



SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY

Final Report

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Administered by Santa Barbara County Association of Governments



In partnership with San Luis Obispo Council of Governments



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1 EXECUTIVE SUMMARY

The Santa Maria-San Luis Obispo Transportation Connectivity Study was administered by the Santa Barbara County Association of Governments (SBCAG) in partnership with the San Luis Obispo Council of Governments (SLOCOG). The purpose of the study is to identify opportunities to improve transit and ridesharing services between northern Santa Barbara County and southern San Luis Obispo County.

Figure 1: Study Area



ANALYSIS AND OUTREACH

The initial phase of the study included a review of adopted transportation plans, existing transit services/facilities and market conditions. The study also reviewed population and employment projections to forecast future transportation needs. Finally, the study collected community and stakeholder input to identify intercounty mobility needs and opportunities.



Planning Context

The study summarized recent regional and local transportation plans completed by SBCAG, SLOCOG, and transit providers within the study area. Key findings include:

- The SBCAG North County Plan recommends voluntary consolidation of select transit services to improve connectivity, rider experience and information.
- The SBCAG Regional Growth Forecast projects significant population and employment growth in the Santa Maria area through 2040.
- The SBCAG Park-and-Ride Study identifies North Santa Maria as one of two high priority areas in Santa Barbara County for a future park-and-ride facility.
- The SLOCOG Regional Transportation Plan/Sustainable Communities Strategy recommends significant additional funding for transit, ridesharing, park-and-ride and ITS investments.
- The SLO RTA Short Range Transit Plan recommends midday express service and expanded weekend service on Route 10.



Existing Services and Facilities

Transit, vanpool, private transportation services within the study area were reviewed in terms of availability, connectivity, performance. Key findings include:

- The study area is comprised of several uniquely branded transit service with separate governing bodies.
- Schedule coordination between transit providers is a challenge due to differences in headways (time interval between trips) and service span (hours of operation).
- The primary intercounty transit service, SLO RTA Route 10, is extremely productive on weekends, despite operating infrequently with a limited service span.
- High ridership stops on SLO RTA Route 10 include San Luis Obispo and Santa Maria Transit Centers, Pismo Beach Premium Outlets and Hancock College.
- Transit fares, pass products and transfer policies vary significantly by service provider.



Market Analysis

Census, SBCAG and SLOCOG data was analyzed to understand socio-economic characteristics and travel patterns within the study area. Key findings include:

- North San Luis Obispo and North Santa Maria have the highest concentration of long-distance commuters.
- Arroyo Grande, Pismo Beach, Grover Beach, Nipomo and Guadalupe are largely bedroom communities, with 85% or more of employed residents commuting to other cities.
- Consistent with findings from the recent SBCAG Park-and-Ride Study, North Santa Maria has significant unmet demand for a park-and-ride facility.



Community Engagement

Following the completion of the plan review, evaluation of services/facilities, and market analysis, input from collected from Route 10 riders, regional transportation stakeholders, and the general public. Key feedback included:

- SLO RTA Route 10 riders desire more weekend service, later service on weekday evenings, and more frequent/faster service.
- Nipomo residents and visitors expressed a need for better pedestrian/bike access, as well as additional transit options.
- Study Technical Advisory Committee members indicated preliminary support of potential SLO RTA Route 10 changes and increased Park-and-Ride availability in Santa Maria.

RECOMMENDATIONS

Findings from the plan review, service/facility evaluation, market analysis and community outreach efforts resulted in a series of recommendations related to transit service, capital facilities, transit marketing and regional fare coordination.



Transit Service

Findings from the plan review, service/facility evaluation, market analysis and community outreach efforts resulted in several route/schedule recommendations:

- Realignment of SLO RTA Route 10 from Marion Medical Center to Broadway in Santa Maria to reduce travel time for intercounty riders.
- Prioritized SLO RTA 10 schedule enhancement recommendations to make service more convenient for existing and potential riders.
- Integration of the Guadalupe Flyer route with Santa Maria Area Transit to better serve destinations in West Santa Maria and improve connections.
- Establish fare agreements between SMAT and connecting services (SLO RTA and SMOOTH).



Capital Facilities

Opportunities for increased park-and-ride availability and improved pedestrian and bicycle access include:

- Establishment of a temporary (leased) park-and-ride in Santa Maria north of downtown for rideshare and transit users.
- Construction of a permanent North Santa Maria Park-and-Ride at Broadway & US 101.
- Construction of a westbound bus stop at Pismo Beach Premium Outlets to reduce travel time on SLO RTA Route 10.
- Improved pedestrian and bicycle connectivity south of Nipomo Park-and-Ride.
- Mobility enhancements at existing facilities such as real-time information, car share, bike share, electric vehicle charging stations, etc.



Rider Information

It is extremely important for transit operators to provide clear and concise information about their services in a variety of ways. Opportunities for improved customer information:

- An online bi-county transit map with routes, stops, transit centers, park-and-rides, rail stations, and bike lanes.
- Detailed SLO RTA system and route maps.
- Increased real-time arrival information.
- Increased community engagement and collaboration with county transit demand management (TDM) divisions.

2 PLANNING CONTEXT

This chapter summarizes relevant planning documents within the Santa Barbara County Association of Governments (SBCAG) and San Luis Obispo Council of Governments (SLOCOG) jurisdictions. SBCAG and SLOCOG are the designated Metropolitan Planning Organization (MPO) and Regional Transportation Planning Agency (RTPA) for their respective regions. The primary difference between the two agencies is SBCAG administers local transportation funding through Measure A and SLOCOG does not have a local tax measure.

SBCAG PLANS

SBCAG 2016 North County Transit Plan

The North County Transit Plan summarizes existing transit services, demographic conditions, and transit funding. Plan recommendations are intended to accomplish three primary goals:

- Improve transit customer experience
- Optimize fiscal efficiency and financial stewardship of transit services
- Assure the long-term viability of local and regional transit services

This study looks beyond local services and assesses how intercity and interregional services operate and whether improvements or efficiencies are appropriate. Two recommendations to improve the sustainability and convenience of transit services are presented:

- *Voluntary merger of select transit services:* Several North County transit providers have expressed interest in merging their services with a larger system to relieve the administrative burden of small cities managing transit systems. Of particular relevance to this study is a potential Guadalupe Transit merger with Santa Maria Area Transit (SMAT). Guadalupe Transit provides local on-demand and regional service between Guadalupe and Santa Maria. The City of Guadalupe does not have a transit manager and delegates this responsibility to the finance director. Preliminary discussions between the Cities of Guadalupe and Santa Maria were underway during the development of the North County Transit Plan.
- *Consider an agreement to integrate the Clean Air Express into COLT and/or SMAT:* The Clean Air Express (CAE) is a commuter service, which provides a transit connection between north and south Santa Barbara County. The CAE is currently managed by the City of Lompoc. Farebox revenue is the primary source of funding for the service, followed by Measure A (Santa Barbara County transportation sales tax) dollars. The North County Transit Plan recommends an agreement to integrate CAE into SMAT (or COLT) be in place by December 31, 2017 to ensure long-term funding of the service.

Since the plan's adoption, discussions occurred with the region's operators and an operations agreement is currently being pursued with a private operator.

SBCAG 2016-2040 Regional Transportation Plan/ Sustainable Communities Strategy

Adopted in 2013, the Regional Transportation Plan and Sustainable Communities Strategy (RTP-SCS) for Santa Barbara County is the comprehensive transportation plan for the region in meeting its transportation needs for the 30-year period from 2010 to 2040. The RTP-SCS identifies and prioritizes expenditure of this funding for transportation projects of all modes, transportation demand management measures, and intelligent transportation systems.

One of the objectives of the RTP-SCS is to increase transit mode share to improve accessibility to jobs, schools, and services; ensure the reliability of travel by all modes; and allow for enhanced movement of people and goods. The RTP-SCS lays out one preferred pattern of future growth and transportation system investment for the region, based on land use and transportation needs. The preferred scenario consists of three components:

- A land use plan, including residential densities and building intensities sufficient to accommodate projected population, household, and employment growth;
- A multi-modal transportation network; and
- A “regional greenprint” cataloguing open space, habitat, and farmland as constraints to urban development.

Some transit needs that have been identified through the annual transit needs assessment, public outreach, and short range transportation plans (SRTPs) include improving rail capacity along the 351-mile Los Angeles-San Diego-San Luis Obispo (LOSSAN) North rail corridor and seeking stable funding sources for improvements.

SBCAG adopted the next iteration of its Regional Transportation Plan and Sustainable Communities Strategy, Fast Forward 2040, in August 2017.

SBCAG 2016/2017 Transit Needs Assessment

The Transit Needs Assessment (TNA) was designed to identify unmet transit needs in North Santa Barbara County. Examples of improvements identified through TNAs in the past include Guadalupe Transit weekend service improvements and the addition of Saturday regional services in the North County. In both the 2016 and 2017 TNAs, no unmet transit needs were identified. The service requests submitted from the public dealt mostly with travel between North and South Santa Barbara County, rather than travel between Santa Barbara and San Luis Obispo Counties.

It is important to note that the TNA only examines needs within jurisdictions that do not already spend all of their Transportation Development Act (TDA) funding on transit, which is presently only unincorporated area of Santa Barbara County. Therefore, the TNA omits several requests for enhanced transit service.

SBCAG Regional Growth Forecast

The Regional Growth Forecast (RGF) 2012 presents forecasts of population and employment between 2010 and 2040 for Santa Barbara County, its major economic and demographic regions, and its eight incorporated cities. The purpose of the RGF 2012 is to provide a consistent forecast to the year 2040 for long-range comprehensive planning. RGF 2012 also serves as input in the SBCAG Regional Transportation Plan and Sustainable Communities Strategy.

Between 2010 to 2040, the countywide population is expected to increase by 96,200 from 423,800 (23 percent increase). Employment is forecast to increase by 30 percent. The City of Santa Maria has the highest forecast growth with a 42 percent increase in population and an 84 percent increase in employment. Additionally, the number of net in-commuters (people working in the SBCAG region who live in another region) is projected to double over the 30-year forecast period from 11,000 in 2010 to 22,000 in 2040, which is slower than the historical rate.

SBCAG 2016 Central Coast Origin-Destination Survey Report

A study was conducted in 2013 between a partnership consisting of SBCAG, SLOCOG, and Ventura County Transportation Commission (VCTC) to gather information on those who travel regionally and inter-regionally along the U.S. 101 freeway in the Central Coast to help plan improvements to regional rail and transit services. This study focused on bidirectional travel between southern San Luis Obispo County and northern Santa Barbara County, among other various commute patterns.

Using traffic/vehicle counts, license plate analysis, mail-based surveys, and mobile device data, the team developed a broad understanding of travel patterns for these commute markets. Key findings of the study include:

- Roughly 41 percent of peak period trips on U.S. 101 are work commute trips
- 3.5 percent of Santa Barbara inter-county trips are pass-through
- 12 percent of survey respondents shifted from driving alone to carpooling with the addition of the U.S. 101 high occupancy vehicle lane
- 68 percent of workers lived and worked in the same geographic area
- The volume of peak period trips between Santa Maria Valley and San Luis Obispo County was similar in both directions
- 65 percent of Santa Maria residents who commute outside the city are traveling to San Luis Obispo County

Responses from the user mail survey indicated a gap of awareness in available transit services. For example, only 30 percent of respondents in the North region said they were aware of the RTA Route 10 bus service. On the contrary, 89 percent of respondents in the Central region said they were aware of the Clean Air Express Commuter Bus Service.

SBCAG 2014 Park-and-Ride Study

A park-and-ride study was conducted to identify areas of Santa Barbara County where demand is highest for new or expanded park-and-ride facilities. The study included a review of adopted plans, an inventory of existing facilities, and a community survey. In addition to recommending facility improvements and new construction, the study also developed facility design standards.

The northern end of Santa Maria near the SR 135 and US 101 interchange was identified as one of two high priority park-and-ride areas in Santa Barbara County.

SLOCOG PLANS

SLOCOG 2016/2017 Unmet Transit Needs Report

SLOCOG is tasked with performing an annual Unmet Transit Needs study. This study ensures that any unmet transit needs that are reasonable to meet are addressed before TDA funds are disbursed for non-transit uses (e.g. streets and roads). There were eight requests to provide Route 10 express service between Santa Maria and California Polytechnic State University (Cal Poly) for employees who start work at 7:30 a.m. and to include a southbound express run from Cal Poly at 4 p.m. to stop near Hancock College. Another request called for later Route 10 northbound evening service from Santa Maria to San Luis Obispo. Out of 30 individual requests for improvements in 20 specific categories, no requests were identified as reasonable to meet.

SLOCOG 2040 Regional Growth Forecast

The 2040 Regional Growth Forecast includes estimates for population, housing, and employment for the five SLOCOG subregions, seven cities, and unincorporated areas in San Luis Obispo County. Growth in the City of San Luis Obispo is expected increase more than its historic norms, while other jurisdictions such as Grover Beach, Morro Bay, and Pismo Beach will continue historic trends of low population growth.

SLOCOG Highway 101 Bus Rapid Transit Applications Study

The SLOCOG Highway 101 Bus Rapid Transit Application Study identifies Bus Rapid Transit (BRT) elements that are most suitable for the county. Key project objectives include streamlining regional transit service and attracting new transit riders.

Study recommendations include a series of bus stop improvements, transit service enhancements and on-board amenities to make regional bus service more attractive. Top tier recommended projects include real-time stop information, bus stop pedestrian access improvements, additional bike parking at high ridership stops, employer-sponsored transit pass programs, and increased service on SLO RTA Route 10.

SLOCOG 2014 Performance Measures Report

The SLOCOG Performance Measures Report is a chapter within the SLOCOG Regional Transportation Plan. This report looks at the performance of the transportation system relative to the Smart Mobility Framework, which was incorporated into the 2010 RTP/SCS as a structure to consider transportation system impacts more equitably. The Smart Mobility Framework operates under six principles: Environmental Stewardship, Social Equity, Robust Economy, Health and Safety, Reliable Mobility, and Location Efficiency.

Major findings emphasized increased traffic along the U.S. 101 and increased transit ridership. Traffic on US 101 increased 5% from 2007 to 2012. SLO RTA systemwide ridership increased by 29% during the same timeframe.

SLOCOG 2014 Regional Transportation Plan/Sustainable Communities Strategy

The 2014 Regional Transportation Plan (RTP) is the region's blueprint for enhancing the quality of life through transportation and for meeting current and future mobility needs. The RTP strives to promote sustainability and to expand mobility options, with a strong commitment to creating a transportation system that maximizes choice, and addresses transportation issues with a holistic view. The seven goals identified in the plan include: Mobility, Accessibility, Safety, Sustainability, Equity, Efficiency, and Livability.

With a \$2.2 billion transportation budget over the next 20 years, the recommended transportation investments include \$589 million for public transportation, \$132 million for active transportation, \$1.36 billion for highways, streets, and roads and \$91 million for ridesharing, park and ride lots, traffic operations and safety, and intelligent transportation systems (ITS). Transportation investments are expected to improve to regional mobility and multimodal connectivity while reducing congestion along the U.S. 101. An 80 percent growth in transit ridership is expected due to increased service levels and system improvements.

SLOCOG 2015 Ride-On Transportation Plan and Future Strategies Report

Ride-On Transportation (Ride-On) is a comprehensive set of mobility programs, which provides two types of services in San Luis Obispo County: community service transportation and general transportation/commuter service. The Ride-On Transportation Plan and Future Strategies Report serves as a roadmap for Ride-On over the next five years and beyond. Some of the strategies focus on improving marketing, more comprehensive printed information about vanpools, and vanpool vehicle enhancements. Another strategy is to consider operating as a cost-effective feeder service in rural portions of the county to link riders with RTA routes.

The report also suggests the implementation of a countywide human service transportation brokerage, where Ride-On would partner with other non-profit and for-profit transportation providers. In this model, Ride-On would schedule and assign trips to the providers to facilitate the most cost-effective and appropriate mode of transport for an individual based on a number of factors, such as the origin and destination or mobility constraints.

SHORT-RANGE TRANSIT PLANS

San Luis Obispo RTA 2016 Short Range Transit Plan

The San Luis Obispo Short Range Transit Plan (SRTP) is intended to guide the San Luis Obispo Regional Transit Authority (RTA) over a period of five years. It was prepared as a joint planning process in parallel with the development of an SRTP for SLO Transit. Included in the plan is a review of the city's demographics and transit needs, surveys and ridership counts, a review of the effectiveness and efficiency of existing services, a peer review of similar systems, and results from public input processes.

The SRTP examined the benefits and impacts of four service alternatives for Route 10:

- Alternative 1: Extend weekday evening service
- Alternative 2: Reduce cycle time from 3 hours to 2 hours by eliminating stops at Marian Medical Center, serving Hancock College in one direction only, replacing the stop at Pismo Beach Premium Outlets with a stop at Five Cities Center (Walmart), and serving Higuera Street in one direction only
- Alternative 3: Expand weekend service
- Alternative 4: Reduce cycle time from 3 hours to 2 hours by shortening Route 10 to Nipomo

Final recommendations for Route 10 included adding midday express service on weekdays and extending weekday evening service. Management and fare policy recommendations included revised service standards, better coordination between SLO Transit and RTA, the addition of a discounted regional day pass, elimination of the current 7-day and 5-day pass, and consideration of a stored value card to replace the punch pass.

City of Santa Maria 2015 Short Range Transit Plan

The Santa Maria SRTP evaluated the efficiency and effectiveness of existing evening services, as well as opportunities to improve farebox recovery ratio while minimizing the burden on passengers.

The SRTP update revealed that evening service routes were the lowest performing routes within SMAT's local service but that they were also a vital service for those who ride. The SRTP recommended eliminating evening service routes and extending daytime routes into the evening period.

Given that SMAT had not increased fares in a decade, a new fare structure was recommended for local fixed-route service, paratransit service, and the Breeze. A modest fare increase was recommended for SMAT local fixed-route service and the Breeze. For paratransit service, a two-step fare increase was recommended, which would eventually set the fare at two times the new base local fare.

Evening service changes and fare increased went into effect on February 13, 2017.

2015-2020 City of Guadalupe Short Range Transit Plan

This Guadalupe SRTP reviews the different transit services offered within the city to ensure that the transit program keeps up with demand, addresses mobility needs, and is financially

sustainable. The report provides recommendations for a five-year period, from fiscal years 2015 to 2020. The following five goals were identified to guide transit policy for the City:

- Maximize service efficiency and reliability
- Maximize the effectiveness of service for Guadalupe's ridership markets
- Increase the visibility and elevate the image of Guadalupe Transit
- Coordinate regional services with other regional transit providers
- Tie the provision of transit to land use and the resulting demand levels

The SRTP provided various service alternatives for the Guadalupe Flyer, which connects Guadalupe with the Santa Maria Transit Center. Alternatives consisted of route and schedule adjustments to improve reliability, as well as the addition of Sunday service. Sunday service was implemented in July 2015.

Planning Context: Key Findings

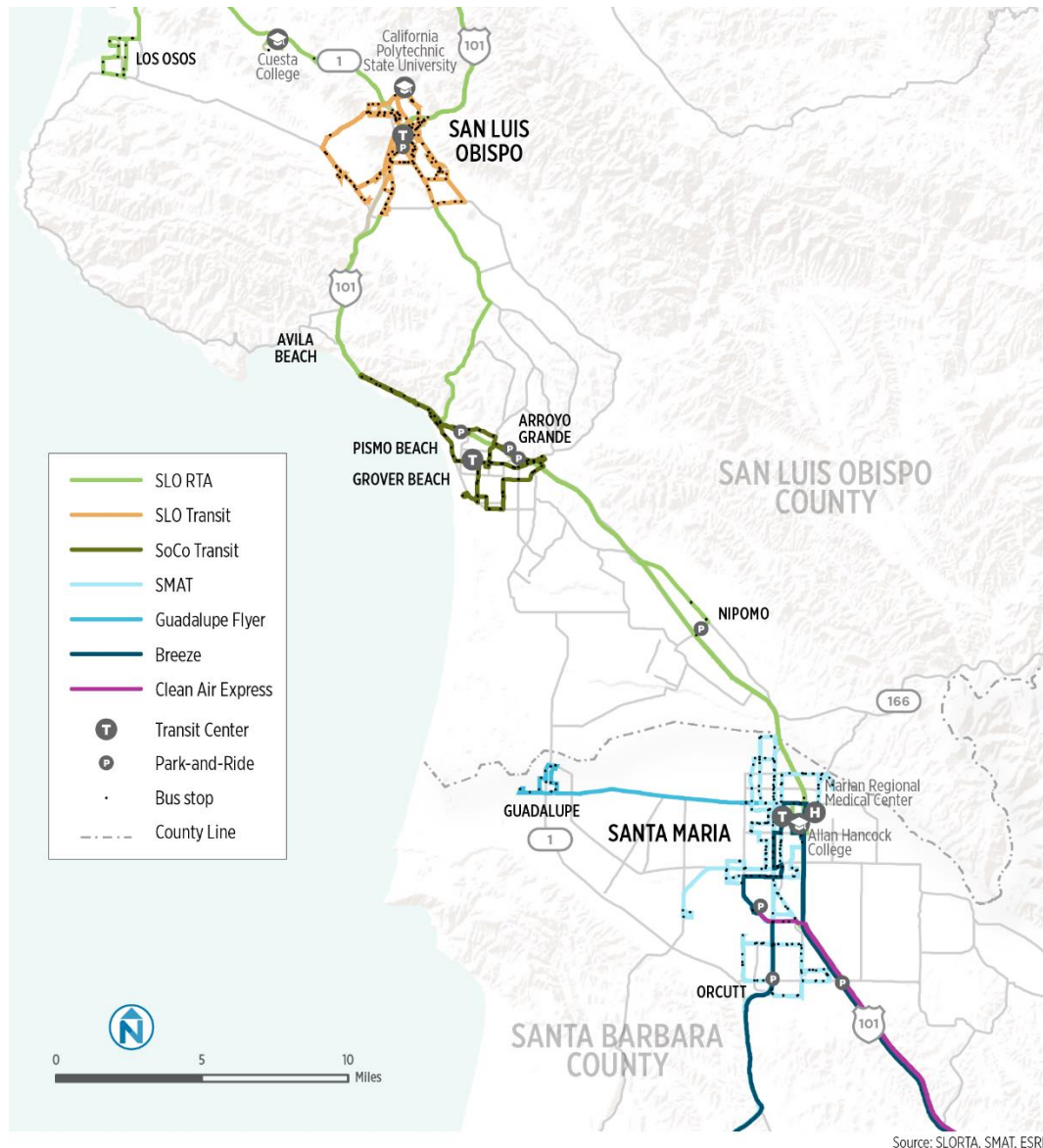
- The SBCAG North County Plan recommends voluntary consolidation of select services to improve connectivity, rider experience and information.
- The SBCAG Regional Growth Forecast projects significant population and employment growth in Santa Maria through 2040.
- The SBCAG Park-and-Ride Study identifies North Santa Maria as one of two high priority areas in Santa Barbara County for a future park-and-ride facility.
- The SLOCOG Regional Transportation Plan/Sustainable Communities Strategy recommends significant funding for transit, ridesharing, park-and-ride and ITS investments.
- The SLO RTA Short Range Transit Plan recommends midday express service and expanded weekend service on Route 10.

3 EXISTING SERVICES AND FACILITIES

FIXED-ROUTE TRANSIT

An array of fixed-route transit services exists within the study area, including local routes in contiguous urbanized areas and regional routes anchored in San Luis Obispo and Santa Maria.

Figure 2: Fixed-Route Transit in Study Area



SLO RTA Routes 10 and 10X

SLO RTA operates six regional intercity fixed-route service primarily within San Luis Obispo County. SLO RTA Route 10 is an important regional transit service, providing daily connections between San Luis Obispo, Pismo Beach, Arroyo Grande, Nipomo and Santa Maria. Major destinations along the route include downtown San Luis Obispo, Pismo Beach Premium Outlets, and Hancock College.

On weekdays, Route 10 operates every 60 minutes over a 16-hour span. Two northbound morning trips and one southbound afternoon trips that are considered “express” and serve limited stops. One northbound express trips serves Cal Poly and bypasses Hancock College, while the other northbound express trip only travels between Arroyo Grande and San Luis Obispo. The southbound express trip bypasses Hancock College. Limited weekend service is offered on Route 10 with five round trips on Saturdays and three round trips on Sundays. Transfers between Route 10 and SLO Transit or South County Transit routes can be made using a regional day pass or 31-day pass.

Route 10X is an express version of Route 10, operating on weekdays service between Hagerman Softball Complex and Park-and-Ride in Orcutt, Santa Maria Transit Center, Pismo Beach Premium Outlets, downtown San Luis Obispo and Cal Poly. Route 10X consists of one northbound trip in the morning and one southbound trip in the afternoon.

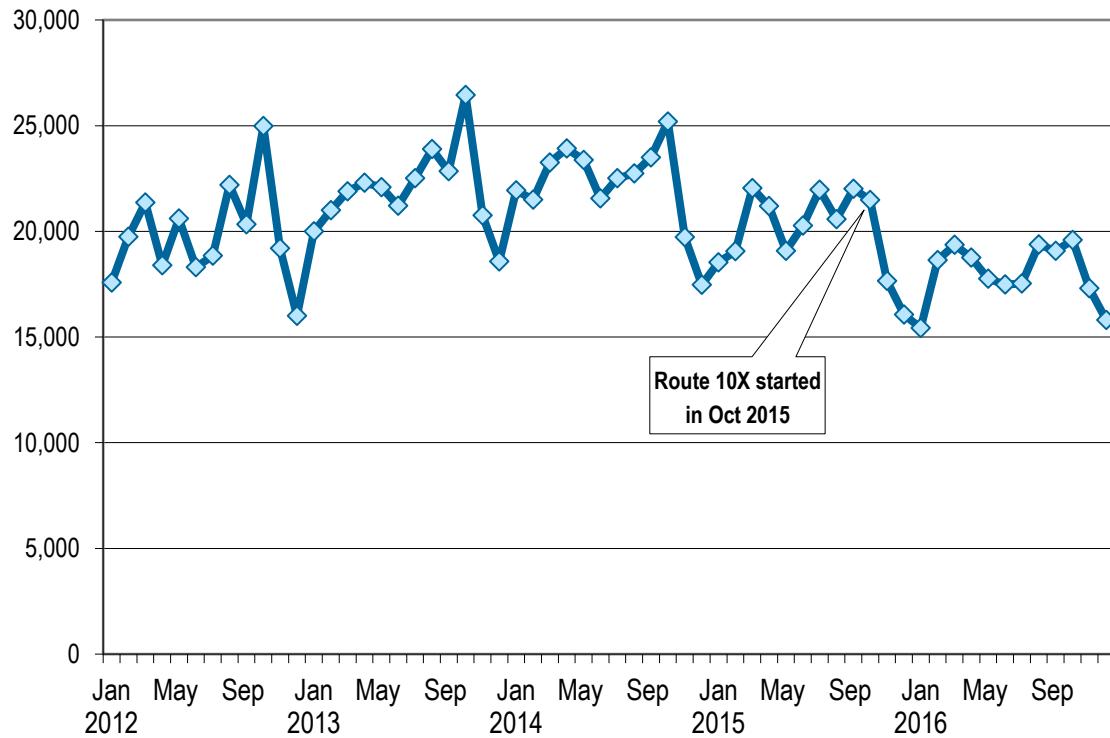
Route Summary			
		Route 10	Route 10X
Service Description		Service between San Luis Obispo and Santa Maria	Express route between San Luis Obispo and Santa Maria/Orcutt
Span	Weekday	5:45 a.m. – 9:43 p.m.	5:50 a.m. – 7:12 p.m.; 4:08 p.m. – 5:31 p.m.
	Saturday	7:14 a.m. – 8:43 p.m.	No service
	Sunday	8:14 a.m. – 6:43 p.m.	No service
Headway		60 minutes (weekdays); 120-180 min	
Number of Trips		16 NB, 16 SB on weekdays; 5 NB, 5 SB on Saturday; 3 NB, 3 SB on Sunday	1 NB, 1 SB on weekdays
Transit Connections Served		SLO Transit, Other SLO RTA Routes, Santa Maria Area Transit, Guadalupe Flyer, Breeze Bus, Greyhound	SLO Transit, Other SLO RTA Routes, Santa Maria Area Transit, Guadalupe Flyer, Breeze Bus, Clean Air Express, Greyhound
Base Fare (one-way)*		\$1.50-3.00	\$1.50-3.00
Vehicle Type		40-ft bus	45-ft coach bus or 40-ft bus

*Note: Varies by trip distance.

Route 10/10X Historical Ridership

Ridership on the Route 10/10X corridor has decreased in the last five years by 10 percent.

Figure 3: SLO RTA Route 10/10X Historical Ridership



Route 10/10X Ridership by Stop

On weekdays, three Route 10 stops average more than 100 boardings: San Luis Obispo County Government Center (217 boardings), Pismo Beach Premium Outlets (155 boardings), and the Santa Maria Transit Center (132 boardings). Significant boarding activity (50 or more boardings) also occurs at Hancock College, Nipomo Park & Ride, and Halcyon Park & Ride.

Within San Luis Obispo, there are 33 northbound boardings and 48 southbound alightings on Route 10 indicating that riders use Route 10 for local circulation. The stop at Windmill Farms was closed in 2017 due to low utilization with only three riders per day.

Figure 4: SLO RTA Route 10 Ridership by Stop (Weekday - Northbound)

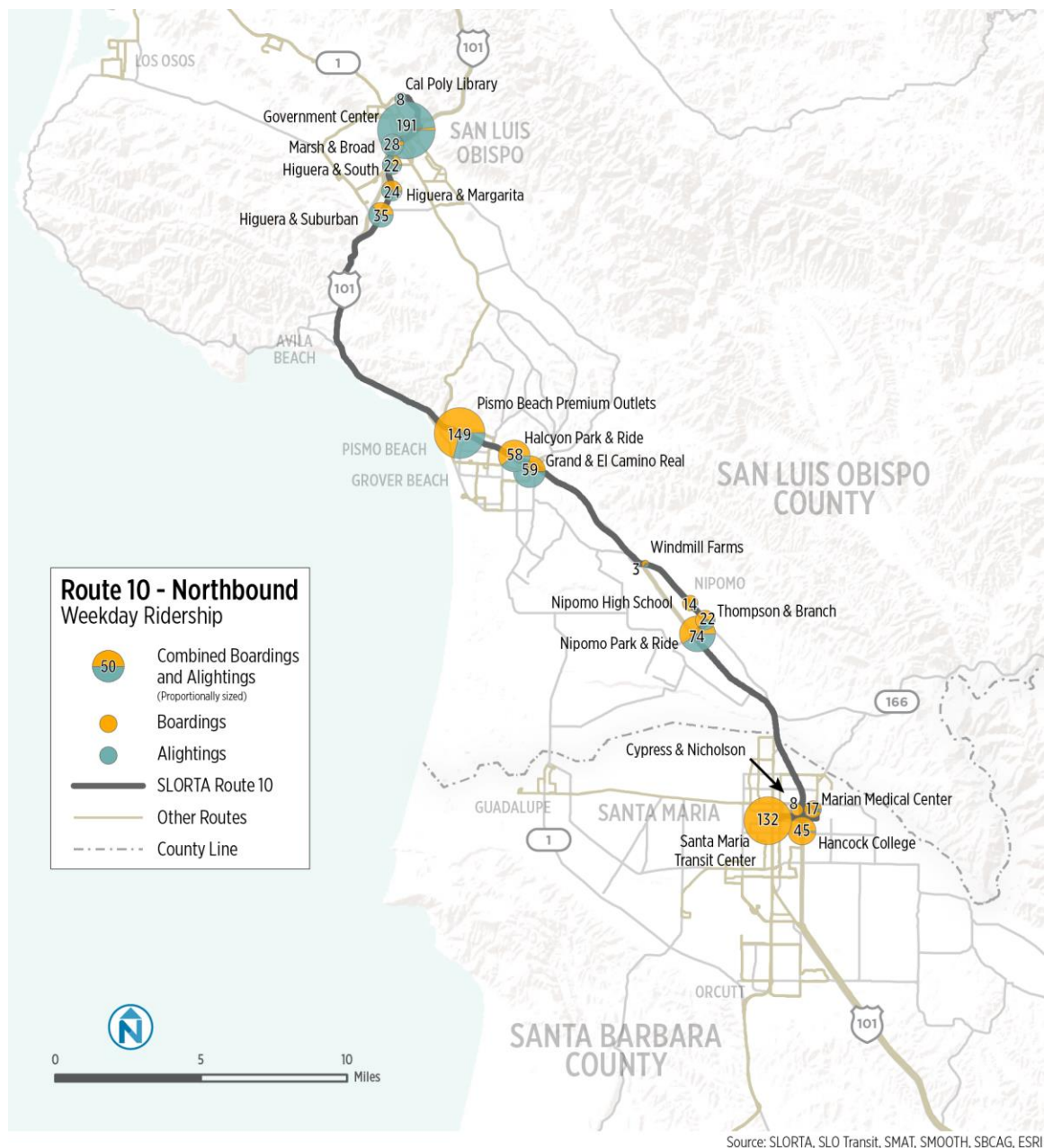


Figure 5: SLO RTA Route 10 Ridership by Stop (Weekday - Southbound)



Ridership drops on the weekends for Route 10 due to decreased service levels, however, ridership distribution remains mostly proportional to weekdays.

Figure 6: SLO RTA Route 10 Ridership by Stop (Saturday - Northbound)

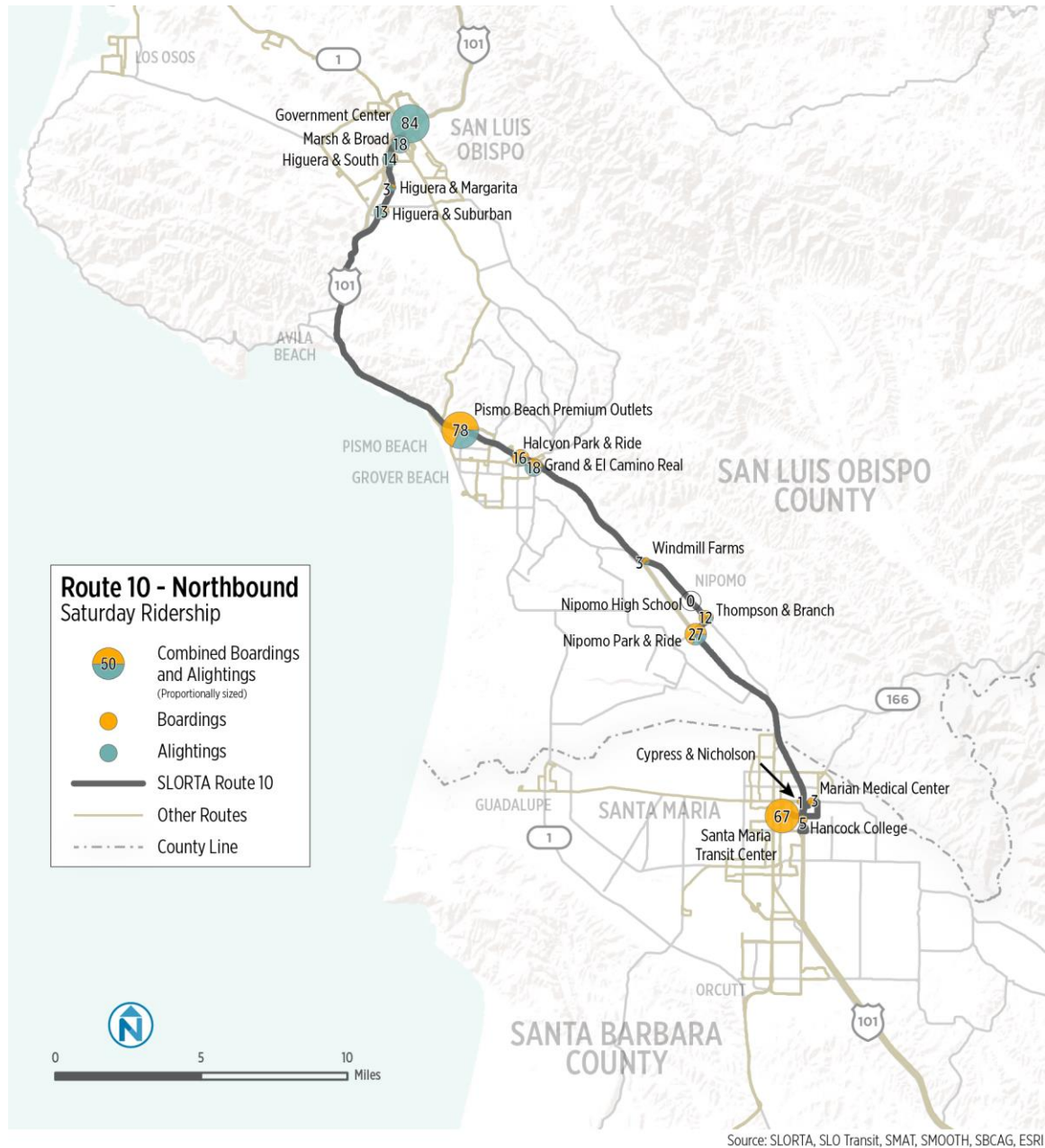


Figure 7: SLO RTA Route 10 Ridership by Stop (Saturday - Southbound)



Figure 8: SLO RTA Route 10 Ridership by Stop (Sunday - Northbound)

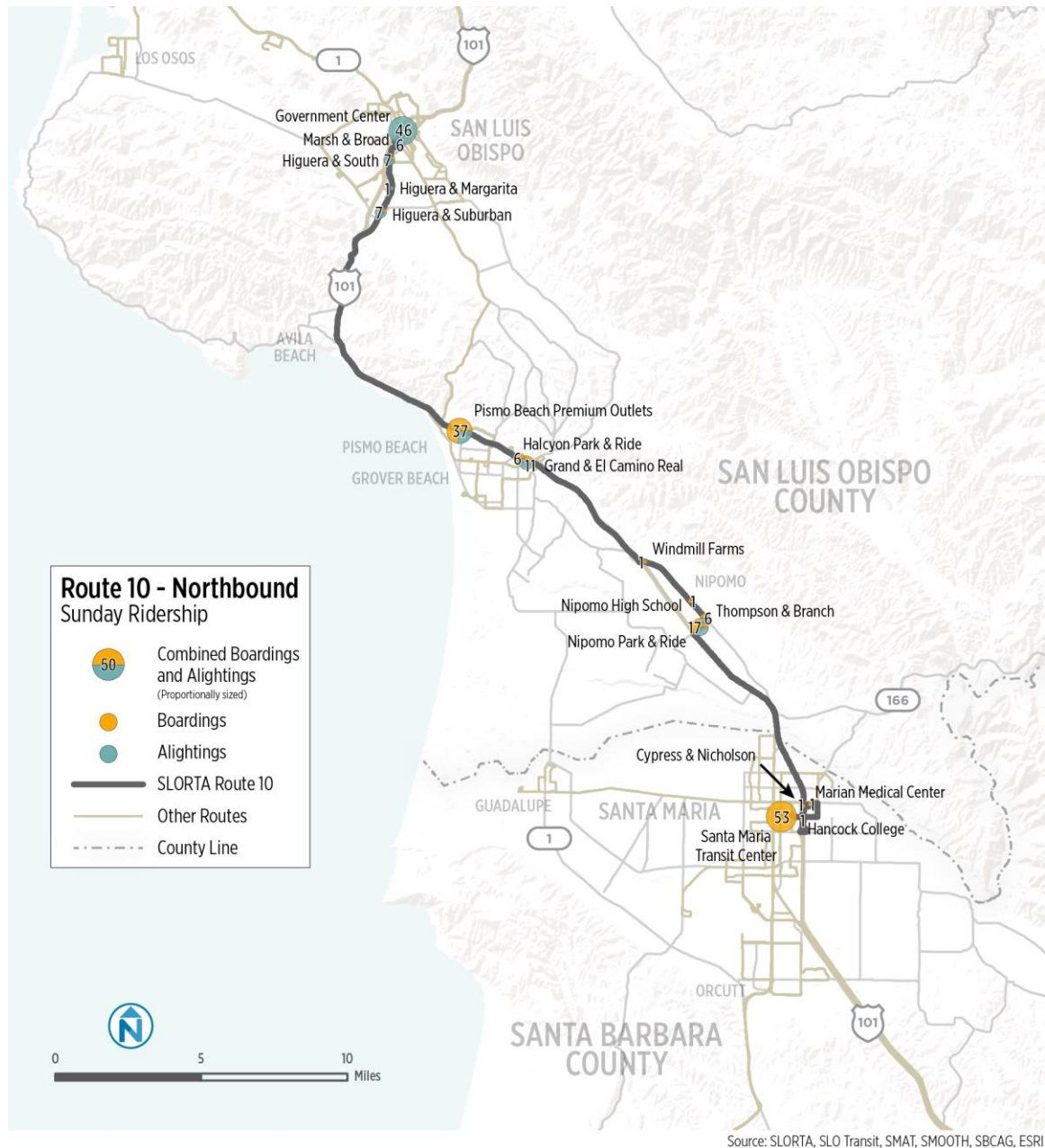
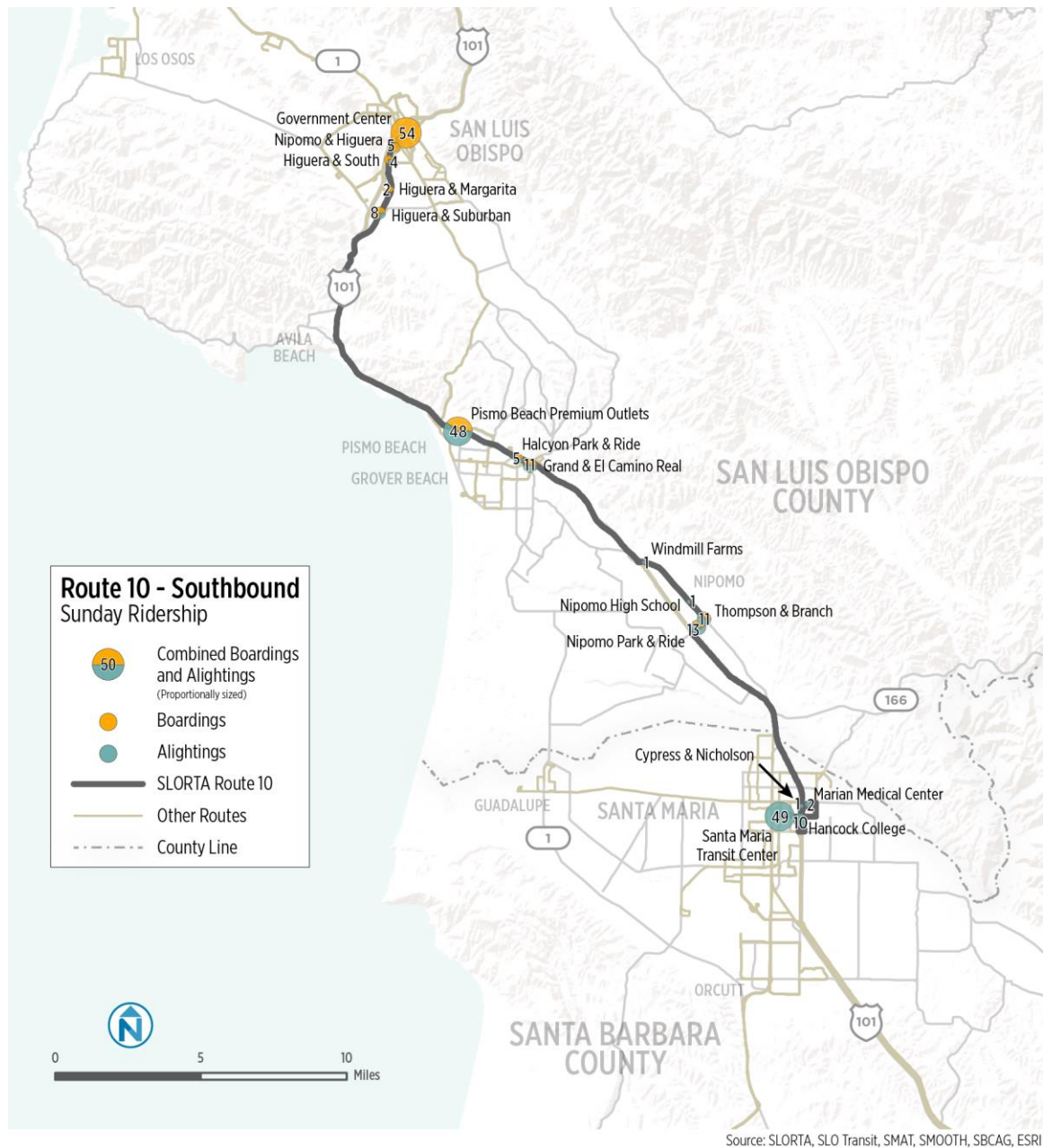


Figure 9: SLO RTA Route 10 Ridership by Stop (Sunday - Southbound)



Route 10X, which operates only one morning and afternoon trip on weekdays, has relatively low ridership despite providing faster connections between San Luis Obispo and Santa Maria. The largest trip generators on Route 10X are Hagerman Park-and-Ride in Orcutt, which is only served by Route 10X, and San Luis Obispo County Government Center.

Figure 10: SLO RTA Route 10X Ridership by Stop (Weekday - Northbound)

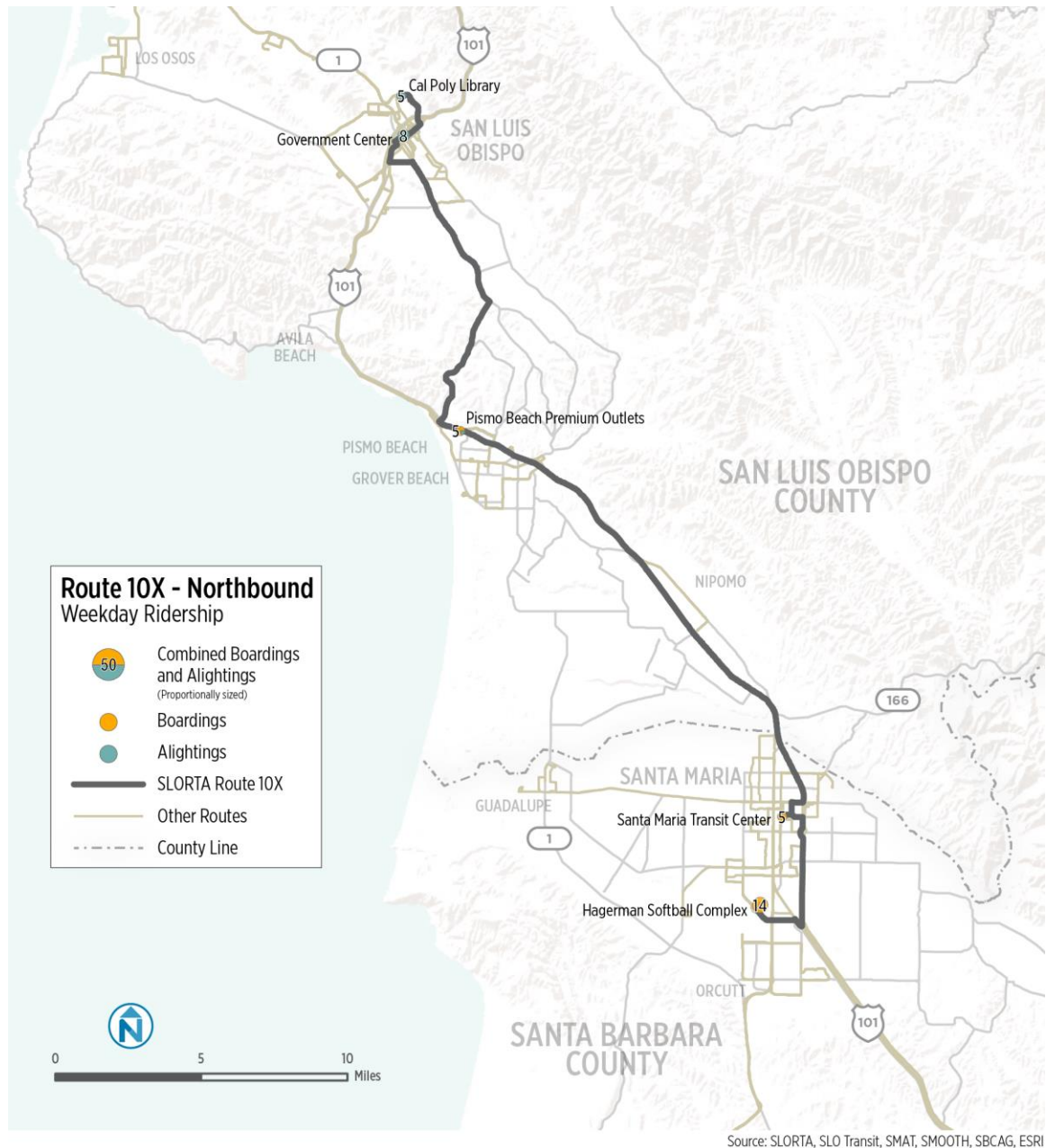
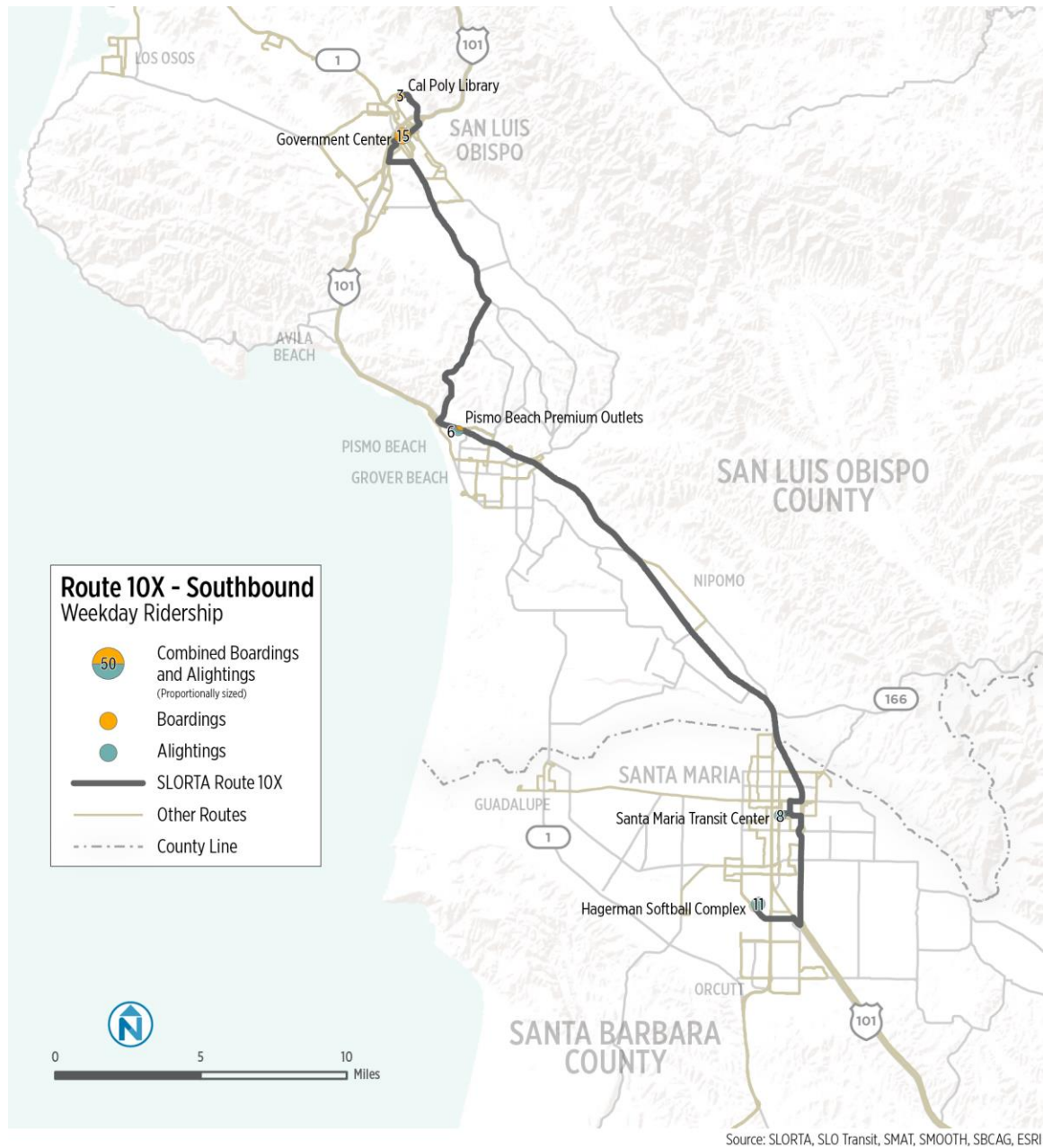


Figure 11: SLO RTA Route 10X Ridership by Stop (Weekday - Southbound)



Route 10/10X Ridership by Trip

Route 10 trip and stop level ridership data was collected during March 2017. Route 10 weekday ridership in the northbound direction is highest on the first two trips and is consistent throughout most the day with midday trips (8:00 a.m. to 6:00 p.m.) averaging 25-35 boardings. Route 10 southbound has its highest ridership during weekday afternoons. Route express and Route 10X trips generate significantly lower ridership than adjacent Route 10 trips.

Figure 12: SLO RTA Route 10/10X Ridership by Trip (Weekday - Northbound)

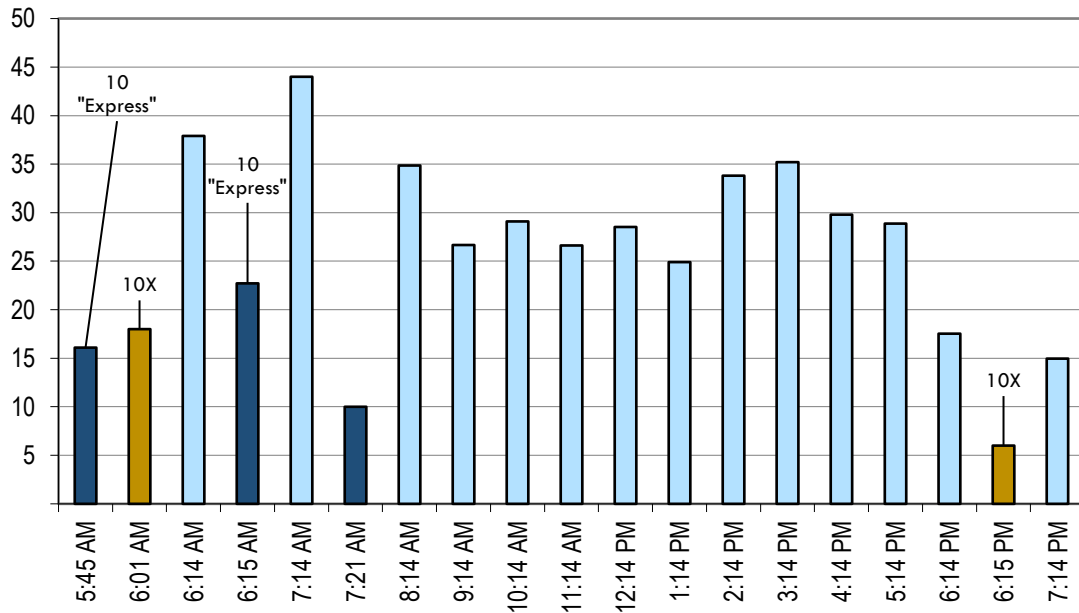
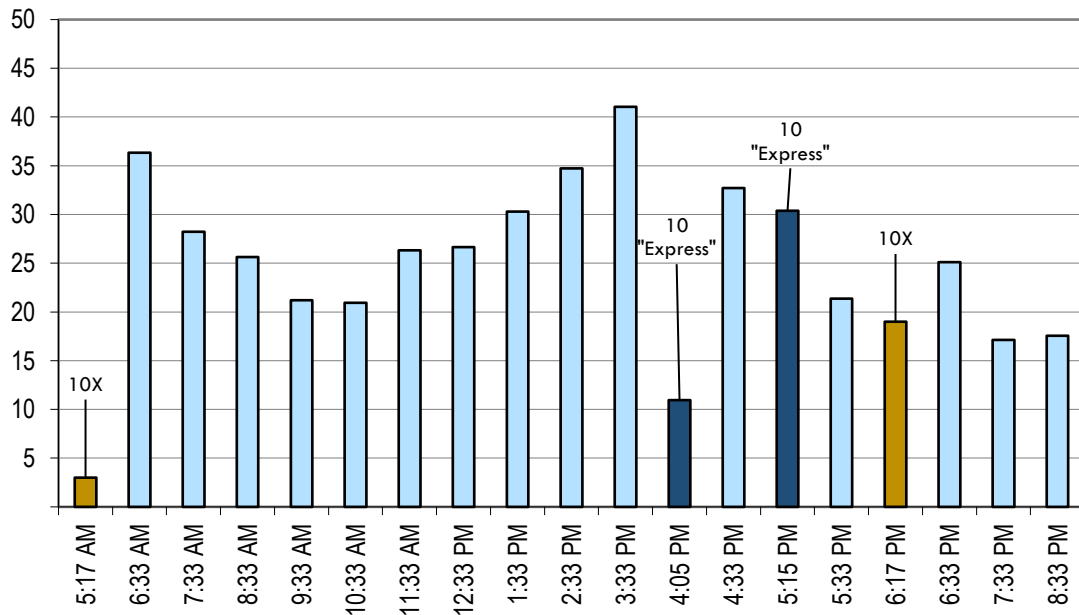


Figure 13: SLO RTA Route 10/10X Ridership by Trip (Weekday - Southbound)



Route 10 is highly productive throughout the weekend with 94% of trips averaging more than 30 boardings per trip, compared to 31% of weekday trips.

Figure 14: SLO RTA Route 10 Ridership by Trip (Saturday)

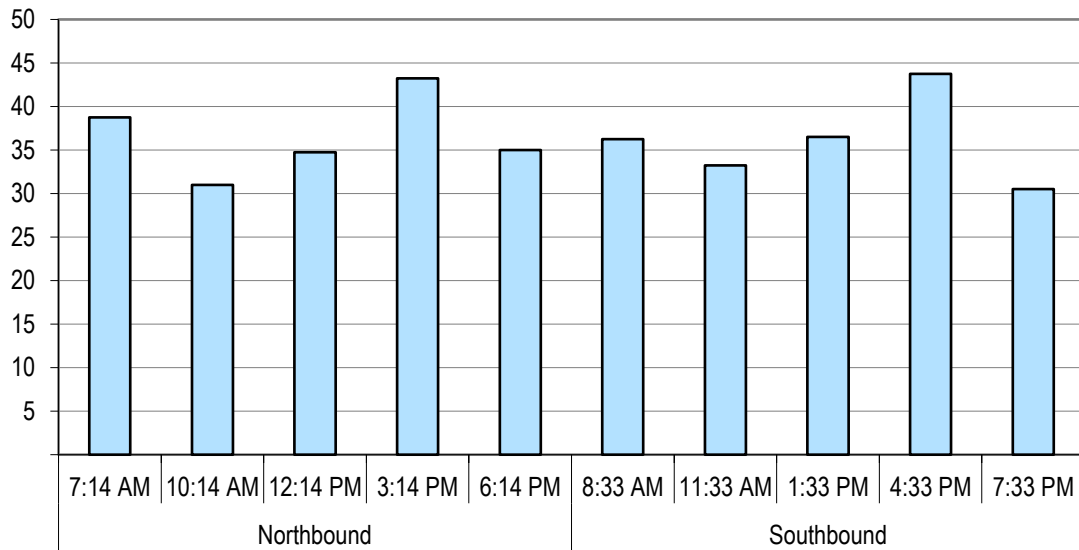
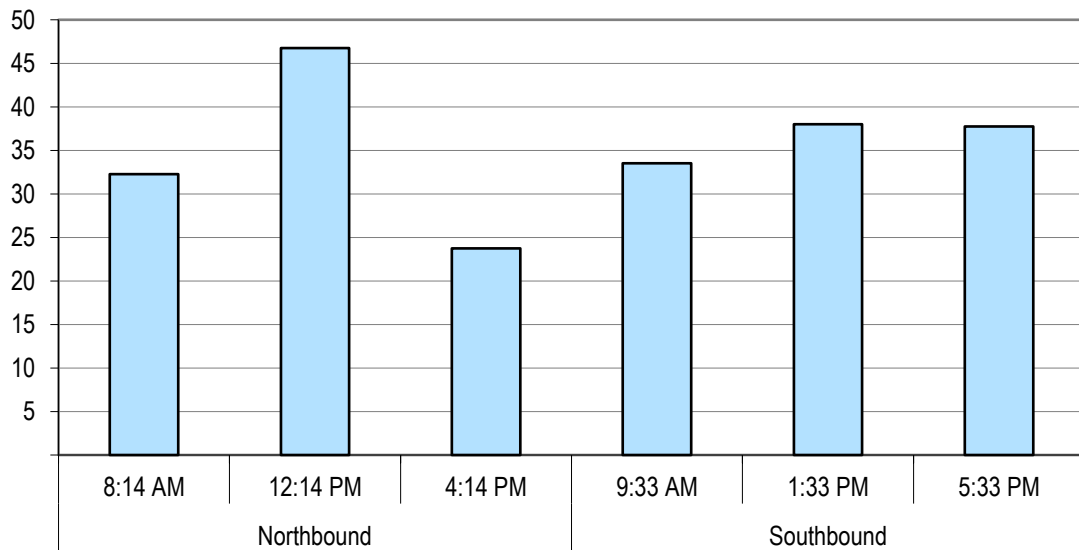


Figure 15: SLO RTA Route 10 Ridership by Trip (Sunday)

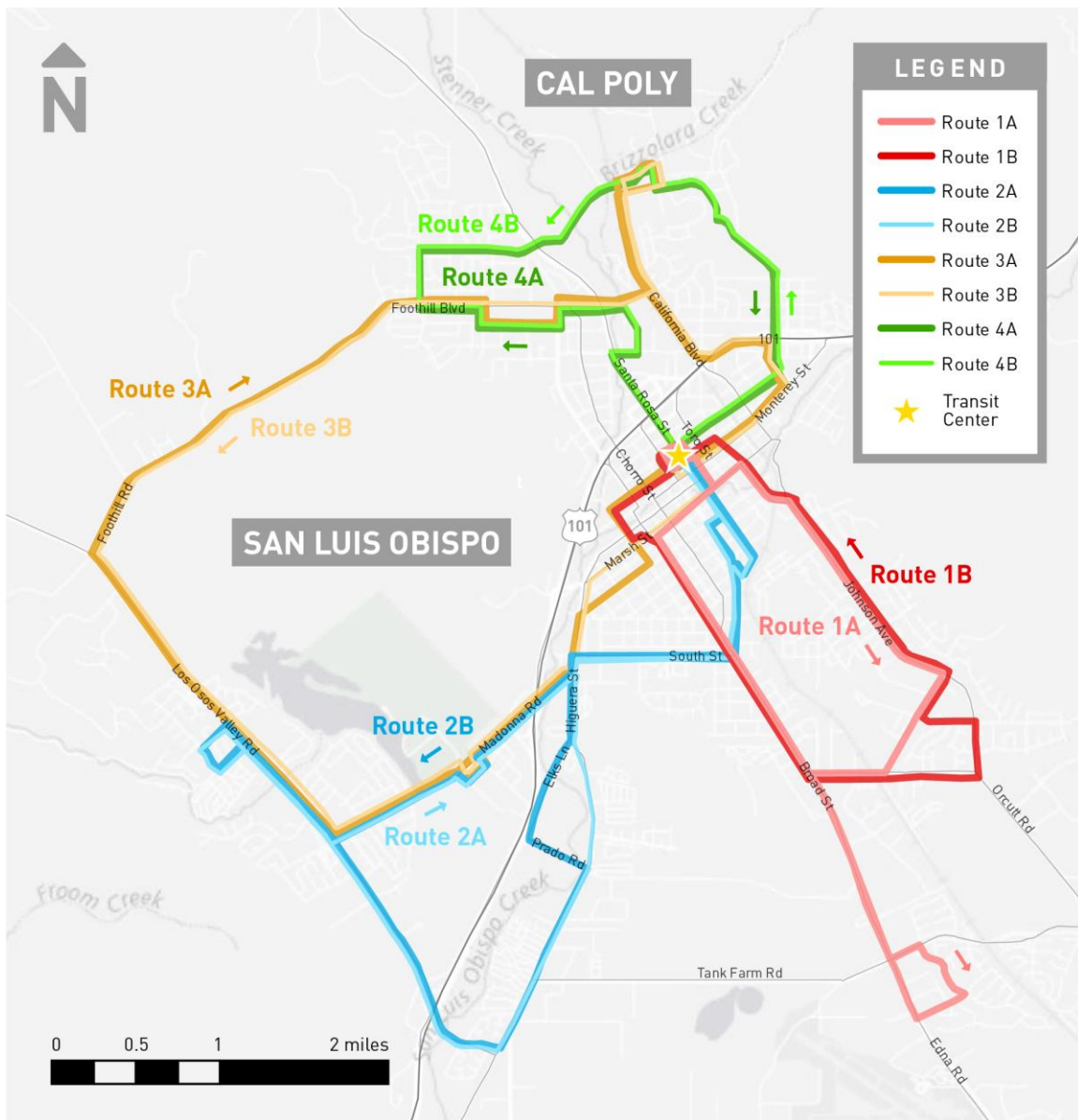


SLO Transit

SLO Transit is a division of the City of San Luis Obispo and operates seven local bus routes, two tripper services, and a summer downtown trolley. SLO Transit routes meet at the downtown transit center at Osos Street and Palm Street where transfers can be made to and from RTA routes, including Route 10. Routes generally operate between 6:00 a.m. and 6:00 p.m. with reduced service on weekends. Later evening service on certain routes operates during the school year. Routes operate between every 30 minutes and hourly.

SLO Transit participates in the Regional Transit Pass and Regional Day Pass program along with SLO RTA and South County Transit.

Figure 17: SLO Transit System Map



South County Transit

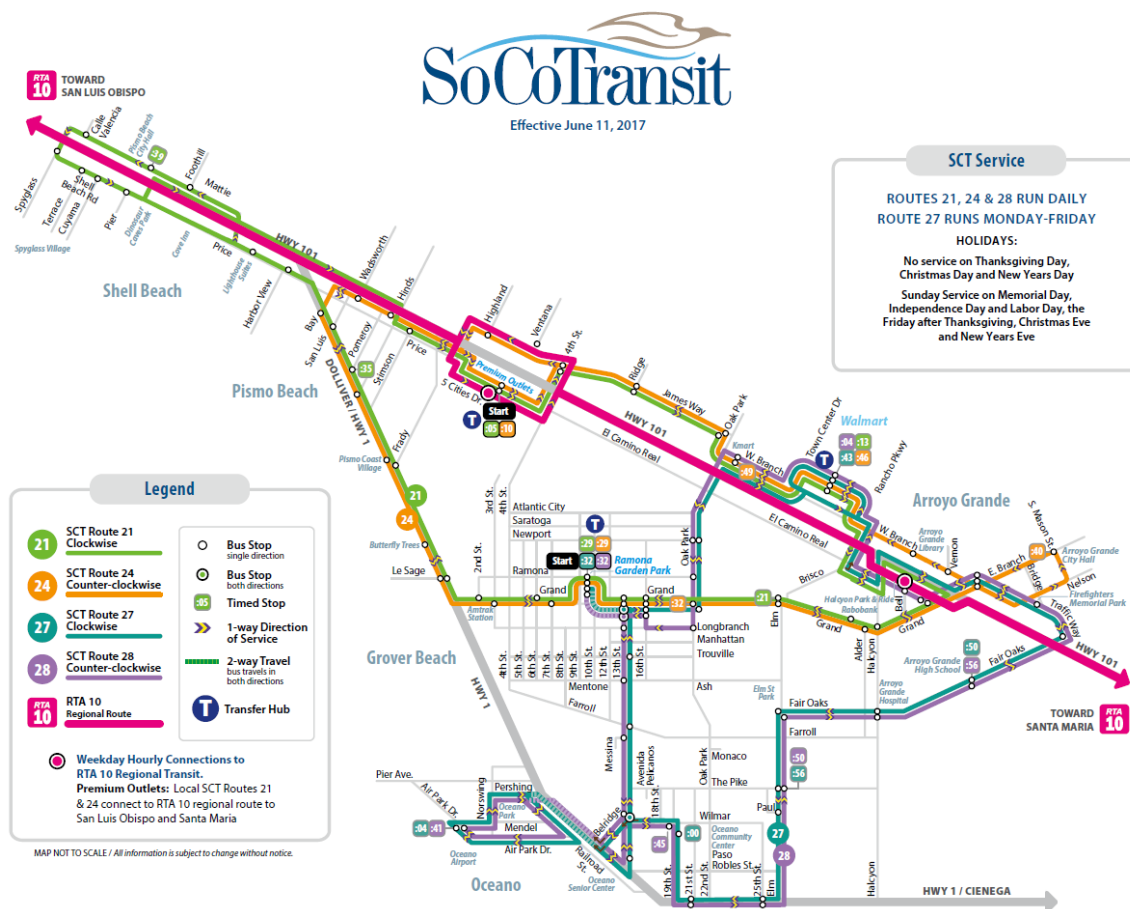
South County Transit is a service administered by RTA and operates three daily fixed routes, one weekday only route, a summer trolley, and a supplemental bus service for Arroyo Grande High School during the academic year.

Routes 21 and 24 primarily serve destinations along US 101, including Pismo Beach Outlets, Walmart, and Halcyon Park-and-Ride. Routes 21 and 24 also serve Ramona Garden in Grover Beach, which is the primary transfer point with Routes 27 and 28. Routes 21 and 24 operate between 6:30 a.m. and 7:30 p.m. with reduced service on weekends.

In addition to Ramona Garden, Routes 27 and 28 also serve Walmart, Arroyo Grande High School, and the community of Oceano. Routes 27 and 28 operate hourly between 6:00 a.m. and 9:15 p.m. Route 28 operates daily while Route 27 operates on weekdays only.

South County Transit Routes 21 and 24 connect with RTA Route 10 at the Pismo Beach Outlets. Connections between RTA Route 10 and Routes 21, 24, 27, and 28 can also be made at Halcyon Park-and-Ride.

Figure 18: South County Transit System Map

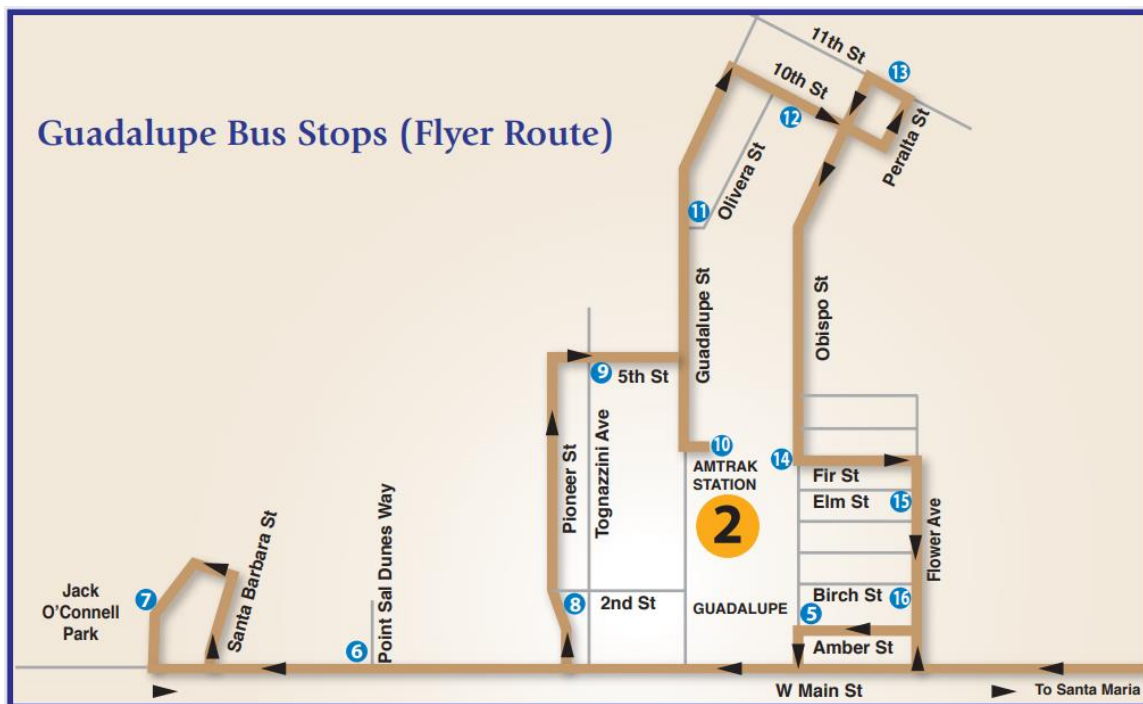


Guadalupe Flyer

The Guadalupe Flyer, governed by the City of Guadalupe and operated by SMOOTH, offers daily transit service between Guadalupe and Santa Maria with headways of 75 minutes. Destinations include the Guadalupe Amtrak Station, Greyhound Bus Terminal, Downtown Santa Maria, Town Center Mall, and the Santa Maria Transit Center. Weekdays and Saturday operate the same level of service, while Sunday service has a shorter span. Service is designed to provide local circulation in Guadalupe and limited stop connection to Santa Maria. The 75-minute cycle time is comprised of a clockwise 40-minute loop in Guadalupe and 15-20 connections to Santa Maria.

Connections with RTA Route 10 can be made at the Santa Maria Transit Center.

Figure 19: Guadalupe Flyer Route Map



Route Summary		
Service Description		Limited stop service to Santa Maria with local pickup/drop off in Guadalupe
Span	Weekday	6:15 a.m. – 7:50 p.m.
	Saturday	6:15 a.m. – 7:50 p.m.
	Sunday	8:45 a.m. – 6:35 p.m.
Headway		75 minutes
Trips		11 trips (Mon-Sat); 8 trips (Sun)
Transit Connections Served		Santa Maria Transit Center; Guadalupe Amtrak (on request), Santa Maria Greyhound, Breeze Bus, RTA Rt. 10/10x
Base Fare (one-way)		\$1.50
Vehicle Type		40-ft bus

Avila-Pismo Beach Trolley

The Avila to Pismo Beach Trolley is also service administered by RTA and operates seasonally with varying schedules. During spring (early April – early June) and fall (early September – early October), the trolley runs Fridays from 4:00 p.m. – 9:00 p.m., as well as Saturdays and Sundays from 10:00 a.m. to 6:00 p.m. During summer (early June – early September), the trolley runs Fridays and Saturdays from 10:00 a.m. – 9:00 p.m. and Sundays from 10:00 a.m. to 6:00 p.m. The service also runs on major summer holidays (Memorial Day, Independence Day, and Labor Day from 10:00 a.m. to 6:00 p.m.

The trolley connects with SLO RTA Route 10 and South County Transit Routes 21 and 24 at Pismo Beach Premium Outlets. The trolley operates without a fare and is funded by the Avila Beach Community Foundations, donations and advertisements.

Figure 20: Avila-Pismo Beach Trolley Route Map



Route Summary		
Service Description		Seasonal trolley connecting shopping, lodging and tourist destinations
Span	Spring/Fall	Friday: 4:00 a.m. – 9:00 p.m. Weekends: 10:00 a.m. – 6:00 p.m.
	Summer	Friday and Saturday: 10:00 a.m. – 9:00 p.m. Sunday and major holidays: 10:00 a.m. – 6:00 p.m.
Headway		60 minutes
Transit Connections Served		Pismo Beach Premium Outlets
Base Fare (one-way)		Free
Vehicle Type		30-ft replica trolley bus

Clean Air Express

The Clean Air Express provides weekday-only fixed-route commuter service for residents of Lompoc, Santa Maria, Buellton, and Solvang traveling to the south coast of Santa Barbara County. Clean Air Express service is funded by Measure A, the one-half percent sales tax for transportation in Santa Barbara County, managed by SBCAG, administered by the City of Lompoc, and operated by a private contractor.

Santa Maria to Goleta

The Santa Maria to Goleta route operates three southbound trips from the Hagerman Softball Complex in Santa Maria to 13 stops in Goleta during the morning. The route operates three return trips in the afternoon.

Route Summary		
Service Description		Weekday commuter service between Santa Maria and Goleta
Span	Weekday	Morning: 3 southbound trips (5:15 a.m., 6:00 a.m. and 6:30 a.m. departures) Afternoon: 3 northbound trips (3:26 p.m., 4:25 p.m. and 5:00 p.m. departures)
	Saturday	No service
	Sunday	No service
Trips		3 SB Trips (AM); 3 NB Trips (PM)
Transit Connections Served		RTA Route 10X, Breeze Bus
Base Fare (one-way)		\$7.00
Vehicle Type		45-ft over-the-road coach

Santa Maria to Santa Barbara

The Santa Maria to Santa Barbara route also begins at the Hagerman Softball Complex in Santa Maria and connects to the Buellton Park-and-Ride lot and six stops in Santa Barbara. The service consists of two southbound morning trips and two northbound afternoon trips.

Route Summary		
Service Description		Weekday commuter service between Santa Maria and Santa Barbara
Span	Weekday	Morning: 2 southbound trips (5:40 a.m. and 6:35 a.m. departures) Afternoon: 2 northbound trips (4:35 p.m. and 5:08 p.m. departures)
	Saturday	No service
	Sunday	No service
Trips		2 SB Trips (AM); 2 NB Trips (PM)
Transit Connections Served		RTA Route 10X, Breeze Bus, SMAT
Base Fare (one-way)		\$7.00
Vehicle Type		45-ft over-the-road coach

Breeze Bus

Route 100

Breeze Bus Route 100 provides weekday commuter and Saturday service between Santa Maria, Vandenberg Air Force Base, and Lompoc. Major destinations include the Santa Maria Transit Center, Vandenberg Air Force Base, San Luis Obispo County Government Center, Lompoc Transit Center, Albertson's Center, and Solvang Park.

During the weekdays, headways range from 40 to 180 minutes over a 12-hour service span. Trips are more frequent in the morning and afternoon with limited midday service. On Saturdays, Route 100 operates three round trips. Transfers to all SMAT, COLT, Wine Country Express, and Santa Ynez Valley Transit routes are free with the purchase of a one-way fare.

Route Summary		
Service Description		Commuter service between Santa Maria, Vandenberg Air Force Base, and Lompoc
Span	Weekday	5:45 a.m. – 6:15 p.m.
	Saturday	9:00 a.m. – 6:45 p.m.
	Sunday	No service
Trips		15 Weekday Trips, 3 Saturday Trips (AM, Mid-Day, PM)
Transit Connections Served		RTA Route 10/10x, Clean Air Express, SMAT, Guadalupe Flyer
Base Fare (one-way)		\$2.00
Vehicle Type		35-ft and 40-ft bus

Route 200

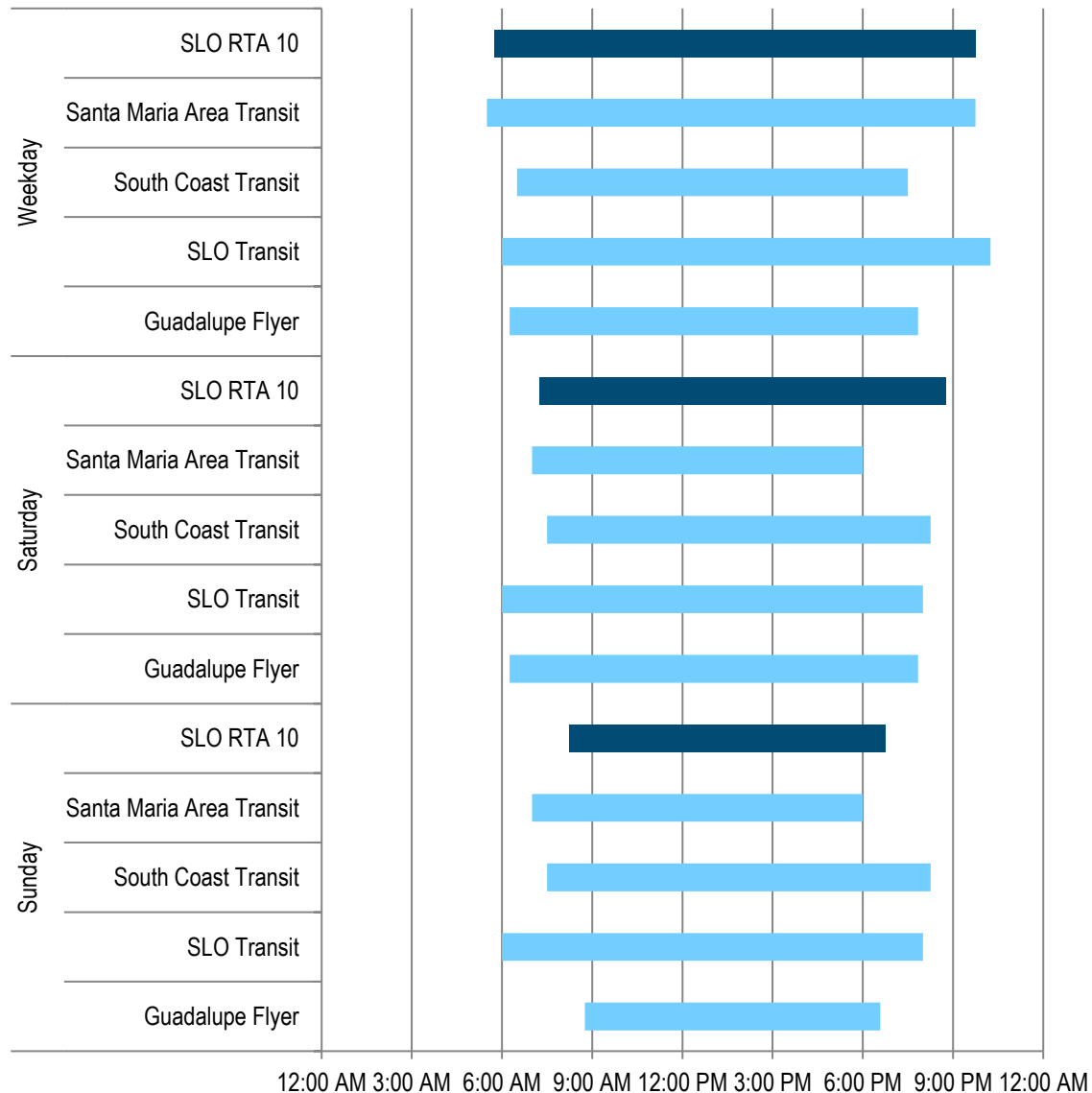
Breeze Bus Route 200 provides weekday and Saturday service between Santa Maria, Los Alamos, Buellton, and Solvang. Route 200 makes three trips Monday through Saturday providing morning, afternoon, and evening service. Major destinations include Santa Maria Transit Center, Ferrini Park, Albertson's Center, and Solvang Park. Transfers to all SMAT, COLT, Wine Country Express, and Santa Ynez Valley Transit routes are free with the purchase of a one-way fare.

Route Summary		
Service Description		Commuter service between Santa Maria, Los Alamos, Buellton, and Solvang
Span	Weekday	5:45 a.m. – 7:15 p.m.
	Saturday	8:30 a.m. – 6:15 p.m.
	Sunday	No service
Trips		3 Weekday Trips, 3 Saturday Trips (AM, Mid-Day, PM)
Transit Connections Served		RTA Route 10/10x, Clean Air Express, SMAT, Guadalupe Flyer
Base Fare (one-way)		\$2.00
Vehicle Type		Cutaway van

Schedule Coordination

SLO RTA Route 10 riders connect to and from various local transit routes within San Luis Obispo and Santa Barbara Counties. On weekdays, Route 10 provides a service span comparable to SMAT and SLO Transit. On Saturdays, Route 10 operates later than connecting local routes, however, begins over an hour later than SLO Transit and Guadalupe Flyer. On Sundays, Route 10 has a significantly shorter service span than most local routes.

Figure 21: Service Span of Fixed-Route Services



Fare Coordination

Fares vary widely between the services in the study area, but generally align with the distance traveled. Route 10 and 10X base fares range from \$1.50-3.00 based on origin and destination. Clean Air Express provides amenities such as free wireless internet on its vehicles, making it a premium service that is reflected in the fare. Significant discounts are available for monthly pass holders on RTA and Clean Air Express services.

Figure 22: Fare Options and Partnerships

Service	Adult	Senior/ Disabled	Students	Passes	Transfer Partners
SLO RTA Routes 10/10X	\$1.50 - 3.00	\$0.75 – 1.50	\$0.75 – 1.50	<ul style="list-style-type: none"> Regional Day Pass: \$5 7-day pass: \$14 31-Day Pass: \$44 Regional 31-Day Pass: \$64 	<ul style="list-style-type: none"> SLO Transit South County Transit
Santa Maria Transit	\$1.50	\$0.75	\$1.25	<ul style="list-style-type: none"> Monthly Pass: \$48 Student Monthly Pass: \$31 Senior/Disabled Monthly Pass: \$24 \$10 and \$20 Stored Value Passes 	<ul style="list-style-type: none"> Breeze Bus
SLO Transit	\$1.50	\$0.75	\$1.00	<ul style="list-style-type: none"> Regional Day Pass: \$5 Day pass: \$3.25 3-day pass: \$7 5-day pass: \$12 7-day pass: \$15 31-Day Pass: \$38 31-Day Student Pass: \$25 31-Day Senior/Disabled Pass: \$14 	<ul style="list-style-type: none"> SLO RTA
South County Transit	\$1.50	\$0.75	--	<ul style="list-style-type: none"> South County Transit Day Pass: \$3 7-day pass: \$14 31-Day Pass: \$37 Regional 31-Day Pass: \$64 	<ul style="list-style-type: none"> SLO RTA
Guadalupe Flyer	\$1.50	\$0.75	\$1.00	<ul style="list-style-type: none"> Monthly Pass: \$45 Senior/Disabled/Student Monthly Pass: \$25 Punch Pass: \$10 	--
Avila-Pismo Beach Trolley	Free	Free	Free	<ul style="list-style-type: none"> None 	--
Clean Air Express	\$7.00	--	--	<ul style="list-style-type: none"> Monthly Pass: \$150 10-Ride Pass: \$50 	--
Breeze Bus	\$2.00	\$1.00	--	<ul style="list-style-type: none"> Monthly Pass: \$75 Senior/Disabled Monthly Pass: \$37.50 \$10 and \$20 Stored Value Passes 	<ul style="list-style-type: none"> SMAT COLT Wine Country Express Santa Ynez Valley Transit

DEMAND RESPONSE SERVICES

In addition to fixed route and long distance services, demand responsive services are available for those whose needs cannot be met through public transportation.

General Public

Nipomo Dial-A-Ride

Nipomo Dial-A-Ride offers curb-to-curb transportation for any location within city limits, Monday through Friday from 6:30 a.m. to 6:30 p.m. Requests for rides can be made up to a week in advance, while same-day service must be arranged at least two hours before the desired pickup time. One-way fares cost \$2.25 for adults and \$1.75 for seniors, disabled, and children. Riders can connect to Route 10 and at the two Old Towne Nipomo bus stops on Tefft Street.

Cuyama Shuttle

Cuyama Transit provides flexible service between New Cuyama and Santa Maria through a shuttle van, which operates from 9:00 a.m. to 6:00 p.m. twice per week, Tuesday, and Thursday. Passengers can be picked up from any location in New Cuyama and taken to any destination in Santa Maria. Transfers to other transportation services is permitted upon arrival in Santa Maria. One-way fares are \$6.00 for the general public and children.

Guadalupe Shuttle

The Guadalupe Shuttle is available to the general public Monday through Friday for service within Guadalupe. When scheduling a ride, riders must provide the pick-up address, destination address, and whether or not return pick-up is needed. General fares are \$0.50 while fares for seniors, disabled persons, and students are \$0.25.

ADA Paratransit

SMAT ADA

SMAT offers curb-to-curb transportation for individuals with disabilities who are unable to use the fixed route bus. Transportation is provided to areas within Santa Maria and Orcutt. Individuals must be ADA-certified and must register with SMAT before using the service. If a rider requires more assistance, a companion may ride free. Rides can be scheduled between 9 a.m. and 4 p.m. and can be made up to 14 days in advance. One-way trips are \$1.25.

Runabout Paratransit

Runabout is a San Luis Obispo County ADA paratransit program, which provides door-to-door service in wheelchair lift-equipped vehicles. Mobility aids, groceries, and packages can also be accommodated on the vehicle. Reservations can be made up to seven days in advance between 8 a.m. and 5 p.m., Monday through Friday. ADA fares are between \$2.50 and \$10.00 each way depending on the travel distance.

Guadalupe ADA Service

The City of Guadalupe contracts with The Santa Maria Organization of Transportation Helpers (SMOOTH) to provide curb-to-curb service for eligible disabled residents who cannot use the fixed route bus. The service area includes the same route as the Guadalupe Flyer while extending three-quarters of a mile on either side of the route. In addition to traveling within Guadalupe, passengers can travel to Santa Maria and Orcutt. Services are provided Monday through Saturday from 6:15 a.m. to 7:50 p.m. and on Sunday from 8:45 a.m. to 6:35 p.m. Fares are \$3.00 per trip.

Senior Service

SMOOTH Senior Dial-A-Ride

SMOOTH also provides dial-a-ride service for seniors (60 years and older) within Santa Maria and Orcutt. Rides can be provided for any reason between Monday through Friday, from 9 a.m. to 4 p.m. and must be scheduled between 8 a.m. and 5 p.m. on weekdays. SMOOTH suggests requesting rides with at least a week's notice. Fares are \$2.00 per trip.

Ride-On South County Senior Shuttle

Ride-On provides free door-to-door shuttle service for seniors (65 years and older). While the Shuttle operates Monday through Friday from 9 a.m. to 5 p.m., it serves different areas of San Luis Obispo County on specific days of the week due to limited funding. The South County Shuttle provides rides between Nipomo and San Luis Obispo. Rides should be scheduled at least three to four days in advance. Fares are \$3.00 per trip.

Other Specialized Services

Ride-On

Ride-On provides social service transportation programs for agricultural workers, seniors, persons with disabilities or special needs, and veterans.

- The Agricultural Workers Vanpool program operates year-round, where pick-ups and drop-offs are pre-arranged between riders and drivers.
- The Community Interaction Program (CIP) operates nightly on weekdays and 24 hours-a-day on weekends for persons with developmental disabilities.
- The Tri-Counties Regional Center provides transportation to day programs and employment sites.
- Senior Shuttles provide door-to-door service using wheelchair lift-equipped vehicles and provides transportation within the County for seniors ages 65 and older.
- The Medi-Cal/CenCal program provides service to approved Medi-Cal users who are unable to use public transportation to medical appointments.
- Private Pay program provides year transportation for those who may not be eligible for other programs but require door-to-door transportation between locations within San Luis Obispo County and northern Santa Barbara County. Reservations are required.

SMOOTH

Similar to Ride-On, SMOOTH provides roundtrip origin to destination transportation from residences to authorized medical appointments. This service is available for eligible members and medical facilities in certain northern Santa Barbara and southern San Luis Obispo counties. The service area is approximately within a one-hour radius of Santa Maria and is available Monday through Friday, from 8 a.m. to 5 p.m.

PRIVATE INTERREGIONAL SERVICES

Amtrak

The Amtrak Pacific Surfliner route operates daily service between San Luis Obispo and San Diego Stations with up to 23 stops within San Luis Obispo, Santa Barbara, Ventura, Los Angeles and San Diego Counties. Additional stops within the study area include Grover Beach and Guadalupe Stations. The Amtrak Coast Starlight route operates daily service between Vancouver, BC and Los Angeles, with a stop at San Luis Obispo Station. Amtrak also operates connecting Thruway bus service in Santa Maria, Lompoc, Buellton and Solvang, which transports riders to Santa Barbara Station.

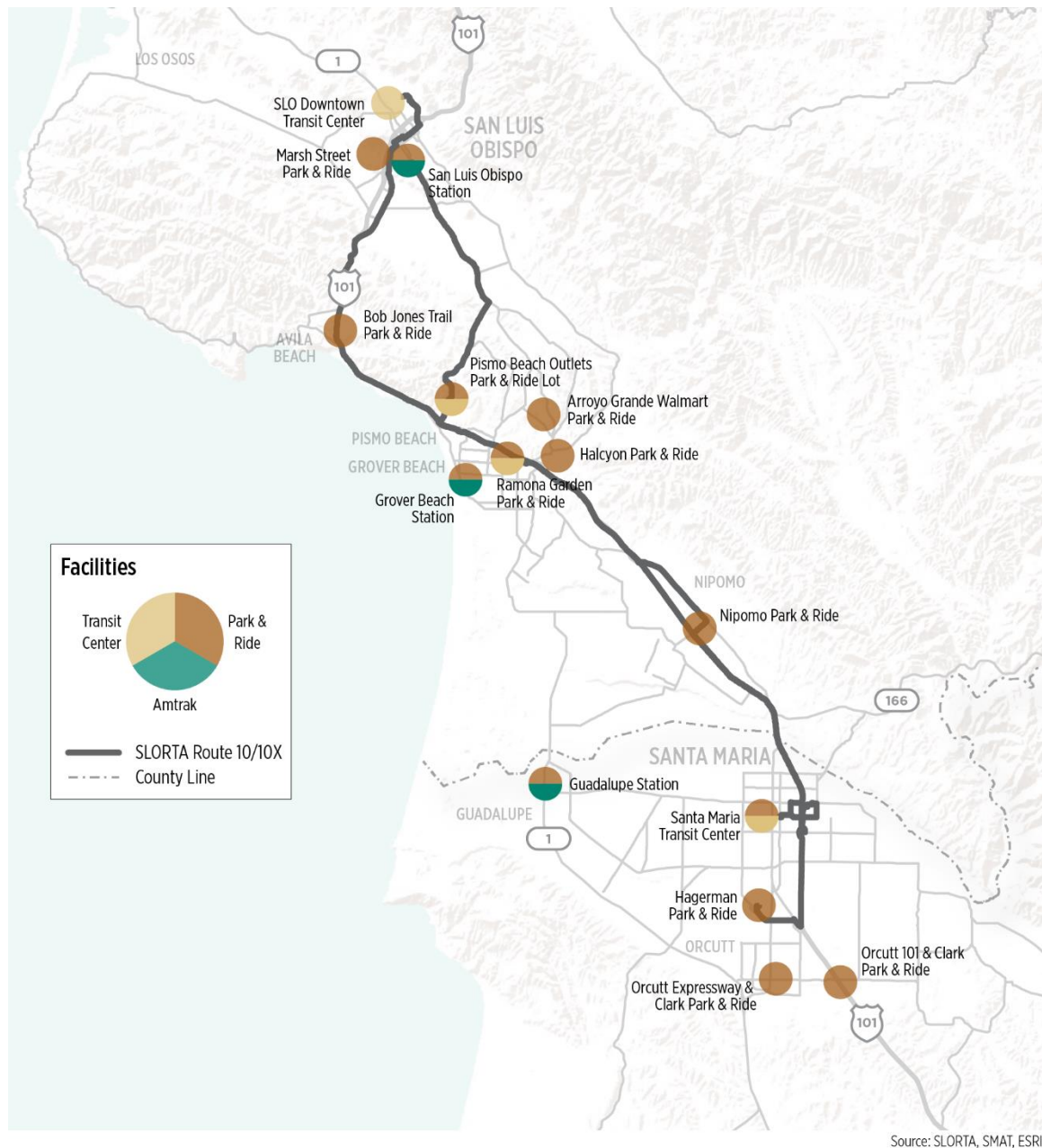
Greyhound

Greyhound serves the Santa Maria Transit Center and provides intercity service as far as San Francisco and Los Angeles. Greyhound offers three daily round-trips to San Francisco, 3 daily outbound trips to Los Angeles, and two return trips from Los Angeles.

TRANSIT AND RIDESHARE FACILITIES

Transit and rideshare facilities in the study area consist of transit centers, park-and-rides, and Amtrak stations. These facilities support local and regional transit services, transfers between providers, and multimodal trips. Figure 23 and Figure 25 show the location of these facilities and provide detail on amenities and associated services.

Figure 23: Fixed-Route Transit Facilities



Park-and-Ride Facilities

Vehicle counts at park-and-rides within the study area were conducted on June 7-8, 2017. Pismo Beach Premium Outlets and Santa Maria Transit were each near parking capacity while Halcyon and Nipomo Park-and-Rides each had abundant percentage of unused parking spaces. Parking occupancy data were not collected for Marsh Street Park-and-Ride, which is the only facility that charges for parking (\$10 daily maximum).

Figure 24: Park-and-Ride Capacity and Occupancy



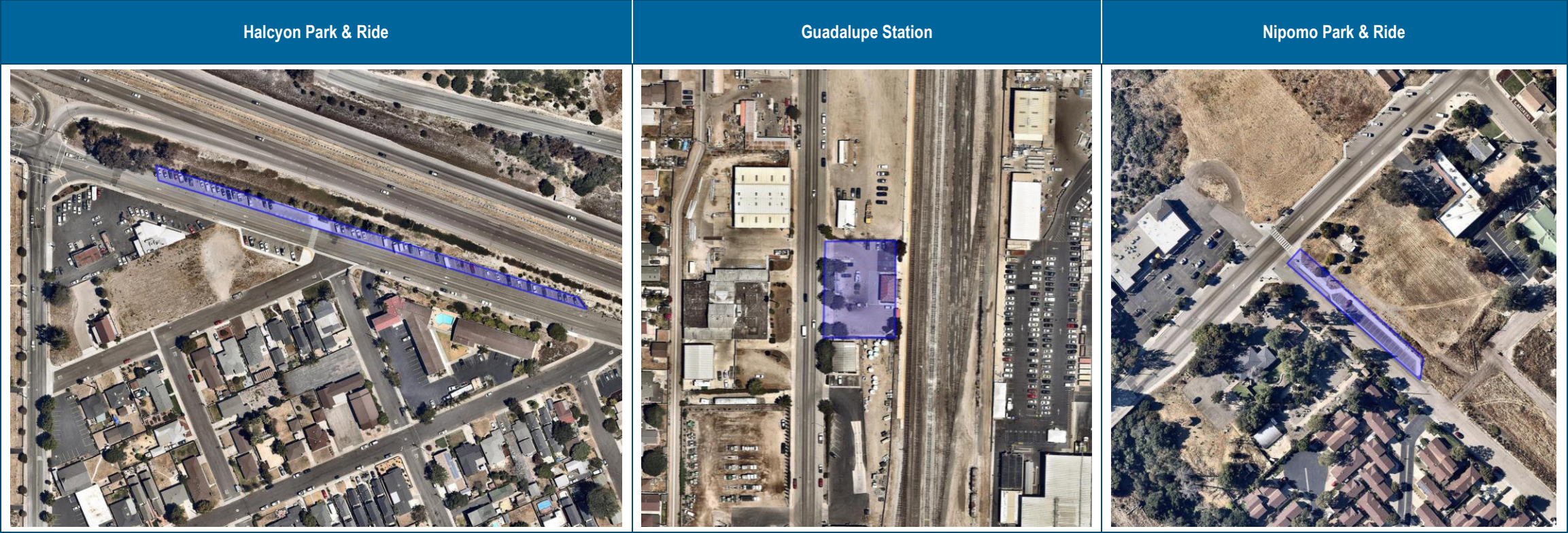
Figure 25: Fixed-Route Transit Facilities Details

Facility	Location	Facility Type			Transit Connections	Parking Spaces	Bus Bays	Amenities
		Park & Ride	Transit Center	Amtrak Station				
San Luis Obispo Downtown Transit Center	Osos St & Palm St San Luis Obispo		●		SLO Transit, SLO RTA	--	5 (SLO Transit) 2 (RTA)	Shelters with seating
Marsh Street Park & Ride (Paid Parking)	Marsh St & Morro St San Luis Obispo	●			SLO Transit	520	--	4 bike lockers
San Luis Obispo Station	1011 Railroad Ave San Luis Obispo	●		●	SLO Transit, Amtrak, Amtrak Thruway Bus	30	2	Indoor waiting area with seating
Bob Jones Trail Park & Ride ¹	7000 Ontario Rd San Luis Obispo	●			Avila Beach Trolley	27	--	--
Pismo Beach Outlets Park & Ride	5 Cities Dr Pismo Beach	●	●		SLO RTA Route 10, South County Transit	20	4	Shelter with seating
Grover Beach Station	180 W Grand Ave Grover Beach	●		●	South County Transit, Amtrak, Amtrak Thruway Bus	29	--	Open air waiting shelter with seating
Ramona Garden Park & Ride	Ramona Ave & 10 th St Grover Beach	●	●		South County Transit	20	5	Shelters with seating; 2 vertical bike lockers
Arroyo Grande Walmart Park & Ride	1168 W Branch St, Arroyo Grande	●			South County Transit	26	--	--
Halcyon Park & Ride	US-101 & Halcyon Rd Arroyo Grande	●			SLO RTA Route 10	89	--	8 bike lockers
Guadalupe Station	330 Guadalupe St Guadalupe	●		●	Guadalupe Flyer; Amtrak, Amtrak Thruway Bus	28	--	Open air waiting shelter with seating
Santa Maria Transit Center	Miller St & Boone St Santa Maria	●	●		RTA Route 10, Breeze Bus, Guadalupe Flyer, Greyhound	26	15	Indoor and outdoor waiting area with seating
Hagerman Park & Ride	3107 Orcutt Rd Orcutt	●			SLO RTA Route 10, Breeze Bus, Clean Air Express, SMAT	207	--	--
Nipomo Park & Ride	Carrillo St & Tefft St Nipomo	●			SLO RTA Route 10	19	--	--
Orcutt 101 & Clark Park & Ride	US-101 & Clark Ave Orcutt	●			Breeze Bus, Clean Air Express	34	--	--
Orcutt Expressway & Clark Park & Ride	SR-35 & Clark Ave (NE corner) Orcutt	●			Breeze Bus, SMAT	19	--	--
Orcutt Expressway & Clark Park & Ride	SR-35 & Clark Ave (NW corner) Orcutt	●			Breeze Bus, SMAT	41	--	--

¹ Primarily used for recreational use parking rather than carpooling.

Figure 26: Fixed-Route Transit Facility Site Locations





VANPOOL

Commuting by vanpool is an alternative to driving or taking transit. Vanpools usually consist of five to 15 people who commute together in a van. Riders can either band together with coworkers to form a new vanpool or join an existing vanpool. Some vanpools are company sponsored or owned by the drivers, while others are rented from month to month.

San Luis Obispo County

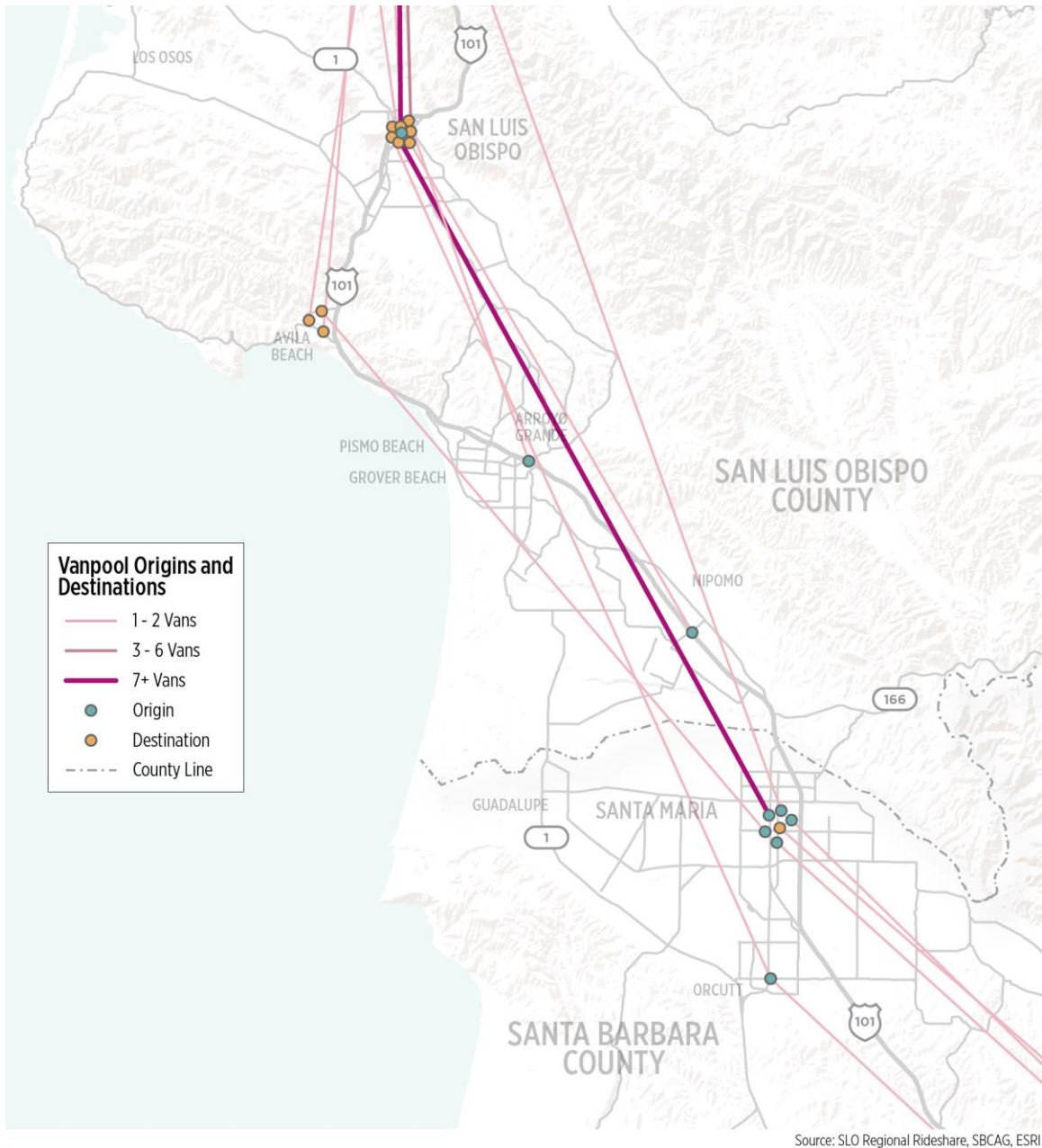
In San Luis Obispo County, three vendors provide vanpool services: Enterprise Vanpool, vRide, and Ride-On Transportation. Enterprise Vanpool and vRide qualify for SLOCOG's vanpool subsidy. SLOCOG provides a 50% subsidy each month for certain vanpools. Specifically, vanpools with riders that have not been in a vanpool during the past year, that have a minimum of 50% average occupancy, and have an origin or destination within San Luis Obispo County are eligible for the subsidy.

Santa Barbara County

In Santa Barbara County, approximately 13 vanpools are registered with Traffic Solutions, the division of SBCAG in charge of coordinating vanpools. Three of the registered vanpools originate in Santa Maria. The three main vendors in Santa Barbara County are vRide, Enterprise Rideshare, and CalVans. In order to register, interested parties can contact vanpool coordinators to secure a spot or enter their origin and destination and be paired with a service. Typical costs per month can range from \$90 to \$160 but are eligible for up to \$255 per month of pre-tax payroll deductions, depending on the employer's benefits package.

At least seven vanpools serve San Luis Obispo as a destination. Origins range from north of San Luis Obispo to Orcutt (Figure 27). Approximately five vanpools originate in Santa Maria and travel either north towards San Luis Obispo and Avila Beach or south towards Santa Barbara. Compared with other origin and destination pairs, Santa Maria to San Luis Obispo sees the most vanpool activity with at least seven vans traveling between the two cities.

Figure 27: Vanpool Origins/Destinations

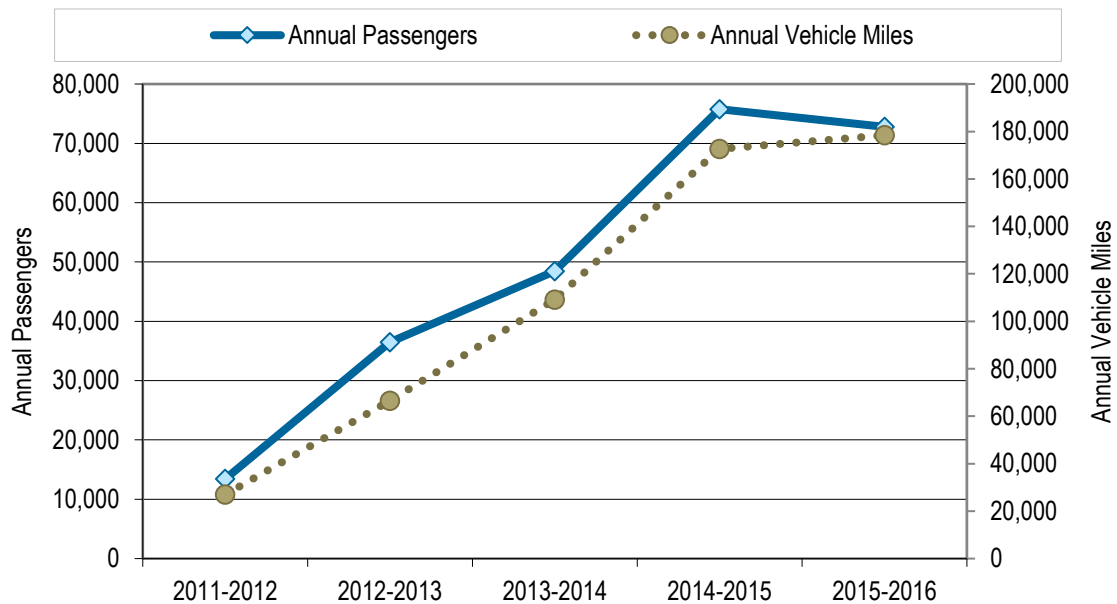


Calvans

The California Vanpool Authority (Calvans) is a Joint Powers Public Transportation Agency that provides vans to employees and students in Fresno, Kern, Kings, Madera, Merced, Monterey, San Benito, Santa Barbara, Santa Cruz, Tulare, Imperial and Ventura Counties. While Calvans vanpool destinations vary counties served, state prisons and agricultural work sites are common destinations.

The Santa Maria Valley is an important agricultural center that has historically been accessed by informal and employer vanpools and carpool. Calvans begin providing vans to agricultural work sites in the Santa Maria Valley in 2011. While employment activity varies by season, the overall number of vanpools and passengers has increased significantly over the past 5 years as depicted in Figure 28. The number of Calvans vanpools in operation varies from two during the winter to fifteen during the summer months.

Figure 28: Calvans Historical Ridership and Service Trends



PRIVATE ON-DEMAND SERVICES

Taxis

Several taxicab companies are present within Southern San Luis Obispo and Northern Santa Barbara Counties. Currently operating taxi companies include Yellow Cab, Central Coast Taxi, Surf Cab Co, 234-TAXI, and Santa Maria Cab Company. Taxicabs rides are typically arranged in advance by contacting the cab company or upon arrival at a station or airport. Taxicab companies accept payment via cash or debit/credit card.

Transportation Network Companies (TNC's)

Uber and Lyft are transportation network companies coordinate door-to-door service between private drivers and passengers using a smartphone application that conducts transactions via electronic payment. TNC activity typically increases during the evening and late-night hours. The availability of TNC service varies by day and time. Uber currently has a stronger presence in the study area; however, TNC drivers have indicated that the number of Lyft drivers is increasing.

Existing Services: Key Findings

- A significant number of uniquely operated and branded services operate in the study area.
- SLO RTA, Santa Maria, and Lompoc operate multiple transit services that have different governing bodies.
- The variances in scheduling characteristics (headways and span) make it challenging to coordinate local route schedules.
- On Sundays, Route 10 has a shorter service span than connecting local routes.
- Route 10 is extremely productive on weekends, indicating the need for more frequent service and longer operating hours.
- Route 10X has low ridership on most trips.
- In addition to the San Luis Obispo and Santa Maria Transit Centers, Pismo Beach Premium Outlets and Hancock College are important destinations on Route 10.
- The 75-minute headway of the Guadalupe Flyer prevents timed connections with SLO RTA Route 10 at Santa Maria Transit Center.
- Ridership on the Clean Air Express has dropped steadily since 2012.
- One-way fares and pass products vary by service provider based on trip distance and premium service characteristics.
- Commuter vanpool activity is strongest between Santa Maria and San Luis Obispo.
- Agricultural vanpool activity varies by season but has grown significantly under Calvans.
- Several established taxicab companies operate within Santa Maria and San Luis Obispo.
- Uber and Lyft continue to grow in the study area.

4 MARKET ANALYSIS

This section focuses on demographic, socioeconomic and employment characteristics that affect transit usage within the study area.

POPULATION CHARACTERISTICS

Population Density

The distribution and density of population (Figure 29) is among the most important factors influencing the viability of transit service. The highest densities are concentrated in Santa Maria's west side, in the vicinity of Cal Poly, and along Augusta St in San Luis Obispo. Moderate population densities are present in Oceano and portions of Grover Beach and Arroyo Grande.

Zero-Vehicle Household Density

The highest concentrations of zero-vehicle households in the region (Figure 30) are near Cal Poly, along Higuera St and Johnson Ave in San Luis Obispo, along Grand Ave in Santa Maria, and along North Broadway, East Main and West Cook in Santa Maria.

Low-Income Population Density

Cal Poly students residing on or near campus represent the highest concentration of low-income households in the region (Figure 31). Other areas with a high concentration of low-income households include Oceano and multi-family housing along Broadway, East Main and West Cook in Santa Maria.

Persons with Disabilities

Several areas within the region have high densities of persons with disabilities (Figure 32). Areas with the highest densities include Grand Ave and Oak Park Blvd in Grover Beach, Oceano, Santa Maria north of Main St, Del Cielo Mobile Estates in south Santa Maria.

Senior Population Density

In addition to being a popular retirement destination, the Central Coast is also home to many seniors aging in place. The largest concentrations of senior populations (ages 60 and above) are found in Los Osos, Grover Beach, Oceano, and the north side of Santa Maria (Figure 33).

Young Adult Population Density

Young adults are more likely to take transit than older adults are. Student housing on and around the Cal Poly Campus and single-family neighborhoods on the west side of Santa Maria have the highest concentrations of young adults (Figure 34).

Figure 29: Population Density (2015)

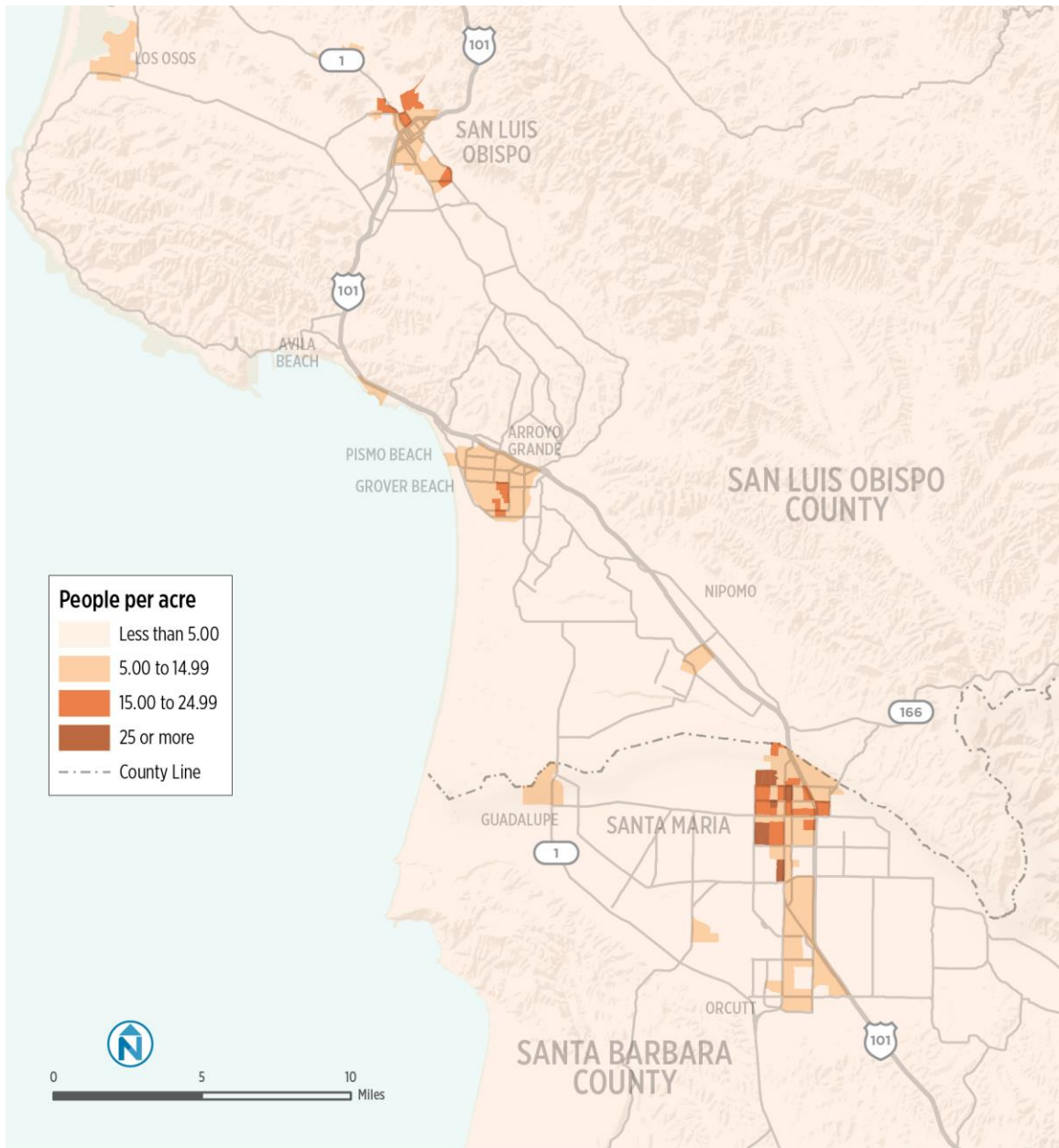


Figure 30: Density of Households with No Vehicle Available (2015)

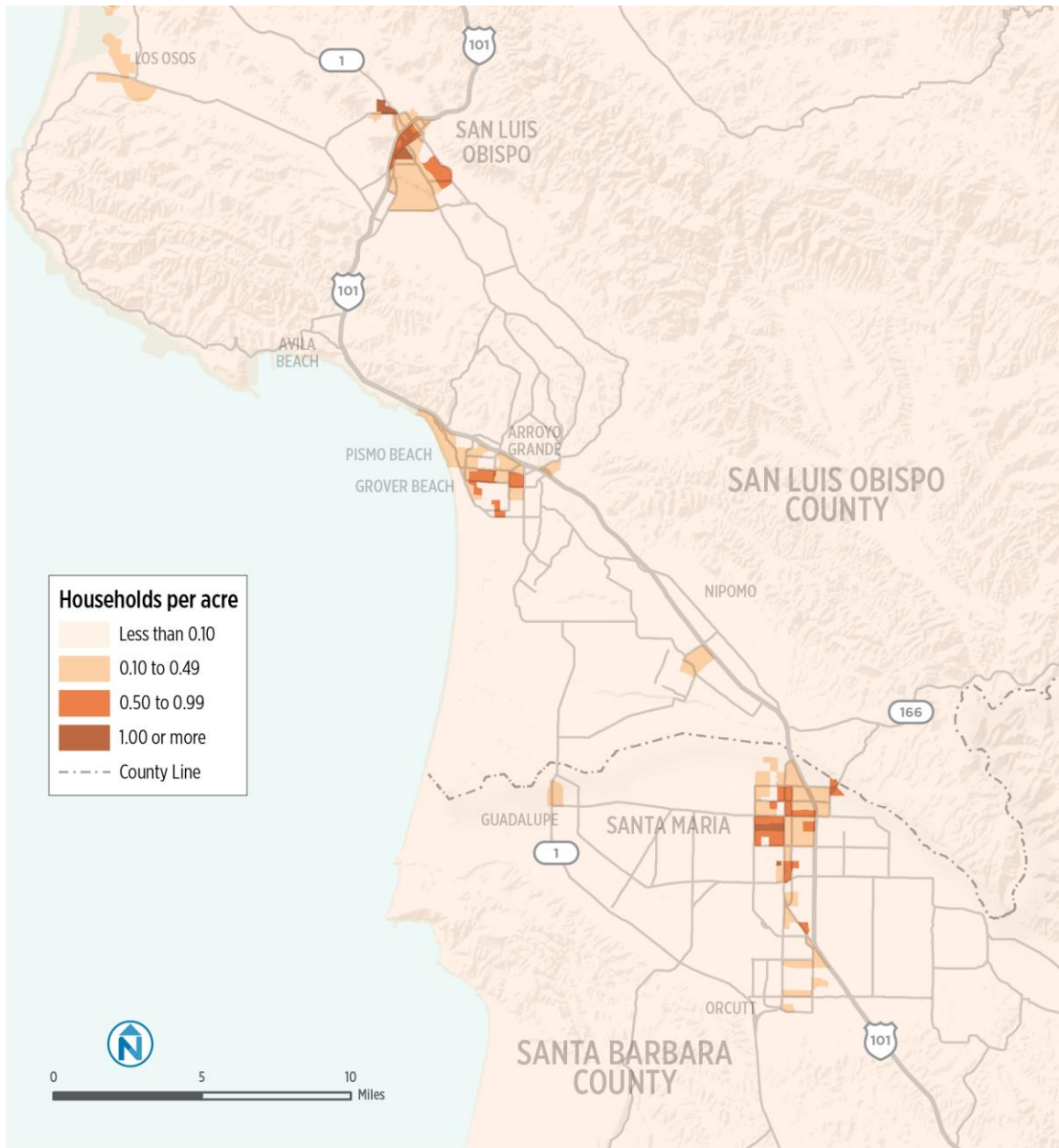
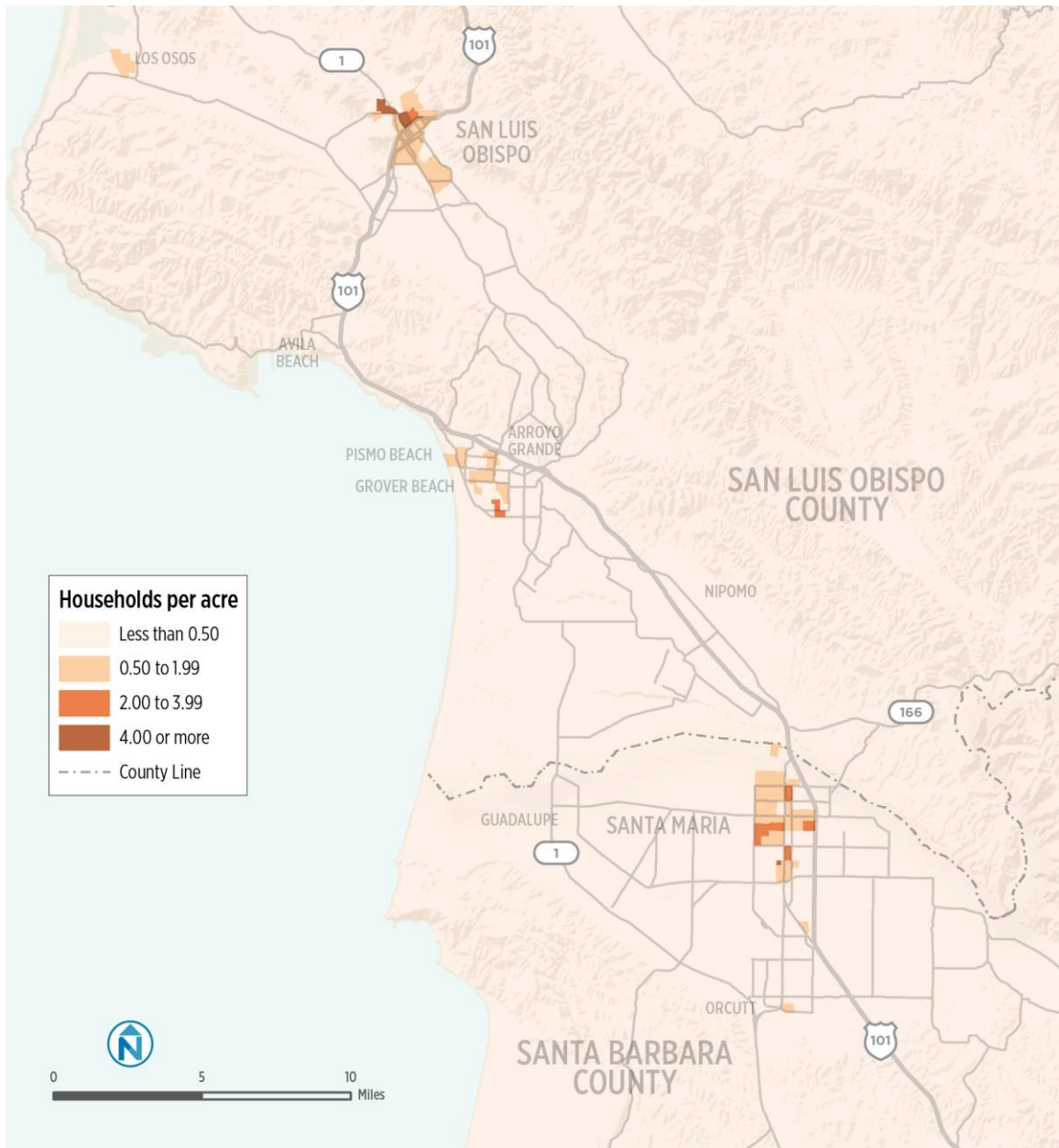


Figure 31: Density of Households Living Below Poverty Level (2015)



Source: ACS 2015 5-Year Estimates, ESRI

Figure 32: Density of Persons with Disabilities (2015)

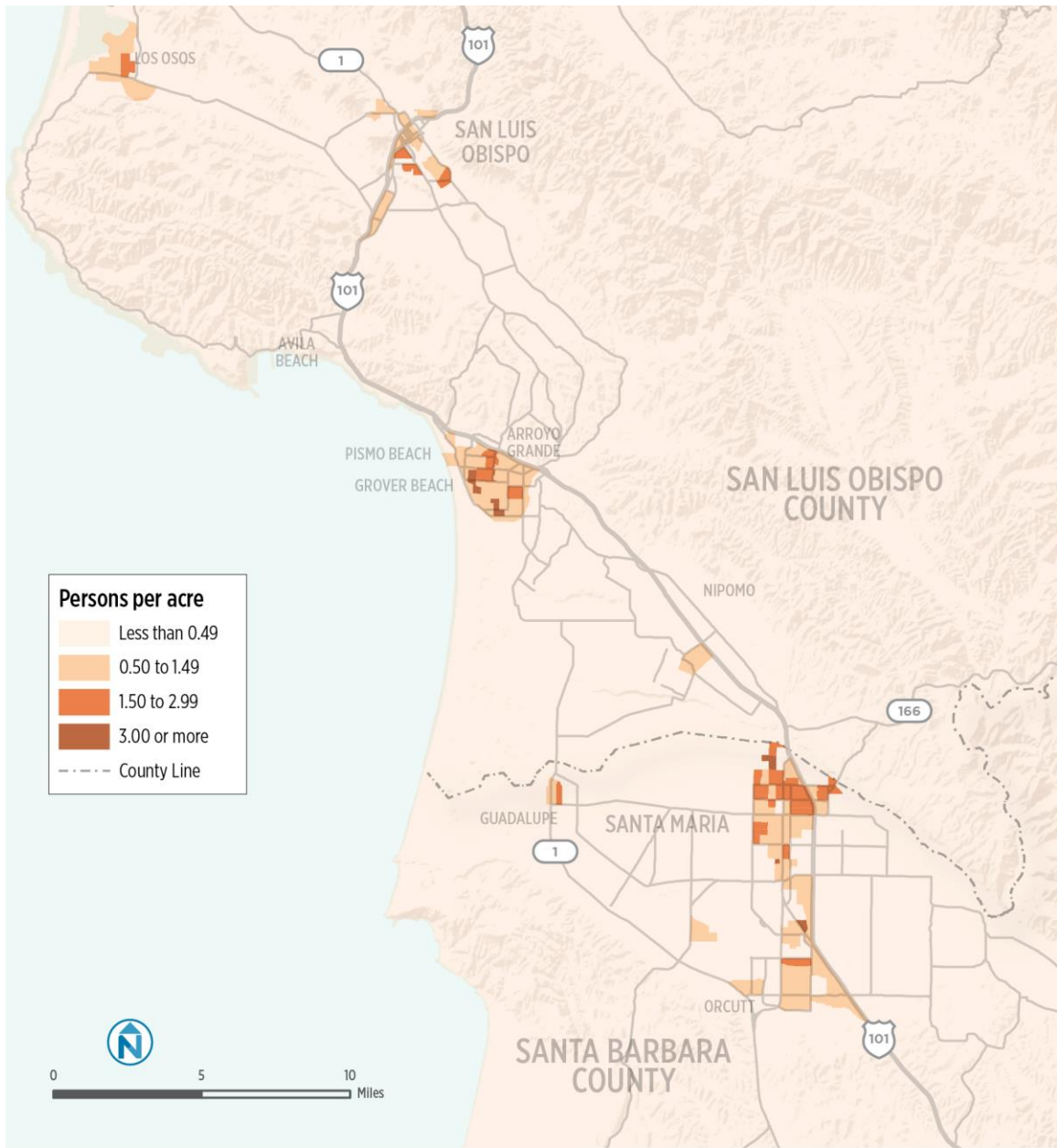
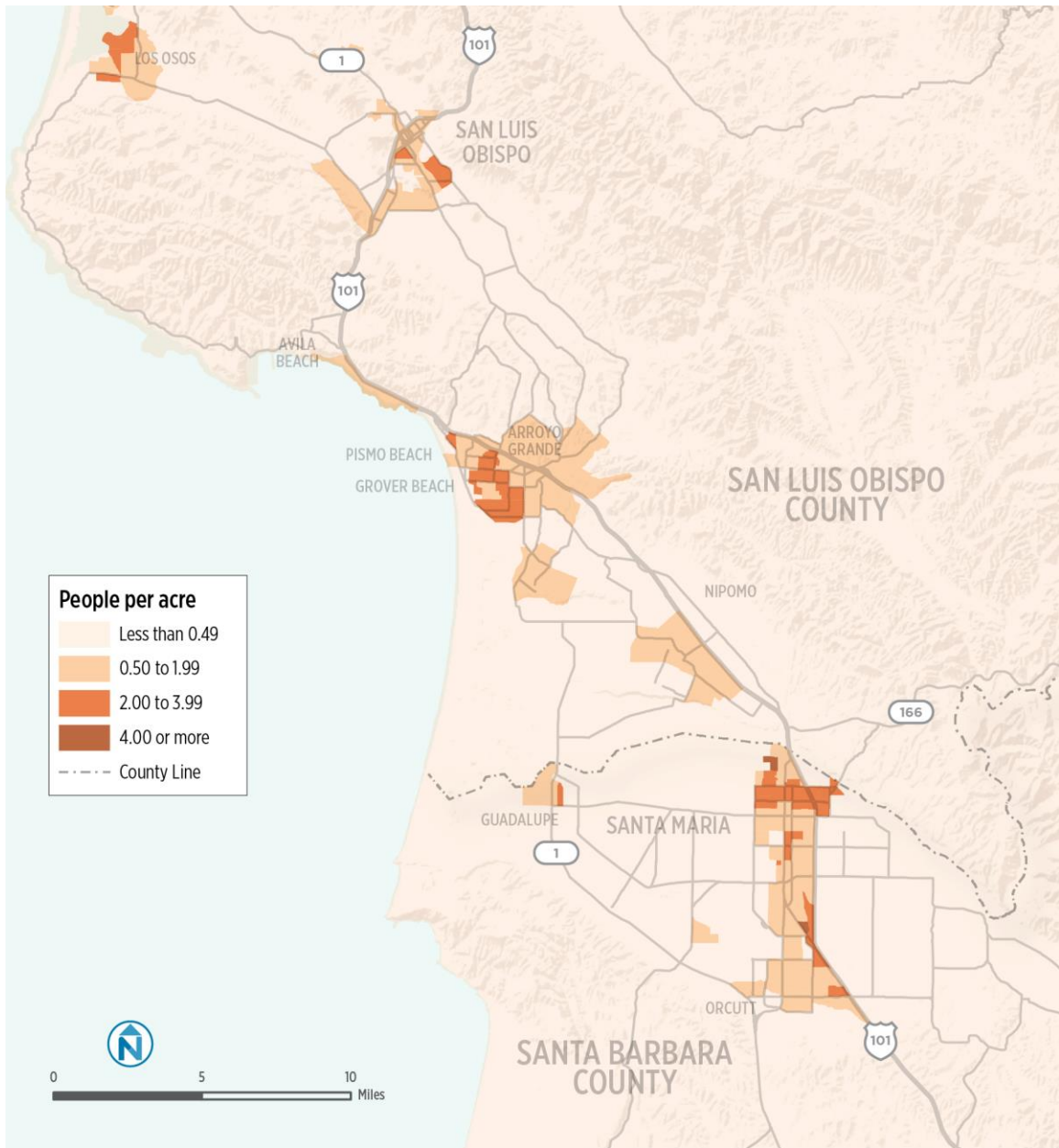
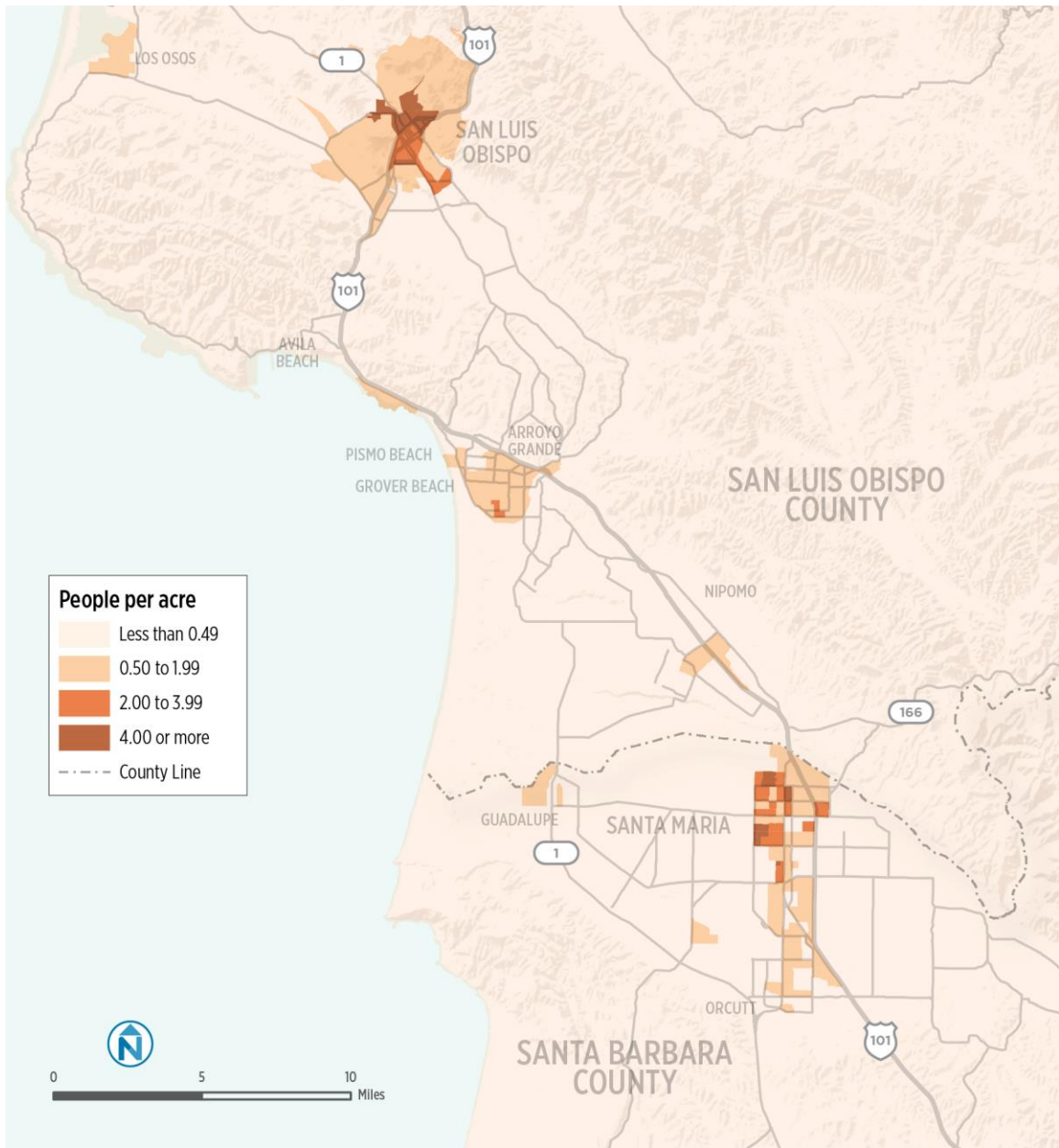


Figure 33: Senior Population Density (2015)



Source: ACS 2015 5-Year Estimates, ESRI

Figure 34: Density of Adults Ages 18 to 24 (2015)

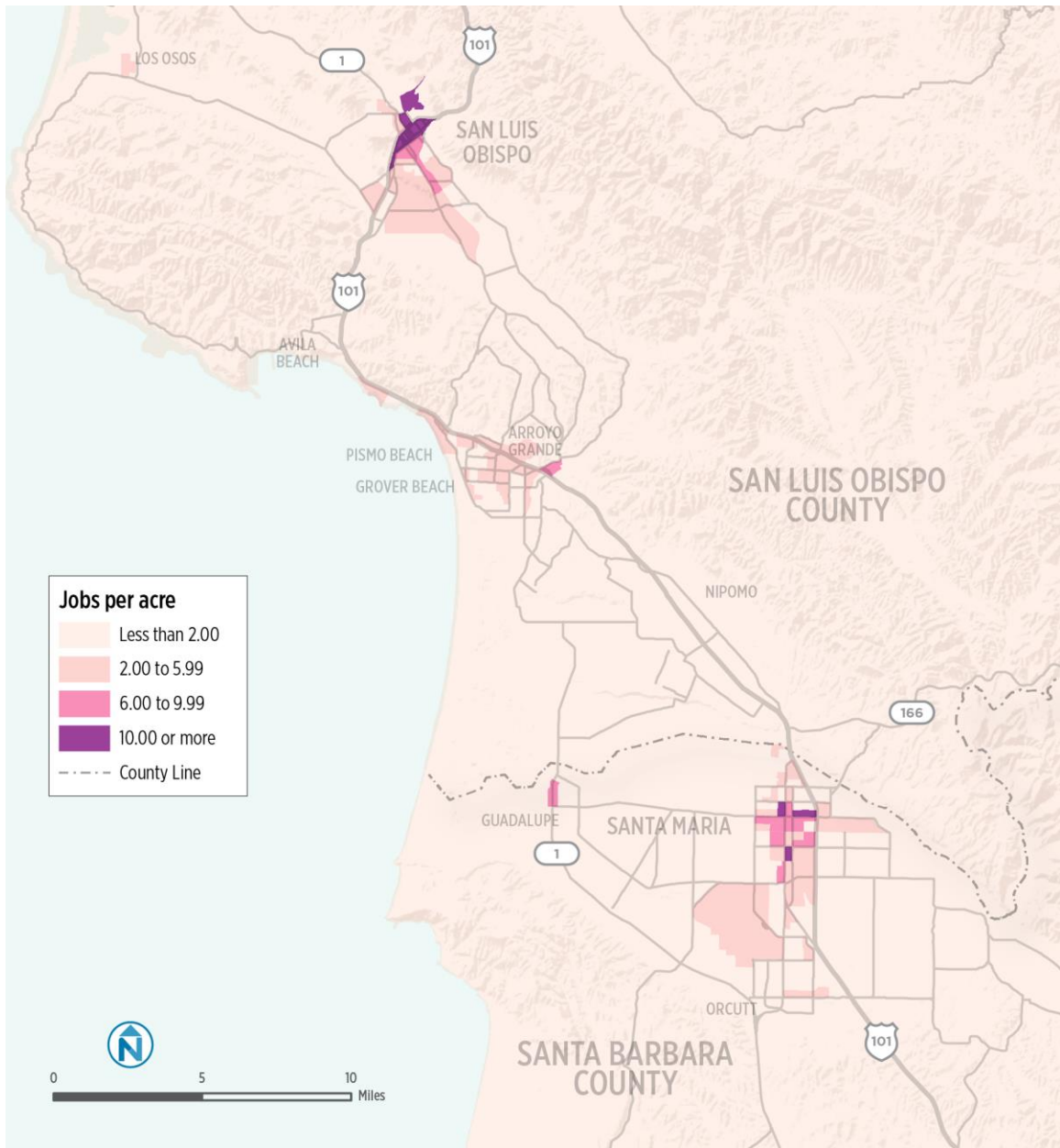


EMPLOYMENT CHARACTERISTICS

Employment Density

Employment in the region is concentrated in downtown San Luis Obispo, Cal Poly and Santa Maria Town Center, as depicted in Figure 35.

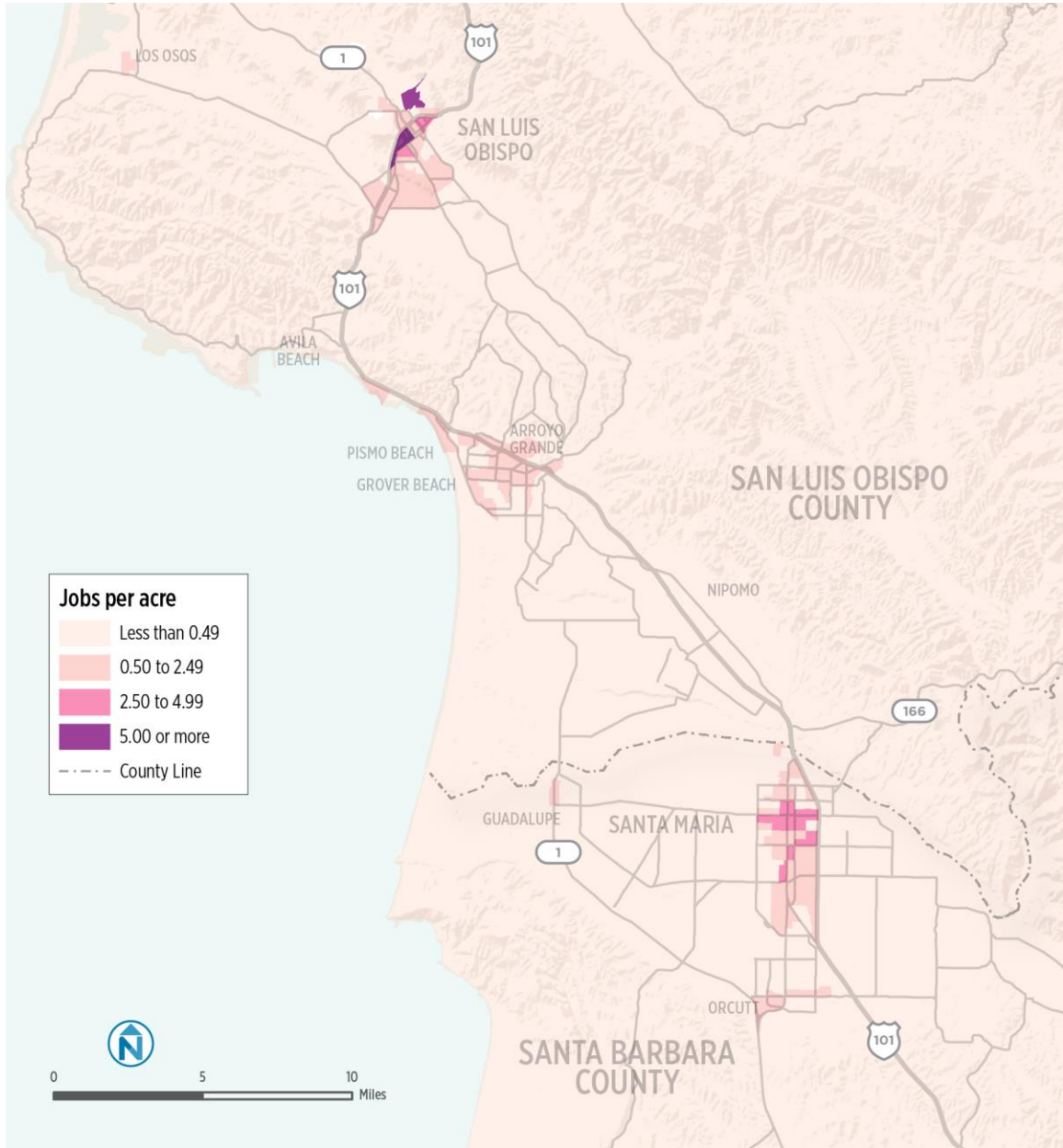
Figure 35: Employment Density (2014)



Low-Income Employment Density

The highest densities of low-income employment (\$1,250 per month or less) mirror general employment with the highest concentrations in downtown San Luis Obispo, Cal Poly, and Santa Maria Town Center, as shown in Figure 36.

Figure 36: Low-Income Employment Density (2014)



Major Employers

The ten largest employers for San Luis Obispo and Santa Maria are listed in Figure 37. Some of the largest employers consist of schools or school districts, while others are government agencies or healthcare providers. It should be noted that school districts do not typically have a large concentration of employees in a single geographic location and do not necessarily present an opportunity to serve large numbers of commuters with regional transit.

Figure 37: Top 10 Employers in San Luis Obispo and Santa Maria

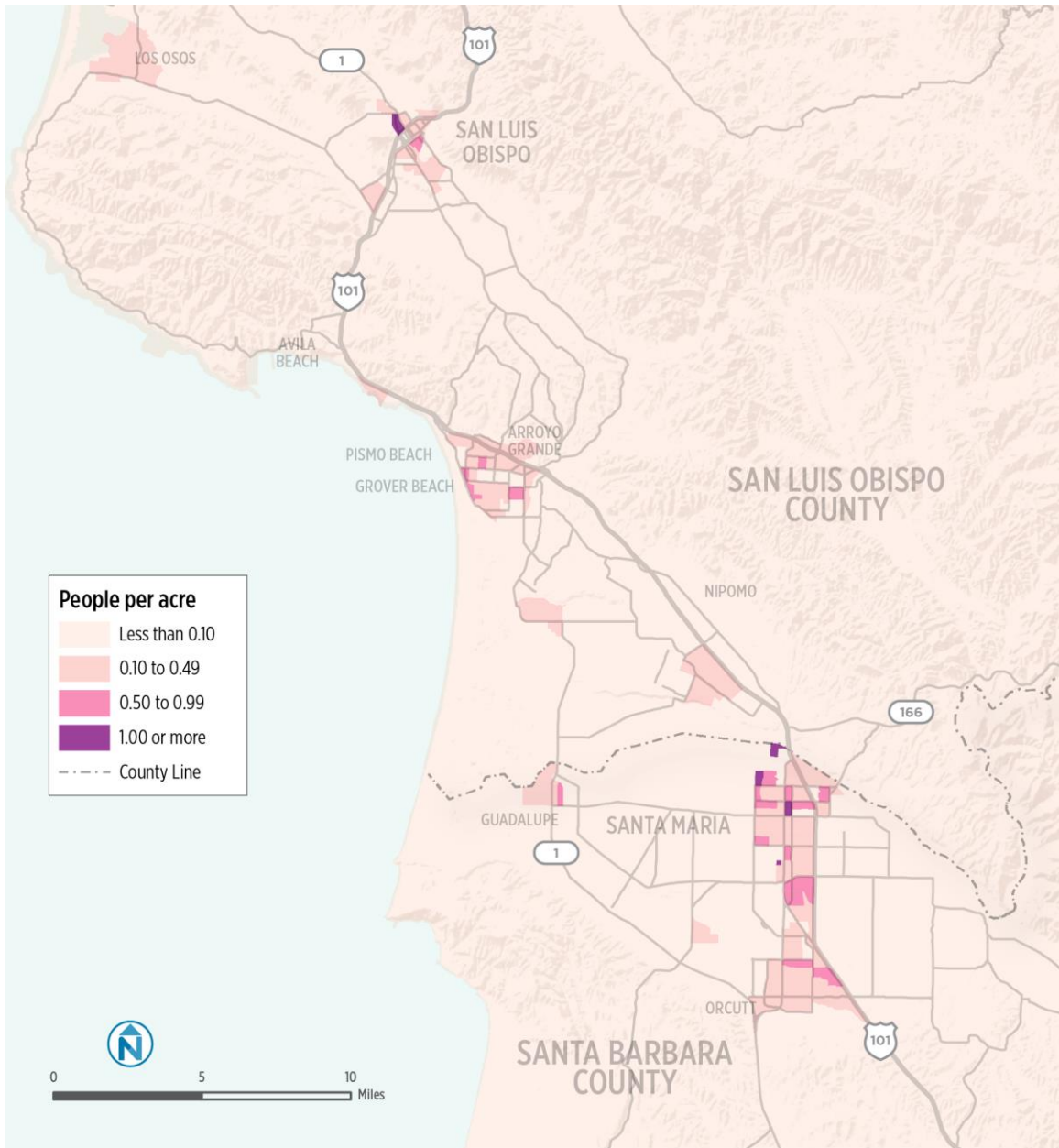
Employer	Number of Employees
San Luis Obispo	
California Polytechnic State University	3,000
County of San Luis Obispo	2,920
Department of State Hospitals – Atascadero	2,000
Pacific Gas & Electric	1,866
California Men's Colony	1,517
Cal Poly Corporation	1,400
Tenet Healthcare	1,305
Compass Health Inc.	1,200
Lucia Mar Unified School District	1,000
Paso Robles Public Schools	935
Santa Maria	
Santa Maria Bonita School District	1,724
Marian Medical Center	1,450
C & D Zodiac Aerospace	1,200
Allan Hancock College	890
Santa Maria Joint High School District	725
City of Santa Maria	647
Chumash Casino	605
Orcutt Union School District	586
Betteravia Farms	533
VTC Enterprises	340

Source: San Luis Obispo Chamber of Commerce, City of Santa Maria

Long-Distance Commuters

Long-distance commuters are classified as those whose commutes are at least 45 minutes. The largest concentrations of long-distance commuters are located along Chorro St. in San Luis Obispo and the north side of Santa Maria. A moderate concentration of long-distance commuters are present in Grover Beach, Arroyo Grande and Guadalupe. Each of the aforementioned areas are within close proximity to US-101.

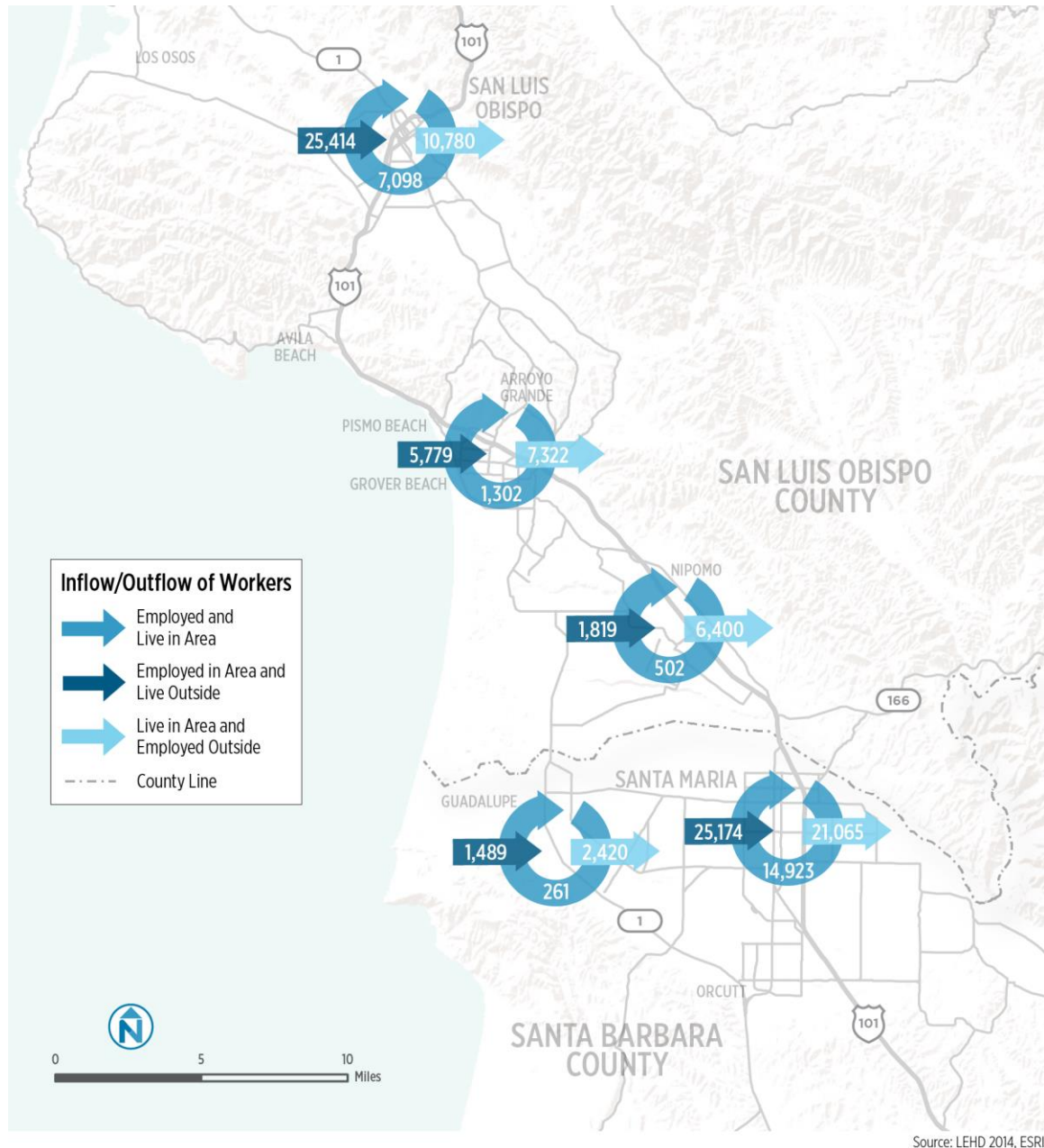
Figure 38: Long-Distance Commuters (2015)



Inflow/Outflow Commuting

Commuting patterns were analyzed for subareas within the study area: San Luis Obispo, the Five Cities, Nipomo, Guadalupe, and Santa Maria. Inflow and outflow data shows that in San Luis Obispo and Santa Maria, more people are commuting in from outlying areas than are commuting out. In Nipomo, Guadalupe, and Five Cities more people are commuting to work outside of the cities they live in than those commuting in from other cities (Figure 39).

Figure 39: Inflow/Outflow of Workers



The vast majority of employment within the study area is located within Santa Maria (more than 40,000 employees) and San Luis Obispo (more than 32,500 employees). The Five Cities employees more than 7,000 employees, 82% of whom live elsewhere.

Figure 40: Employee Travel Pattern Summary

Area	Employed Residents	Live/Work Same Area	Work Elsewhere	Employees	Live/Work Same Area	Live Elsewhere
San Luis Obispo	17,878	40%	60%	32,512	22%	78%
Five Cities	8,624	15%	85%	7,081	18%	82%
Nipomo	6,902	7%	93%	2,321	22%	78%
Guadalupe	2,681	10%	90%	1,750	15%	85%
Santa Maria	35,988	41%	59%	40,097	37%	63%

Source: LEHD 2014

Subarea Employment Travel Patterns

Employment locations of residents and residence locations of employees were mapped for each subarea. Home locations of workers in the analyzed areas were more scattered than the employment locations of residents.

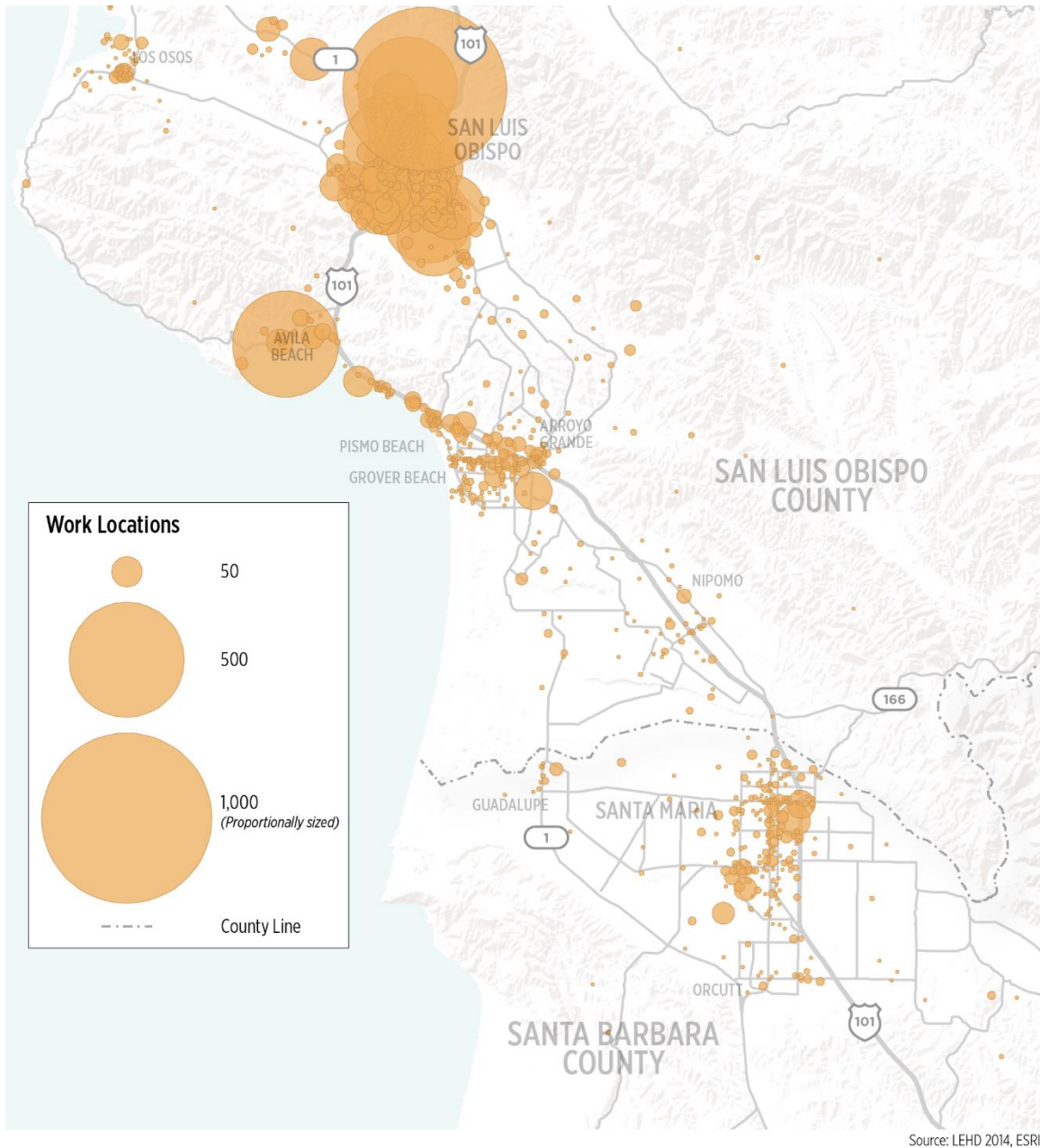
In San Luis Obispo, many workers live within the city but also in Los Osos, the Five Cities, Nipomo, and Santa Maria. On the other hand, while many Santa Maria workers also live in Santa Maria, others also live in Guadalupe, Nipomo, and the Five Cities. Compared to the other population centers in the region, fewer Santa Maria workers live in San Luis Obispo. While there is a need to connect the two primary cities, connections from communities between these two job centers are also important.

Notable inter-city commute patterns include:

- San Luis Obispo to Avila Beach
- Five Cities to San Luis Obispo
- Santa Maria to Guadalupe
- Santa Maria to San Luis Obispo
- Santa Maria to the Five Cities

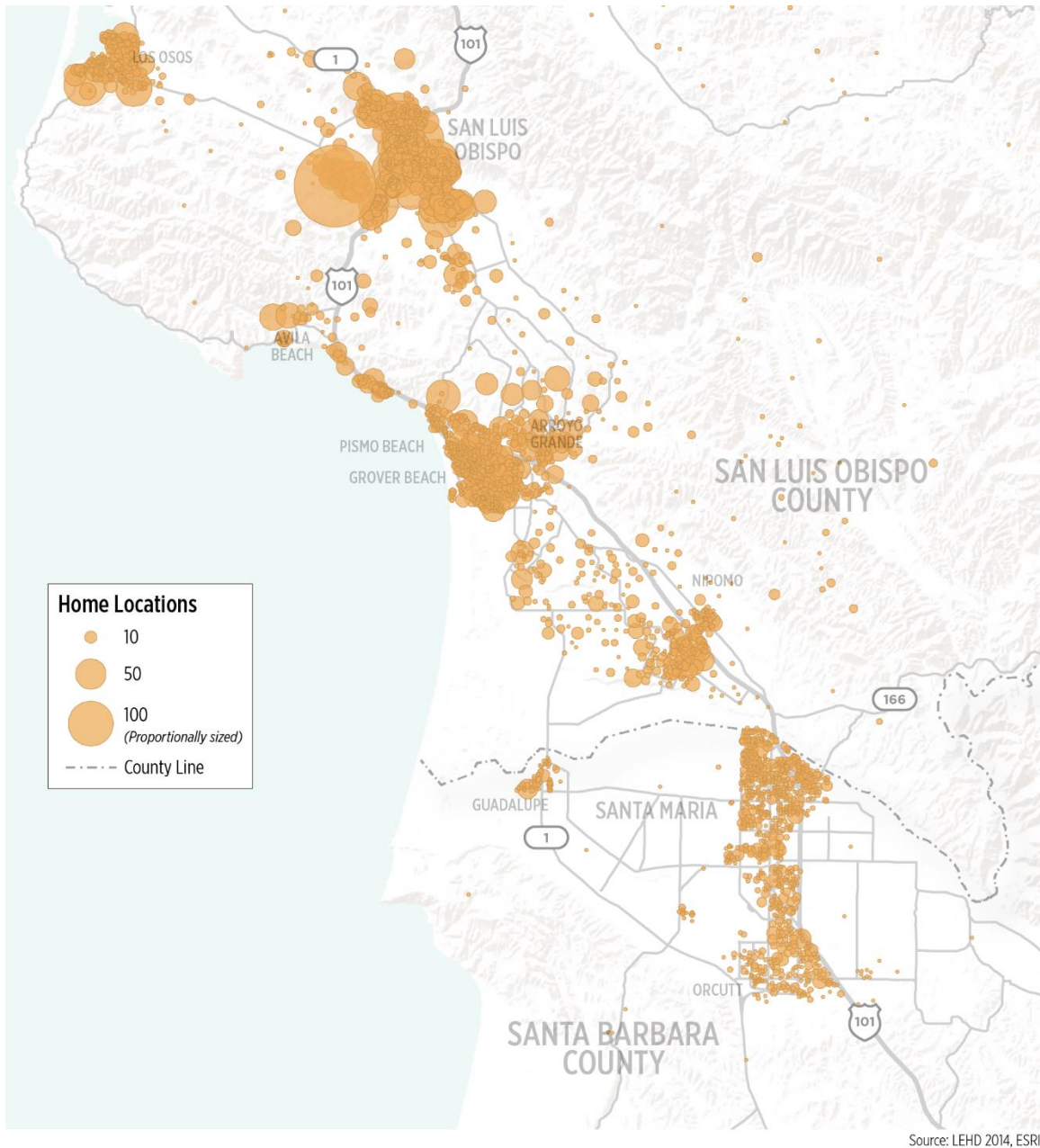
Specific employment and home locations for each population center are shown in the following maps.

Figure 41: Employment Locations of San Luis Obispo Residents



Source: LEHD 2014, ESRI

Figure 42: Home Locations of San Luis Obispo Workers



Source: LEHD 2014, ESRI

Figure 43: Employment Locations of Santa Maria Residents

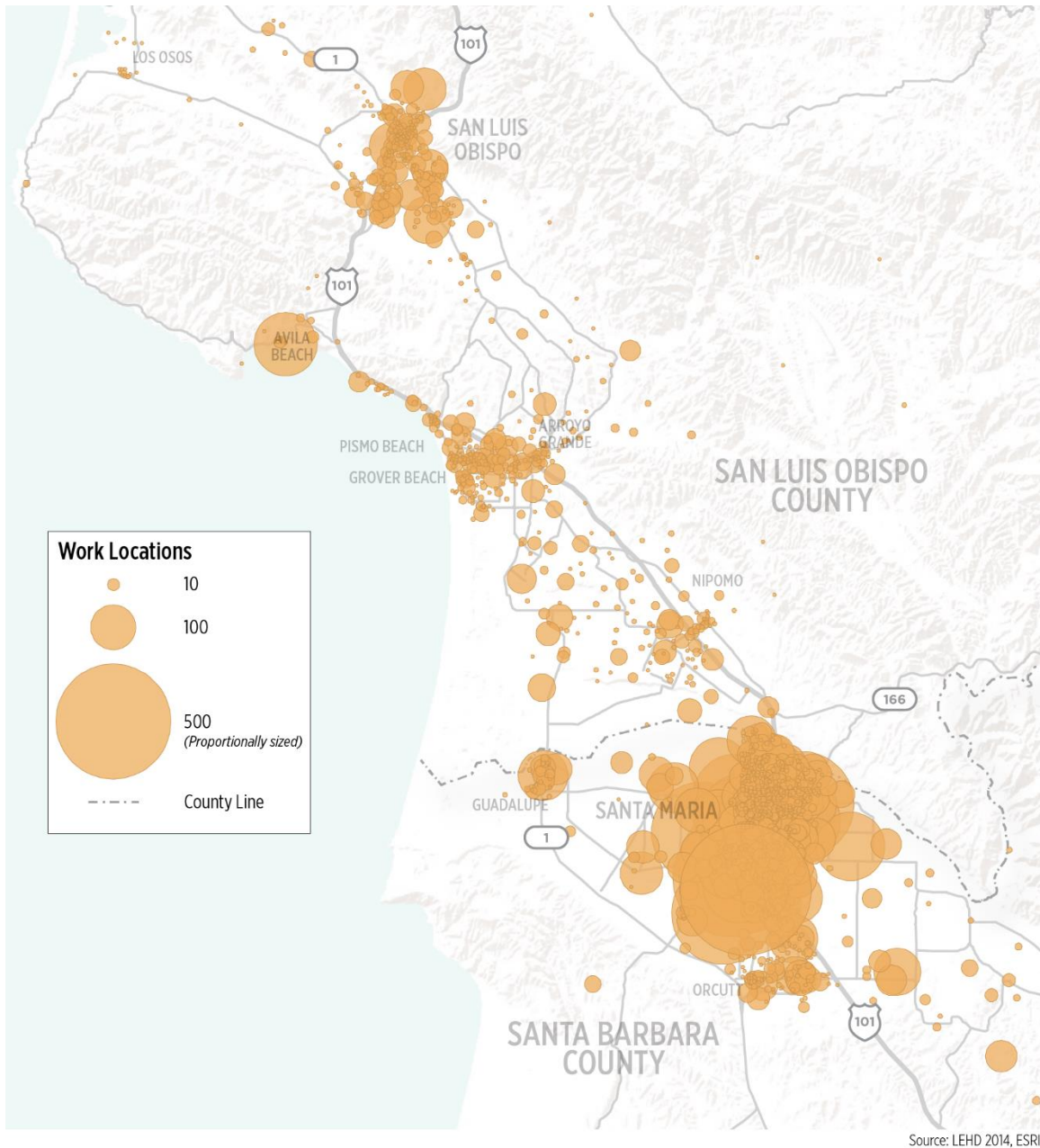


Figure 44: Home Locations of Santa Maria Workers

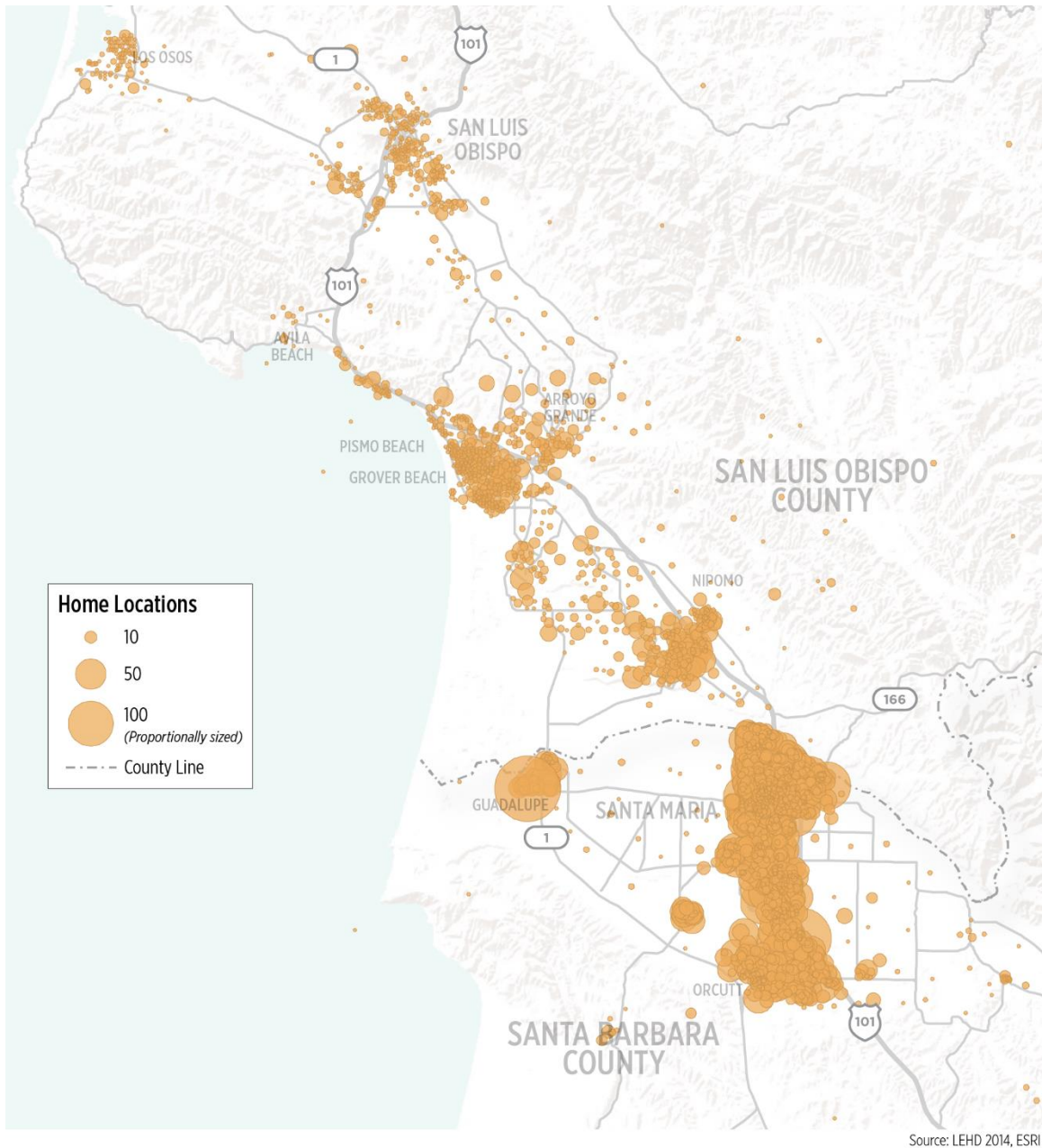
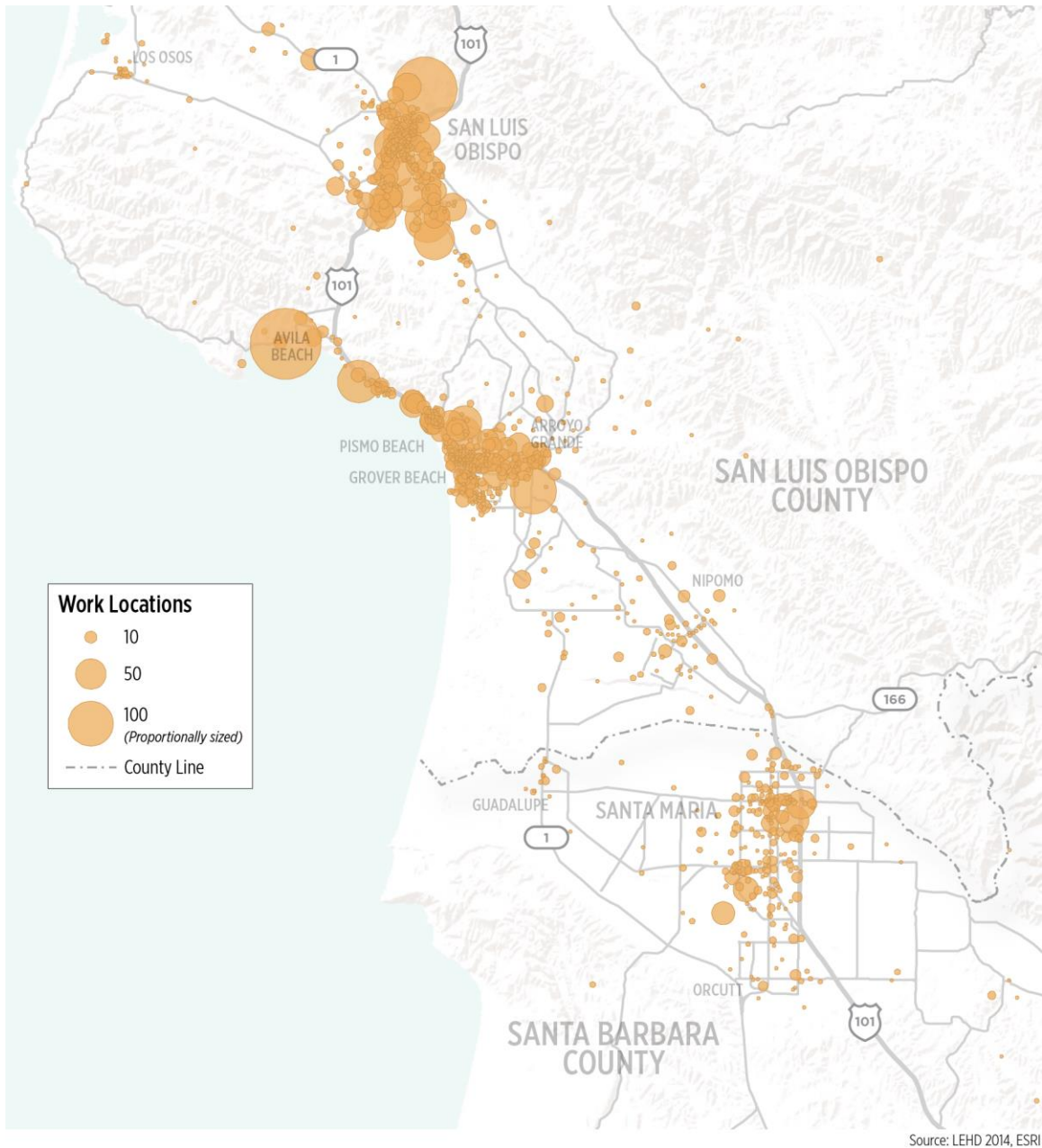


Figure 45: Employment Locations of Five Cities Residents



Source: LEHD 2014, ESRI

Figure 46: Home Locations of Five Cities Workers

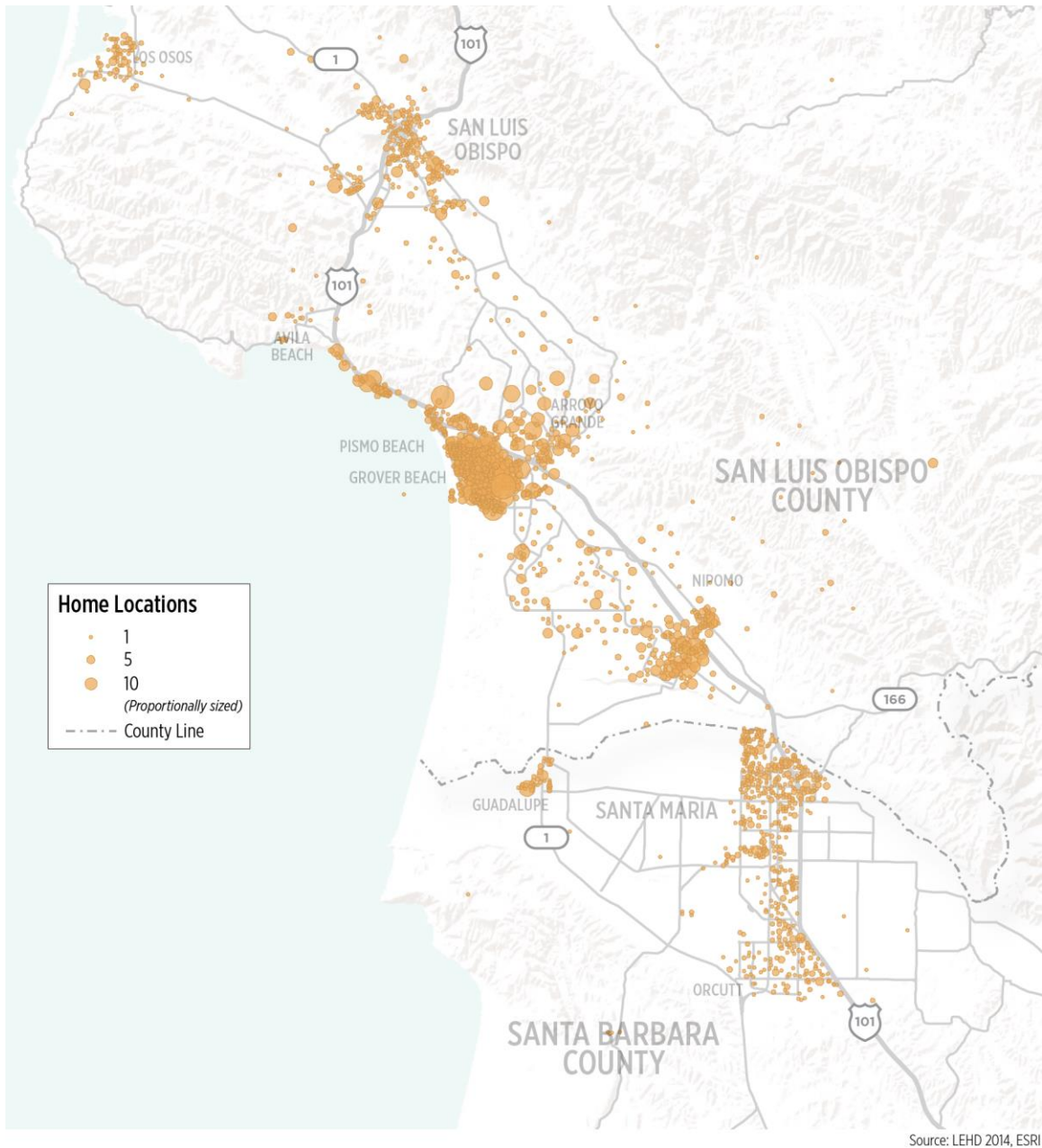


Figure 47: Employment Locations of Nipomo Residents

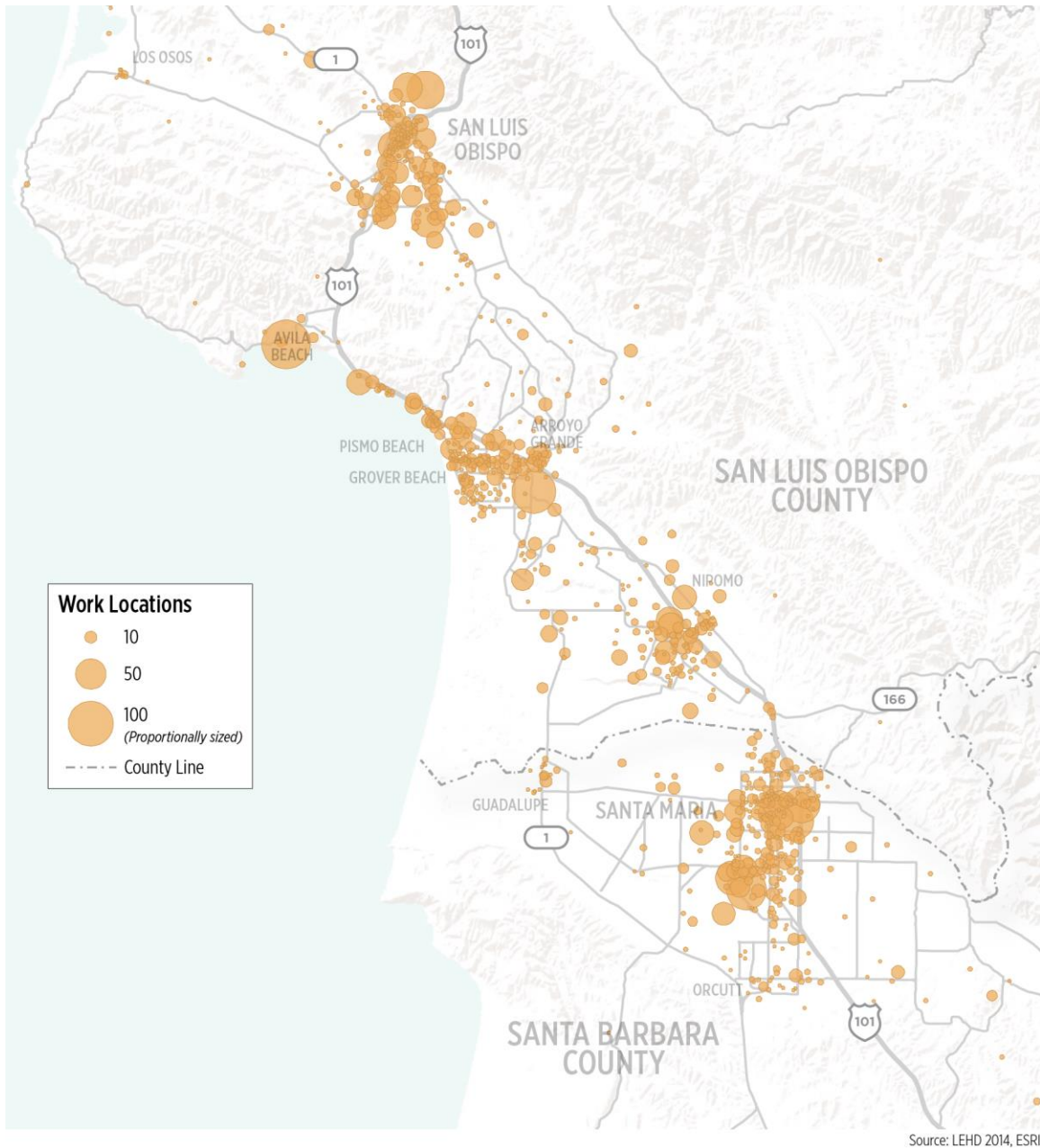


Figure 48: Home Locations of Nipomo Workers

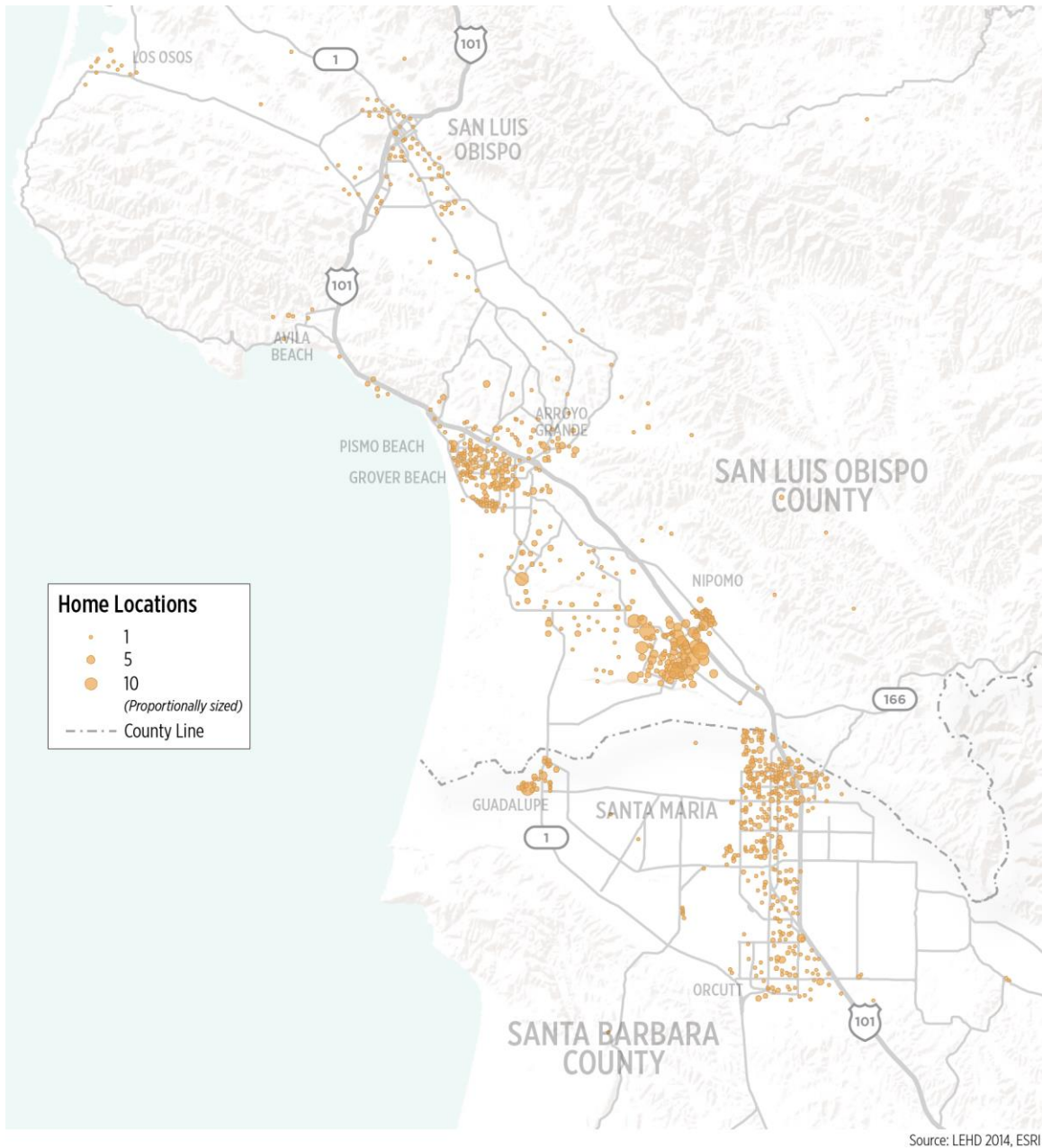
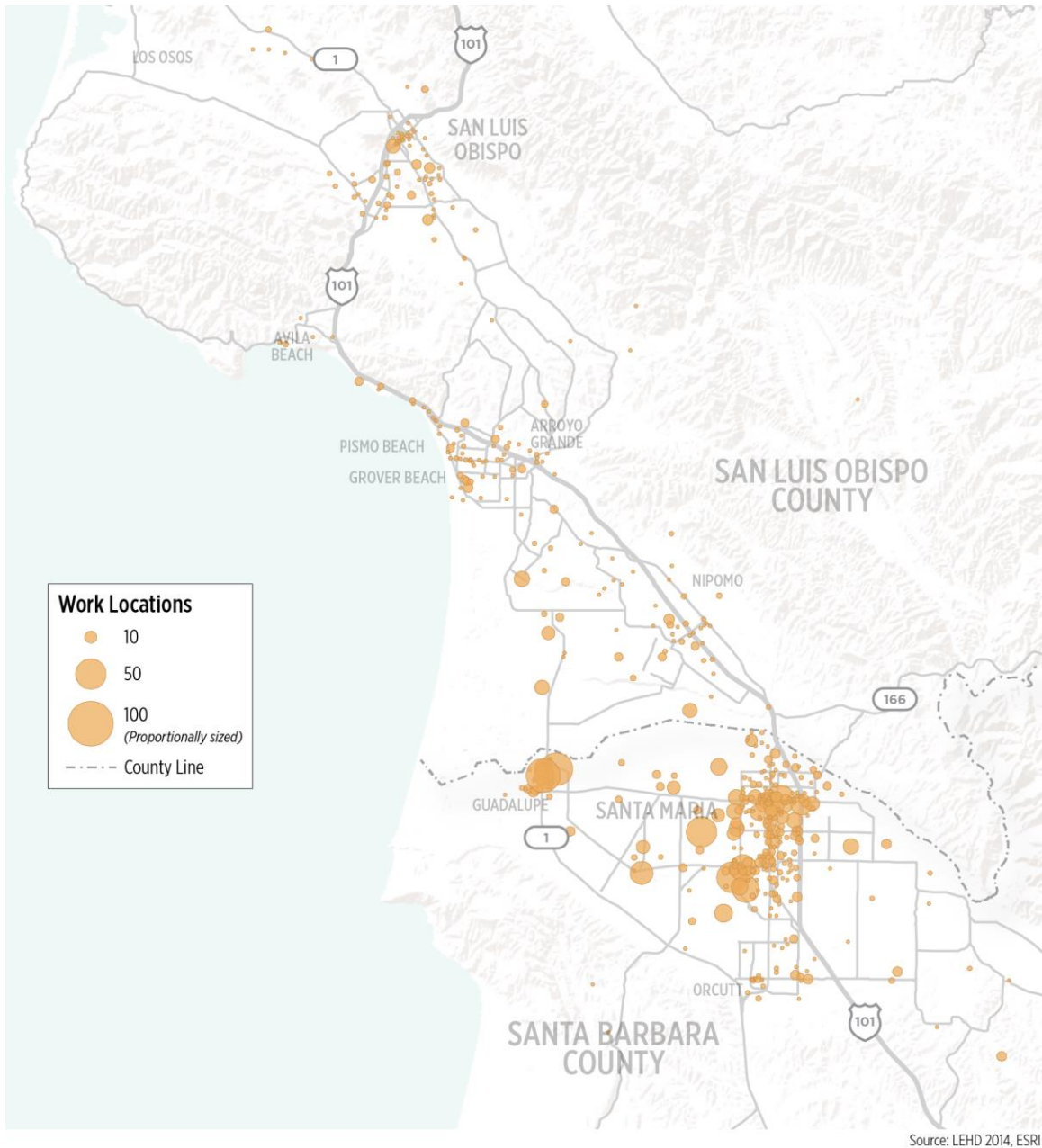
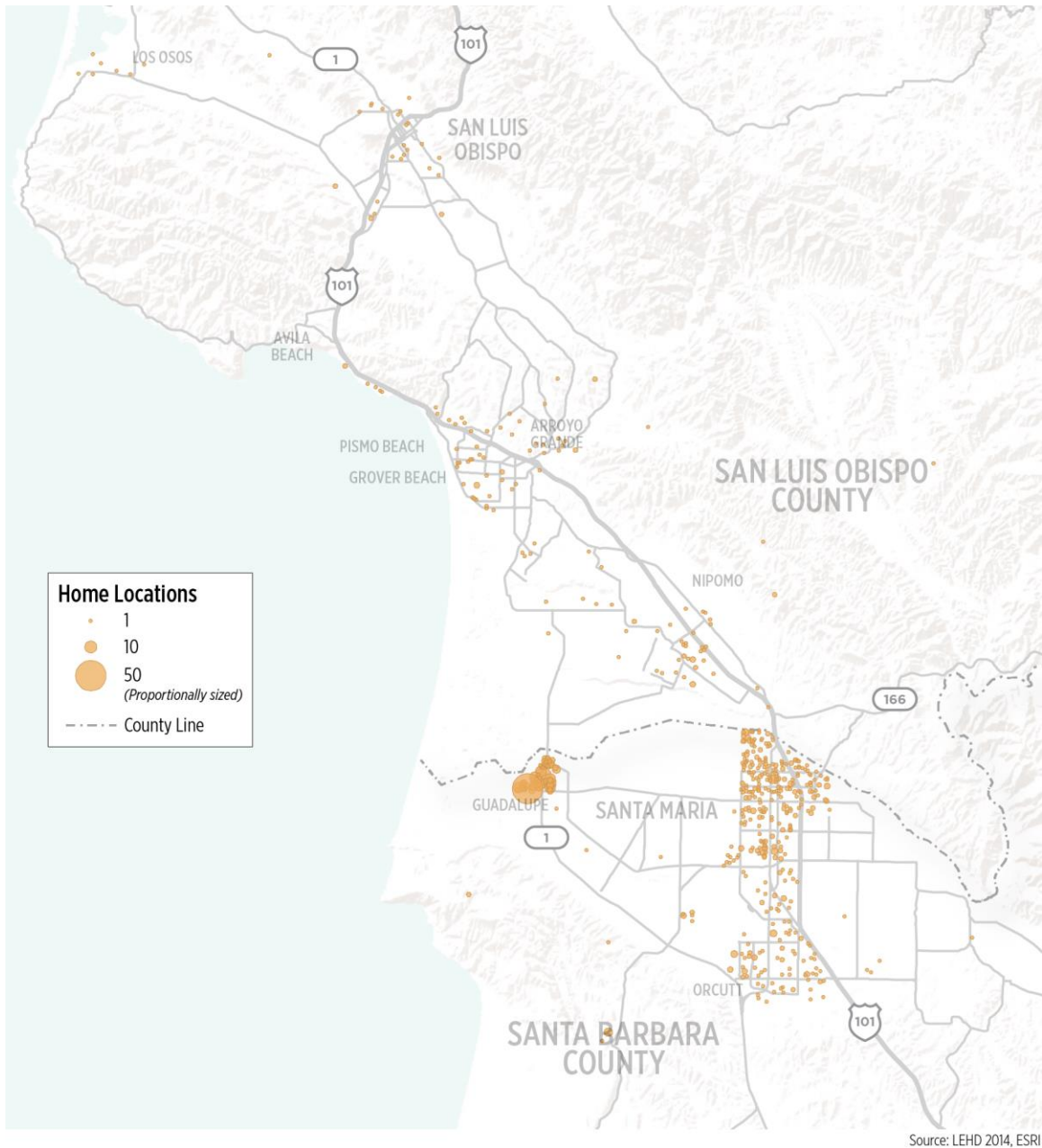


Figure 49: Employment Locations of Guadalupe Residents



Source: LEHD 2014, ESRI

Figure 50: Home Locations of Guadalupe Workers



Source: LEHD 2014, ESRI

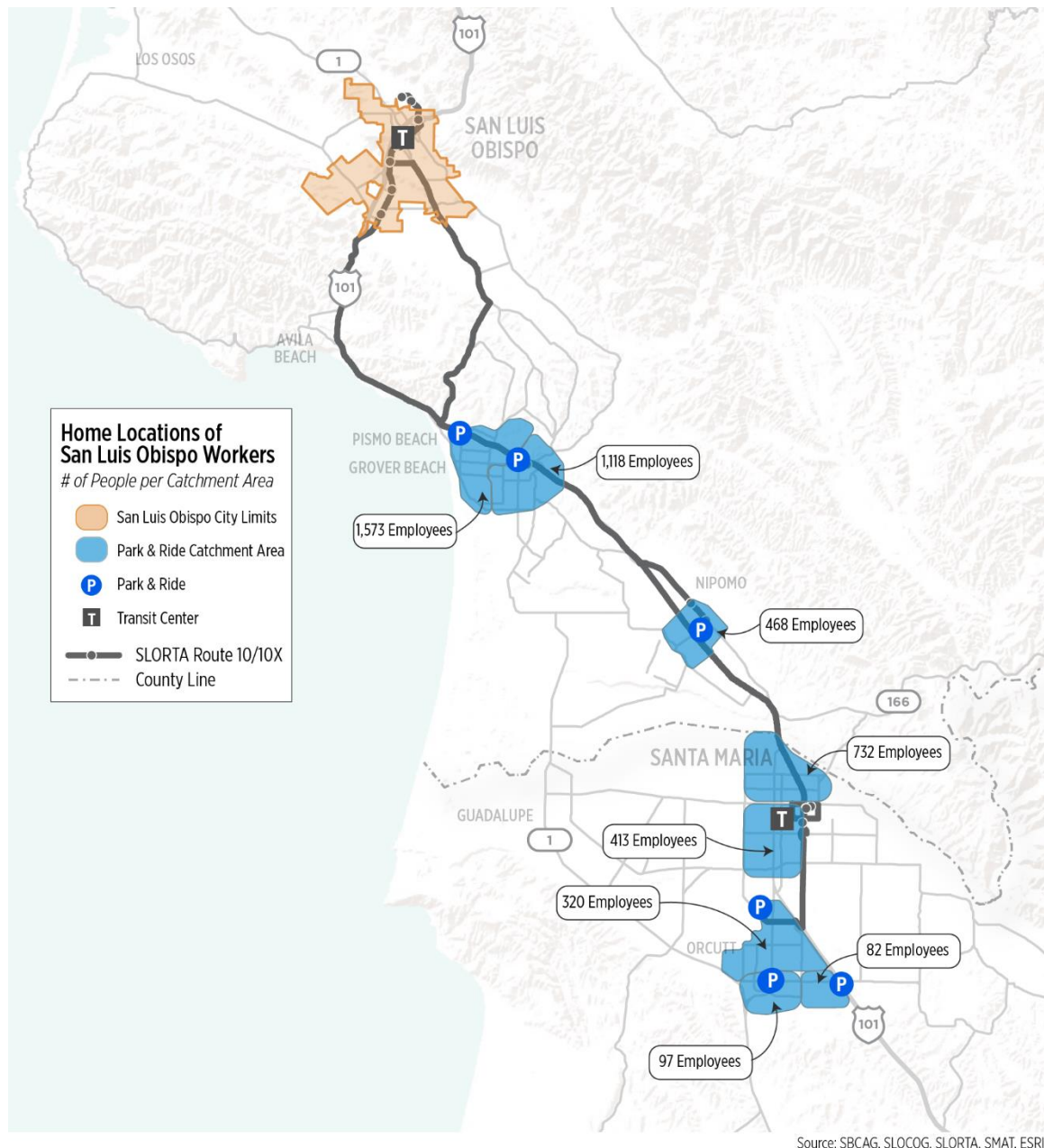
Park-and-Ride Demand Analysis

Park-and-ride demand for the three employment centers within the study area (San Luis Obispo, Santa Maria, and the Five Cities) was evaluated to determine if additional capacity new or facilities are warranted. Park-and-ride facilities accommodate bus, carpool, and vanpool riders.

San Luis Obispo Employment

Figure 51 illustrates the home locations of workers who commute to San Luis Obispo. Park-and-ride availability is notably scarce in Santa Maria, which is home to more than 1,100 commuters.

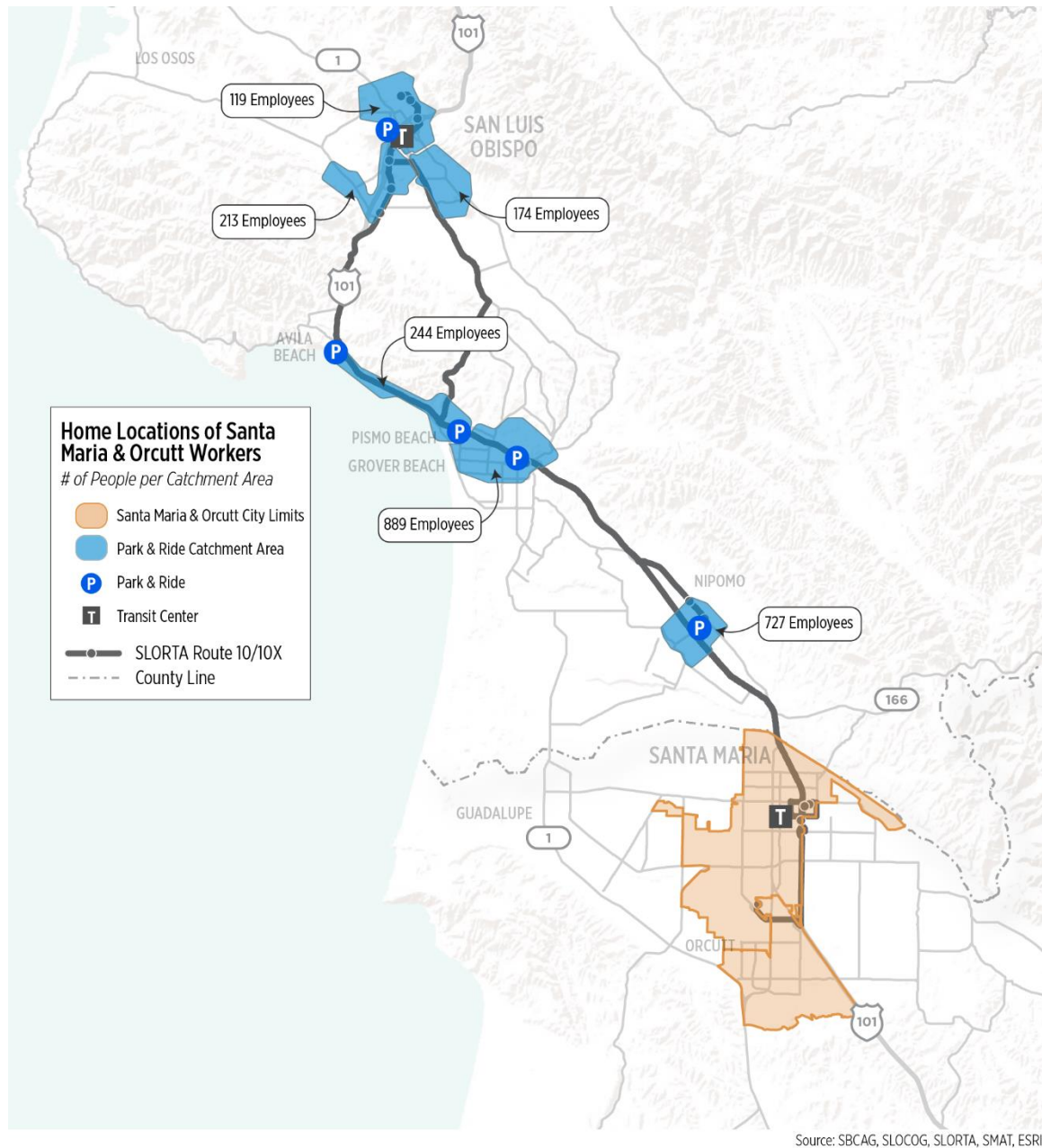
Figure 51: Home Locations of San Luis Obispo Workers



Santa Maria Employment

Workers commuting into Santa Maria have multiple park-and-ride options along US-101 in Avila Beach, Pismo Beach, Arroyo Grande, and Nipomo. Opportunities for new park-and-ride facilities exist along Broad Street and in the vicinity of Los Osos Valley Rd in San Luis Obispo.

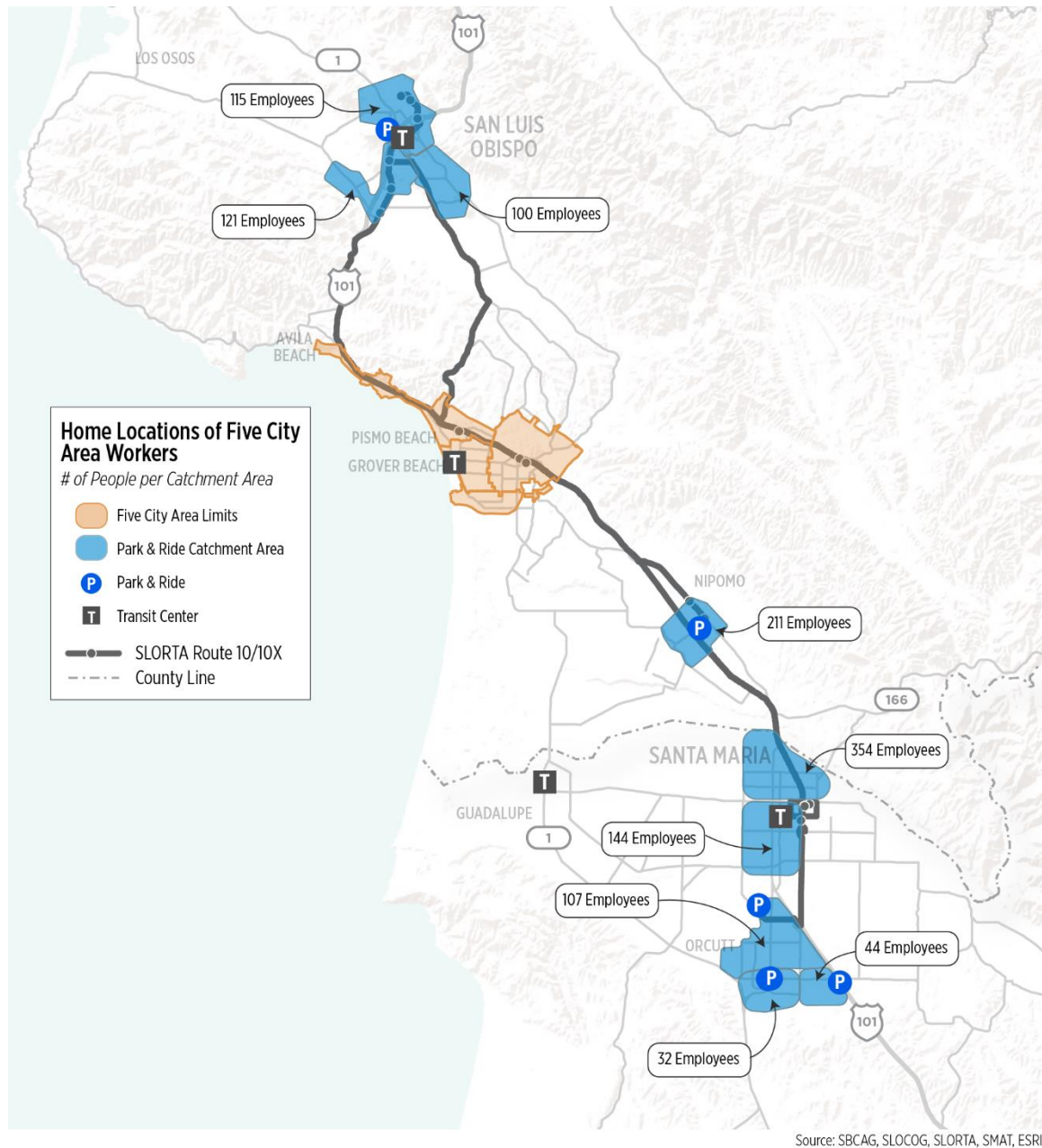
Figure 52: Home Locations of Santa Maria Workers



Five Cities Employment

While employment within the cities is significantly less than in San Luis Obispo and Santa Maria, moderate employment densities exist along US-101 and Grand Ave. New park-and-ride facilities in Santa Maria would benefit workers commuting to the Five Cities.

Figure 53: Home Locations of Five Cities Workers

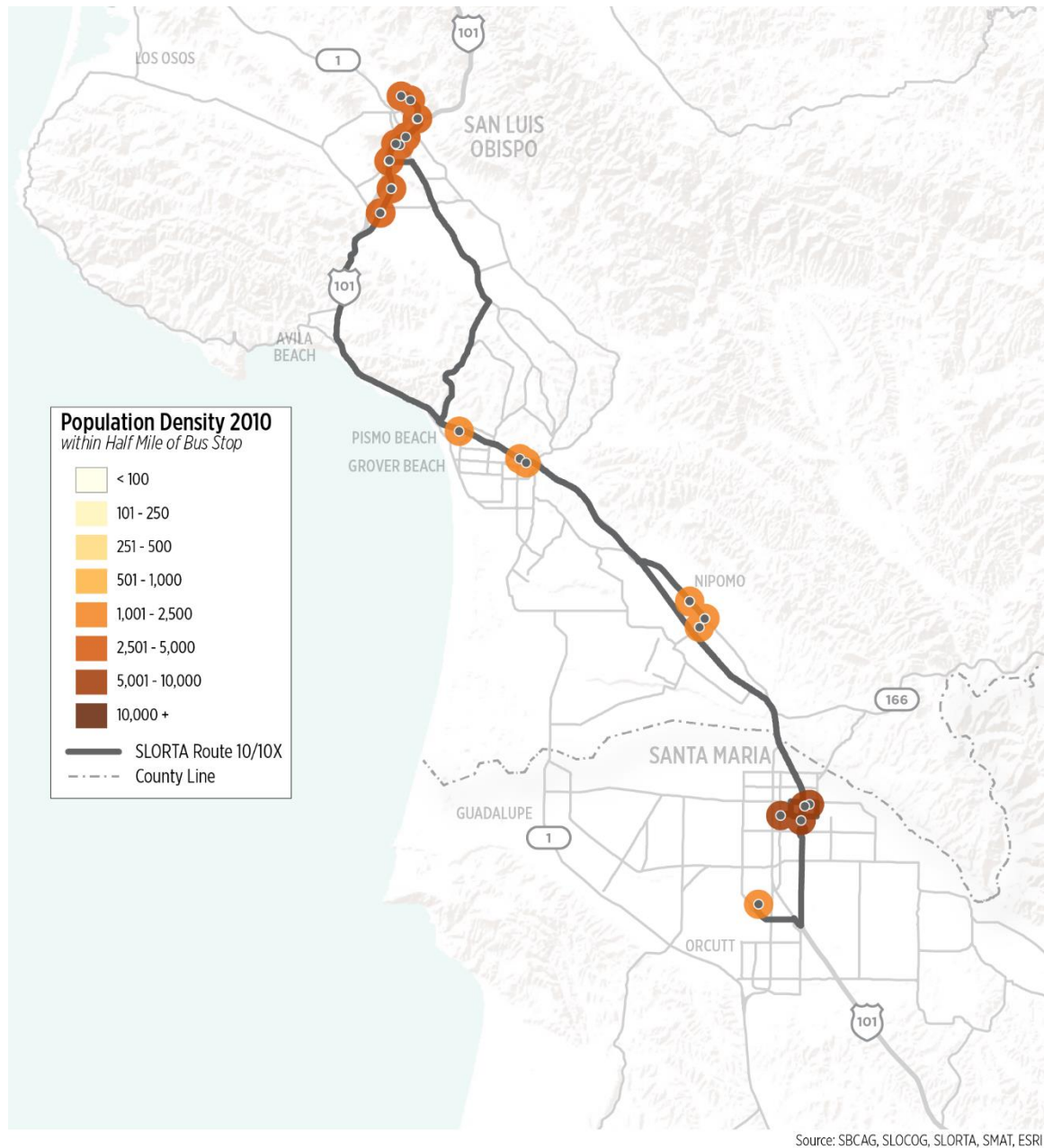


ACCESS TO SLO RTA ROUTE 10 BUS STOPS

Population

Population densities within a ½-mile buffer around Route 10 bus stops illustrate access to the service. Population densities around stops are moderate in San Luis Obispo and high in Santa Maria while densities around stops in Pismo Beach, Arroyo Grande and Nipomo are low.

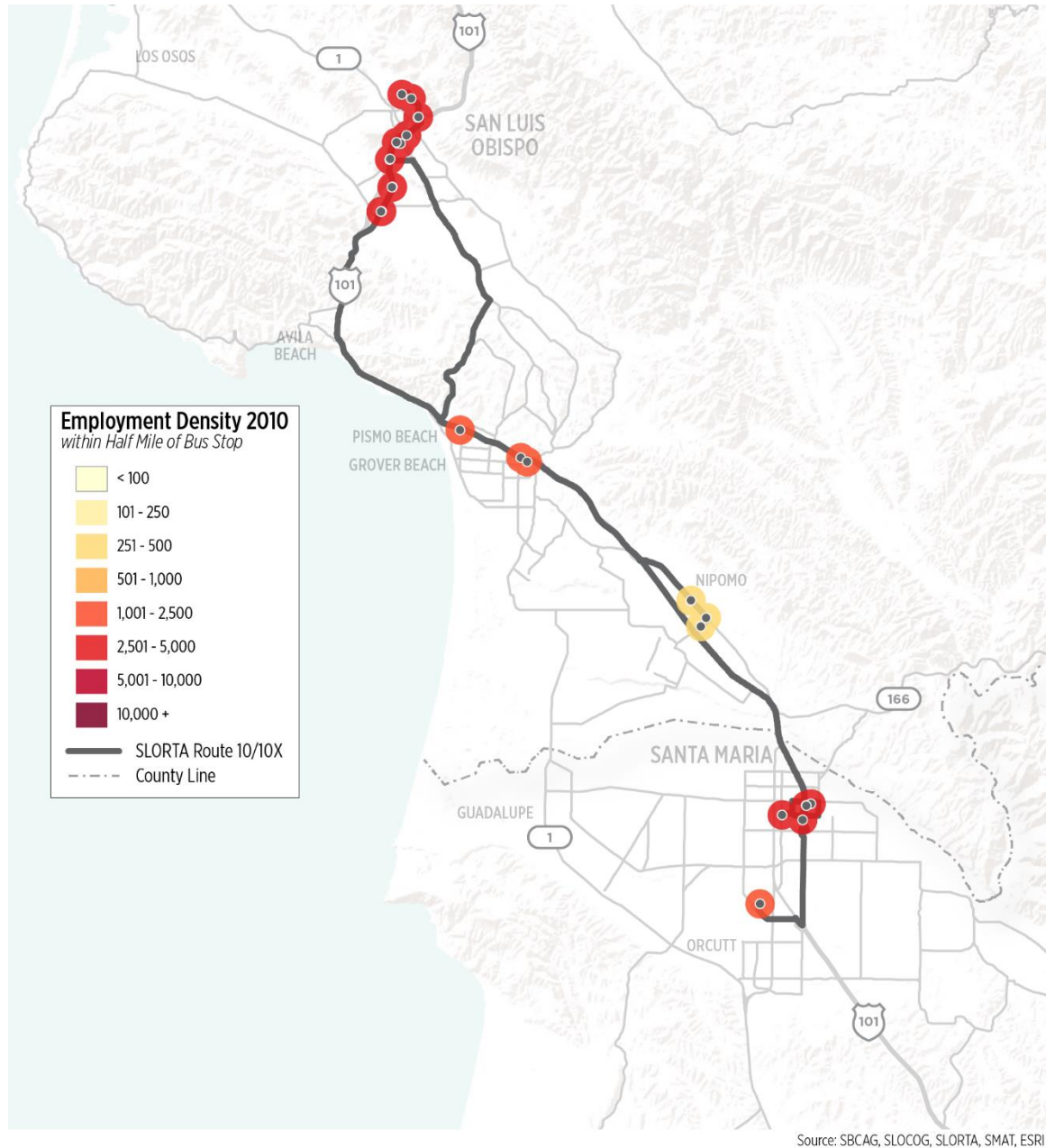
Figure 54: 2010 Population Density - Route 10



Employment

Employment densities within a 1/2-mile buffer of Route 10 stops illustrate the access to jobs. Employment densities are highest in San Luis Obispo and Santa Maria. Densities are moderate in Pismo Beach and Arroyo Grande while densities are extremely low in Nipomo.

Figure 55: 2010 Employment Density - Route 10



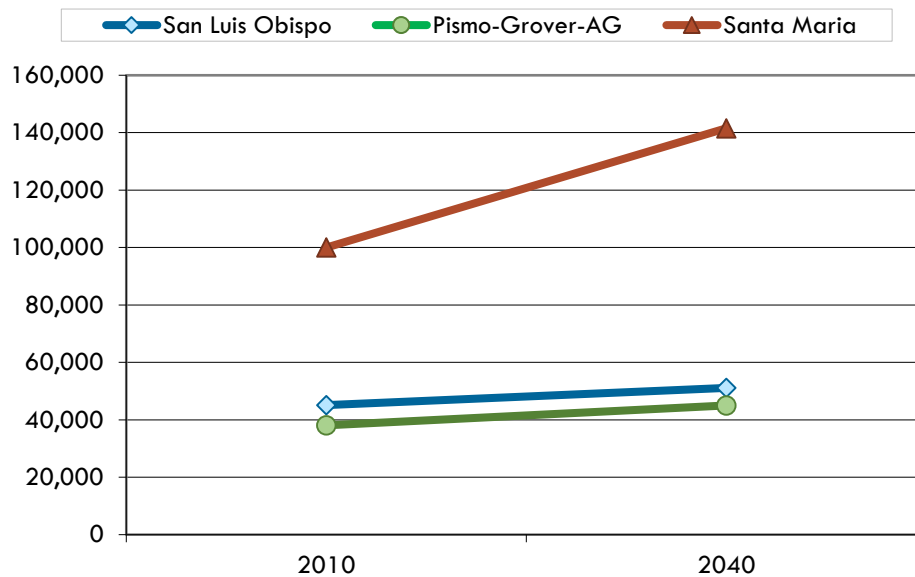
POPULATION AND EMPLOYMENT PROJECTIONS

SBCAG and SLOCOG 2040 regional growth forecasts were reviewed to compare the projected population and employment increases in the study area.

Population Growth

The population of Santa Maria is projected to grow by 42% from 2010 to 2040, a rate significantly higher than San Luis Obispo (13%) and the Five Cities area.

Figure 56: Projected Population Growth 2010-2040

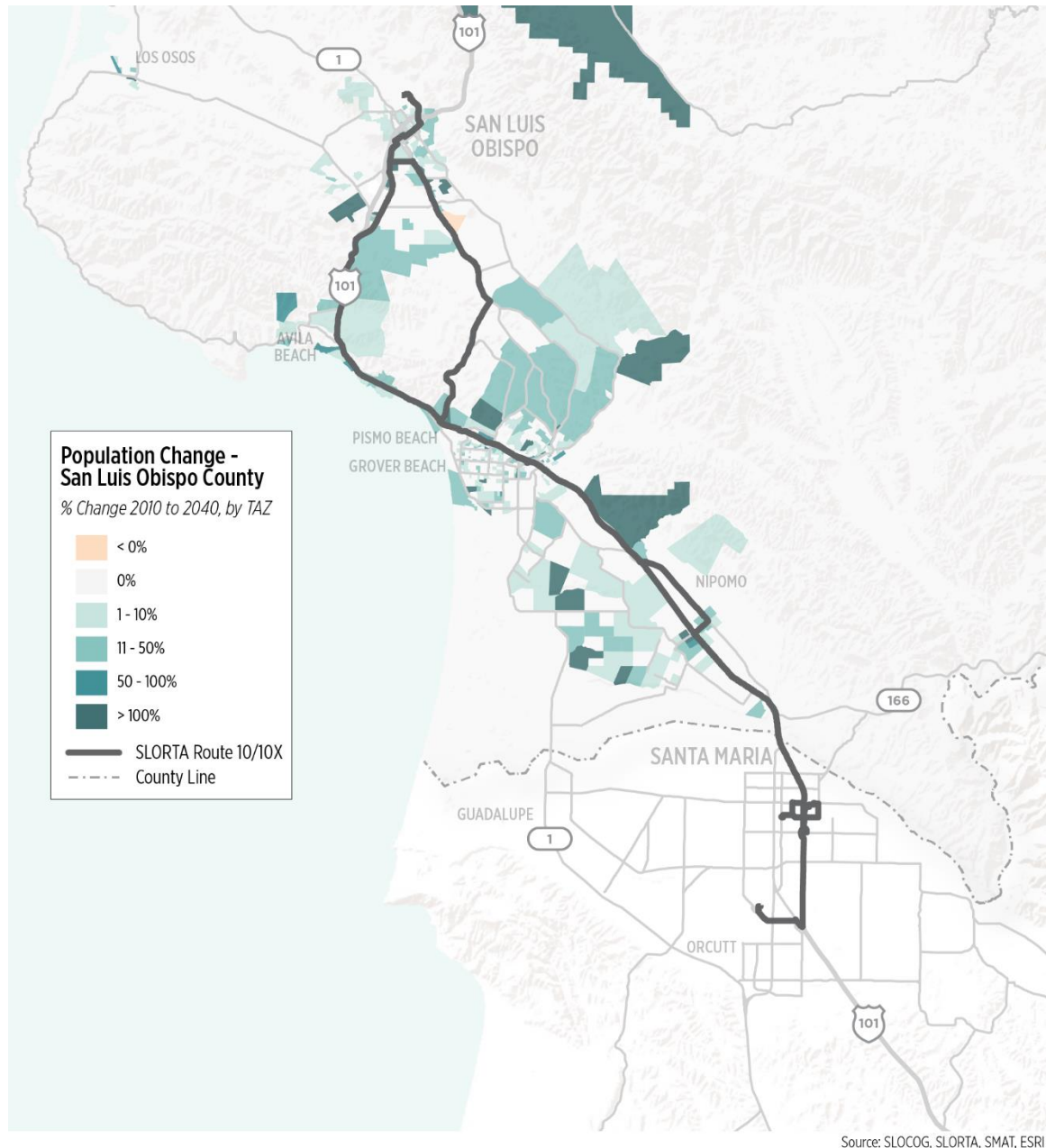


Source: SBCAG and SLOCOG 2040 Regional Growth Forecasts

Population Change

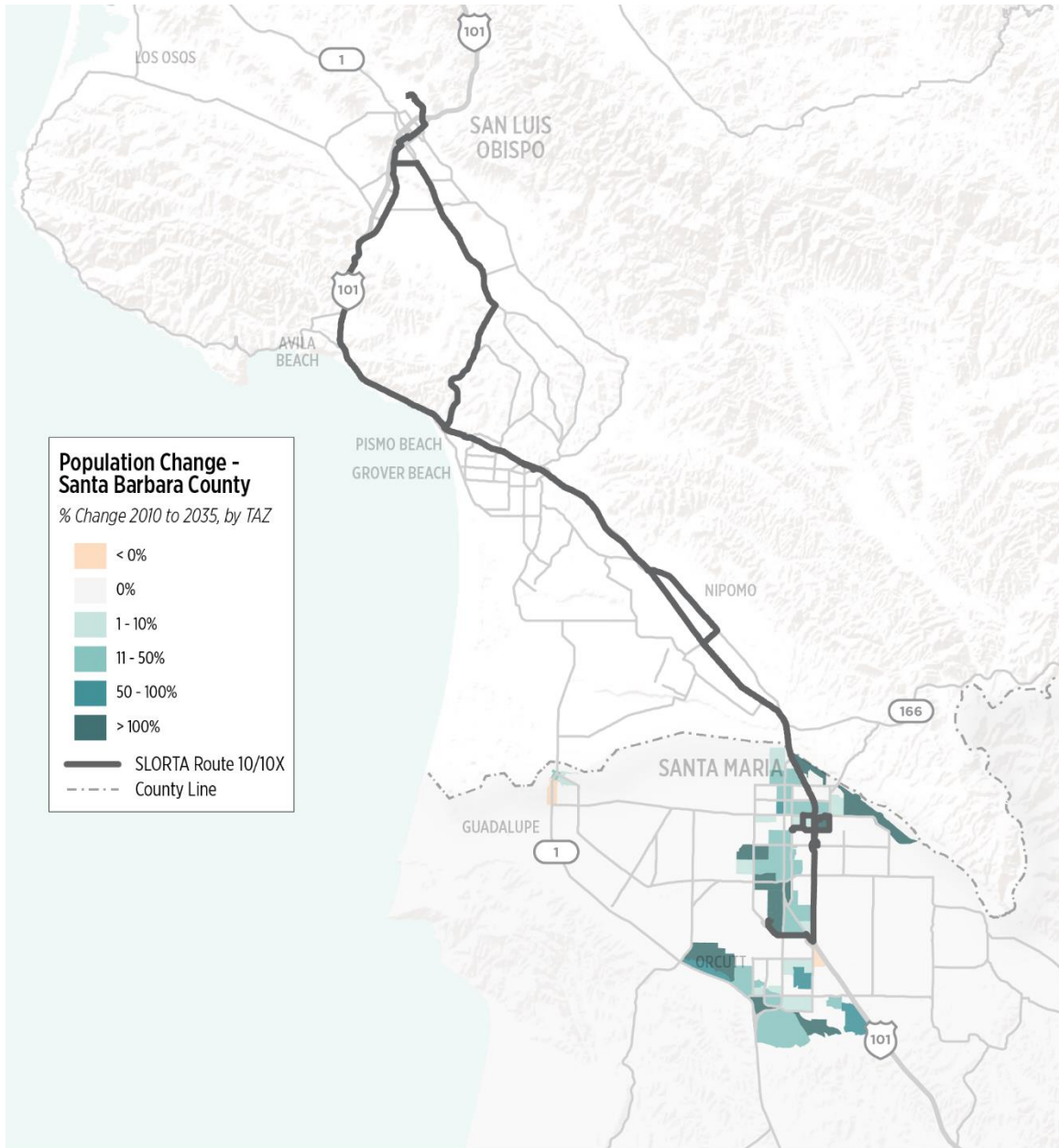
Due to varying sizes in geographic analysis zones for SLOCOG and SBCAG, net population and employment change are depicted by county. In southern San Luis Obispo County, population growth is projected along Los Osos Valley Rd in San Luis Obispo, north of US-101 between of Arroyo Grande and Nipomo, and adjacent to the Blacklake and Monarch Dunes retirement communities west of Nipomo.

Figure 57: Projected Population Change - San Luis Obispo County



In northern Santa Barbara County, infill and fringe residential development is projected along East Main St, West Stowell Rd and West Betteravia Rd in Santa Maria. Population growth is also projected along the Cabrillo Highway west of Orcutt.

Figure 58: Projected Population Change - Santa Barbara County

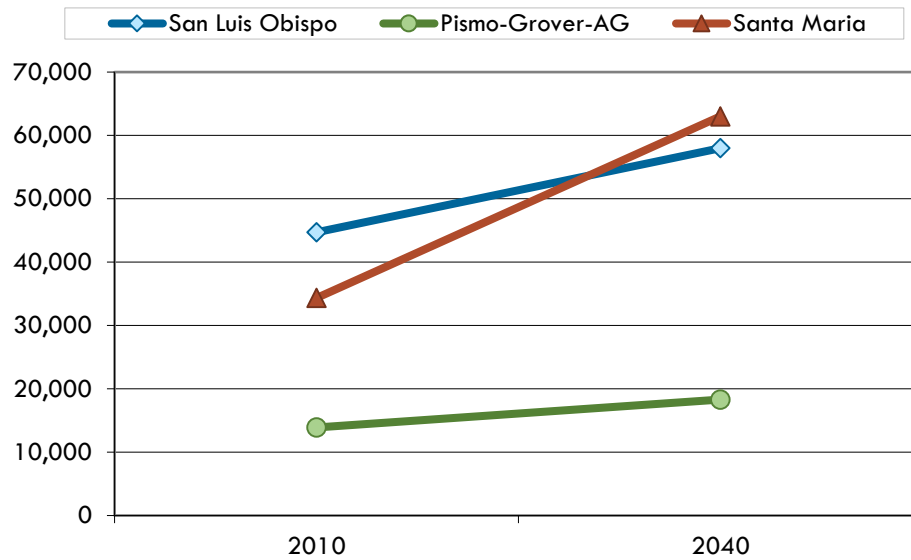


Source: SBCAG, SLORTA, SMAT, ESRI

Employment Growth

Employment in the City of Santa Maria is projected to grow by 84% from 2010 to 2040 and surpass the City of San Luis Obispo as the largest employment center in the region. Employment in San Luis Obispo and the Five Cities is projected grow at a slower pace of 30% and 32% during the same period.

Figure 59: Projected Employment Growth 2010-2040

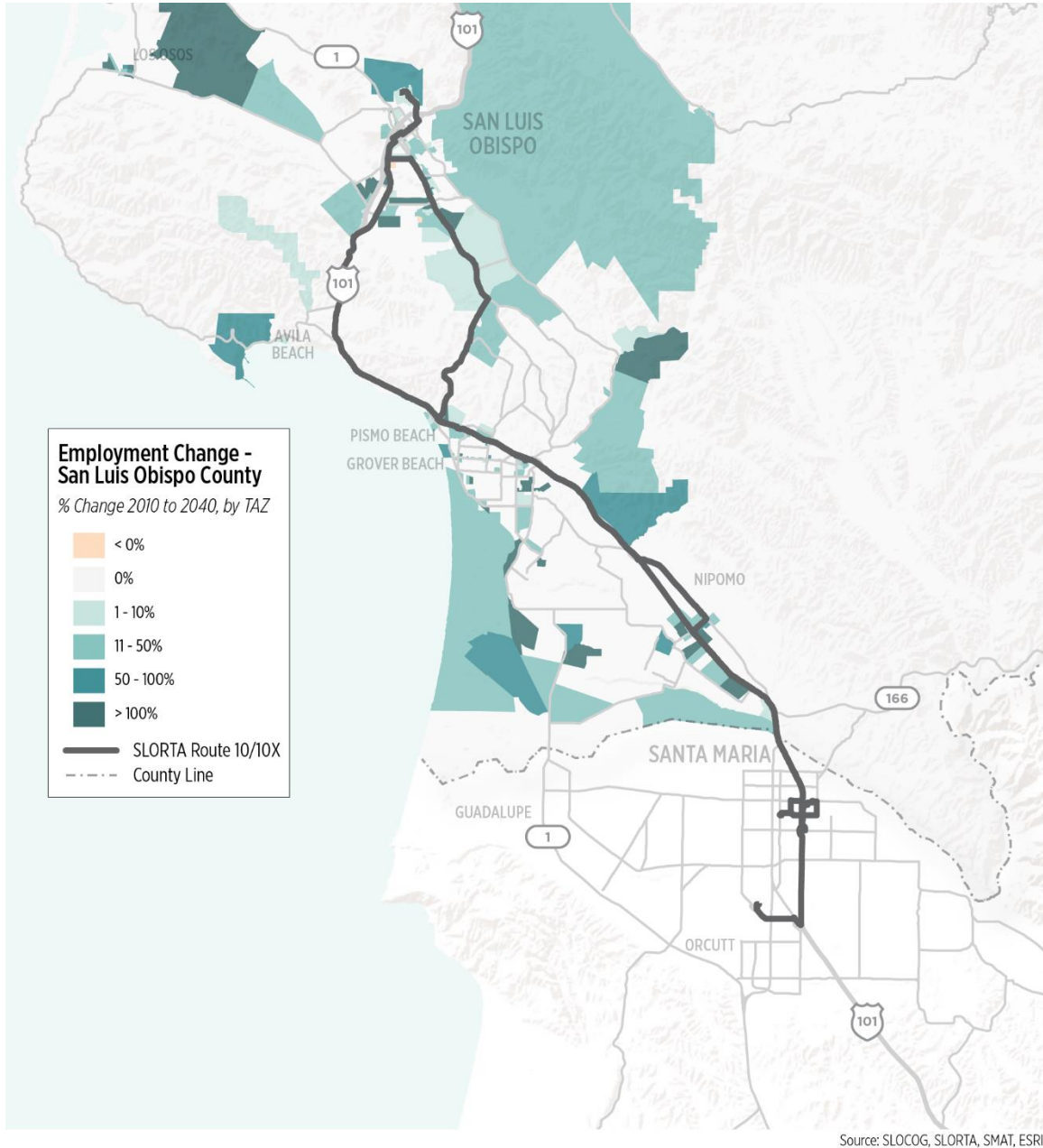


Source: SBCAG and SLOCOG 2040 Regional Growth Forecasts

Employment Change

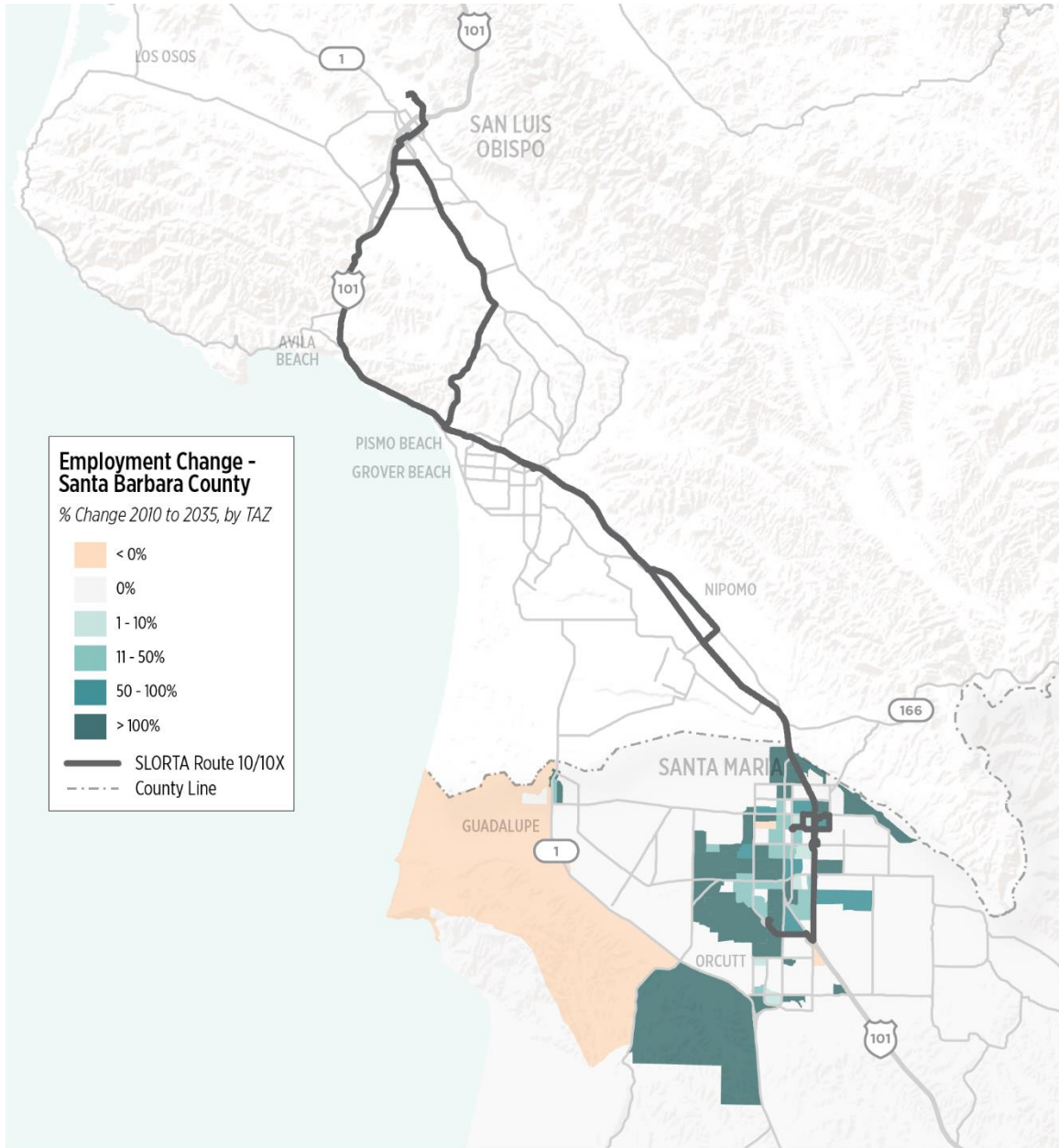
In southern San Luis Obispo County, employment growth is projected along Tank Farm Rd, Broad St, Buckley Rd and Los Osos Valley Rd in San Luis Obispo. Employment growth is also projected in Nipomo between US-101 and Orchard Rd.

Figure 60: Projected Employment Change - San Luis Obispo County



In northern Santa Barbara County, employment growth is projected along Skyway Dr and West Betteravia Rd, East Main St, and North Broadway in Santa Maria.

Figure 61: Projected Employment Change - Santa Barbara County



Source: SBCAG, SLORTA, SMAT, ESRI

Market Analysis: Key Findings

- Residential areas with the highest transit need include:
 - North and West Santa Maria
 - North and Southeast San Luis Obispo
 - Oceano and Grover Beach
- Areas of high and dense employment include:
 - Downtown San Luis Obispo
 - Cal Poly
 - Santa Maria Town Center
- The highest concentration of long-distance commuters reside in North Santa Maria
- The vast majority (85% or greater) of employees residing in the Arroyo Grande, Pismo Beach, Grover Beach, Nipomo and Guadalupe work in a different geographic area than their residence.
- North Santa Maria has significant unmet park-and-ride demand
- Route 10 stops are well placed; most stops serve areas with moderate to high population and/or employment densities.
- Population and employment projections include significant growth for the Santa Maria/Orcutt area.
- Isolated pockets of population and employment growth are projected throughout southern San Luis Obispo County.

5 COMMUNITY ENGAGEMENT

The project team conducted multiple efforts to engage transit riders, long-distance commuters, partner agencies, regional stakeholders, and elected officials. The primary goal of outreach efforts was to identify opportunities to improve transportation connectivity within the study area. As a result, community feedback will assist in the development of service, capital, coordination and marketing recommendations.

Outreach efforts and results described in this chapter include:

- On-board rider interviews
- Online outreach
 - Project website
 - Online survey
- Technical Advisory Committee participation
- Regional stakeholder outreach
- Elected official outreach

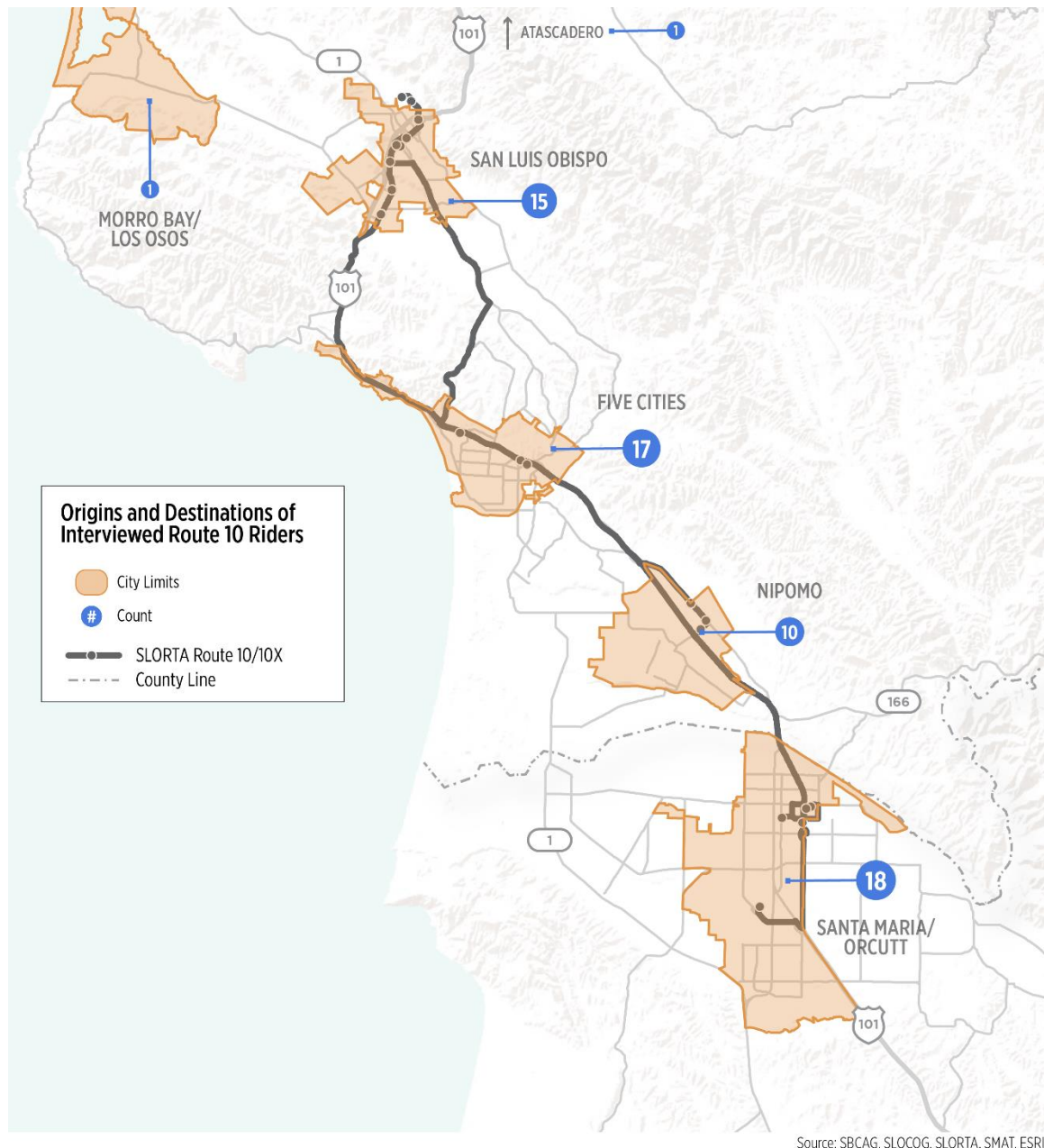
ON-BOARD RIDER INTERVIEWS

The consultant team conducted 31 rider interviews on SLO RTA Route 10 on April 24, 2017. Riders were asked to provide their origin/destination, trip purpose, how often they ride, how they access Route 10, if they connect to other transit services, and how transit in the study area could be improved to meet their needs.

Origins and Destinations

The origins and destinations of interviewed riders was representative of Route 10 ridership.

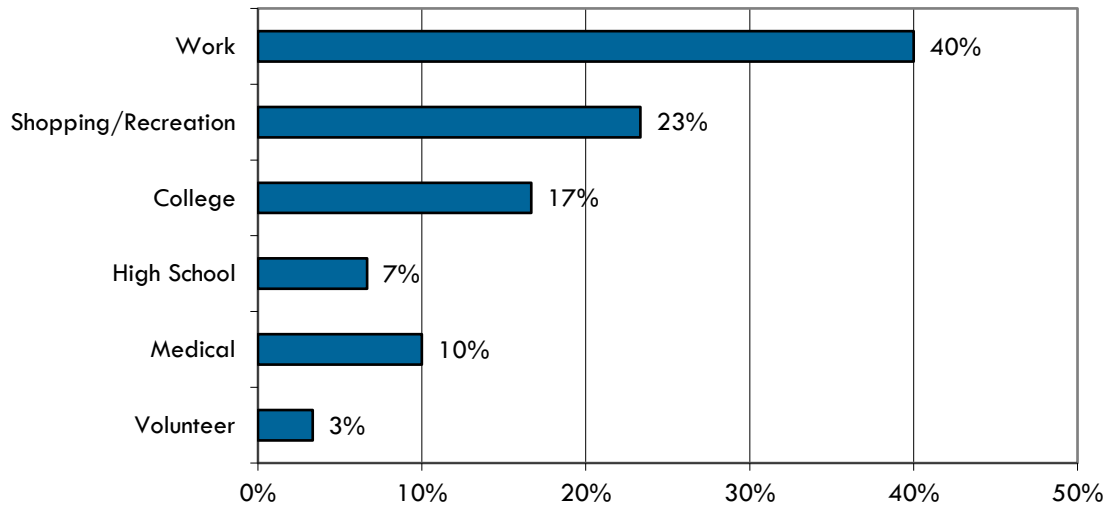
Figure 62: Origins and Destinations of Interviewed Route 10 Riders



Trip Purpose

Route 10 riders interviewed listed a variety of trip purposes including work (40%), shopping/recreation (23%), education (24%) and medical (10%).

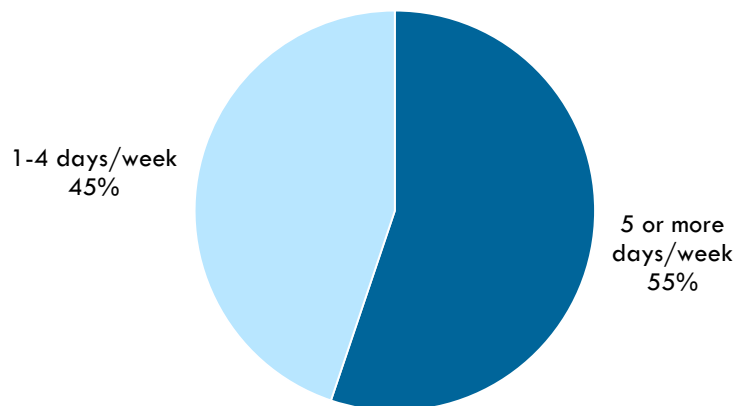
Figure 63: Trip Purpose



Usage

More than half of Route 10 users interviewed ride five days or more per week, indicating that transit is their primary form of transportation.

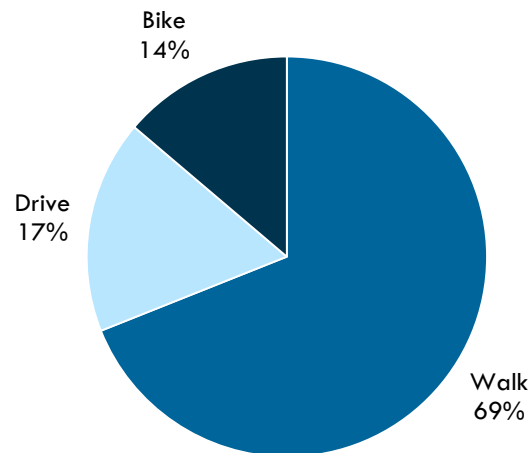
Figure 64: Route 10 Usage



Access to Transit

While the majority (69%) of Route 10 riders interviewed walk to the service, a relatively high percentage of riders also reach the route by auto or bike, highlighting the importance of bike facilities and park-and-ride options.

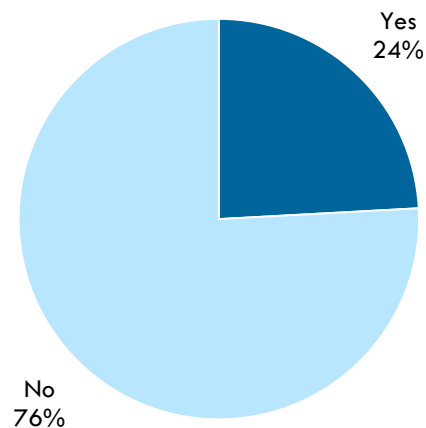
Figure 65: Access to Transit



Route Connections

Approximately one-quarter of Route 10 riders interviewed transfer to or from another bus route in the region. Riders listed SLO RTA Routes 9 and 14, SLO Transit Route 14, South County Transit Routes 21 and 24, and Santa Maria Area Transit Route 1 as connecting bus routes.

Figure 66: Route Connections



Desired Transit Improvements

Route 10 riders interviewed also provided the following desired transit improvements:

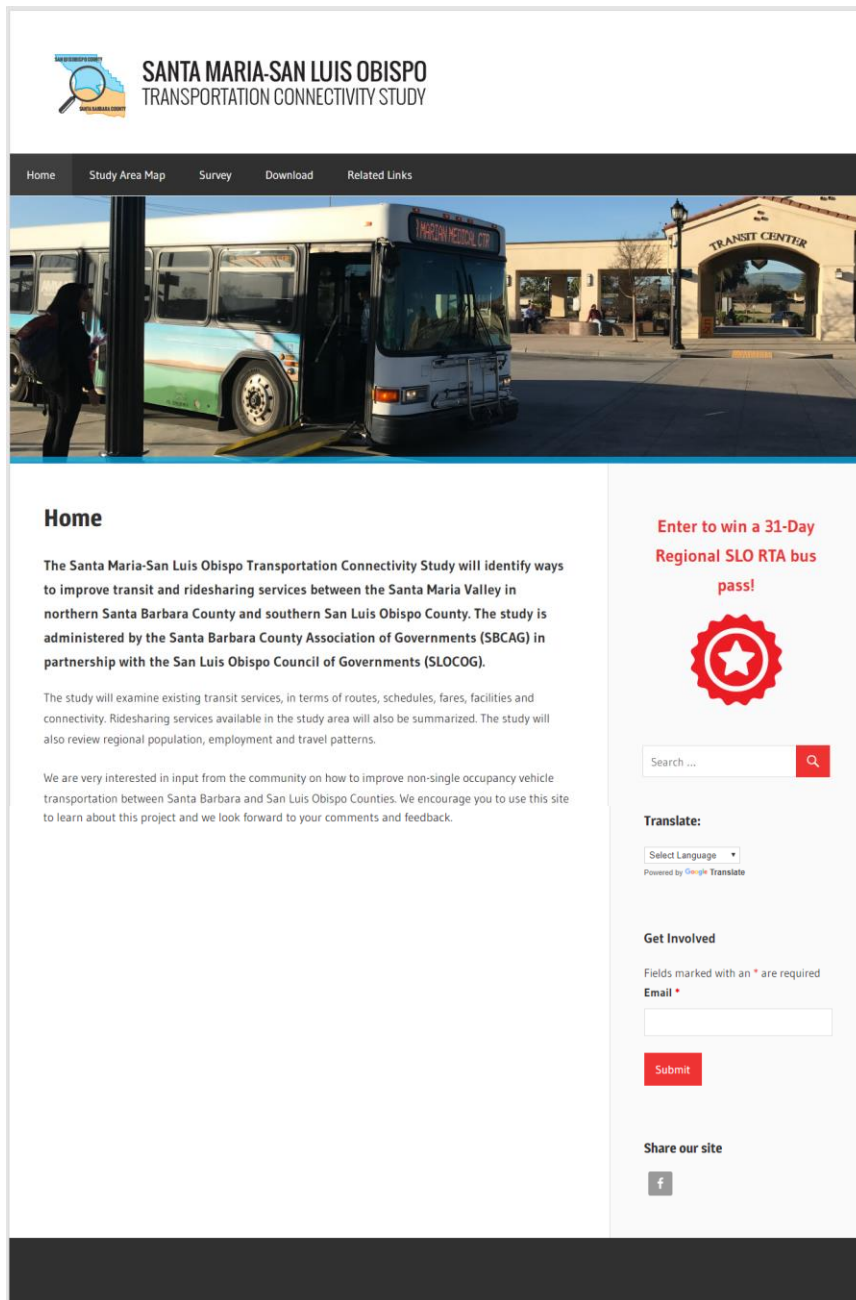
- More weekend service (5 comments)
- Nipomo circulator (3 comments)
- Later service on weekday evenings (2 comments)
- Clarification on Route 10 vs Route 10X (2 comments)
- More frequent Route 10 (2 comments)
- Student pass/discount (2 comments)
- Additional parking at Santa Maria TC
- All low-floor buses
- Clarification on which express trips stop at which stops
- Hourly service on all city routes
- Less confusing SLO Transit routes
- More bike storage
- Wifi and mobile payment features

ONLINE OUTREACH

Project Website

A project website, www.route10plan.com, was created to serve as the primary method of informing the public about study objectives, timeline, when new documents are published, upcoming meetings, and links to the online survey. A 31-day regional SLO RTA bus pass was offered as an incentive to take an online survey.

Figure 67: Project Website Homepage

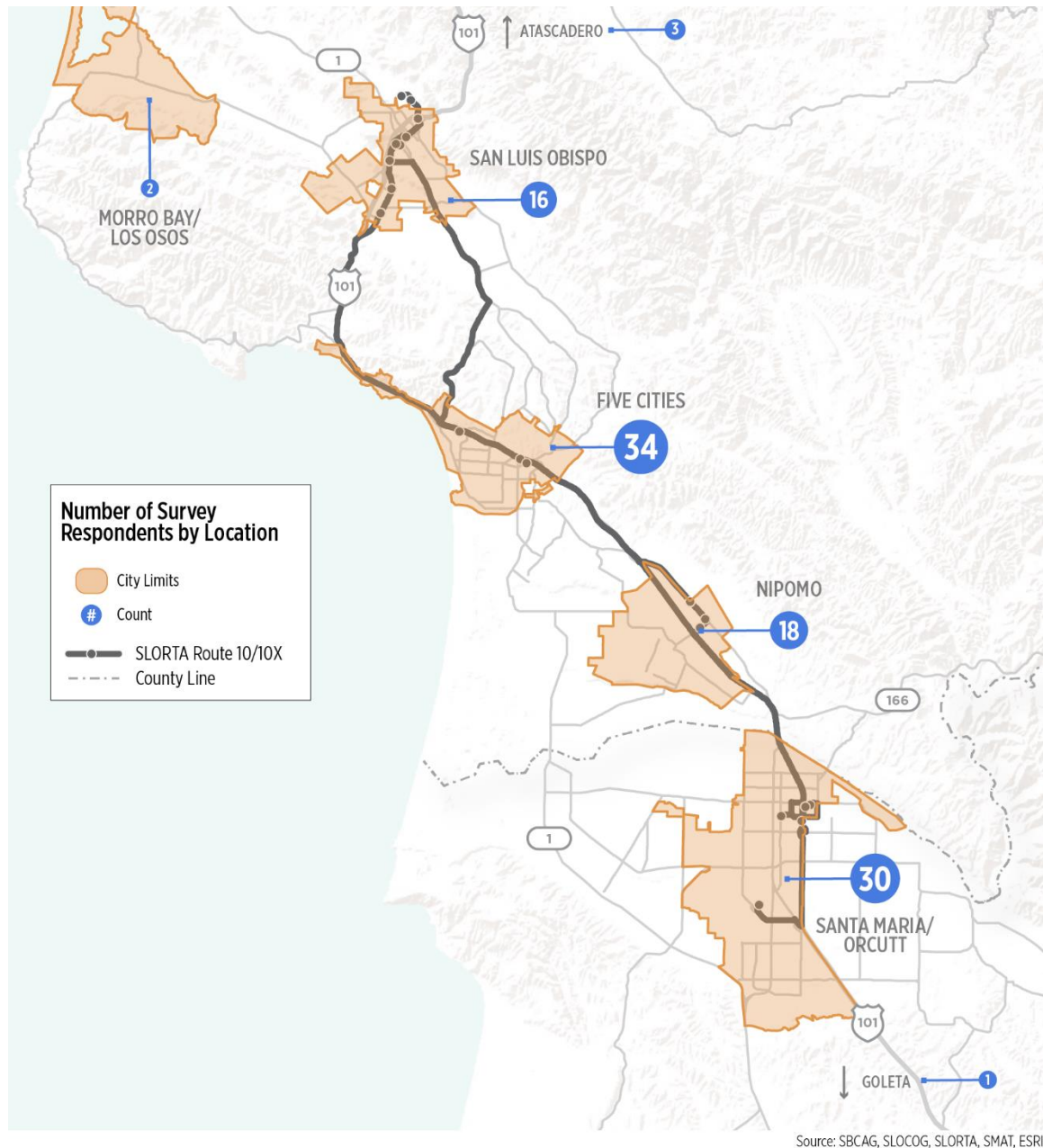


Online Survey

An online survey was developed to collect stakeholder feedback on transportation patterns, needs and desired improvements. The survey was promoted on the project website, on Route 10 buses, and mentioned in the Coast News community newspaper.

The survey was open from April 12-July 7, 2017 and collected 113 responses from across the study area, as shown in Figure 68. While the sample is not a statistically representative sample of the community, it provides insight into the transportation patterns and needs of transit users, carpool/vanpool riders, and single-occupancy vehicles commuters.

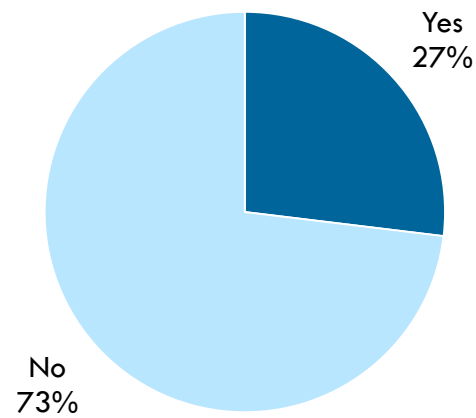
Figure 68: Survey Respondent Home Location



Transit Usage

Survey respondents represented a mix of existing and potential transit riders with approximately 27% ride transit at least once a week.

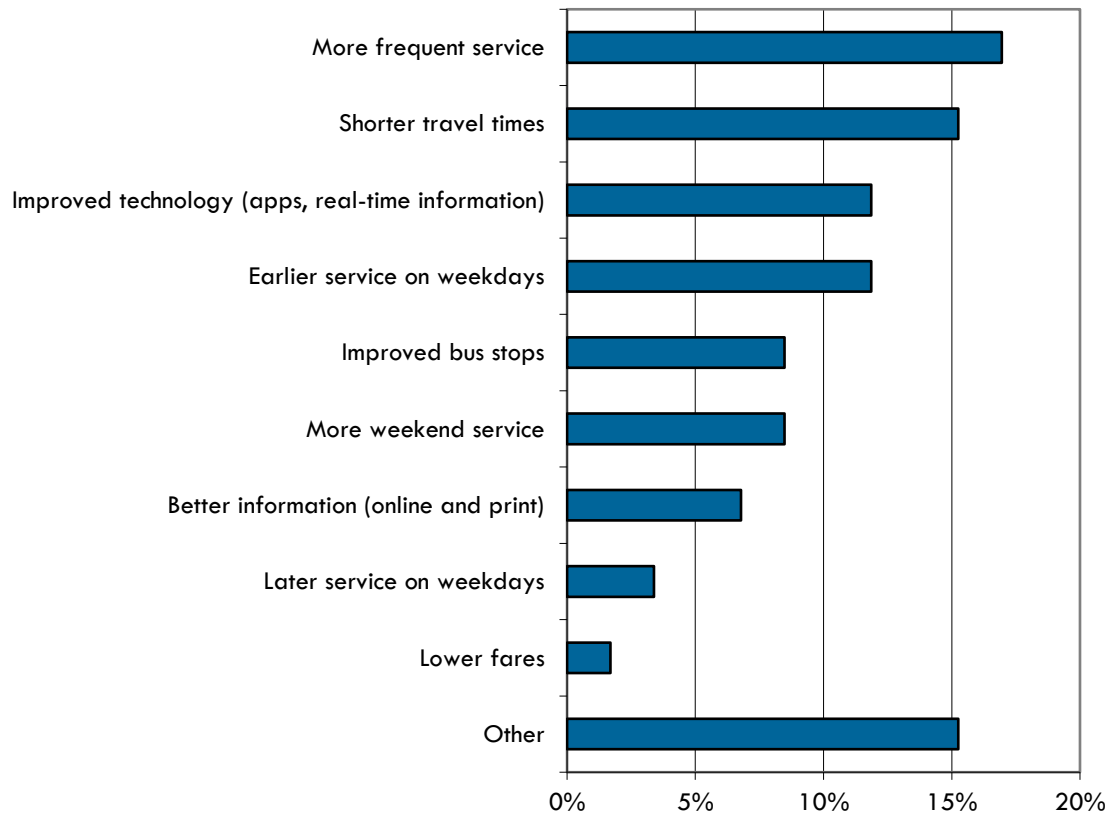
Figure 69: Survey Respondent Transit Usage



Existing Rider Desired Transit Improvements

Those that identified themselves as existing transit riders were asked to select desired transit improvement. Respondents cited more frequent service and shorter travel times emerged as most important. This is consistent with findings in communities across the country. Other highly desired transit improvements include improved technology, earlier weekday service, improved bus stops and more weekend service.

Figure 70: Existing Rider Desired Transit Improvements



Open-Ended Comments

Several survey respondents also provided open-ended comments regarding desired transit and parking improvements.

Transit Rider Comments:

- SLO RTA Route 10
 - Larger, more comfortable buses (4 comments)
 - Wifi on buses (2 comments)
 - Faster service/shorter trip times
 - Later service leaving Santa Maria in the afternoon
 - Earlier departures in the morning
 - More frequent service
 - Hourly service on weekends
 - Detailed time schedule for all bus routes on paper handouts as they are online
 - Shorter trip times from Santa Maria/Nipomo to San Luis Obispo
- SLO RTA Route 10X
 - Fewer stops on
 - Southbound express in the morning
 - An express bus arriving at San Luis Obispo at 7:30 a.m. and departing at 4:00 p.m. as an alternative to vanpools
- Santa Maria Transit Center
 - More parking at the Santa Maria Transit Center (2 comments)
 - Prohibit overnight parking at Santa Maria Transit Center to discourage apartment residents from parking
- Cuesta College
 - Improved schedule coordination between SLO RTA routes and Cuesta College
 - Extend Route 10 to Cuesta College

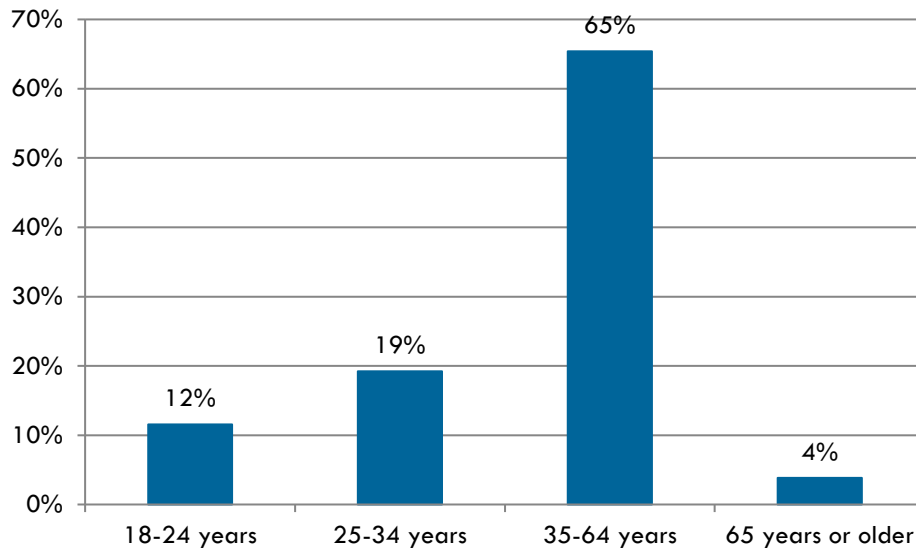
Non-transit rider comments:

- SLO RTA Route 10/10X
 - More frequent service during peak hours (7 comments)
 - More frequent service during evening hours (2 comments)
 - Longer hours of service
 - Fewer stops on Route 10X
 - Route 10X stop in Nipomo
 - Add a stop in Northern Santa Maria.
 - Additional trip to Cal Poly during the morning (7:50 a.m. arrival)
 - Later trip departing Cal Poly in the afternoon
 - More SLO RTA Route 10 bus stops in Arroyo Grande
 - SLO RTA Route 10 bus stops Grover Beach
- New/other Routes
 - Route connecting Santa Maria Transit Center and W McCoy Ln/Skyway Dr in Southwest Santa Maria
 - Route connecting Pismo Beach Premium Outlets and drops off on West McCoy Ln in Southwest Santa Maria
 - Route serving West McCoy Ln at Westgate Rd in Southwest Santa Maria
 - An express route connecting San Luis Obispo and Santa Maria (Zodiac)
 - More bus service in Nipomo
 - Route serving Nipomo Mesa
- Information
 - Clear information on which SLO RTA Route 10/10X stops have available parking
 - More advertising on available transit services
 - More frequent service between Morro Bay/Los Osos and directly to Cal Poly campus
- Bike
 - Add bike lockers at Nipomo Park-and-Ride
 - More bike racks
- Technology
 - Apps to inform travelers of bus locations/arrival times (2 comments)
 - Wi-Fi on buses
- Smaller buses
 - More routes using smaller vehicles for efficiency and flexibility
 - Smaller buses with frequent and direct service to Cal Poly
- Better park-and-ride locations
- Carpool lane
- Light rail along the US-101 corridor between Santa Maria and Paso Robles

Survey Respondent Demographics

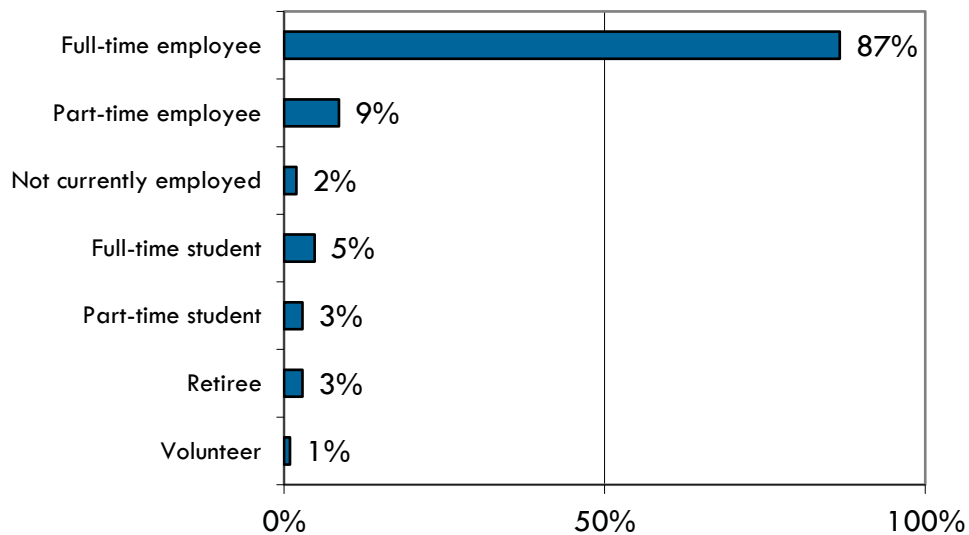
Approximately 84% of survey respondents are between the ages of 25 and 64.

Figure 71: Survey Respondent Age



Approximately 88% of survey respondents are employed at least part-time.

Figure 72: Survey Respondent Employment Status



TECHNICAL ADVISORY COMMITTEE PARTICIPATION

A Technical Advisory Committee (TAC) was formed to provide transit and rideshare data, review findings from the existing conditions analysis, identify regional stakeholders, and discuss initial concepts. The technical advisory committee consists of representatives from the following agencies:

- Santa Barbara County Association of Governments (SBCAG)
- San Luis Obispo Council of Governments (SLOCOG)
- San Luis Obispo Regional Transit Authority (SLO RTA)
- Santa Maria Area Transit (SMAT)
- SLO Regional Rideshare – Division of SLOCOG
- SBCAG Traffic Solutions – Division of SBCAG
- Santa Maria Organization of Transportation Helpers (SMOOTH)
- California Department of Transportation (Caltrans)

Kickoff Meeting

The TAC convened for a project kickoff meeting on February 14, 2017 to discuss the project purpose, challenges and opportunities, community engagement strategies, potential regional stakeholders, and desired outcomes.

Project Update

A project update was provided to the TAC on April 12, 2017 detailing upcoming rider and stakeholder outreach.

Existing Conditions Review

The TAC was given an opportunity to review and comment on the Existing Conditions Report between May 9 and May 17, 2017.

Discussion Initial Concepts

The TAC convened for a second meeting on June 8, 2017 for a recap of key findings from the existing conditions report. The group also discussed park-and-ride demand, initial Route 10 concepts and potential capital improvements. TAC members unable to attend the meeting in person participated in a webinar meeting on June 13, 2017.

TAC members were supportive of the conceptual Route 10 realignment and potential new park-and-ride option in Santa Maria. Several strategies were suggested for successful implementation:

- Improved fare coordination between SLO RTA and SMAT
- Route 10 service change in May 2018 after Cuesta College semester
- Traffic signal priority along Broadway in Santa Maria
- Improved marketing
 - Advertising at bus stop signs along the corridor
 - SLO RTA kiosk at the transit center
- Route 10X express service on US-101 rather than Price Canyon

REGIONAL STAKEHOLDER OUTREACH

Stakeholder Meetings

A comprehensive list of regional stakeholders representing transportation, social services, educational and employment institutions was assembled by the project team. Regional stakeholders were invited to attend one of two meetings on April 25, 2017. Stakeholder meetings were held at the SLO RTA office in San Luis Obispo and the SBCAG office in Santa Maria. Each meeting included a summary of the existing conditions report, key findings and a discussion with consultant and present TAC representatives. Overall, stakeholder meetings were scarcely attended despite email and phone invitations.

Figure 73: Invited Regional Stakeholders

Transportation	Participated
County of Santa Barbara	No
Ride-On	Yes
County of San Luis Obispo Public Works	No
Calvans	No
Social Services	Participated
Area Agency of Aging	No
Community Partners in Caring	Yes
Community Action Agency of Santa Barbara County	No
SLO County Social Services	No
Community Action Partnership of San Luis Obispo	No
Education	Participated
Cal Poly University	Yes
Cuesta Community College	No
Allan Hancock College	No
Major Employers	Participated
Santa Maria Valley Chamber of Commerce	No
San Luis Obispo Chamber of Commerce	No
Dignity Health (Marian Medical Center, French Hospital, Arroyo Grande Community Hospital)	No
Zodiac Aerospace	No
Mindbody	No
Pismo Beach Outlet Malls	No

South County Transit Executive Committee

Members of the South County Transit Executive Committee were invited to participate in a webinar on June 12, 2017. The webinar consisted of the presentation given to the TAC on June 8, and a discussion regarding short and long-range transportation needs. Attendees included:

- Jim Berman – City Manager of Arroyo Grande
- Jim Lewis – City Manager of Pismo Beach
- Anurag Pande – Professor at Cal Poly

Webinar participants suggested the following:

- Consideration of future autonomous vehicles routes between Cal Poly and downtown SLO
- Improved transit access to hotel/motel jobs in the Pismo Beach/Arroyo Grande area
- Strategies to reduce congestion along the US-101 corridor, particularly in the southbound direction during the afternoon

ELECTED OFFICIAL OUTREACH

The consultant team met with Santa Barbara County Supervisor Steve Lavagnino and San Luis Obispo County Supervisor Lynn Compton's aide on June 10, 2017 to discuss project goals, initial findings, and transportation issues within each district.

Both parties identified issues related to transit, park-and-ride availability, traffic, pedestrian access (lack of sidewalks) and bike facilities (lanes and lockers) within their district.

Community Engagement: Key Findings

- A high percentage of interviewed SLO RTA Route 10 riders depend on bikes or autos as first/last mile connections
- Santa Maria has unmet demand for park-and-ride availability
- Desired Route 10 service improvements include:
 - More weekend service
 - Circulator route in Nipomo
 - Later service on weekday evenings
 - More frequent service
 - Faster service
- Technical Advisory Committee members indicated preliminary support of proposed SLO RTA Route 10 changes and increased Park-and-Ride availability in Santa Maria

6 TRANSIT RECOMMENDATIONS

Findings from the plan review, service/facility evaluation, market analysis and community outreach efforts resulted in the following route, schedule and fare recommendations to improve transit connectivity and availability in the study area.

SLO RTA ROUTE 10

Short-Term Recommendation #1: Realign SLO RTA Route 10 from Marion Medical Center to Broadway in Santa Maria.

The current SLO RTA Route 10 deviates 10 minutes out-of-direction to access Marian Medical Center in Santa Maria, which is among the lowest ridership stops along the route. Realigning SLO RTA Route 10 from US-101 and Marian Medical Center to Broadway would improve access to employment, shopping and residential areas. Intercounty riders originating in or destined to North Santa Maria could access SLO RTA Route 10 directly rather than at the Santa Maria Transit Center. By eliminating transfers between SMAT Routes 1 or 4 and SLO RTA Route 10, these riders will save between 15-60 minutes in each direction and not have to pay two fares.

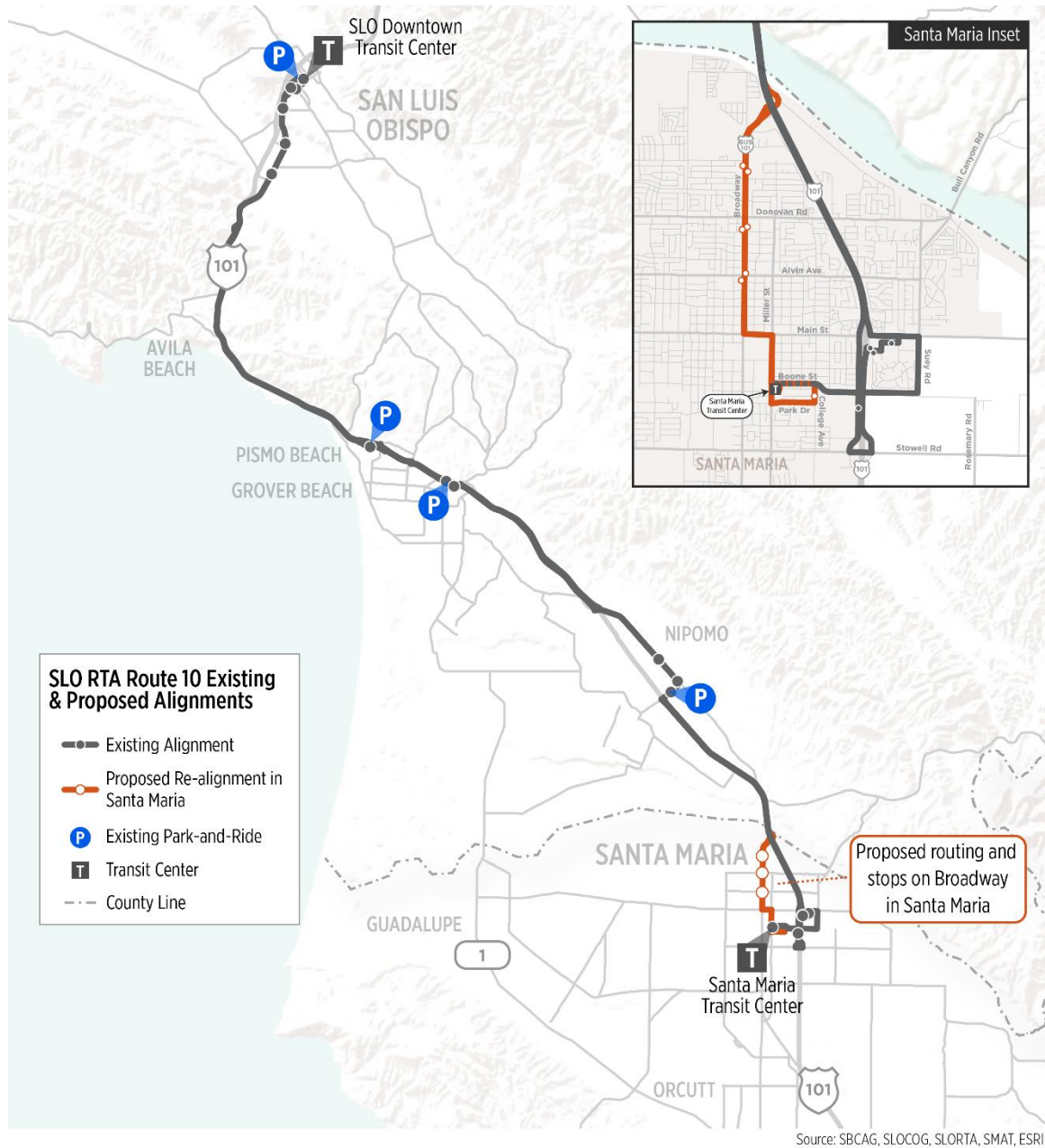
Bus stops should be added at the following existing SMAT bus stops to utilize shelter, seating and loading zones:

- Southbound
 - Broadway at Taylor St (Vallarta Supermarkets)
 - Broadway at Orchard St
 - Broadway at Hermosa St (Walgreen's)
 - Miller St at Boone St (across street from Santa Maria Transit Center)
 - College Dr at Park Ave (Hancock College)
 - Santa Maria Transit Center
- Northbound
 - Santa Maria Transit Center
 - Broadway at Alvin Ave (Broadway Discount Center; recommended short-term park-and-ride)
 - Broadway at Orchard St (Rancho Gardens Community Center)
 - Broadway at Taylor St (North Broadway Plaza Shopping Center)

Southbound stops along Broadway should be restricted to disembarking riders only and northbound stops along Broadway should be restricted to boarding riders only so that SLO RTA does not compete with SMAT on local trips. The recommended SLO RTA Route 10 alignment and stops are detailed in Figure 74 and Figure 75. Marian Medical Center would continue to be served by SMAT Route 7, which connects with Santa Maria Transit Center and runs every 30 minutes.

SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY
 Santa Barbara County Association of Governments – San Luis Obispo Council of Governments

Figure 74: Existing and Proposed Route 10 Alignment



SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY
Santa Barbara County Association of Governments – San Luis Obispo Council of Governments

Figure 75: Proposed SLO RTA Route 10 Alignment in Santa Maria



Source: SBCAG, SLOCOG, SLORTA, SMAT, ESRI

SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY
Santa Barbara County Association of Governments – San Luis Obispo Council of Governments

Short-Term Recommendation #2: Eliminate Hagerman Park-and-Ride and SLO County Regional Airport stops on SLO RTA Route 10 express trips.

During early 2017, Hagerman Park-and-Ride in South Santa Maria was served by northbound and southbound SLO RTA Route 10X trips during the morning and afternoon. The purpose of the morning southbound and afternoon northbound trips was to connect with Clean Air Express trips traveling to/from Goleta and Santa Barbara. Due to low ridership (3-6 boardings per trip), both trips were eliminated. The remaining SLO RTA Route 10 trips serving Hagerman Park-and-Ride are a morning northbound trips departing at 5:50 a.m. and an afternoon southbound trip arriving at 5:31 p.m. Both trips should be eliminated due to the 15-minute travel time to/from Santa Maria Transit Center and recommended park-and-ride along Broadway.

Similarly, a bus stop at Aero Drive and Broad Street (SLO County Regional Airport) was previously served by northbound and southbound SLO RTA Route 10X trips during the morning and afternoon. Due to low ridership, all but one of the trips was discontinued. Eliminating the remaining southbound afternoon stop at Aero Drive and Broad Street would improve schedule consistency.

Figure 76: Recommended Route 10 Stop Eliminations

RTA Route 10 Timed Stops. See a full list of Route 10 stops on flip side.

NORTHBOUND <i>Hacia al Norte</i> - Santa Maria to San Luis Obispo									
MONDAY – FRIDAY LUNES A VIERNES	Orcutt	SANTA MARIA	NIPOMO	ARROYO GRANDE	PISMO BEACH	SAN LUIS OBISPO			
	Hegmann Southall Complex	Santa Maria Transit Center	Hancock College	Telft @ Camillo	El Camino Real @ Halcyon	Pismo Premium Outlets	S. Higuera @ Suburban	Government Center Oaks & Palm	Cal Poly Library
EXP	5:50	5:45	-	6:00	6:14	6:20	-	6:40	6:49
		6:05	-	-	6:34	6:40	-	6:59	7:12
		6:14	6:18	6:35	6:49	7:00	7:12	7:28	-
		-	-	-	7:21	7:28	-	7:48	-
		7:14	7:18	7:35	7:49	8:00	8:12	8:28	-
		8:14	8:18	8:35	8:49	9:00	9:12	9:28	-
		9:14	9:18	9:35	9:49	10:00	10:12	10:28	-
		10:14	10:18	10:35	10:49	11:00	11:12	11:28	-
		11:14	11:18	11:35	11:49	12:00p	12:12p	12:28p	-
		12:14p	12:18p	12:35p	12:49p	1:00p	1:12p	1:28p	-
		1:14p	1:18p	1:35p	1:49p	2:00p	2:12p	2:28p	-
		2:14p	2:18p	2:35p	2:49p	3:00p	3:12p	3:28p	-
		3:14p	3:18p	3:35p	3:49p	4:00p	4:12p	4:28p	-
		4:14p	4:18p	4:35p	4:49p	5:00p	5:12p	5:28p	-
		5:14p	5:18p	5:35p	5:49p	6:00p	6:12p	6:28p	-
		6:14p	6:18p	6:35p	6:49p	7:00p	7:12p	7:28p	-
		7:14p	7:18p	7:35p	7:49	8:00p	8:12p	8:28p	-
SATURDAY SABADO		7:14	7:18	7:35	7:49	8:00	8:12	8:28	-
		10:14	10:18	10:35	10:49	11:00	11:12	11:28	-
		12:14p	12:18p	12:35p	12:49p	1:00p	1:12p	1:28p	-
		3:14p	3:18p	3:35p	3:49p	4:00p	4:12p	4:28p	-
SUNDAY DOMINGO		6:14p	6:18p	6:35p	6:49p	7:00p	7:12p	7:28p	-
		8:14	8:18	8:35	8:49	9:00	9:12	9:28	-
		12:14	12:18p	12:35p	12:49p	1:00p	1:12p	1:28p	-
		4:14p	4:18p	4:35p	4:49p	5:00p	5:12p	5:28p	-

Effective May 21, 2017

Bold = PM

= Express

Orcutt Express

SOUTHBOUND <i>Hacia al Sur</i> - San Luis Obispo to Santa Maria									
MONDAY – FRIDAY LUNES A VIERNES	SAN LUIS OBISPO			PISMO BEACH	ARROYO GRANDE	NIPOMO	SANTA MARIA	Orcutt	
	Cal Poly Library	Government Center Oaks & Palm	S. Higuera @ Suburban	Broad @ Aero SLO Airport	Pismo Premium Outlets	El Camino Real @ Halcyon	Telft @ Camillo	Hancock College	Santa Maria Transit Center
	-	6:33	6:41	-	7:00	7:06	7:19	7:31	7:43
	-	7:33	7:41	-	8:00	8:06	8:19	8:31	8:43
	-	8:33	8:41	-	9:00	9:06	9:19	9:31	9:43
	-	9:33	9:41	-	10:00	10:06	10:19	10:31	10:43
	-	10:33	10:41	-	11:00	11:06	11:19	11:31	11:43
	-	11:33	11:41	-	12:00p	12:06p	12:19p	12:31p	12:43p
	-	12:33p	12:41p	-	1:00p	1:06p	1:19p	1:31p	1:43p
	-	1:33p	1:41p	-	2:00p	2:06p	2:19p	2:31p	2:43p
	-	2:33p	2:41p	-	3:00p	3:06p	3:19p	3:31p	3:43p
	-	3:33p	3:41p	-	4:00p	4:06p	4:19p	4:31p	4:43p
	4:08	4:27p	-	4:38p	4:53p	-	-	-	5:16p
	-	4:33p	4:41p	-	5:00p	5:06p	5:19p	5:31p	5:43p
	5:15	5:25p	-	5:41p	5:49p	6:05p	-	6:20p	-
	-	5:33p	5:41p	-	6:00p	6:06p	6:19p	6:31p	6:43p
	-	6:33p	6:41p	-	7:00p	7:06p	7:19p	7:31p	7:43p
	-	7:33p	7:41p	-	8:00p	8:06p	8:19p	8:31p	8:43p
	-	8:33p	8:41p	-	9:00p	9:06p	9:19p	9:31p	9:43p
SATURDAY SABADO	-	8:33	8:41	-	9:00	9:06	9:19	9:31	9:43
	-	11:33	11:41	-	12:00p	12:06p	12:19p	12:31p	12:43p
	-	1:33p	1:41p	-	2:00p	2:06p	2:19p	2:31p	2:43p
	-	4:33p	4:41p	-	5:00p	5:06p	5:19p	5:31p	5:43p
	-	7:33p	7:41p	-	8:00p	8:06p	8:19p	8:31p	8:43p
SUNDAY DOMINGO	-	9:33	9:41	-	10:00	10:06	10:19	10:31	10:43
	-	1:33p	1:41p	-	2:00p	2:06p	2:19p	2:31p	2:43p
	-	5:33p	5:41p	-	6:00p	6:06p	6:19p	6:31p	6:43p

Short-Term Recommendation #3: Serve consistent stops on SLO RTA Route 10 Express trips.

In conjunction with the elimination of stops at Hagerman Park-and-Ride and SLO County Regional Airport, express trips should serve the same stops on each trip to minimize rider confusion and maximize long-term ridership potential. The following recommended stops provide adequate spacing for limited-stop/express service, which results in a travel time savings of 16-19 minutes or 23-26% over regular Route 10 trips between Santa Maria Transit Center and SLO Government Center:

- Santa Maria Transit Center
- Broadway at Orchard St/Alvin Ave (recommended temporary park-and-ride)
- Halcyon Park-and-Ride
- SLO Government Center
- California Polytechnic State University

Figure 77: Proposed Route 10 Express alignment



Mid-Term Recommendation #1: Increase SLO RTA Route 10 weekday service span.

A series of schedule enhancements are recommended to make service more convenient for existing and potential riders. High ridership on the first and last trips on SLO RTA Route 10 during weekdays indicate a need for earlier and later service. The first southbound weekday trip (6:33 a.m.) averages higher ridership (36 boardings) than all but one other weekday southbound trip (3:33 p.m.). The first non-express northbound trip (6:14 a.m.) also averages higher ridership (38 boardings) than all but one other weekday northbound trip (7:14 a.m.). The need for earlier service was also expressed via rider interviews and online survey feedback.

While the final trips on weeknights do not generate as much ridership (15-18 boardings per trip) as trips earlier in the day, it is likely that many riders, particularly second-shift employees and college students, would benefit from a later trip option.

The addition of one early morning round-trip and one late night round-trip on weekdays would improve job access and connectivity with SMAT and SLO Transit, which currently have longer service spans and function as collector/distributor service for intercounty transit riders.

Mid-Term Recommendation #2: Improve SLO RTA Route 10 weekend headways to 90 minutes.

SLO RTA Route 10 weekend service averages 34-37 boardings per trip with some trips averaging over 40 boardings. In comparison, non-express trips average 27-30 boardings on weekdays. Upgrading weekend headways from 120-180 minutes to 90 minutes would alleviate overcrowding on buses and improve connections with local transit providers which operate significantly more frequent service on weekends.

Long-Term Recommendation #1: Improve SLO RTA Route 10 weekday headways to 30 minutes.

More frequent service is most important SLO Route 10 service improvement according to existing and potential riders. Weekday midday and early afternoon ridership also support the demand for more frequent service. While SLO RTA Route 10 express trips provide a 16-19 minute travel time savings over regular Route 10 trips between Santa Maria Transit Center and SLO Government Center, they are not offered outside of peak commuting hours (6:00-8:00 a.m. and 4:00-6:00 p.m.). Express trips are also only offered in the northbound direction to San Luis Obispo during the morning and southbound to Santa Maria during the afternoon. Therefore, SLO RTA riders traveling during other times are limited to the existing 60-minute headway. Upgrading SLO RTA Route 10 weekday headways to 30 minutes would improve the rider experience by reducing wait times and improving connections.

The current SLO RTA Route 10 cycle time is not expected to extend beyond 180 minutes over the next several years due to the generous recovery time at Santa Maria Transit Center. Therefore, improving the local stop (non-express trip) headway from 60 to 30 minutes on weekdays will require an additional three peak vehicles. An alternative use of additional resources (vehicles and service hours) would be additional peak hour trips should fuel prices increase.

Improvements to SLO RTA weekday headways should also prompt an evaluation of local transit conditions to determine if additional is warranted to facilitate timed connections.

Long-Term Recommendation #2: Improve SLO RTA Route 10 weekend headways to 60 minutes.

Upgrading SLO RTA Route 10 weekend headways to 60 minutes would significantly reduce wait times for riders, the majority of whom are likely transit dependent.

Figure 78: Summary of SLO RTA Route 10 Service Recommendations

Phase	Weekday Headway	Saturday Headway	Sunday Headway	Weekday Trips	Saturday Trips	Sunday Trips	Revenue Hours	Peak Vehicles
Current	60	120-180	120-180	34	10	6	13,102	3
Short-Term	60	120-180	120-180	34	10	6	13,169	3
Mid-Term	60	90	90	38	18	14	15,993	3
Long-Term	30	60	60	54	26	22	23,270	6

Current SLO RTA Route 10 Schedule

Weekday Northbound

Weekday Southbound

Hagerman	SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Broad	Pismo	Halcyon	Nipomo	Hancock	SMTC
-	5:45	-	6:00	6:14	6:20	-	6:40	6:49	-	6:33	6:41	-	7:00	7:06	7:19	7:31	7:43
5:50	6:05	-	-	6:34	6:40	-	6:59	7:12	-	7:33	7:41	-	8:00	8:06	8:19	8:31	8:43
-	6:14	6:18	6:35	6:49	7:00	7:12	7:28	-	-	8:33	8:41	-	9:00	9:06	9:19	9:31	9:43
-	-	-	-	7:21	7:28	-	7:48	-	-	9:33	9:41	-	10:00	10:06	10:19	10:31	10:43
-	7:14	7:18	7:35	7:49	8:00	8:12	8:28	-	-	10:33	10:41	-	11:00	11:06	11:19	11:31	11:43
-	8:14	8:18	8:35	8:49	9:00	9:12	9:28	-	-	11:33	11:41	-	12:00	12:06	12:19	12:31	12:43
-	9:14	9:18	9:35	9:49	10:00	10:12	10:28	-	-	12:33	12:41	-	13:00	13:06	13:19	13:31	13:43
-	10:14	10:18	10:35	10:49	11:00	11:12	11:28	-	-	13:33	13:41	-	14:00	14:06	14:19	14:31	14:43
-	11:14	11:18	11:35	11:49	12:00	12:12	12:28	-	-	14:33	14:41	-	15:00	15:06	15:19	15:31	15:43
-	12:14	12:18	12:35	12:49	13:00	13:12	13:28	-	-	15:33	15:41	-	16:00	16:06	16:19	16:31	16:43
-	13:14	13:18	13:35	13:49	14:00	14:12	14:28	-	16:08	16:27	-	16:38	16:53	-	-	-	17:16
-	14:14	14:18	14:35	14:49	15:00	15:12	15:28	-	-	16:33	16:41	-	17:00	17:06	17:19	17:31	17:43
-	15:14	15:18	15:35	15:49	16:00	16:12	16:28	-	17:15	17:25	-	-	17:41	17:49	18:05	-	18:20
-	16:14	16:18	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	-	18:00	18:06	18:19	18:31	18:43
-	17:14	17:18	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	-	19:00	19:06	19:19	19:31	19:43
-	18:14	18:18	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	-	20:00	20:06	20:19	20:31	20:43
-	19:14	19:18	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	-	21:00	21:06	21:19	21:31	21:43

Saturday Northbound

Saturday Southbound

Hagerman	SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Broad	Pismo	Halcyon	Nipomo	Hancock	SMTC
-	7:14	7:18	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	-	9:00	9:06	9:19	9:31	9:43
-	10:14	10:18	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	-	12:00	12:06	12:19	12:31	12:43
-	12:14	12:18	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	-	14:00	14:06	14:19	14:31	14:43
-	15:14	15:18	15:35	15:49	16:00	16:12	16:28	-	-	16:33	16:41	-	17:00	17:06	17:19	17:31	17:43
-	18:14	18:18	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	-	20:00	20:06	20:19	20:31	20:43

Sunday Northbound

Sunday Southbound

Hagerman	SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Broad	Pismo	Halcyon	Nipomo	Hancock	SMTC
-	8:14	8:18	8:35	8:49	9:00	9:12	9:28	-	-	9:33	9:41	-	10:00	10:06	10:19	10:31	10:43
-	12:14	12:18	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	-	14:00	14:06	14:19	14:31	14:43
-	16:14	16:18	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	-	18:00	18:06	18:19	18:31	18:43

Express Trip

Recommended SLO RTA Route 10 Short-Term Schedule

Weekday Northbound

SMTC	Broadway	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
5:45	5:50	-	6:14	-	-	6:40	6:49	-	6:33	6:41	7:00	7:06	7:19	7:35	7:43
6:05	6:10	-	6:34	-	-	6:59	7:12	-	7:33	7:41	8:00	8:06	8:19	8:35	8:43
6:14	6:22	6:35	6:49	7:00	7:12	7:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
6:52	6:57	-	7:21	-	-	7:48	8:01	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	10:33	10:41	11:00	11:06	11:19	11:35	11:43
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
9:14	9:22	9:35	9:49	10:00	10:12	10:28	-	-	12:33	12:41	13:00	13:06	13:19	13:35	13:43
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
11:14	11:22	11:35	11:49	12:00	12:12	12:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	15:33	15:41	16:00	16:06	16:19	16:35	16:43
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	16:08	16:27	-	-	16:51	-	17:15	17:20
14:14	14:22	14:35	14:49	15:00	15:12	15:28	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	17:15	17:25	-	-	17:49	-	18:15	18:20
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:14	17:22	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	19:00	19:06	19:19	19:35	19:43
18:14	18:22	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	20:00	20:06	20:19	20:35	20:43
19:14	19:22	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	21:00	21:06	21:19	21:35	21:43

Saturday Northbound

Saturday Southbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
18:14	18:22	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	20:00	20:06	20:19	20:35	20:43

Sunday Northbound

Sunday Southbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43

Express Trip

Recommended SLO RTA Route 10 Mid-Term Schedule

Weekday Northbound

Weekday Southbound

SMTC	Broadway	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
5:14	5:22	5:35	5:49	6:00	6:12	6:28	-	5:33	5:41	6:00	6:06	6:19	6:35	6:43	5:33
5:45	5:50	-	6:14	-	-	6:40	6:49	-	6:33	6:41	7:00	7:06	7:19	7:35	7:43
6:05	6:10	-	6:34	-	-	6:59	7:12	-	7:33	7:41	8:00	8:06	8:19	8:35	8:43
6:14	6:22	6:35	6:49	7:00	7:12	7:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
6:52	6:57	-	7:21	-	-	7:48	8:01	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	10:33	10:41	11:00	11:06	11:19	11:35	11:43
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
9:14	9:22	9:35	9:49	10:00	10:12	10:28	-	-	12:33	12:41	13:00	13:06	13:19	13:35	13:43
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
11:14	11:22	11:35	11:49	12:00	12:12	12:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	15:33	15:41	16:00	16:06	16:19	16:35	16:43
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	16:08	16:27	-	-	16:51	-	17:15	17:20
14:14	14:22	14:35	14:49	15:00	15:12	15:28	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	17:15	17:25	-	-	17:49	-	18:15	18:20
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:14	17:22	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	19:00	19:06	19:19	19:35	19:43
18:14	18:22	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	20:00	20:06	20:19	20:35	20:43
19:14	19:22	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	21:00	21:06	21:19	21:35	21:43
20:14	20:22	20:35	20:49	21:00	21:12	21:28	-	-	21:33	21:41	22:00	22:06	22:19	22:35	22:43

	Express Trip
	Added Trip

SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY
Santa Barbara County Association of Governments – San Luis Obispo Council of Governments

Saturday Northbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
8:44	8:52	9:05	9:19	9:30	9:42	9:58	-	-	10:03	10:11	10:30	10:36	10:49	11:05	11:13
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
11:44	11:52	12:05	12:19	12:30	12:42	12:58	-	-	13:03	13:11	13:30	13:36	13:49	14:05	14:13
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
14:44	14:52	15:05	15:19	15:30	15:42	15:58	-	-	16:03	16:11	16:30	16:36	16:49	17:05	17:13
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:44	17:52	18:05	18:19	18:30	18:42	18:58	-	-	19:03	19:11	19:30	19:36	19:49	20:05	20:13
19:14	19:22	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	21:00	21:06	21:19	21:35	21:43

Saturday Southbound

Sunday Northbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
8:44	8:52	9:05	9:19	9:30	9:42	9:58	-	-	10:03	10:11	10:30	10:36	10:49	11:05	11:13
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
11:44	11:52	12:05	12:19	12:30	12:42	12:58	-	-	13:03	13:11	13:30	13:36	13:49	14:05	14:13
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
14:44	14:52	15:05	15:19	15:30	15:42	15:58	-	-	16:03	16:11	16:30	16:36	16:49	17:05	17:13
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43

Sunday Southbound

Added or Rescheduled Trip

Recommended SLO RTA Route 10 Long-Term Schedule

Weekday Northbound

Weekday Southbound

SMTC	Broadway	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
5:14	5:22	5:35	5:49	6:00	6:12	6:28	-	-	5:33	5:41	6:00	6:06	6:19	6:35	6:43
5:45	5:50	-	6:14	-	-	6:40	6:49	-	6:33	6:41	7:00	7:06	7:19	7:35	7:43
6:05	6:10	-	6:34	-	-	6:59	7:12	-	7:33	7:41	8:00	8:06	8:19	8:35	8:43
6:14	6:22	6:35	6:49	7:00	7:12	7:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
6:52	6:57	-	7:21	-	-	7:48	8:01	-	9:03	9:11	9:30	9:36	9:49	10:05	10:13
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
7:44	7:52	8:05	8:19	8:30	8:42	8:58	-	-	10:03	10:11	10:30	10:36	10:49	11:05	11:13
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	10:33	10:41	11:00	11:06	11:19	11:35	11:43
8:44	8:52	9:05	9:19	9:30	9:42	9:58	-	-	11:03	11:11	11:30	11:36	11:49	12:05	12:13
9:14	9:22	9:35	9:49	10:00	10:12	10:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
9:44	9:52	10:05	10:19	10:30	10:42	10:58	-	-	12:03	12:11	12:30	12:36	12:49	13:05	13:13
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	12:33	12:41	13:00	13:06	13:19	13:35	13:43
10:44	10:52	11:05	11:19	11:30	11:42	11:58	-	-	13:03	13:11	13:30	13:36	13:49	14:05	14:13
11:14	11:22	11:35	11:49	12:00	12:12	12:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
11:44	11:52	12:05	12:19	12:30	12:42	12:58	-	-	14:03	14:11	14:30	14:36	14:49	15:05	15:13
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
12:44	12:52	13:05	13:19	13:30	13:42	13:58	-	-	15:03	15:11	15:30	15:36	15:49	16:05	16:13
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	-	15:33	15:41	16:00	16:06	16:19	16:35	16:43
13:44	13:52	14:05	14:19	14:30	14:42	14:58	-	-	16:03	16:11	16:30	16:36	16:49	17:05	17:13
14:14	14:22	14:35	14:49	15:00	15:12	15:28	-	16:08	16:27	-	-	16:51	-	17:15	17:20
14:44	14:52	15:05	15:19	15:30	15:42	15:58	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	17:15	17:25	-	-	17:49	-	18:15	18:20
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:14	17:22	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	19:00	19:06	19:19	19:35	19:43
18:14	18:22	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	20:00	20:06	20:19	20:35	20:43
19:14	19:22	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	21:00	21:06	21:19	21:35	21:43
20:14	20:22	20:35	20:49	21:00	21:12	21:28	-	-	21:33	21:41	22:00	22:06	22:19	22:35	22:43

Express Trip

Added Trip

SANTA MARIA-SAN LUIS OBISPO TRANSPORTATION CONNECTIVITY STUDY
Santa Barbara County Association of Governments – San Luis Obispo Council of Governments

Saturday Northbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
9:14	9:22	9:35	9:49	10:00	10:12	10:28	-	-	10:33	10:41	11:00	11:06	11:19	11:35	11:43
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
11:14	11:22	11:35	11:49	12:00	12:12	12:28	-	-	12:33	12:41	13:00	13:06	13:19	13:35	13:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
14:14	14:22	14:35	14:49	15:00	15:12	15:28	-	-	15:33	15:41	16:00	16:06	16:19	16:35	16:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:14	17:22	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	19:00	19:06	19:19	19:35	19:43
18:14	18:22	18:35	18:49	19:00	19:12	19:28	-	-	19:33	19:41	20:00	20:06	20:19	20:35	20:43
19:14	19:22	19:35	19:49	20:00	20:12	20:28	-	-	20:33	20:41	21:00	21:06	21:19	21:35	21:43

Saturday Southbound

Sunday Northbound

SMTC	Hancock	Nipomo	Halcyon	Pismo	Higuera	Gov't Ctr	Cal Poly	Cal Poly	Gov't Ctr	Higuera	Pismo	Halcyon	Nipomo	Broadway	SMTC
7:14	7:22	7:35	7:49	8:00	8:12	8:28	-	-	8:33	8:41	9:00	9:06	9:19	9:35	9:43
8:14	8:22	8:35	8:49	9:00	9:12	9:28	-	-	9:33	9:41	10:00	10:06	10:19	10:35	10:43
9:14	9:22	9:35	9:49	10:00	10:12	10:28	-	-	10:33	10:41	11:00	11:06	11:19	11:35	11:43
10:14	10:22	10:35	10:49	11:00	11:12	11:28	-	-	11:33	11:41	12:00	12:06	12:19	12:35	12:43
11:14	11:22	11:35	11:49	12:00	12:12	12:28	-	-	12:33	12:41	13:00	13:06	13:19	13:35	13:43
12:14	12:22	12:35	12:49	13:00	13:12	13:28	-	-	13:33	13:41	14:00	14:06	14:19	14:35	14:43
13:14	13:22	13:35	13:49	14:00	14:12	14:28	-	-	14:33	14:41	15:00	15:06	15:19	15:35	15:43
14:14	14:22	14:35	14:49	15:00	15:12	15:28	-	-	15:33	15:41	16:00	16:06	16:19	16:35	16:43
15:14	15:22	15:35	15:49	16:00	16:12	16:28	-	-	16:33	16:41	17:00	17:06	17:19	17:35	17:43
16:14	16:22	16:35	16:49	17:00	17:12	17:28	-	-	17:33	17:41	18:00	18:06	18:19	18:35	18:43
17:14	17:22	17:35	17:49	18:00	18:12	18:28	-	-	18:33	18:41	19:00	19:06	19:19	19:35	19:43

Sunday Southbound

Added or Rescheduled Trip

GUADALUPE FLYER

Short-Term Recommendation: Integrate the Guadalupe Flyer with Santa Maria Area Transit.

Integration of the Guadalupe Flyer route with existing Santa Maria Area Transit service has the potential to improve headways between Guadalupe and Santa Maria and improve connections with SLO RTA Route 10 and SMAT routes.

One potential scenario is shifting the Guadalupe Flyer from Main Street to Cook Street between Blosser Road and Broadway to improve access to shopping, medical and educational destinations. This additional coverage would increase the cycle time from 75 minutes to 90 minutes, however, the route could be operated by two buses, one by SMOOTH and another by SMAT, to provide a 45-minute headway on the route. SMOOTH and SMAT could simply collect the revenue on their specific vehicle until a fare agreement is reached. Examples of jointly operated routes include:

- Route 11X between Visalia, CA (Visalia Transit) and Tulare, CA (Tulare Intermodal Express)
- Route 80X between Mt. Vernon, WA (Skagit Transit) and Bellingham, WA (Whatcom Transportation Authority)
- Route 99 between Sarasota, FL (Sarasota County Area Transit) and Bradenton, FL (Manatee County Area Transit)
- Beloit-Janesville Express between Beloit, WI (Beloit Transit System) and Janesville, WI (Janesville Transit System)

A second potential scenario is interlining the 75-minute Guadalupe Flyer with the 40-minute SMAT Route 1 and operating both routes at a 60-minute headway with two buses.

REGIONAL FARE COORDINATION

Short-Term Recommendation: Establish fare agreement between SMAT and connecting services.

SLO RTA and SLO Transit currently partner to offer a regional day pass for a cost of \$5. This pass product allows riders to save up to \$4 per round-trip while also reducing operational dwell time.

In an effort to reduce the cost of regional transit for Santa Maria residents, employees, and/or visitors, SLO RTA and SMAT should re-engage in discussions for regional day and monthly passes accepted by both providers. SMAT and SMOOTH should also strive to reach a fare agreement for Guadalupe Flyer riders.

Mid-Term Recommendation: Evaluate the feasibility of regional smart card.

SMAT is currently in the process of rolling out its own smart card, the Coastal Super Pass. Once the smart card is established, SLO RTA and SMOOTH (Guadalupe Flyer) should evaluate the feasibility of a potential partnership with SMAT to offer the Coastal Super Pass to its customers.

SUMMARY OF SERVICE RECOMMENDATIONS

Recommendation	Timeframe	Estimated Operating Cost	Estimated Capital Cost
Realign SLO RTA Route 10 from Marion Medical Center to Broadway in Santa Maria.	0-2 years	-	-
Eliminate Hagerman Park-and-Ride and SLO County Regional Airport stops on SLO RTA Route 10 express trips.	0-2 years	-	-
Serve consistent stops on SLO RTA Route 10 Express trips.	0-2 years	-	-
Increase weekday service span on SLO RTA Route 10.	2-5 years	\$	-
Improve weekend headways on SLO RTA Route 10 to 90 minutes.	2-5 years	\$	-
Improve weekday headways on SLO RTA Route 10 to 30 minutes.	5-10 years	\$\$\$	\$\$\$
Improve weekend headways on SLO RTA Route 10 to 60 minutes.	5-10 years	\$	-
Integrate the Guadalupe Flyer with Santa Maria Area Transit.	0-2 years	\$	\$\$
Establish fare agreement between SMAT and connecting services.	0-2 years	\$	-
Evaluate the feasibility of regional smart card.	2-5 years	\$\$	\$

\$	Less than \$100,000
\$\$	\$100,000 – \$1,000,000
\$\$\$	>\$1,000,000

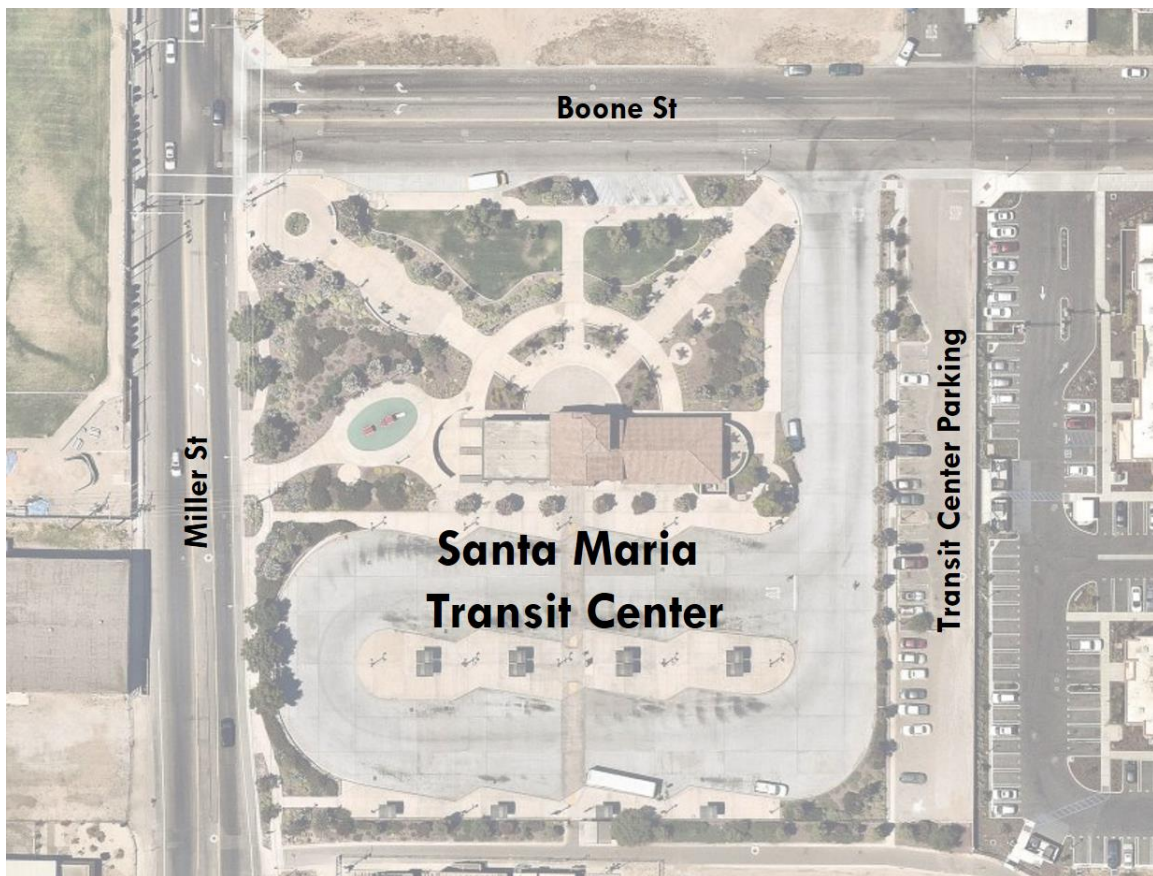
7 CAPITAL RECOMMENDATIONS

This chapter describes capital projects that will improve access to transit and transportation facilities within the study area.

TEMPORARY NORTH SANTA MARIA PARK-AND-RIDE

In addition to serving as a transfer hub for SMAT routes, the Guadalupe Flyer and SLO RTA Route 10, the Santa Maria Transit Center also provides limited parking capacity (25 spaces). SLO RTA Route 10 rider feedback and visual observation confirmed high parking utilization.

Figure 79: Santa Maria Transit Center



Short-Term Recommendation: Establish a temporary park-and-ride in Santa Maria north of downtown.

A temporary solution to the lack of park-and-ride capacity at Santa Maria Transit Center is establishing a park-and-ride within walking distance to a SLO Route 10 stop. The best short-term park-and-ride site is a vacant parking lot north of the Broadway Discount Center at Broadway and Alvin Ave. The parking lot is conveniently located 150 feet north of a sheltered SMAT Route 1 northbound bus stop and 600 feet from the southbound bus stop. Both stops are recommended to be served by SLO RTA Route 10 as parking of its Broadway realignment. The proposed facility would require striping and can easily accommodate 50 or more spaces for transit and rideshare users. An alternative solution would be lease spaces at the Broadway Discount Center, which does not reach full capacity during weekdays.

Figure 80: Conceptual Temporary North Santa Maria Park-and-Ride



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Figure 81: Proposed Santa Maria Park-and-Ride Facilities



Source: SBCAG, SLOCOG, SLORTA, SMAT, ESRI

PERMANENT NORTH SANTA MARIA PARK-AND-RIDE

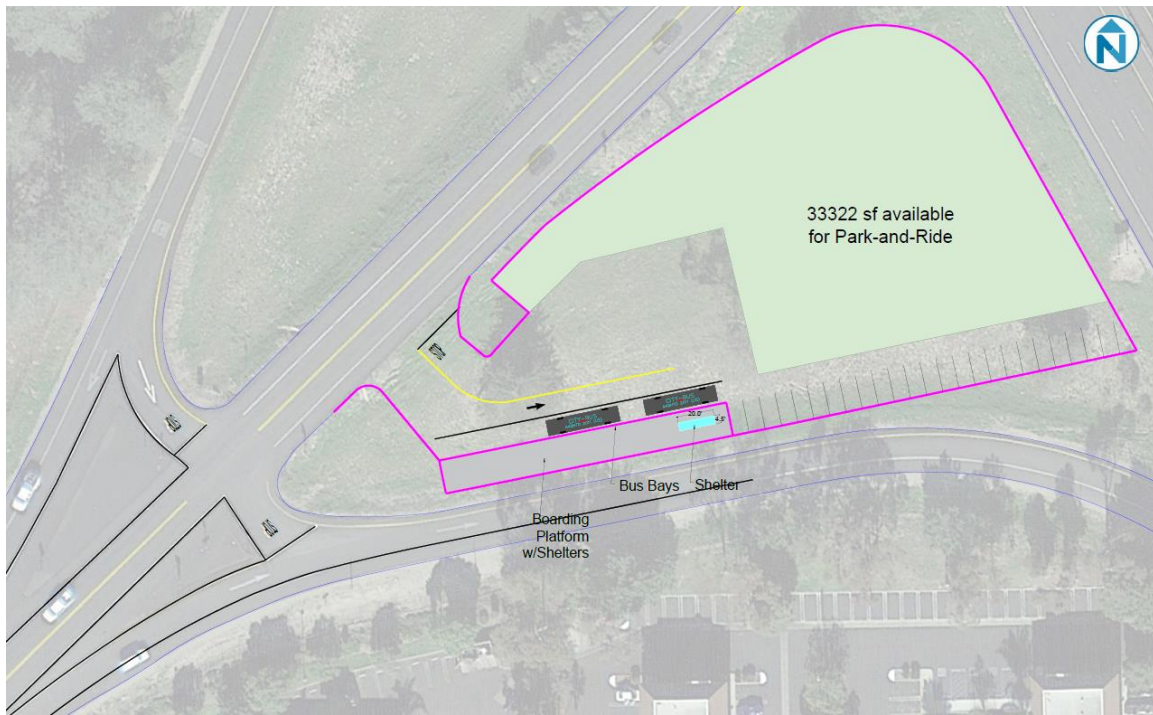
Mid-Term Recommendation: Establish a permanent park-and-ride in Santa Maria at the intersection of Broadway and US 101.

A long-term solution to the lack of park-and-ride capacity in North Santa Maria is the construction of a permanent park-and-ride at Broadway and US-101. The proposed site is located within Caltrans right-of-way south of the Broadway overpass and north of the US-101 southbound on ramp. The site can accommodate up to 100 spaces and two linear bus berths.

The proposed site location is also more convenient than locations north of US-101 as buses would not have to exit and re-enter the highway or perform an unnecessary looping pattern in one or more direction. A conceptual site plan of the proposed park-and-ride is depicted in Figure 82.

SBCAG should coordinate with Caltrans to further evaluate the operational feasibility of the site and potential inclusion in future US-101 expansion.

Figure 82: Conceptual North Santa Maria Park-and-Ride

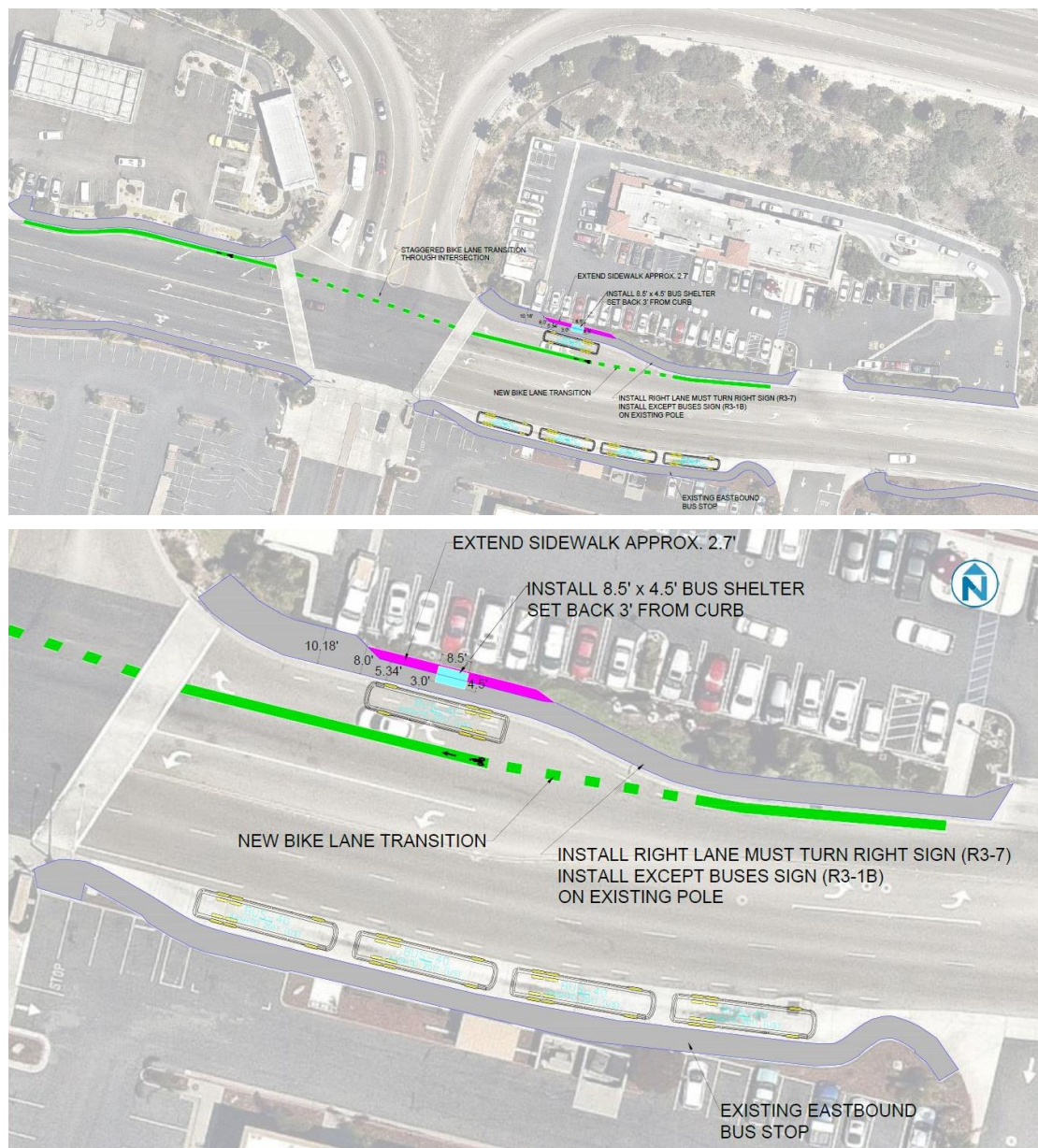


PISMO BEACH OUTLETS

Short-Term Recommendation: Construct of a westbound bus stop at Pismo Beach Premium Outlets to reduce travel time on SLO RTA Route 10.

SLO RTA Route 10 currently serves Pismo Beach Premium Outlets along the south side of 5 Cities Drive in both directions. Adding a stop on the opposite side of 5 Cities Drive would reduce the northbound travel time by five minutes by eliminating the need to loop around US-101. This reduction in travel time would add layover time in downtown San Luis Obispo to ensure connections with SLO RTA and SLO Transit routes. Adding the new stop would also provide an opportunity to improve bicycle and pedestrian safety at the intersection as detailed in Figure 83.

Figure 83: Conceptual Pismo Beach Outlets Westbound Bus Stop



US-101 EXPRESS BUS STOPS

Long-Term Recommendation: Evaluate the feasibility of integrating freeway express bus stops into future US-101 High-Occupancy Vehicle (HOV) lanes.

High-Occupancy Vehicle (HOV) lanes encourage ridesharing and transit usage by providing a faster trip alternative, particularly during peak commuting hours. The most likely candidate for an HOV lane within the study area is the US-101 corridor between Avila Beach and Pismo Beach due to congestion during peak commuting hours. Future US-101 HOV projects within the study area should evaluate the feasibility of integrating freeway express bus stops with direct pedestrian access to an existing or new park-and-ride.

While the 2011 SLOCOG Highway 101 Bus Rapid Transit Applications Study recommended northbound and southbound freeway express stops with adjacent small park-and-ride lots in Shell Beach, right-of-way constraints, safety concerns and proximity to San Luis Obispo do not support such an investment.

SUMMARY OF CAPITAL RECOMMENDATIONS

Recommendation	Timeframe	Annual Operating Cost	Estimated Capital Cost
Establish a temporary park-and-ride in Santa Maria north of downtown.	0-2 years	\$	\$
Establish a permanent park-and-ride in Santa Maria at the intersection of Broadway and US 101.	2-5 years	\$	\$\$\$
Construct of a westbound bus stop at Pismo Beach Premium Outlets to reduce travel time on SLO RTA Route 10.	0-2 years	\$	\$
Evaluate the feasibility of integrating freeway express bus stops into future US-101 High-Occupancy Vehicle (HOV) lanes.	5-10 years	\$\$	\$\$\$

\$	Less than \$100,000
\$\$	\$100,000 – \$1,000,000
\$\$\$	>\$1,000,000

8 RIDER INFORMATION

It is extremely important for transit operators to provide clear and concise information regarding existing and future services. Opportunities for improved customer information include system and maps, real-time arrival information and community engagement.

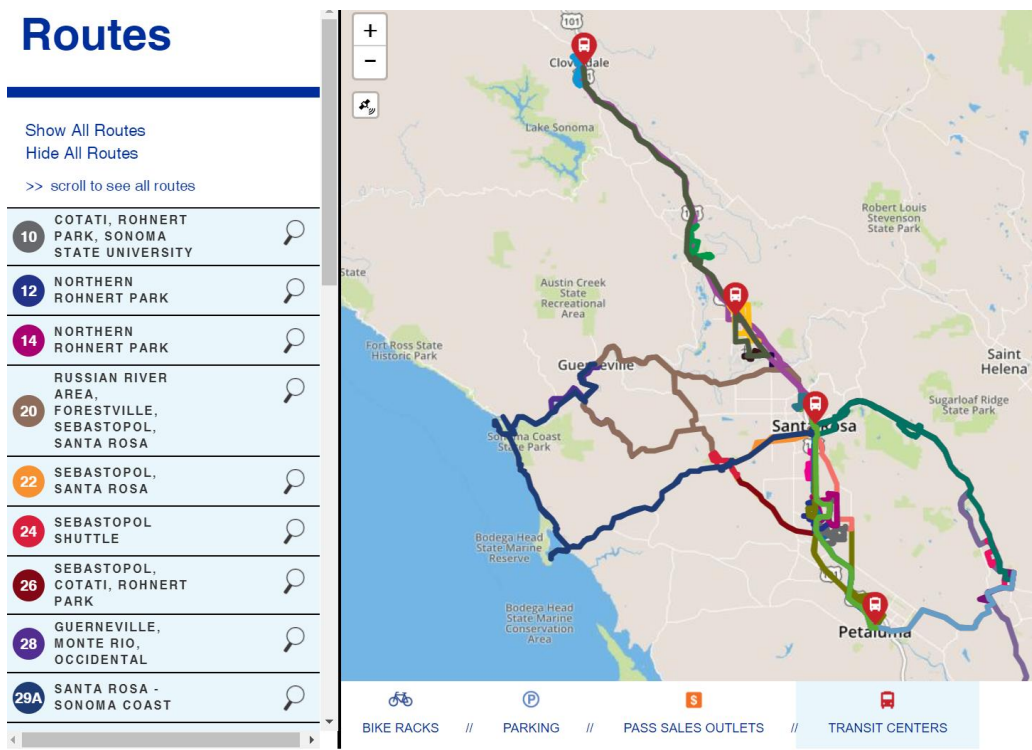
SYSTEM AND ROUTE MAPS

Short-Term Recommendation #1: Develop an online bi-county transit map.

While many transit riders use online trip planners such as Google Maps to obtain directions and fare information for new trips, other individuals prefer comprehensive system maps and ride guides to explore potential trip options, particularly those that involve multiple transit providers.

Development of an interactive bi-county transit map with routes, stops, transit centers, park-and-rides, rail stations, and bike lanes would provide the public with a better understanding of regional transit options. The transit map could be integrated into the SLO Regional Rideshare online trip planning tool and linked from transit operators' individual websites.

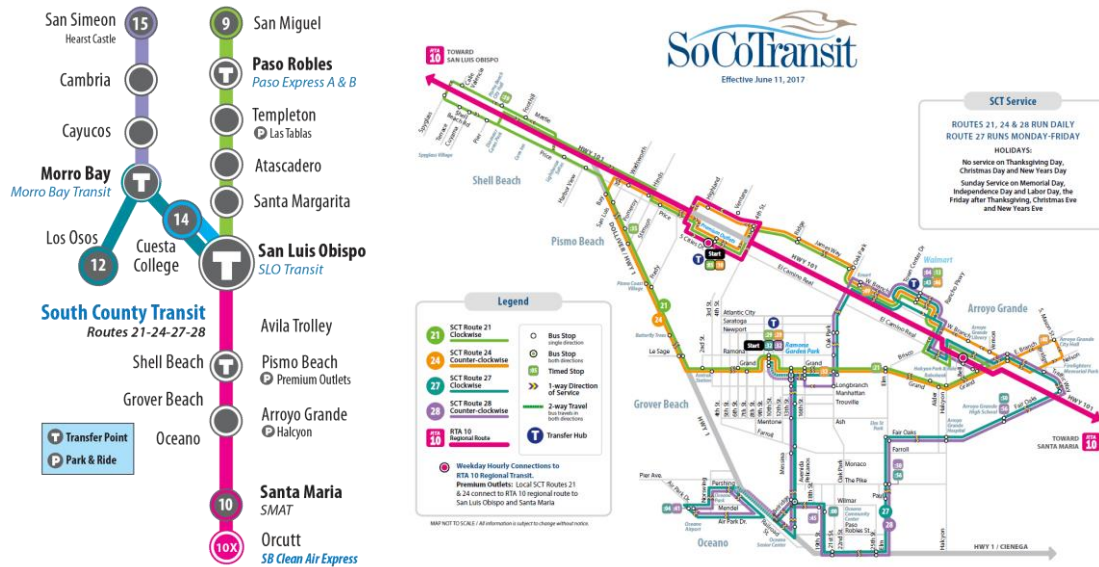
Figure 84: Sample Interactive Regional Transit Map



Short-Term Recommendation #2: Develop detailed SLO RTA system and route maps to improve rider understanding.

While SLO RTA operates significantly longer routes than local transit operators, its system map could use additional detail such as intermediate stops, major destinations served, and an underlying street/highway network. The easiest way to achieve a clearer system map is to design it to scale or roughly to scale and add major infrastructure and geographic features. SLO RTA riders would also benefit from individual route maps similar to South Coast Transit's system map, which provides a great example of a detailed yet intuitive design.

Figure 85: Existing SLO RTA and South County Transit System Maps



REAL-TIME ARRIVAL INFORMATION

Mid-Term Recommendation: Provide real-time arrival information at transit centers and for SMAT and Guadalupe Flyer services.

Real-time information improves the rider experience by using GPS-based Automatic Vehicle Location (AVL) technology to track vehicle locations and predict arrival times. SLO RTA/South Coast Transit and SLO Transit currently provide real-time arrival information via desktop and mobile apps. SMAT and Guadalupe Flyer real-time arrival information should also be integrated into the SLO Regional Rideshare online trip planning tool.

Figure 86: Sample Real-Time Arrival and Bus Location Displays



COMMUNITY ENGAGEMENT

Short-Term Recommendation: Actively engage the community on transit options and benefits.

Transit providers should actively engage the community throughout the year and not limit their public interaction to mandated unmet transit needs processes and/or service change public hearings. Transit operators should leverage the community relationships and communication channels of county transit demand management (TDM) divisions, SLO Regional Rideshare and SBCAG Traffic Solutions. Increased collaboration between respective transit providers and TDM divisions will benefit the region by increasing the awareness and understanding of transit and rideshare options.

SUMMARY OF RIDER INFORMATION RECOMMENDATIONS

Recommendation	Timeframe	Annual Operating Cost	Estimated Capital Cost
Develop an online bi-county transit map.	0-2 years	\$	-
Develop detailed SLO RTA system and route maps to improve rider understanding.	0-2 years	\$	-
Provide real-time arrival information at transit centers and for SMAT and Guadalupe Flyer services.	2-5 years	\$\$	\$\$
Actively engage the community on transit options and benefits.	Ongoing	-	-

\$	Less than \$100,000
\$\$	\$100,000 – \$1,000,000
\$\$\$	>\$1,000,000

