

# Lake County Transit Surveys Report



*Prepared for the*  
Lake County/City Area Planning Council  
Ukiah, California



June 17, 2021



Prepared by LSC Transportation Consultants



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## *Prepared for*

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# Chapter 1

## INTRODUCTION AND EXISTING CONDITIONS

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### INTRODUCTION

In late 2019, the Lake County Area Planning Council (APC) commissioned a region-wide survey and outreach process to help identify strategies for improving Lake Transit services. Ridership had been declining, and the APC and Lake Transit Authority wanted to optimize the use of available transit resources. To achieve this, the APC hired LSC Transportation Consultants, Inc. to conduct regional onboard surveys, community outreach, and online community surveys. These online surveys include surveys of the public and surveys targeting community college students.

Just as this study was initiated, the coronavirus pandemic began, and the surveys were put on hold until conditions for surveying improved. After a year, the survey process moved forward, with adaptations for the COVID-19 health protocols, and with part of the survey focus aimed at recovery of the transit system from COVID-19 impacts. The goals of the survey study include:

- To reach all populations of the County regarding transit needs and transit use, including Native American Tribal Governments, the cities, the county, the transit authority, and Mendocino and Woodland Colleges;
- To survey existing riders (both from onboard and online surveys) to identify:
  - Current use and trip patterns;
  - Satisfaction with the current services and desired transit improvements; and
  - A demographic profile of riders;
- To survey non-riders, to ascertain:
  - The potential for future use;
  - What improvements are needed to encourage increased or first-time use;
- To survey Community College Students:
  - In addition to the above goals, to find out if a student-fee supported “free fares” would encourage transit use;
  - To ascertain future plans for attending in-person classes and the impact of COVID-19 on potential transit use;
- To conduct public outreach by inviting the public and stakeholders to:
  - Provide input regarding transit needs; and
  - Suggest improvements to transit, including operational improvements and informational improvements.

With these goals in mind, the survey strategy and methodology were developed, and surveys were conducted in Spring 2021. This report provides an overview of the existing transit conditions, including recent planning efforts and reports and how they relate to the current project; an overview of survey methodology; survey results; and recommendations for improvements based on the survey results.

## **RELATED PLANNING EFFORTS AND STUDIES**

Over the years, the Lake County APC has conducted numerous studies related to Lake Transit services. Several plans relevant to the current surveying effort are described below.

### Lake County Transit Passenger Facility Plans and Lake Transit Hub Location Plans *2006 to 2019 LSC Transportation Consultants, Inc., and AECOM*

A series of studies were conducted for passenger improvements, including the 2006 Passenger Facility Development Plan, the 2018 update of that plan, and the 2019 recommendation for and site development of a new transit hub in Clearlake. The current survey queries participants about anticipated impacts of the new hub in Clearlake, and whether it will benefit their use of transit.

### Coordinated Public Transportation Plan *2021 Center for Business and Policy Research, University of the Pacific*

This plan provides an inventory of transportation providers in the county, discusses funding sources for transportation, and identifies strategies for improved coordination. The plan included a short online community survey with broad questions about transportation needs. The survey was available in both English and Spanish from November 18 to December 11, 2020. A total of 50 individuals responded (all in English). Key conclusions from the surveys include the following:

- 73 percent (of 49 responses) agreed there is a need to expand service to the Sacramento area.
- 74 percent (of 50 responses) agreed there is a need for Sunday service.
- 78 percent (of 50 responses) said there is a need for expanded non-emergency medical transportation to destinations within the county.
- 71 percent (of 49 responses) said there is a need for expanded non-emergency medical transportation to destinations outside of the county. It was noted Medi Links is a good start, but additional service is needed.
- 70 percent (of 50 responses) said there is a need to expand the hours of operation for non-emergency medical transportation. Several respondents qualified that they do not currently know the hours of availability.
- 51 percent (of 39 respondents) said there are important social service destinations that are not



accessible with current transportation services. Specific comments identified late afternoons; a need to the Bay Area, to employment evenings and weekends; homeless shelter and juvenile hall; flexible (non-fixed) transit. One person noted the stop near Employment Services is not very safe.

- 85 percent (of 46 responses) said COVID-19 changed the need for transit. Specific examples included:
  - The need for testing, having to change shopping times, taking rides to additional appointments with children
  - Social distancing rules on available services
  - No transportation services for COVID positive
  - Personal choice to discontinue use for upcoming couple of years
  - Disabled clients are not comfortable taking public transportation due to COVID-19
  - Not getting appointments; reschedules for clients and family
  - The service has been more limited during the pandemic. People often can't go where they need to go
- Other general comments provided (paraphrased) included:
  - Need for more routes leaving Walmart in the latter afternoon
  - More transit in general. Local emergency services are filling in for people's needs due to a lack of service
  - Respondent misses Route 12
  - Later service would help for people who work until 9 or 10 PM
  - Lake County has always suffered limited public transportation. An increase of services would equate to availability of services and employment (raising revenue and tax dollars for Lake County)
  - Clients cite limited access to areas of Kelseyville (Rivera Heights)
  - The website for transit is not updated consistently and the schedule is not consistent from one tab to another

### Transit Development Plan & Marketing Plan

#### *2014 Mobility Planners & Transit Marketing in coordination with AMMA*

The 2014 Transit Development Plan (TDP) included onboard surveys. The surveys were reviewed for the current surveying project to identify trends.

### **LAKE TRANSIT AUTHORITY SERVICES, RIDERSHIP AND FUNDING**

Lake Transit Authority (LTA) provides public transit services in Lake County, operating as Lake Transit. LTA operates six intercity and regional bus routes, three local routes in the City of Clearlake, a route in Lakeport, and dial-a-ride service. Additionally, in areas that are not served by Dial-A-Ride, Lake Transit offers "Flex Stop" service where the bus will travel up to one mile off its regular route at the curb. The services are described below (based on services provided as of March 2021 under COVID-19 reductions).

## Intercity and Regional Routes

*Route 1 (North Shore Clearlake to Lakeport):* Route 1 travels along the north shore of Clear Lake between the cities of Lakeport and Clearlake. Service is also provided to the towns of Upper Lake, Nice, Lucerne, Glenhaven, and Clearlake Oaks. This route typically operates on weekdays between 6:00 AM and 7:08 PM and Saturdays between 7:00 AM and 7:08 PM, with headways that range from one to two hours. Hours are 7:00 AM to 5:16 PM weekdays due to COVID-19. A map is depicted in Figure 1.

*Route 2 (Highway 175, Kit's Corner to Middletown):* Route 2 travels between Middletown and Kit's Corner along Highway 175, serving the communities of Anderson Springs, Cobb, Hoberg, and Loch Lomond. Route 2 only operates on weekdays between the hours of 6:35 AM and 4:22 PM. The bus travels northbound with two-hour headways in the morning hours; all other runs have four-hour headways. Service is temporarily suspended due to COVID-19. Figure 1 also depicts Route 2.

*Route 3 (Highway 29, Clearlake to Deer Park):* Route 3 typically operates four daily roundtrips between the city of Clearlake to the cities of Calistoga and Deer Park of Napa County. This service operates on weekdays and Saturdays from 6:10 AM to 6:54 PM. Headways range from two to five hours depending on the time of day. Service is reduced to a 7:15 AM and 12:45 PM southbound departure and 9:30 AM and 2:30 PM northbound departures due to COVID-19.

Transfers between Route 3 and Napa's VINE Route 10, Calistoga Shuttle, or St. Helena Shuttle are free. Lake Transit accepts transfers from any of these three Napa transit services and they accept the Lake Transit Route 3 transfers. Figure 1 depicts Route 3.

*Route 4 (South Shore, Clearlake to Lakeport):* Route 4 travels along the south shore of Clear Lake via Highway 29, between Lakeport and Clearlake. Stops are available in Lower Lake, Rivieras, and Kelseyville. Route 4 typically operates on weekdays and Saturdays between 6:00 AM and 9:19 PM with one to three-hour headways. Hours are 7:00 AM to 4:30 PM weekdays due to COVID-19. The route is depicted in Figure 1.

*Route 4a (Soda Bay, Kit's Corner to Lakeport):* Route 4a services Soda Bay, traveling from Kit's Corner and ending with a clockwise loop through the City of Lakeport. Stops are also made in Kelseyville and Finley. This route typically has three runs daily and operates on weekdays only from 9:16 AM to 6:03 PM with two to five-hour headways. Service is temporarily suspended due to COVID-19. Figure 1 also depicts Route 4a.

*Route 7 (Lakeport to Ukiah):* Route 7 provides a connection from the City of Lakeport to the City of Ukiah in Mendocino County. The route travels through Upper Lake and Blue Lakes to provide access to the VA Clinic, Amtrak, Mendocino College, and the Ukiah Airport. This route typically provides four runs daily in each direction, operating on weekdays and Saturdays between 7:55 AM and 8:28 PM with two- to five-hour headways. Hours are 7:55 AM to 3:26 PM weekdays due to COVID-19. The route is depicted in Figure 1.



LTA accepts Mendocino Transit Authority (MTA) transfers for a \$1.00 discount to ride on LTA Route 7, where trips originate in Mendocino County. MTA also accepts LTA Route 7 transfers to ride their system for free.

### Clearlake and Lower Lake Routes

Three routes operate within the cities of Clearlake and Lower Lake, as described below, and depicted in Figure 2.

*Route 10 (Clearlake/Clearlake Park North Loop):* Route 10 operates on weekdays and Saturdays with one-hour headways, typically from 5:19 AM to 7:33 PM weekdays and 6:00 AM to 6:48 PM Saturdays. This route travels as far north as Bush Street to Highway 53 and Main Street in Lower Lake to the south, providing access to the Clearlake Park Post Office, VA Clinic, and Lake County Social Services. Hours are 7:00 AM to 4:48 PM weekdays with Saturday service suspended due to COVID-19.

*Route 11 (The Avenues):* Route 11 operates on weekdays and Saturdays with one-hour headways, typically from 5:40 AM to 7:09 PM weekdays and 7:00 AM to 6:09 PM Saturdays. The route covers from the Walnut Grove Apartments to the north to Woodland Community College and Walmart to the south, providing access to Adventist Health Clearlake Hospital. Hours are 7:00 AM to 4:47 PM s with Saturday service suspended due to COVID-19.

*Route 12 (Clearlake/Lower Lake South Loop):* Route 12 typically runs on weekdays and Saturdays from 7:00 AM to 3:49 PM with one-hour headways. This route covers the southern portion of Clearlake and Lower Lake by stopping at Old Highway 53 and Main Street, Lower Lake High School, and Lake County Social Services. Service is suspended due to COVID-19.

### Lakeport Local Service

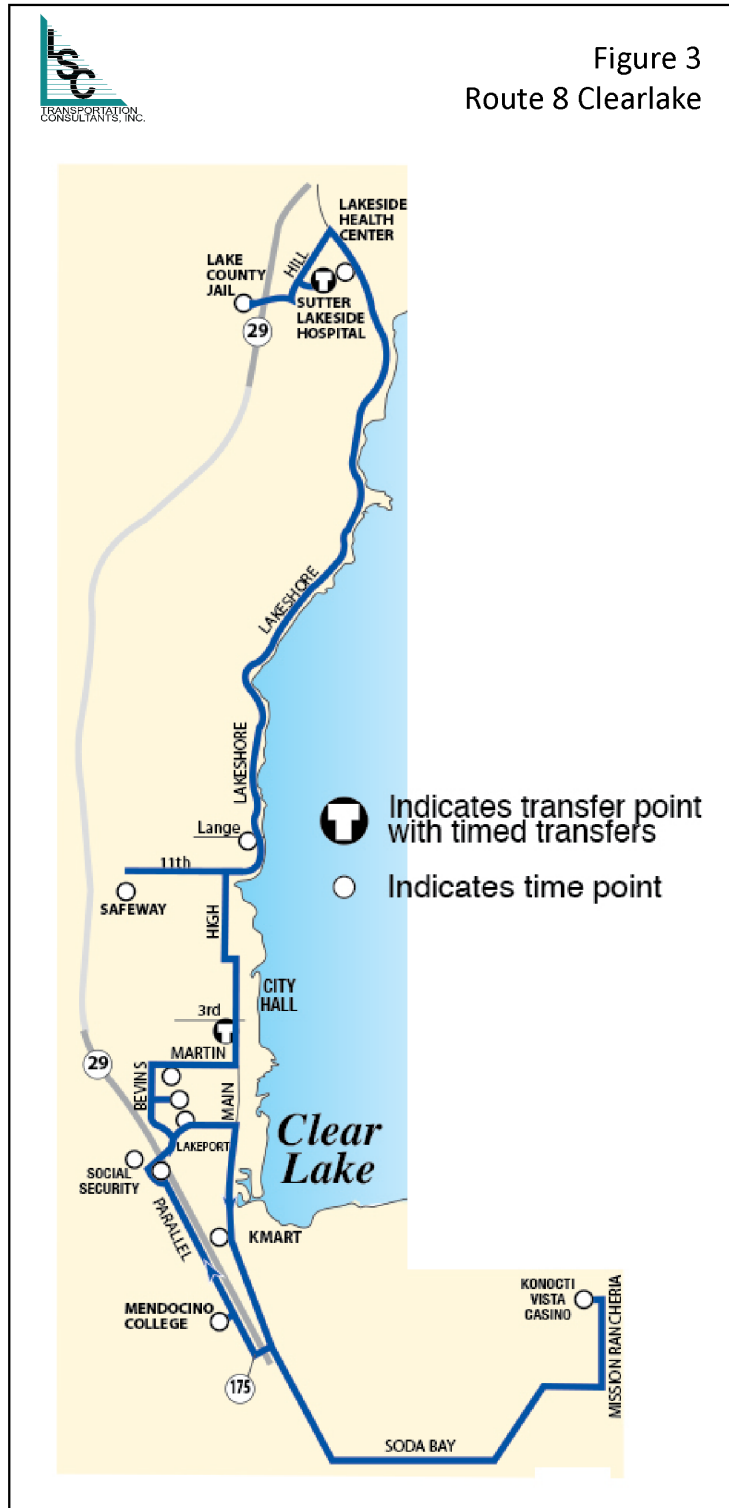
*Route 8 (Lakeport City):* Route 8 operates within the City of Lakeport. Transfers to Routes 4, 4a and 7 are available at the transit center at 3<sup>rd</sup> and Main. Other key stops include Safeway on 11<sup>th</sup> Street, the Social Security Administrative office, the Scotts Valley Tribal Temporary Assistance for Needy Families (TANF) office and Sutter Lakeside Medical Practice, and more recently, the Konocti Vista Casino. This route has undergone multiple changes prior to and during this study, as described below:

- Prior to Spring, 2020, Route 8 operated from 7:15 AM to 8:20 PM weekdays and Saturdays, with one- to two-hour headways. The route was interlined with routes serving the north and south shores of Clear Lake.
- In Spring, 2020, due to COVID-19, Saturday service was eliminated and weekday hours were reduced to 8:16 AM to 5:09 PM.

Figure 2  
Clearlake City Routes



- As of June 1, 2021, Route 8 is operated with two buses providing concurrent northbound and southbound service on hourly headways. Hours of operation are weekdays from 7:00 AM to 6:00 PM. Additionally, service to the Konocti Vista Casino was re-established.



The current Route 8 is depicted in Figure 3. While the revisions have only been in place just over a month, early indications are that it is performing well, and the changes have been well received.

### Dial-a-Ride / Flex Stops

Lake Transit offers Clearlake/Lower Lake Dial-A-Ride and Lakeport Dial-A-Ride during the same days and hours as the local bus routes. In areas that are not served by LTA's Dial-A-Ride system, Flex Stop deviated fixed route service is available when a deviation is requested by the rider. The bus will travel up to one mile off its regular route to provide service at the curb.

### Lake Transit Fare Schedule

The fare structure for cash fares and passes is depicted in Table 1. Fares vary for local versus regional services, and discounts are available for seniors and ADA eligible passengers. A summer youth pass is also available. Passes offer deep discounts for regular transit riders.

### Lake Transit Trends in Ridership and Service

A review of ridership trends and revenue hours provided over the past five years helps to identify trends prior to and during COVID-19 as discussed below.

Table 1: Lake Transit Authority Cash Fare Structure		
Service	General Public	Elderly and ADA Discount
LOCAL		
Bus Routes	\$1.25	\$0.75
Flex Stop (additional fare)	\$5.00	\$0.75
Dial-a-Ride		
Same Day Service	NA	\$3.00
One Day Advance Reservation	NA	\$2.50
REGIONAL (2 or more local areas)		
Bus Routes	\$2.25	\$1.50
Flex Stop (additional fare)	NA	\$1.25
Mendocino and Napa Counties (Including Calistoga, St. Helena, Deer Park & Ukiah)	\$5.00	\$5.00
Bus Passes and Transfers		All Passengers
Punch Pass good for \$11.00 in fares		\$10.00
Monthly Fast Pass good for unlimited rides on bus routes within Lake County.		\$40.00
System Weekly Pass good for unlimited rides for seven calendar days on regular Lake Transit routes in Lake, Mendocino, and Napa Counties.		\$20.00
Summer Cruisin' Pass (youth): unlimited use of all regular Lake Transit bus routes county-wide		\$20.00
<p><b>Senior citizens:</b> age 65 and over qualify for discount fares with any valid proof of age. Valid proof of age is a Medicare ID card or DMV identification.</p> <p><b>Disability discount:</b> Available to anyone displaying a valid Medicare ID Card, a California DMV Disabled Person or Disabled Veteran ID Card, or a Lake Transit ADA Paratransit Eligibility ID Card.</p> <p><b>Family discount:</b> Up to two (2) children, between ages 6 and 12, per adult passenger may ride at the family discount fare when accompanied by the adult. Family discount</p> <p><b>Children:</b> Up to two small children (age 5 or under) may ride free with a paying adult.</p>		
Source: <a href="https://laketransit.org/cash-fares/">https://laketransit.org/cash-fares/</a>		

### Lake Transit Historical Ridership

Ridership from fiscal year (FY) 2015/16 through April of FY 2020/21 is shown in Table 2. For this overview, ridership was grouped by regional routes (1 through 8), Clearlake City routes (10 – 12) and Dial-a-Ride, and total ridership is shown as well. As indicated, while total ridership dropped by 8.4 percent from 2015/16 to 2016/17 and by 5.6 from 2016/17 to 2017/18, it essentially held steady in FY 2018/19. The



significant 19.0 percent drop in FY 2019/20 can largely be attributed to COVID-19 impacts. However, some of the impact is also due to reductions in revenue hours provided.

### *Lake Transit Revenue Hours*

Table 3 shows the total revenue hours provided by route grouping for each of the years reviewed. As indicated, the number of hours operated decreased each year over the past five years.

### *Lake Transit Performance*

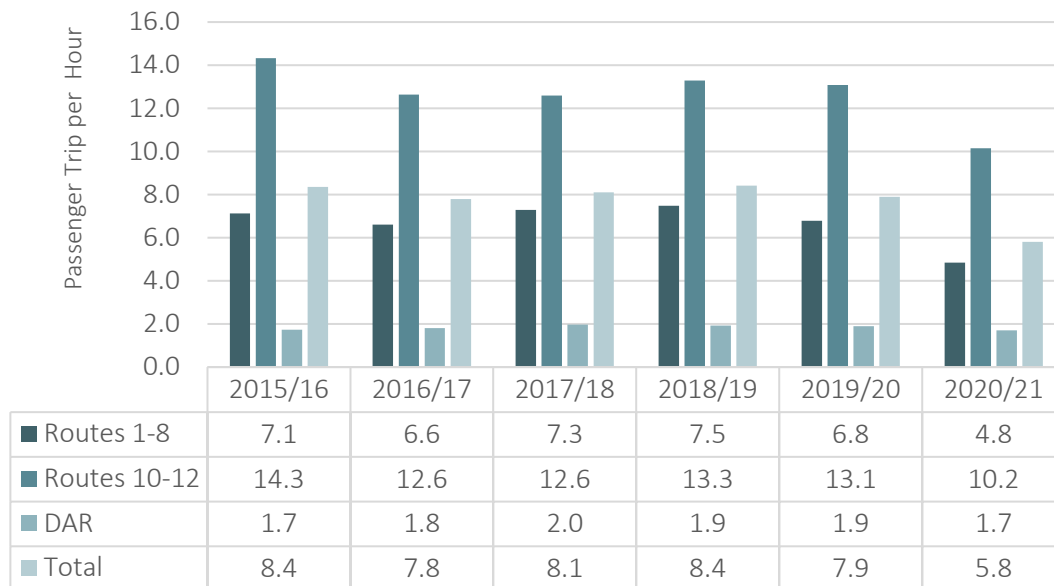
Figure 4 shows the number of passenger trips carried per revenue hour of service for route groupings over the past five years, which gives an indication of the effectiveness of the services. As shown, the Clearlake Routes 10 – 12 performed best in all years, carrying between 10.0 to 14.3 passengers per revenue hour. The Dial-a-Ride service carried the fewest passengers per hour, as is expected of that type of service, averaging 1.8 passenger trips per hour. However, DAR was also least affected in terms of performance compared to the fixed route services. Routes 1 – 8 had a bigger drop in performance during

Table 2: Lake Transit Authority Ridership by Year				
Service Year	Routes 1-8	Routes 10-12	DAR	Total
FY 2015-16	185,835	172,670	10,396	368,901
FY 2016-17	175,381	154,006	8,382	337,769
FY 2017-18	177,786	132,422	8,750	318,958
FY 2018-19	175,665	135,575	8,223	319,463
FY 2019-20	139,812	112,238	6,757	258,807
FY 2020-21 ( <i>incomplete</i> )	42,689	40,291	3,611	86,591
Note: FY 2020-21 data includes July 2020 to April 2021. Source: Lake Transit Authority "Ridership Trends.xls"				

Table 3: Lake Transit Authority Revenue Hours by Year				
Service Year	Routes 1-8	Routes 10-12	DAR	Total
FY 2015-16	26,095	12,060	5,966	44,120
FY 2016-17	26,532	12,195	4,617	43,344
FY 2017-18	24,381	10,513	4,433	39,327
FY 2018-19	23,463	10,204	4,276	37,942
FY 2019-20	20,609	8,580	3,562	32,751
FY 2020-21 ( <i>incomplete</i> )	8,820	3,968	2,120	14,908
Note: FY 2020-21 data includes July 2020 to April 2021. Source: Lake Transit Authority "Ridership Trends.xls"				



**Figure 4: Lake Transit Ridership by Hour by Service and Year**



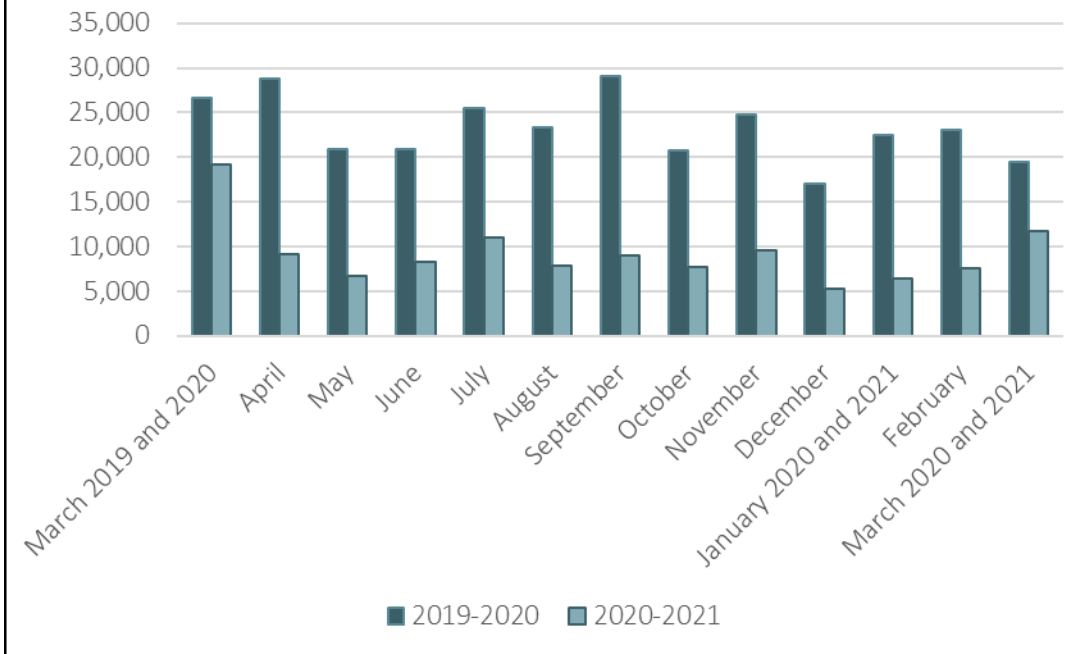
*Fiscal year 2020/21 is based on ridership data to April 2021.*

COVID than the Clearlake routes, dropping from 7.5 in 2018/19 to 6.8 in 2019/20, which still was better than performance in 2016/17 when only 6.2 passengers were carried per hour. In 2020/21 to date, however, performance has decreased even more, with just 5.8 passengers per revenue hour of service.

#### *Lake Transit Pre- and Active-COVID-19 Ridership*

Ridership from March 2019 to March 2020 was compared to ridership from March 2020 to March 2021, as shown in Figure 5. The 2019/2020 period was pre-COVID-19. California implemented COVID-19 restrictions in mid-March 2020, and the impacts can be seen in the graph in April and May of 2020, when restrictions were most impactful, and ridership dropped significantly. Ridership from July 2020 through February 2021 followed increases and decreases proportional to months in previous years but at much reduced ridership. However, ridership in March 2021 appears to be recovering proportional to the previous year.

Figure 5: Lake Transit Ridership by Month Pre- and During Pandemic



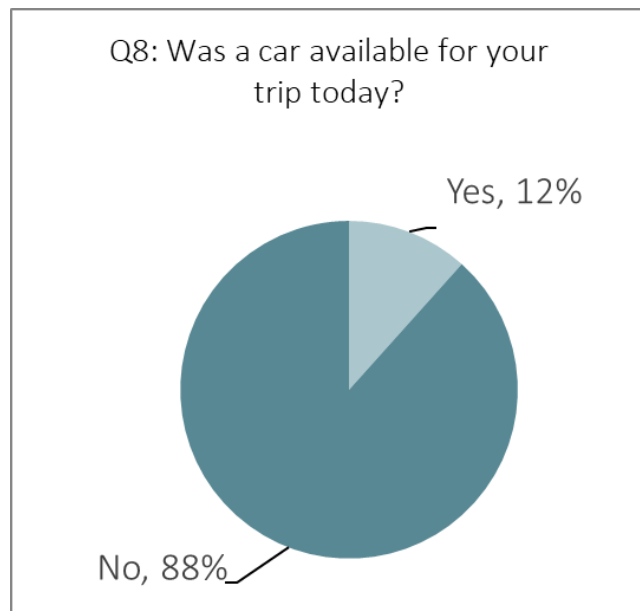
### INTRODUCTION

As discussed above, this survey study schedule and methodology were highly impacted by the coronavirus pandemic beginning in early 2020. As a result, planned survey methodology and outreach efforts were adjusted to optimize outreach opportunities while maintaining public safety. The specific methodology for each survey effort is described below.

### ONBOARD PASSENGER SURVEYS

Onboard surveys were conducted in early April 2021. LSC supplied Paratransit, Inc. (the contractor for Lake Transit operations) with survey supplies, including hanging folders, survey forms, pencils, instructions for drivers, and labeled envelopes for collecting completed survey forms. Paratransit, Inc. placed the materials on all buses from April 6 to April 16, 2021, and received a total of 148 completed valid surveys, with another 6 submitted online. The paper surveys were returned to LSC and entered into a database for analysis (see Appendix A for complete results). Additionally, the surveys were compared to previous surveys collected in 2013 to evaluate changes in responses. Highlights of the survey results include the following:

- Nearly half of the respondents were on either Route 1 (30, or 20 percent) or Route 10 (43, or 25 percent), which is in proportion to ridership by route.
- 88 percent of passengers did not have a car available, and 61 percent did not have a driver's license, thus emphasizing the transit dependency of riders.
- 75 percent of passengers walked to the stop to catch the bus, and 62 percent were making a round-trip journey. A few more transferred if they were making a round trip; otherwise, their travel mode was similar.
- The current survey had many fewer youths and students, and yet more seniors. Also, fewer students were responding, likely due to COVID-19, which has reduced in-person learning. The schools were just beginning to re-open in person when the survey began.



- Passengers ranked service higher in the April 2021 survey than they did in the 2013 survey. On a scale of 1 (poor) to 5 (excellent), passengers were asked to rank a series of service factors. One marked improvement was on-time performance (from 3.3 in 2013 to 4.5 in 2021), but overall ranking rose from 3.8 in 2013 to 4.3 in 2021. The cost of fares improved, but a fare-free campaign was occurring during the surveys, likely skewing the results of that question.

Q11. Change in Rankings		Scores (1 to 5)		
Service Factor	2013	2021	Change	
Courtesy of Drivers	4.0	4.5	0.5	
Safety with other passengers	4.1	4.4	0.3	
Comfort of vehicles	3.6	4.1	0.5	
On-time performance	3.3	4.5	1.2	
Ease of getting info	4.1	4.3	0.2	
Connections within Lake Transit	3.8	4.3	0.5	
Connections to other services	3.7	4.1	0.4	
Cost of fares	3.7	4.4	0.7	
Overall	3.9	4.5	0.6	
Average	3.8	4.3	0.5	

### Desired Improvements

The onboard surveys asked what transit improvements passengers would like to see. The responses are provided by category and individually (sorted by route) in Appendix A. The biggest desire is for Lake Transit to return its pre-pandemic schedule, especially Route 12, later on weekdays, and Saturdays. Some passengers asked for hourly headways. Additionally, several passengers noted the buses were uncomfortable or unclean, though part of the discomfort was due to potholes and poor road conditions.

Finally, passengers both praised drivers and complained about drivers. Some level of additional training in customer service seems warranted for at least some drivers.

### Transit Information

Passengers were asked to share their primary source of information. The largest single source of information was directly from the drivers. It is not surprising because the drivers are front-line workers during COVID times, passengers are likely to seek them out as most up-to-date regarding changes to the schedule.

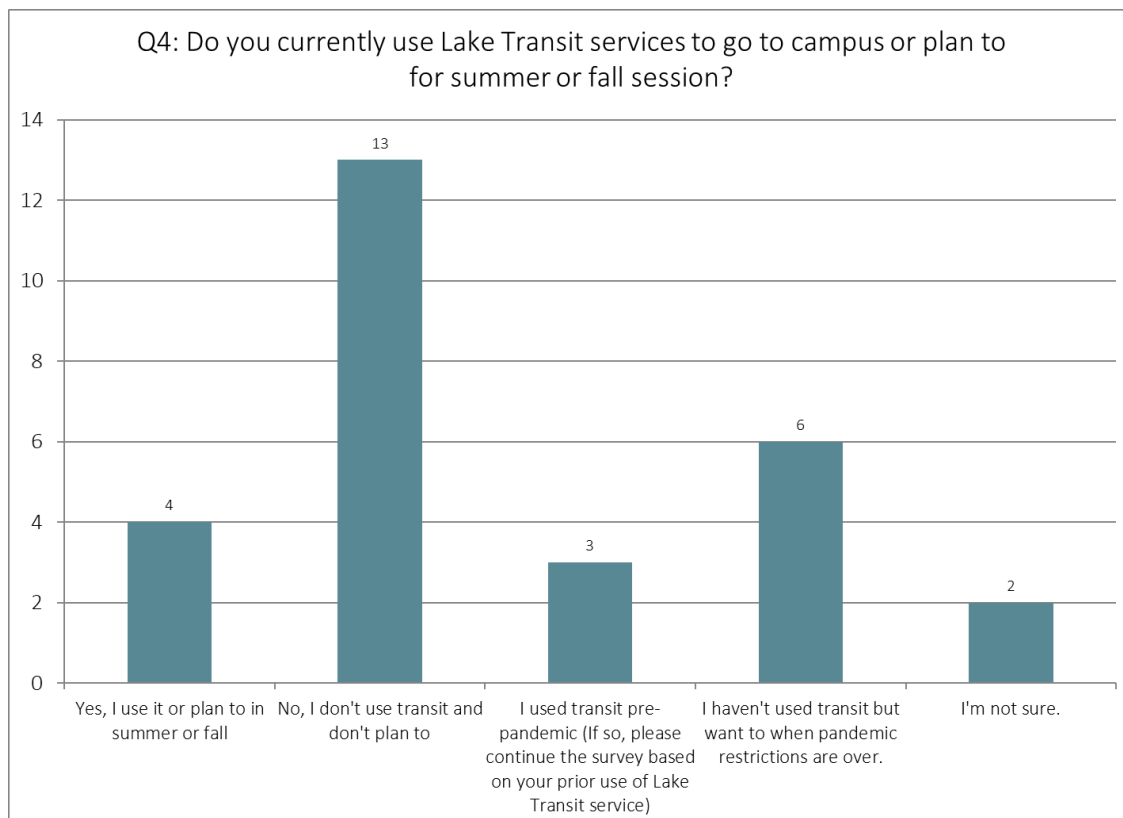
Passengers also frequently cited phone use as a source of information. Unless the passengers are using pre-recorded information, this can be a time-intensive demand on transit personnel, and it is more desirable to ensure printed materials and information posted on the website is up to date.

## COMMUNITY COLLEGE SURVEYS

An online survey of the students at the Lake County Campus of Woodland Community College was conducted in April through May of 2021. Initially, faculty, staff and students were invited to participate in the survey through word-of-mouth staff meetings and emails. A few faculty members replied, but response was very limited. A raffle with \$50 gift certificates was introduced. Still, only 16 students and 12 faculty and staff participated, making the results of the survey of limited value. Nonetheless, response highlights are described below, and detailed in Appendix B.

### Response from Current Transit Users (Questions 4 through 27)

The survey was developed in an online format using “logic questions” (i.e., questions designed to select which questions respondents are directed to based on their responses). Respondents who currently or previously used Lake Transit services were asked to respond to questions about the service, but only three such individuals responded to the survey. Additionally, 13 respondents said they do not currently use transit or plan to in the future. However, four said they plan to use the service in the summer or fall, six said they want to use transit when the pandemic is over, and two others were unsure.



Highlights from the four respondents (three students and one faculty/staff) who answered Questions 5 through 27 about using transit include:

- The respondents all need to be to campus at between 8:00 and 9:00 AM.

- The respondents typically departed campus at 3:00 PM, two at 5:00 PM and one at 9:00 PM, indicating a potential need for evening service.
- All four respondents walk to the bus stop, and none transfer.
- The three students used their ID to ride for free, and the faculty/staff member uses a monthly pass.
- Asked about the impact of the new transit center, one respondent stated “...no more waiting outside in the elements will be amazing!” and another disparaged the site due to “...too many crazy people, dirty buses and too many animals.”

### Results from All Respondents (Questions 28 through 36)

Respondents were asked if they do not use transit now, do they hope to in the future (Question 28)? Four said yes, nine said no, and seven said they were not sure. Additionally, respondents were asked to elaborate on what keeps them from using transit (Question 29). Some respondents stated they would rather drive or carpool. Others cited the distance of a bus stop being too far, not feeling safe during COVID (or due to other passengers). A couple of respondents said they were confused by or did not have enough information on the services available, which kept them from using transit. Responses are listed below.

Q29. Reasons Survey Respondents Don't Use Transit	Responses
I'd rather drive or carpool	4
Bus service is not available close to my house	2
I don't feel safe using the bus service because of COVID-19	2
Bus service does not run early enough	1
Bus service does not run late enough	1
Bus service is too infrequent	1
Doesn't fit my schedule.	1
I don't feel safe using the bus service because of other passengers	1
I don't know about the available bus services	1
Riding the bus takes too long	1
Your routes are confusing	1
Total	16

Asked what kept them from riding (Question 30), respondents most often cited they would use the service more if it were closer to their home or classes, or if it ran more frequently. A desire for later service was listed, and safety was a concern for potential passengers.

**Q30: Respondents stated they would use the bus more often if the following factors were addressed:**

	Responses
The bus served closer to your home/classes	6
The bus came more frequently	6
The bus operated later	5
You felt safe around other passengers	5
The college provided more information about Lake Transit	3
Fares were included with college fees	3
There were a convenient transfer to get to a bus you need	3
None	3
Better information was available by phone or website	2
You felt coronavirus precautions made the bus safe	2
Fares were half price	1
The bus trip could be shorter	1
	<hr/> 40

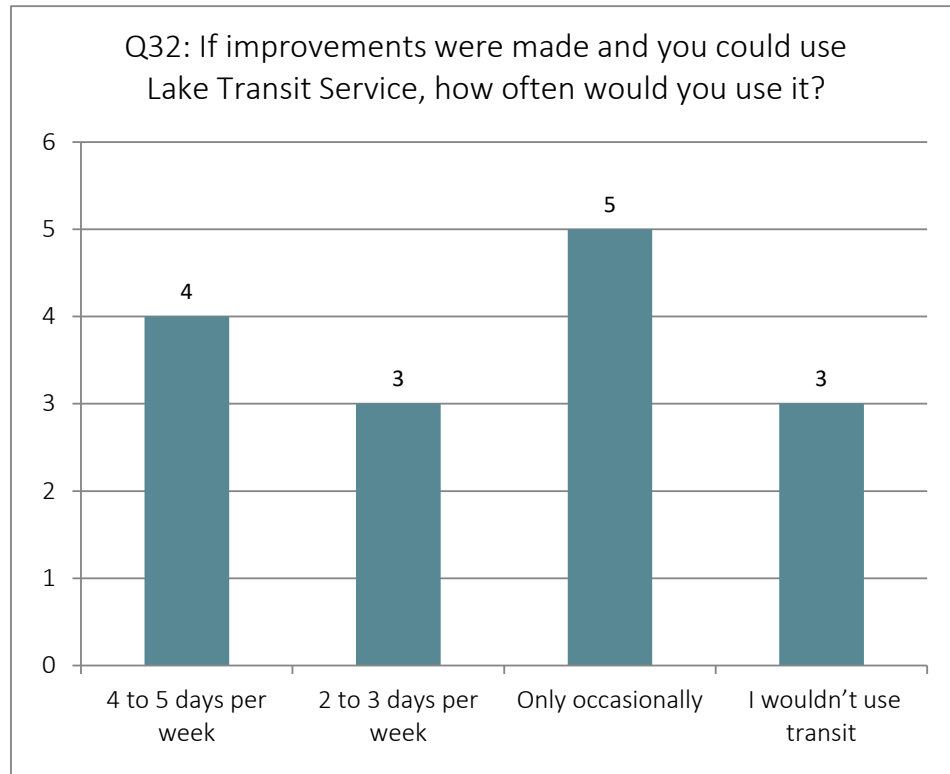
Survey respondents were told that many community colleges charge a fee typically between \$5 and \$30 per semester to all students and use the funds to allow students to use the bus system for free, and were asked if they would be in favor of this at their community college? In response (Question 31), eight said yes, one said no, and six said they did not know. It should be noted that the three students who currently use the service noted that they show their student IDs to ride for free.

Survey participants were asked how often they would use transit if their desired improvements were made (Question 32). Over half (15) responded and 13 skipped the question. Of those responding, only four said they would use transit four to five days per week, three would use it two to three days per week, and the remainder would use it less often or not at all.

Regarding general comments at the end of the survey, just two were received:

1. "All incoming buses that loop to LCC should loop before heading to transfer site and after. To sit at the site on the way in is a waste of 10 min and I could walk over. Those transferring can still also head over. Too bad the transfer center isn't at the college it would be easier."
2. "Increasing bus routes for SPR 21 (when face-to-face classes resume) would be great. Also, students report issues with dogs around bus stops, and some have taken taxis to ensure their safety rather than take the bus. Can Lake Transit coordinate with Animal Control to ensure consistent safety around the bus stops?"

Implementing the first suggestion (stopping at the campus before and after the transit stop) could be evaluated to determine if it would not incur much time. The second comment echoes sentiments from



the onboard surveys which express a desire to return to the regular schedule, and which also mention the inconvenience and concern regarding dogs on buses.

## ONLINE COMMUNITY SURVEYS

Finally, an online community survey was developed with the following purpose:

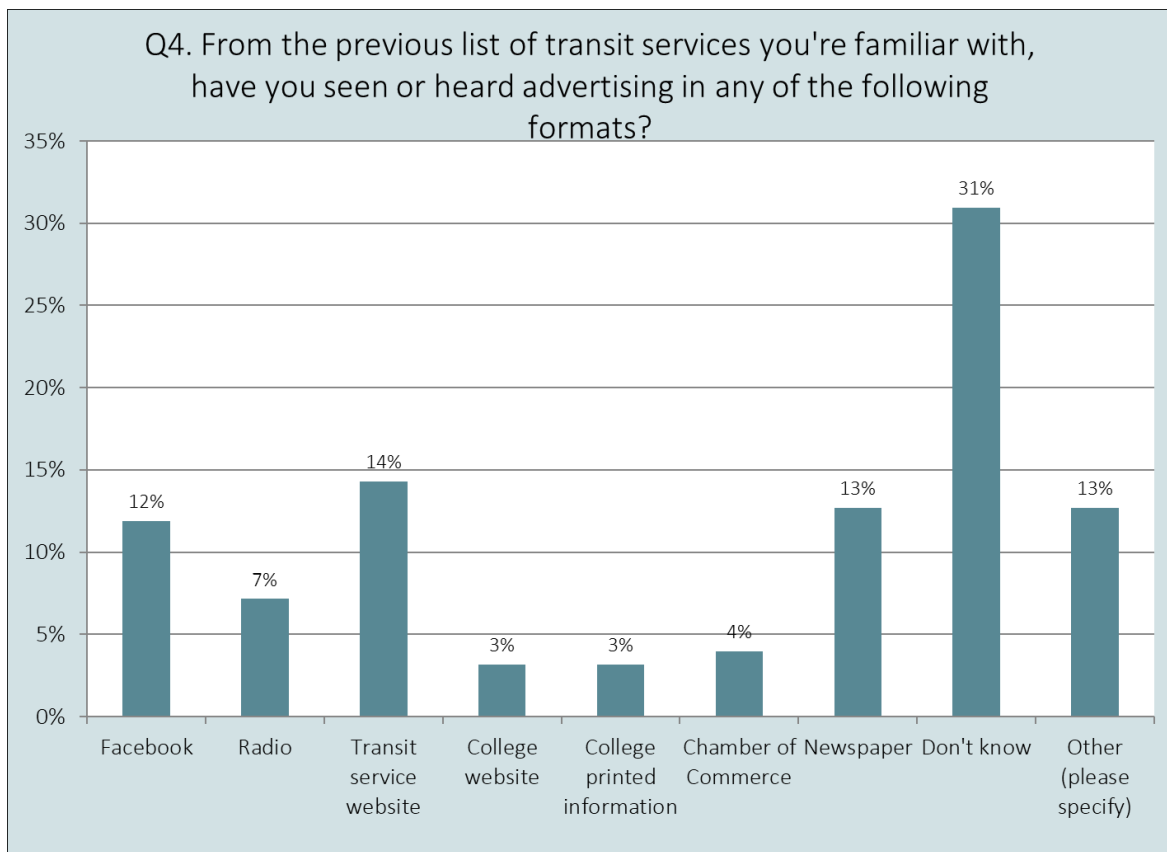
- To determine the public's knowledge of and familiarity with existing public transit services
- To assess their desire to use such services, and their opinions regarding public transit
- To determine if there are barriers to using transit or improvements which might encourage use
- And to gain an understanding of the demographics of survey takers

This survey was also developed in SurveyMonkey, and was widely distributed through the City of Lakeport, the Lake County Chamber of Commerce, Lake Links, and emailed to stakeholders (as described in Appendix C). An advertisement for the survey was also posted on the Lake County News webpages (the "Home" page and "News" page). The survey instrument included 27 questions and used logic questions to direct respondents to answer pertinent questions (such as for those familiar or unfamiliar with transit, users, and non-users, etcetera). The surveys included a simple introduction and questions in multiple choice, short answer, or comment format. A total of 100 people participated in survey. Not all respondents answered every question, and some respondents provided multiple answers.



## Community Awareness of Transit

The first questions asked about respondents' knowledge of and awareness of public transit services. While most knew of a public transportation near to them, 15 percent did not know the names of any. Those who did respond gave some variation of "Lake Transit" or "Lake Authority". Other responses included Maria's Midnight Rides (a taxi company) and Mendocino Transit Authority. However, while many were familiar with Lake Transit, almost a third had not seen or heard advertising for transit, indicating there could be improvements in marketing and advertising. Those that did recognize advertising most commonly cited the transit website and Facebook page, as well as the newspaper, radio, college outreach, and information placed on bus stop signs and buses.

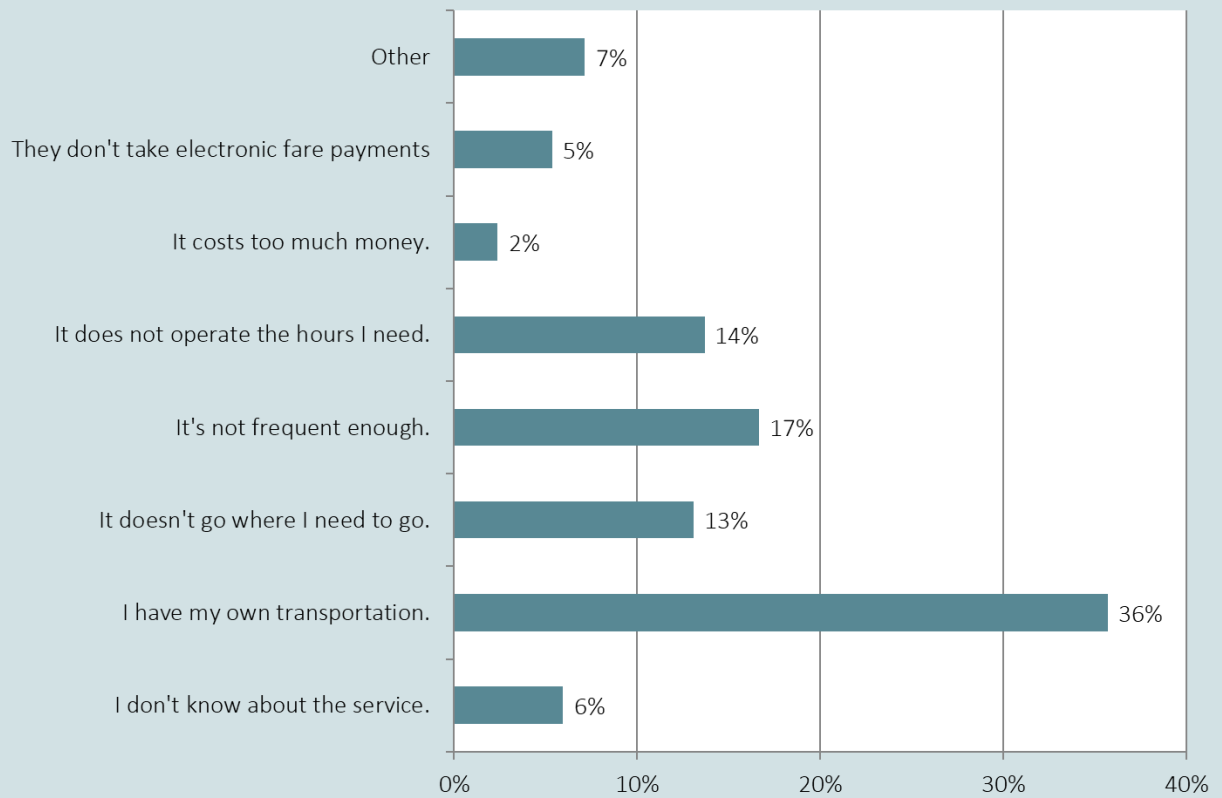


## Opinions and Use of Lake Transit

Just over half of those responding said they had used transit—most frequently the Lake Transit Regional Routes 1,2,3,4, 4a, and 7 (by 31 percent of respondents), followed by Lake Transit Clearlake Routes 10, 11, and 12 (22 percent). Those who don't use transit often noted they have their own transportation as a major reason, while others cited public transit did not meet their needs due to low frequency, limited hours, and limited-service areas (Question 7).

In Question 8, respondents were asked how likely is it that they would use public transit (or use it more often) given certain improvements. They were asked to rank the improvements on a scale of 1 (definitely

### Q7. The major reasons you do not use public transit in Lake County



Q8. Service Factors Impacting Choice	Degree of Choice <sup>1</sup>
Later weekday service	-1%
Earlier weekday service	-4%
More frequent service	17%
Sunday service	4%
Better information on the service	24%
Bus stops closer to home	24%
Improved bus stops (shelters, benches)	22%
Lower fares	7%
Free fare for college students	-12%
Could pay electronically	9%
Service to additional destinations	36%

*Note 1: The more negative a number, the less likely the service factor is to influence someone's choice to use transit. Conversely, the more positive the number, the more likely the service factor is to improve someone's choice to use transit.*

would not) to 5 (definitely would) use transit. To interpret the responses, the negative responses (*definitely would not*) were subtracted from the positive responses (leaving out the neutral “maybe” answer) to give a positive or negative score for each factor. By this measure, improvements to transit which would most positively impact survey respondents’ choice to use transit include 1) service to additional destinations, 2) better information on the services, 3) service closer to home, and 4) improved bus stops and shelters. Improvements which would be unlikely to encourage respondents to use transit include 1) free fare for college students, 2) earlier weekday service, and 3) later weekday service. This last factor is contrary to responses on both the onboard and community college surveys.

Respondents were also asked from this list of factors which was the single most important in influencing their decision to use transit. People listed service frequency, service area, and a stop closer to home as the top three factors that would potentially increase their use of transit.

### Experience with Lake Transit

Survey participants who have used Lake Transit were asked about their experience with the service, with many of the same themes repeated from the onboard surveys. A total of 45 respondents stated they had used public transit, though a varying number answered questions about the service. For example, only one respondent was a daily rider and six rode two to four days per week, with the rest riding less often. Therefore, the onboard data is more reliable as an indicator of passenger demographics, use, and opinions. Nonetheless, highlighted responses from passengers who completed the community survey are presented.

When asked to rank various service factors, 38 respondents did so, though only 29 had used the transit service. Rankings from passengers were mediocre, averaging just 3.2 on a scale of 1 (very poor) to 5 (excellent). The best performing was driver courtesy (averaging 4.0 among passengers), and safety performance (averaging 3.8). Lower ranked service factors included hours of operation and frequency of service (each averaging 2.6) and availability of information (ranked 2.7 among passengers).<sup>1</sup>

### Profile of Survey Participants

The communities in which survey participants live was representative of the county at large, with Clearlake and Lakeport represented the most, followed by Kelseyville, Lucerne, and Clearlake Oaks, and the remainder spread throughout various communities.

The majority of participants came from one- or two-person households (55 of the 84 responding to the question), with 10 percent coming from households of five people or more.

Three quarters of respondents were over the age of 45, including 23 percent who were over the age of 70. Only one person under the age of 22 completed the survey.

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<sup>1</sup> Rankings from passengers onboard the buses averaged higher (4.3, compared to 3.2).

When comparing household size to number of drivers' licenses and cars available, there were only a few households where there was a clear lack of vehicular mobility (three households had no licensed driver, and five households had no car available). However, 40 percent of respondents who provided income data indicated they had household incomes under \$30,000, and another 24 percent had households with incomes between \$30,000 and \$60,000, indicating a high potential for transit dependency among survey participants. Additionally, 11 percent said they had a disability that would limit their use of fixed route bus service.

## OVERALL SURVEY CONCLUSIONS

The combined surveys provided good insight into the general opinions and characteristics of existing and potential transit riders. Key findings which may inform decisions for future transit directions are listed below:

Q19. Residential Location of Respondents		Number
Clearlake		22
Lakeport		22
Kelseyville		9
Lucerne		6
Nice		6
Clearlake Oaks		5
Lower Lake		3
Clearlake Riviera		2
Cobb		2
Finley		2
Hidden Valley Lake		2
Upper Lake		2
Clearlake Park		1
Glenhaven		1
Middletown		1
Soda Bay		1
Other		2
Total		89

### Concerns

- Comfort of the vehicles
- Bus stop amenities and improvements
- Information / difficulty understanding routing
- Regional connections

### Desired Improvements

- Return to pre-COVID schedule (especially Route 12)
- Increased frequency
- Expanded service area
- Better information

### INTRODUCTION

The purpose of this survey study was to gain a deeper understanding of transit issues and concerns from current riders, members of the community, and the student body and faculty of the community colleges, and to seek solutions to address these issues. In particular, we wanted to understand who is riding, why they are riding, why they are not riding, and what improvements might encourage more ridership and improve riders' experiences. Our recommendations are conceptual and do not include cost or ridership analysis, which is beyond the scope of this survey study. However, the recommendations can help prioritize direction for the upcoming Transit Development Plan (TDP), and some of the low-cost recommendations can be implemented immediately.

The aim of transit planning is to describe a path forward which best meets the goals of an area. The *2015 Lake County Transit Development Plan* states that Lake Transit's overall goal is to...*"provide mobility to all citizens in Lake County."* This overall goal is furthered by a set of performance measures identified in the TDP, which are intended to measure aspects of the overall goal. In general, these performance measures are quantitative rather than qualitative, measuring such things as passengers carried per service hour to determine efficiency, or cost per passenger carried to determine effectiveness. This survey study, however, evaluates peoples' perceptions and opinions about transit, and is primarily a qualitative analysis. Its usefulness lies in pointing planners in the right direction for completing a quantitative analysis to determine if the desired outcomes can be achieved. It can also help transit managers develop marketing strategies directly aimed at the perceptions of passengers and the community at large.

### SERVICE RECOMMENDATIONS

Survey respondents identified improvements they would like to see that would encourage them to use transit or use it more often. Some of the improvements (such as increased frequency and expanded service area) would require an increased investment of resources, and analysis of costs and ridership impacts would be warranted before implementation. Other improvements which are assumed to be low cost, and which can potentially bring immediate benefit, are recommended for near-term implementation. It should be noted that given limited transit funds, improving one area of service may have to come at the expense of reducing service in another area.

#### Return Route 12 Schedule

As a cost-savings measure and in response to reduced ridership resulting from the coronavirus pandemic, Route 12 was suspended. This change was commented on more than any other reduction in service. Furthermore, the number of passengers carried per hour of service on Route 12 was consistently higher pre-pandemic than the systemwide total (9.4 on route 12 in 2019 – 20 compared to 7.9 systemwide, and 10.7 compared to 8.4 in 2018 – 19). Reinstating Route 12 service should be a top priority.

## Increase Saturday Service

The second most requested improvement among current riders was for increased Saturday service. Much of Lake County operates on a tourist and service economy, which would indicate Saturdays are important for many employees and for personal business and errands. While ridership on Saturdays is typically lower than weekdays on most transit systems, providing Saturday service can enable some individuals to choose transit as a regular means of transport, whereas they might otherwise find different options (such as buying a used car) if no Saturday service is available. As ridership recovers from the pandemic, Saturday service should be reinstated and potentially expanded.

## Evaluate Potential for Increased Service Area

Passengers and potential riders cited increased service area as a top desired improvement to encourage transit use. For example, 24 percent of respondents on the community survey said a major reason they don't use transit is that it doesn't go where they need to go, and 45 percent said they would or definitely would use transit if it served closer to their home<sup>2</sup>. Many of these requests were general. However, a few specifics were provided, as listed below. In the upcoming TDP, expanding service to these areas should be evaluated, as well as first/last mile options to help bring more people to fixed route options.

## Evaluate Potential for Increased Frequency

Current passengers and community members indicated increased service frequency would be an improvement that would encourage people to use transit or use it more often. The local routes (Routes 8, 10 and 11, and previously 12) as well as Route 1 are on hourly headways, and these routes carry the highest passengers per hour of service. A cost-benefit analysis should be done to determine if increased frequency on these routes (such as 30-minute headways or increased peak-hour service) would be beneficial in terms of increasing ridership and improving performance measures. However, increased frequency on these routes would significantly raise operating costs, and given the competing desire for increased service area, the analysis would have to take into consideration which improvements perform best as well as which are most responsive to local desires.

## Lower Priority Improvements

The surveys offer insight into which improvements are a lower priority. For example, only two passengers listed Sunday service as a desired improvement on the fixed route surveys. A total of 28 respondents said they would not or definitely would not use transit if Sunday service were provided compared to 31 respondents who said they would or definitely would use transit if Sunday service were provided.

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<sup>2</sup> A total of 92 people answered Question 7 on the community survey providing multiple answers, including 22 who said the major reason they do not use public transit in Lake County is that it does not go where they need to go. In Question 8 of the community survey, a total of 88 people ranked factors that inhibit their use of transit, including 22 who said they would or definitely would use transit if it served closer to their home.

## Q7, Q19, Q20: Locations Survey Respondents Identified for Increased or New Service

Specific Locations	
Community	Intersections
Clearlake	40 <sup>th</sup> & Oak
	Arrowhead and Pomo
	Arrowhead and Park St
	Bush & 11 <sup>th</sup>
	Lakeview Ave & Old Hwy 53
Clearlake Oaks	Sulphur Bank Dr & Hwy 20
Clearlake Park	Clearlake Park, Lakeshore Drive & Gooseneck
Hidden Valley Lake	More times, travel for Hidden Valley Lake Clinic
Lakeport	Boggs & Hartley
	Main St & Lakeshore Blvd
	Main St & First Street
Lucerne	Country Club Drive & Victoria Street
North Lakeport	Lakeshore Blvd & Robin Hill

### General Locations, Rural and Outlying Areas

Nice to North Ukiah
Ukiah into Lake County (earlier and later buses)
Spring Valley
Rural areas: services should be saturated
Highland Springs & Hwy 29/Bell Hill
Scotts Valley Road
Martin Riggs-Scotts Creek roads

*Source: Community Surveys, College Surveys, Onboard Surveys (cross referenced questions)*

Furthermore, free college fares for students would not be a big motivation for those in the community to use transit, nor would earlier or later weekday service according to the community surveys. However, this later factor is contradicted in the onboard surveys, where many passengers said they would like to see an increase in span of service.

## MARKETING RECOMMENDATIONS

The surveys by design sought opinions on many aspects of the transit program and transit needs. The survey results are therefore inherently useful in identifying marketing improvements which address the public's perception of the service. These are presented below.

## Improved Driver Training

While the overall opinion of drivers was positive,<sup>3</sup> there was enough concern about driver training/behavior that it warrants review. Some of the specific comments, which could give direction to improvements, include the following:

- Some drivers may need to pick people up who might be at the wrong or old stop and yelling that they need the bus.
- One bus driver, (name omitted), refuses to put down extra seats in the front. Passengers are having to sit next to one another. (Name omitted) is very rude and disrespectful.
- Drivers are either really nice or completely unprofessional. Perhaps more behavioral interviewing questions tailored to dealing with our large range of community members.
- Don't hire drivers who aren't people-friendly.
- Be pickier about who drives the bus.

Based on these comments, it is important for the contractor to emphasize to drivers that they are the face of the transit system, and a friendly and positive attitude is critical to creating a positive impression for Lake Transit. The contractor should post signs with phone numbers (voice and text) and email addresses for passengers to submit comments and complaints. Finally, drivers should be clear on bus stop policies so they can convey to passengers (in a courteous manner) what they are and are not allowed to do (such as putting seats up or down, stopping at flag stops, etcetera).

## Better Information Services

Passengers ranked “ease of getting information” 4.3 on average on a scale of 1 to 5, indicating information is reasonably accessible for current passengers. Existing passengers prefer to get their information directly from the drivers (28 percent), printed information (24 percent) and by phone (22 percent). Only 16 percent selected “website” as their primary source of information. This could indicate that online information, which should be a convenient and easily accessed source of information, should be improved. Having passengers rely on drivers and phone staff is less efficient than if passengers can quickly and easily look up and understand information online without assistance.

In terms of the community at large, the lack of information or quality of information is possibly a barrier to using transit. When asked how likely is it that members of the community would use public transit or use it more if there were better information services, almost half said they “would” or “definitely would.” Additionally, in the community survey, respondents ranked “availability of information” 2.7 on a scale of 1 to 5. This indicates that people wanting information on transit services are not finding it. Increasing staff time and funding to expand transit marketing can be a very cost-effective investment, compared with the high costs of expanding services.

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<sup>3</sup> On the onboard surveys, the average ranking of driver courtesy was 4.5, which along with on-time performance and overall ranking was the highest average. 102 of 148 passengers ranked driver courtesy as 5 (excellent) and 29 ranked it as 4 (good), compared to only 6 passengers who ranked it as 2 (poor) and 4 ranked it as 1 (very poor).



## Improved Bus Stop Amenities and Cleaner Buses

Bus stops are a capital investment, but also an investment in marketing. If bus stops are poorly lit, unattractive, or uncomfortable, this will negatively impact passengers' perceptions of the service. In the community survey, bus stops were ranked just 2.9 on a scale of 1 to 5, with the six non-transit users ranking bus stops just 1.5. There was also an indication that improved bus stops would have a positive impact on people's choice to use transit. Lake Transit should make bus stop improvements and bus stop maintenance a priority. In a similar vein, survey respondents noted a desire for cleaner buses—particularly seats and windows.

- Electronic fares (only 5 percent cited, but could be improvement)
- Rider policies to make passengers feel safe (drug use, dogs on buses)

## Miscellaneous Improvements

Finally, while only mentioned in a few instances, the following issues could potentially improve passengers' and potential passengers' perception of transit and their likelihood of using Lake Transit:

- A total of 35 respondents (44 percent of those responding to the question) said they would or definitely would use transit if they could pay electronically. This is a convenience which should be further explored.
- Passenger safety is a civic concern as well as a marketing concern. Only a handful of passengers and potential passengers expressed not feeling safe around other passengers—with a few specifically concerned with people under the influence of substances. Lake Transit should enact a zero-tolerance policy for passengers harassing fellow passengers or publicly under the influence of substances. Lake Transit should work with law enforcement if any bus stops are regularly frequented by vagrants or disorderly persons.
- Several people complained about dogs on buses. Unless identified as service animals, they should not be allowed on buses. Service animals are required to behave.



## APPENDIX A: LAKE TRANSIT ONBOARD SURVEY RESULTS

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## Lake Transit Fixed Route Onboard Survey Results

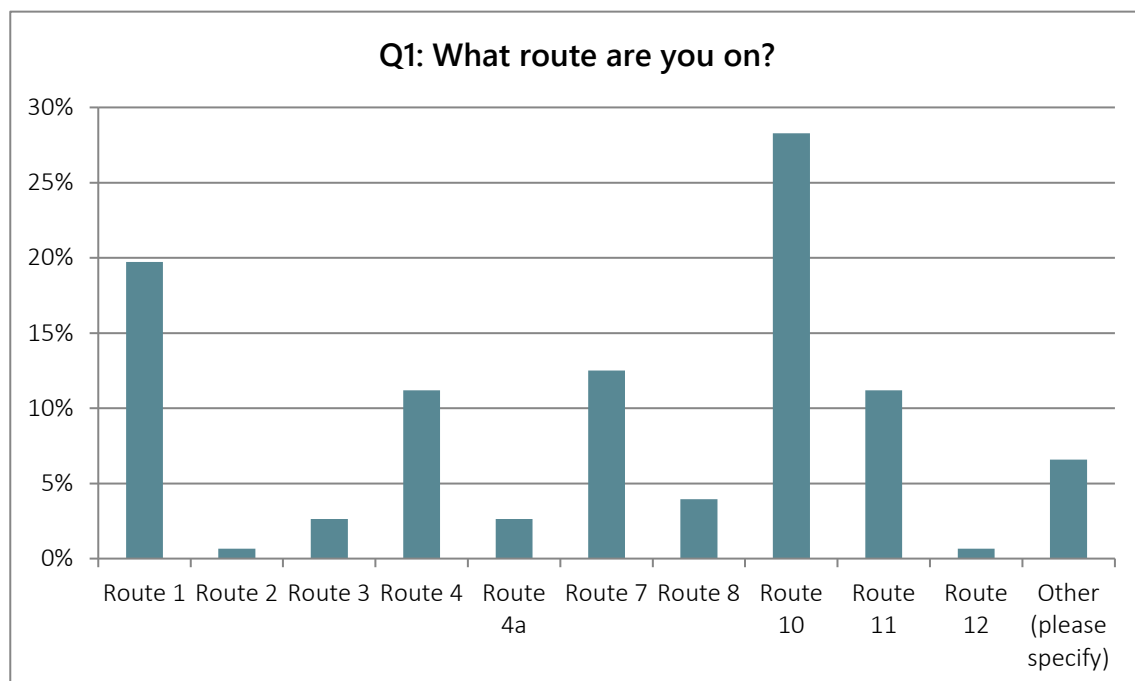
### LAKE TRANSIT SURVEY RESULTS

Onboard passenger surveys were conducted in April 2021 on the Lake Transit fixed route and DAR/Flex services. Passenger surveys were available on all routes for approximately a two-week period. The results of the survey effort are provided in this appendix, with highlights provided in the text of the survey report.

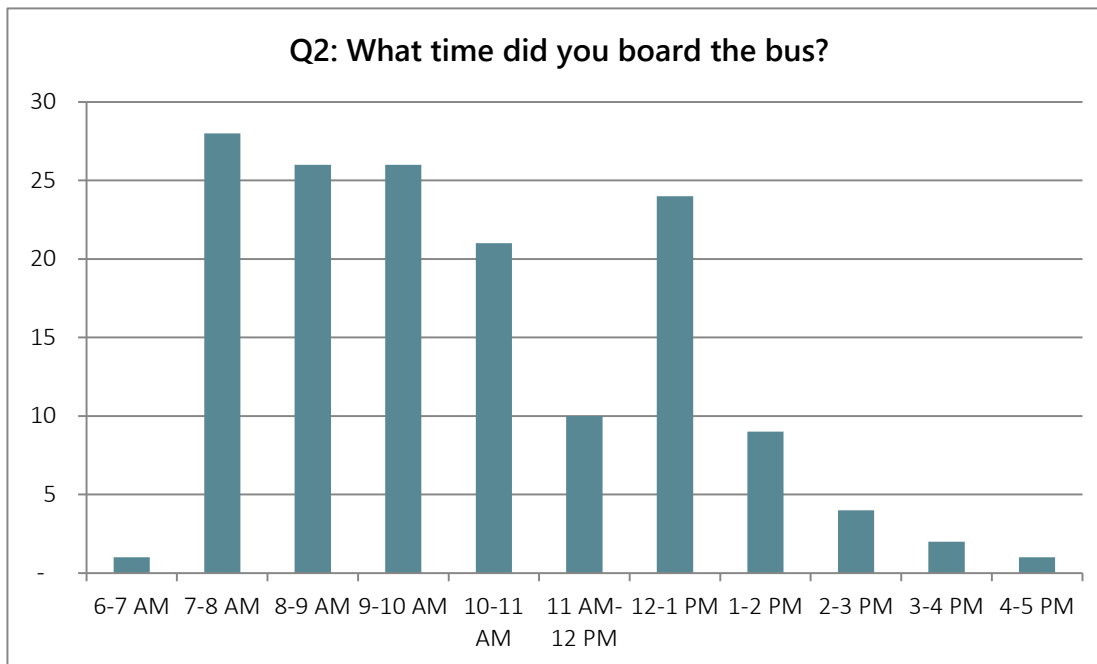
#### Lake Transit Fixed Route Survey Results

The survey instruments consisted of a one-page questionnaire in English on one side and Spanish on the reverse side, printed on card stock. The surveys included a simple introduction, with 19 questions in multiple choice, short answer or comment format. A total of 154 passengers participated in the fixed route survey, with most (148) completing the survey in English and just 6 completing the survey in Spanish. Not all respondents answered every question, and some respondents provided multiple answers. The results below include the number responding.

Q1: Which route are you on? (152 responses) Respondents were asked to mark from a list of options which route they were on when completing the survey. Of 152 responses, 43 said they were on Route 10, 30 on Route 1, 19 on Route 7, and 17 each on Routes 4 and 11.



Q2: What time did you board this bus? (152 responses) 74 percent of respondents answered the survey before noon.



**Q3 and Q5. Where did you board and where will you exit the bus (137 and 129 individual responses, respectively):** Passengers were asked to list where they boarded the bus and where they planned to exit the bus. The answers were highly varied, but common stops included Safeway and Walmart in Clearlake, 3<sup>rd</sup> and Main Street in Lakeport, Pear Tree Plaza in Ukiah, and Sentry Market.

**Q4. Mode of travel to the bus (154 responses):** Passengers were asked to identify how they got to the bus to better understand travel patterns. The majority walked 115 (75.3%) to the bus stop. Additionally, 10 (6.5%) got dropped off, 9 (5.8%) transferred from other routes, and 8 (5.2%) bicycled.

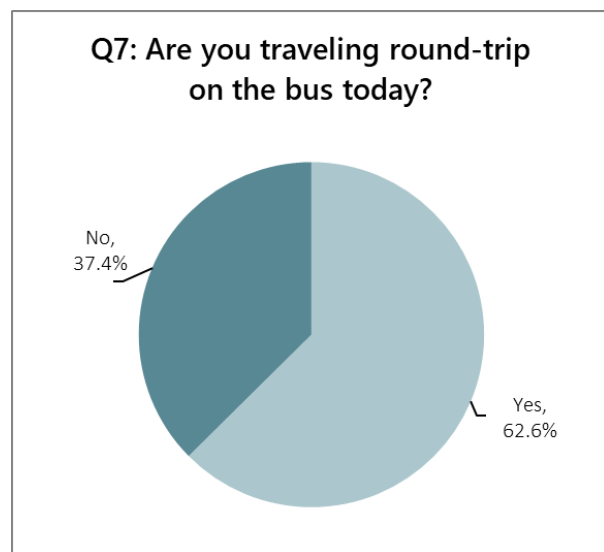
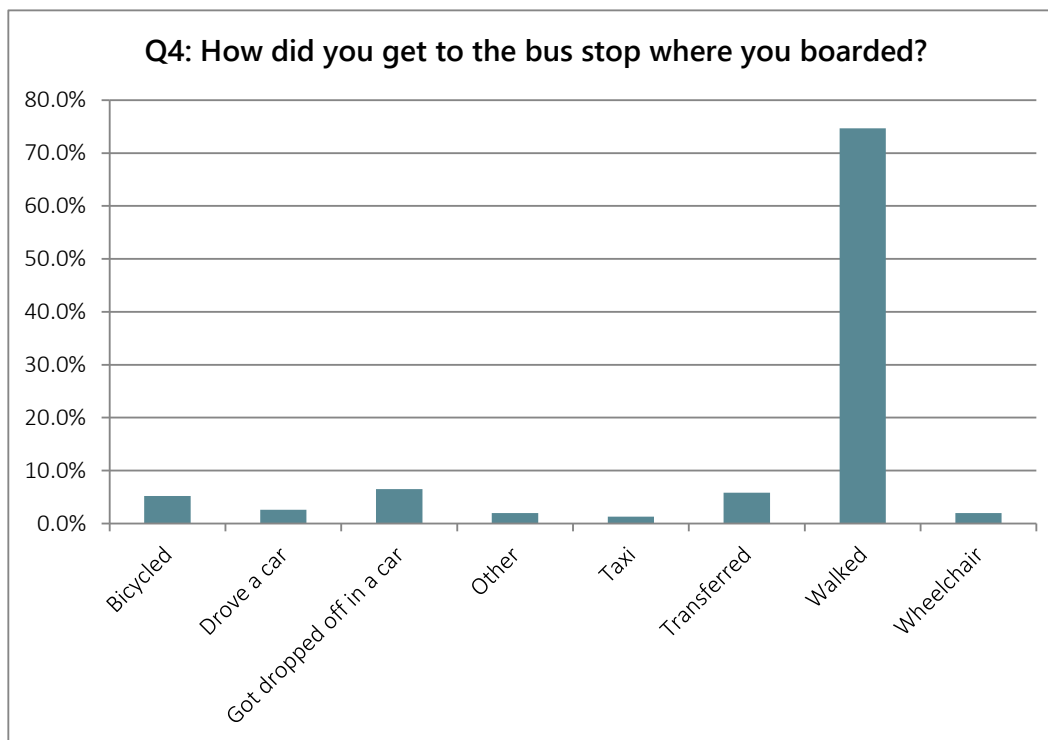
**Q6. Routes used as part of trip (152 responders, 179 responses):** Passengers were asked to identify which buses they would use throughout to complete their trip. 34 out of 152 respondents listed multiple routes, with Route 10 passengers often also using Route 11, and Routes 1 and 4 using miscellaneous other routes.

**Q7. Round trip (147 responses):** 92 passengers said they would travel by bus round trip (62.6%) while 55 said they would not (37.4%).

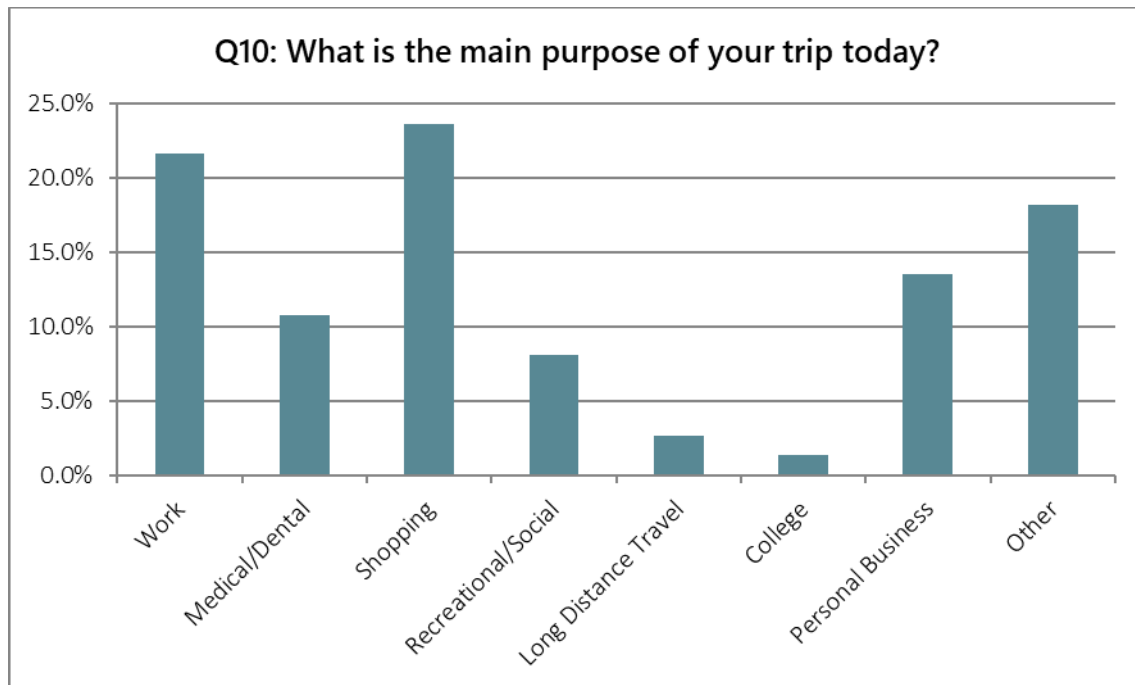
**Q8. Car availability (146 responses):** Asked if a car was available for their trip, 129 (88.4%) said no, and 17 (11.6%) said yes.

**Q9. Fare Type (150 responses):** Passengers were asked what type of fare they used for their trip. However, a free-fare promotion was in place during the survey, so more than a third responded that they rode for free. The remaining passengers listed the type of fare they typically used. Most common was

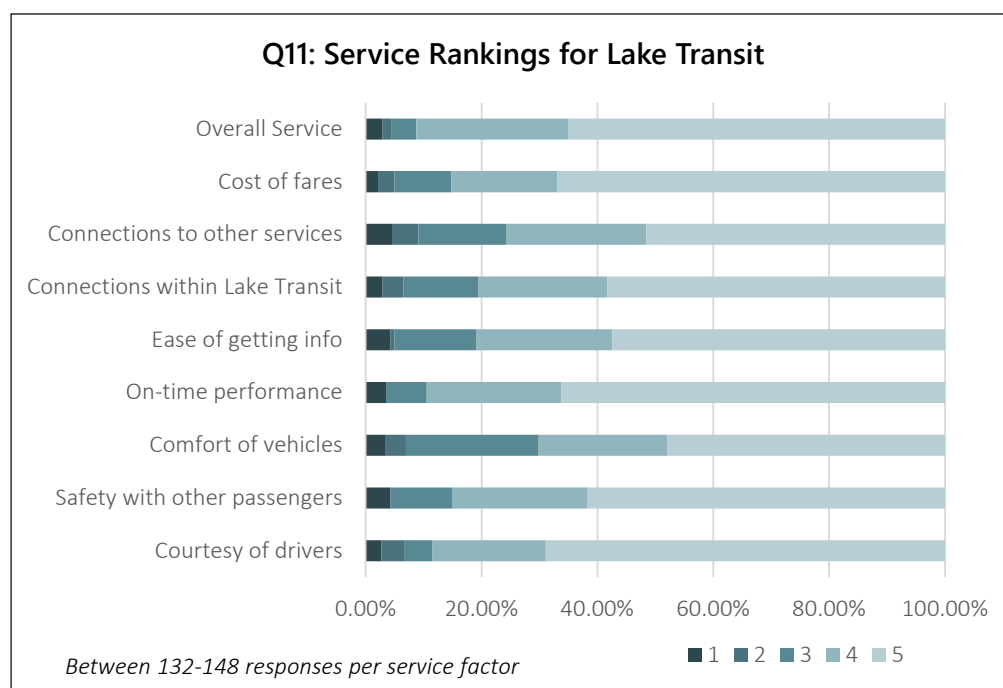
cash fare (28 passengers, or 18.7%) and punch passes (27 passengers, or 18%). Monthly passes were used by 15 (10%) of passengers.



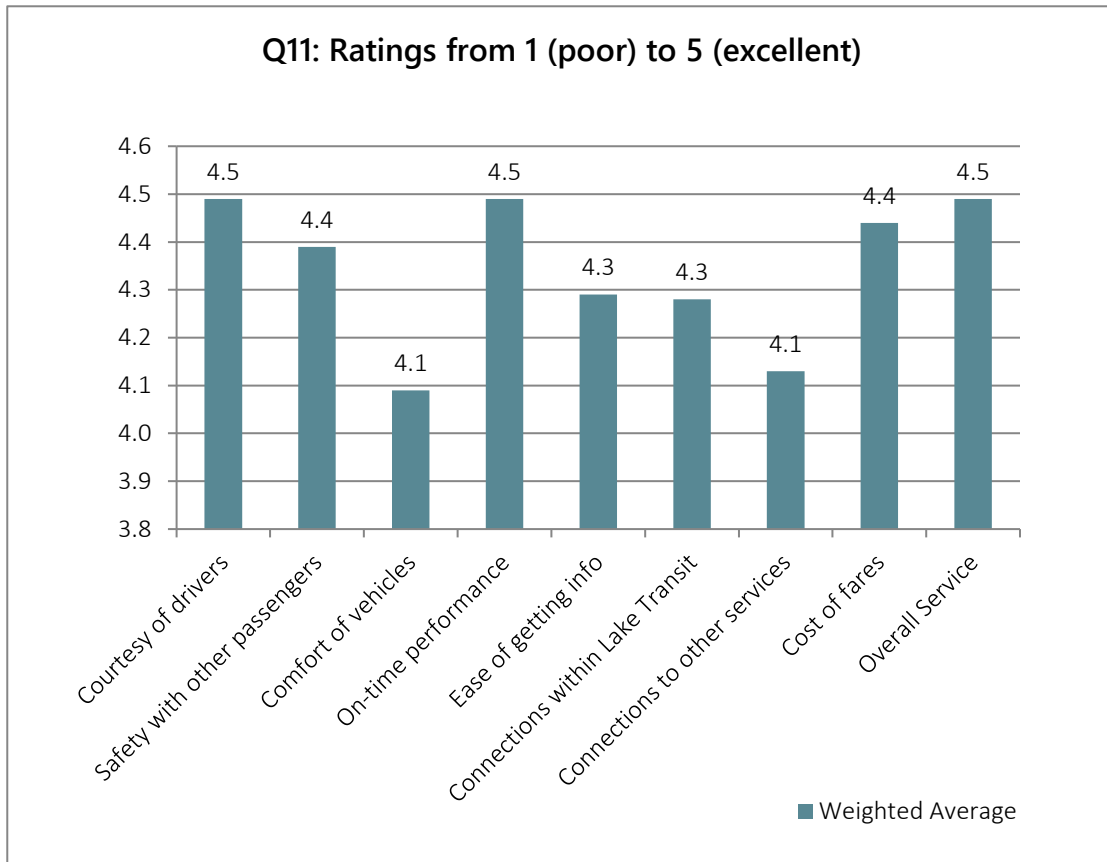
**Q10. Trip Purpose (152 responses):** Passengers were asked the main purpose of their trip. The top response was shopping (37 responses) followed by work (32 responses) and “other (27 responses). When choosing “other” most passengers listed multiple purposes, such as shopping and social or medical/dental.



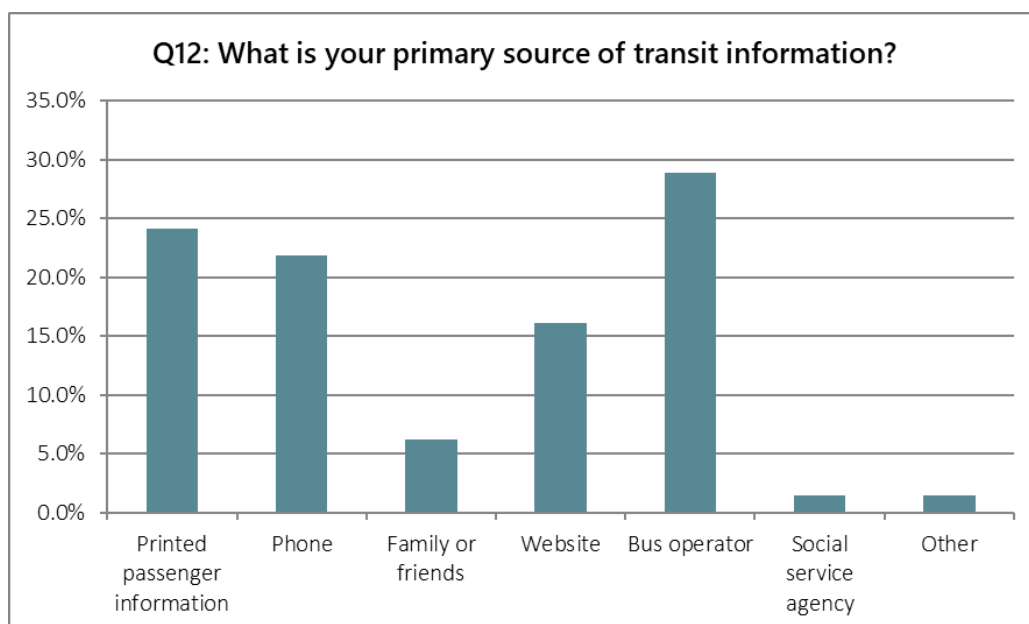
**Q11. Ranking of Service (132 to 148 responses):** Passengers were asked to rate the Lake Transit service on a scale of 1 (poor) to 5 (excellent) on various service characteristics. In all, 83.0% of responses were ranked as 4 (good) or 5 (excellent), and the overall service ranked an average of 4.5. A total of 91.2 percent of respondents indicated they considered overall Lake Transit service to be “excellent” or “good”. The highest ranked factors included driver courtesy, on-time performance and overall service (each receiving 4.5). Lowest ranking was connections to other services and comfort of the buses (each receiving 4.1), but both were still rated “good.”



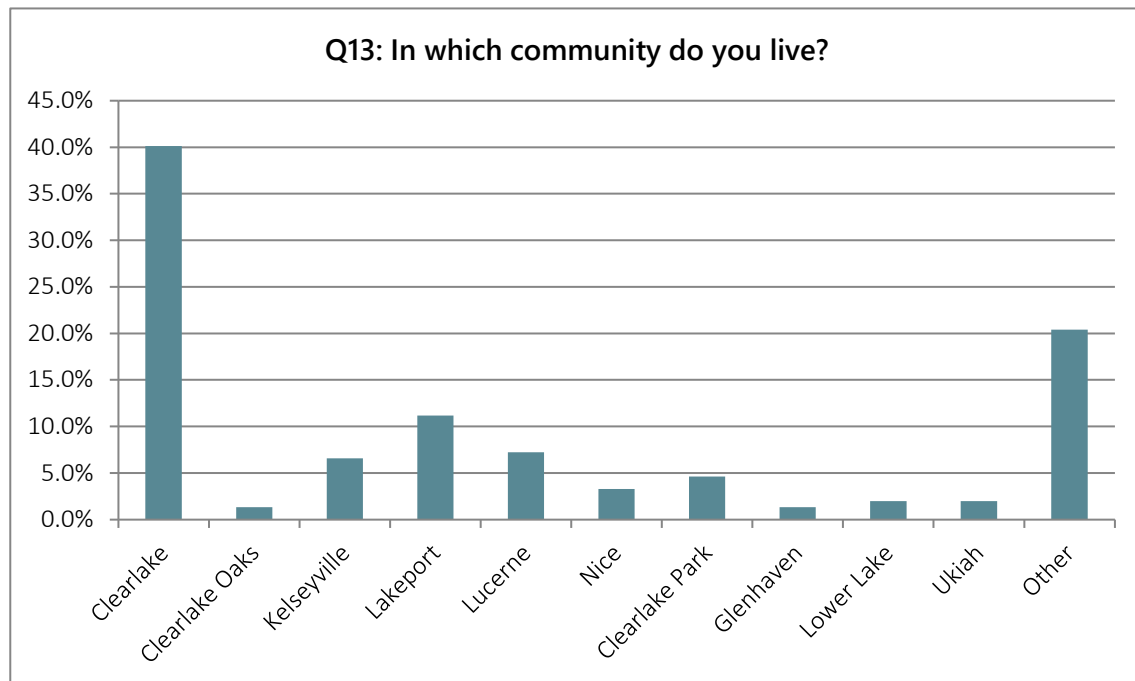




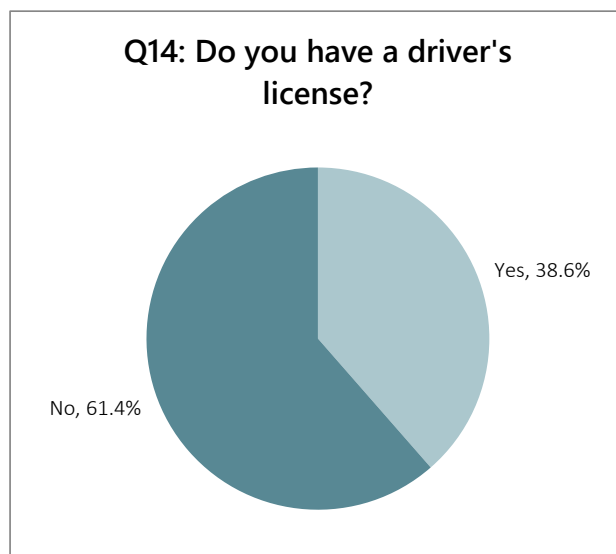
**Q12. Primary source of transit information (211 responses):** Passengers were asked to select from a list the two primary sources of information for transit. The most common was directly from the bus operator (61 or 28.9% of responses) followed by printed information (51 or 24.2% of responses). More people use the phone (46 responses) than the website (34 responses).



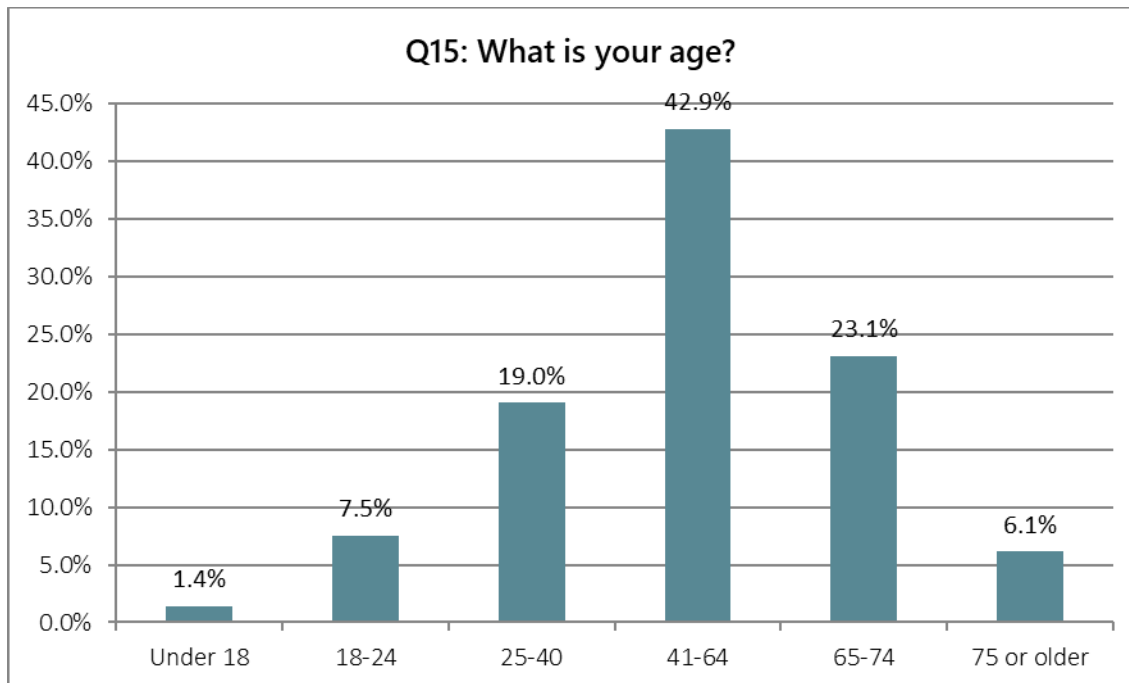
**Q13: Community of residence (152 responses):** 61 respondents (40.1%) said they live in Clearlake, followed by 17 in Lakeport, 11 in Lucerne and 10 in Kelseyville.



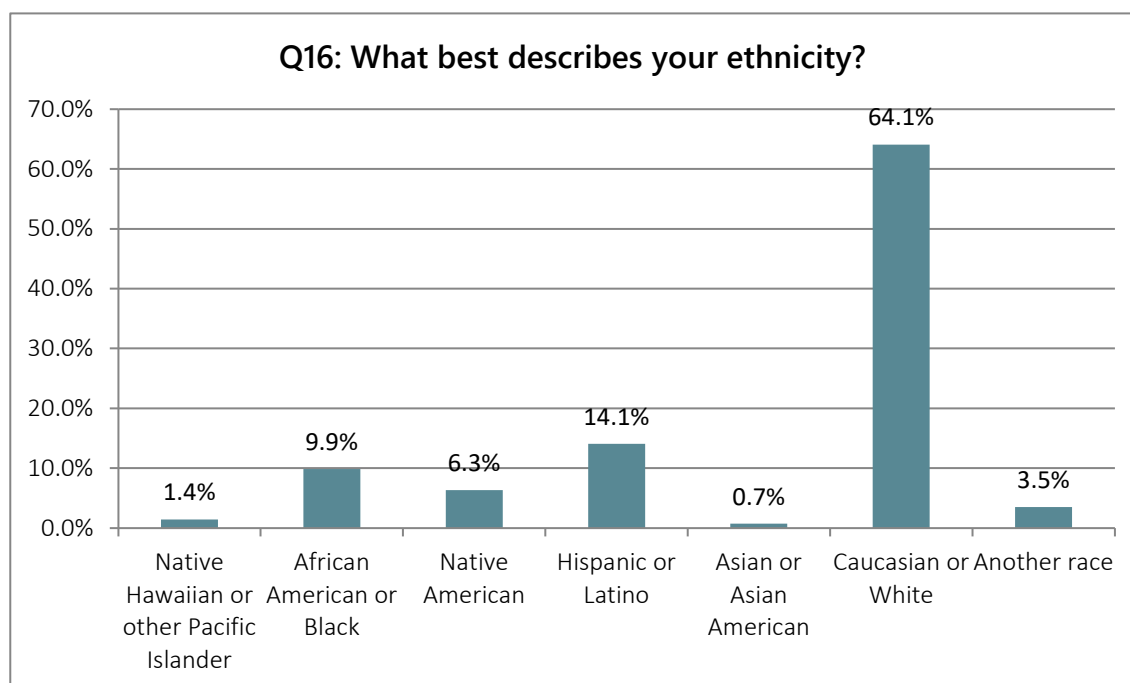
**Q14. Driver's License (140 responses):** 86 (61.4%) said they do not have a driver's license.



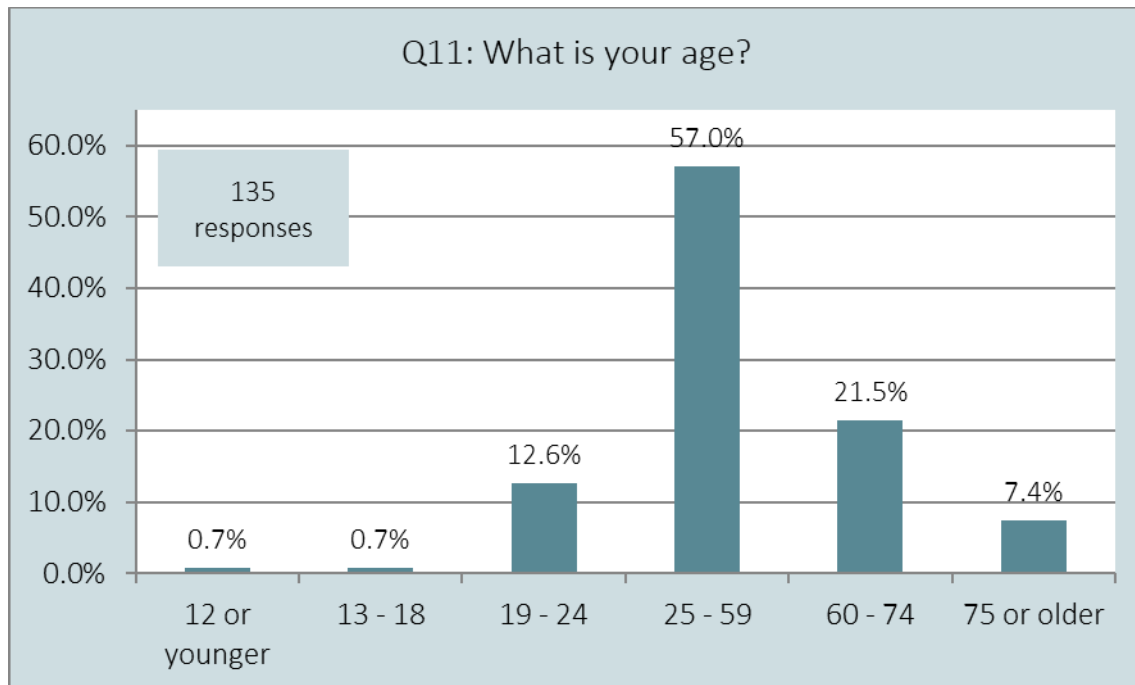
**Q15. Age (147 responses):** 42.9 percent of respondents were aged 41-65, with another 23.1% "young" seniors and 6.1% older seniors. 7.5% were young adults, and only 1.4% were 18 or under.



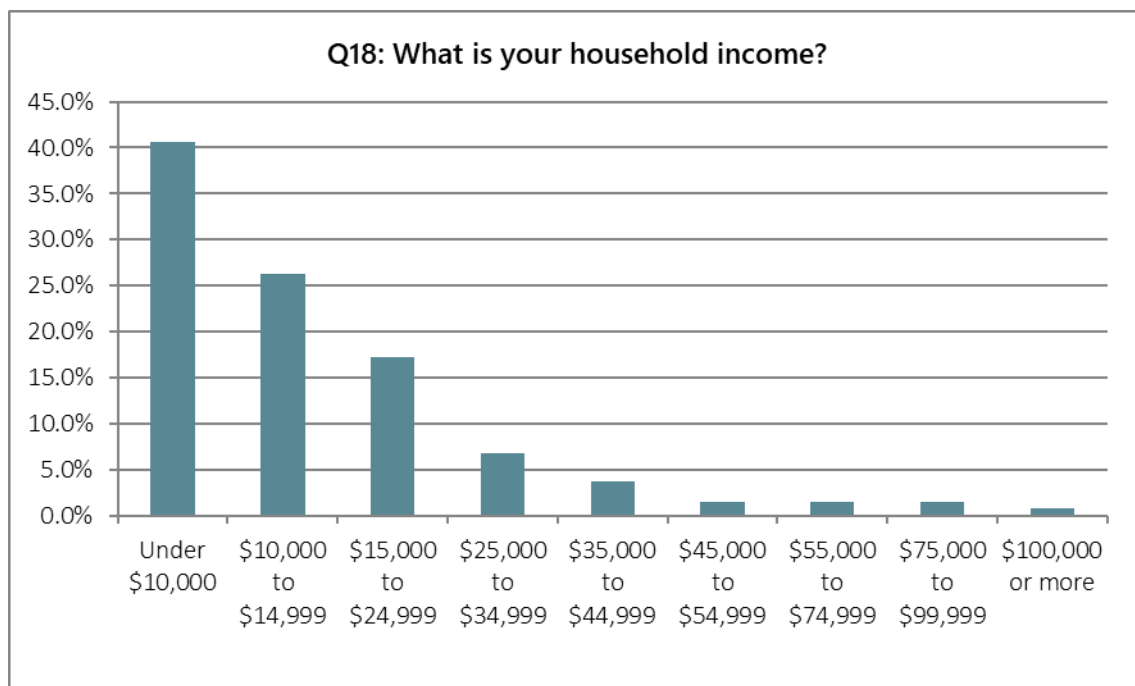
**Q16. Ethnicity (142 responses):** 91 passengers identified as Caucasian or white, 20 as Hispanic or Latino, and 14 as African American or black.



**Q17. Age (135 responses):** Over half of respondents were aged 25-59, with another 21.5% “young” seniors and 7.4% older seniors. 12.6% were young adults, and only 1.4% were 18 or under.



**Q18. Household Income (133 responses):** Asked to list their income range, over 40% (54 respondents) said less than \$10,000, and 84% have household incomes under \$25,000.



**Q19 Desired improvements (94 individuals responded):** Passengers were asked to list the improvements they would most like to see. The individual responses are listed below. Additionally, the responses were categorized by common themes. A total of 29 passengers specifically stated a desire for Route 12 service to return to its previous, pre-pandemic schedule. Another 25 passengers specified a desire for increased

Saturday service, and 21 passengers said they would like an increase in the span of services (both earlier and later, or simply more hours).

<b>Q19: What improvements would you like to see?</b>	
<b>Improvement Category</b>	<b># of Responses</b>
Return Route 12	29
Saturday service	25
Span of service (increase)	21
Frequency	9
Bus stop improvements	6
Cleanliness	6
Weekend service	6
Area	5
Bus comfort/size	5
Driver compliment	4
Return to pre-pandemic schedule	4
Comfort	3
Scheduling suggestion	3
Bus stop policies	2
Connections	2
Driver complaint/training	2
Information services	2
On-time	2
Pets - no animals/dogs	2
Pot holes	2
Route Alignment	2
Sunday service	2
Fares	1
fares	1
Safety issue	1
Total	147

Q19. What improvements would you like to see?	
Routes 1-4a	Specific Comments
Route 1	All buses be large ones. Sunday service.
Route 1	Better connections, Saturday and Sunday service, later service hours, more frequent buses until late.
Route 1	Bus should more often, longer hours, more courteous drives like Steve and Alice.
Route 1	Bus should start running [an] hour earlier again and ok run on Saturday.
Route 1	Buses every hour throughout the day.
Route 1	Buses on weekends.
Route 1	Cleaner seats, please!
Route 1	For some drivers to pick up people who might be on the wrong or old stop and yelling that they need the bus.
Route 1	Get rid of the obnoxious dope addicts
Route 1	I really just want the schedule back to normal so that I can work my full shift.
Route 1	1 and run until 6 or 7 in the evening. Thank you
Route 1	Just want the regular hours back.
Route 1	More bus stop signs, benches with shade and or cover from the rain. Cleaner buses, maybe hand wipes.
Route 1	More buses, more often.
Route 1	Please, when state allows , restore early morning and evening routes, your earliest and latest routes were the ones most used by employed people, trying to be environmentally committed in a county where bussing is only available for hours convenient for gamblers and shoppers isn't helping the pandemic 🤖 🧑 🧑
Route 1	Resume Saturday service; extend evening #1 northshore to 6 p.m., last bus from Walmart, as it was before Covid. The printed schedule is worthless.
Route 1	Saturdays and extended times.
Route 1	There needs to be more seats on the route 1 in the morning going towards Lakeport. The bus driver, Chance, refuses to put down extra seats in the front. Passengers are having to sit next to one another. Chance is very rude and disrespectful.
Route 1	To see return of #12 bus or #10 return to take 12 place on Old 53 and then to Lower Lake #11 could take two common spots by UA office. Lower Lake to Auto Parts store.
Route 1	Weekend services; longer services.
Route 2	Bring back the #2 bus!
Route 3	Coordinating connections to Sonoma, Ukiah, and Mendocino.
Route 4	Kitt's Korner bus depot.
Route 4	More bus shelters around the lake
Route 4	More frequent routes/no stopping of routes seven days a week between 11 a.m. and 2 p.m.
Route 4	More hours/days. Clean seats.
Route 4	My street, Scotts Valley Road, included in a route. Thanks for the month of no charges. Excellent driver and service.
Route 4	Reduced fare.
Route 4	Roads are bumpy.
Route 4a	More bus stops! Main Street more stops! More covered spots [sic]. Garbage cans and cigarette butts containers.

Q19. What improvements would you like to see?	
Routes 7-10	Specific Comments
Route 7	A li'l bit bigger of a bus
Route 7	Bus from Nice to North Ukiah
Route 7	Less rickety bus
Route 7	Little smoother ride in the back.
Route 7	Print more schedules, run the old schedule...
Route 7	Saturday service, later hours.
Route 7	Services should be saturated in rural areas; earlier and later buses from Ukiah into Lake County. Drivers are either really nice or completely unprofessional. Perhaps more behavioral interviewing questions tailored to dealing with our large range of community members.
Route 8	Be on time more.
Route 8	Benches; more bus stops on Main St. North; cover [shelter?] over head
Route 8	Later routes--they stop running too early in the day now. It makes it hard for me to get the things I need to [get] done.
Route 8	Music, better quality, better attitudes.
Route 10	1) Saturday routes back 2) route 12 back in service 3) regular hours before Covid
Route 10	Alternate (adjacent north/south street other than 2nd St. with its horrible potholes)
Route 10	Be able to make a [sic] return #10 bus coming from the Clearlake Park area with a bus heading toward the Safeway area and not have to ride all the way around to Walmart, etc. At one time we could do this changing to the #12 at the Park. Please give this a lot of consideration!!!!
Route 10	Bring 12 back; bring [sic] Bay route back; bring Saturday service back.
Route 10	Bring back Saturday service! Bring Route 12 back!
Route 10	Bring back the 12 bus
Route 10	Bus 12 please and thank you
Route 10	Buses running on Saturdays and Sundays.
Route 10	Cleaner on the bus (on the seats); no animals on the bus; the Bus 12 returns and Saturdays
Route 10	Getting the route 12 back.
Route 10	I would like route #12 back and longer hours of service.
Route 10	I would like Route 12 back. I would like Saturday service.
Route 10	I'd like bus to run on Saturdays
Route 10	Longer operating hours
Route 10	More times, travel, for Hidden Valley Lake Clinic. Route 12 to come back. Saturdays back and limited if needed.
Route 10	friendly.
Route 10	Need route 12 back; Saturday services
Route 10	On #10, going to Clearlake Park, once going North on Second (2nd) St., all the way to Bush, where route takes right at Bush, is the most horid [sic] pothole road in town.
Route 10	Pull closer to curb; operate until dark; 3 p.m. #10 on time at Walmart
Route 10	Return of Saturday runs. Late evening runs. Return of the #12. Wi-Fi.
Route 10	Route #12 and Saturday routes back.
Route 10	Route 12 back with the transfer at Austin. Eliminate the round trips to go to Mall and Banks. [Bring] Saturday service back.

Q19. What improvements would you like to see?	
Routes 10-11	Specific Comments
Route 10	Route 12 back with transfer at Austin Park; Saturday schedule even if limited. Open up on Hidden Valley runs.
Route 10	Saturday runs and the #12 back.
Route 10	Saturday service, please. The drivers are very nice.
Route 10	See that Route 12, run once again!
Route 10	The 12 back! Please!
Route 10	The buses are too small for the amount of passengers, people bringing on dogs that aren't service dogs...This causes some people with allergies to flare up! NO DOGS ON BUSES!
Route 10	bus.
Route 10	The return of route 12 and weekend routes.
Route 10	The route 10 needs to run the five-o'clock run because if you are using this route then you cannot get to and from work if you work an hour-hour shift.
Route 10	We need the 12 restored--also Saturday and longer hours of service. Thank you
Route 10	We need the 12 route to return to Highway 53 to Walmart. Also we need Saturday service to return. Right now I have to go all the way to Clearlake Park just to get to Walmart.
Route 10	Weekend services. And earlier service night services. (6am-6pm)
Route 10	Weekend services; earlier and later services.
Route 11	Better hours (7 a.m. to 7 p.m.); see route 12 and 2 back in service; improve bus stop locations.
Route 11	Bus 12 back in service, longer running times. Sunday so I can go to church and Saturday service. Be more picky about who drives the bus.
Route 11	Bus service on Saturdays. Clean bus stops.
Route 11	Clear windows good.
Route 11	Early rides before and after 12:00 p.m.
Route 11	Half-hour buses on 10 and 11.
Route 11	Need to bring bus 12 back. I always have to take 10 to get [sic] home. So, I have to pay twice because I don't want to ride the 10 all the way around. Tony is one of the best drivers as well as Roy and Kelly.
Route 11	Saturday service. Library stop.
Route 11	We need *all* bus routes return[ed]. #12--My aged mother needs it badly--Thank you also longer hours. Saturday also, please.
Route 11	Well done as is. Sometimes a Saturday helps.
(Not specified)	Please return #12--I'm 87 and it takes 3-4 hours to get back home because of the close bus's and cut-back hours and nowhere to *sit*. Also bring back Saturday times. Please Please
(Not specified)	Back to old schedule (times) and route to Buckingham (4A).
(Not specified)	Benches at bus stop while waiting for the bus!
(Not specified)	Better seating, mostly because I have back issues. Lake County roads are filled with pot holes!
(Not specified)	Bring Back Rte. #12. Start running buses back at early schedules. Bring back Saturday bus service.
(Not specified)	Service to my residence via Martin Riggs-Scotts Creek roads; Saturday and Sunday service.
(Not specified)	The 12 come back and Saturdays buses back. Tony is the best driver!

### Comparison to 2013 Lake Transit Onboard Surveys

The current survey results were compared with surveys conducted in 2013 to determine trends. The routes were slightly different (there was a Route 3 to Napa County and a Route 5 within Clearlake). Additionally, as it was pre-pandemic, the ridership and response were much higher with 363 surveys completed. The most significant similarities and differences in the survey results include the following:



### *Factors that stayed the same in both surveys*

- In both the 2013 and 2021 surveys, approximately 40% of responses were on routes 10, 11 and 12 and 20% on Route 1.
- In 2013, 47% of respondents had household incomes less than \$10,000, compared to just 40% in 2021. Still, in both surveys, 84% of passengers had household incomes less than \$25,000.
- Passengers showed a similar level of transit dependency in 2013 and 2021, with 55% in 2013 and 59% in 2021 having neither a car or driver's license.

### *Factors that changed between surveys*

- There was a marked change in the age groups responding. Whether this is due to a change in the overall passenger population or is due to fewer younger people riding is uncertain, although very few students were riding during the more recent survey. In the 2013 survey, 31 percent of passengers were students, while only 17 percent were students in the 2021 survey.

<b>Change in Age</b>			
Age	2013	2021	Change
Under 18	14%	1%	-13%
18-24	19%	7%	-12%
25-40	24%	19%	-5%
41-64	34%	43%	9%
65-74	5%	23%	18%
75 or older	3%	6%	3%

- While 18% were traveling for school/college in 2013 compared to only 1% in 2021, the number traveling for recreation also dropped significantly, from 16% in 2013 to just 8% in 2021. Shopping and work trips increased slightly as trip purpose in 2021.
- There were fewer transfers between connecting services. Only 2.8% of passengers planned to use Greyhound, Amtrak or Mendocino Transit as part of their trip, while 13% used other services in 2013, with 4% each using Greyhound, Mendocino Transit and Napa Transit and 1% using Amtrak.
- Passengers rely on the drivers for information at a much higher level in 2021 than in 2013, with passengers citing drivers as their primary source of information 29% of the time now, compared to 10 percent of the time in 2013. This is likely due to the recent and significant changes to the schedule due to the pandemic.
- Passengers rated all aspects of the service higher in 2021 than in 2013, averaging 0.54 higher on a scale of 1 (poor) to 5 (excellent). The greatest improvement was in on-time performance (likely

due to the reduced schedule and lighter passenger loads), but cost of the fares, overall service, regional connections, and driver courtesy also improved.

<b>Change in Rankings</b>			
Service Factor	Scores (1 to 5)		
	2013	2021	Change
Courtesy of Drivers	4.04	4.49	0.45
Safety with other passengers	4.11	4.39	0.28
Comfort of vehicles	3.60	4.09	0.49
On-time performance	3.32	4.49	1.17
Ease of getting info	4.08	4.29	0.21
Connections within Lake Transit	3.76	4.28	0.52
Connections to other services	3.71	4.13	0.42
Cost of fares	3.71	4.44	0.73
Overall	3.93	4.49	0.56
Average	3.81	4.34	0.54

**APPENDIX B: RESULTS OF COMMUNITY COLLEGE  
STUDENTS, STAFF AND FACULTY TRANSIT SURVEY**

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Appendix B

## Results of Community College Students, Staff & Faculty Transit Survey – Lake County Campus of Woodland Community College

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### TRANSIT SURVEY RESULTS – LAKE COUNTY CAMPUS OF WOODLAND COMMUNITY COLLEGE

An online survey of the Lake County Campus of Woodland Community College students was conducted in April through May of 2021. Initially, faculty, staff and students were invited to participate in the survey through word-of-mouth staff meetings and emails. A few faculty members replied, but response was very limited. A raffle with \$50 gift certificates was introduced. Still, only 16 students and 12 faculty and staff participated, making the results of the survey of limited value. Nonetheless, response highlights are described below.

The survey was developed in an online format using “logic questions” (i.e., questions designed to select which questions respondents are directed to based on their responses). Responses are included in this appendix.

Q1: In which community do you live? (28 responses) The majority participating in the survey live in Clearlake (18), with 4 in Kelseyville and 2 in Cobb.

Q2: Are you a student, staff or faculty at a Community College campus in Lake County or Mendocino County? (28 responses) 16 respondents were students and 12 were faculty or staff.

Q3: How many units are you currently taking, or do you plan to take in the summer or fall of 2021? (check all that apply for one session only, ie current, summer or fall) (17 responses) 7 of the respondents are or will be part time students and 10 are or will be full time students.

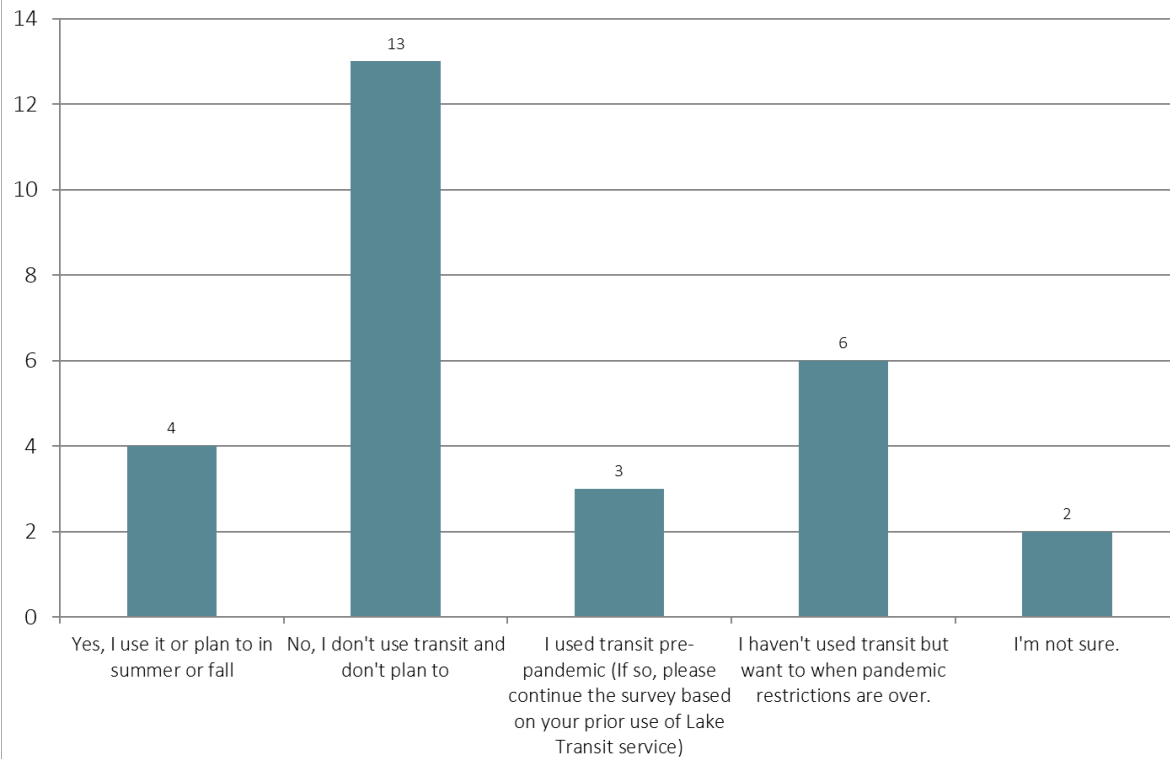
Q4: Do you currently use Lake Transit services to go to campus or plan to for summer or fall session? (28 responses) Almost half of respondents do not currently or do not plan to use Lake Transit services.

Q1. In which community do you live?	Responses
Clearlake	18
Kelseyville	4
Cobb	2
Clearlake Oaks	1
Lower Lake	1
Middletown	1
Other (please list)	1
Total	28

Q3. How many units are you/will you take (at Woodland Community College)?

	Responses
1 -6 units	4
7 - 11 units	3
12 - 14 units	9
15 or more units	1
Total	17

Q4: Do you currently use Lake Transit services to go to campus or plan to for summer or fall session?



Q5: Which Lake Transit routes do you typically ride or did you ride pre-pandemic? (7 respondents, providing 18 responses); 3 each on Routes 10 and 11; 2 each on Routes 2, 3, 4 and 12; 1 on Route 4a; none on Routes 7 or 8.

Q6: What time do you/did you typically ride the bus to campus? (4 responses);

- 08:00 AM (2 responses)
- 08:23 AM (1 response)

- 09:00 AM (1 response)

Q7: Where do you/did you typically board the bus to go to campus? (list the community and nearest business or intersection) All responded Clearlake, including the post office, Mendo Mill and Walmart.

Q8: What time do you/did you typically ride the bus from campus? (4 responses);

- 03:00 PM (1 response)
- 05:00 PM (2 responses)
- 09:00 PM (1 response)

Q9: How do you/did you typically get to the bus stop to catch your bus? (4 responses); all 4 said they walk to the stop.

Q10 – 11 – 12: Regarding transfers:: None of the respondents use transfers.

Q13: Do you/did you usually use the bus in both directions? (4 responses); 2 said yes, both directly from home to campus and directly back home; 2 said both to and from campus, as well as other locations.

Q14: What type of fare do you/did you usually use to ride Lake Transit? (4 responses); The faculty/staff member uses a monthly pass, and the students ride with a student ID.

Q15: Lake Transit is building a transit center in Clearlake just west of the Woodland Community College, providing an indoor staffed area to wait for buses. Do you think the new transit center in Clearlake will improve your transit experience? Describe (3 responses) 1 yes; 2 nos. Comments included:

- No more waiting outside in the elements will be amazing!
- No, I bought a car so I wouldn't have to rely on something that isn't available
- Too many crazy people, dirty buses and too many animals

Q16: Do you think this new transit center will increase your use of transit service? If so, why? (2 responses) Yes, more convenient. No, I don't have a reason to be at the station.

Q17: Many community colleges charge a fee typically between \$5 and \$30 per semester to all students and use the funds to allow students to use the bus system for free. Would you be in favor of this at your community college? (3 responses); 1 said no, 2 said "I don't know"

Q18: Please tell us about your experience with Lake Transit. On a scale of 1 (poor) to 5 (excellent), how would you rank the following? (3 responses); Respondents ranked factors 3.0 on average, with a low ranking of 2.0 for printed information, safety with other passengers and comfort of vehicles, and a high of 4.0 for ease of getting information.

Q19: What is your primary source of information about transit? (check one or two) (3 respondents, with 6 responses);

<u>Q19: Source of Information</u>	<u>Responses</u>
Printed passenger information	2
Bus operator	2
Phone	1
Website	1
Total	6

Q20 – Q21: What improvements would you most like to see on Lake Transit? (choose one or two) (3 respondents, providing 6 responses); 2 each said they

would like more frequent service, service ending later on weekdays, and Sunday service. 1 said service later on Saturdays, and 1 expressed a desire for service to Spring Valley.

Q22 – Q23: Do you have a car? Driver's License: (3 respondents each); All 3 had a driver's license, and 2 of the 3 had a car available.

Q24: What is your age group? (3 responses); 1 was between 25-34 years of age; and 2 were between 35-64 years of age.

Q25: What best describes your ethnicity? (3 responses); 1 Black or African American; 1 Native American or Alaska Native; 1 White or Caucasian

Q26 – Q27: What is your annual household income? (3 responses); 2 had incomes between \$10,000-\$14,999; 1 had income of \$35,000-\$44,999.

Q28: If you don't use Lake Transit Services, do you hope to in the future? (20 responses); 4 said they do hope to use transit in the future, 9 said they don't, and 2 said they are not sure.

Q29: What is the primary reason you don't use Lake Transit or are unsure about using it? (16 responses);

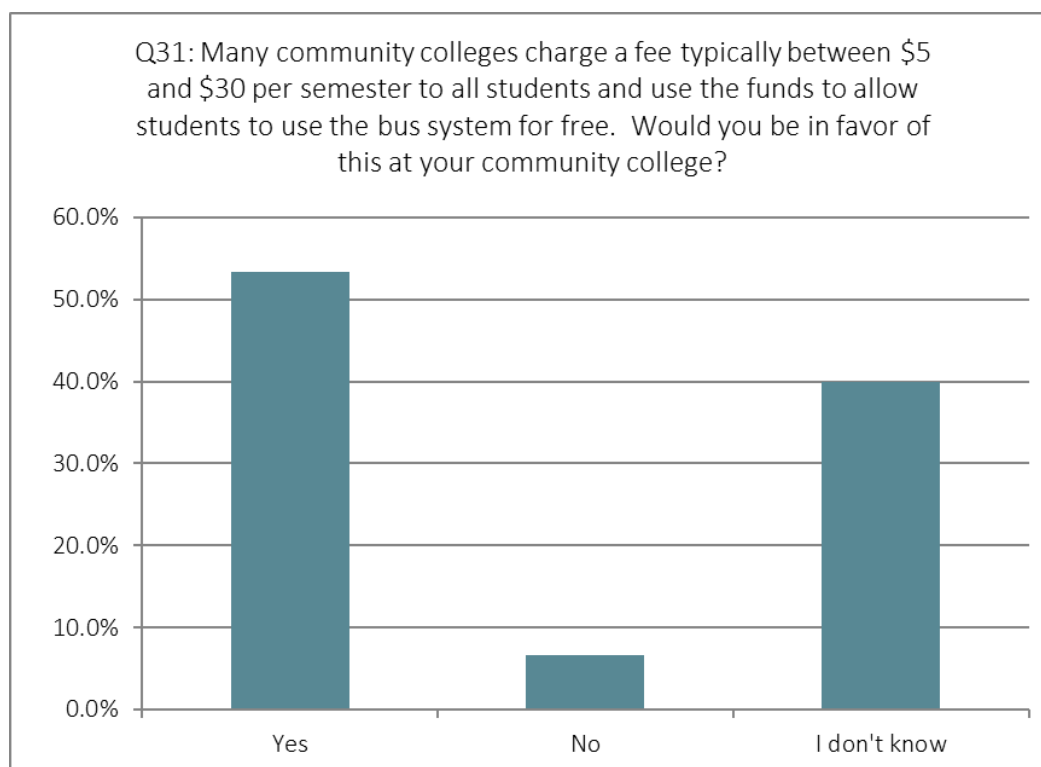
<u>Q29. Reasons Survey Respondents Don't Use Transit</u>	<u>Responses</u>
I'd rather drive or carpool	4
Bus service is not available close to my house	2
I don't feel safe using the bus service because of COVID-19	2
Bus service does not run early enough	1
Bus service does not run late enough	1
Bus service is too infrequent	1
Doesn't fit my schedule.	1
I don't feel safe using the bus service because of other passengers	1
I don't know about the available bus services	1
Riding the bus takes too long	1
Your routes are confusing	1
Total	16



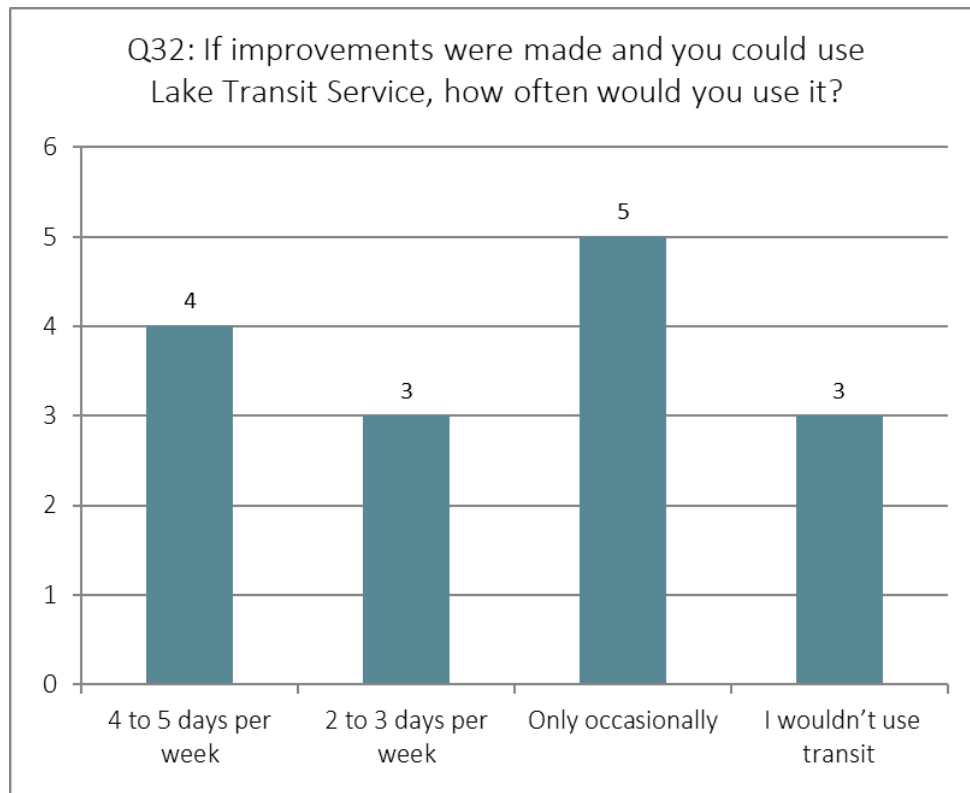
Q30: Which of the following factors, if addressed, would make you consider using Lake Transit service? (16 respondents, 40 responses);

Q30: Respondents stated they would use the bus more	Responses
The bus served closer to your home/classes	6
The bus came more frequently	6
The bus operated later	5
You felt safe around other passengers	5
The college provided more information about Lake Transit	3
Fares were included with college fees	3
There were a convenient transfer to get to a bus you need	3
None	3
Better information was available by phone or website	2
You felt coronavirus precautions made the bus safe	2
Fares were half price	1
The bus trip could be shorter	1
Total	40

Q31: Many community colleges charge a fee typically between \$5 and \$30 per semester to all students and use the funds to allow students to use the bus system for free. Would you be in favor of this at your community college?" (15 responses);



Q32: If improvements were made and you could use Lake Transit Service, how often would you use it? (15 responses);



Q33: If improvements were made and you could use Lake Transit Service, where would you typically start your trip? (18 responses);

Q33: Start Location of Transit Trip		
Town	Major Street	Major Cross Street
Clearlake	40th Ave	Phillips Ave
Clearlake	Post office	Blue gum
Cobb	Emerford	Fox Drive
Cobb	Emerford	Hwy 175
Hidden Valley Lake		
Kelyseyville	Fairway Drive	Soda Bay
Lower lake	Lake st.	Main st.

Q34: Which Lake Transit routes do you typically ride or did you ride pre-pandemic? (7 respondents, providing 18 responses); Respondents would take the bus at traditional morning start times to arrive at campus between 7:00 AM and 9:00 AM most weekdays.

#### Q34: Times and Days Respondents Would Ride to Campus (7 Respondents)

Mondays	Tuesdays	Wednesdays	Thursdays	Fridays
07:00 AM	07:00 AM	07:00 AM	07:00 AM	07:00 AM
07:30 AM	07:30 AM	07:30 AM	07:30 AM	07:30 AM
08:00 AM	08:00 AM	08:00 AM	08:00 AM	08:00 AM
08:00 AM	08:00 AM	08:00 AM	08:00 AM	
08:30 AM				08:30 AM
09:00 AM	09:00 AM	09:00 AM	09:00 AM	09:00 AM
		08:00 AM		08:00 AM

Q35: If you rode the bus from campus, what time would you usually need to depart from campus? (6 responses); Respondents would depart by bus in late afternoon and into the evening to return home from campus.

#### Q35: Times and Days Respondents Would Ride to Depart Campus (6 Respondents)

Mondays	Tuesdays	Wednesdays	Thursdays	Fridays
		01:00 PM		01:00 PM
04:00 PM	04:00 PM	04:00 PM	04:00 PM	
04:00 PM				04:00 PM
05:00 PM	05:00 PM	05:00 PM	05:00 PM	05:00 PM
06:00 PM	06:00 PM	06:00 PM	06:00 PM	06:00 PM
09:00 PM	09:00 PM	09:00 PM	09:00 PM	06:30 PM

Q36: Do you have any comments or suggestions for Lake Transit? (4 responses);

- Keep up the good work
- Clean the seat often
- All incoming busses that loop to LCC should loop before heading to transfer site and after. To sit at the site on the way in is a waste of 10 min and I could walk over. Those transferring can still also head over. Too bad the transfer center isnt at the college it would be easier.
- Increasing bus routes for SPR 21 (when face-to-face classes resume) would be great. Also, students report issues with dogs around bus stops, and some have taken taxis to ensure their safety rather than take the bus. Can Lake Transit coordinate with Animal Control to ensure consistent safety around the bus stops?



## **APPENDIX C: RESULTS OF ONLINE COMMUNITY SURVEY ON TRANSIT**

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## Appendix C

# Results of Online Community Survey on Transit

### INTRODUCTION

An online community survey was advertised to local residents during April 2021. The survey was announced through stakeholders, including the following groups and/or sites:

- Lake Links (emailed for distribution)
- City of Lakeport Chief of Police (survey link posted on Facebook, Twitter, Instagram and Nextdoor pages)
- City of Lakeport (posted on Facebook page and Twitter account)
- Direct email of survey link to:
  - Chamber of Commerce for member and public newsletters;
  - Lake County News;
  - The Lake County Bloom;
  - Lake County Record-Bee;
  - BiCoastal Media;
  - KPFZ-FM;
  - LMSA;
  - Mendocino College Lake Center

We thank these entities for their support in sharing and distributing flyers and survey links and emails. Additionally, an advertisement was purchased and posted on the Lake County News website for one week at the beginning of the survey effort.



The results of this survey effort are provided in this appendix, with highlights provided in the text of the survey report.

### Lake Transit Online Community Survey Results

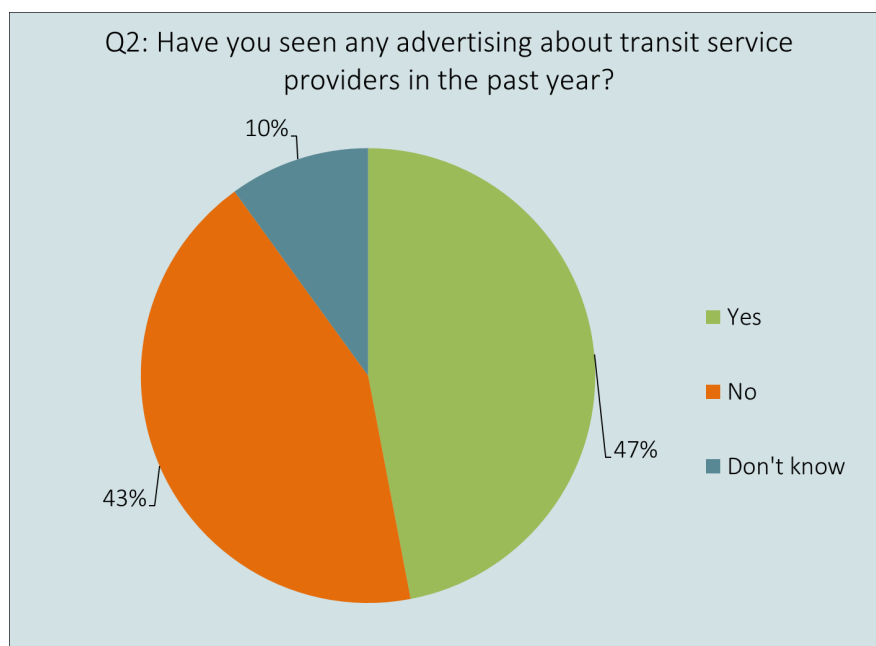
The questionnaire was created on SurveyMonkey with some logic questions that created different survey questions for participants depending on their answers. The surveys included a simple introduction, with 27 questions in multiple choice, short answer, or comment format. A total of 100 people participated in survey. Not all respondents answered every question, and some respondents provided multiple answers.

#### *General Knowledge*

Q1. Do you know the name(s) of any public transportation services in your community? (100 Responses):

Of those who responded, 15 percent did not know the names of the public transportation services nearby. A majority of those responding yes answered “Lake Transit”. Other responses included Maria’s Midnight Rides and Mendocino Transit Authority.

Q2. Have you seen any advertising about transit service providers in the past year? (100 responses): 47 percent of respondents indicated that they had seen advertising about transit services over the past year, followed by 43 percent who had not, and 10 percent who were not sure.

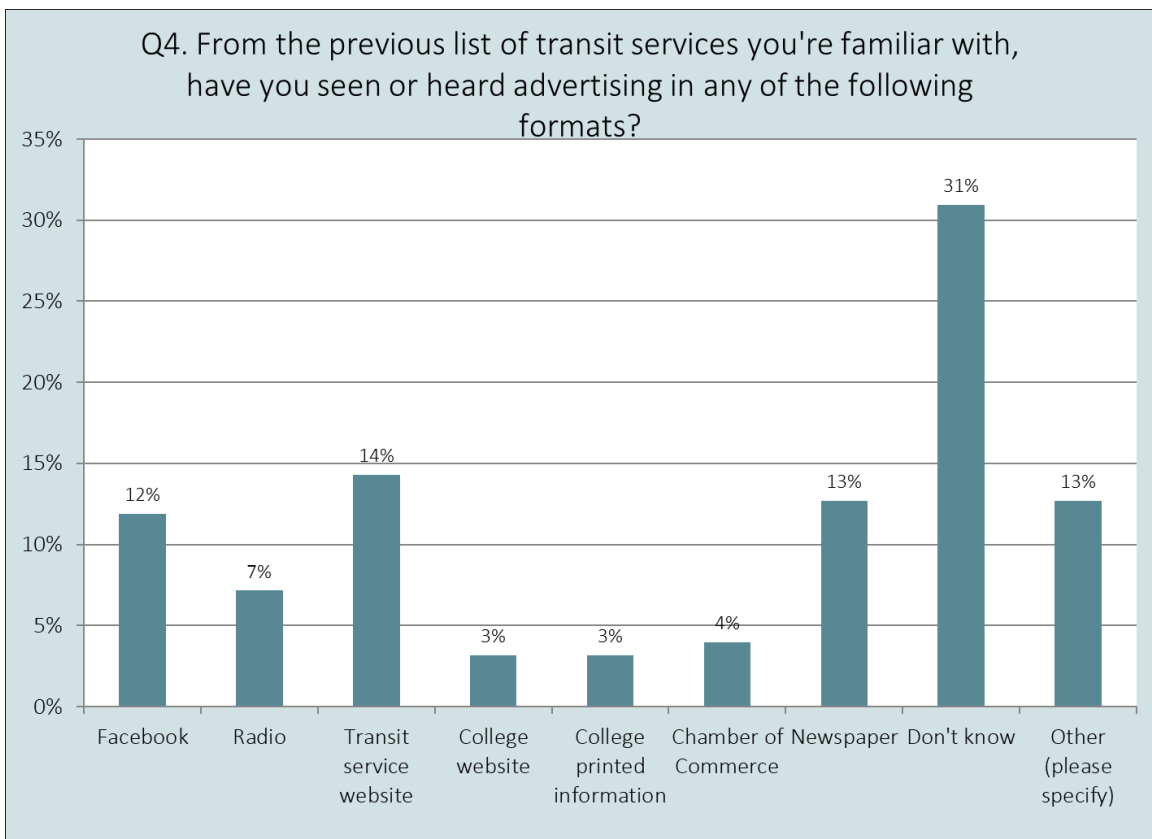
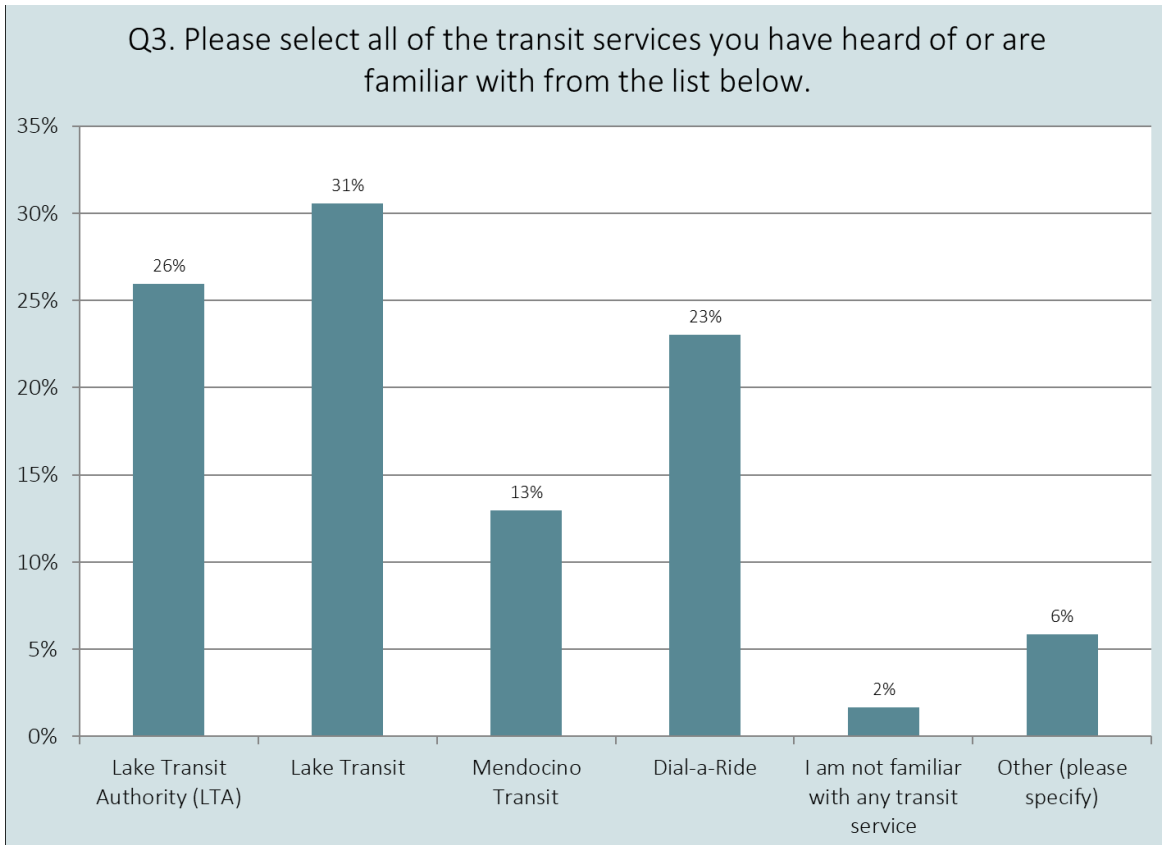


Q3. Please select all of the transit services you have heard of or are familiar with from the list below? (239 responses): Of those

taking the survey, 31 percent had heard of Lake Transit, followed by 26 percent who are familiar with Lake Transit Authority. 23 percent also indicated familiarity with Lake Transit Dial a Ride services. Of the 6 percent who indicated “Other”, answers included Maria’s Midnight Rides, local cab services, and Lake Links.

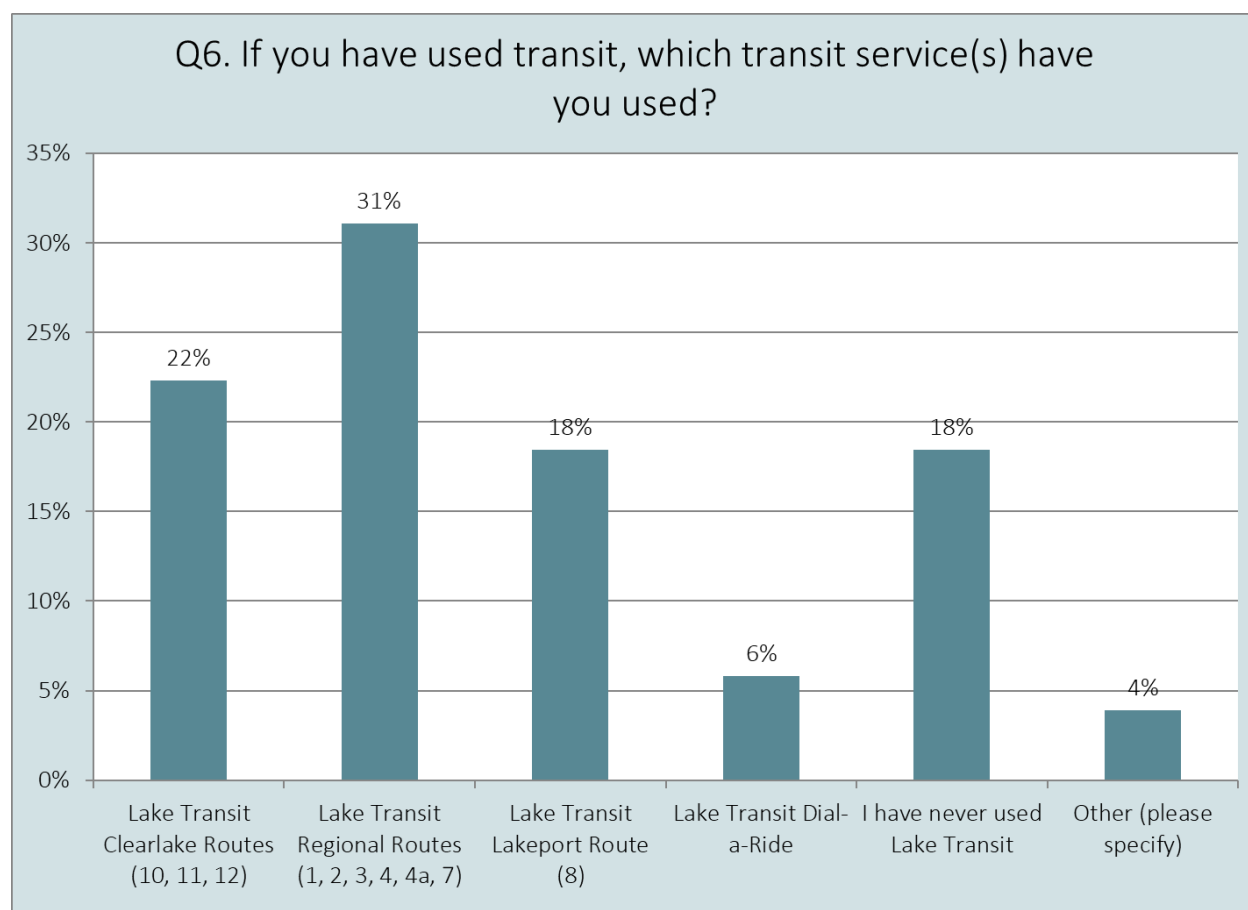
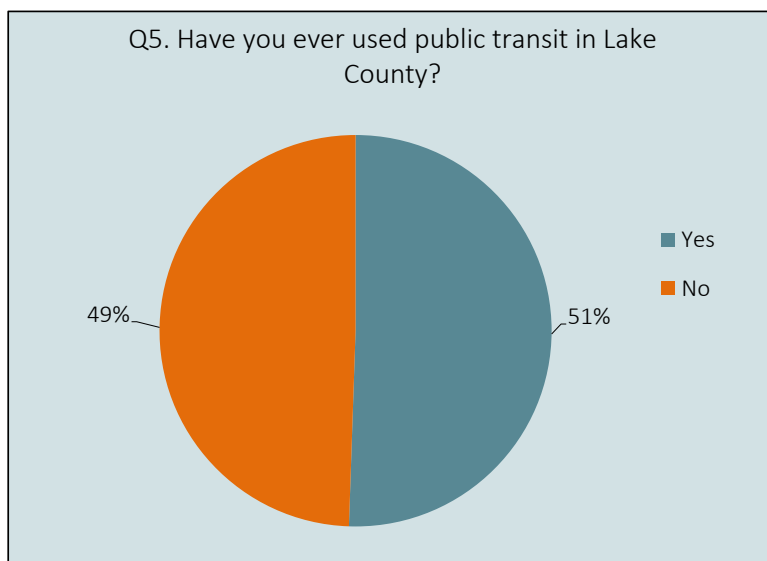
Q4. From the previous list of transit services you're familiar with, have you seen or heard advertising in any of the following formats?: Nearly a third of respondents (31 percent) weren’t sure whether they had seen any advertising for Lake Transit. Of those who had seen advertising recently, 13 percent responded newspaper, and 12 percent from Facebook. “Other” responses (13 percent) included Lake Transit buses and bus stops, as well as the Lakeport Senior Center.





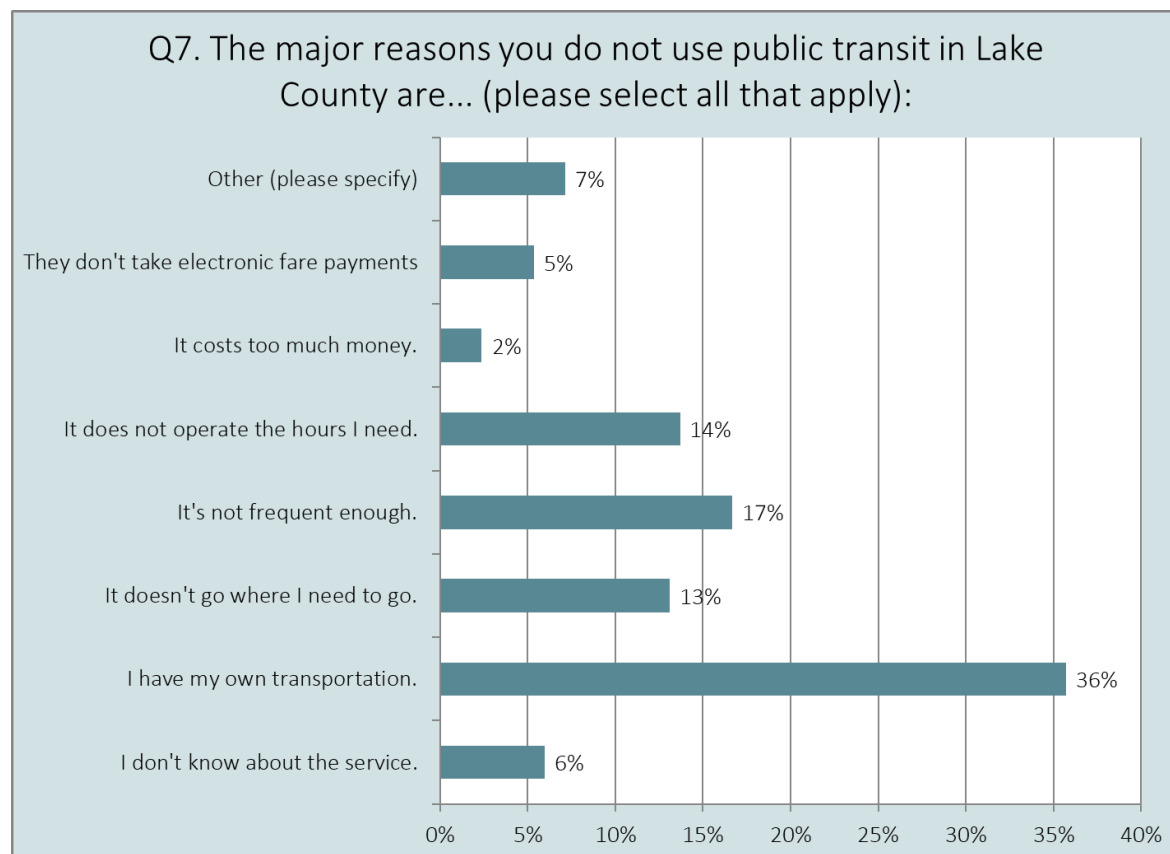
Q5. Have you ever used public transit in Lake County? (7 respondents, 18 responses): Just over half (51 percent) of the those taking the survey had used public transit in Lake County.

Q6. If you have used transit, which transit service(s) have you used? (66 responses): Lake Transit Regional Routes 1,2,3,4, 4a, and 7 were the most frequently used routes (31 percent), followed by Lake Transit Clearlake Routes 10, 11, and 12 (22 percent). 18 percent had never used Lake Transit services before. Of those who replied “Other”, these services included Lake Link, Meals on Wheels, and Mendocino Transit.



Q7. The major reasons you do not use public transit in Lake County are... (92 responses): 31 percent of respondents indicated having their own transportation as a major reason as to why they do not currently

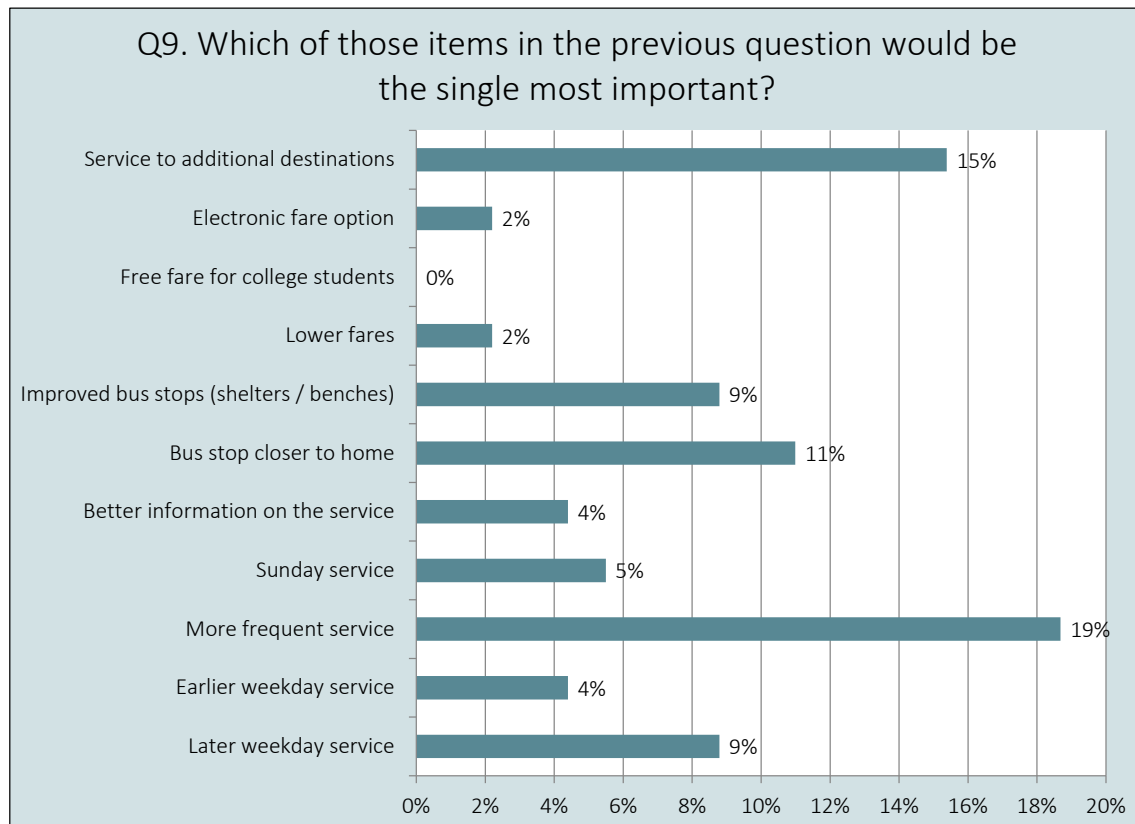
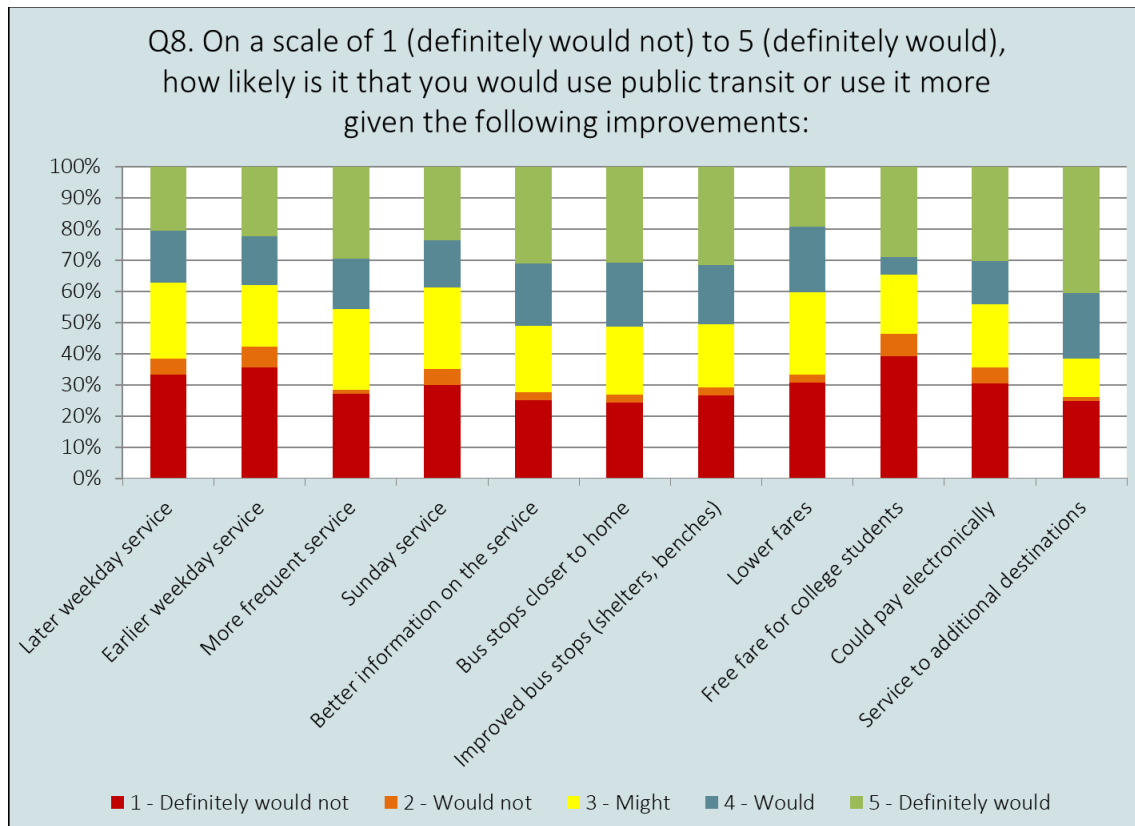
use public transit. Other major reasons included public transit's lack of frequency (17 percent), hours of operation (14 percent), and service area (13 percent).

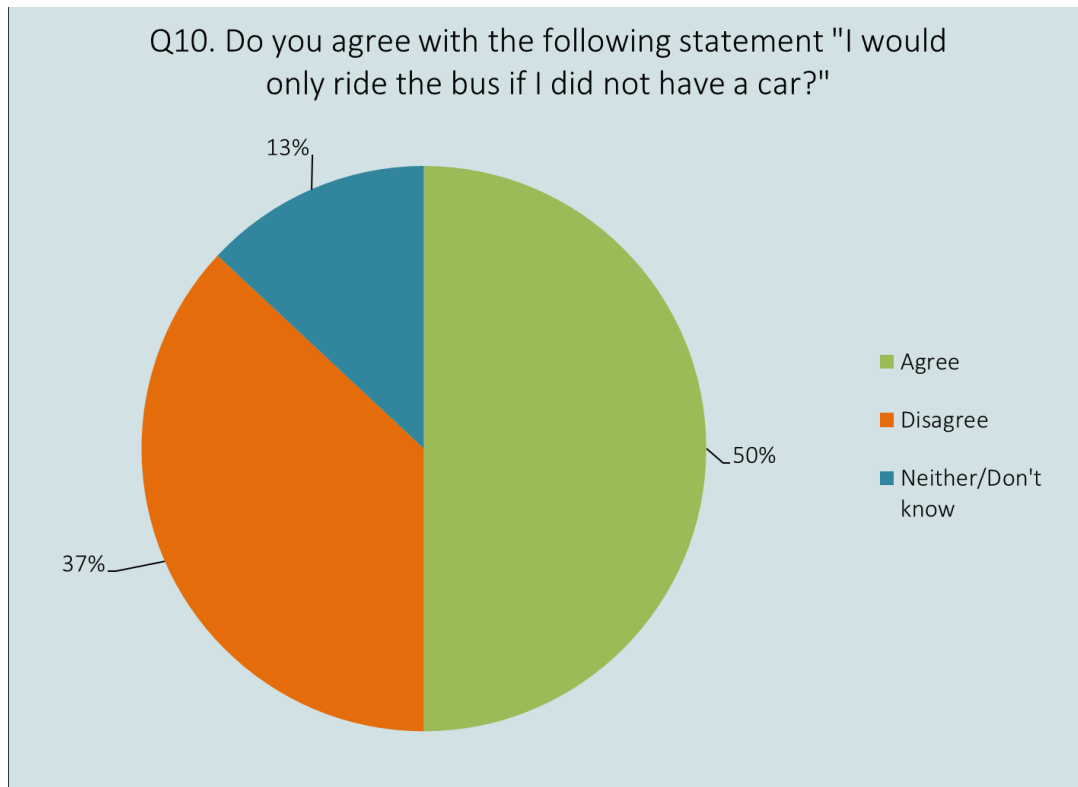


Q8. On a scale of 1 (definitely would not) to 5 (definitely would), how likely is it that you would use public transit or use it more given the following improvements (88 responses): According to respondents, the following service improvements would encourage the most ridership (5 – Definitely Would); service to additional destinations, better information on the services, and service closer to home. Free fare for college students appeared to be the least popular improvement to increase ridership with 39 percent of respondents stating that they definitely would not use public transit if implemented.

Q9. Which of those items in the previous question would be the single most important? (91 responses): More frequent service (19 percent) and service to additional places (15 percent) were the most popular improvements. Electronic fare options were the least important improvements (2 percent), followed by earlier weekday service and better information (each 4 percent, respectively).

Q10. Do you agree with the following statement "I would only ride the bus if I did not have a car?" (92 responses): Half of all respondents agreed with this statement, followed by 37 percent who disagreed and another 13 percent who "didn't know".





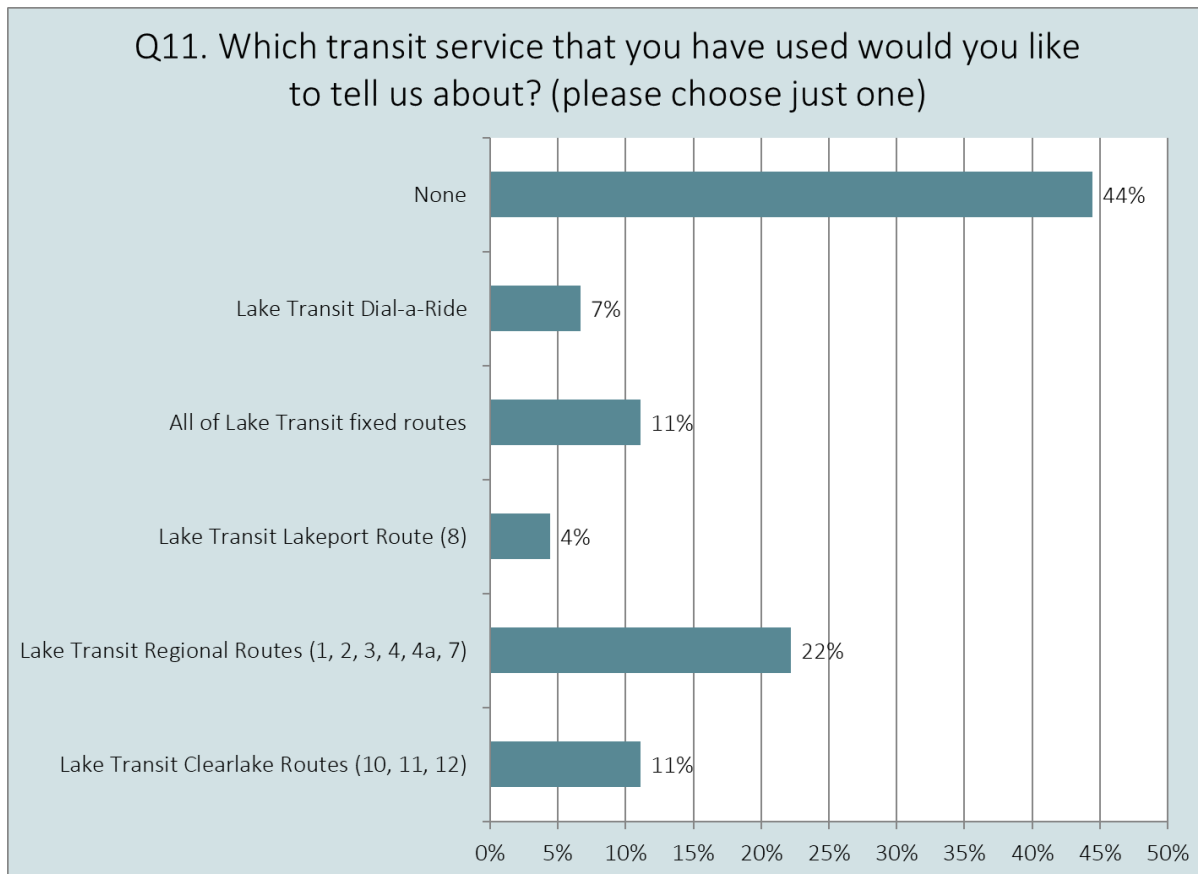
### *Fixed Route Lake Transit Users*

The following set of questions were intended to better understand the transit user experience along specific Lake Transit routes.

Q11. Which transit service that you have used would you like to tell us about? (45 responses): Of those who shared additional information regarding their transit service experience, 22 percent spoke to Lake Transit Regional Routes 1, 2, 3, 4, 4a, and 7 with another 11 percent sharing user experiences along Lake Transit Clearlake Routes 10, 11, and 12.

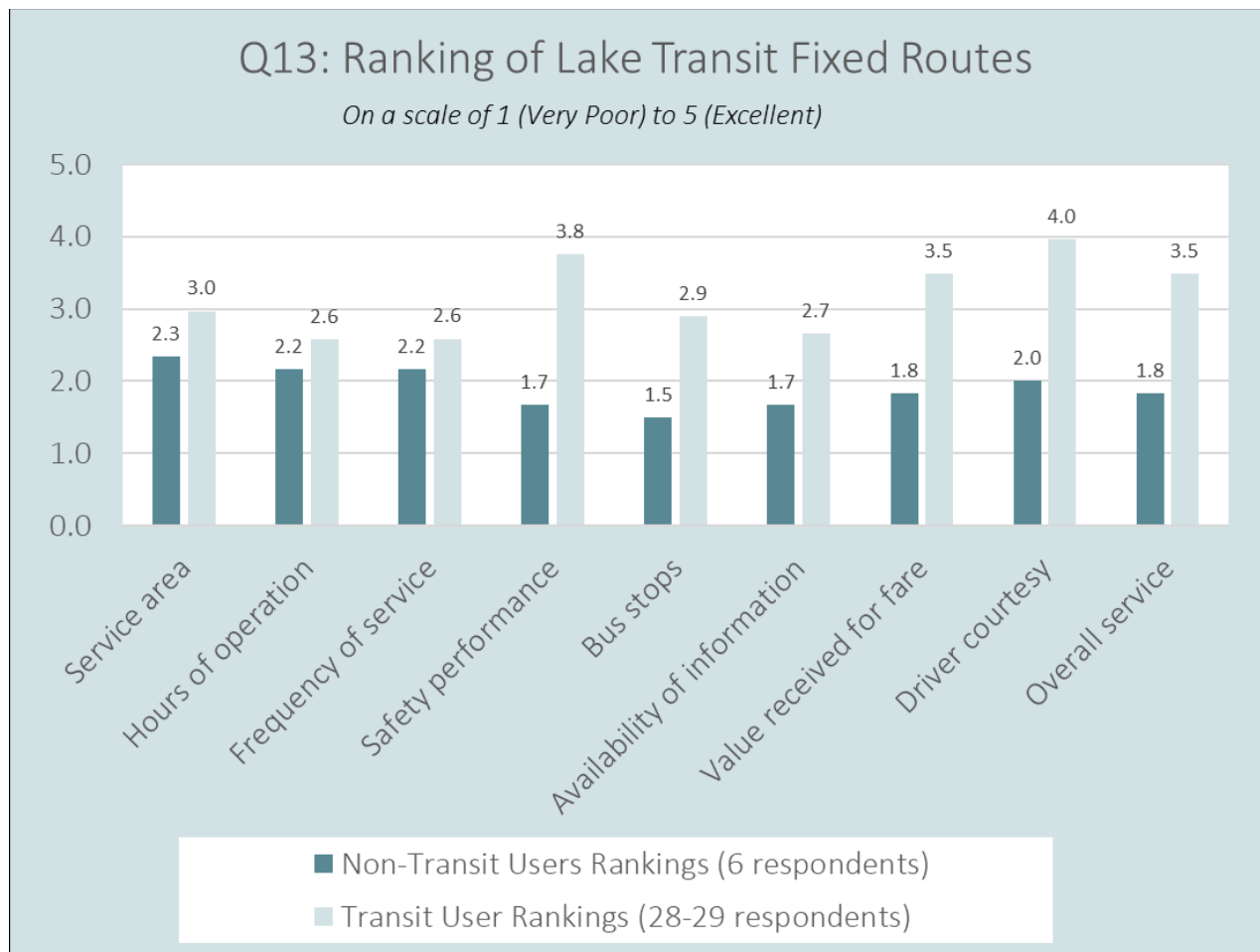
The following summaries provide an overview of responses to questions 12 through 15:

- *Q12. Over the last year prior to the COVID pandemic, how often did you usually use this service?*
  - Routes 1, 2, 3, 4, 4a, and 7: four out of ten respondents take took one of these routes 1 to 4 days a month during covid. Two out of ten respondents took one of these routes between 2 and 4 days per week.
  - Routes 10, 11, and 12: Four out of the five respondents used one of these routes less than one day per month during covid.



- *Q13. Please rate the transit service for each of the following, on a scale of 1 (poor) to 5 (excellent):*
  - Routes 1, 2, 3, 4, 4a, and 7: The lowest average ranking for transit characteristics along these routes were hours of operation (3) and frequency of service (3.1). The highest average ranking was for safety performance and driver courtesy (both 3.8, respectively).
  - Routes 10, 11, and 12: The lowest average ranking for transit characteristics along these routes were availability of information (2.2). The highest average ranking was for safety performance (3.6).

On question 13, 29 people who ranked services had also answered that they had used transit, while 6 people ranked the services even though they had never used the service. The overall rankings on services were lower from people who had not used transit (averaging 1.9 compared to 3.2). This is depicted in the graph below. Driver courtesy averaged 4.0 among passengers, and safety performance ranked 3.8. Hours of operation and frequency of service were lower performing among passengers, averaging 2.6, and availability of information ranked 2.7.



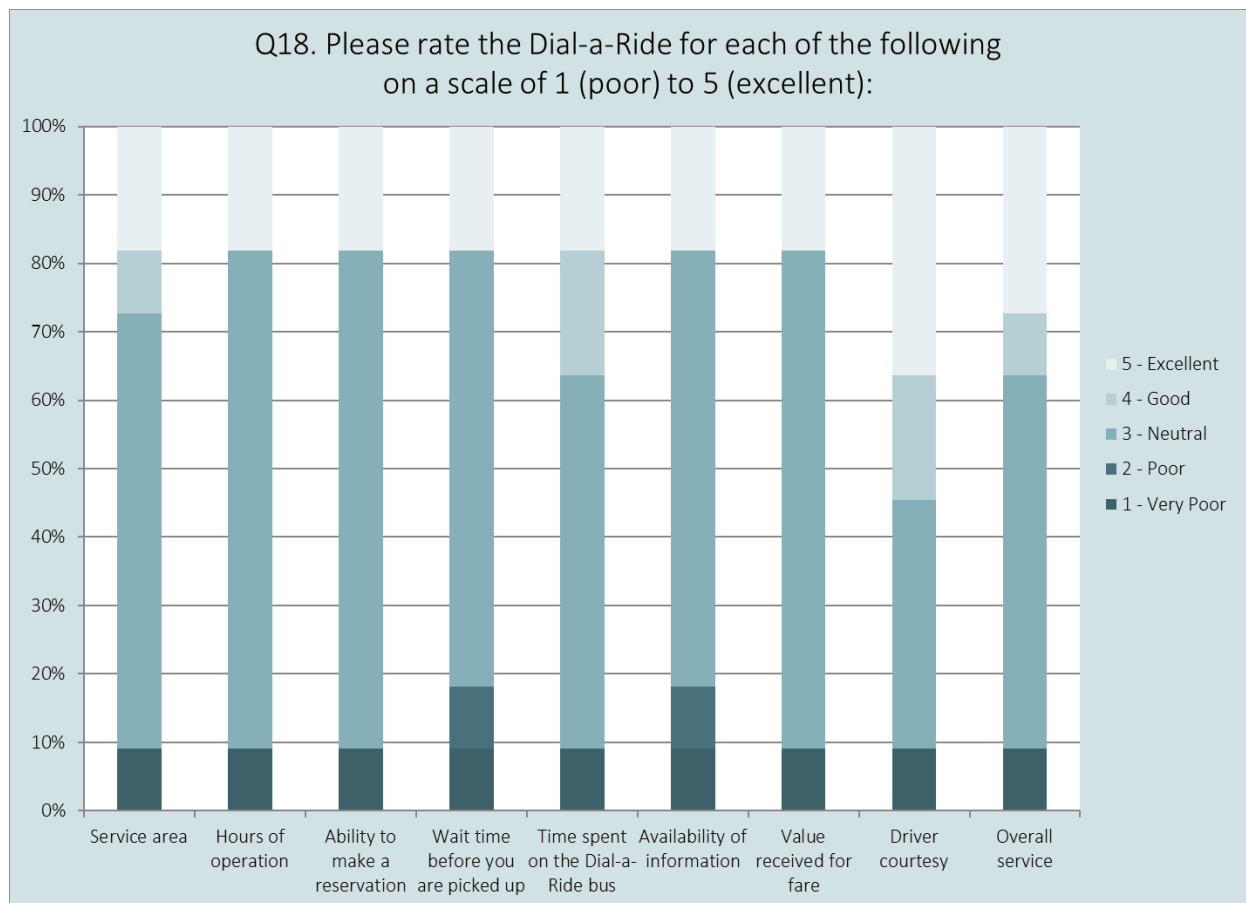
- Q14. & Q15. On a scale of 1 (definitely would not) to 5 (definitely would), how likely would you use transit more often given the following improvements. More frequent service was most consistently indicated as an improvement that would definitely increase transit use by 47 percent of respondents. This improvement was followed by later weekday service and service to additional destinations (41 percent, respectively).

#### *Lake Transit Dial-a-Ride Services*

Q16. Have you used Lake Transit Dial-a-Ride in the last two years? (22 responses): Of those who responded to this question, 14 percent had used Dial-A-Ride services in last two years.

Q17. How often did you use Lake Transit Dial-A-Ride prior to the COVID pandemic? (23 responses): 9 percent took Dial-a-Ride between 2 and 4 days per week.

Q18. Please rate the Dial-a-Ride for each of the following, on a scale of 1 (poor) to 5 (excellent), or leave it blank if you don't know...(11 responses): Driver courtesy ranked most excellent amongst Dial-a-Ride characteristics. Many respondents remained neutral across all other characteristics.



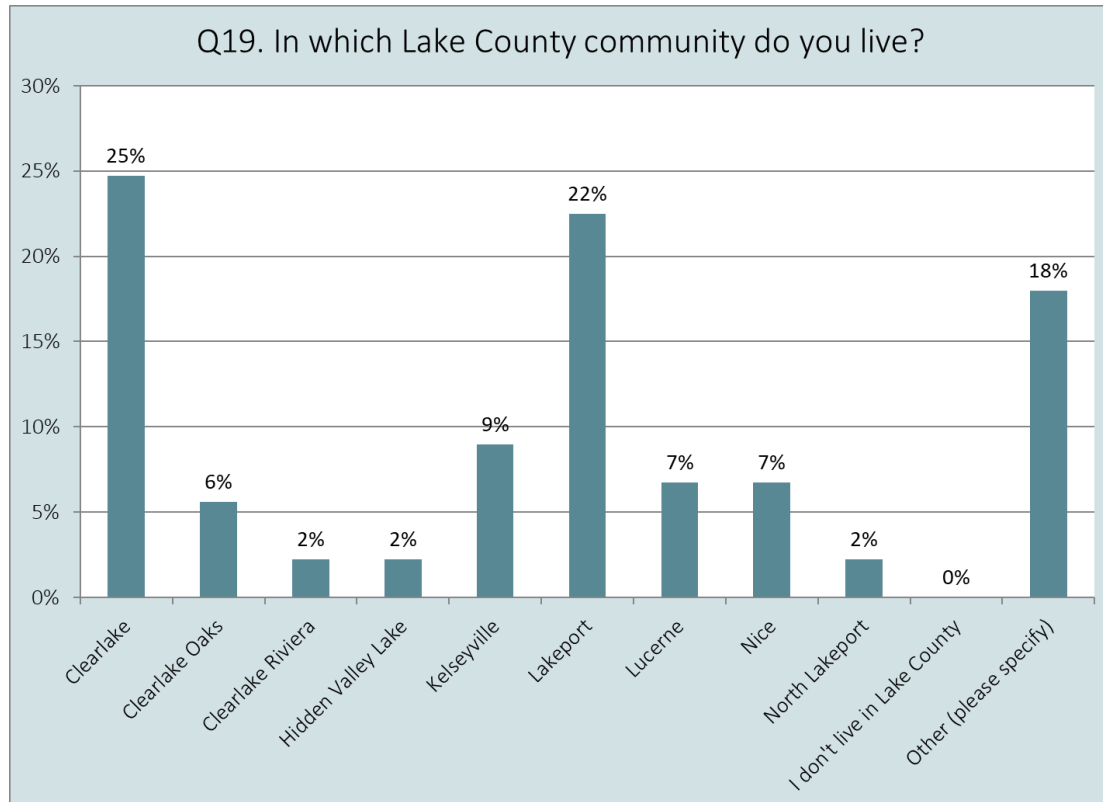
### Demographic Characteristics

To gain a better understanding of those participating in the online community survey, questions relating to household size, age, and income were discussed. A summary of this demographic information is depicted in Table 1 and discussed below.

Q19 & Q20. In which Lake County community do you live and what is the closest major intersection near your home? (89 responses): 25 percent of those taking the survey lived in Clearlake, followed by Lakeport (22 percent). The following summarizes the major streets and intersections near respondents' homes:

- Clearlake: Arrowhead Road, Lakeshore Avenue and Olympic Drive, and Lakeshore Avenue at Old Highway 53.
- Clearlake Oaks: Highway 20 at Lake Street, Shady Lane and Oak Grove.
- Lakeport: High Street, Lakeshore, and Main Street
- Nice: Highway 20 and Hudson Street





**Table 1: Demographic Characteristics**

Questions	Responses	
	#	%
<b>Q21 What is the number of people in your household?</b>		
1 Person	18	21%
2 People	37	44%
3 People	14	17%
4 People	5	6%
5 People	5	6%
6 People	4	5%
7 People	1	1%
	84	100%
<b>Q22 What is your age category?</b>		
under 18 years old	0	0%
18-22 years old	1	1%
23-45 years old	23	26%
46-61 years old	28	32%
62-70 years old	16	18%
71 years and older	20	23%
	88	100%
<b>Q23 What is the number of licensed drivers in your household?</b>		
0	3	3%
1	27	31%
2	42	48%
3	11	13%
4	4	5%
5 or more	0	0%
	87	100%
<b>Q24 How many working vehicles are available to your household?</b>		
0	5	6%
1	27	31%
2	28	32%
3	18	20%
4	5	6%
5 or more	5	6%
	88	100%
<b>Q25 What is your current occupational status? (mark all that apply)</b>		
Work full time	41	44%
Work part time	6	6%
High School student	0	0%
Yuba Community College District student	2	2%
Mendocino Community College student	1	1%
Homemaker/Stay-at-home parent or guardian	0	0%
Retired	32	34%
Unemployed	3	3%
Other (please specify)	9	10%
	94	100%
<b>Q26 Do you have a disability that limits your use of fixed route buses?</b>		
Yes	11	12%
No	78	88%
	89	100%
<b>Q27 What is your annual household income?</b>		
\$10,000 and under	11	13%
\$10,000-\$20,000	7	8%
\$20,000-\$30,000	16	19%
\$30,000-\$60,000	20	24%
\$60,000-\$75,000	10	12%
\$75,000-\$100,000	9	11%
>\$100,000	12	14%
	85	100%

Q21. What is the number of people living in your household? (86 responses): Two-person households made up 44 percent of those taking the survey, followed by single-person households (21 percent) and households with three people (17 percent).

Q22. What is your age category? (88 responses): Respondents between the ages of 46 and 61 made up 32 percent of the survey followed by those ages 23 to 45 (26 percent) and 71 years and older (23 percent).

Q23. What is the number of licensed drivers in your household? (87 responses): 48 percent of respondents had two licensed drivers at home, followed by 31 percent who only have one. Those with no driver's license in their households made up 3 percent of survey respondents.

Q24. How many working vehicles are available to your household? (88 responses): Most respondents (83 percent) had between one and three vehicles available to their households. Five respondents (6 percent) had no vehicles available for their use and another 6 percent had five or more.

Q25. What is your current occupational status? (94 responses): 44 percent of respondents work full-time. Retired respondents made up 34 percent of the survey. Another 6 percent work part-time with 4 percent of respondents indicated that they are disabled.

Q26. Do you have a disability that limits your use of fixed route buses? (89 responses): Of those participating in the survey, 12 percent have a disability that limits their transit use.

Q27. What is your annual household income? (85 responses): 24 percent of respondents live within a household with an annual income between \$30,000 and \$60,000. Another 19 percent live in a household with an annual income of between \$20,000 and \$30,000.

## CONCLUSION

Major themes throughout the survey included a desire for more frequent and expanded transit service. Other major findings included the following:

- 80 percent of participants were familiar with some component of Lake Transit (Lake Transit, Lake Transit Authority, or Dial-a-Ride).
- More than half of survey respondents had either never seen any advertising for Lake Transit or were not sure if they had. This indicated that increasing advertising could have a beneficial impact on ridership and route understanding.
- Lake Transit Regional Routes (1, 2, 3, 4, 4a, and 7) were the most frequently used by 32 percent of participants.

- The most prevalent reason given for not using public transit was having their own transportation, followed by the service not being frequent enough or operational during the hours participants need transportation.
- More frequent service, routes closer to their homes, and later operational hours were all indicated as improvements that may increase ridership.