transit-dependent persons, the Santa Monica Mountains project was one of only two SMD projects funded in 1979 directly targeted to the transportation needs of inner-city residents (the other was in Bridgeport, Connecticut):

Principal characteristics of the service were as follows:

1. The service linked transit-dependent populations of central and south Los Angeles with recreation opportunities in the Santa Monica Mountains;
2. It was a seasonal transit service, operating on Saturdays and Sundays only, during the summer months*; and
3. The demonstration recreation transit service operated as a demand-scheduled service for pre-arranged community/youth groups.**

*Weekday service was not possible due to the unavailability of RTD buses. Future plans call for weekday service as well as service during non-summer months (see Section 6.4).

**The rationale for this type of service is fully discussed in Section 4.2.3.

It should be noted that this was not RTD's first venture into a recreation-oriented service. The District has also operated "culture bus" tours, express services to Dodger and Ram games, excursion services to various special events around the region, and supplementary service to beach areas during summer months.

This service is one component of the overall transportation policy for the Santa Monica Mountains as detailed in the 1978 Santa Monica Mountains Comprehensive Plan. An interesting aspect of the transportation planning program currently underway is its timing in relation to the general planning process for the Santa Monica Mountains. Since the provision of transportation to all elements of the population is prerequisite to the establishment of the National Recreation Area, the transportation program precedes rather than accompanies or follows a specific land acquisition program and the development of a general management plan for the NRA, currently under preparation by the National Park Service.

2.4 ORGANIZATIONAL ROLES

The organizations directly involved in the Santa Monica Mountains recreational transportation demonstration and their roles are:

Urban Mass Transportation Administration (UMTA) - Approached by CPC about demonstration concept, awarded grant, monitored all aspects of the project, and approved project expenditures and contracts.

Southern California Rapid Transit District (SCRTD) - Grant recipient in collaboration with CPC. Provided a Project Director (Jon Hillmer) from the Planning Department who was responsible for administrative and budgetary control of the project by coordinating all aspects of the service from the planning phase through the operating and evaluation phases. Worked directly with Planning, Marketing, and Schedule Departments within RTD, CPC personnel, and evaluation contractor. Submitted reports to UMTA on project operations and status, and provided evaluation contractor with data required to evaluate the project.

Santa Monica Mountains Comprehensive Planning Commission (SMMCP) - Subcontractor to RTD. Under the direction of Bruce Eisner and Sonya Thompson, carried out all aspects of the demonstration other than the transportation element. Included were marketing of the program through development of contacts with community organizations and local city recreation departments, assisting organizations in establishing specific services for their groups, familiarizing organization directors and group leaders with the recreational resources in the two parks, and acting as a liaison between groups using the bus service, park personnel, and RTD. Assisted RTD and evaluation contractor in gathering data required to evaluate the project. Contributing to these efforts were Madelyn Glickfield, Chief Planner, and Joseph Edmiston, Executive Director of the Commission.

Transportation Systems Center (TSC) - As part of the Department of Transportation, TSC is responsible to UMTA for evaluation of all SMD projects. TSC specified the desired scope and budget of the evaluation. TSC reviewed the evaluation memorandum and the draft interim report.

Crain & Associates - As evaluation contractor to TSC, prepared an evaluation memorandum, coordinated with RTD and CPC on conduct of the demonstration, assisted in design of data collection instruments, assisted in development of a schedule of evaluation tasks and data collection efforts within the budget established by TSC, provided technical assistance to RTD and CPC on data collection, reviewed and monitored data collection, performed data analysis, and prepared evaluation reports (monthly, final).

In addition to these organizations directly responsible for conducting the demonstration, CPC involved numerous organizations in the planning, promoting, and operation of the service. Amongst the most heavily involved organizations were:

National Park Service - Consulted with CPC on coordination of the service with plans to develop the mountains as a National Recreation Area. Marty Leicester and Bill Anderson were CPC's contacts at NPS.

State Park and Recreation Urban Interpretive Program - Advised CPC on orienting and training target area organization personnel, group leaders, and participants. Participated in and helped coordinate a docent program (nature talks and guided hikes) at Malibu Creek State Park. Jack Shu was the individual most responsible for this organization's involvement in the demonstration.

Malibu Creek State Park - Under the direction of Dennis Doberneck, park rangers met groups at entrance to park and assisted guides in introducing groups to park facilities and rules and regulations.

Malibu Creek and Cold Creek Docents - Volunteer organizations which helped provide guides for those groups requesting them.

Tapia County Park - Park maintained and supervised by Don Crews, although little direct interaction with CPC or the groups was necessary.

Watts Labor Community Action Committee - Provided much information to CPC needed to bridge cultural gaps between CPC, RTD, and inner-city organizations and residents in the target area.

Comprehensive Employment Training Act (CETA) - Provided two workers (Jeanette Holquin and John Severino) to CPC during planning and operational phases of project who assisted CPC in administering the service and acted as liaisons with target area organizations. Conducted many of the docent programs at the parks.

2.5 EVALUATION ISSUES

Six key issues were identified in this demonstration.

These are listed below along with the major dimensions of each issue:

1. Travel Demand

Level of usage, characteristics of users, park activities engaged in, travel behavior changes from predemonstration levels, trips that would be made without service, trips denied;

2. User Satisfaction

Overall perceptions of service, perceptions of parks/facilities/group activities/individual activities, perceptions of cost/travel time/convenience and punctuality of pickups and dropoffs, adequacy of orientation information, perceptions of leadership training, likelihood of using service again, likelihood of going to parks on own;

3. Operational Effectiveness

Equipment problems, problems with roads, problems with pickups/dropoffs, schedule reliability;

4. Marketing Effectiveness

Suitability of organizations used, cooperation of organizations used, advertising media, market segments missed;

5. Costs

Direct operating expenses, marketing, labor, maintenance, managerial, supervisory, leadership training, participant pretrip orientation, insurance premiums, accident claim settlements; and

6. Exogenous Factors

Effects of excessive heat on usage, fire-related restrictions on service.

The specific data collection activities employed to evaluate these issues are described in Appendix E. Results of the evaluation are detailed in Chapter 5.

2.6 SCOPE OF REPORT

The remainder of this report presents a detailed description and analysis of the demonstration. Chapter 3 describes the demonstration setting, including geographic and physical characteristics of the two parks, park facilities and activities, transportation to and within the parks, location and characteristics of the target population, and exogenous factors which must be considered when transferring conclusions to other settings. Chapter 4 focuses on the development and operation of the demonstration, including a description of the service, the transit equipment used, modifications required for operating the service, administration, staff and leader training, marketing and public relations, and labor issues.

Chapter 5 presents the results of the evaluation. Finally, Chapter 6 examines project impacts and transferability, including discussions of problems encountered and proposed future transit service to the Santa Monica Mountains.

3. DEMONSTRATION SETTING

There were two components of the setting in which this demonstration project was conducted, both of which will be described in this chapter. The first was the service destination--Malibu Creek State Park and Tapia County Park, both in the Santa Monica Mountains about 35 miles west of Los Angeles. The second was the service origin--predominantly low income areas in East, South Central, and Downtown Los Angeles. Figure 3-1 is a map of the demonstration setting showing the two parks, the target service area, and their relationship with each other and with the rest of the Los Angeles metropolitan area.

The parks are first described, including geographic and physical characteristics, facilities located within the parks, activities appropriate to each park, predemonstration park usage, and existing transportation to and within the parks. The areas from which the service was offered are then described both geographically and socioeconomically. Due to the objectives of the demonstration, this was a key aspect of the project setting.

Finally, several unanticipated or unavoidable problems are discussed which should be considered as exogenous to the demonstration for purposes of transferring results to other settings.

3.1 GEOGRAPHIC AND PHYSICAL CHARACTERISTICS OF THE PARKS

Figure 3-2 shows a map of the two parks on a somewhat larger scale than Figure 3-1. Malibu Creek State Park occupies over 4000 acres of wilderness in the central part of the Santa Monica Mountains. It is just south of the Ventura Freeway (U.S. 101), 35 miles west of Downtown Los Angeles, 10 miles east of Thousand Oaks, and 10 miles north of Malibu Beach. Its single entrance is from Las Virgenes Road, a north-south route running from the Ventura Freeway to Malibu Beach on the coast.

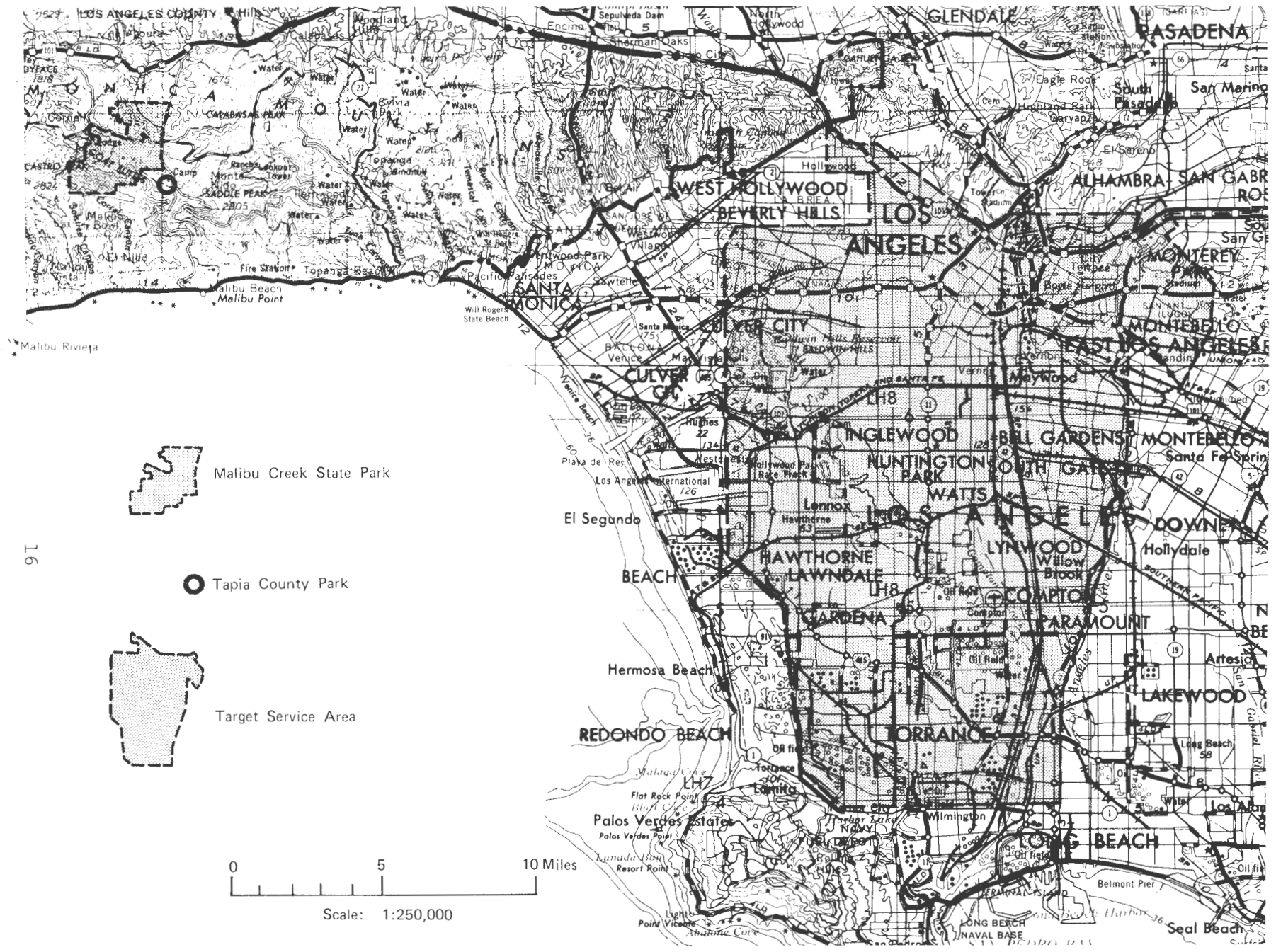


FIGURE 3-1. DEMONSTRATION SETTING

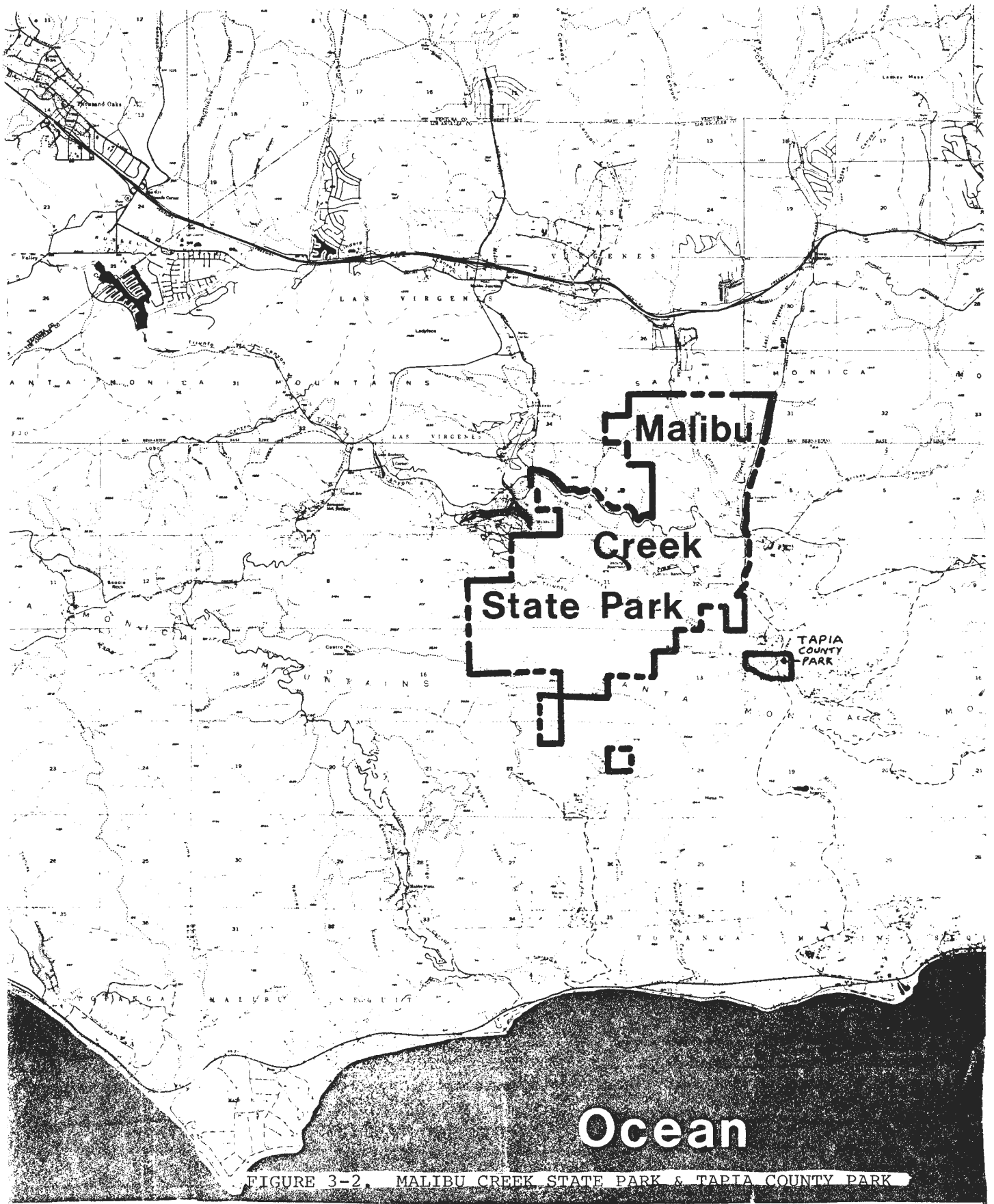


FIGURE 3-2. MALIBU CREEK STATE PARK & TAPIA COUNTY PARK

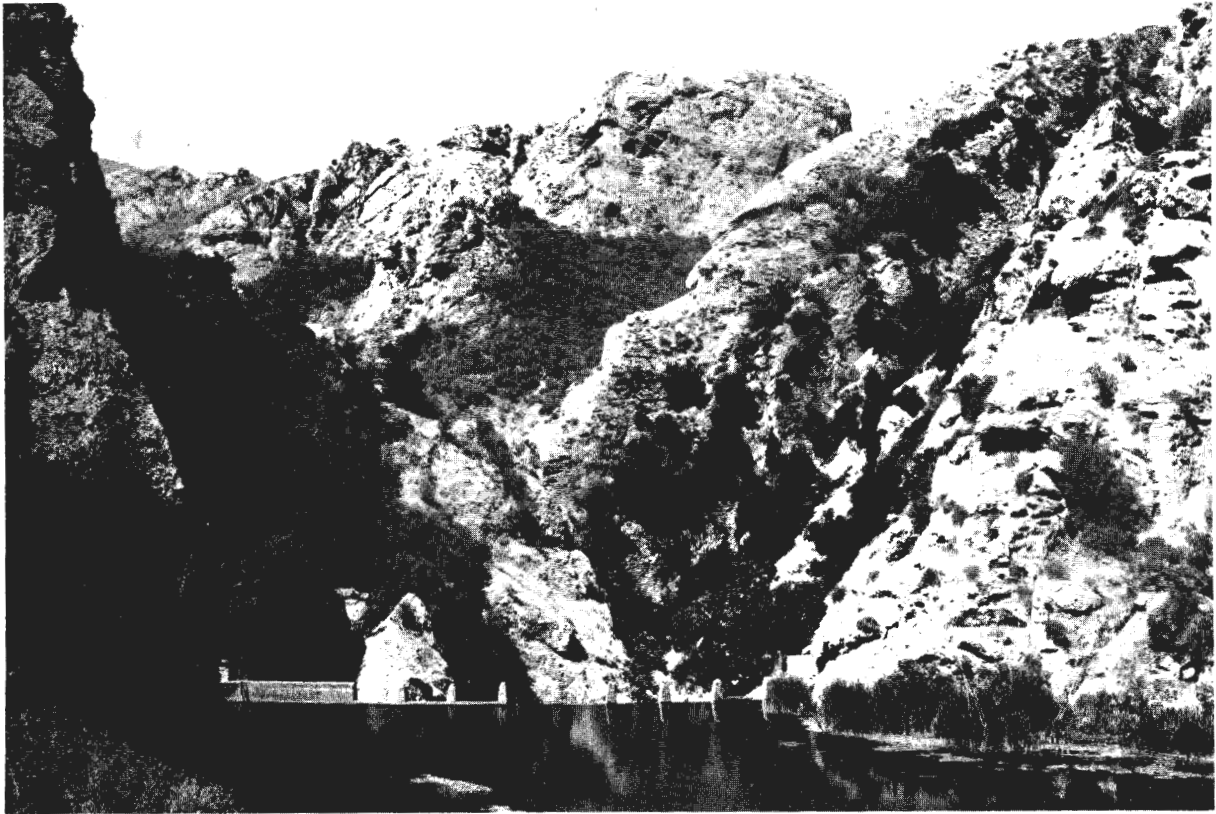


FIGURE 3-3. CENTURY LAKE DAM AT MALIBU CREEK



FIGURE 3-4. ROCK FORMATIONS AT TAPIA

The Park is extremely rugged, with landscapes varying from 2000 foot-high peaks, steep-walled canyons, and rocky slopes to grass-covered hillsides and woodland streams. There are over 15 miles of hiking trails, most easy for walking. Numerous fishing streams are located throughout the park. Century Lake, suitable for fishing and swimming, is located in the center of the park.

Tapia County Park is located in the same general area, but is much smaller, occupying just a few acres. Its entrance is off Las Virgenes Road a half mile south of the entrance to Malibu Creek Park. Although much smaller than Malibu, Tapia also contains rocky slopes and a year-round stream. It is heavily wooded. The park looks out on a landscape of rugged rocks and tree-covered rolling hills.

Both parks have temperate climates with atmospheric and temperature characteristics typical of most Southern California areas near to but not right on the coast. The air is extremely clear and generally dry except when coastal fog penetrates the mountains. Daytime temperatures are very pleasant although often quite warm in the summer. Occasional Santa Ana winds can send temperatures into the high 90's or low 100's for brief periods of time. Nighttime temperatures are quite cool, but rarely uncomfortably so, except occasionally in the winter. Rainfall averages 20 to 25 inches a year, about 90% from mid-November to mid-April.

3.2 PARK FACILITIES AND ACTIVITIES

Relative to the type of neighborhood parks most familiar to target area residents, neither of these parks has extensive facilities. Tapia is the more developed of the two parks, with barbecue grills, group picnic sites, and a prepared dirt ball-field. Malibu has none of these facilities, although it does have open meadows and fields for active free-form games. Neither park has the convenience of flush toilets, although permanent and portable restroom facilities are available at both. Both parks



FIGURE 3-5. SWIMMING AT CENTURY LAKE AT MALIBU CREEK



FIGURE 3-6. M*A*S*H TV SET AT MALIBU CREEK



FIGURE 3-7. PARKING LOT AND PICNIC GROUNDS AT TAPIA

have plentiful drinking water, although Malibu has water only at the park entrance, requiring visitors to carry their own water when hiking to the interior of the park.

In the way of potential activities, the list at both parks is almost limitless. Malibu is especially good for nature activities, including hiking, fishing, swimming, environmental education, or simply viewing the natural beauty of the mountains. In addition, several movie and television sets are located within the park (including the sets for "M*A*S*H" and "Roots"). These are a popular attraction for visitors.

Tapia is best suited to large organized picnics where food can be cooked at the park, group sports activities such as soccer or softball, limited hiking and exploration, wading in the creek, organized arts and crafts (must be provided by visitors), and general relaxation.

Both parks contain plentiful wildlife, trees, and wildflowers, although due to its size, Malibu is the superior park for viewing natural inhabitants. There are also some natural hazards in the parks, especially Malibu. These include rattlesnakes (snakebite reports are extremely rare), poison oak, and the constant threat of fire in the summer and fall months (see Section 3.6 on exogenous factors for a full description of the impact of fire hazards on the demonstration).

3.3 PARK USAGE (PREDEMONSTRATION)

Although no predemonstration data collection was conducted specifically for this demonstration project, as part of the planning process for the eventual establishment of the National Recreation Area, the Santa Monica Mountains Comprehensive Plan provided for measurement of usage levels and characteristics at public parks within the boundaries of the proposed NRA. As this was accomplished by surveying users at Malibu Creek State Park and Tapia County Park just one year prior to the demonstration,

results provide useful benchmark information for judging the degree to which the parks served the target population prior to the demonstration. In addition, if the service initiated by the demonstration should be continued on a regular basis, additional surveys could be conducted to determine the actual impact of the demonstration service on park usage.

3.3.1 Park User Survey¹

A survey of park users at Malibu Creek State Park and Tapia County Park was performed to provide a profile of present park users and a greater understanding of the visitors' needs with respect to park facilities and access. Use of the survey for general predictive purposes is limited due to its small sample size and the specific location of the two parks. However, the survey does confirm many qualitative observations and is believed to be representative of the types of uses at the two parks surveyed. Since these parks are located approximately 35 miles from Downtown Los Angeles, use of the data for predicting the origins and composition of future park users in other areas of the NRA (particularly the Hollywood Hills portion in the City of Los Angeles) is not advised. It is likely that the inner-city areas adjacent to Los Angeles will be more greatly represented in those portions of the NRA closer to the central city.

Park users were interviewed in person at both parks on June 17 and 18, 1978, and at Tapia County Park on November 4 and 5, 1978. Malibu Creek State Park was closed on that November weekend because of high fire danger. A total of 208 respondents was obtained at Malibu Creek, and 200 respondents were interviewed at Tapia.

¹Most of the information in this and the next section is excerpted from summaries of two surveys conducted by CPC as presented in the First Interim Report of the "Recreation Transportation System Element: Santa Monica Mountains Comprehensive Plan," Parsons, Brinckerhoff, Quade & Douglas, Inc., May, 1979.

Survey results indicate, in general, that most people visit these two parks between 11:00 AM and 3:00 PM, with arrivals and departures generally earlier in the day for Tapia County Park as compared with Malibu Creek State Park. As expected, virtually all visitors use the private automobile to reach these two parks. The number of people per visitor group for both parks, analyzed together, was 3.36, with the average size at Malibu Creek below 3 and at Tapia nearly 3.9 people per group.

Both parks attract users from throughout the Los Angeles metropolitan region, but the percentage of visitors living in excess of 30 minutes from the parks is relatively small. The parks primarily serve the West and Mid-San Fernando Valley, West Los Angeles, Santa Monica, Venice, Agoura, and Thousand Oaks areas. The number of users from the Malibu coastline area was very small. Malibu Creek State Park presently attracts considerably more visitors from the San Fernando Valley than does Tapia County Park, while Tapia appears to draw its users from a wider cross-section of the region. Thus it is clear that prior to the demonstration, usage of the parks by residents from the demonstration target area (see Section 3.5) was virtually non-existent.

The ethnicity data collected in the survey suggest that minority groups are presently using these two parks in numbers smaller than their incidence in the regional population base would indicate. This is especially true at Malibu Creek State Park, where only 8.5% of the visitors were non-White. At Tapia County Park, however, nearly 25% were non-White. At both parks, the vast majority of minority park users were Hispanic, with Blacks and Orientals making up 4.1% of the total user sample.

Hiking, relaxing, picnicking, swimming, and sightseeing were the five most frequent reasons given for park visitation. Hiking and swimming were more frequently listed at Malibu Creek, while picnicking and relaxing were more prevalent at Tapia.

Roughly half the park users had family incomes less than \$20,000 per year. Incomes were generally higher for Malibu users than for Tapia users.

Some important relationships between variables were found in the survey analysis. For example, an apparent correlation existed between the ethnicity of the respondent and the reasons given for coming to the parks. Whites were more apt to come for hiking, photography, and nature study, while Hispanics were more likely to list picnicking, sightseeing, and relaxing as primary activities. Another key relationship was between the length of stay at the park and the number of people in the visitor group. As the size of the group increased, so did the length of the visit. Interestingly, as the trip length from home to the park increased, so did the probability that it was a first time visit to the park.

3.3.2 License Plate Survey

A license plate survey was performed in conjunction with the park user survey at Malibu Creek State Park and Tapia County Park. A total of 1076 valid license plate observations formed the sample for this aspect of the survey. In addition to analyzing the origins of observed vehicles, vehicle occupancy was determined and selected socioeconomic characteristics of the various origin regions were identified.

The data provide a fairly accurate representation of the generalized origins for park users at these two parks. However, as with the park user survey, extrapolation to other recreation areas in the Santa Monica Mountains is not advised. For example, origins are likely to be distributed quite differently for future sites in Potrero Valley or in the Hollywood Hills portion of Los Angeles.

Visitor origin information obtained through license plate registration statistics confirmed the data collected in the park user survey. Whether viewing both parks together or individually, the west and mid-San Fernando Valley was the most common origin region. The west side of Los Angeles and the Agoura/Westlake/Thousand Oaks regions again were the second and third most

frequent origin areas. As in the park user survey, the origin distribution was less biased towards the west and mid-San Fernando Valley region for Tapia County Park where a greater balance of the representation of origin region existed.

The average observed vehicle occupancy was quite similar for both parks: 2.81 for Malibu Creek and 2.86 for Tapia. These figures varied from the average group size recorded in the park user survey. This can be explained by the premise that larger groups (more than one car) were more likely to visit Tapia Park than Malibu Creek State Park, resulting in a higher person per group ratio than persons per vehicle figure. Interviewer observations supported this premise.

Six socioeconomic characteristics of the origin regions were analyzed: ethnicity, income, percentage of population less than 18 years of age, percentage of population 55 years of age or older, education, and poverty. Those regions representing a relatively high usage rate at the parks were compared with those regions representing a relatively low usage rate.

There was a very distinct difference in ethnic composition between high user areas and low user areas. Whites represented a higher proportion of the population in high user regions compared with Los Angeles County as a whole. The low frequency regions had a much lower percentage of Whites and a commensurately higher frequency of minority populations such as Hispanic and Black.

As with ethnicity, the income data showed a difference between high and low user regions. The median income for high use regions was 10% higher than for low use regions. Specific areas within the defined regions showed concentrations of very high and very low incomes. This detail is helpful in determining target areas for the future transit service.

There is no general statement to be made differentiating the high and low use regions with respect to either of the two age characteristics. However, within each region there were

definite areas where senior citizens and young people appeared in higher than average concentrations. With respect to education, the percentage of high school graduates and people with higher education was considerably larger in the heavier use regions. The final characteristic considered was the percentage of poverty families. The trend is very definite--those regions not now using the parks to a great extent, in 1970, were the poorer areas of the Los Angeles metropolitan area. This result confirms the income and education analysis discussed above, and provides further indication of the very definite fact that White, higher-income, better-educated, mobile families presently make greater use of the recreation resources in the Santa Monica Mountains than do their non-White, lower-income, less well-educated counterparts, particularly those who tend to reside in areas more remote and isolated from the Mountains.

3.4 TRANSPORTATION CHARACTERISTICS

Regional access by automobile to the parks is provided by three major freeway facilities: the Ventura Freeway (U.S.101), the San Diego Freeway (I-405), and the Santa Monica Freeway (I-10). These freeways carry large volumes of traffic and are integral components of the Los Angeles area freeway system, having interchanges with arterial highways which penetrate the NRA (notably Las Virgenes Road, which links the Ventura Freeway with the Pacific Coast Highway and provides the only direct access to the two parks).

There is currently no modal choice available to potential visitors to either of the parks. With the exception of the demonstration service this summer, there are no public transit services at all which penetrate the proposed National Recreation Area in the vicinity of the two parks.

If public transit is to become available in the NRA, RTD, with a fleet operation of over 2200 buses currently operating on 144 local routes, is the transit operator who would likely play the major role in the Santa Monicas (there are several small municipal operators in the cities of Santa Monica and Thousand Oaks who might become involved).

In addition to its route on the Pacific Coast Highway, RTD operates an intense network of services in the San Fernando Valley to the northeast of the Santa Monica Mountains. Routes there and in the areas south of the NRA in Los Angeles and Santa Monica are oriented on a grid pattern, and for the most part are operated on Saturdays and Sundays when recreational users want to travel. RTD's weekend service, by industry standards, is quite good--111 of the 144 routes in the region operate on Sundays, although at reduced (49%) service levels.

As good as RTD's regional surface system is on weekends, however, it is not especially designed to provide for long-distance trips from transit-dependent areas in Los Angeles to parks in the NRA. For illustrative purposes, travel to various "gateway" points in the NRA from transit-dependent communities in Venice, East Los Angeles, and Watts was found to be quite lengthy, requiring one or two transfers and travel times on the order of two to four hours.

RTD's immediate-action improvement plans do not indicate any significant changes in service to the NRA. In the long range, regional plans for improving transit may have considerable impact on eastern portions of the NRA, but probably not in the vicinity of Malibu or Tapia Parks.

Transportation within the two parks is restricted to foot (and horseback in Malibu). Although this is not an issue at Tapia due to its limited size, there is the possibility of vehicular access to the interior of Malibu. Current policy prohibits the public from driving beyond the parking lot at the entrance station. Roads within the park are open to official

vehicles only (park rangers, fire equipment, and television and movie crews when filming on location).

Parking facilities are adequate at both parks, although more than a few full-size buses can produce mobility problems within the lot at Tapia. Malibu can handle large vehicles without any problems. It should be noted, however, that the entrance road to Malibu (about a quarter mile long) is narrow with limited visibility, causing some concern for oversize vehicles.

3.5 TARGET POPULATION

The target population for the demonstration service was defined as inner-city residents from heavily transit-dependent areas in Los Angeles. This segment of the population was identified operationally by RTD and CPC using geographic boundaries to define an area with a high concentration of such residents. Although this procedure excluded many transit dependents outside the target area boundaries and included many who would not be classified as transit-dependent, this strictly geographic method of identification has the advantages of 1) defining and limiting the area from which pickups are made; and 2) avoiding the need for more sensitive socioeconomic screening methods to determine eligibility.

Thus the target area for this summer's service included East, Central, and South Central Los Angeles; Compton; Lynwood; Gardena; Carson; Inglewood; Torrance; and unincorporated portions of Los Angeles County in the East and South Central portions of the Los Angeles metropolitan area (see Figure 3-8). For purposes of identifying characteristics of residents in the target area, the entire area was divided into nine sub-areas by census tract (these are labeled in Figure 3-8). Table 3-1 shows selected socioeconomic information for each of the sub-areas, along with reference figures for the rest of Los Angeles County.

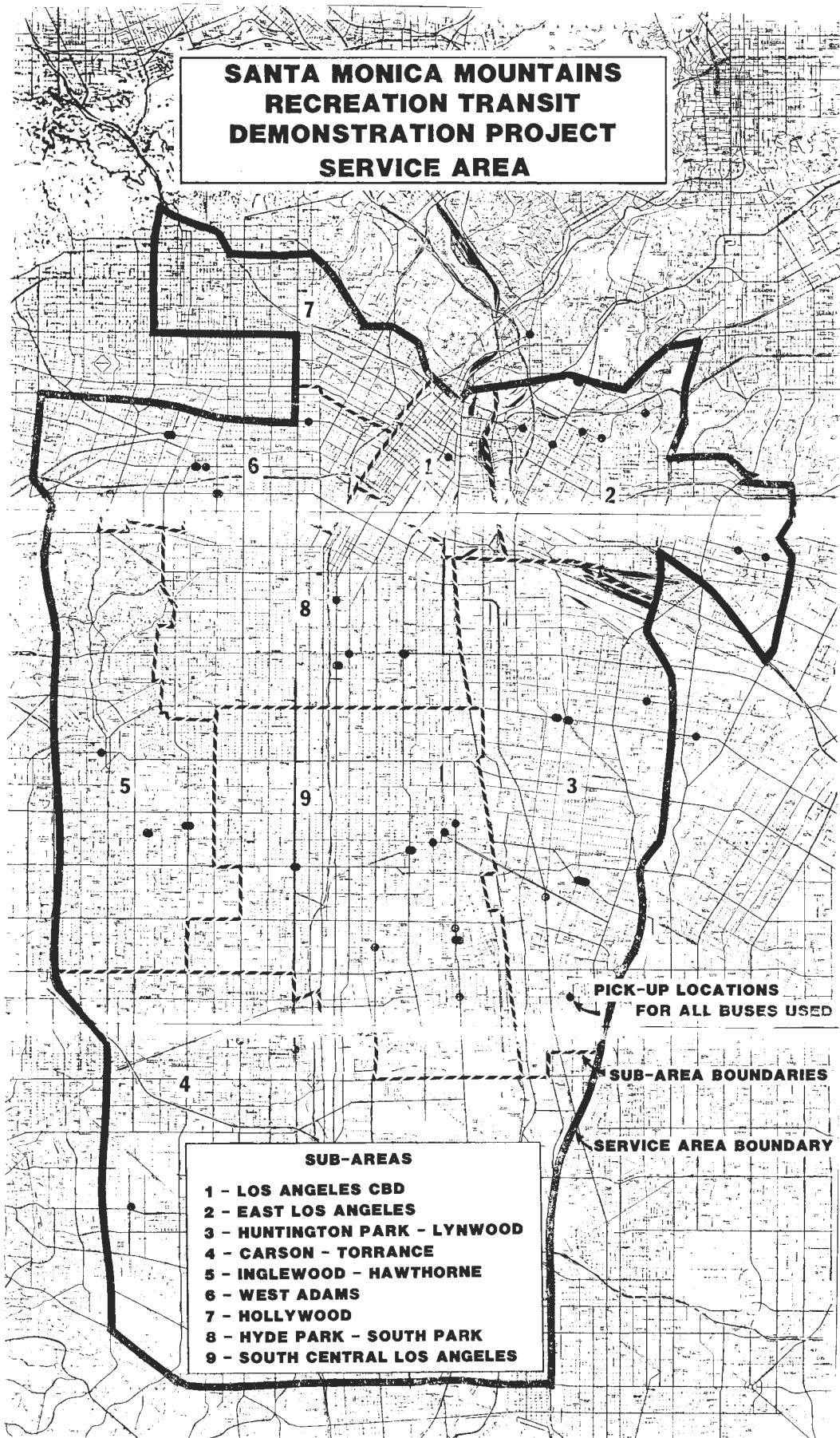


FIGURE 3-8. TARGET AREA

TABLE 3-1. SELECTED SOCIOECONOMIC CHARACTERISTICS OF TARGET AREA

<u>Characteristic</u>	Target Sub-Area									Total: Sub-Areas 1-9	Rest of Los Angeles Co.
	Sub-Area 1	Sub-Area 2	Sub-Area 3	Sub-Area 4	Sub-Area 5	Sub-Area 6	Sub-Area 7	Sub-Area 8	Sub-Area 9		
Population ('000)	23	207	233	332	208	204	156	233	288	1885	5141
Area ('000 Acres)	4	12	19	38	13	9	6	12	17	130	2483
Density (Population per acre)	6	18	12	9	15	24	25	20	17	15	2
Annual Per Capita Income ('000)	2.3	2.1	3.2	3.4	4.1	3.0	3.6	2.4	2.2	3.0	4.2

SOURCE: RTD Planning Department

It can be seen from the table that the target area has a population of 1.9 million or 27% of the total population of Los Angeles County. However, the target area accounts for only 130,000 acres--less than 5% of the county area. Thus the target area is much more densely populated than the rest of the county, averaging 15 people per acre, with densities as high as 25 per acre in the northwest sub-areas. This compares with an average of just 2 people per acre in the rest of the county.

Annual per capita income is significantly below the county average in all but the extreme western portion of the target area. Figures range from a low of \$2,100 in East Los Angeles to a high of \$4,100 in Inglewood-Hawthorne, with an areawide average of \$3,000. This is 29% below the \$4,200 average for the rest of the county.

Thus it can be seen that the target area conforms to the area proposed for concentrating the demonstration service. It encompasses the most densely populated, low income areas of the inner city. RTD figures also indicate that these are the most transit dependent areas of the city, with the lowest percentage of households owning automobiles and the highest percentage of total trips taken by transit.

3.6 EXOGENOUS FACTORS

Over the course of the demonstration, outside influences unrelated to the planned conduct of the project may have caused changes in user level of service, travel behavior, or operating conditions and costs. It is important to note these departures from normal and attempt to assess their impact on the demonstration.

The major unanticipated event with a measurable impact on the demonstration service was the delay in the grant application process.



FIGURE 3-9. RTD SUPERVISOR AT ENTRANCE TO MALIBU CREEK

The original application called for service during April, May and June. This was subsequently pushed back to June, July, and August when a revised application was required. The revised application was received by UMTA on April 21 and direct expenditures under the grant (other than staff time) were postponed until a letter of no prejudice* was received by RTD on April 30. With a minimum necessary pre-planning period of seven weeks, it was therefore impossible to start before mid-June. As a result, the service was initially poorly publicized and got off to an extremely slow start (this is reflected in the operations information presented in Section 5.1).

Another unanticipated problem occurred as a result of the limited visibility at the entrance to Malibu Park. Initial investigation disclosed that although the road entering the park was narrow, even a full-size bus would have no difficulty negotiating it. Subsequently, RTD's Transportation Department determined that the entrance was sufficiently hazardous to require an employee other than the driver to walk along the entrance road, determine that no traffic was approaching from the opposite direction, and inform the driver by two-way radio to proceed.

To accomplish this safety check, an extra driver was dispatched with the first bus of each day going to Malibu Park, who performed the required function for this and all subsequent buses, returning with the last bus to leave Malibu. As the cost of this extra driver was not included in the direct operating costs section of the grant budget, this requirement had an adverse effect on the cost of the service to RTD, raising the direct costs per bus from \$190 to approximately \$235 (see Section 5.3.2 for detailed cost information).

Finally, although not exogenous to the project in the sense of being unanticipated, summer weather conditions creating occasional extreme heat and the threat of fire had several effects on

*See Section 4.1 for a full explanation.



FIGURE 3-10. BRUSH FIRE JUST OUTSIDE MALIBU CREEK

TABLE 3-2. MAXIMUM TEMPERATURES AT PARKS
ON DAYS OF SERVICE*

<u>Weekday</u>		<u>Saturday</u>	<u>Sunday</u>
1. June	16-17	84 degrees	76 degrees
2.	23-24	84	82
3.	30- 1 July	98 ^a	93
4. July	7- 8	92	96
5.	14-15	90	91
6.	21-22	90 ^b	92
7.	28-29	95	96 ^a
8. August	4- 5	88	96
9.	11-12	92 ^a	92
10.	18-19	88	88

a - closed at 2 PM

b - closed late afternoon (re-opened
Sunday morning)

* Recorded at Malibu Creek Ranger Station

the demonstration. Temperatures in the parks were occasionally extremely high (see Table 3-2), although no direct effects on the service in the form of cancellations were encountered. This was due at least in part to the lengthy planning horizon for each trip and the unpredictability of the weather. Thus what effect the heat did have on participants was reflected only in their perceptions of the service and their enjoyment of the parks (see Section 5.1 for detailed information). It should be noted that CPC alerted all groups about the possibility of extreme heat to insure they would be adequately prepared.

The threat of fire had a more direct effect on the project in two ways. First, it was determined prior to the beginning of the service that the program would terminate following the weekend of August 18 and 19. Although fire is a problem throughout the summer and fall months*, the likely increase in "Santa Ana" weather conditions at the parks in late August and September made it too risky to plan service at that time. Although the program included a contingency for diverting groups to Tapia originally scheduled for Malibu (Tapia is rarely closed due to fire danger), the fire hazard and heat were considered too severe to extend the service beyond the original termination dates even when introduction of the service was delayed by two weeks. Thus the service ran for just 10 weeks instead of the originally planned 12.

The second effect of fire hazard on the demonstration was the actual closing of Malibu Creek Park on several weekend days (as noted in Table 3-2). During the fire season, rangers at Malibu Park monitor conditions continuously. If on a given day, conditions favorable to the starting and spreading of fire surpass a given level, the park is closed at 2 PM for 24 hours, at which point a new check is made. On three different occasions, this option was exercised on a weekend day. In each instance (two on Saturdays, the other on a Sunday), the contingency plan to move groups already at Malibu Creek Park or direct incoming groups to Tapia Park was initiated, seemingly without disruption for participants

*In a typical year, Malibu Creek Park is closed five days in July, one day in August, and ten days in September due to fire hazard.

or for RTD, CPC, and park personnel. On a fourth occasion, a fire actually started on the northern edge of Malibu Creek Park, forcing an immediate closing of the park and a "retrieval" of several groups in the park's interior. This too was accomplished without incident, although the closing of Las Virgenes Road in the vicinity of the fire required several groups to change their scheduled activities so that all RTD buses could return to Los Angeles together via an alternate route.

In summary, it would appear that preparations for park closures due to fire were adequate and that contingency plans permitted a continuation of the demonstration service throughout the summer without serious disruption.

4. PROJECT DEVELOPMENT AND OPERATIONS

4.1 GRANT APPLICATION PROCESS

The Santa Monica Mountains Comprehensive Planning Commission originally approached UMTA in the spring of 1978 about the possibility of obtaining funds to provide a recreational transit service to the Santa Monica Mountains from transit-dependent areas of Los Angeles through the Service and Methods Demonstration Program. UMTA advised CPC to contact SCRTD, who would be the project grantee with CPC acting as a subcontractor to provide all support services connected with the transportation service. RTD was in favor of initiating such a service.

The original grant application was filed in December, 1978; at that time ten regularly scheduled trips were proposed each Sunday during the spring and early summer. The original proposal was for three years of operation of a fixed-route/fixed-schedule service. Funds in the amount of \$384,000 were requested with \$70,000 to go to CPC.

UMTA indicated interest in funding the project, but at a scaled down level (\$51,850 for one year with \$10,000 going to CPC). A revised grant application was requested in March, 1979. Based upon this reduced scope, the nature of the service was changed from a regularly scheduled to a "subscription" service (described more fully in Section 4.2.3). In addition, the proposed Sunday offerings were expanded to include Saturdays, but the number of trips to be offered was reduced, and the demonstration period was shortened and pushed back entirely into the summer as already noted.

The revised grant application was received by UMTA on April 21, 1979. Due to the length of time normally required to process an application, UMTA issued a letter of no prejudice on April 30.

Such a letter indicates that any local funds expended are refundable if (and only if) the grant is subsequently approved. Despite the potential risk of disapproval, CPC and RTD elected to proceed upon receiving the letter of no prejudice.

4.2 PROJECT DESIGN AND EVOLUTION

This section describes the administration of the project-- the schedule of events, details of the demonstration service itself, and key aspects of predemonstration planning necessary for the successful implementation of the service. This information came from continuous contact with RTD and CPC project staff and other involved local organizations, review of documents and correspondence produced prior to and during the project, and interviews with participants in the demonstration.

4.2.1 Administration

As the project grantee, RTD was ultimately responsible for administrative and budgetary control of the demonstration. This included planning, marketing, scheduling, service operation, and data collection for the project evaluation. However, many of these functions were shared with CPC, the initiator of the service concept, but officially a subcontractor to RTD on the grant application. Thus the actual administration of the demonstration was conducted cooperatively by RTD (Jon Hillmer, Project Manager) and CPC (Bruce Eisner, Project Manager).

RTD was mainly responsible for the planning aspects of the transportation service, including demand estimation, routing and scheduling, preparation of service brochures, and estimation of costs; and the operation of the bus service, including making necessary modifications at and near the parks for safe operations, and actual transport of groups between the parks and designated pick-up and drop-off points in the target area.

CPC's prime areas of responsibility included identifying target groups, contacting community groups and putting them in touch with RTD, coordinating with park jurisdictions to develop group activities compatible with available facilities, monitoring and evaluating the level of satisfaction and problem areas arising during the demonstration, and evaluating the effectiveness of marketing efforts in order to recommend an improved marketing program for the second year of operation.

4.2.2 Schedule of Events

It was anticipated in the original grant application that the project would be a three-year demonstration with activities in the first year consisting of a seven-week preplanning stage followed by ten weeks of operating the service on Sundays. UMTA's request that the demonstration be scaled down to one year precipitated numerous revisions in the service and its scheduling. A complete chronology of 1979 events is as follows:

Grant Application	December 29, 1978
Request for Revised Application	April 18, 1979*
Revised Grant Application	April 23, 1979
Letter of No Prejudice	April 30, 1979
Beginning of Service	June 16, 1979
Continuation of Service	All Weekend Days Through August 19, 1979
Department of Labor Approval**	September 5, 1979
Grant Award (CA-06-0130)	October 12, 1979

*UMTA informed RTD and CPC in mid-March that a revised grant application would be required.

**Under Section 13(c) of the UMTA Act of 1964 (As Amended), UMTA cannot award a grant for operating assistance without approval from the Department of Labor. Specifically, Section 13(c) requires the Secretary of Labor to determine that all arrangements have been made to ensure that no mass transit employee's position will be worsened as a result of the grant.

4.2.3 Service Offered

The demonstration featured bus service from points within the target service area to Malibu Creek State Park and Tapia County Park on Saturdays and Sundays. Each trip was arranged at least two weeks in advance by reserving a bus through the CPC office.* Groups arranged a specific pick-up point and time when the reservation was made.** It was then the CPC's responsibility to notify RTD of each reservation and to assist each group in planning its day at the park.

Group reservations were made by organized groups, e.g., the Girl Scouts, YMCA, handicapped education programs. In addition, the Commission developed a working relationship with each local park and recreation agency within the target area, to enable them to organize groups specifically for the trip. This enabled families and the general public who were not members of organized groups to take advantage of the service.

CPC felt that much of the success of this pilot program would be contingent upon the participants enjoying the day and their desire to use such a service again or to visit the parks on their own in the future. With this in mind, CPC planned the

*Technically, RTD was not authorized to conduct charter service (this is no longer the case--see Section 6.4.1). Thus, all buses were actually open to anyone. In fact, as specific trips were not publicized in any way, usage of the service by people not connected with a subscriber was rare.

**Again, as RTD was not able to operate a charter service, pick-up points were designated RTD bus stops near a point of natural organization for the group (e.g., a church or community center). In actuality, many drivers did go directly to the group's headquarters for pick-up and drop-off. This was neither encouraged nor discouraged by RTD management.

program to offer considerable assistance to group leaders, by offering leader orientation sessions, group pretrip presentations, assistance in laying out the group's activities, and in arranging nature study walks and hikes for the group. Details of these support services are summarized below:

1. Upon receipt of a trip reservation from a group, the Commission staff arranged a leader orientation session-- a half-day tour of the park facilities. This allowed leaders to learn about the park settings and features: locations of water, restrooms, trails, picnic sites, etc. Over half of the groups participated in this orientation.
2. During or following the on-site orientation, leaders planned the day's activities. This advance planning seemed to stimulate a sense of enthusiasm which was conveyed to the participants prior to the trip. Appendix A contains a copy of the materials distributed to leaders at the orientation session.
3. In the event the group could not or did not send its leaders to the parks for orientation, the Commission staff met with leaders to help plan the trip. Such meetings, while not as stimulating as the on-site sessions, proved to be useful in assisting the leaders.
4. Each group was offered a pretrip interpretive presentation, to give the participants a preview of the park-- the resource, the facilities, and the weather--and some basic information about comfortable clothing for the trip, park policies, lunch arrangements, etc. About a third of the groups participated in such presentations.
5. A posttrip session with the participants was offered to those groups which had a pretrip presentation, to reinforce their park experience and to gain an evaluation of the program. There was very little interest in this particular service offered by CPC. Many of the groups conducted such "debriefings" on their own.
6. Prior to the trip, the Commission staff coordinated all arrangements:
 - a. The pre- and posttrip sessions listed above,
 - b. Bus reservations through RTD,

- c. Arrangements (if desired) for ranger and/or docent (volunteer guide) talks at Malibu Park, and
- d. Special assistance or presentations (if desired) at Malibu by National Park Service staff or State Parks Urban Interpretive Program staff, at the park.

CPC's emphasis on preparing the leaders for the trip ensured that the leaders, who were in close communication with the participants, would be ready to help bridge the gap, should one exist, between the familiar city park experience and the new mountain park experience. They relied on the group leaders to be responsible for their members, even though Commission staff members joined the groups as assistants at the parks.*

In the area of leader orientation and pre- and posttrip sessions, CPC was assisted by the National Park Service and the California State Parks and Recreation Department. Their technical expertise and actual staff support were invaluable; a close working relationship developed between the Commission and these two agencies, which greatly contributed to the success of the program. The Commission also enjoyed the very special assistance of the Malibu Creek State Park Docents and the Cold Creek Docents--volunteer naturalists who led interpretive walks for the groups.

The rationale for a group rather than an individual orientation was twofold: 1) working with a group simplified the planning process and facilitated pretrip orientation sessions with group leaders, and 2) responsibility for individuals could be shared between CPC staff members at the parks and group leaders. The types of groups most frequently participating in the service were youth groups, local park and recreation districts, school districts, church groups, senior citizens' groups, and neighborhood organizations.

*The Commission was able to augment its staff for this program through the CETA program with two high school students. Hired as peer counselors and recreation/interpretive assistants, these students were a valuable asset to the Commission's staff. Thus, a total of four CPC staff members were available at the parks each weekend.

As already noted, a subscription service was substituted for a fixed-route/fixed-schedule service when the revised work program was submitted. This was strictly a financial decision, as the fixed-route service would have required more buses than RTD could afford under the new budget. Fixed-route service for recreational transportation to the Santa Monicas is still being contemplated for the future (see Section 6.4.2)

The cost of the service was fixed at 50 cents per person one-way or \$1.00 round trip, regardless of point of origin or length of stay at the parks. This figure was chosen to be low enough to allow virtually any organization to take advantage of the service, while still producing some revenue to help cover the cost of the service.

4.2.4 Transit Equipment

Buses used for the demonstration service were all Flxible Model 111-DD-DO61. These buses are 1973 models, with air conditioning, a GMC V-8 diesel engine, and a 45 seat capacity. The buses are 96 inches wide and 35 feet 8 inches long.

On regular RTD lines, these buses are operated where shorter, narrower buses are required because of restrictive street configurations. This is the principal reason these buses were selected for the demonstration service, as the entrances to both parks required a short turning radius.

A maximum of five buses was used on any one day. Lack of available staff to adequately handle more than four groups simultaneously forced CPC to limit the service to this number unless one or more groups were going to Tapia Park only (less supervision/guidance required). Occasionally a fifth bus was required for a group too large to fit on one bus.



FIGURE 4-1. UNLOADING THE BUS AT MALIBU CREEK



FIGURE 4-2. "TOUCHY-FEELY" SESSION AT MALIBU RANGER STATION

4.2.5 Modifications Required for Service

Because the demonstration offered the first service to either of the parks via full-sized transit vehicles, several minor modifications were necessary to ensure safety, mobility, or convenience for both drivers and patrons:

1. Reconstruction of the main entrance/exit at Tapia and the entrance/exit at the parking lot in Malibu Creek to allow full turning radius for buses,
2. Addition of four road signs on Las Virgenes Road marking upcoming park entrances for the bus drivers.
3. Upgrading of some facilities at Malibu Creek Park including the addition of more picnic tables, portable restrooms, and water faucets, and
4. Minor road improvements at the entrance to Malibu Creek Park.

The willing cooperation of Dennis Doberneck (Area Manager of Malibu Creek State Park), the Los Angeles County Road Department, and the Los Angeles County Parks and Recreation Department made possible the rapid completion of these modifications, with the result that the program was able to start on June 16.

4.2.6 Implementation

This section indicates in chronological order the sequence of events which occurred from the time an inquiry was received about the service through the trip itself.

Promotional materials concerning the demonstration service (see Section 4.2.7) indicated that interested groups should call CPC. When a call was received, a CPC staff member would first determine the group's eligibility (i.e. whether or not the group was within the target area), what information they already had about the program, and what general needs the group might have. Brief background information about the program was given over

the telephone and if the organization expressed an interest in participating, organization representatives and/or group leaders were invited to attend a leader orientation session. Orientation materials (see Appendix A) were sent to the group leaders prior to orientation sessions which were generally held during the week when a number of leaders could be conveniently bused or carpooled to the parks.

In order to reserve a bus, a minimum group size of 30 was required. When a group committed itself to the program, CPC set up the trip with RTD. This required contacting RTD at least ten days in advance of the proposed trip date. Information required by RTD included date, desired pick-up and drop-off times, group size, park(s) to be visited (either or both could be visited by a single group), and location of the group's desired pick-up/drop-off point in the target area. CPC set up a comprehensive file for each participating group including specific details of the group's proposed activities at the park, specific details of the transportation to and from the park (copy forwarded to RTD), and notification to the parks themselves containing relevant information about the group (e.g. size, time of arrival and departure, itinerary, etc.) and whether or not a ranger and/or docent was requested to meet the group. Copies of each of these forms are contained in Appendix B.

Upon receiving a trip request from CPC, RTD then planned the transportation aspects of the trip. This involved contacting the schedule department and the transportation department to arrange for a bus and driver (or more if more than one bus was requested). The schedule department then contacted the driver(s) to inform them of pick-up time and location and the full day's itinerary. As already noted, if a bus was the first scheduled to arrive at Malibu Creek Park that day, an extra driver (or supervisor) was sent to insure safe passage of all buses through the winding and narrow entrance to the park.

At the conclusion of the trip, each driver turned in a "miscellaneous memo" indicating check-out and check-in time, number of passengers, and any problems encountered (e.g. mechanical problems with bus).

4.2.7 Marketing and Public Relations

Although RTD's budget for the demonstration contained the only line item for marketing (see Section 5.3 for detailed budget information), most of the community outreach and public relations work was conducted by CPC.

Community contact and publicity was an integral and time-consuming part of the program. The key to the booked-up schedule later in the demonstration was the publicity (especially television) and the investment of staff effort in outreach.

The Commission staff began making community contacts in advance of submission of the revised grant proposal. Personal briefings with administrative staff of state legislators and local officials were held as early as February, to provide information on the pending program and to seek their early involvement. The field office of these legislators and officials supplied names and addresses of community groups and organizations; this formed the core of an extensive mailing list. Other sources of mailing lists were Los Angeles City Council offices, Congressional offices, the Regional Youth Services Planning Council, RTD's marketing department, and the Community Network staff of the Los Angeles Unified School District. Approximately 1500 contacts were made by mail.

The initial mailing consisted of three items: a cover letter, a brochure about the parks designed by CPC and produced by RTD with its grant marketing funds, and a fact sheet giving additional information about park activities and mechanics of the demonstration service. These items are reproduced in Appendix C.

Once the letter of no prejudice was received, the Commission staff began an exhaustive outreach program. Meetings were scheduled with key park and recreation departments to integrate them into the planning process and to learn from and possibly incorporate their programs. A partial list of the organizations contacted is shown in Figure 4-3. A field trip was held May 23 for these agencies. On June 6, the Commission escorted over 25 members of the Los Angeles City Recreation and Parks Department on a tour of Tapia and Malibu Creek Parks.

Participation of the Watts Labor Community Action Committee (WLCAC) was also sought, for outreach into south central Los Angeles. A presentation of this program was made on June 5 at a meeting arranged by WLCAC. Invited guests included representatives of 30 community organizations. Other presentations by the Commission on this program, and overall recreational transit planning for the National Recreation Area, were made at other coordinating organizations' meetings, including the Community Network of the Los Angeles Unified School District. After a preliminary meeting with the staff of the Community Network, the Commission and Bill Anderson of the National Park Service met with the Citizens' Advisory Committee to the Community Network on June 8, followed by a June 29 field trip for over 50 people--members of the Advisory Committee, Network staff, and special community representatives. This overview of the Santa Monica Mountains culminated in a discussion with the National Park Service and the Commission on the summer program and the future of special cultural programs to be developed using the existing parks within the National Recreation Area.

Press coverage was arranged in both area-wide and neighborhood newspapers. Releases were distributed to local officials for use in their local communities. (See Appendix D.)

The last major part of the Commission's marketing program occurred during the weekend of June 23, when the Commission staff arranged television coverage by Channel 2 (KNXT) of one of the first trips to the parks. (See Appendix D.)

FIGURE 4-3.

PARTIAL LIST OF COOPERATING
PARKS AND RECREATION DISTRICT PERSONNEL

Lynn L'Amoureux, Girl Scout Service
Angeles Girl Scout Council
2533 2. 3rd Street
Los Angeles, CA

Allen Doby, Director
Compton Parks and Recreation
600 N. Alameda Ave.
Compton, CA

Don Snavely, Director
Lynwood Recreation and Parks
3798 East Century Blvd.
Lynwood, CA 90262

Diane Holland
Director of Special Programs
Los Angeles County Parks and Recreation
155 W. Washington Blvd.
Los Angeles, CA 90015

Alonzo Carmichael
L.A. City Recreation and Parks
1330 City Hall East
Los Angeles, CA 90012

Susan Fox
Watts Labor Community Action Committee
11129 South Central Ave.
Los Angeles, CA 90059

Jack Shu
Calif. Dept. of Parks and Recreation
128 Plaza St.
Los Angeles, CA 90012

Dick Milkovich
Torrance Parks and Recreation
3031 Torrance Blvd.
Torrance, CA 90503

Al Nash, Director
Gardena Recreation and Parks Dept.
1700 W. 162nd St.
Gardena, CA 90247

Bill Anderson
National Park Service
23018 Ventura Blvd.
Woodland Hills, CA 91364

Dick Felty, Deputy Director
California State Parks
128 Plaza St.
Los Angeles, CA 90012

Madison Robinson
Inglewood Parks and Recreation
1 Manchester Blvd.
Inglewood, CA 90301

Howard Homan, Director
Carson Parks & Recreation
P.O. Box 6234
Carson, CA 90749

Al Sutton
City of Los Angeles Recreation
and Parks
3900 Chevy Chase Drive
Los Angeles, CA 90039

Valeria Carter
Angeles Council-Girl Scouts
P.O. Box 57967 Foy Station
Los Angeles, CA 90057

Mary Gibson Park
L.A. County Parks & Rec.
155 W. Washington Blvd.
10th Floor
Los Angeles, CA 90015

Domingo Delgado
Senior Citizens Coordinator
L.A. County Parks & Rec.
155 W. Washington Blvd.
Los Angeles, CA 90015

Additional publicity for the project occurred during the demonstration period. On July 20, the Los Angeles Times carried a feature article about the service that was extremely positive. In addition, several newspapers from local communities (e.g. Thousand Oaks) also carried stories about the service. Finally, an in-depth story on the program was planned for broadcast by KCET, a local affiliate of the Public Broadcasting System.

4.2.8 Labor Relations

No major substantive problems occurred with SCRTD's union (Amalgamated Transit) as a result of instituting the demonstration service. Drivers were assigned either as part of their regular shift assignments, or if extra drivers were needed, in accordance with union rules drivers were drawn from the "extra-board shake-up list." This is a standard procedure by which RTD drivers bid on extra work.

If an extra driver was used, (s)he received time-and-a-half for the entire trip. Otherwise, drivers received regular wages for up to eight hours, and time-and-a-half for overtime. In most instances, groups stayed at the parks long enough for drivers to draw some overtime pay. In several instances, trip lengths exceeded the maximum allowable work hours for drivers--10 hours and 59 minutes. When this occurred (itineraries permitted anticipation of occurrence), a back-up driver was sent to finish the trip.

Quantitative information on labor costs of the service is presented in Section 5.3. A discussion of economic problems incurred by RTD as a result of trip procedures and union rules appears in Section 6.3.1.

5. RESULTS

Based on the data collection activities outlined in the previous chapter, the results of the demonstration are reported in this chapter. Findings are keyed to the evaluation issues identified in Section 2.5 of Chapter 2. The chapter is organized into three sections. The first section focuses on travel behavior, including all issues relating to demand for the service. This information comes from RTD's operating information and parts of the two surveys--RTD's on-board survey of participants and CPC's telephone survey of group leaders. CPC's group files were also of use in documenting travel behavior.

The second section addresses supply elements, including all aspects of user perceptions, attitudes, and (dis)satisfaction with the demonstration service. The bulk of this information is derived from the two surveys. Other sources of information for this section include CPC's group leader debriefing session and management interviews.

The third section details productivity and economic issues related to the demonstration service, including operational effectiveness, costs attributable to the service, and marketing effectiveness. This information comes from RTD cost records, RTD maintenance records, and management interviews with project directors from both RTD and CPC.

The final evaluation issue--exogenous factors--is deferred to the discussion of transferability (Section 6.2) in the next chapter.

5.1 TRAVEL BEHAVIOR

Issues relating to demand for the demonstration service can be broken down into the level of usage, characteristics of participants, and activities engaged in at the parks.

5.1.1 Level of Usage

A total of 55 groups used the recreational transit service during the demonstration period which lasted 10 weekends from June 16-17 to August 18-19. Forty-seven groups used a single bus, while seven groups required two buses and one group required three. Thus 64 bus trips were operated. With a total of 2408 passengers, the average bus carried 38 passengers--just seven short of capacity. Of the 52 groups responding to CPC's telephone survey, 22 visited Malibu Creek State Park only, eight visited Tapia County Park only, and 22 visited both parks on the same day. Thus Malibu Creek Park was the more popular park, but not by an overwhelming margin.

Approximately 215 of the participants were group leaders, many employees of parks and recreation districts, others simply designated as leaders for the trip. Most groups had three or fewer leaders, but larger groups had more--some in excess of 10.

Origin of participants ranged throughout the demonstration target area, although the bulk of the participants were from the eastern half of the area. Figure 5-1 is a map of the target area divided into nine subareas, showing the percentage of participants from each of the subareas. These data are based on RTD's on-board survey (45% completion rate). It can be seen that 44% originated either in East Los Angeles (Zone 2) or Huntington Park-Lynwood (Zone 3). The two other major areas of origin were West Adams (Zone 6--19%) and South Central Los Angeles (Zone 9--15%). The other five subareas accounted for the final 22% of the trip origins. Based on these statistics, it would appear that the marketing efforts employed by CPC were largely successful in attracting groups from the most heavily transit-dependent areas of East Los Angeles. This was a major objective of the demonstration.

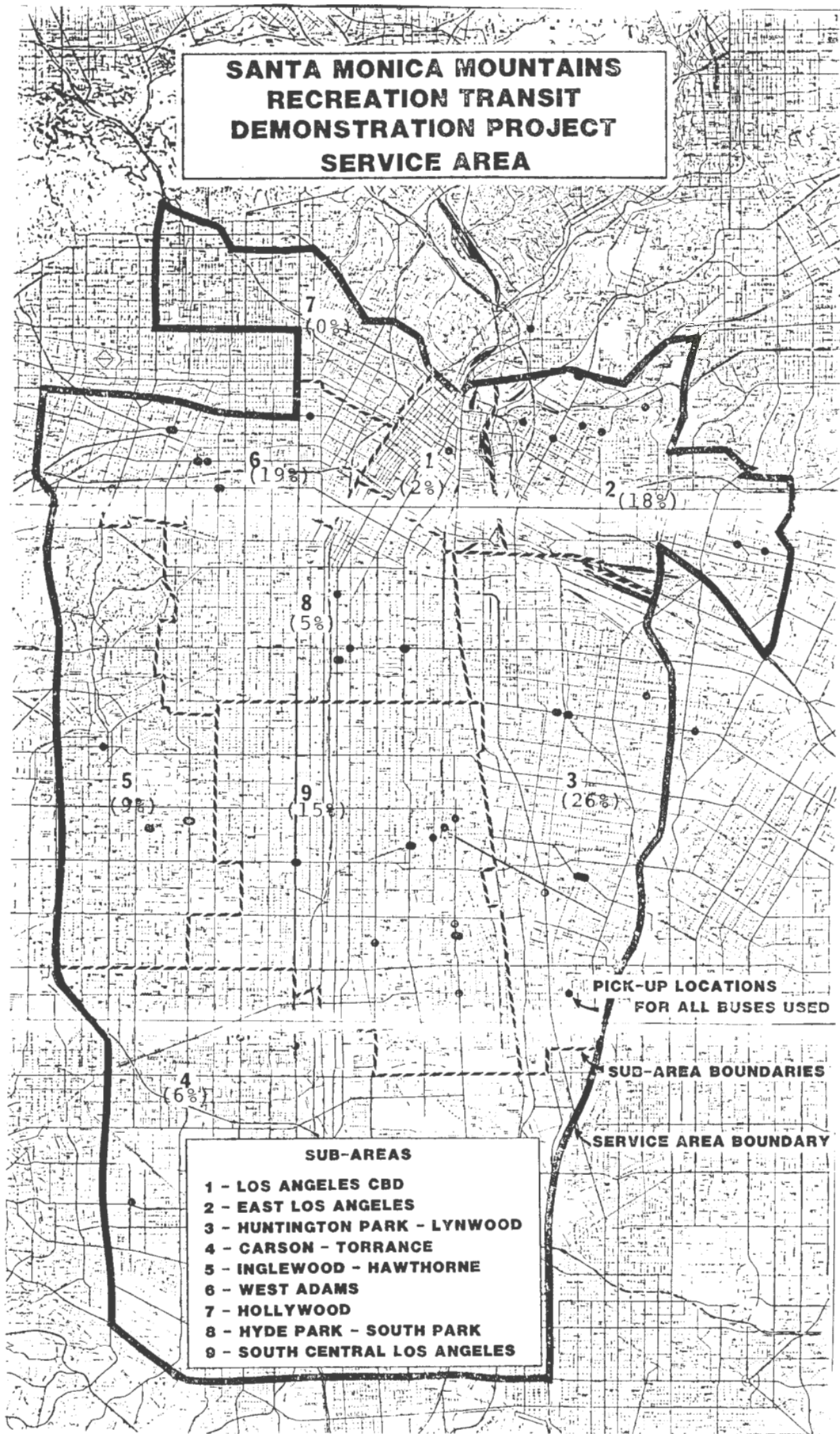


FIGURE 5-1. PARTICIPANT ORIGIN
55

Table 5-1 contains RTD's basic operating information for the complete 10-week demonstration. As noted earlier, five buses were generally available for operation. Of the 20 weekend days of operation, five were "sold out" (all five buses scheduled); eight had four buses scheduled; and seven had three or fewer scheduled (several cancellations and several overly large groups account for minor differences between buses scheduled and buses actually used). Many of the days with four buses scheduled would have had the fifth bus in operation if a decision had not been made by CPC to limit the number of buses at Malibu Creek Park to four at any one time, due to staff limitations. Most of the "underdemand" was at the beginning of the demonstration, as previously noted. In fact, for the last seven weeks, only one day had fewer than four buses scheduled. Thus demand for the service was extremely high.

There is little doubt but that expansion of service would result in an increase in usage. This is evidenced by a large number of "trips denied" for those organizations on CPC's waiting list that could not be accommodated. This list contained about 50 entries, but in fact was considerably larger as once it reached such proportions (about halfway through the demonstration), further requests were given an immediate response that there was no more space available and names were not even recorded on the waiting list. In addition, CPC's posttrip survey revealed that all but one of the groups wanted to reserve another bus during the demonstration period to return to the parks. This was usually impossible unless, as in the case of the Lynwood Parks and Recreation District, who made four trips to the parks, all reservations were made early in the demonstration period. Every

**TABLE 5-1. SANTA MONICA MOUNTAINS
RECREATION TRANSIT DEMONSTRATION PROJECT
OPERATING INFORMATION**

<u>DATE</u>	<u>GROUP NAME</u>	<u>Buses Sched</u>	<u>Buses Used</u>	<u>Pass.</u>	<u>Pass. Survey Range</u>	<u>Total Surveys</u>	<u>Veh. Hrs.</u>	<u>Oper. P. Hrs.</u>	<u>Ext. Oper. P. Hrs.</u>	<u>Super- visor P. Hrs.</u>	<u>Total Act. P. Hrs.</u>
6/16	W.L.C.A.C.	1	1	32			8:16	9:02		8:00	
6/17	Torrance P&R	1	1	13			9:20	10:38		8:00	18:38
6/23	Inglewood P&R	1	1	51			8:45	9:45		8:00	17:53
6/24	Queen Ann Park	1	1	41			9:55	11:30		8:00	19:30
6/30	Amer. Youth	1	1	29	0001-0020	20	9:53	11:27	11:27		22:54
7/7	Hunt.Pk. Girl Scout	2	2	70	0021-0056	36	17:20	19:16			
	Lynwood P&R	1	1	47	0057-0083	27	9:00	9:53	10:45		62:22
	Huntington Pk. Rec.	1	1	44	0084-0109	26	8:40	9:38			
7/8	Gardena P&R	1	1	34	0110-0127	18	9:01	10:09			
	La Roca Eterna	1	1	40	0128-0154	27	8:10	8:53	11:30		45:10
	Queen Ann Park	1	1	49	0155-0177	23	9:55	11:30			
7/14	Girl Scout Center	1	1	34	0178-0208	31	9:05	10:15			
	Sr. Cit. Bus Gardena	2	2	66	0209-0236	28	14:54	16:00	13:17		56:40*
	Friends	2	1	18	0237-0257	21	9:55	11:45			
7/15	Behavioral Guidance	1	1	31	None	0	8:25	9:15	9:15		20:27*
	Upward Bound	2	0								
	S. Antonio Youth	1	0								
7/21	Southside Palace	1	2	95	0258-0273	16	18:30	21:00			
	Lynwood P&R	1	1	51	0274-0306	33	9:00	10:08	10:30		61:47
	St. John's	1	1	53	0307-0329	23	7:05	8:00			
	1st Church of Deliver.	1	1	52	0330-0349	20	9:15	10:30			
7/22	Queen Anne Pk.	1	1	37	0350-0372	23	9:55	11:30			
	Richard Alatorre	1	1	27	0373-0391	19	10:25	12:15	9:08		47:54
	St. Agatha's	1	1	38	0392-0418	27	8:30	9:08			
	Sugar Ray's Found.	1	1	29	0419-0437	19	9:05	10:15			
7/28	Cypress Pk. Lib.	1	1	32	None	0	10:05	11:45			
	Trial #1	1	1	45	0438-0461	24	9:05	10:15			
	Trial #2	1	1	34	0462-0482	21	9:05	10:15	11:54		75:55
	City of Bell	1	1	52	0483-0519	37	10:10	11:53			
	Cub Scouts 162-C	1	1	28	0520-0543	24	9:00	9:30			

*Estimated

**TABLE 5-1. SANTA MONICA MOUNTAINS
RECREATION TRANSIT DEMONSTRATION PROJECT
OPERATING INFORMATION Cont.**

DATE	GROUP NAME	Buses Sched	Buses Used	Pass.	Pass. Survey Range	Total Surveys	Veh. Hrs.	Oper. P. Hrs.	Ext. Oper. P. Hrs.	Super- visor P. Hrs.	Total Act. P. Hrs.
7/29	Brownson Sr. Ctrs.	1	1	41	0544-0576	33	9:15	10:30			
	Kingdon Hall	1	1	37	0577-0602	26	9:05	10:15			
	Cub Scouts 83-C	1	1	43	0603-0618	16	8:45	9:45	17:45		75:54
	59th St. Club	1	2	98	0619-0646	28	15:00	16:00			
8/04	Gardena Sr. Citizens	1	1	34	0647-0663	17	7:45	8:15			
	Lynwood P&R	1	1	47	0664-0696	33	9:00	10:08	11:45		61:04*
	Bethal Baptist	1	1	44	0697-0728	32	10:30	12:23			
	City Terrace Church	1	1	54	0729-0752	24	10:45	12:45			
8/05	Wabash Rec. Center	1	1	27	0753-0763	11	9:15	10:30			
	Victory Teen Post	1	2	80	None	0	18:30	21:00	13:23		71:58*
	Bell Gardens	1	1	58	0764-0787	24	8:45	9:45			
	Westside NAAP	1	1	37	0788-0816	29	9:15	10:30			
8/11	St. Martins	2	2	70	0817-0842	26	20:30	24:00			
	Huntington Park Rec.	1	1	39	0843-0863	21	9:15	10:30	12:45		72:31*
	International Sr. Ctr.	1	1	34	0864-0894	31	7:45	8:15			
	Lynwood P&R	1	1	43	0895-0899	5	9:00	10:08			
8/12	Volunteers of Amer.	1	1	16	0900-0915	16	9:15	10:30			
	Eastmont Comm. Ctr.	1	1	46	None	0	9:15	10:30	11:15		57:11*
	Westminister Assoc.	1	1	31	None	0	8:15	9:00			
	South Central NAAP	1	1	37	None	0	9:15	10:30			
8/18	W.L.C.A.C. Sr. Ctr.	1	1	25	0916-0931	16	8:15	9:00			
	Jimmy Porter	2	2	64	0932-0980	49	20:30	24:00	12:00		69:46*
	St. Martins	1	1	37	0981-0994	14	7:15	8:00			
	Lynwood P&R	1	1	50	0995-1015	21	9:00	10:08			
8/19	Southeast Legal Aid	1	1	9	1016-1018	3	8:45	9:45			
	St. Peters	1	1	53	1019-1038	20	8:15	9:00	14:10		76:09*
	Inglewood Assoc.	3	3	83	1039-1085	47	30:45	36:00			
TOTALS		64	2,408		1,085	580:49	657:00	180:47	32:00	950:45*	

2,014 pass. given surveys, 53.9% returned

*Estimated

group indicated they would use the service again next year if it were offered. All but one of the groups indicated they would participate in the service if it were offered at a different time of the year. Sixty-four percent of the groups indicated they would participate in the service if it were offered on weekdays. Eighty-three percent would plan a trip to another location in the Santa Monica Mountains if it were available. Seventy percent felt that their members would use a regularly scheduled bus line to the parks if such a service were available. And finally, 62% of the groups indicated they would participate in the recreational program at the parks even if they had to provide their own transportation. The same number indicated that members of their group would probably return to the area on their own after their trip.

5.1.2 Characteristics of Participants

Table 5-2 shows a demographic profile of individual participants in the demonstration service. Participation was primarily youth-oriented and surprisingly dominated by females (62%), although just eight groups were mostly female while 34 were mixed. Of those indicating their age group (93%), 40% were under 16. Although this age group was not further subdivided, it was estimated by Commission personnel that about 21% were 13-15, 12% were 10-12, and 8% were under 10 years old. In addition, many of the 7% failing to answer this question and bulk of those not filling out the questionnaire at all were probably mostly in the younger age group. The next largest group by age were senior citizens--15% were over 61. The remaining 45% were evenly distributed across the 16-61 age groups.

Further support for the transit dependency of participants comes from income figures: Of the 63% responding, 36% reported annual household incomes of under \$5,000 and another 19% between \$5,000 and \$10,000. Forty-five percent indicated annual incomes of over \$10,000. Caution is advised in relying on the accuracy of these figures with so many young people in the survey who would not know household income. This probably produced an upward bias for the first response--the under \$5,000 category (see discussion in Appendix E).

TABLE 5-2.
DEMOGRAPHIC PROFILE OF PARTICIPANTS

<u>Sex</u>		<u>Income</u>	
Male	38%	Under \$5,000	36%
Female	62	\$5,000-\$9,999	19
		\$10,000-\$14,999	13
		\$15,000-\$19,999	10
		\$20,000-\$24,999	8
		Over \$24,999	14
<u>Age</u>		<u>Automobile Ownership</u>	
Under 16	40%	No cars	16%
16-19	11	One car	38
20-29	12	Two or more cars	46
30-39	10		
40-49	6		
50-61	6		
Over 61	15		

RTD Ridership

20 or more days a month	20%
10-19 days a month	11
1-9 days a month	22
Less than one day a month	47

Source: RTD On-Board Survey

Sixteen percent of the responding participants indicated that there were no automobiles in their families--well below the Los Angeles average. It is interesting to note that 46% indicated ownership of two or more cars.

Finally, with respect to transit ridership, 20% of these responding indicated that they ride RTD 20 or more days a month, 11% ride 10-19 days a month, 22% ride 1-9 days a month, and 47% ride less than one day a month. Again, this level of ridership is above the average for RTD's entire service area.

Participation was widely distributed among different types of groups. Twenty-two percent participated through park and recreation centers, while 21% were from church organizations. Other types of groups participating frequently were senior citizens organizations (14%) and neighborhood associations (13%). The remaining 30% was scattered across community youth programs, Girl Scouts, community family programs, schools, Cub Scouts, youth counseling centers, and adult counseling centers. Group sizes ranged from as few as nine to as many as 94, although most were between 30 and 55.

It is also of value to note that participants in the demonstration service were infrequent visitors to the Santa Monica Mountains before the service was available. In response to the question on the RTD survey, "Where do you usually go for recreation during the summer?", neighborhood parks were checked by 37% of the respondents, recreational parks such as Disneyland or Magic Mountain by 35%, beaches by 34%, parks outside the neighborhood by 20%, other mountain areas by 18%, and the Santa Monica Mountains by only 7%. This is consistent with the contention underlying the need for such a service, that the Santa Monica Mountains as a recreation area is essentially unavailable to a large portion of the residents of metropolitan Los Angeles. It should be added, however, that 50% of the respondents indicated that they usually drive to their summer recreation destinations, and another 30% ride with others, while just 20% take the bus. Thus it would

appear that transit dependency alone is not the reason for lack of use of the Santa Monica Mountains. In fact, distance is probably a major factor, as the mountains are more than 35 miles from most points in the demonstration target area.

While analysis of actual changes in the composition of park users is beyond the scope of this evaluation, it is important to note the sharp contrast in virtually all geographic and demographic characteristics between participants in this demonstration and the "typical" pre-demonstration visitor to either park.

Should the subscription service be continued next year, it is obvious that the same pattern will emerge. Also, should transportation from target areas with similar profiles to those included this year be offered on a fixed-route/fixed-schedule basis as originally intended, the parks might see increased use by transit dependents as mandated by the regulations for the establishment of the National Recreation Area. Follow-up park user surveys could be used to measure any such increases.

5.1.3 Park Activities

Activities engaged in while at the parks generally conformed to availability as described in Section 3.2. Table 5-3 lists the major activities at the parks and the percentage of participants engaging in each activity. As the percentages sum to far more than 100%, it is readily apparent that multiple activities were pursued by most participants. In fact, five or six activities were not uncommon. Percentages engaging in specific activities varied according to the type of group, especially where age differences were involved. Thus the most common activities for participants under 16 were hiking (77%), swimming (52%), picnicking (48%), and taking nature walks (39%). For senior citizens (62 and over), major activities included picnicking (66%), relaxing (54%), hiking (38%), and taking nature walks (37%).

Table 5-3 also shows pre-trip expectations of activities that would be engaged in at the parks. It can readily be seen that

TABLE 5-3
PARK ACTIVITIES

<u>Activity</u>	<u>Percent Engaging</u>	<u>Percent Expecting to Engage</u>
Hiking	67%	58%
Picnicking	57	53
Relaxing	41	41
Nature Walks	38	38
Swimming	34	35
Playing Games	25	32
Watching Wildlife	22	24
Fishing	12	17
Boating	2	5

(N=1,083)

expected and actual activities correspond extremely closely. This is one indication of the success of CPC's pre-trip orientation activities in preparing leaders and participants for what to expect from their day at the parks. The only real discrepancy seems to be with respect to hiking--fewer participants expected to hike than actually did. This was uniformly true across group type and age group and was reflected in comments about what was liked and disliked and what changes might be made. Part of the discrepancy may be due to misconceptions about the guided tours (docent walks) at Malibu Creek Park. Eighty-five percent of the groups took such a tour. For some, this probably involved more walking than they had anticipated, leading them to check the box marked hiking on the questionnaire in addition to the box marked nature walk. Analysis of these perceptions and the various orientation activities offered by CPC will be presented in the next section of this chapter.

5.2 SUPPLY ELEMENTS

Perceptions of the demonstration recreational transit service were overwhelmingly positive by virtually everyone involved. This is amply demonstrated in responses of users to the RTD on-board survey, of group leaders to the Commission Telephone Survey, and of organizational leaders in personal interviews conducted by the evaluation contractor.

Overall perceptions about the service can be subdivided into perceptions of the transportation, the parks, the pre-planning activities, and what changes would be desirable.

5.2.1 Transportation Service

In general, participating groups were extremely satisfied with the transportation to and from the parks provided by RTD. The bus arrived at the pick-up point on time 89% of the time. When it was late, in only two instances was it late by more than half an hour. These cases tended to arise when a mix-up occurred over the location of the pick-up point. In a few cases, groups did not understand the requirement that pick-up must be at a regular RTD bus stop, and as a result were waiting at one place while the bus was waiting at another. Fortunately, this was an infrequent occurrence.

Loading and start-up proceeded efficiently in all but a few instances (probably when the bus or the group was late in reaching the designated pick-up point). The ride was characterized as pleasant and comfortable for 90% of the groups. When it was judged to be uncomfortable it was due to lack of air conditioning or because the bus was "old." In fact, buses selected for this service by RTD were old (see Section 4.2.4), but were judged to be better suited to the narrow entrance to Malibu Creek Park than most of the newer buses in RTD's fleet.

In general, buses easily accommodated all equipment brought to the parks by groups. When this was not the case (14%), it was generally due to a misunderstanding about what was

appropriate to bring to the parks. For example, contrary to information disseminated by CPC, several groups brought large, bulky coolers to Malibu Creek Park. While this actually posed more of a problem at the park than on the bus (some walking was required of all groups, even to the nearby picnic area by the creek), its occurrence was reflected in responses to this question on CPC's survey. For the 34 groups that went to both parks, no problems were encountered loading or unloading for the shuttle between the parks.

Additional open-ended comments solicited about the bus operation or the driver yielded a large number of responses (65%) that the driver was nice. In just one instance was a complaint made about the driver (who in fact was drunk, and left somebody behind at the park!). Few other open-ended comments were made about the transportation aspects of the service in either the CPC or the RTD surveys.

Pricing was generally perceived as very fair, and in fact was considered an incentive to use the service by 87% of the groups. Ninety-six percent of the groups indicated they would use the service again if the round trip bus fare remained at \$1.00 per person. However, if the fare were raised to \$1.50 to \$2.00 per person, only 44 percent of the groups said they would use the service again, and if the fare increased to \$2.50 to \$5.00 per person, just 8% said they would use the service again.

This seemingly high degree of price elasticity would seem to be a warning that a continuing service to the parks, especially on a fixed-route, fixed-schedule basis would have to be heavily subsidized (as this demonstration was) to avoid incurring heavy losses (see the next section for specific cost information). However, it should be pointed out that in interviews with group leaders and representatives of participating organizations, a different picture emerged. Most were elated at the \$1.00 price, indicating it was much lower than many of the other organized trips taken by their groups to places such

as Disneyland or Magic Mountain (generally in the \$5 to \$10 range per person). Their satisfaction with the park trips in the Santa Monica Mountains seems to indicate that a considerable increase in price would have to occur before a significant decrease in demand would be observed. While these two pieces of information contradict each other, it may well be that the questions about price in CPC's post-trip survey biased respondents against condoning a higher price on the presumption that doing so might very well be the catalyst for such an increase.

5.2.2 Park Perceptions

All three methods of data collection from participants--the CPC group leader survey, the RTD on-board participant survey, and management interviews--yielded overwhelmingly positive reactions to the parks. This was especially true for Malibu Creek Park, which offered the most varied activities, and the greatest contrast to the kinds of recreation most often engaged in by those in the target areas of metropolitan Los Angeles.

In an open-ended question concerning the most enjoyable parts of the trip to the parks, group leaders responded swimming (37%), hiking (33%), and picnicking (25%), as well as the creek at Malibu, the nature walk, fishing, and simply the entire day. On the other hand, in response to the opposite question, concerning the least enjoyable part of the trip, 33% replied that nothing was unenjoyable. The second most frequent response to this question was hiking--29%. This was probably due to a combination of factors including pre-trip expectations of less hiking, heat, and increased difficulties for group leaders when those under their responsibility (especially young children) became excessively tired. Other negative comments were rare, but included the lack of warning about yellow jackets, unhappiness with the docent walk, the mud

bottom creek at Malibu, the picnic, not getting to see the movie sets, having to go to Tapia when Malibu was closed due to fire danger, and the lack of things to do at Tapia.

Responses to similar questions on the RTD survey of all participants provoked a similar pattern of responses. When asked what was liked most about the parks and the RTD service to them, 15% responded the bus driver and/or ride, 14% responded the lake or creek at Malibu, 9% responded the scenery, 9% responded the hiking, and 6% responded "everything." Twenty-eight percent gave a wide variety of other responses, and 19% did not respond at all. When asked what they liked least about the parks and the RTD service, 15% responded bees and insects (one of the few problems unanticipated by CPC in preparing pre-trip materials), 11% walking and 4% lack of facilities. Twenty-one percent gave other responses, 14% said they liked it all, and 35% gave no response (undoubtedly indicating in many instances that they had no complaints at all).

Seventy-six percent of the groups indicated that they had no difficulties at all with park facilities. Problems listed by the others included the need for more and better restroom facilities at both parks, wider availability of fresh water at Malibu Creek Park (in fact, groups were warned repeatedly of the necessity of bringing their own water to Malibu), and more picnic tables at Malibu.

Of the 44 groups responding to the CPC survey that participated in the guided walk with a docent, 39 indicated it was a positive experience. Reasons were not solicited from those who did not react positively to the docent. However, other sources of information indicated that the overly large size of some of the groups, and a feeling of "regimentation" in a few instances were the main reasons.

Finally, when asked for a choice of recreational places to go by bus, respondents to the RTD on-board survey selected Magic Mountain as their number one choice (17%), followed by

other parks or lakes (14%), the Santa Monica Mountain Parks (12%), the beach (9%), and Disneyland (5%). Riding time to reach such destinations by bus did not appear to present major problems, as only 26% indicated that they would not be willing to ride for more than an hour. Forty-seven percent indicated a willingness to travel between one and two hours, and 27% would be willing to ride in excess of two hours. The trip to the two demonstration project parks required about one hour from most locations in the central, south central, and east central sections of Los Angeles.

5.2.3 Pre-Planning Activities

As described in Section 4.2.3, CPC offered extensive planning activities for groups prior to their trip to the parks, in order to acquaint them with the many activities available, the rules and regulations of the parks, and pre-trip preparations necessary to assure a successful outing. These activities were of four major forms:

1. A telephone conversation with a CPC staff member to outline reservation procedures, supplement information in the original mailer about the parks and the transportation service, and answer questions;
2. A leader training kit mailed to each group making a trip reservation (see Appendix A);
3. Training sessions for group leaders involving a trip to the parks prior to the group trip; and
4. An orientation session for participants at a place of their choice, usually where their groups would generally meet (e.g., at a playground, youth center or church).

Both orientation activities were voluntary, although CPC strongly encouraged that at least one group leader attend a training session. If this was not possible, CPC staff made every effort to supplement leader training materials in person or by telephone. It is not an overstatement to say that each

and every group received its own individual pre-planning package designed to meet its special desires and requirements for maximal understanding, safety, and enjoyment of the parks.

It is not surprising that planning activities were perceived extremely favorably by participants, group leaders, and other organization staff involved in planning the trips. Ninety-two percent of the groups found the trip reservation system easy to use. When difficulties were encountered, it was generally due to the ticketing procedure (groups were sent tickets prior to the day of the trip to avoid exchange of money when boarding the bus) which occasionally fouled up and tickets had to be delivered at the last minute. Eighty-nine percent indicated they had adequate time to plan the trip and sign up participants-- both time consuming activities which might have been considerably more problematic without the assistance of CPC staff. The leadership training kit was perceived as clear and adequate for planning purposes by 90% of the groups. Reasons for a negative response to this question were not solicited.

Of the 31 groups sending at least one leader to the parks for pre-trip leadership training, all but one found this activity helpful. Of the 24 groups which scheduled a pre-trip orientation session for participants, all 24 felt that this session gave a clear sense of what to expect and how to use the parks. Seventeen of the 28 groups that did not have a pre-trip orientation session (many were simply unable to schedule such a session) indicated after their trip to the parks that this planning activity would have improved their recreational experience.

5.2.4 Desired Changes

CPC included several open-ended questions in their group leader survey concerning how things might have been done differently or what changes should be made if the service were

to be offered again. These were in addition to questions about specific changes discussed elsewhere such as weekday service, service to different areas, and fare changes.

With respect to pre-planning activities, 29 of the 52 groups responding to CPC's telephone survey indicated no changes should be made, and another six groups did not offer any response to the question. Proposed changes suggested by the other 17 groups were widely varied with no single change receiving more than three mentions. Suggestions included making more activities available, making more facilities available, revising the ticketing procedure, giving more time to groups to solicit participants, providing better maps, notifying groups in advance of park closure due to fire danger (this was not possible), matching activities better for particular groups, and mixing children from different groups for some activities.

With respect to the bus service, seven different suggestions were made by 21 groups (the remainder advocated making no changes or did not answer the question at all). The most frequent suggestions were that the pick-up points be better coordinated (eight groups) and that newer buses be used (six groups). Other suggestions included more storage space on the bus, larger buses, free buses, restroom facilities on the bus, and better handling of tickets.

Twenty-nine suggestions were made for improved park facilities by 26 different groups. Most frequent among these was the need for more bathrooms (14 groups, mostly with young children). Other suggestions included adding more picnic facilities at Malibu Creek Park, better defining areas for games at Malibu, offering boating and horseback riding at Malibu, and allowing overnight camping.

With respect to support services, such as docents or nature/environmental education programs, fewer changes were suggested. The only change mentioned by more than one or two groups was that a greater effort should be made to involve

kids in park activities. One way of doing this would be to offer nature crafts activities. Other suggestions included a shorter, more structured hike, or even a self-guided tour; placing more emphasis on environmental aspects at the parks; and placing more emphasis on pre-trip orientation (it is hard to imagine why the last suggestion was made in light of the heavy emphasis on this activity.)

The final question on CPC's questionnaire asked for any other general comments or impressions. Most responses here were that the entire day was rewarding and fun. Other comments included suggestions that more advertising would result in greater awareness of the Santa Monica Mountain Parks* and that trips should be scheduled in the spring**.

In addition to these changes, management interviews and the final post-trip "debriefing" session with group leaders uncovered a concern over liability insurance. While many of the groups had their own insurance, and liability insurance while travelling to and from the parks was provided by RTD, uninsured groups suggested that CPC or the parks themselves acquire a (short term) liability policy to cover accidents occurring at the parks. These groups indicated they would be willing to help pay for such insurance in the form of an addition to the bus fare. By the time this concern surfaced, it was too late to do anything about it for 1979 service.

Finally, Bruce Eisner and Sonya Thompson, the two CPC planners most intimately involved in the planning and conduct of the demonstration service, indicated that if they "had to do it all over again," they would try to further improve pre-trip participant orientation and leader training sessions, and

*In fact, no media advertising was used at all--see the next section for an appraisal of marketing efforts.

**This was in fact the original intention and will be proposed for future service--see Section 6.4.

would try to get more help (paid or volunteer) at the parks to take some of the burden off an over-worked Commission Staff.

5.3 PRODUCTIVITY AND ECONOMICS

While the Santa Monica Mountains Recreational Transit Service was highly successful in terms of demand and satisfaction, it did not fare as well with respect to operational efficiency and cost. This section will discuss these issues under three headings--Operational Effectiveness, Cost Effectiveness and Marketing.

5.3.1 Operational Effectiveness

RTD's basic operating information for this service is presented in Table 5-1. As already noted, a total of 64 trips were made carrying 2408 passengers for an average of 38 passengers per trip--7 short of capacity. However, this average is a bit misleading as many of the buses were crowded beyond capacity. Twelve of the buses carried fewer than 30 passengers and another 17 carried 30 to 35 passengers. On the other hand, 17 buses carried more than the 45 passenger capacity.

Thus loads varied markedly from one trip to another, a problem anticipated by CPC and RTD staff, but often a difficult problem to solve. In extreme cases buses were either cancelled altogether or groups were too large to fit on the number of buses reserved. The former was not a major problem for RTD as regularly scheduled operators were diverted to other duty. However, unless cancellations were made well in advance, CPC was unable to reschedule groups from the waiting list and buses went unused. This happened three times (involving four buses). Because RTD was always able to shift operators to other duty, no charges were made to the project operating budget in such cases.

The latter problem--overly large group sizes--was more of a problem for RTD. On three occasions the bus sent to pick up

a group could not accommodate the entire group. When this occurred, RTD had to send for another bus and driver, a time consuming and costly procedure.

Other operating problems experienced by RTD have been discussed elsewhere in this report. These include the problems of pick-up and drop-off created by RTD's legal restriction against operating a charter service, and the unforeseen necessity to post an extra operator at the entrance to Malibu Creek State Park for purposes of safety in negotiating the narrow, winding entrance road (see column labeled "Extra Operator Pay Hours" in Table 5-1).

5.3.2 Cost Effectiveness

Table 5-4 presents a summary of incremental costs for the direct operation of the demonstration service on a per bus basis. The Table is divided into two halves--Anticipated Costs and Actual Costs. Cost items include operator pay hours, operator fringe benefits, direct operating supplies (e.g., uniforms, schedules--allocated on the basis of vehicle miles), overhead, and liability insurance (also allocated on the basis of vehicle miles). Overhead, allocated as 10% of the first three items (operator pay, fringe benefits, and direct operating supplies), includes both variable maintenance costs and operating components (e.g., dispatcher time). For a service employing part-time use of buses, these items are extremely difficult to isolate. For purposes of comparison, RTD includes an overhead allocation of 89% of the same three items in determining the operating costs of its regular fixed-route service.

Anticipated costs, totaling \$190 per trip, were estimated to determine the operations element in the budget for the demonstration. It can be seen that even at this figure, maximum revenue of \$45 per trip (\$1.00 per passenger times 45 passengers) covers less than 25% of the costs, well below the 40% systemwide average RTD is mandated and the 46% average it is currently maintaining. At \$234 per trip (the actual estimate of incremental costs), revenues cover just 19% of costs--a figure far too low

TABLE 5-4. INCREMENTAL OPERATING COSTS PER TRIP

	<u>Anticipated</u>	<u>Actual</u>
Operator Pay Hours	11.17	14.83
Vehicle Miles	120	110
Operator Wage Rate	\$8.38	\$8.38
1. Direct Labor		
Pay Hours x Wage Rate	\$93.58	\$124.44
2. Operator Fringe Benefits		
42% of Item 1	39.30	52.26
3. Direct Operating Supplies		
19.0¢ x Vehicle Miles	22.80	20.90
4. Overhead		
10% of Items 1,2,3	15.57	19.76
5. Liability Insurance		
15.5¢ x Vehicle Miles	<u>18.60</u>	<u>17.05</u>
TOTAL	\$189.85	\$234.41
Summary Measures:		
Cost per Vehicle Mile	<u>\$1.58</u>	\$ 2.13
Cost per Vehicle Hour	NA	\$25.83
Cost per Passenger	\$9.59	\$ 6.23

for RTD to consider continuing the service on its own without raising the fare substantially. To reach the 40% level, round-trip fare to the parks would have to be \$2.10 based on a 45 passenger capacity, or \$2.50 based on the 38 passenger average achieved during the demonstration.

The major difference between anticipated and actual costs is in average operator pay hours (14.8 actual vs. 11.2 anticipated), and is due almost entirely to the extra operator needed at the entrance to Malibu Creek State Park. Had this operator not been necessary, pay hours would have been lower by approximately 3.0 hours per trip, yielding an actual figure of 11.8 which is quite close to the anticipated amount.

The only other difference between actual and anticipated costs is the 10 mile overestimate of vehicle miles (110 actual vs. 120 anticipated). This subtracted just \$3.45 from the total cost per bus, coming from allocated direct operating supply costs and liability insurance costs. It should be noted that no increase in insurance premiums was experienced as a result of the demonstration service (in fact, RTD is self-insured), nor were any accident claim settlements awarded.

Table 5-4 also presents three summary measures of operating costs. For reasons stated above, average cost per vehicle mile was substantially higher than anticipated (35%). This would also be true for cost per vehicle hour, although no direct estimate of anticipated vehicle hours was made since this figure is not used in the operating cost formula. However, due to the substantially higher than anticipated number of passengers per bus (2408 passengers on 64 buses versus 1900 passengers on 96 buses), the cost per passenger was 35% lower than anticipated. This is somewhat misleading in that the estimate of 1900 passengers was originally made assuming fixed-route service and was never revised for the subscription service.

The complete (revised) budget for the demonstration is presented in Table 5-5. The format of this table is the same as for Table 5-4: the first set of figures represents what was budgeted, while the second set represents what was actually spent.

TABLE 5-5. DEMONSTRATION BUDGET

	<u>Anticipated</u>	<u>Actual</u>
Planning Department		
Labor	\$4,000	\$4,000
Overhead	4,440	4,440
Other Direct Costs	500	500
Department Total	\$8,940	\$8,940
Marketing Department		
Labor	\$1,000	\$1,000
Fringe Benefits	380	380
Marketing Material	2,500	2,500
Department Total	\$3,880	\$3,880
Schedule Department		
Scheduling		
Labor	\$1,500	\$2,630
Fringe Benefits	570	1,000
Data Collection		
Labor	2,000	-0-
Fringe Benefits	760	-0-
Department Total	\$4,830	\$3,630
Operating		
Labor and Other Direct Costs	\$18,230	\$15,040
Subcontract to SMMCPC	<u>\$10,000</u>	<u>\$10,000</u>
Subtotal	\$45,880	\$41,490
General and Administrative (6½%)	<u>\$ 2,980</u>	<u>\$ 2,700</u>
Subtotal	\$48,860	\$44,190
Contingency (10%)	\$ 4,890	\$ 4,420
Subtotal	<u>\$53,750</u>	<u>\$48,610</u>
Revenue	<u>(\$1,900)</u>	<u>(\$2,410)</u>
Project Total Net Cost	<u>\$51,850</u>	<u>\$46,200</u>

Looking at the individual entries, actual planning and marketing costs were as anticipated. The bulk of the marketing expenditures were for the brochure that was included in the initial promotional mailing from CPC (see Appendix C). Total scheduling costs were approximately \$1200 less than budgeted costs and were allocated differently to the two major components-- scheduling and data collection. Originally, the service was to operate on fixed schedules over several fixed routes. The data collection budget was established to perform time checks as well as to administer an on-board survey. When the change to a subscription service was made, time checks were no longer necessary. In addition, the survey was done much more cheaply than anticipated as it was administered by group leaders, eliminating the need to hire survey workers. As a result, virtually no funds were spent by RTD on data collection. However, the subscription service made scheduling substantially more difficult. Funds were therefore shifted within the schedule department from data collection to scheduling.

Direct operating costs were approximately \$3200 less than budgeted. This is due to the fact that despite the higher than expected costs of operating each bus, just 64 trips were made, while 96 were allocated.

The subcontract to CPC remained at \$10,000. It should be made clear, however, that this figure is unquestionably an underestimate of the actual amount spent by the Commission for its contributions to the demonstration. Much of the additional expenditures was in the form of volunteer overtime labor on the part of the CPC staff as noted elsewhere in this report. Funds were also diverted from other Commission activities, although exact amounts are not known. Thus it is not possible to give an actual figure for the subcontract, although if it were, it would be significantly larger than the budgeted figure.

Actual general and administrative overhead and contingency funds were somewhat less than budgeted as they are allocated

costs. Finally, actual revenues were approximately \$2410 compared with the \$1900 anticipated*, reflecting the substantial demand for the service.

The total net project cost was therefore approximately \$46,200--or \$5650 less than budgeted. It is currently anticipated that the remaining funds will be used to operate twelve additional trips to the parks in November, after the fall fire danger subsides.

5.3.3 Marketing

While the line item for marketing in the demonstration budget is listed under RTD's marketing department budget, the bulk of the marketing activities were conducted by CPC. RTD provided technical assistance and funds for producing the major marketing device employed--the brochure which was included in the direct mail piece originally sent to prospective participant organizations (see Appendix C).

In fact, other than efforts to generate favorable publicity, this direct mailing was the only major marketing activity employed to promote the demonstration service. There were two principal reasons for this. First, direct mail is a very efficient way to target efforts to a specific segment of a general population. For this demonstration, market segmentation was done on two levels. Initially a geographic target area was defined which best met the objectives of the demonstration--to serve the heavily transit dependent areas of Los Angeles. Then, within the boundaries of the target area, efforts were targeted to those organizations with a large transit dependent membership and with a reasonable probability of being interested in the weekend recreation service to the Santa Monica Mountain Parks on a group subscription basis.

The second reason for using direct mail was one of cost efficiency. While direct mail costs per contact are typically

*As already mentioned, this figure was originally a rough estimate for the fixed-route service. When the project was changed to a subscription service, no change was made in this estimate.

substantially higher than costs of other mass media alternatives, if the probability of making a "sale" to a contact is correspondingly higher, direct mail becomes cost effective. The likelihood of this occurring is primarily a function of the contents of the direct mail piece itself and of the quality of the mailing list.

The contents of the direct mail piece have already been described (Section 4.2.7). Their effectiveness is reflected in the positive feedback obtained in interviews with organization personnel. The quality of the mailing list is more difficult to judge, although it would appear that it was extremely high. CPC made extensive efforts to secure an exhaustive list of potential participant organizations in the target area, starting even before receiving the letter of no prejudice from UMTA. As noted earlier, contacts were made with state legislators' administrative staffs, local government officials, Los Angeles City Council offices, Congressional offices, the Regional Youth Services Planning Council, and the Los Angeles Unified School District, as well as contacts made through RTD's marketing department.

These efforts produced a mailing list in excess of 1500 throughout the target area. The only place it appears that the mailing list might have been improved is in the extreme southern sections of the target area (the Carson-Torrance section on RTD's map of the target area shown in Figure 5-1). This is a relatively large section of the entire target area but accounted for only six percent of the trips to the parks.

In addition to the direct mail marketing campaign, CPC sought publicity from news media early in the demonstration period as a further means of marketing the service. As already noted, coverage by a Los Angeles TV station near the end of June resulted in a flood of inquiries and was highly instrumental in raising demand to at or near capacity for the remainder of the demonstration period.

Suggestions were made by several organizers and participants that media advertising (newspaper, television, radio, etc.) be employed to increase awareness of the service in the

target area. Although television proved effective as a medium for favorable publicity, paid media advertising promoting the service would have had two serious drawbacks. First, it is difficult to target media advertising to a specific geographic area that represents just part of a city. A large number of inquiries from outside the target area might have resulted in adverse publicity, the necessity of allowing groups outside the target area to participate, or both. Second, even if media advertising costs could be held down by means of donations of time or space for public service or community calendar announcements, production costs would still have to be borne by CPC or RTD. Such costs can be quite high, especially for broadcast media.

Thus it appears that CPC and RTD project personnel chose the most cost effective course in using direct mail as the major marketing technique to publicize the demonstration service. The high rate of response to their mail piece attests to the quality of execution as well as to the value of the service itself.

6. PROJECT IMPACTS AND TRANSFERABILITY

This chapter examines the results of the demonstration from the standpoint of what the project has and has not accomplished and what implications this has for the future. The chapter is divided into four sections. The first section documents evidence of external impacts created by the demonstration--impacts on organizations that were not directly involved in the demonstration or secondary impacts on organizations that were. The second section addresses the transferability aspects of this demonstration with special attention paid to exogenous factors which pose a threat to generalizability. The third section focuses on the problems encountered prior to and during the demonstration, some of which were anticipated and some not. This leads to the final section on the potentials for future service of this type both for next year and for the longer run.

6.1 EXTERNAL IMPACTS

The high level of participation in the first summer of recreational transit service to the Santa Monica Mountains was due almost entirely to the efforts of RTD and CPC, made possible by the demonstration grant. However, there is evidence that these efforts had an impact on several organizations in the target area which voluntarily committed time and resources of their own in an effort to make the project a success. Notable examples include:

1. The Watts Labor Community Action Committee (WLCAC) contributed heavily to the project in the form of providing assistance in bridging the cultural gaps between project personnel and organizations in the

target area. In addition, WLCAC was sufficiently impressed with the benefits of the service for youth groups to provide their own transportation to the parks for additional groups.

2. The City of Compton chartered its own bus in order to bring a group to the parks on a weekday.
3. Following a presentation by representatives of CPC, the Community Network of the Los Angeles Unified School District sponsored a full day's field trip to the parks for school administrators to acquaint themselves with the recreational possibilities for students through the demonstration service.
4. Thirty-two of the fifty-five groups indicated they would plan another program of this type even if they had to provide their own transportation.

Should service be extended through a second year, it is likely that this kind of commitment of time and resources will expand. As a result of widespread favorable publicity for this year's service, "word-of-mouth" promotion has generated enthusiasm for the program which should carry over to next year, decreasing the need to use "hard sell" techniques to promote the service. Word-of-mouth promotion can be particularly powerful, even to the point of placing pressure on organizations reluctant to participate due to its perceived objectivity relative to sponsored promotion.

6.2 TRANSFERABILITY

Although the geographic and physical characteristics and to a certain extent the facilities of Malibu Creek State Park and Tapia County Park are obviously site specific, the concept of a recreational transit service targeted to heavily transit dependent areas should readily transfer to other locations. Despite high operating costs, a slow start and a few unsolved problems (see the next section for details), the demonstration service was quite successful. Other cities might very well consider offering a comparable service to nearby parks or other recreational areas.

Before generalizing the applicability of the findings of this demonstration to other locations, however, several factors should be considered which may or may not occur in other settings:

1. RTD operated this service with excess weekend capacity in terms of equipment and drivers. Thus capital costs were not an issue in determining the overall cost of the service. This would not have been the case if service were offered on weekdays. Should another transit district consider offering a similar service, careful consideration should be given to equipment and manpower needs and availability.
2. RTD was legally prohibited from running a charter bus service.* Although the original proposal for the Santa Monica Mountains Recreation Transit Service called for fixed-route / fixed-schedule service, this was changed to a subscription service when UMTA requested a scaled-down proposal. For all intents and purposes, the subscription service was identical to a standard charter operation. This caused several problems for RTD (as reported in the next section) which might not be problems for other transit operators. It should also be emphasized that a subscription service is sufficiently different from a fixed-route/ fixed-schedule service, that generalizations about one based solely on evidence from the other is not recommended. Operation of this service on a fixed-route basis is described more fully in Section 6.4.2.
3. The weather at the two parks was reasonable constant and relatively predictable during the demonstration period. In another location, given the amount of planning necessary to arrange a given trip (see Section 4.2.6), bad weather could be a major impediment to success. Rain is almost non-existent in Southern California during the summer months (in fact, it never rained during the demonstration period) as is excessively cold weather. As noted in Section 3.6 on exogenous factors, excessive heat can be a problem in the Santa Monica Mountains. Table 3-2 shows the high temperature at Malibu Creek State Park each weekend day during the demonstration. It can be seen that the high was in the 90's on 13 of the days (65%) and below 80 just once. However, interviews with participants, organizers, and RTD and CPC personnel produced consistent opinions that the heat was not a major problem, that users of the service were well-prepared for the heat, and that nearly ideal weather conditions dominated throughout the demonstration period.

*This is no longer the case. Under California Senate Bill No. 1181 (signed into law July 6, 1979 to become effective January 1, 1980), RTD will now be able to operate limited charter service to non-sporting events during off-peak hours.

4. As pointed out in Section 3.6, fire posed the major threat to the success of a given trip and perhaps to the whole project if excessive drought were to have caused frequent closures of Malibu Creek Park or if a large fire had in fact occurred in the area during the demonstration period. In fact, fire caused very little problem, with just four park closures on the days of service only one of which actually prevented a group from going to Malibu altogether. Even when these closures occurred, Tapia Park (which is always open) is close enough to Malibu Creek Park that groups could easily be diverted. Despite its smaller size, Tapia has plenty of room and more facilities than Malibu. Thus no group suffered major inconvenience due to fire closures.

5. It is the opinion of the evaluation contractor that the level of effort on the part of project personnel and the cooperation of other involved organizations to make this project a success deserves special mention. First, it should be noted that although RTD was the grantee and controlled the bulk of the budget, CPC as a technical subcontractor provided numerous services essential to the success of the project. Second, the \$10,000 budget allocated to CPC is misleading. Not only is it likely that this understates the amount spent on this project by CPC, but many of the hours spent by CPC staff went uncompensated altogether and therefore do not show up in the actual cost of the service. Finally, the cooperation of supporting agencies, including the National Park Service, the California State Parks and Recreation Staff, the Watts Labor Community Action Committee, and many others, were equally necessary to the project. Without all these efforts, it is unlikely the demonstration would have been as successful.

6. Even without problems that eventually increased operating costs by 24% over budget (see Sections 5.3.2 and 6.3.1 for details), this was a very expensive service. There is virtually no chance that RTD would operate such a costly service on its own. Changes that might lead to service continuation, including outside funding from sources other than UMTA's SMD program are discussed in Section 6.4.

6.3 PROBLEMS ENCOUNTERED

Despite the general success of this demonstration, it was not without its problems. Some of the problems which occurred were at least in part anticipated, while others were not. While RTD and CPC had consistent goals with respect to the outcome of the demonstration, each organization was operating under a different set of constraints, and within a broader set of objectives for the organization as a whole. As a result, the problems encountered were viewed quite differently by the two organizations and will be reported separately in this section. Finally, users of the service, while generally satisfied, also encountered some problems. A discussion of these appears in Section 5.2, which presents a full description of user perceptions, and will not be repeated here.

6.3.1 RTD's Problems

RTD encountered several problems involving planning and cost of the demonstration service:

1. RTD could not run a charter service by law.* As originally proposed, the demonstration service was to operate over fixed routes on a fixed schedule. When UMTA asked for a revised and scaled down proposal, service was changed to a subscription basis for economic reasons. This required establishing pick-up and drop-off points as close as possible to those requested by participating groups, but at regular bus stops. This caused some confusion as groups sometimes had to assemble at one location but board the bus at another. Often bus drivers were sympathetic to this and went to the point of assemblance (e.g., a youth center or a church), but although RTD did not object to this, they were careful not to encourage it.

*As already noted, this is no longer true.

2. Variations in group size caused difficulties due to the fixed nature of seating capacity in a transit vehicle (all buses in this service were 45 passenger vehicles). If anticipated group sizes were small, an attempt was made prior to departure to combine groups. This was not always possible if the two groups totalled more than 45 (in their promotional literature, CPC indicated a minimum preferred group size of 30 and a maximum allowable of 50 per bus), or were located very far apart in the target area. A more troublesome problem occurred if at the time of departure, more people showed up than the bus could accommodate. This occurred three times, not as might be anticipated due to the fact that as a non-charter organization any service offered by RTD is open to all (in fact very few people other than those in pre-organized groups participated), but because some groups simply invited any and all members to participate and had no idea themselves how big the groups would be. When this occurred, RTD had to order another bus and driver--a spur of the moment operation which proved very costly.
3. As detailed in Section 3.6, RTD's Transportation Department required an extra driver or supervisor to help buses safely negotiate the narrow and nearly blind entrance to Malibu Creek Park by means of two-way radio communication with each bus driver. This requirement was not anticipated when the grant application was submitted and added significantly to the operating costs of the service.
4. RTD experienced some general inflexibility in the scheduling and operation of the service. Perhaps due to its size (RTD operates the largest bus fleet in the nation), much paperwork was involved in the planning of each trip. To ensure that each department involved in the service had sufficient lead time to execute its function required ten days prior notice. Even then, some minor communications foul-ups occurred. Coordination of multiple bus trips to the parks on the same day, while generally not a problem, occasionally became one. For example, when a fire near Malibu Creek Park forced the closure of Las Virgenes Road north of the park (the usual route between the Ventura Freeway and the parks), RTD required all buses to return to Los Angeles at the same time, causing schedule inconveniences for several of the

groups. It would appear that problems of this type, while seemingly avoidable, are generally "bureaucratic" in nature and probably an inevitable consequence of the size and compartmentalization of RTD. It should be remembered that RTD, even with its new ability to run charter operations, is organized primarily to run a fixed-route/fixed-schedule service.

6.3.2 CPC's Problems

The problems faced by CPC involved lead time for organizing the demonstration, uneven demand, and a general lack of funds:

1. Due to delays in the planning phase of the demonstration, promotion activities, required modifications to the parks, and other pre-planning activities were condensed into a seven week period--a good deal shorter period than would have been ideal. As a result, no service was possible the first two weekends in June and poor publicity generated low demand the last two weekends in June.
2. Perhaps partly as a reaction to the lack of early demand following delays in the grant application process, CPC's stepped up promotional efforts in May and June resulted in, if anything, over-demand for the service for the final eight weeks as evidenced by the lengthy waiting list kept by CPC. In addition, a few groups contacted CPC that were outside the target area but had no way of knowing so causing some embarrassment.
3. Although CPC tried very hard to keep group sizes in convenient "bus load" units, it has already been noted that this was not always achieved. In addition to the problems this caused RTD, overly large groups put pressure on CPC staff and guides at the parks. Participating volunteer docents (naturalists) felt that groups of 10 were ideal for maximal learning and enjoyment of guided tours. Although CPC staff felt 25 was not too many for such tours, groups of 45 or more were common and even larger numbers occurred on three occasions.
4. A perceived lack of funds restricted CPC in numerous ways. Marketing efforts, while reasonably comprehensive, were not as intensive as was desired. Also,

pre-trip preparation could have been more extensive and reached a greater percentage of group leaders. For example, yellow jacket stings were quite common at the parks, yet many groups were not made aware of this problem and did not come prepared to treat them. More staff members and/or docents were needed at the parks. As already noted, the two project coordinators put in many unpaid hours, many of which were at the parks helping to organize and lead groups on their planned itineraries. It should be noted, however, that over \$5,000 of authorized funds went unspent, suggesting that budgetary constraints were not as severe in actuality as perceived by RTD and CPC project staff.

6.4 FUTURE SERVICE

6.4.1 Recommended Improvements

During the planning and operational phases of the demonstration, there were many useful recommendations that were either considered and rejected or were infeasible to implement. Some of these have a direct bearing on a continuation of the program next year and/or further into the future. The most pervasive of these are listed below along with reasons for not implementing them this year and suggestions for how they might be incorporated into future subscription service (fixed-route service will be discussed in the following section):

1. Offer the service during the week.

An excellent suggestion and a possibility for next year's program. Thirty-two groups indicated they would participate on weekdays. However, RTD had specified that the 1979 pilot program be operated on weekends only, when commuter buses were idle. In fact, RTD weekday service operated at capacity in the months of the gas shortage; no buses could have been scheduled for recreation service Monday through Friday. One way of offering seven day service currently under investigation is to use RTD buses on weekends, but an independent charter operator or operators for weekday trips.

2. Offer the service during the fall, winter and spring.

Fifty-one of the fifty-five groups indicated they would participate at a different time of year. Originally, service was scheduled to begin in the spring. This is a good idea for future service. Fall service could create problems due to fire hazard which is most severe during September, and may carry over into October. Winter service might also create problems due to rain. As noted earlier, rainfall in the Santa Monica Mountains averages 20 to 25 inches, a considerable amount, 90% of which occurs from mid-November to mid-April. Nevertheless, both spring and winter service are under consideration for proposed second year service.

3. Extend the target area.

This was not considered feasible in the first year due to anticipated capacity constraints and potential difficulties for RTD. Inquiries from other transit dependent areas during the demonstration indicate a wide area of demand for the service. Potential areas for expansion include the City of Ventura, the San Fernando Valley, the San Gabriel Valley, northeast Los Angeles (Eagle Rock, Highland Park), and the South Bay (Long Beach, Wilmington, San Pedro).

4. Incorporate service to Malibu Beach into the program, both as a program feature and a contingency for days when Malibu Creek State Park is closed due to fire hazard.

The goal of providing beach service could best be accomplished by more direct beach service via the Pacific Coast Highway or by using beaches much closer to the community (e.g., Santa Monica, Playa del Rey, etc.); this is especially true in this era of limited energy supplies. Future proposals may include service to Leo Carillo State Beach on the western border of Los Angeles County.

5. Include other State Parks, such as Point Mugu and Topanga.

Neither of these parks were considered because of operational constraints. According to RTD spokesmen, RTD lacks equipment suitable for the very steep grade to Topanga State Park. Point Mugu was not

considered because of the long travel time, which would make it an inappropriate test case for a demonstration program on service to the National Recreation Area. However, 43 groups indicated they would plan a trip to another location in the Santa Monica Mountains. As a result, contingent upon the availability of suitable vehicles (see next recommendation), future service may be proposed to Coldwater Canyon Park and Point Mugu State Park (the latter originating from the Oxnard/Ventura area).

6. Use smaller buses and vans to overcome the problems listed above.

Smaller buses equipped to travel mountain roads would offer more flexibility in the number of mountain areas which could be served. However, such equipment is not presently a part of the RTD fleet; if the pilot program was to be carried out this summer, it had to be done with the existing RTD buses. CPC recommended, however, that RTD purchase special equipment for future use in a unanimous resolution on June 22, 1979.

7. Offer overnight camping trips.

This was suggested by numerous participants and group leaders. Although neither Malibu or Tapia Parks have overnight camping facilities, such trips might be offered to Point Mugu Park and/or Leo Carillo Beach, both of which have campgrounds.

8. Seek third party support to expand and/or continue service.

Other than volunteer help from various participating organizations (see Section 2.4 for details), no financial support for the demonstration was sought other than SMD funds. As the SMD program is a source of short term funding only, it is imperative that other funding sources be sought if the service is to continue. Direct operating subsidies are currently under exploration from sources such as proposed target area cities and counties, private foundations, the state Department of Education, and the National Park

Service.* Additional support might come from participating state parks in the form of training session assistance, from social service agencies in the form of fare subsidies, and from local school districts in the form of school buses for supplemental weekend service.**

6.4.2 Fixed-Route Service

As previously stated, the original grant application proposed a fixed-route/fixed-schedule transportation service to the parks. This was abandoned in favor of a subscription service in the revised proposal. Fixed-route service would provide users with a potentially higher level-of-service for the transportation aspects of the recreational experience. This would include any or all of the following:

1. No advance commitment

Individuals or groups would not be required to make reservations in advance of their trip to the parks (ten days advance notice was the minimum required under this year's subscription service).

2. More frequent service

Transit vehicles could operate continuously between points of origin and the parks, offering a wider range of times to choose from for trips to and from the parks.

3. More extensive coverage

With the use of transfers, trip origins would not be restricted to limited target areas.

However, fixed-route service also carries with it a number of potential disadvantages, including:

*NPS has already made a \$40,000 commitment for 1980 service.

**RTD established precedent for such a program when it borrowed school buses to augment its regular fixed-route service during the 1979 gas crisis.

1. Lack of adequate preparation

The advance leader training and participant orientation materials and activities were judged by all concerned with the demonstration to be a key element in providing a successful and rewarding experience for inner city residents. While there is some potential in the future for the establishment of a transit brokerage agency to perform this function, it is unlikely that advance preparation could ever be as extensive for users of a fixed-route service as it was for participants in the subscription program.

2. Lack of adequate supervision

Park personnel were uniformly impressed with the orderly conduct of groups during this year's program and received no major complaints from other park users. Extensive supervision, both by CPC staff members and by designated group leaders, was undoubtedly a major factor in the high standards of behavior, especially for groups with a high percentage of young people. It is highly unlikely that this level of supervision could be maintained if the service were operated on a fixed-route basis.

3. Reduction in interpretive activities

In addition to pretrip orientation activities, each group in this year's program was met at the parks by a CPC staff member and often by a park ranger who introduced the group to the parks and indicated both verbally and with physical specimens (at Malibu Park only) what they could do and what they might see (plants, animals, for example). Such interpretive sessions were considered very valuable by virtually all groups. While the parks have a long range plan to introduce community outreach services in conjunction with establishment of the National Recreation Area, it is unlikely that the personal attention offered this year could be continued on any other than a subscription basis.

4. Uncertainty in demand

While group sized fluctuated somewhat even with a subscription service, the lack of prior knowledge of demand with a fixed-route service would prevent any stabilization efforts such as cancelling a bus with fewer than 30 riders or ordering a second bus with more than 50 riders.

5. Increase in cost

It is extremely difficult to estimate the net cost of operating a fixed-route service to the parks due to uncertainties about the level of demand and the price elasticity of demand for user groups located in different parts of the Los Angeles area. However, it appears almost certain that at least in the short run, the average ridership would be significantly lower for fixed-route service than the average of 38 per bus maintained throughout this year's subscription service. This would result in higher operating costs on a per person and overall basis.

Thus, although fixed-route service is still an option for the future, neither RTD nor CPC considered it a possibility for 1980, as the disadvantages appeared to significantly outweigh the advantages.

6.4.3 1980 Grant Application

At the time this report is being prepared, an application for a second year of SMD funding is under consideration by UMTA. If funded, the grantee will be the Southern California Association of Governments (SCAG). There are two reasons for this change. First, the application includes a provision for contracting with private operators to offer part of the service as a supplement to continued RTD service. At the time the initial proposal was prepared, RTD's union contract forbade such private contracting. Although this provision was changed following a strike settlement in September 1979, the initial recommendation to designate SCAG as the grantee was not altered, as the major hurdle to private contracting remained unchanged--DOL approval of the grant under Section 13(c) of the UMTA Act of 1964 (see Section 4.2.2 for a description of this provision). In practice, such approval hinges on the endorsement of potentially affected transit operators' unions (in this case, RTD's). Second, at the end of August 1979, CPC technically went out of existence. Continuing activities of the Commission received

short term funding through December 31, 1979 under SCAG, at which time the Santa Monica Mountains Conservancy Commission was formed--an agency created in conjunction with the Santa Monica Mountains National Recreation Area.

APPENDIX A
LEADER TRAINING KIT

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021



SANTA MONICA MOUNTAINS 1979 SUMMER DEMONSTRATION TRANSIT PROJECT
LEADER TRAINING SEMINAR AGENDA
JUNE 30, 1979

- 8:00 a.m. LEAVE DOWNTOWN LOS ANGELES
- 9:00 a.m. DRIVING TOUR OF TAPIA COUNTY PARK
- 9:15 a.m. MALIBU CREEK STATE PARK- Ranger Introduction
Park History, Park Orientation, Map of the Park,
Do's and Don'ts, Basic Safety
- 9:30 a.m. INSPECTION OF PARK RESOURCES
Walking tour of the park resources:
Mott Creek
High Road along Malibu Creek
Century Lake
other areas as time permits

Location of water and restroom facilities, location of
picnic sites.

EXPLORATION OF TECHNIQUES FOR WORKING WITH GROUPS
examples of techniques, informal discussion on programming
a day for your group at the park.

PROGRAMMING ACTIVITIES
Discussion of sample days, tailoring a program to the
needs of your group.

SUGGESTED ACTIVITIES(time permitting)
scavenger hunt, roll-playing, rock games, etc.)
- 12:30 p.m. LUNCH OR DEPARTURE
(Compton staff must leave to return to their cars by about
1 p.m.)
- 1:00 p.m. FURTHER HIKING TOUR OF PARK(if desired)

Participants

Compton Parks and Recreation	Sonya Thompson, Santa Monica Mountains Planning Commission
Girl Scouts, Cecilia Lopez	
Girl Scouts, Tina Barnes	Bruce Eisner, Santa Monica Mountains Planning Commission
San Antonio Committee Youth Program	
La Roca Eterna Church	Jack Shu, State Parks Interpretive Prog
Tom Bryant, volunteer staff	Marty Leicester, National Park Service
Amy Brown, Commission Staff	Jeanette Holguin, Commission Staff

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021

SANTA MONICA MOUNTAINS BUS SERVICE FACT SHEET

WHERE TO: Malibu Creek State Park and Tapia County Park in the Santa Monica Mountains.

HOW: By RTD bus from your community center directly to the park of your choice.

WHEN: On Saturdays and Sundays for at least 10 weeks beginning on June 16 & 17, 1979.

WHO CAN GO: Any organized group of 30-50 people. This includes youth groups of all kinds, senior citizen groups, other clubs, religious groups, organized groups through a park and recreation district, etc.

FROM WHERE: From East, Central, and South-central Los Angeles, Compton, Lynwood, Gardena, Carson, Inglewood, Torrance and unincorporated portions of Los Angeles County in the East and South-central portions of the Los Angeles metropolitan area.

HOW TO MAKE ARRANGEMENTS: Contact the Santa Monica Mountains Comprehensive Planning Commission at (213) 620-2021 or your local park and recreation district to see if they have a trip planned. Reservations must be made at least 2 weeks in advance and are subject to availability, so make your reservations well in advance.

HOW THIS PROGRAM WORKS: Groups can spend a day in the Santa Monica Mountains at one or both of the parks to be served. Arrangements for your group's day in the mountains will be coordinated by the Santa Monica Mountains Comprehensive Planning Commission.

COST: \$1/person for a round trip bus ride to and from the parks.

WHAT IS THERE TO DO?: Group picnicking, hiking, fishing at Malibu Creek State Park, participation in a guided nature walk, active sports at Tapia County Park on the dirt ballfield, swimming, visiting the actual places where many of your favorite movies were filmed, including Mash, Roots, and many others. There are miles of trails for exploring around at your leisure. NOTE: it is a 3 1/2 mile walk into the location of the Mash Set.

THE PARK FACILITIES: These are mountain parks and do not resemble your neighborhood parks that you are used to visiting. There is no green grass during the summer for you to lay on. There are, however, creeks with water, large Oak trees for shade, spectacular mountain views of rock cliffs and flat valleys, a lake for fishing, and lots of trails for hiking.

TAPIA COUNTY PARK: Ideal for large group picnics. There are 100 large picnic tables, 6 barbecue grills and plenty of shady country. A large dirt ballfield is ideal for active sports such as softball, soccer, and football. There are two different restroom facilities with flush toilets and running water as well as 14 chemical toilets. A year round creek flows at the edge of the park and is nice for wading in to cool off. The RTD bus delivers you directly to this facility.

MALIBU CREEK SP: Much larger than Tapia Park, this area has lots of trails for hiking, numerous areas for outdoor environmental education, fishing at Century Lake, and spectacular scenery. Groups must walk into this park to reach the creek (1/2 miles) and lake (1 1/2 miles). Picnic tables are found in quiet, shady areas along the creek or under large oak trees. There are also plenty of available rocks to supplement the tables. Near the Stokes Creek area, along Mott Road adjacent to Malibu Creek, and at Century Lake there will be enough picnic tables to accommodate a group of 50 people. Another attraction at the park is the Mash movie set, the Roots set, and others.

MALIBU CREEK SP:

Restroom facilities and running water are located in just 3 or 4 places in the park. Chemical toilets are found at the parking lot entrance to the park, near the creek, and at Century Lake. There are no flush toilets. Running water is available at the parking lot and at two other spots in the park. Groups are advised to carry water with them, especially when it is warm during the summer season.

WHAT TO WEAR:

Comfortable shoes for walking to protect your feet. Tennis shoes or hiking boots are recommended. Bring a hat for those hot, sunny summer days. It can be very warm in the Mountains (nearly 100° F). Wear cool clothes but bring a light sweater in case the fog rolls in from the ocean.

WHAT TO BRING:

Bring your own picnic lunch. THERE ARE NO FOOD AND DRINK SALES AT THESE MOUNTAIN PARKS. Bring water if you plan to use Malibu Creek State Park and spend lots of time hiking. This is very important.

Bring your: frisbies, sports equipment, cameras, fishing equipment (worms, cheese, and bass plugs for the bass, crappie, blue gill, and catfish---- early morning is the best time for fishing!), bird and flower books, hats for your head, and anything else you can carry for the day.

WHAT TO WATCH OUT FOR:

The heat--it can be very hot in the mountains so remember to bring cool clothes, water, and use those nice big Oak or Sycamore trees for a shady rest spot and picnic. Watch out for the poison oak and an occasional rattlesnake. There is first aid available in the parks, but no lifeguards for swimming. Fire is a hazard, so no smoking, fireworks, or firearms.

WHAT YOU CAN'T DO:

These are natural, undeveloped parks, set aside for resource protection, as well as for pleasure so:

- DON'T LITTER. Use trash cans.
- DON'T REMOVE PLANTS. respect the plants and wildlife, don't pick the flowers.
- DON'T BRING YOUR PETS.
- NO SMOKING AT MALIBU CREEK STATE PARK.

HOW TO MAKE ARRANGEMENTS:

Contact the Santa Monica Mountains Comprehensive Planning Commission at 620-2021. All trips must be arranged at least two weeks in advance. If you are part of group using the bus through a local park and recreation district, contact them as well.

A Brief Introduction to
THE COMMUNITY OF MALIBU CREEK STATE PARK

What can we do at the Park? *GET TO KNOW WHO LIVES THERE!*

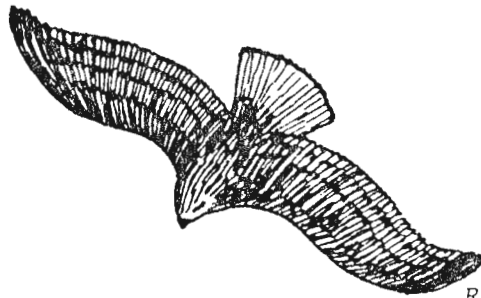
You live in a community - a part of the city made up of the places you buy your food or your clothes, the place you go to school or to work, the houses you and your friends live in, the roads you travel each day....

There is a community here in the park, too, made up of plants and animals, the places they live, the paths they travel.

*Who lives in this
community?*

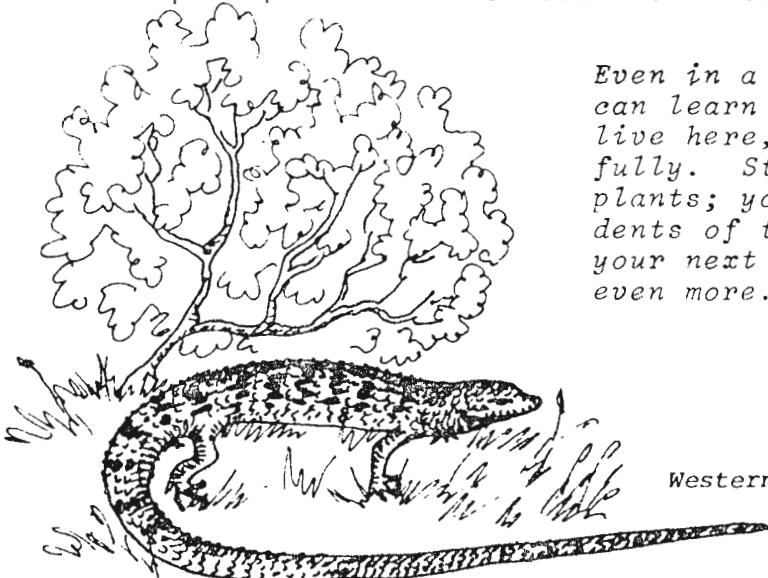
What do they do here?

*How can you learn to
recognize them?*



*Redtailed
Hawk*

The animals living here in the park spend most of their time looking for food and keeping a safe home. They need the same things we need for survival -- food, water, shelter, and protection. The plants you see in the park provide those essentials for the animals.



Even in a short afternoon you can learn about the animals who live here, just by watching carefully. Start by looking at the plants; you'll soon see many residents of the community. And on your next trip here, you'll see even more.

Western Fence Lizard



Valley
Oak

The Valley Oak Tree is the largest tree in the Park -- there are many as large as 6 feet in diameter. The bark of the tree is thick; look for trees with many holes where birds have drilled for the insects living in the bark or have stored acorns.

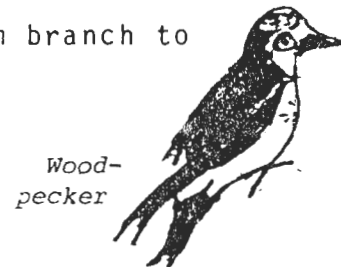
Many animals eat the acorns. The branches and large holes in the trunk are home to birds and squirrels. The Valley Oak loses its leaves in winter.

You'll find these trees in the flatter parts of the park. Look on the hillsides for another kind of oak tree. The Live Oak has smaller leaves, which stay all year round. Its acorns are also an important food for animals. Some of the Live Oaks are hundreds of years old; they have developed ways to survive the fires which burn through the mountains every few years.



Live Oak

You might see woodpeckers flying from branch to branch in the Valley Oaks and the Live Oaks. Look for black and white birds with red heads, hanging on the tree trunks while they hammer holes into the bark with their powerful beaks.



Wood-
pecker

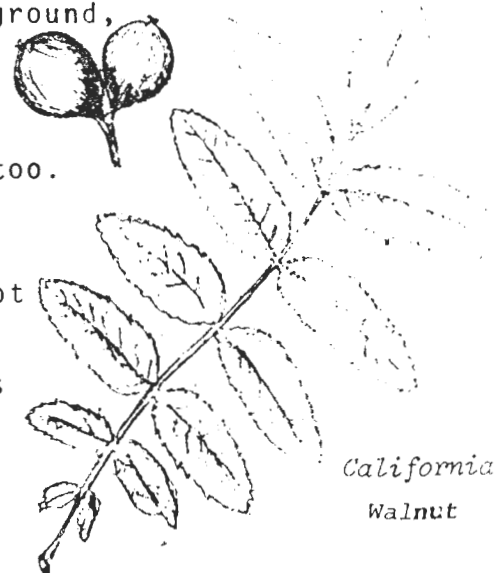


Groundsquirrel

Squirrels eat the acorns, too. You'll probably see many Ground Squirrels running through the leaves and among the rocks. They also work all summer to store acorns for their winter meals.

Another hillside tree is the Walnut -- very bushy, not too tall. Its long narrow leaves (divided into many "leaflets") turn gold in October and drop to the ground, leaving just the hard black walnuts on the tree. Many small birds use this tree for shelter.

The Sycamore turns gold in October, too. It is a very tall tree which grows only near the streams. In the spring its leaves are huge, thick and velvety. Sycamore trees have a very strong root system to hold the trees during the winter floods. You'll also see Willows along the streams. The leaves are long and narrow.



California
Walnut

Poison
Oak



Don't touch the bush with shiny 3-part leaves growing along the shady paths. It's POISON OAK. It's pretty but dangerous. In the spring it has tiny green flowers which turn into smooth berries (birds and rodents eat these). The oak-like leaves turn deep red in September, before they fall off for the winter.

Look at the bushes on the hillsides. Many have flowers which bloom during the summer. The Buckwheat has cream-colored flower puffs 1-2 inches across. The leaves are tiny and brittle. Bees feed on this bush during the early summer.



Buckwheat

The bush with pale orange flowers is the Monkey Flower. It's a short bush with light green sticky leaves; it grows almost everywhere and blooms all summer.

Sage



Bees also like the flowers on the Sage. The flower clusters grow one above the other over small gray leaves which have a very strong fragrance.

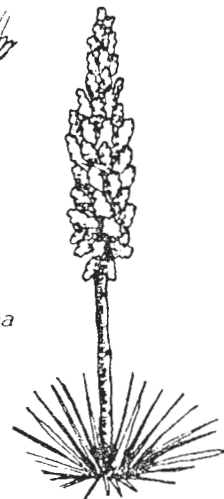
These bushes grow close to the ground and provide good shelter for the Quail. You may see an entire family of these birds as they run from bush to bush, looking for insects, seeds, and berries. Or you may hear them - they call each other with a loud laughing sound.



Quail

Lizards dash in and out of the bushes, too, catching insects sunning themselves on rocks. You might see a Tarantula crossing the road. They're large, dark hairy spiders which are shy and prefer to avoid you. Watch for the big Red Velvet Ant, which looks like an ant with red wool on its back...it's really a wingless wasp, not an ant. It dashes across the dry roads.

The Yucca also grow on the dry hillsides - spiny leaves with bristles along the edges. Yucca bloom in the late spring by sending up a tall stalk of cream-colored waxy flowers which attract a very special Yucca moth which can lay her eggs only in a Yucca blossom.



Yucca

Stop at Century Lake and listen for a Bullfrog - he sounds more like a bull with a bad cough. Upstream, you might find tadpoles in the shallow waters.

The tiny yellow petals you see floating in the water, on the roads, and blooming on the tall skinny stems of plants that seem to be almost everywhere are Mustard Flowers. It is not a natural plant in this area; the seeds were scattered by the Spanish padres as they traveled north, establishing missions. Mustard belongs to the same plant family as broccoli, radishes, turnips, and cabbages. The seeds are ground to make mustard for hot-dogs.



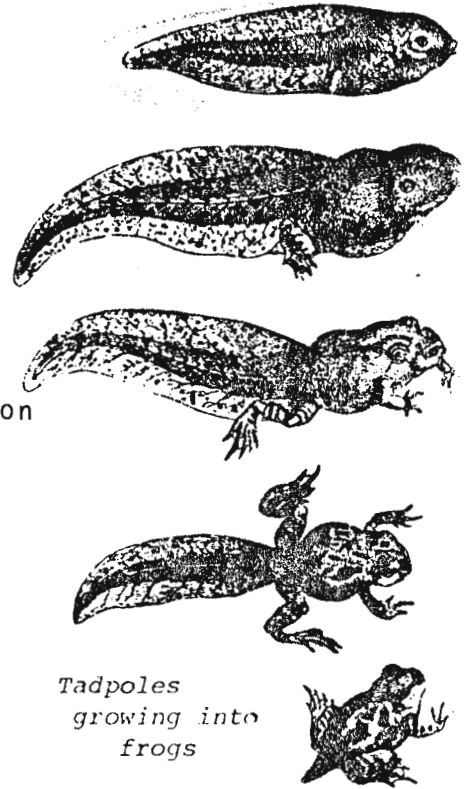
Blackberries

If you're hungry after wading, cross the stream and look for Wild Blackberry Bushes growing in the shade. The three-lobed leaves are covered with sticky hairs. Pick the darkest, plump berries...they will be sweet and juicy.

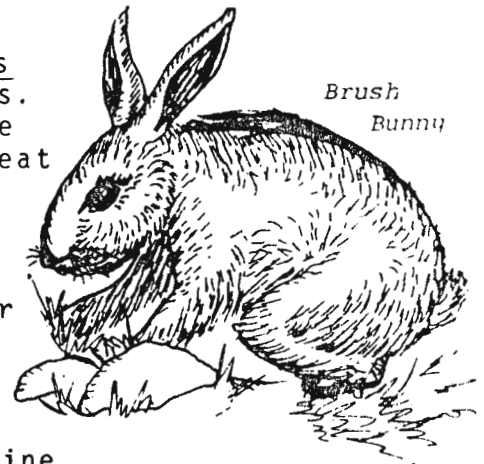
The Elderberries are good to eat, too, if you can find the dark blue ripe berries (the birds usually get them first!). The large bush (often as big as a small tree) puts out big flat clusters of white flowers in May and June; watch for berries in late summer.

You'll probably see many Brush Rabbits hopping in and out of the berry bushes. The tangles, sticky branches provide a good shelter for the bunnies. They eat grasses, roots, and berries.

Overhead, all day, a Red-tailed Hawk has been flying. He soars with the air currents, in search of small animals for a meal. The hawk is at the top of an extraordinary food chain which starts with the tiniest bit of bacteria -- working up through a line of plants and insects to small animals and finally the large predators like the hawk, the coyote or the puma. They all live in an amazing co-existence in places like Malibut Creek State Park.



Tadpoles growing into frogs



Brush Bunny

Memorandum

To : Leaders of Groups participating in the Santa Monica Mountains Parks Transit Program
Santa Monica Mountains Parks Transit Program

From : Bruce Eisner, Planner and Sonya Thompson, Administrative Assistant

Subject: Summer Bus Service to the Santa Monica Mountains: Leader suggested activities (programmed days)

This memorandum elaborates on some of the key points we discussed with you when you first called to make reservations for your group's bus trip to the parks.

The Commission staff suggests the following possible scenarios for your groups while visiting one or both of the parks. These were outlined by Jack Shu of California Parks and Recreation, Bill Anderson of the National Park Service, Outword Bound Adventures, and the Commission staff. This list should not be considered all inclusive; our staff will work with your recreation specialists and trip leaders to develop a programmed day which best fits your particular group needs.

Three general scenarios for spending a day in the Santa Monica Mountains are:

1. A full day at Malibu Creek State Park
2. A full day at Tapia County Park
3. A partial day at both parks.

A full day at Malibu Creek State Park will allow for extensive hiking and exploring, fishing, swimming, nature interpretation, picnicking, and relaxing. This may be attractive to a group of active adults or youth. A full day at Malibu Creek State Park for senior citizens could include limited walking and exposure to the summer's heat by spending the entire day in the Stokes Creek picnic area, the Hunter Ranch area, and the Mott Road region. Adequate picnic facilities and restrooms near the parking lot can make this a very relaxing day for senior citizens or any other group with limited mobility.

A full day at Tapia County Park will allow for a large group picnic with barbecue grills available for the group's cooking needs. The dirt ballfield allows for active sports such as soccer, baseball, football, frisbie, etc. The oak woodlands keep everyone relatively cool and the nearby Malibu Creek offers wading for those who want to cool off even more. Flush toilets and plentiful water make this Park a more attractive site for a full scale picnic experience.

A partial day at both parks can combine the highlights of the two: the very comfortable picnic facilities at Tapia County Park and the vast expanse of the valleys and mountains in Malibu Creek State Park. A short hike and a 1 hour nature interpretive program at this park can provide the environmental education experience to complement the more traditional picnicking and sporting aspects of Tapia County Park.

SAMPLE DAY IN THE MOUNTAINS

In this summer's program, groups should figure upon no more than 10 hours from their departure in the community to their arrival back home. This allows for 7 to 8 hours at the parks. Shorter trips are possible but the constraints upon RTD and their bus drivers prohibits longer trips this year.

We are suggesting the group leaders view the day in time segments of 1 and 2 hour intervals when planning activities. A sample day may look like the following if the group spends the entire day at Malibu Creek State Park:

- 7:30 a.m. Leave Community pick-up point
- 8:30 a.m. Arrive at Malibu Creek State Park
- 8:30-8:50 a.m. Park Ranger meets group and briefly introduces them to the park and what it has to offer.
- 8:50-10:00 a.m. Environmental Education: docent leads group on a nature walk which will stress the participants involvement in the learning process. The groups will split into two (each with 25 people or less) so a large group size will not inhibit the learning process.
- 10:00-12:00 p.m. Hike into Century Lake; free time for fishing, wading and exploring .
- 12:00-1:00 p.m. Lunch Time, rest time time for discussions between the group leaders and the participants.
- 1:00-2:30 p.m. Group breaks up into smaller units lead by either leaders or peer counselors. Groups can either go on a hike into the Reagan Ranch area, explore further up the creek and possibly see the Mash set, participate in an exploration of the insect life found in pools of water along the creek, or simply enjoy the fishing and relaxing at the lake.
- 2:30-3:30 p.m. Gather the group back into one unit and walk back to the bus.
- 4:30-4:45 p.m. Arrive back in the community

This sample day may be a very attractive one to youth group or active adult group. Senior citizens will want a less strenuous agenda.

SPECIFIC ACTIVITIES POSSIBLE AT THE TWO PARKS

In general, use of TAPIA COUNTY PARK is recommended for the following activities:

- large organized picnics where food can be cooked at the park.
- group sports activities such as:
 - softball, baseball, soccer, football, frisbie, new games, tug of war, relays, etc. (Your recreation department should supply the equipment.)
- horseshoes (bring your own)
- wading in the creek
- limited hiking and exploration
- organized arts and crafts (provided by your department)
- hanging out and listening to music or simply relaxing.

MALIBU CREEK STATE PARK offers different possibilities, especially in the area of environmental education, nature activities, hiking, fishing, and beautiful panoramic views of the mountains.

MALIBU CREEK STATE PARK does not offer the convenience of flush toilets, barbeque grills, a prepared dirt ballfield, or developed group picnic sites that can accommodate more than one bus load (50 people). There are, however, open meadows and fields for active free-form games. This park does offer the group the opportunity to visit with a park ranger and participate in a learning experience about the natural environment. Organized clean-up activities within the park are also possible and serve to assist the park staff in its maintenance and teach young people the value in keeping the natural environment free of litter.

GENERAL ACTIVITY LIST

There is almost a limitless list of potential activities at these parks. The following is a shopping list from which to begin to fill in the 1 and 2 hour time slots. Your department people no doubt have other ideas to complement this list:

Activity Games and Sports:	fishing swimming rope climbing treasure hunt softball soccer	hiking new games swedish relays tug of war baseball	exploring frisbee games hide and seek excercise session football
Visual Arts:	painting leaf painting photography	sculpture rock dolls	sand-candle making mobiles

Performing Arts:	Square Dance Cards	Bump Contest	Body passing
Nature Activities:	Nature Scavenger hunt blindfold awareness walk insect identification geological interpretation other selected nature topics to be lead by a docent	animal tracking map and compass games plant identification bird identification	
Service Activities:	Trail maintenance	trash hunt	

Most of the above list comes courtesy of the National Park Service brochure developed for the Golden Gate National Recreation Area.

The Commission staff, Jack Shu of California State Parks, and Bill Anderson of the National Park Service are prepared to assist your recreation leaders in designing a programmed day for their particular groups.

LEADER TRAINING SESSIONS

Leader training sessions will be offered periodically during the summer to assist the group leaders in the understanding of the park resources. We feel the attendance of your leaders at one of these 1-day training sessions is critical to a smooth working and successful program. Having creative staff with a background of the park facilities will allow for a well-developed program for the entire day and the flexibility needed to deal with programming problems as they arise at the parks.

The first training program is set for Saturday, June 9, 1979, at Malibu Creek State Park and will begin at 9:00 a.m. at the State Park Gatehouse off of Las Virgenes Road. Two or three other training sessions will be announced at a later date and hopefully will be convenient for your group leaders.

The topics to be covered during the leader orientation sessions at Malibu Creek State Park include:

I. Introduction to Malibu Creek State Park by a State Park Ranger

- the do's and don'ts
- opportunities
- basic safety
- understanding where you are
- history of the park

II. Programmed activities

- goals of the summer program
- how activities at the parks can achieve the goals
- the need for programmed activities
- suggested activities
- discussion of sample days

III. Park Resources

- physical inspection of the resources (4-6 miles of walking)
- resource materials available at the park
- location of suitable picnic sites
- location of water and restroom facilities

IV. Techniques for dealing with groups in the outdoors

- what to do when the kids get off the bus
- relating the natural resource to inner-city persons
- group involvement
- dealing with large ecological concepts
- how to see, listen, feel, smell, and walk in the mountains
- asking leading questions to enlist participant involvement and give reinforcement.

V. Distribution of

- sample day information
- park history information
- material on the various aspects of the natural environment at the park
- detailed resource information
- suggested methods for dealing with groups in an outdoor setting
- other ideas and helpful hints
- park map

*****IT IS SUGGESTED THAT TRIP LEADERS BRING PENCIL AND PAPER TO THE SESSIONS*****

PRE-TRIP ORIENTATION FOR GROUP PARTICIPANTS

Two or three days prior to a group's visit to the park, a pre-trip orientation for the participants to the two parks will be available upon request from the Commission staff. We strongly recommend such an orientation to help to help ensure a successful trip.

The one to two hour sessions will cover:

- slide presentation of the park resources
- brief description of natural areas and what they have to offer to stimulate excitement about the trip
- the Do's and Don'ts at the park
- park rangers, what they do and why
- what to wear, bring, and general preparedness for a day in the mountains
- question and answer session with the participants

GROUP SIZE AND LEADER REQUIREMENTS

Buses can carry up to 50 people. A leader should be provided for each group of 25 people and 2 peer counselors appointed for each group of 25 to assist the leaders (peer counseling applies mostly to youth groups).

Activities can be planned for each group of 25 or for the larger group as a whole. Nature walks and interpretive programs are best conducted in smaller groups. For these kinds of activities the maximum group size will be 25 people, hence the necessity of 1 leader for each half of the large group.

POST TRIP EVALUATION

If possible, an activity to orientate the participants to what they may have learned, experienced, etc. should be conducted. If this cannot be arranged, contact with the group leaders will be made by phone to discuss the program and seek ways to improve it.

SUMMARY

I hope this memorandum gives you and your recreation leaders an idea of the commitment the Commission staff, State Parks, and the National Park Service have to making this a successful program. Specific questions about any aspect of the program can be directed to myself or Sonya Thompson here at the Commission. As your department decides upon dates for trips to the parks one of us here at the Commission will be happy to help you plan your program. Contact us at 620-2021.

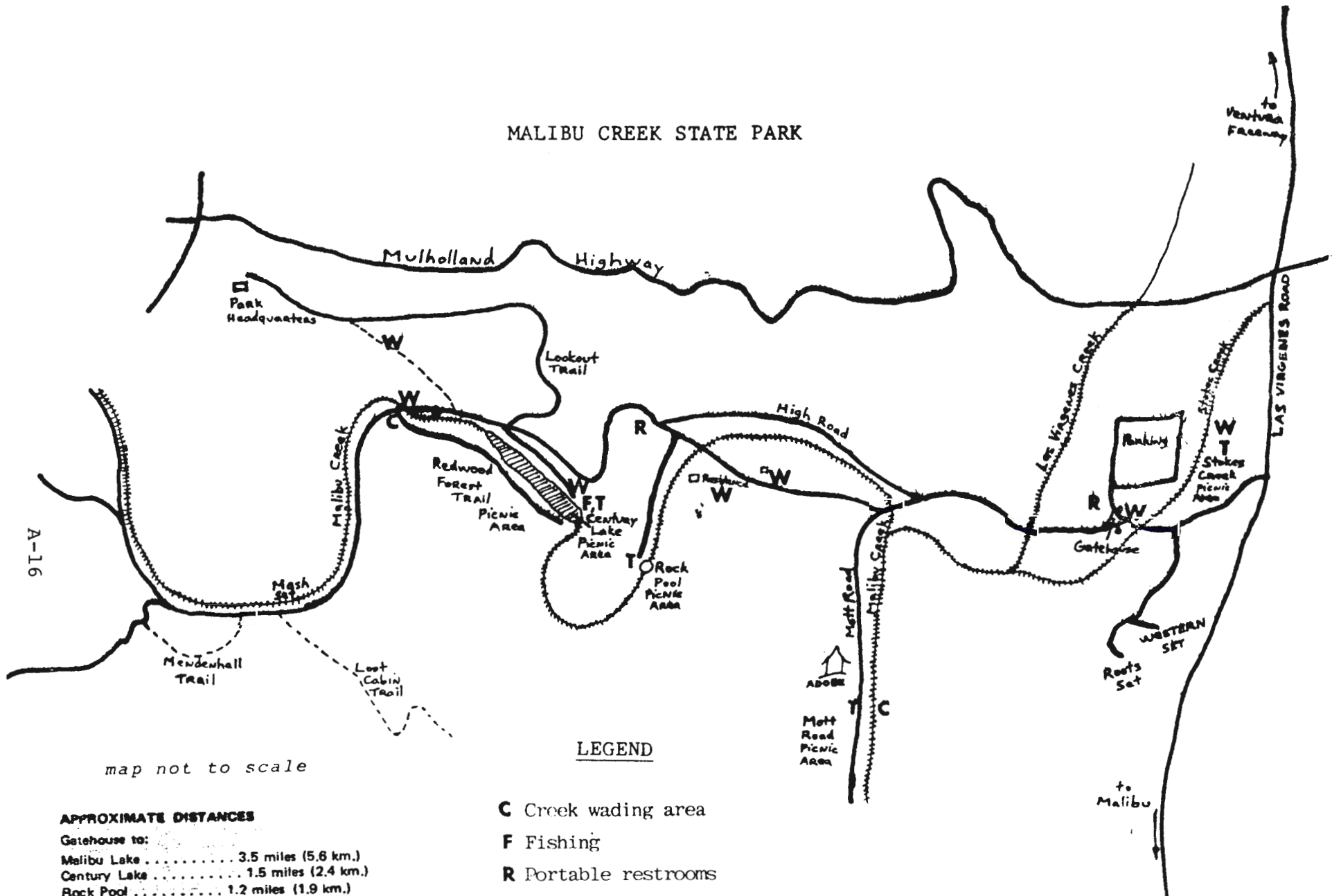
SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021

**POINTS TO REMEMBER WHEN WORKING WITH YOUR GROUP AT THE PARKS**

- * Smaller group sizes are often more desirable; smaller groups are certainly easier to manage. Leaders are encouraged to split their groups up into 2 or more units.
- * Be firm with the do's and don'ts from the beginning of the trip. specific rules to remember include:
 - no smoking
 - no littering
 - no damaging or removing of the plant and animal life.
- * Keep the group together while walking along the trail; try to avoid stragglers or people charging ahead too fast.
- * Unless specifically desired, do not travel too fast along the trail; participants should know that hiking does not have to be a test of strength and endurance.
- * Relate park surroundings with what exists at home.
- * Keep the group relaxed and comfortable; don't rush from one activity to another.
- * Look for values and ideas which are useful in the cities as well as in the park. Litter control and noise pollution are two such ideas.
- * Try to instill an open mind into the group participants. There will be some new activities that you and the docent (naturalist) will want them to try.

MALIBU CREEK STATE PARK



A-16

map not to scale

LEGEND

APPROXIMATE DISTANCES

Gatehouse to:	
Malibu Lake	3.5 miles (5.6 km.)
Century Lake	1.5 miles (2.4 km.)
Rock Pool	1.2 miles (1.9 km.)
End of Mott Road	1 mile (1.6 km.)
Malibu Beach	6.5 miles (10.5 km.)
Ventura Freeway	4 miles (4.2 km.)

- C** Creek wading area
- F** Fishing
- R** Portable restrooms
- T** Picnic tables
- W** Drinking water

Santa Monica Mountains
 Comprehensive Planning Commission
 June, 1979

APPENDIX B
CPC TRANSMITTAL AND FILE
INFORMATION FORMS

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021



SANTA MONICA MOUNTAINS RECREATION TRANSIT PROGRAM
NOTIFICATION TO SCRTD OF BUSES NEEDED: DATE AND PLACE

DATE: _____ # OF BUSES: _____
 day date

GROUP NAME _____
TRIP LEADER _____

PICK-UP TIME: _____

PICK-UP ADDRESS: _____

CROSS STREETS: _____

SPECIAL INSTRUCTIONS: _____

PARK(S) DESTINATION: 1st stop: _____

2nd stop: _____

tentative shuttle departure time: _____

RETURN TRIP DEPARTURE TIME: _____

LOCATION: _____

SCRTD CONFIRMATION: _____
DATE AUTHORIZED SIGNATURE



SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021



SANTA MONICA MOUNTAINS RECREATION TRANSIT PROGRAM

GROUP ITINERARY

DATE: _____ GROUP LEADERS: _____

GROUP NAME: _____

PLACE OF DEPARTURE: _____

TIME OF DEPARTURE: _____ PARK DESTINATION _____

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

TIME: _____ ACTIVITY

ESTIMATED TIME OF RETURN TO COMMUNITY: _____

BUS RESERVATION - INFORMATION FILE

_____ Commission Coordinator _____ Date of Call for Reservation

(check-off
column for
date & initials)

____ TAPIA COUNTY PAR
____ MALIBU CREEK ST

TRIP DATE _____ Trip Number _____

GROUP NAME _____

Group Contact _____
address _____ zip _____
phone # _____ evening # _____

Trip Leaders _____ phone # _____
_____ phone # _____

PICK-UP ADDRESS _____
cross streets _____
other _____
instructions _____

PICK UP TIME _____ RETURN TIME _____
(departing from) _____

LEADER ORIENTATION TRIP date _____
leaders attending _____
will meet at _____

PRE-TRIP LEADER MATERIALS SENT (date) _____
(materials) _____

PRE-TRIP BRIEFING FOR GROUP date _____ time _____
place _____

contact _____
projector & screen needed _____

RTD Reservation made
Comments _____

PARK Contact make
Ranger Intro _____

DOCENT TALK
Topic requested _____
time _____ location _____

TRIP CONFIRMATION _____
Itinerary mailed _____

Coordinator Comments _____

GROUP LEARNED ABOUT PROGRAM THRU _____

TRIP RESERVATION WAITING LIST

Date of Call	Name of Group & members ages	Name of Leader	Address	Phone	1st Choice of date for trip	How group learned of Service
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						

B-5

APPENDIX C
PROMOTIONAL MAILING

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021



June 14, 1979

Dear Friend:

The Santa Monica Mountains Comprehensive Planning Commission, the Federal Government, and RTD have made bus service to the Santa Monica Mountains available to your organization.

Pre-arranged bus service is being offered during June, July, and August of this year, beginning June 16 & 17, 1979; service is only available on Saturdays or Sundays. The buses will operate from your community to two mountain parks, Malibu Creek State Park and Tapia County Park. At the time of your reservation a central meeting place will be arranged which is both convenient for your participants and is accessible to RTD buses (along routes where RTD buses presently operate).

Information on the bus service has been sent along with this introductory letter. You will notice the RTD brochure and a fact sheet that should answer many of your questions. Before I give you our phone number, let me briefly describe the program and the two parks.

Buses will operate Saturdays and Sundays and cost each rider \$1 for a round trip. Each bus has a capacity for 45 people; a minimum of 30 people is required to reserve a bus.

Improved picnic facilities are available for your organization at Tapia County Park, a beautiful, shady location for a group picnic. Permanent restrooms, running water, and barbeque pits make this park especially suited for large group picnics. If hiking and exploring are more appropos to your group, Malibu Creek State Park offers over 15 miles of trails. Picnic tables, water, and portable restrooms are scattered among the 4000 acres of State Park land. Malibu Creek, Century Lake (fishing for bass blue gill, crappie, and catfish), old movie sets, and abundant plant and wildlife make this park an excellent place to spend a day and have a brown-bag picnic.

Groups which use the buses are expected to be under the direction of two or more group leaders. Before coming to the Mountains, this Commission will make available to your group a park briefing and slide show, and also provide for the training of your group leaders to acquaint them with the two parks. We feel these opportunities will make your group's trip to the parks a well-planned and successful experience. This Commission can also offer suggestions for programmed activities and work with your leaders to design their day in the Mountains.

We are anxious to have your interest in this project which affords increased use of the Santa Monica Mountain parks for central city residents. Buses must be reserved at least 2 weeks in advance by contacting the Commission staff at 620-2021. Specific questions about the bus program should also be directed to this number as well.

A handwritten signature in cursive script that reads "Bruce Eisner".

Bruce Eisner,
Planner

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021

SANTA MONICA MOUNTAINS BUS SERVICE FACT SHEET

WHERE TO: Malibu Creek State Park and Tapia County Park in the Santa Monica Mountains.

HOW: By RTD bus from your community center directly to the park of your choice.

WHEN: On Saturdays and Sundays for at least 10 weeks beginning on June 16 & 17, 1979.

WHO CAN GO: Any organized group of 30-50 people. This includes youth groups of all kinds, senior citizen groups, other clubs, religious groups, organized groups through a park and recreation district, etc.

FROM WHERE: From East, Central, and South-central Los Angeles, Compton, Lynwood, Gardena, Carson, Inglewood, Torrance and unincorporated portions of Los Angeles County in the East and South-central portions of the Los Angeles metropolitan area.

HOW TO MAKE ARRANGEMENTS: Contact the Santa Monica Mountains Comprehensive Planning Commission at (213) 620-2021 or your local park and recreation district to see if they have a trip planned. Reservations must be made at least 2 weeks in advance and are subject to availability, so make your reservations well in advance.

HOW THIS PROGRAM WORKS: Groups can spend a day in the Santa Monica Mountains at one or both of the parks to be served. Arrangements for your group's day in the mountains will be coordinated by the Santa Monica Mountains Comprehensive Planning Commission.

COST: \$1/person for a round trip bus ride to and from the parks.

WHAT IS THERE TO DO?: Group picnicking, hiking, fishing at Malibu Creek State Park, participation in a guided nature walk, active sports at Tapia County Park on the dirt ballfield, swimming, visiting the actual places where many of your favorite movies were filmed, including Mash, Roots, and many others. There are miles of trails for exploring around at your leisure. NOTE: it is a 3 1/2 mile walk into the location of the Mash Set.

THE PARK FACILITIES: These are mountain parks and do not resemble your neighborhood parks that you are used to visiting. There is no green grass during the summer for you to lay on. There are, however, creeks with water, large Oak trees for shade, spectacular mountain views of rock cliffs and flat valleys, a lake for fishing, and lots of trails for hiking.

TAPIA COUNTY PARK: Ideal for large group picnics. There are 100 large picnic tables, 6 barbeque grills and plenty of shady country. A large dirt ballfield is ideal for active sports such as softball, soccer, and football. There are two different restroom facilities with flush toilets and running water as well as 14 chemical toilets. A year round creek flows at the edge of the park and is nice for wading in to cool off. The RTD bus delivers you directly to this facility.

MALIBU CREEK SP: Much larger than Tapia Park, this area has lots of trails for hiking, numerous areas for outdoor environmental education, fishing at Century Lake, and spectacular scenery. Groups must walk into this park to reach the creek (1/2 miles) and lake (1 1/2 miles). Picnic tables are found in quiet, shady areas along the creek or under large oak trees. There are also plenty of available rocks to supplement the tables. Near the Stokes Creek area, along Mott Road adjacent to Malibu Creek, and at Century Lake there will be enough picnic tables to accommodate a group of 50 people. Another attraction at the park is the Mash movie set, the Roots set, and others.

MALIBU CREEK SP:

Restroom facilities and running water are located in just 3 or 4 places in the park. Chemical toilets are found at the parking lot entrance to the park, near the creek, and at Century Lake. There are no flush toilets. Running water is available at the parking lot and at two other spots in the park. Groups are advised to carry water with them, especially when it is warm during the summer season.

WHAT TO WEAR:

Comfortable shoes for walking to protect your feet. Tennis shoes or hiking boots are recommended. Bring a hat for those hot, sunny summer days. It can be very warm in the Mountains (nearly 100° F). Wear cool clothes but bring a light sweater in case the fog rolls in from the ocean.

WHAT TO BRING:

Bring your own picnic lunch. THERE ARE NO FOOD AND DRINK SALES AT THESE MOUNTAIN PARKS. Bring water if you plan to use Malibu Creek State Park and spend lots of time hiking. This is very important.

Bring your: frisbies, sports equipment, cameras, fishing equipment (worms, cheese, and bass plugs for the bass, crappie, blue gill, and catfish---- early morning is the best time for fishing!), bird and flower books, hats for your head, and anything else you can carry for the day.

WHAT TO WATCH OUT FOR:

The heat--it can be very hot in the mountains so remember to bring cool clothes, water, and use those nice big Oak or Sycamore trees for a shady rest spot and picnic. Watch out for the poison oak and an occasional rattlesnake. There is first aid available in the parks, but no lifeguards for swimming. Fire is a hazard, so no smoking, fireworks, or firearms.

WHAT YOU CAN'T DO:

These are natural, undeveloped parks, set aside for resource protection, as well as for pleasure so:

- DON'T LITTER. Use trash cans.
- DON'T REMOVE PLANTS. respect the plants and wildlife, don't pick the flowers.
- DON'T BRING YOUR PETS.
- NO SMOKING AT MALIBU CREEK STATE PARK.

HOW TO MAKE ARRANGEMENTS:

Contact the Santa Monica Mountains Comprehensive Planning Commission at 620-2021. All trips must be arranged at least two weeks in advance. If you are part of group using the bus through a local park and recreation district, contact them as well.

HAVE A GOOD TIME

When you go, here are a few pointers to help you have a fun day in the mountains:

- Wear comfortable clothing and sturdy walking shoes.
- Bring your own food and refreshments (including a canteen if you plan to hike). There are no food stands inside the parks. And barbecue pits are available only at Tapia (bring your own charcoal).
- Bring your own games. And don't forget your camera!

Also, since the parks are for everyone's enjoyment, don't bring pets or fireworks. And smoking isn't allowed.

Thanks and have a good time.

C-5

San Gabriel Mountains
Santa Monica Mountains
Santa Anita Mountains
Santa Monica Mountains
Santa Monica Mountains
Santa Monica Mountains
Santa Monica Mountains
Santa Monica Mountains
Santa Monica Mountains
Santa Monica Mountains

RTD
Southern California Rapid Transit District
425 S. Main St.
Los Angeles, Ca. 90013
Santa Monica Mountains
Comprehensive Planning Commission
Joseph T. Edmiston, Executive Director
107 S. Broadway, Room 7106
Los Angeles, Ca. 90012



Southern California Rapid Transit District
425 South Main St., Los Angeles, CA 90013



**SPEND A
SUMMER DAY
IN THE
SANTA MONICA
MOUNTAINS**



Summer means fun. And this year, you're invited to spend a fun summer day in the Santa Monica Mountains. RTD will provide the roundtrip bus transportation, you provide the fun.

A GREAT PLACE TO GO

If you're looking for fun, here it is. You can take a hike. Climb a mountain. Have a picnic. Or just enjoy the scenery. If you like summer, you're gonna' love the Santa Monica Mountains.

RTD WILL TAKE YOU THERE

Now, your group or organization can arrange to take an RTD bus to Malibu Creek State or Tapia County Park (both located in the Santa Monica Mountains).

During the summer months, RTD will provide roundtrip Saturday or Sunday bus service between the parks and the central part of Los Angeles. The service is available on an advance reservation basis to groups and organizations in the area.

How does it work? Simple. On the Saturday or Sunday morning you select (based on availability), an RTD bus will pick you up at a pre-arranged location in your area. Then we'll take you to the parks. You spend the day having fun. And in the afternoon we bring you back. The roundtrip fare is only \$1 per person.

ABOUT THE PARKS

MALIBU CREEK STATE PARK lies in a scenic canyon of the Santa Monica Mountains, once home to the Chumash Indians. After Spanish explorers discovered the area, ranchers moved in to raise their cattle and horses alongside native deer.

Several years ago, a movie studio bought the land and used it to film motion pictures and TV shows. Then, in 1976, the area became Malibu Creek State Park and was opened for you to enjoy.

Today, the park is home to hundreds of animals, including deer, squirrels, rabbits, ducks and a wide variety of birds.

You may want to take a guided walk with a park ranger, go for a hike of your own, fish, or just sit and relax at one of the picnic tables under the shade trees. Portable restrooms and drinking water are located near the parking lot and about one mile down the trail.

TAPIA COUNTY PARK is another wonder of nature. Against a backdrop of rugged rocks and rolling hills, shady groves catch the cool ocean breeze.

The park features hiking trails, a year-round stream, barbecue pits, ballfields (for baseball, soccer or football) and lots of fresh air. Portable and permanent restroom facilities are available.

LET'S MAKE A DATE

Would you like to go? We hope so.

If you have an organized group of 25 or more, contact the Santa Monica Mountains Comprehensive Planning Commission at (213) 620-2021.

If your group is less than 25, contact one of these local parks and recreation districts and ask about their scheduled trips to the parks:

Carson 830-7600 Ext. 225

Compton 537-8000 Ext. 400

Gardena 327-0220 Ext. 340

Inglewood 649-7483

Los Angeles 485-4876

(city)

Los Angeles 744-4210

(county)

Lynwood 537-0800 Ext. 225

Torrance 328-5310 Ext. 241

Reservations should be made at least two weeks in advance.



APPENDIX D
PRESS COVERAGE

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021

**FOR IMMEDIATE RELEASE:**

Contact: Mr. Bruce Eisner
(213) 620-2021

**WEEKEND BUS SERVICE TO THE SANTA MONICA MOUNTAINS
NATIONAL RECREATION AREA TO BEGIN THIS SUMMER**

The Santa Monica Mountains Comprehensive Planning Commission has taken the first step towards expanding recreational opportunities in the Santa Monica Mountains. The Commission has just received a grant from the Urban Mass Transportation Administration (UMTA) to operate weekend bus service in conjunction with the Southern California Rapid Transit District to Malibu Creek State Park and Tapia County Park. Both parks are in the center of the newly established Santa Monica Mountains National Recreation Area and feature picnicking, easy hiking trails, and limited sports facilities. Guided nature walks will be available at Malibu Creek State Park.

"We have targeted the East, Central, and South-central portions of Los Angeles as a first step in carrying out the Santa Monica Mountains Commission's goal of making mountain parks accessible to transit dependent people and persons of all income levels," said Joseph T. Edmiston, Executive Director of the Commission. "The weekend service is the start of an outreach program which will benefit youth, senior citizens, community organizations, religious groups, and any other organized group in the central city of Los Angeles."

Service will begin the weekend of June 16 and 17, 1979, and run through the middle of August. Buses are available to the general public but the program will emphasize service for organized groups on a pre-arranged basis. Groups of 30 to 50 people can request bus service on any weekend by calling the Commission staff two or more weeks in advance. A pick-up point will be arranged in the group's local community. The bus fare is \$1.00 per person for a round trip.

Interested groups based in the East, Central, and South-central portions of the Los Angeles Area should contact the Commission staff at 107 South Broadway, Room 7106, Los Angeles, CA 90012, (213) 621-2021.

-30-30-30-30-30-30-

SANTA MONICA MOUNTAINS COMPREHENSIVE PLANNING COMMISSION

107 SOUTH BROADWAY, ROOM 7106
LOS ANGELES, CALIFORNIA 90012
(213) 620-2021



COMENZARA ESTE VERANO SERVICIO DE FIN DE SEMANA
A LA REGION RECREATIVA NACIONAL DE LAS MONTANAS DE SANTA MONICA

La Comisión de Planificación Comprensiva para las montañas de Santa Monica ha tomado sus primeros pasos para ensanchar oportunidades recreativas en las montañas de Santa Monica. La Comisión acaba de recibir un donativo de UMTA (la administración nacional de transporte publico; "Urban Mass Transportation Administration") para establecer servicio de autobuses los fines de semana, con la cooperación del Southern California Rapid Transit District, a los parques estatales de Malibu Creek y Tapia County.

Ambos parques estan situados al centro de la región recreativa nacional de las montañas de Santa Monica y disfruta de areas para giras, sendas para excursiones al aire libre y facilidades limitadas para deportes. El parque de Malibu Creek ofrece guias para excursiones por el bosque.

"La Comisión propone brindar mayor accesibilidad a los parques para personas que dependen del transporte público y a personas de todos los niveles económicos," anunció Joseph T. Edmiston, director ejecutivo de la comisión. "El primer paso es facilitar viajes para residentes de Los Angeles central, del Este de Los Angeles y partes del sur de Los Angeles central. El servicio para fines de semana beneficiará a la juventud, a personas de mayor edad, organizaciones de las comunidades, grupos religiosos y cualquier grupo organizado del centro de Los Angeles."

El servicio comenzará el 16 y 17 de junio de 1979, continuando hasta mediados de agosto. Habrán autobuses para el público en general, pero el programa enfatizará servicio para grupos organizados a base de arreglos previos. Grupos de 30 a 50 personas pueden pedir servicio para cualquier fin de semana si llaman a miembros de la comisión con dos o mas semanas por adelantado. Se establecerá un punto local en la comunidad donde autobuses podrán recoger los miembros del grupo. La tarifa será \$1 por persona por viajes de ida y vuelta.

Grupos interesados de las regiones del centro o del sur de Los Angeles, o Este de Los Angeles, deben llamar el personal de la comisión en el 107 de Broadway sur, sala 7106 en Los Angeles. CA, 90012 al numero (213) 621-2021.

AUDIO
VIDEO
REPORTING
SERVICES

CLIENT RTD
PGM News
DATE 6-23-79
TIME 6:34 PM
STN KNXT TV, Ch. 2

ATTN: Mike Barnes

T/D: 6-25-79

KEN JONES: Bus riders use the RTD to get to and from work. Now those same buses can take you from the hustle and bustle of the city to the tranquility of the mountains, all part of a program sponsored by the Santa Monica Mountains Comprehensive Planning and Commission and the RTD. Today our Michael Linder went along for the ride.

MICHAEL LINDER: Forty-one people took advantage of today's trip sponsored by the Inglewood Parks and Recreation Department, a chance to spend a day in the Santa Monica Mountains, and the program is open to any organized group of 30 people or more. Once you've set a date, an RTD bus will take you to one of two state parks in the Santa Mountains and bring you back. The total cost is only one dollar.

These people brought their hiking shoes and a lunch and took the hour-long drive to Malibu Creek State Park.

SONYA THOMPSON: We have all groups from the South Central and East portions of L.A., girl scouts, church groups, organized groups from park and rec district, school groups, YMCA, even groups of individuals who just hear about our service and want to get together for a day.

LINDER: How many people will be taking advantage of the program throughout the summer?

THOMPSON: Well, we have facilities to bring groups of 45 -- at least four or five groups of 45 out each Saturday and each Sunday during the summer.

LINDER: Once inside the park, forest rangers organized hikes, showing off some of the rugged rocks and rolling hills in what once was a 20th Century Fox movie lot, and before that a turn of the century hunting resort for the rich. The rangers were helpful, pointing out such things as poison oak, and for some of the youngsters on the trip it was their first chance to see what the mountains have to offer.

GENARD SPENCER: I saw all kinds of plants and squirrels and fish and the coyote -- what they have eaten so far and snake holes and all kinds of trees.

LINDER: Darryl, how old are you?

DARRYL FULTON: Four.

PAGE 2

LINDER: And what's the best part of being out here on the mountains?

FULTON: Indians...

LINDER: Have you seen any today?

FULTON: Nope, not yet.

LINDER: Tours like this are open to groups of 30 to 50 people, anywhere from East Central and South Central Los Angeles, and if your group would like to take one of these tours, it's very simple. Just call the Santa Monica Mountain Planning Commission at 620 2021. That's 620 2021.

Michael Linder, Channel 2 News.

APPENDIX E
DATA COLLECTION ACTIVITIES

The major sources of information for evaluation of the Santa Monica Mountains Recreational Transit demonstration were the data collection activities performed in conjunction with the project. These activities included operations records, maintained as a normal part of conducting such a service; surveys and interviews, conducted specifically for purposes of evaluation and improvement; and incidental records, maintained partly or wholly independent of the demonstration but containing information useful to its evaluation.

This appendix describes the various data collection activities used in evaluating the demonstration service. It is divided into those activities conducted by the Grantee (RTD), those by CPC in its role as subcontractor to RTD, and those conducted or monitored by the evaluation contractor. Where applicable, methodologies and collection procedures are described with an evaluation of their strengths and short comings. Chapter 5 presents the results of these activities.

E.1 RTD COLLECTIONS

E.1.1 Operating Information

For each day of service (19 in all), RTD maintained operating records which included:

1. Number of buses scheduled,
2. Number of buses used*
3. Number of passengers
4. Vehicle hours
5. Operator pay hours
6. Extra operator pay hours*
7. Number of surveys completed**.

*Different from 1 due to cancellations or extra buses needed.

In addition, as already noted, the miscellaneous memo turned in by drivers at the conclusion of each trip included a report of any problems encountered.

E.1.2 Maintenance Records

Maintenance records were not kept on an incremental basis for the demonstration. As the buses were used only on weekends for park trips and were used during the week for regular RTD service, it would be extremely difficult to compute actual maintenance costs attributable to the demonstration service. Therefore, incremental maintenance costs were estimated as a percentage of total maintenance costs.

E.1.3 Cost Records

RTD figured the operating costs on a per trip basis for the demonstration service using a special service incremental cost option which is distinct from the full cost option used for their regular fixed-route service. The major difference between the two formulas is in the amount of overhead charged to each trip, which is lower for the incremental cost option, and depends on the proportion of total bus usage attributable to the special service. Items included in both cost formulas are operator pay hours, operator wage rate, vehicle miles, operator fringe benefits, direct operating supplies (includes uniforms, printed schedules, etc.), overhead (includes operating and maintenance allocations), and liability insurance. To compute operating costs, pay hours, vehicle miles, and average operator pay rates are compiled as they actually occur, while appropriate percentages of fringe benefits, direct operating supplies, overhead, and liability insurance are allocated to the service.

*Includes extra driver/supervisor for safety purposes at Malibu Creek Park and extra driver for trips in excess of 10 hours, 59 minutes.

**See Section E.1.4 for a description of the survey.

E.1.4 On-Board Rider Survey

With input from CPC, Crain & Associates, and TSC, RTD developed an on-board survey to be administered to all participants in the demonstration service (except group leaders who were surveyed separately by CPC--see Section E.2.2. Questionnaires were to be filled out on the return leg of the trip to the parks (a copy of the questionnaire appears in Appendix F).

The survey sought user perceptions of the overall program, the parks, and the transportation provided, as well as demographic and recreational behavior information.

This type of survey has the advantage of getting information from respondents while it is still fresh in their minds. This is particularly useful for questions relating to perceptions and attitudes. The major drawback to this type of survey is the potential for low completion rates. In fact, this was a problem for RTD as just 54% of the participants returned the questionnaire. This problem was aggravated by the fact that the questionnaires were not ready for use until two weeks after the beginning of the service. As a result, the first four groups were missed altogether. In addition, to conserve funds by not hiring people specifically to conduct the survey, group leaders were asked to cooperate in handing out and collecting the questionnaires. While this worked out well in most instances, group leaders were not always conscientious about performing this task. In a few instances, the questionnaire was handed out on the trip to the parks rather than the trip back. When this occurred, many of the questions could not be answered and completion rates were accordingly low. In several other instances, the questionnaires were not handed out at all.

Another problem in conducting the on-board survey occurred when respondents were young children. While virtually all the participants were old enough to read the questionnaire, many in

the 10- to 13-year old age range had difficulty understanding the instructions. This was especially true for multiple choice questions. It appeared that young children often checked the first possible response rather than the correct response or the response which best described their feelings. It is unfortunate that these cases cannot be removed from the data set since all respondents below the age of 16 were lumped together in a single age category. This accounted for 39% of the total. Too much information would be lost by removing that entire category. Thus the extent of any biases introduced by failure to understand survey instructions by young children cannot be assessed.

E.2 CPC COLLECTIONS

E.2.1 Operating Information

CPC maintained a file for each group that participated in the project. Information included the names of group leaders, the pick-up/drop-off address, and a detailed itinerary of group activities at the park(s). In addition, a waiting list was maintained for those groups who desired to participate but could not be immediately scheduled.

E.2.2 Post-Trip Group Leader Survey

In order to assess attitudes toward the demonstration service and adequacy of trip arrangements, CPC conducted a post-trip survey of group leaders of all organizations that participated in the project. The survey sought detailed information about the transit operation, pre-trip planning and orientation provided, enjoyment of the parks, future activities stemming from the park trip, and characteristics of participating organizations which might suggest specific targeting of future services of the type offered in this demonstration.

Interviews were conducted by telephone with group leaders the week following their trip to the parks. While this method may have allowed for some forgetting on the part of respondents, it had the advantage of a high response rate. In fact, all but three groups were represented. In addition, more detailed information could be elicited than would have been possible by other methods such as the on-board survey.

No major problems were encountered in the conduct of this survey.

E.2.3 Group Leader Debriefing

At the conclusion of the demonstration period, all group leaders were invited to a "rap session" sponsored by the Commission. The purpose of the session was to discuss any and all aspects of the service in a relaxed atmosphere with an eye toward improving the service in the future. While the session did succeed in bringing several worthwhile suggestions to the attention of CPC project personnel, it was very poorly attended: less than 20 of the 215 leaders came. It might be anticipated that, as in the case of many public hearings, those with something definite to say were more likely to come than those without. While there is no way of determining the extent to which this occurred, in fact, the low turnout may not have been as discouraging as CPC indicated.

E.2.4 Pre-Demonstration Park Usage Surveys

As discussed in Section 3.3, two surveys of park usage prior to the demonstration were conducted by CPC as part of the Comprehensive Plan to establish the Santa Monica Mountains National Recreation Area. User surveys were conducted in person at both parks in June 1978 and at Tapia County Park again in November 1978 (Malibu Creek State Park was closed in November due to fire danger). Information collected included

trip origin, group size, ethnic background, recreation activities pursued, length of stay, and demographic profiles.

A license plate survey performed in conjunction with the park user survey in June 1978 provided additional information on trip origin for users at both parks. Profiles of major areas of origin gave useful insights into who the main users of the parks were prior to the demonstration.

In addition to these surveys, data were assembled covering two aspects of the existing transportation system in and to the parks prior to the demonstration: roadways and public transit services. Information on the function, geometrics, capacity, condition, hazards, and usage of the roadway system were assembled. Further, information regarding the nature and level of services, headways, time of operation, and ridership on public transit in and around the National Recreation Area were inventoried.

E.3 EVALUATION CONTRACTOR COLLECTIONS

E.3.1 Management Interviews

Much of the information used to prepare this report was gathered during both formal and informal interviews with those people connected with the project. A list of those interviewed, their positions, and the dates of each interview follows:

Jon Hillmer*	Project Director - RTD	6/20, 7/20, 8/13
Bruce Eisner*	Project Coordinator - CPC	7/20, 7/21, 8/13
Sonya Thompson*	Project Coordinator - CPC	8/13
Madelyn Glickfield	Chief Planner - CPC	7/20
Ken Hartwell	Chief Ranger - Malibu Creek State Park	7/21
Brenda Hutchinson		
Wes Austin		
Jenny Teller	Group Leaders - Lynwood Parks and Recreation District	7/21
Ralph Davis	Recreation Supervisor - Lynwood Parks and Recreation District	8/14
Tina Varnes	Girl Scout Leader - Los Angeles Council	8/14
RTD Bus Drivers	(Demonstration Service)	7/21

E.3.2 Personal Observation

The project leader for the evaluation contractor participated in a trip to the parks on July 21 with two playground groups from the Lynwood Parks and Recreation District. In addition to informal interviews with trip participants and many of the individuals listed in Section E.3.1, the trip permitted close scrutiny of the transportation service, park facilities, and the conduct of the post-trip on-board survey. A photographic record of the trip was also obtained.

*As principal management for this demonstration, contact was continuous both during and after the demonstration period. Dates listed are those on which in-person meetings were held in Los Angeles.

E.3.3 Weather Records

As noted in Section 3.6, heat is a potential hazard in the Santa Monica Mountains in the summer months. Excessive heat can directly affect one's enjoyment of the parks (especially if engaging in strenuous activities), and it can also increase the danger of fire to the point where Malibu Creek State Park is closed necessitating a contingency plan to divert groups scheduled for Malibu Park to Tapia Park instead.

In order to help assess the effects of heat on participants perceptions of the service (as reported in the two surveys), the daily maximum temperatures at Malibu Creek Park were recorded for each weekend day during the demonstration period. These temperatures were taken at the ranger station at the entrance to Malibu Creek Park and can be assumed to be indicative of conditions throughout the park as well as at Tapia, due to its close proximity.

APPENDIX F
SURVEY QUESTIONNAIRES

SANTA MONICA MOUNTAINS—RIDER SURVEY

Please help us serve you better by completing this form and returning it before you leave this bus today.
Thank you.

1. How did you first learn about this RTD service to the Santa Monica Mountains? 6-
- From a friend ()¹
 - Your organization's newsletter ()²
 - Your organization's bulletin board ()³
 - Your organization's leader(s) ()⁴
 - From pamphlet about the parks ()⁵
 - Other? _____
(please write in)

2. How likely are you to use this RTD service to the Santa Monica Mountains again this summer? 7-
- Very likely ()¹
 - Somewhat likely ()²
 - Not too likely ()³
 - Very unlikely ()⁴

3. Please tell us what you liked **MOST** about the parks and this RTD service to the Santa Monica Mountains. 8-9
- _____ 10-11
- _____

4. Please tell us what you liked **LEAST** about the parks and this RTD service. 12-13
- _____ 14-15
- _____

5. Where do you generally go for recreation during the summer? 16-
- Parks in your neighborhood ()¹
 - Parks outside your neighborhood ()²
 - Beaches ()³
 - Santa Monica Mountains ()⁴
 - Other mountain areas ()⁵
 - Recreational parks (e.g. Disneyland, Magic Mountain, etc.) ()⁶
 - Other? _____
(please write in)

6. How do you **USUALLY** travel to the recreational activities you checked in question # 5? 17-
- Drive ()¹
 - Ride with others ()²
 - Bus ()³
 - Other? _____
(please write in)

7. Before you came to the park today, what did you expect you would do when you got there? 18-
- | | |
|---------------------------------------|--|
| Hike () ¹ | Boat () ⁶ |
| Picnic () ² | Relax () ⁷ |
| Fish () ³ | Nature walk () ⁸ |
| Play games () ⁴ | Watch wild life () ⁹ |
| Swim () ⁵ | Other? _____
(please write in) |

8. What did you **in fact do** at the park today?

20-

- | | | | |
|--------------------|------------------|-------------------------|------------------|
| Hiked | () ¹ | Boated | () ⁶ |
| Picnicked | () ² | Relaxed | () ⁷ |
| Fished | () ³ | Took nature walks | () ⁸ |
| Played games | () ⁴ | Watched wild life | () ⁹ |
| Swam | () ⁵ | Other? | 21- |
- (please write in)

9. If you had a choice of recreational places to go to by bus, where would you most like to go?

22-23

(please write in)

10. How long a bus ride would you be willing to take to go to the place you wrote in above in question # 9?

24-

- | | |
|--------------------------------------|------------------|
| Less than ½ hour | () ¹ |
| ½ hour to less than 1 hour | () ² |
| 1 hour to less than 1 ½ hours | () ³ |
| 1 ½ hours to less than 2 hours | () ⁴ |
| 2 hours or more | () ⁵ |

11. How often do you ride on other RTD lines?

25-

- | | |
|-------------------------------|------------------|
| 20 or more days a month | () ¹ |
| 10-19 days a month | () ² |
| 1-9 days a month | () ³ |
| Less than 1 day a month | () ⁴ |

12. You are:

- | | | | |
|------------|------------------|--------------|------------------|
| Male | () ¹ | Female | () ² |
|------------|------------------|--------------|------------------|

26-

13. Which group contains your age?

27-

- | | | | |
|----------------|------------------|-----------------|------------------|
| Under 16 | () ¹ | 40-49 | () ⁵ |
| 16-19 | () ² | 50-61 | () ⁶ |
| 20-29 | () ³ | 62 & over | () ⁷ |
| 30-39 | () ⁴ | | |

14. What is the total annual income of your household?

28-

- | | | | |
|-----------------------|------------------|-----------------------|------------------|
| Under \$5,000 | () ¹ | \$15,000-19,999 | () ⁴ |
| \$5,000-9,999 | () ² | \$20,000-24,999 | () ⁵ |
| \$10,000-14,999 | () ³ | \$25,000 & over | () ⁶ |

15. How many automobiles, **IN WORKING CONDITION**, are there in your household?

29-

- | | |
|--------------------------|------------------|
| No cars | () ¹ |
| One car | () ² |
| Two cars | () ³ |
| Three or more cars | () ⁴ |

Please use the space below for any comments or suggestions you would like to make. Please return the completed form before you leave the bus.

THANK YOU FOR YOUR HELP!

***If a leader in the group attended the leader training session, ask the following:

18. Was the leadership training session helpful? YES 1 NO 2 N/A 9

27		

***If there was a Pre-Trip Orientation Session with the participants, ask question number 19.

19. Did you think the pre-trip orientation gave trip participants a clear sense of what to expect, and how to use the parks? YES 1 NO 2 N/A 9

28		

***If no pre-trip orientation, ask question number 20.

20. Would a pre-trip orientation have improved the recreational experience? YES 1 NO 2 N/A 9

29		

21. What changes in pre-planning activities would have improved the transit service, recreational experience, or practicality of the program?

30		

THE DAY AT THE PARKS

22. What parts of the day's program at the park were most enjoyable for your group?

31		32	

23. What parts of the day's program were least enjoyable for your group?

33		34	

24. Did you have any difficulties because of the facilities at the park?

YES 1 NO 2 N/A 9

If so, what were they?

35		

***If the group had a docent walk, ask question 25.

25. Was the docent talk a positive experience? YES 1 NO 2 N/A 9

36		

***If the group did not have a docent walk, as question 26.

26. Would a docent or guide have added to your group's enjoyment at the park?

YES 1 NO 2 N/A 9

37		

FUTURE ACTIVITIES

27. Would you reserve another bus during this year's program? YES 1 NO 2

38		

28. Would you reserve another bus during next year's program? YES 1 NO 2

39		

***If both answers are no, then ask only questions 33 thru 35. If one or the other is yes, then ask the rest of the questions.

29. Would you plan another program for this type of group if you had to provide your own transportation? YES 1 NO 2 MAYBE 3
30. Would you plan another outing for this type of group if this program were run at a different time of the year YES 1 NO 2 MAYBE 3
31. Would you plan another outing for this type of group if this program were available on weekdays? YES 1 NO 2 MAYBE 3
32. Would you use this program again if:
- a. round trip bus fares continued at \$1.00 per person? YES 1 NO 2
- b. round trip bus fares were between \$1.50-2.50/person? YES 1 NO 2
- c. round trip bus fares were between \$2.50-5.00/person? YES 1 NO 2
33. What kind of changes in bus service would you wish to see (before using this program again)? _____
- _____
- _____
34. What kinds of changes in park physical facilities would you wish to see (before using this program again)? _____
- _____
- _____
35. What kinds of changes would you like to see in "support services" such as docents, guides, nature or environmental education programs? _____
- _____
- _____
36. Would you plan a trip to another location in the Santa Monica Mountains?
YES 1 NO 2 MAYBE 3
37. Do you think that members of your group will return to the Santa Monica Mountains on their own after this trip? YES 1 NO 2 MAYBE 3
OTHER 4
38. Do you think that members of your group would individually or as a group use a regularly scheduled bus line to the parks if such a service were available?
YES 1 NO 2 MAYBE 3
39. Any other general comments or impressions: _____
- _____
- _____
40. Trip Origin Zone: 1 2 3 4 5 6 CIRCLE ONE
41. Type of Group: PUBLIC AGENCY 1 OTHER 2

40		
41		
42		
43 44		
46 47		
48 49		
50 51		
52		
53		
54		
56		

INTERVIEWER'S NAME: _____