City of Lompoc
Short Range Transit Plan

Final Report
July 2003

FY 2004 through FY 2008

Moore & Associates
Transportation Marketing • Planning • Audits

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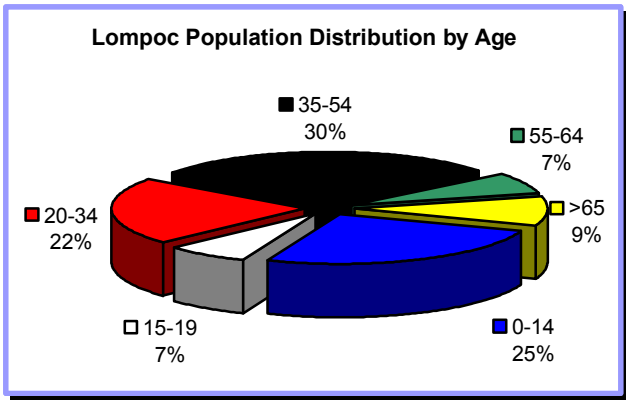
CHAPTER I
EXECUTIVE SUMMARY

The Short Range Transit Plan (SRTP) is the primary planning document guiding the routine decisions associated with administering the City of Lompoc's transit system. This document covers a five-year period from Fiscal Year 2002-2003 through Fiscal Year 2006-2007.

The area's growing economy has fueled both non-residential and residential development in the Lompoc Valley. Over 177,000 square feet of the non-residential space is either under construction or has been approved for construction in Lompoc totaling $7.7 million[1]. Of that, approximately 80 percent is being developed for industrial and office use.

The median home price in Lompoc has risen from $134,000 in 1999 to $185,000 in 2001[2]. While this can be attributed to increasing activity at Vandenberg AFB, this rise in housing costs has also been fueled by a tightening of the housing supply. According to the North Santa Barbara County Economic Outlook 2001, the City of Lompoc did not permit any residential development in 2000.

Census 2000 demographic data indicates the median age in Lompoc is 32.2 years with 9.3 percent of the population being 65 or older. In addition to the Hispanic population, Lompoc has also experienced a vibrant growth in its senior population.



Despite increasing housing prices, the Lompoc Valley continues to attract people from southern Santa Barbara County and throughout the central coast seeking affordable housing and an improved quality of life.

Growth in the populations of younger residents (under 18), older residents (over 62), and residents

[1] North Santa Barbara County Economic Outlook 2002. Pgs 99-103.
[2] North Santa Barbara County Economic Outlook 2002. Pg 85.

commuting outside the Lompoc valley for employment will continue to place pressure on city transit services and require the continued support of out of valley travel alternatives (i.e., Clean Air Express).

In 1981, the City of Lompoc established a general public, curb-to-curb, demand-response public transit service. With demand for public transportation increasing, the City of Lompoc introduced a four-line fixed-route service in July 1999. With the transition to the two-tier service, access to the demand-response service was restricted to seniors 63 years and older and to persons with disabilities.

COLT is responsible for providing fixed-route and demand-response public transit service within the Lompoc Urbanized Area. COLT operates four fixed-routes, Monday through Saturday. The service operates Monday through Friday from 7:00am to 7:00pm and Saturday from 9:00am to 5:00pm using four vehicles. This equates to 14,392 vehicle revenue hours and 203,510 vehicle revenue miles operated during FY 00-01.

The fixed-route system is designed around a main transfer point, which facilitates easy transfer between routes. COLT also provides timed connections to the Amtrak feeder shuttle, which serves Lompoc twice daily.

COLT's demand-response service operates two vehicles during the same hours and days as the fixed-route service. Up to 4,882 vehicle revenue hours were operated during FY 00-01. Access to the service is restricted to seniors (63 years or older) and persons with disabilities. Its primary mission is to provide complementary paratransit service in response to the Americans with Disabilities Act.

On September 1, 2002 the City of Lompoc implemented a new fare structure that raised the intra-city fares, bring them in line with the fares charged by agencies with similar services. The new fare structure also included adjustments to the service (operating in unincorporated areas) under contract to the County, however the new County fares were not implemented until November 6, 2002 due to delayed approval by the County Board of Supervisors.

Discounted fares are available to seniors, 63 years and older, and to persons with disabilities on both fixed-route and Dial-A-Ride (demand-response). The monthly *Fare Saver* pass entitles the rider to unlimited rides during a calendar month. No youth or student discounts are available.

As a result of the transition to a two tiered service (i.e., fixed-route and demand-response), several significant challenges were confronted. The challenges included declining fleet reliability, operational issues relating to the region's road network, and operations contractor performance.

Ridership experienced a five-year low in FY 99/00. Since that time, the City has taken steps to improve the service such a implementing a fleet replacement strategy, selecting a new operations contractor, and improved marketing. As a result, the COLT fixed-route service experienced a 21 percent increase in ridership during FY 00-01 compared to the previous year. The following fiscal year, ridership increased an additional 31 percent.

The perception among Lompoc residents is the transportation services provided by the City are fair to good. Almost one quarter of those surveyed indicated that, in their opinion, the City transportation services meet the needs of Lompoc's residents very well. Less than one percent held the view that the City does not satisfy the needs of the residents. Their level of satisfaction increased dramatically in proportion to awareness, indicating the continued importance of community outreach.

According to the most recent demographic survey data, COLT's fixed-route customer base is composed primarily of females under the age of 44 with an annual household income of $20,000 or less. Approximately 71 percent reside within city limits and used the service to travel either to work or school.

An analysis of the customer survey data indicates 55 percent of riders have been riding the COLT fixed-route service for less than 12 months. While the number of new riders is high relative to the total ridership, it is not unusual considering the service is less than three years old.

Among COLT's customer group, schedule adherence was the lowest rated characteristic, with 27 percent of the current riders rating on-time performance as poor or somewhat poor.

A ride check conducted during April 2002 revealed only 60 percent of trips were within the 0-5 minute standard. The percentage of trips late by more than five minutes was 16 percent, while 24 percent of all trips departed before the published schedule time, validating the customer's perception.

The major contributor to the fixed-route's poor on-time performance is early trip departure. Based on our experience working with operations of similar size and scope, there are three aspects which commonly contribute to "running hot":

- Inadequate total schedule time
- Inadequate allocation of time between established time points
- Driver training

A review of the ridecheck data indicates that the problem with early departures may be resolved chiefly with additional driver training.

The highest afternoon ridership (44 percent) occurred between noon and 4:00pm. The lowest number of daily boardings occured after 4:00pm. These boarding patterns are indicative of heavy school pupil ridership (43 percent of survey respondents indicated their trip was school related).

As part of the service evaluation, a review and comparison of peer transit agencies was conducted. Peer systems were selected based on three criteria in the following order:

- California systems will be chosen because of similarity in funding and governance
- Service areas and populations comparable to Lompoc
- Localities with similar land-use and development patterns

In most comparisons, COLT's fixed-route service was equal or slightly above the peer median.

For the COLT demand-response service, the average rider is female, over age 60, and does not have a drivers license or access to an automobile. She lives in the City of Lompoc and is retired (living on a fixed income).

Forty percent of the demand-response customers used the service for shopping and personal business while an additional 40 percent use the service to travel to medical and dental appointments.

COLT's demand-response service generally received high marks from those customers participating in the customer survey. Ninety-five percent of the survey respondents indicated their driver arrived on time, 74 percent had not been denied a trip in the past three months and 84 percent were pleased with the time it takes to travel to their destination.

Much of the success of the DAR program can be attributed to the relationships between the drivers and their customers.

The customer survey also reveled that 43 percent of the respondents do not have a disability that impairs their mobility. Given this fact, it is reasonable to assume that if fixed-route service were available to and from their destination and the cost of using the fixed-route was significantly less then the fare charged on the demand-response service they would use the fixed-route. Based on the survey results and our experience with similar services in other communities, the price differential between the two products must be such that there is a financial incentive to switch.

Since converting to a program for seniors and the disabled, ridership has increased an average of 28 percent per year. The majority of this growth came in FY 00-01 when ridership rose nearly 36 percent.

The farebox recovery for COLT's demand-response service was significantly reduced with the introduction of the fixed-route service and the tightening of the eligibility requirements. Because of the restricted access, nearly all riders qualify for the reduced fare. As a result, the average fare paid by a demand-response passenger has decreased from 60 cents in FY 98-99 (general public DAR) to 48 cents in FY 01-02 (senior and disabled DAR). The City of Lompoc uses Measure D revenue to "subsidize" the demand response farebox and raise it above the TDA required ten percent mark.

Overall, COLT's demand-response service performed favorably among the peer group. The demand-response service was below both the peer median and average in Operating Cost per Hour. In terms of Operating Cost per Mile, the service was equal to the median and slightly above the peer average.

COLT's demand-response service compared favorably in terms of cost effectiveness. The Operating Cost per Passenger for COLT's demand-response was $11.70, 15 percent lower than the peer average.

The service effectiveness of COLT's demand-response service is in line with that of the peer group.

COLT's Farebox Recovery was the lowest of the peer group due in part to the previous fare structure. COLT's average Fare per Passenger was 48 cents, which was less than one-third of the average fare for the peer group ($1.45).

COLT's performance measures for service effectiveness are within the expected range. Given the new fare structure implemented September 2002, it is expected that the farebox recovery rate for the demand-response system will improve.

Based on community outreach, field observation, and qualitative and quantitative data, we have identified possible improvement areas for the COLT system as a whole, as well as the individual fixed-route and demand-response programs.

The recommendations are categorized into five groups:

- System-wide recommendations
- Fixed-route recommendations – Reallocation alternatives
- Fixed-route recommendations – Expansion alternatives
- Demand-response recommendations – Reallocation alternatives
- Demand-response recommendations – Expansion alternatives

Within the fixed-route and demand-response sections, the recommendations are further categorized by reallocation alternatives and expansion alternatives.

SYSTEM-WIDE RECOMMENDATIONS

Institute quality control measures. Monitoring system performance on a regular basis is critical to maintaining an efficient, smooth-running service.

FIXED-ROUTE RECOMMENDATIONS - REALLOCATION ALTERNATIVES

A Reallocation Scenario redistributes existing resources without adding any additional service hours. This is done by reducing or eliminating service to the least productive area, and using the resources saved to expand service to another area(s) more in need. The result of this approach is enhanced productivity without additional operating costs. The Reallocation Scenario is designed to illustrate how a purely productivity-driven route network could be developed within existing resources. The following alternatives have no significant fiscal impact.

Route Schedule Adjustments. The current COLT fixed-route system is composed of four individual routes, three of which are interlined. The service evaluation and customer surveys revealed that the on-time performance was well below the adopted standard. Further analysis indicated the system's poor on-time performance was due primarily to a significant number of early departures, stop dwell times, and delayed departures due to late connections.

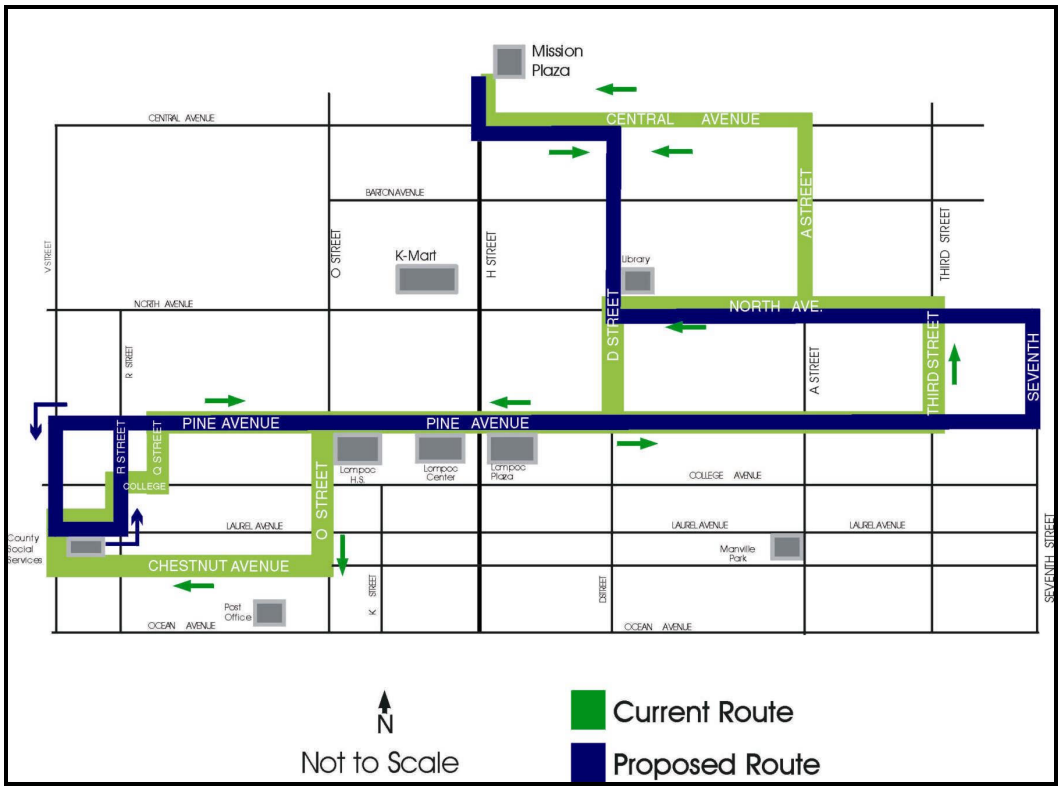
We recommend the City adjust its route schedule to more accurately reflect the current operating environment.

Reconfigure Route 3. While the current Route 3 configuration provides the maximum coverage given the City's limited resources, nearly half the route operates in a single direction (i.e., one-way loops). The unidirectional nature significantly increases a passenger's travel time and may require a rider to circle the entire route before reaching their desired destination.

By reconfiguring Route 3, the City would experience the following benefits:

- Reduced passenger travel times
- Simplified route configuration
- Improved on-time performance
- Elimination of non-productive segments and stops
- Bi-directional service on a majority of the route

EXHIBIT I-1 PROPOSED **ROUTE 3**



FIXED-ROUTE RECOMMENDATIONS – EXPANSION ALTERNATIVES

Adjust weekday service hours to 6:30am to 8:00pm. Currently, COLT service operates weekdays from approximately 7:00am to 7:00pm, and from 9:00am to 5:00pm on Saturday (exact times vary by line).

Fifty-four percent of survey respondents rated *time service ends in the evening* as important or very important. Of those, 75 percent stated that they would use the later service at least four times per week, if it were available. As a result of 2003 Unmet Needs Hearings held in northern Santa Barbara County, the Santa Barbara County Association of governments has determined that the need for expanded hours of operation is reasonable to meet.

If the service remains as it is currently operating, the adjustment is service hours would increase the Vehicle Service Hours operated on the fixed-route service by approximately 1,040 hours annually.

Bi-directional service on Routes 1, 2, and 4. Currently, Route 1 is a unidirectional route with southbound service along H Street (the City's main north-south arterial) and northbound service along A Street. By implementing bi-directional service on this route, passengers would be able to travel southbound and northbound along H Street and A Street, adding additional capacity. Average trip-length and time aboard vehicle would both be reduced, as riders will no longer be required to travel the entire circuit in order to reach their destination.

This recommendation would require the use of three additional vehicles (one per route). Assuming the weekday hours of operation remain unchanged, the addition of the bi-directional service to the three routes would add 10,608 Vehicle Service Hours annually.

Implement express service along H Street and Ocean Avenue. H Street is the City's main north-south arterial (State Highway 1), while Ocean Avenue serves as one of the City's main east-west arterials (State Highway 246). As such, there are a number of traffic generators located along each including hotels, restaurants, government services, medical facilities, employment centers, schools, and recreational/social centers.

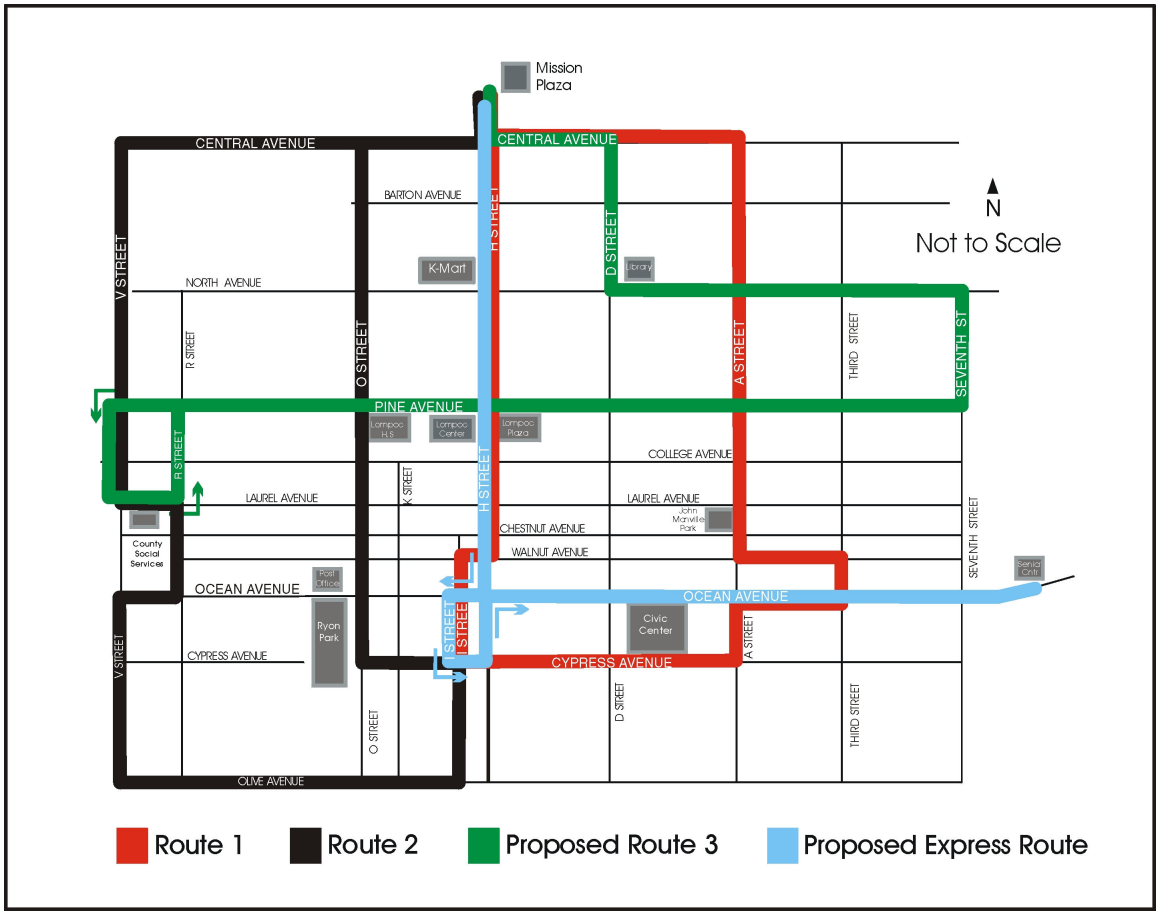
The current system provides unidirectional service along H Street every 30 minutes. This level of service is not consistent with the perceived travel patterns of Lompoc residents.

Both the results of the General Public survey and the Origin/Destination pairs for the COLT demand-response service indicate that the demand for service along H Street and Ocean is much higher than the current level of service being provided. Unfortunately, the unidirectional service and extended travel times of the current route configuration have discouraged all but the transit dependent riders from using the service. In order to

serve this untapped service area, we recommend the City implement an "express route" that travels south on H Street and east on Ocean Avenue to the Senior Community Center (located at Ocean Avenue and 7th Street) on a 12-month demonstration or trial basis.

This recommendation would require the use of one additional vehicle. Assuming the weekday hours of operation remain unchanged, the addition of the express route would increase Vehicle Service Hours by 3,428, annually.

EXHIBIT I-2 **PROPOSED EXPRESS ROUTE**



Monitor demand for service to Vandenberg Air Force Base. The idea of extending the COLT service to the Vandenberg Air Force Base (AFB) complex was included in the City's prior Short Range Transit Plan (Emerson & Associates, 1997), as well as in public testimony collected at SBCAG's annual Unmet Transit Needs workshops (State of California, Transportation Development Act, Article 8).

The focus of the prior SRTP was to outline parameters (i.e., days and hours of operation, preliminary alignment) for serving VAFB, however the SRTP noted that there was a "low level of interest expressed during the analysis period" [3]

Historically, any service to VAFB has come up against three issues: connectivity, cost, and demand. In a practical sense, transportation (be it private or public) to/from VAFB is comprised of two separate and distinct aspects: on-base travel and off-base travel. Linking the City of Lompoc's public transit center (H Street and Central) is the easy part of the equation. However, despite on-going discussions between City/staff and VAFB command, no acceptable solution has been identified for the second half of the equation. Further, heightened security levels make on-base travel by non-military personnel increasingly unlikely. And this is not a matter of small consequence given most of the on-base work centers are located one or more miles from the main gate. Therefore providing service to VAFB's main gate would not address the needs of those persons identified on SBCAG's annual TDA Article 8 hearings.

It is our recommendation that the City continue to work with VAFB command to identify a solution to the need for on-base connections as well as a cost share agreement.

DEMAND-RESPONSE RECOMMENDATIONS

Computer-aided dispatching system. All Dial-A-Ride trips are currently scheduled and dispatched manually and communicated to a driver via two-way radio. This method is labor intensive and may not encourage accurate record keeping. By implementing a computer-aided scheduling and dispatching system, the operations contractor could increase productivity and simplify the collection of performance monitoring data. provide the following performance data:

For a service the size of COLT's Dial-A-Ride, we believe a software package in the range of $20,000 to $30,000 would meet these requirements. .

Establish and Implement ADA Certification Process. According to ADA regulations, all public entities which operate complementary paratransit services must establish a process for certifying individuals as ADA paratransit eligible. Requests for certification must be accepted and processed for local residents and long-term visitors.

An eligibility determination process must be established even if the public entity operates a paratransit system with broader eligibility requirements than the ADA. All potentially ADA paratransit eligible persons may be covered by the broader system, but individuals must have the opportunity to apply for and receive documentation of ADA paratransit eligibility that can be used in other areas.

[3] City of Lompoc SRTP, Emerson & Associates. Pg.85.

"No Show" and Cancellations Policy

In conjunction with the formation of the ADA certification process, the City should review its "no show" and cancellations policy. ADA regulations require that suspension of service be communicated in writing or other "usable format" such as audio or Braille. Regulations also require that the customer have an opportunity to appeal the suspension of service.

Recommendation: Place an annual limit on the demand-response Vehicle Service Hours. In an effort to control costs and increase efficiency, we recommend that the City limit Vehicle Service Hours for the demand-response service to 6,856 annually. This is equivalent to two vehicles operating 12 hours per day weekdays, and eight hours on Saturdays, excluding holidays.

This limit should be extended to 7,107 Vehicle Service Hours annually if the City extends the hours of operation to 8:00pm for the fixed-route service, and 7,609 if the City extends the demand-response weekday service hours until 10:00pm

DEMAND-RESPONSE RECOMMENDATIONS – EXPANSION ALTERNATIVES

Implement a demonstration project to provide general public DAR service weekdays until 10:00pm. One of the untapped marketing identified in this report were residents traveling to the Lompoc campus of Allan Hancock College (AHC). Since the campus first opened for classes in 2000, demand for transit service has continued to grow.

To serve this market, we recommend that City establish a demonstration project in which the demand-response service is extended until 10:00pm each weekday. During the extended hours (7:00pm to 10:00pm), the service would be available to the general public and would operate within the current service boundaries. Given the nature of the proposed service, we recommend that the City implement a one-way fare of $2.00.

While the intended target market would be Lompoc residents attending the Lompoc campus of AHC, the extended service hours could also provide needed service to residents who have not been able to use COLT in the past because their work schedule requires them to work beyond the current end time of 7:00pm.

It is our recommended that the service be operated for a 12-month period, corresponding with AHC fall or spring semester. The performance of the service should be evaluated on a monthly basis and a comprehensive evaluation should be conducted at the end of the six-month period. If it is determine that the service is not meeting the established goals, the service should be discontinued immediately.

This alternative would increase the number of Vehicle Service Hours operated annually by 780 hours.

While considering the proposed recommendations, it is important to keep in mind that in May 2003 the Santa Barbara County Association of Governments approved a three year demonstration project to provide intercommunity transit service between Lompoc and Santa Maria. The service, which will be funded with both federal CMAQ funds and local monies, is projected to begin operating July 2004. The addition of this service could have impact the COLT service in two significant ways.

First, in order to provide viable connections between COLT and the proposed intercommunity service, for what is expected to be a key market, (e.g. commuters traveling to Santa Maria), the COLT service hours would require additional adjustments to those included in this report. While no schedule or hours of operation for the intercommunity service have been specified at the time of this report, we estimate that the COLT service may have to begin operation as early as 5:30am to provide connections to the proposed service.

Second, the current transfer facility may not be able to accommodate the increased level of traffic. Depending on the final schedule for the intercommunity service, the City may need to relocate the current transfer facility to a location that can accommodate multiple transit vehicles simultaneously, customer amenities, and have adequate parking.

CHAPTER II
GOALS, OBJECTIVES AND STANDARDS

OVERVIEW

The mission, vision, and values outlined in this chapter will guide the development of the City of Lompoc's Short Range Transit Plan (SRTP). It delineates the City's goals for the system, relates the goals to specific objectives, and specifies the standards that will be used to evaluate the objectives. Modifications to prior goals, objectives, and standards are highlighted, and the rationale for each change is discussed.

MISSION, VISION, AND VALUES

City staff reviewed the Mission Statement previously developed by the City and determined it is still appropriate given the City's goals for the future. The adopted City of Lompoc Transit (COLT) Mission Statement reads:

> *Provide a transit service that meets the needs of those who are transportation disadvantaged and the general public, while helping to reduce traffic congestion and assist air quality attainment.*
>
> *The system will offer convenient, safe, esthetically pleasing and reliable transit service, and an attractive alternative to the private automobile. It will contribute to the economic well being of the city by improving easier access to employment, shopping, medical, educational, and recreational destinations.*

As delineated in the Mission Statement, the service provides the following benefits:

- Reduced traffic congestion;
- Improved air quality;
- Satisfaction of the transportation needs of transit dependent individuals, residing with the Lompoc Valley;
- Adequate access to key destination points; and
- Recognition as a viable commute alternative.

To support the identified mission and vision, the following core values have been identified as characteristic of the service provided by COLT:

- Efficiency
- Effectiveness
- Responsiveness

GOALS AND OBJECTIVES

COLT's mission and vision remains unchanged. However, Moore & Associates reviewed the previously adopted Goals and Objectives to assess measurability, relevance, and appropriateness given the current demographics, political, and environmental climate, as well as prevailing transit operating conditions.

After reviewing the City's goals, measures, and standards, we determined they remain generally valid. However, some modifications were identified to provide clearer focus for the SRTP.

GOAL I: PROVIDE ADMINISTRATIVE DIRECTION FOR THE OVERALL OPERATION OF THE TRANSIT SYSTEM.

This goal was modified slightly from the previous goal.

Provide administrative direction for the day-to-day operation of the transit system.

As previously worded, the goal was not an effective use of limited City staffing resources. Since the operations contractor is required to provide an onsite Project Manager and all administrative staffing for the operation of the COLT program, the role of City staff should be to oversee the contract administration and provide management direction for the COLT program.

Relating the goal to the adopted mission and vision, the purpose of this goal is to support reduced traffic congestion within the city, improved air quality, and access to key destinations within the city.

GOAL II: MAINTAIN CITY OF LOMPOC TRANSIT FACILITIES AND EQUIPMENT IN A GOOD STATE OF REPAIR.

The consultant recommends no change from the previously stated goal.

This goal was developed to ensure that equipment reliability and infrastructure do not negatively impact the operation of the service. This adopted goal provides clearer

direction and can be measured, validated, and supported using available sources of information.

GOAL III: DEVELOP AND IMPLEMENT STRATEGIES TO ENHANCE PRODUCTIVITY OF THE TRANSIT SYSTEM.

The proposed goal has been modified from the adopted goal.

Develop, study, analyze and implement strategies to enhance productivity of the transit system and evaluate future needs that address growth in the community.

A key element of the Short Range Transit Plan is the assessment and identification of the future transit needs of the community. This is such a critical aspect of this effort that we believe the adopted goal should be divided into two separate and distinct goals. A new goal is proposed (Goal VI) that focuses on evaluating the current and future transit needs of the community.

The modified goal is reflective of the adopted mission in that it ensures the City is able to provide reliable transit service while contributing to the economic well being of the community.

GOAL IV: PROVIDE RELIABLE, CONVENIENT AND ACCESSIBLE TRANSIT SERVICE FOR THE OVERALL BENEFIT OF THE COMMUNITY WHILE MAINTAINING A PRODUCTIVE, EFFICIENT, AND EFFECTIVE SERVICE.

No change is recommended for this goal. While it is important to provide reliable, convenient, and accessible service, it must be done in an efficient manner. Efficiency measures how well COLT utilizes its resources in providing its services. With limited resources and the City's fiduciary responsibility, it is critical that optimal efficiency be achieved while addressing the first three goals.

GOAL V: SECURE FUNDING, AS NECESSARY, TO CONTINUE TRANSIT SERVICE OPERATION IN THE EVENT THERE ARE REDUCED LEVELS OF TRANSIT FUNDING, AND WHEN APPROPRIATE, EXPAND THE TRANSIT SYSTEM AS FUNDING MAY ALLOW.

The consultant recommends no change from the previously stated goal. Reliable, dedicated funding is an integral component of any transit service. Every effort should be make to maximize existing funding sources as well as identity and leverage non-programmed or discretionary funding.

GOAL VI: EVALUATE FUTURE TRANSIT NEEDS THAT ADDRESS GROWTH WITHIN THE COMMUNITY.

The proposed goal is a key element of the SRTP process. The City must have an understanding of future demand for service if it hopes to attain the first five goals. This would also allow city decision-makers to plan for future capital outlays such as vehicle acquisition, customer amenities, and road and highway improvements (i.e., bus cutouts and turning lanes).

OBJECTIVES, PERFORMANCE MEASURES, AND STANDARDS

Discussed below are the specific objectives, performance measures, and standards proposed to achieve the goals outlined previously.

GOAL I: PROVIDE ADMINISTRATIVE DIRECTION FOR THE OVERALL OPERATION OF THE TRANSIT SYSTEM.

Two objectives were used in the SRTP process to gauge COLT's success at meeting Goal I:

A. Compliance with operations contract; and

B. Ensure operations staff is familiar with all COLT services as well as those of neighboring transit providers.

OBJECTIVE A: COMPLIANCE WITH THE OPERATIONS CONTRACT.

The SRTP will use the existing operations contract as the measure for this objective. The primary standard will be 100 percent compliance with the requirements of the operations contract.

OBJECTIVE B: ENSURE OPERATIONS CONTRACTOR STAFF IS FAMILIAR WITH ALL COLT SERVICES AS WELL AS THOSE OF NEIGHBORING TRANSIT PROVIDERS.

Because the previous planning effort did not include program goals, performance measures or standards, Moore & Associates has developed the following measures and standards:

- COLT fixed-route service: 100 percent knowledge of service area, hours of operation, and fares;

- COLT demand-response service: 100 percent knowledge of service area, fares, hours of operation, and eligibility requirements;
- Neighboring services: basic understanding of service areas, type of services provided and ability to provide a contact point for the respective service.

All of the above standards can be measured through random sampling of COLT's customer information line, and through routine conversations with Colt drivers. This should be done at least once monthly.

GOAL II: MAINTAIN CITY OF LOMPOC TRANSIT FACILITIES AND EQUIPMENT IN A GOOD STATE OF REPAIR.

The SRTP will use two objectives to measure the City's effectiveness at maintaining COLT's facilities and equipment in good working order:

A. Ensure vehicle reliability does not interfere with the operation of the transit service; and

B. Provide facilities and infrastructure necessary to serve needs of COLT customers.

OBJECTIVE A: ENSURE VEHICLE RELIABILITY DOES NOT INTERFERE WITH THE OPERATION OF THE COLT SERVICE.

Five measures will be used to evaluate vehicle reliability:

1. All preventative maintenance shall be performed at +/- 15 percent of the designated intervals;
2. Maintain a vehicle spare ratio of no less then one vehicle per service and no more then 20 percent of the total fleet;
3. Fleet age and mileage for medium duty buses (i.e., cutaways) shall not exceed 5 years or 150,000 miles. Heavy-duty buses (i.e., 30 feet and over) should be replaced every ten years or 350,000 miles whichever comes first;
4. Miles between road calls: Minimum of 15,000 miles between road calls; and
5. All vehicles shall be equipped with fully operational wheelchair lifts.
    - Wheelchair lifts inspected daily.
    - Drivers receive recurrent driver training on lift operations at six-month intervals

Standard Five would attain the following results:

- Lifts are cycled and operationally tested prior to placing the vehicle into revenue service.
- Reinforce the training each driver receives resulting in fewer lift-related delays

OBJECTIVE B: PROVIDE THE FACILITIES AND INFRASTRUCTURE NEEDED TO SERVE THE NEEDS OF COLT CUSTOMERS.

This SRTP update will review the current infrastructure and make recommendations based on the existing conditions and estimated future demands.

This SRTP will gauge effectiveness of the current infrastructure using four measures:

1. Customer amenities: No less than 20 percent of all bus stop locations on each fixed-route should have a bench or shelter for customer uses.
2. Benches and shelters shall be maintained on a monthly basis and at minimum, all customer amenities shall be inspected on a bi-weekly basis.
3. Public information signage shall be installed at all designated fixed-route stop locations.
4. Maintenance and storage facilities shall be capable of properly storing and servicing the transit fleet.

GOAL III: DEVELOP AND IMPLEMENT STRATEGIES TO ENHANCE THE PRODUCTIVITY OF THE TRANSIT SYSTEM.

Three objectives will define the productivity of the service:

1. Minimize operating costs.
2. Provide productive service.
3. Reduce subsidy per passenger trip.

OBJECTIVE A: MINIMIZE OPERATING COSTS.

The current SRTP process will use the following measures and standards:

1. Operating cost per vehicle service hour: Increasing no greater than the Consumer Price Index (CPI), not including fuel cost.
2. Maintenance costs: Increasing no more than 10 percent per annum.

3. Farebox recovery: Maintain a recovery rate of no less than 20 percent for fixed-route and 10 percent for demand-responsive.
4. Administrative cost: Not more than 15 percent of total operating costs.

OBJECTIVE B: PROVIDE PRODUCTIVE SERVICE.

The current SRTP process will use the following measures:

1. Passengers per revenue vehicle mile: 1.25 for fixed-route and 0.30 for demand-responsive.
2. Passengers per revenue vehicle hour: 16.0 for fixed-route and 3.0 for demand-responsive.

OBJECTIVE C: REDUCE SUBSIDY PER PASSENGER.

Farebox recovery will continue to be used as a measure to gauge the success of the program which is minimizing taxpayer contribution. A standard of 20 percent for fixed-route and 10 percent for demand-responsive will be used.

GOAL IV: PROVIDE RELIABLE, CONVENIENT, AND ACCESSIBLE TRANSIT SERVICE FOR THE OVERALL BENEFIT OF THE COMMUNITY WHILE MAINTAINING A PRODUCTIVE, EFFICIENT, AND EFFECTIVE SERVICE.

This SRTP Update will employ eight objectives to measure COLT's effectiveness in meeting the transit needs of the community:

A. Provide reliable service
B. Provide convenient service
C. Provide safe service
D. Provide service that responds to market demand
E. Provide coordination between bus routes
F. Perform ongoing system evaluations
G. Develop community awareness of COLT transit services
H. Target market areas to maintain ridership growth

OBJECTIVE A: PROVIDE RELIABLE SERVICE.

This SRTP update will gauge the reliability of the service using four measures, the same as the previous process:

1. Percent of scheduled departures *on-time*: A minimum of 90 percent of all trips are on-time (0-5 minutes late); and no trips depart scheduled stops before scheduled time.
2. Missed trips: Less than one percent of trips missed or more than 15 minutes late.
3. Spare bus ratio: Minimum of one vehicle per service.
4. Miles between road calls: Minimum of 15,000 miles between road calls.

OBJECTIVE B: PROVIDE CONVENIENT TRANSIT SERVICE.

Four measures will be used to evaluate convenience:

1. Average trip duration: Shall not exceed three times the equivalent auto trip during peak travel periods.
2. Frequency of service: Minimum 30-minute headways for in-city routes and 60-minute headways for county routes;
3. Convenience of bus stops: All fixed-route stops will be identified by appropriate and easy-to-identify signage; and
4. Customer complaints: Less than one per 5,000 passengers for fixed-route and less than one per 2,000 passengers for demand-responsive.

OBJECTIVE C: PROVIDE SAFE SERVICE.

The standards and measures regarding the assessment of system safety will include:

1. Miles between preventable accidents: Not less than 40,000 miles for fixed-route and 100,000 miles for demand-response.
2. Passenger safety: Vehicle load factor no greater than the current California Highway Patrol regulations and vehicle manufacture specifications.

OBJECTIVE D: PROVIDE SERVICE THAT RESPONDS TO MARKET DEMAND.

The objective will continue to be assessed by comparing the annual growth in ridership to the annual population growth rate within the service area.

OBJECTIVE E: PROVIDE COORDINATION BETWEEN BUS ROUTES.

The SRTP will continue to judge the success the system has in achieving this objective by measuring the number of intrasystem transfers by a standard of greater than 15 percent, but less than 30 percent of the total passenger trips.

The level of transfer indicates the balance between effectiveness and efficiency in coordinating bus routes. Too few transfers indicate the system may be inefficient by providing more routes than necessary. Too many transfers indicate the system may not be responding adequately to market demand.

OBJECTIVE F: ON-GOING SYSTEM PERFORMANCE EVALUATIONS.

On-going system performance evaluations provide management with the assurance the system is meeting the goals and objectives that support the mission, vision, and values. Frequent assessment serves as an *early-warning system* for problems. This process will use three measures and standards:

- Management reports on key operational statistics: Monthly
- One hundred percent ridecheck (method used for counting ridership by day, time, and stop and tracking on-time performance) on each fixed-route line: Annually.
- On-board survey of passengers: Biennially.

OBJECTIVE G: DEVELOP COMMUNITY AWARENESS OF COLT TRANSIT SERVICES.

The previous SRTP recommended an increase in the level of marketing for the COLT service. The effectiveness of marketing is determined by measuring the *awareness* of the general population of COLT's service. *Awareness* is defined as a level of knowledge greater than knowing only that a service exists but less than detailed destination, route, and schedule information. Working with the city's Project Manager, the consultant constructed a survey instrument to effectively measure general community awareness of the COLT system and services. The full results of the survey will be present in our draft and final reports.

OBJECTIVE H: TARGET MARKET AREAS TO MAINTAIN RIDERSHIP GROWTH.

The object of target marketing may change as a result of new development, additional services, or other external and internal forces. A marketing plan updated annually indicates the marketing program is responsive to these changing conditions.

GOAL V: SECURE FUNDING AS NECESSARY TO CONTINUE TRANSIT SERVICE OPERATION IN THE EVENT THERE ARE REDUCED LEVELS OF TRANSIT FUNDING AND WHEN APPROPRIATE, EXPAND THE TRANSIT SYSTEM AS FUNDING MAY ALLOW.

The SRTP will measure the City's ability to secure transit funding by its ability to:

A. Maximize the use of funding sources.

OBJECTIVE A: MAXIMIZE THE USE OF FUNDING SOURCES.

In the previous SRTP effort, no quantitative standard was used for determining if funding was optimized. In the current SRTP, the standard is state and federal funds consist of a minimum of 80 percent of all capital funds expended. This alternative provides a clear and achievable standard given the traditional Federal requirement of 20 percent local match. In examining the use of funding, the consultant will seek to identify discretionary or non-traditional funding sources.

GOAL VI: EVALUATE FUTURE TRANSIT NEEDS RESULTING FROM GROWTH WITHIN THE COMMUNITY.

This document will use two objectives to measure future transit needs of the community:

A. Population density; and

B. Proposed commercial and residential development.

OBJECTIVE A: POPULATION DENSITY

Changes in population density are a good indication of changes in demand for transit services. While this type of change would normally occur gradually, it is important that it be monitored on a regular basis.

OBJECTIVE B: PROPOSED COMMERCIAL AND RESIDENTIAL DEVELOPMENT

On-going evaluation of development in and around the city would provide management with an understanding of future demand. This process will use two measures and standards:

1. Approved residential and commercial development; and
2. Proposed residential and commercial development.

Both measures would require the City's transit staff to work closely with the City's community development staff to allow the City's Transit Administrator to discuss the impact of any proposed development on transit.

STRATEGIES

During the document review, Moore & Associates assessed the current strategies the City had implemented to achieve the identified goals and objectives. Among the documents reviewed were the following:

- City of Lompoc System Assessment Paper, April 1997, Emerson Consultants
- ***City of Lompoc Short Range Transit Plan*** FY 1998 through FY 2002, October 1998, Emerson Consultants
- ***Transit Needs Assessment*** June 2001, Santa Barbara County Association of Governments
- North Santa Barbara County Economic Outlook 2001 May 2001, UCSB Economic Forecast Project
- ***City of Lompoc Marketing Plan*** completed June 2001, Moore & Associates
- ***North County Unmet Transit Needs minutes*** March 2002 and April 2003, Santa Barbara County Association of Governments

The strategies implemented by the City include:

Design a three-route system to provide fixed-route service within the service area.

Rationale: The current COLT fixed-route system consists of four routes, of which three are within the City limits. The fourth route provides service from the transfer center in Lompoc to the adjacent communities of Vandenberg Village and Mission Hills which are located in unincorporated areas of Santa Barbara County. Timed-transfers between routes are facilitated at the transfer center located in the Mission Plaza Shopping Center.

Establish a two-vehicle demand-response service system to serve the needs of the elderly and persons with disabilities.

> Rationale: Prior to the establishment of the fixed-route system, the City operated a general public demand response service that provided service within city limits as well as to Vandenberg Village and Mission Hills.

In response to increasing demand, rising costs, and operational issues, the fixed-route service was established and eligibility on the demand-response service was restricted to seniors and persons with disabilities.

Modernized the transit fleet.

Rationale: The new vehicles have increased service reliability and significantly lowered operating and maintenance costs.

Increase awareness of COLT services within the service area.

Rationale: Every resident of Lompoc is a member of COLT's customer group, either as a regular patron, an occasional user, or a non-riding taxpayer. The goal is to encourage trial usage of the transit service in the belief that once familiar with the service, a patron's usage will increase over time.

The consultant will evaluate the relevance and success of each of these strategies throughout the preparation of the SRTP. Additional or modified strategies may be identified with the City's Project Manager and integrated into the final plan if approved.

CHAPTER III
SITUATION ANALYSIS & SERVICE EVALUATION

OVERVIEW

This chapter provides an analysis and evaluation of the services provided by City of Lompoc Transit (COLT). Included is actual service performance compared to the adopted standards. Areas where performance exceeds the established standard or is lower than the established standard are also identified and discussed.

Included is an overview of the service area including geographic, demographic, and economic profiles. The characteristics of each service mode, a detailed description of each route and its performance, current fleet configuration, peer review, and inter-service relationships are examined.

The report summarizes all survey findings (onboard, community, ride-check, and demand-response), and offers a SWOT (strengths, weaknesses, opportunities, and threats) analysis for the fixed-route service.

The summary includes the following descriptions:

- Overview of the service area and service
- Evaluation of current service
- Route descriptions
- Survey data
- Current fleet configuration, condition, and assignment
- Existing operational practices
- Success in attaining adopted goals

COLT is responsible for providing fixed-route and demand-response public transit service within the Lompoc Urbanized Area. COLT operates four fixed-routes, Monday through Saturday. The service operates Monday through Friday from 7:00am to 7:00pm and Saturday from 9:00am to 5:00pm using four vehicles. This equates to 14,392 vehicle revenue hours and 203,510 vehicle revenue miles operated during FY 00-01.

The fixed-route system is designed around a main transfer point, which facilitates easy transfer between routes. COLT also provides timed connections to the Amtrak feeder shuttle, which serves Lompoc twice daily.

COLT's demand-response service operates two vehicles during the same hours and days as the fixed-route service. Up to 4,882 vehicle revenue hours were operated during FY 00-01. Access to the service is restricted to seniors (63 years or older) and persons with disabilities. Its primary mission is to provide complementary paratransit service in response to the Americans with Disabilities Act.

Total ridership for FY 00-01 was 139,057.

GEOGRAPHIC DESCRIPTION

The first settlers in the Lompoc Valley were the Chumash Indians. The Chumash and their predecessors lived in this region for nearly 10,000 years prior to the establishment of La Purisima Mission in 1787. The establishment of La Purisima marked the earliest European settlement of the Lompoc Valley.

In 1887, the Lompoc Valley Land Company was formed and undertook the settlement of Lompoc Valley on Mexican rancho lands, which were purchased from the owners for $500,000. The area was incorporated as a City on August 13, 1888.

The Lompoc Valley is located between Pacific Coast Highway (Hwy 1) and Highway 246. It is 55 miles northwest of Santa Barbara, 155 miles northwest of Los Angeles and 270 miles southeast of San Francisco. The valley is part of the central California coastal region.

The year 1941 brought an unprecedented change to California's picturesque Central Coast. Once a haven for wild game and cattle grazing, some 86,000 acres of open lands in the Lompoc-Guadalupe-Santa Maria triangle passed to the United States Army, and practically overnight became the site of a huge military encampment called Camp Cooke. As a training center for armored and infantry troops, young recruits assigned to Cooke were forged into combat-ready soldiers and shipped overseas for duty against

German and Japanese forces. After the War and a short period of inactivation, the installation was called up again for the Korean War in 1950.

Between the wars and as late as January 1957, the military reservation had reverted to its previous use for cattle and sheep grazing. Transformation of Camp Cooke into the nation's first space and ballistic missile operational and training base began in 1957 when it was transferred to the United States Air Force. In the proceeding year it was renamed Vandenberg Air Force Base.

Vandenberg AFB is presently operated by Air Force Space Command's 30th Space Wing and is the only military base in the United States from which unmanned government and commercial satellites are launched into polar orbit. It is also the only site from which intercontinental ballistic missiles are test fired into the Pacific Ocean, splashing down at the Kwajalein Atoll within the Marshall Islands.

The population of the Lompoc Valley soared from 6,665 in 1957 to over 40,000 in 2001.

Throughout this decade, the community expects to continue to grow and diversify, while retaining the rich heritage and values characteristic of early Lompoc.

ECONOMIC AND BUSINESS CLIMATE

Early Lompoc was essentially agricultural, however since the mid 20th century the economic and labor base has diversified. The growth and diversification of Lompoc was due in large part to the establishment and growth of Camp Cooke and later Vandenberg Air Force Base. Today, Lompoc accounts for approximately 35 percent of north Santa Barbara County's $5.5 billion economy[4]

The areas' top five employers include[5]:

1. Vandenberg AFB 5,250 employees
2. Lompoc Unified School District 1,690 employees
3. Lockheed Martin 1,200 employees
4. U.S. Department of Justice 955 employees
5. Lompoc Hospital 500 employees

The area's growing economy has fueled both non-residential and residential development in the Lompoc Valley. Over 177,000 square feet of the non-residential space is either under construction or has been approved for construction in Lompoc

[4] North Santa Barbara County Economic Outlook 2002. UCSB Economic Forecast Project May 2002. Pg 55.
[5] North Santa Barbara County Economic Outlook 2002. Pg 67.

totaling $7.7 million[6]. Of that, approximately 80 percent is being developed for industrial and office use.

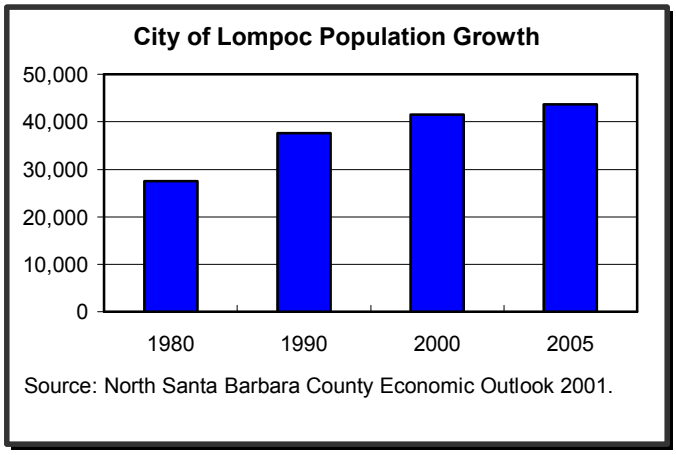
The median home price in Lompoc has risen from $134,000 in 1999 to $185,000 in 2001[7]. While this can be attributed to increasing activity at Vandenberg AFB, this rise in housing costs has also been fueled by a tightening of the housing supply. According to the North Santa Barbara County Economic Outlook 2001, the City of Lompoc did not permit any residential development in 2000. This was followed by the approval of only 121 residential units in 2001.

While the City of Lompoc does experience some leakage of sales tax to Santa Maria, this has been reduced as a result of expanded retail in the Lompoc Valley. The presence of large retailers such as Ross Dress for Less and Wal-Mart as well as two major grocery store chains, Albertson's and Vons, has reduced the need for out-of-area travel.

In addition to a majority of the retail outlets located within the City, COLT's fixed-route serves schools and medical centers located throughout the Lompoc Valley. They include Lompoc High School, Cabrillo High School, two elementary schools, Alan Hancock College, and the Lompoc Healthcare District.

DEMOGRAPHICS AND POPULATION

Lompoc has experienced modest population growth compared to other areas on the California central coast. According to Census 2000 data the city's population (41,103) grew 9.2 percent between 1990 and 2000. The population is expected to increase to approximately 44,000 by 2005.

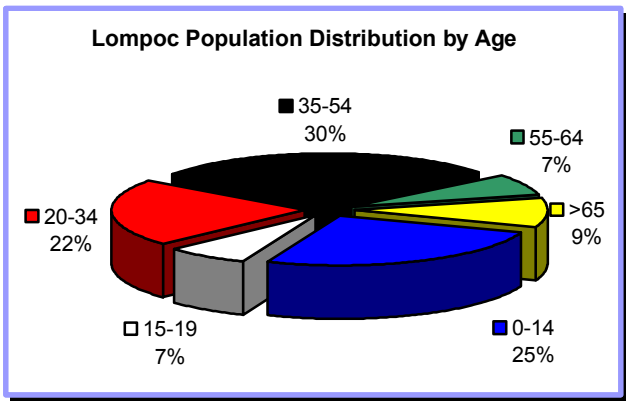


Source: North Santa Barbara County Economic Outlook 2001.

Census 2000 reveals 37 percent of residents identify themselves as Hispanic, up from 27 percent in 1990. This segment of the population is generally younger, less educated, and of lower income.

[6] North Santa Barbara County Economic Outlook 2002. Pgs 99-103.
[7] North Santa Barbara County Economic Outlook 2002. Pg 85.

Census 2000 demographic data indicates the median age in Lompoc is 32.2 years with 9.3 percent of the population being 65 or older. In addition to the Hispanic population, Lompoc has also experienced a vibrant growth in its senior population.



The median home price in Lompoc has grown tremendously over the past ten years. Despite this, the Lompoc Valley continues to attract people from southern Santa Barbara County and throughout the central coast seeking affordable housing and an improved quality of life.

Growth in the populations of younger residents (under 18), older residents (over 62), and residents commuting outside the Lompoc valley for employment will continue to place pressure on city transit services and require the continued support of out of valley travel alternatives (i.e., Clean Air Express).

PROGRAM ADMINISTRATION

The City administers the COLT program through its Public Works Department. The City's Aviation/Transportation Administrator has day-to-day responsibility for service planning, marketing, data analysis, vehicle procurement, and contract management. The Aviation/Transportation Administrator is assisted by a half time FTE Administrative Assistant. Tasks such as the marketing and planning are provided on a contract basis, that the Aviation/Transportation Administrator oversees.

The City has contracted with American Star Transportation for the day-to-day operation of the COLT service. The City's Public Works staff provides vehicle maintenance.

EVALUATION OF CURRENT OPERATIONS

The City of Lompoc operates two modes of service: fixed-route and demand-response. In 1999, the City of Lompoc introduced a four-line fixed-route network and restricted access to its demand-response service to seniors and persons with disabilities.

FARE STRUCTURE

A fare adjustment for travel within the city boundaries occurred in February 1993 when the regular City fare was set at 65 cents and the regular fare for service outside City limits increased from $1.00 to $1.25. Additionally, a reduced fare of 30 cents was

established for seniors and persons with disabilities traveling within the City limits and 60 cents for those traveling outside the City.

In July 1999, free transfers were introduced with the addition of the fixed-route service. Monthly passes were added in the spring of 1999 that provide unlimited rides during month of issuance.

On September 1, 2002 the City of Lompoc implemented a new fare structure that raised the intra-city fares, bring them in line with the fares charged by agencies with similar services. The new fare structure also included adjustments to the County, however the new County fares were not implemented until November 6, 2002 due to delayed approval by the County Board of Supervisors.

EXHIBIT III-1 CURRENT FARE STRUCTURE

Category	Fixed-Route		Dial-A-Ride
	Regular	Senior/ Disabled	Senior/ Disabled
Intra-City Cash Fare	$ 1.00	$ 0.50	$ 0.50
County Cash Fare*	$ 1.50	$ 0.75	$ 0.75
Intra-City Monthly Pass	$ 18.00	$ 9.00	$ 9.00
County Monthly Pass*	$ 34.00	$ 17.00	$ 17.00

***Effective November 6, 2002**

Discounted fares are available to seniors, 63 years and older, and to persons with disabilities on both fixed-route and Dial-A-Ride (demand-response). The monthly *Fare Saver* pass entitles the rider to unlimited rides during a calendar month. No youth or student discounts are available.

FLEET CONFIGURATION

The COLT fleet consists of two vehicle types, ten Ford Aerotech (cutaways) and two 35-foot Thomas TL960s. All the cutaways are configured to accommodate 22-seated passengers while the 35-foot coaches are configured to seat 36. All vehicles are wheelchair accessible, and are equipped with two tie-downs. Vehicle fleet configuration is shown in the Exhibit III-2.

The average age of the entire COLT fleet is two years. The ten cutaways have an average age of 1.8 years while the 35-foot coaches have an average age of three. No vehicle in the fleet is more than four years old.

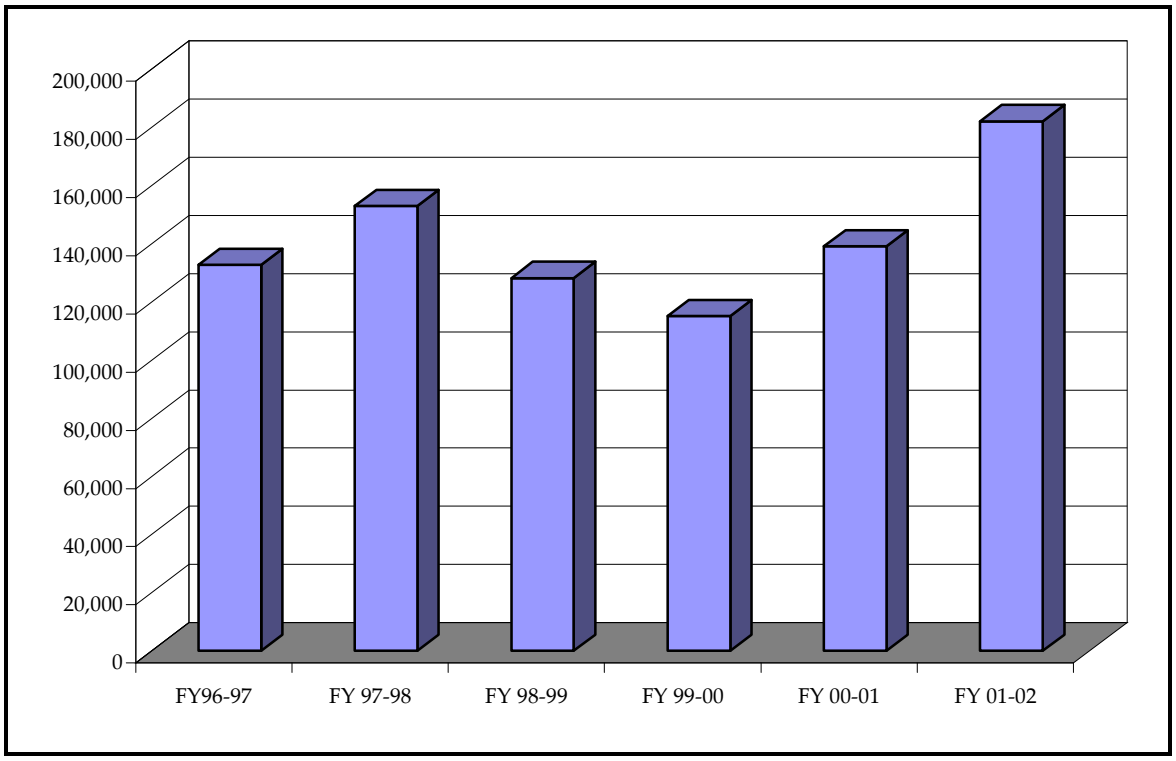
EXHIBIT III-2 **COLT FLEET CONFIGURATION**

Fleet Number	Year	Make	Mileage	Seats	W/C & Tiedown #	Fuel
1694	1999	Ford Aerotech 240	103,571	22	YES / 2	DIESEL
1695	1999	Ford Aerotech 240	99,257	22	YES / 2	DIESEL
1696	1999	Ford Aerotech 240	99,040	22	YES / 2	DIESEL
1697	1999	Ford Aerotech 240	91,453	22	YES / 2	DIESEL
1698	2000	Ford Aerotech 240	81,331	22	YES / 2	DIESEL
1699	2001	Ford Aerotech 240	47,529	22	YES / 2	DIESEL
1690	2002	Ford Aerotech 240	5,426	22	YES / 2	DIESEL
1691	2002	Ford Aerotech 240	2,899	22	YES / 2	DIESEL
1688	2002	Ford Aerotech 240	N/A	22	YES / 2	DIESEL
1689	2002	Ford Aerotech 240	N/A	22	YES / 2	DIESEL
1681	1999	Thomas TL 960	62,837	36	YES / 2	DIESEL
1682	1999	Thomas TL 960	76,836	36	YES / 2	DIESEL

CURRENT TRENDS

Ridership on COLT has fluctuated greatly over the past five years. COLT experienced a 15 percent increase from FY 96-97 to 97-98. This was followed by a 16 percent and 10 percent decrease during the following two fiscal years. This trend reversed in FY 00-01 when the service experienced a 21 percent increase over the previous year. During FY 01-02, ridership increased 31 percent.

EXHIBIT III-3 **SYSTEM HISTORIC RIDERSHIP**



Ridership experienced a five-year low in FY 99/00 with the transition to the current two-tier structure. Since that time, annual ridership has increased steadily.

As a result of the service transition, several significant challenges were confronted including declining fleet reliability, operational issues relating to the region's road network, and operations contractor performance.

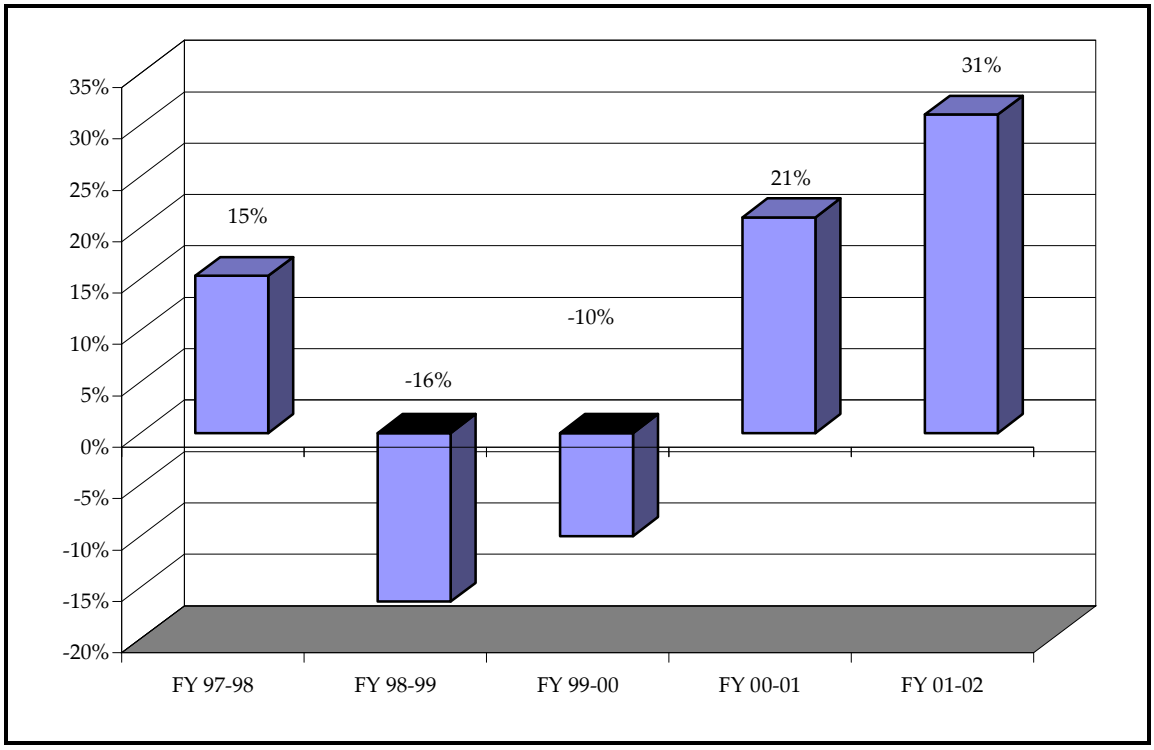
Following the City's fleet replacement and the selection of a new operations contractor, service reliability improved and ridership continued to increase.

According to the most recent demographic survey data, COLT's fixed-route customer base is composed primarily of females under the age of 44 with an annual household income of $20,000 or less. Of those who participated in the survey approximately 71 percent reside within city limits and used the service to travel either to work or school.

The general perception of survey participants is the transportation services provided by the City are fair to good. Almost one quarter of those surveyed indicated that, in their opinion, the City transportation services meet the needs of Lompoc's residents very well. Less than one percent held the view that the City does not satisfy the needs of the residents. Their level of satisfaction increased dramatically in proportion to awareness,

indicating the continued importance of community outreach. This opportunity will be discussed in detail within the ***Marketing & Customer Service Evaluation and Recommendations*** section of this study.

EXHIBIT III-4 **RIDERSHIP INCREASES**



FIXED-ROUTE SERVICE

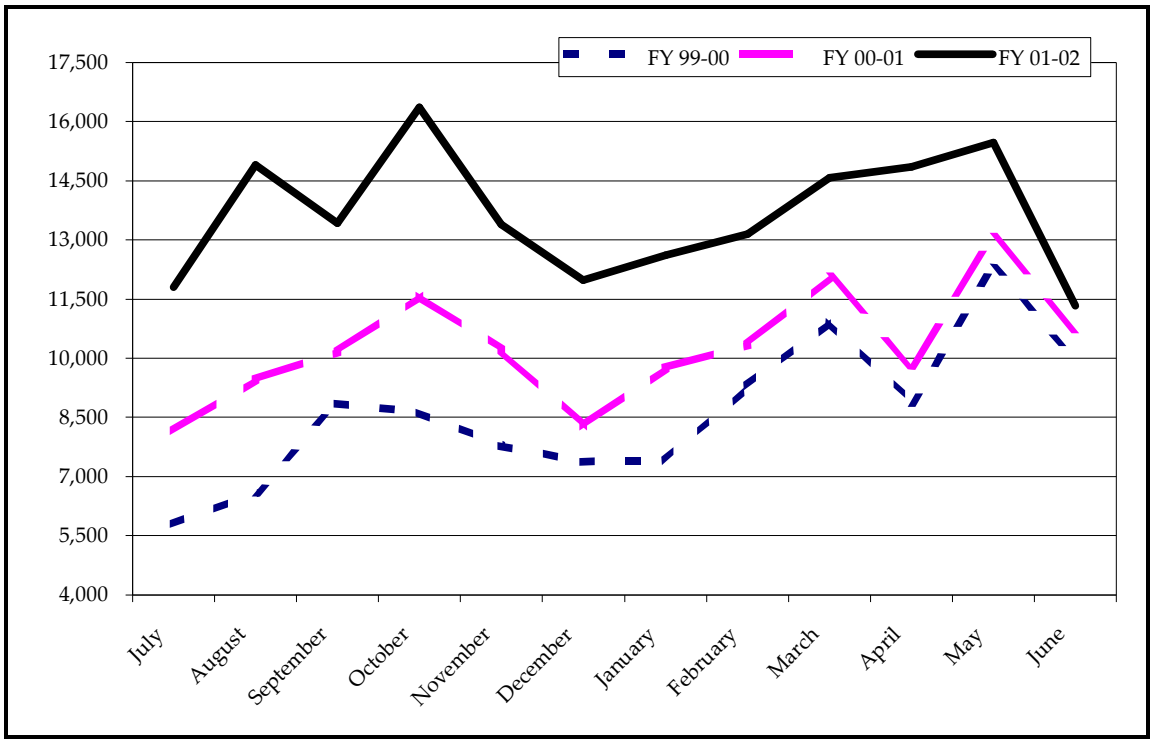
City of Lompoc Transit operates four fixed-route lines providing service Monday through Friday from 7:00am to 7:00pm, and Saturday from approximately 9:00am to 5:00pm. Three of the four routes operate within city limits on half-hour headways with the fourth linking the city with the unincorporated areas to the north (Vandenberg Village, Mission Hills) on a 60-minute basis.

Since its introduction, ridership aboard the fixed-route system has steadily grown. While some of this has been fueled by the conversion of the dial-a-ride service from a general public system to a senior and persons with disabilities program, riders have also been drawn to the service by improved on-time performance and the addition of new vehicles to the COLT fleet.

The four-line fixed-route system is designed around a main transfer point, which facilitates connections between routes. The major transfer point is in the Mission Plaza shopping center located at H Street and Central Avenue. In order to provide service every 30 minutes within the City limits, the three intra-city routes (Routes 1-3) have been interlined. For example, a driver will make their first trip of the day on Route 1, the second trip would be on Route 2, and the third trip would be on Route 3. This rotation occurs at the transfer center and reduces the "layover time" (i.e., the time between trips) for each of the vehicles thereby increasing efficiency. Route 4 vehicles remain on the same route allowing connections at the transfer center every 60 minutes.

The COLT fixed-route serves two high schools, one middle school, and the Lompoc Valley Campus of Allan Hancock College. Student ridership is high. Allan Hancock College, which is served by Route 4 twice per hour, attracts students from throughout Lompoc Valley. City staff and the college administrators have worked closely to promote the use of COLT by the Allan Hancock College community.

EXHIBIT III-5 **CITY OF LOMPOC TRANSIT FIXED-ROUTE RIDERSHIP**



Ridership aboard the fixed-route service has increased consistently since its introduction in July 1999. Much of this growth could be attributed to community outreach and an increased awareness of the COLT fixed-route service.

An analysis of the customer survey data indicates 55 percent of riders have been riding the COLT fixed-route service for less than 12 months. While the number of new riders is high relative to the total ridership, it is not unusual considering the service is less than three years old.

Of the fixed-route customers surveyed, only 12 percent could be considered "choice riders". A "choice rider" is described as someone who holds a valid drivers license and has access to an automobile. Forty-six percent of those surveyed indicated having neither a driver's license nor an available car. This implies that a large percentage of current patrons do not have other travel options. Approximately 37 percent of the respondents indicated that if COLT service were not available, they would not make the trip or did not know how they would make the surveyed trip. This equates to a high degree of overall transit dependency.

The average rider is female (68 percent female), 21 to 44 years old, with a household income less than $20,000. She uses COLT to travel primarily to work or school.

Schedule adherence was the lowest rated characteristic, with 27 percent of the current riders rating on-time performance as poor or somewhat poor.

The adopted schedule adherence standard (on-time performance) is 90 percent. On-time is defined as zero to five minutes after the published schedule time. A ride check conducted during April 2002 revealed only 60 percent of trips were within the 0-5 minute standard. The percentage of trips late by more than five minutes was 16 percent, while 24 percent of all trips departed before the published schedule time.

Having 40 percent of total runs departing outside the adopted standard (i.e., no trip shall depart the established time point prior to published schedule) validates the perception of poor schedule adherence.

EXHIBIT III-6 **FIXED-ROUTE ON-TIME PERFORMANCE**

March 2002			
	On-time	**Early**	**Late**
Route 1 (Red)	58 %	42 %	0 %
Route 2 (Black)	58 %	29 %	13 %
Route 3 (Green)	70 %	13 %	17 %
Route 4 (Blue)	45 %	0 %	55 %
Average	60 %	24 %	16 %

As Exhibit III-6 illustrates, the major contributor to the fixed-route's poor on-time performance is early trip departure. Based on our experience working with operations of similar size and scope, there are three aspects which commonly contribute to "running hot":

- Inadequate total schedule time
- Inadequate allocation of time between established time points
- Driver training

A review of the ridecheck data indicates that the problem with early departures may be resolved chiefly with additional driver training. Of those Route 1 trips with early departures, only two completed the run on or behind schedule. This indicates the time gained from the early departure was not necessary for the trip to remain on schedule. A contributing factor may be the driver's anticipation of delays due to operating

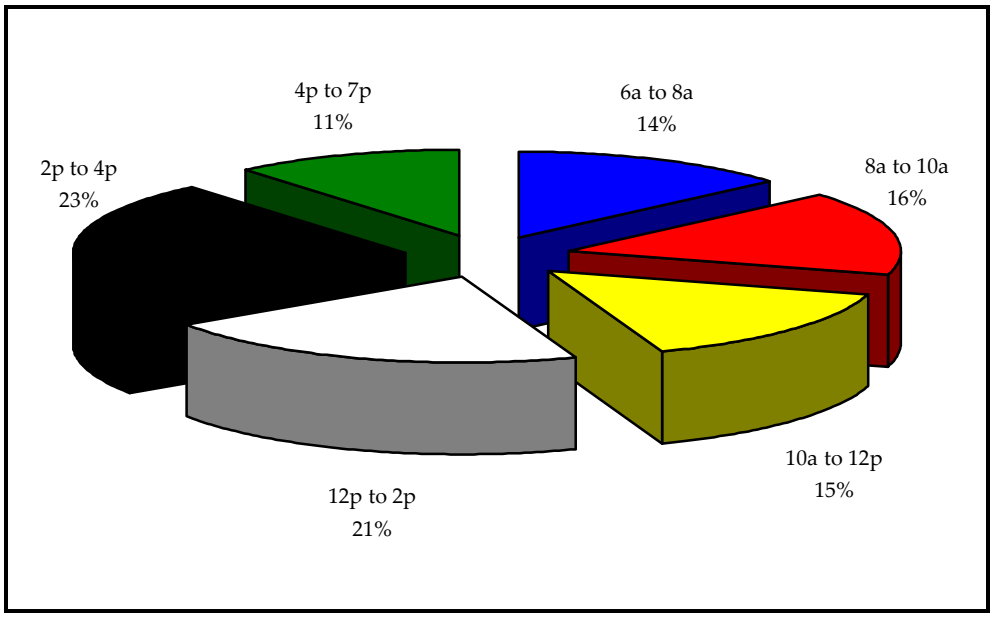
conditions such as traffic, school schedules, and the boarding of passengers in wheelchairs.

While there are a number of factors that may cause a trip to fall behind schedule, results of the study's time checks and boarding and alighting data indicate the late departures can be attributed to departure delays at the Mission Plaza transfer point (i.e., holding vehicles for connecting passengers). Given the interline nature of the intra-city routes (Routes 1-3), "running late" on any one line, "cascades" to the next route on the operator's cycle. For example, an operator will start a shift on Route 1. Once their first trip is completed, they transition to Route 2. When they complete their second trip as Route 2, they begin their third trip of the day as Route 3. This pattern continues throughout the day.

This situation is often exacerbated by the time-transfer link between intra-city routes and the 60-minute service (Blue line) linking the transfer point with the unincorporated areas of Vandenberg Village and Mission Hills.

The highest afternoon ridership (44 percent) occurred between noon and 4:00pm. The lowest number of daily boardings occured after 4:00pm. These boarding patterns are indicative of heavy school pupil ridership (43 percent of survey respondents indicated their trip was school related).

EXHIBIT III-7 **BOARDINGS BY DAY-PART**



ROUTE-BY-ROUTE ANALYSIS

The COLT system features four unidirectional loops that feed into a central transfer location. Together, the four routes provide service to virtually all key traffic generators within the urbanized portion of the Lompoc Valley. As a design criterion, the City adopted a ***coverage*** rather than ***frequency*** approach to its fixed-route service delivery methodology.

Route 1: Red

Route 1 is the only line providing service along H Street, the City's primary north-south arterial.

Traffic generators located along H Street include two supermarkets, a number of retail shopping centers, hotels, car dealerships, and several restaurants.

Route 1 begins by traveling south on H Street to Walnut where it turns west to I Street. On I Street, it travels south to Cypress before turning east. Route 1 provides service to the Lompoc Civic Center (Cypress/D Street), which includes City Hall, the police department and the county court house. From Cypress Street, Route 1 travels north on A Street, east on Ocean Avenue, north on third Street, west on Walnut, and north on A Street.

Route 1 serves a light industrial area located along A Street as well as John Manville Park, in addition to a residential area before turning west on Central Avenue and returning to the transfer point.

Analysis

During our ridecheck (March 2002), Route 1 had an on-time performance of 58 percent. While not the lowest of the four routes, Route 1 had the highest percentage (42percent) of early departures of any fixed-route line.

Route 1 is unique in that its poor on-time performance is due exclusively to early trip departures. Chronic early departures are symptomatic of a need for increased driver training and a schedule that may not allow enough time to complete the route. A review of the time checks revealed that in most cases, the time gained from departing early was not needed to remain on schedule. In fact, most trips that departed early also ended ahead of schedule.

Overcrowding was not an issue on Route 1. Route 1 experiences its peak loading between 7:00am and 8:30am, and again at 2:00pm and 3:30pm; typical of high student ridership.

Aside from the transfer point at Mission Plaza, the stop located at H Street in front of K-Mart had the highest boarding and alighting activity of any stop along the route. Seventeen percent of all passenger boardings on Route 1 were made on H Street (in front of K-Mart), while 12 percent of alights were made at this location.

The second most popular destination on Route 1 was Cypress and I Street, which accounted for 10 percent of boardings and 12 percent of alightings.

EXHIBIT III-8 ROUTE 1 BOARDINGS & ALIGHTINGS

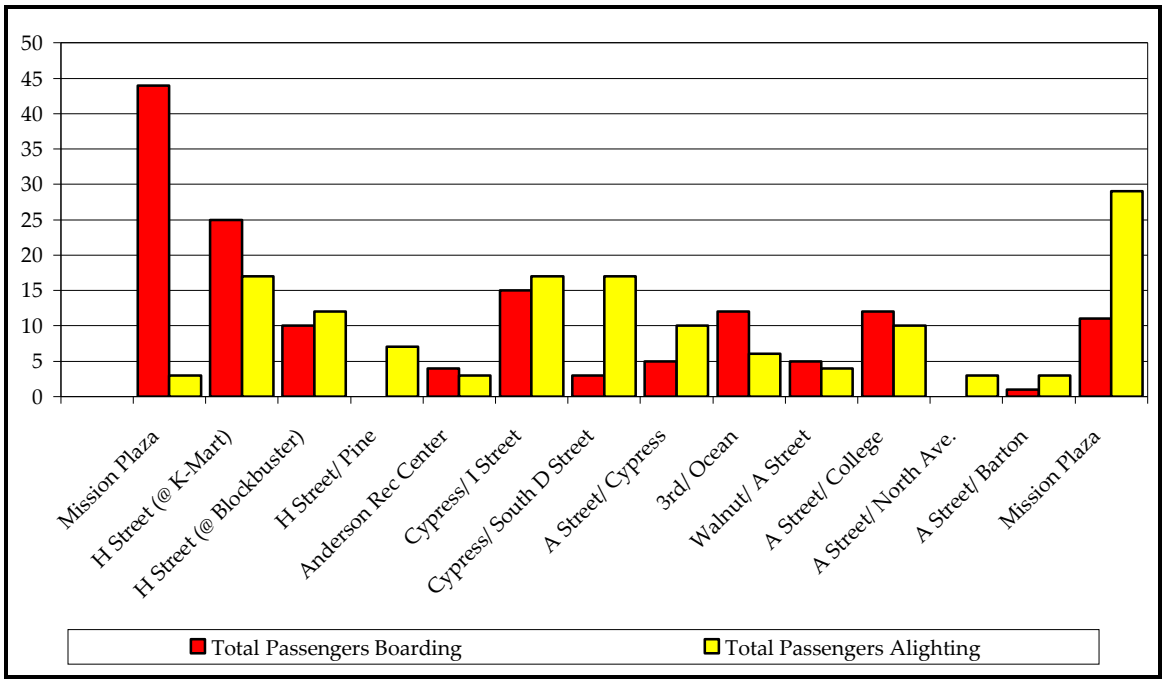
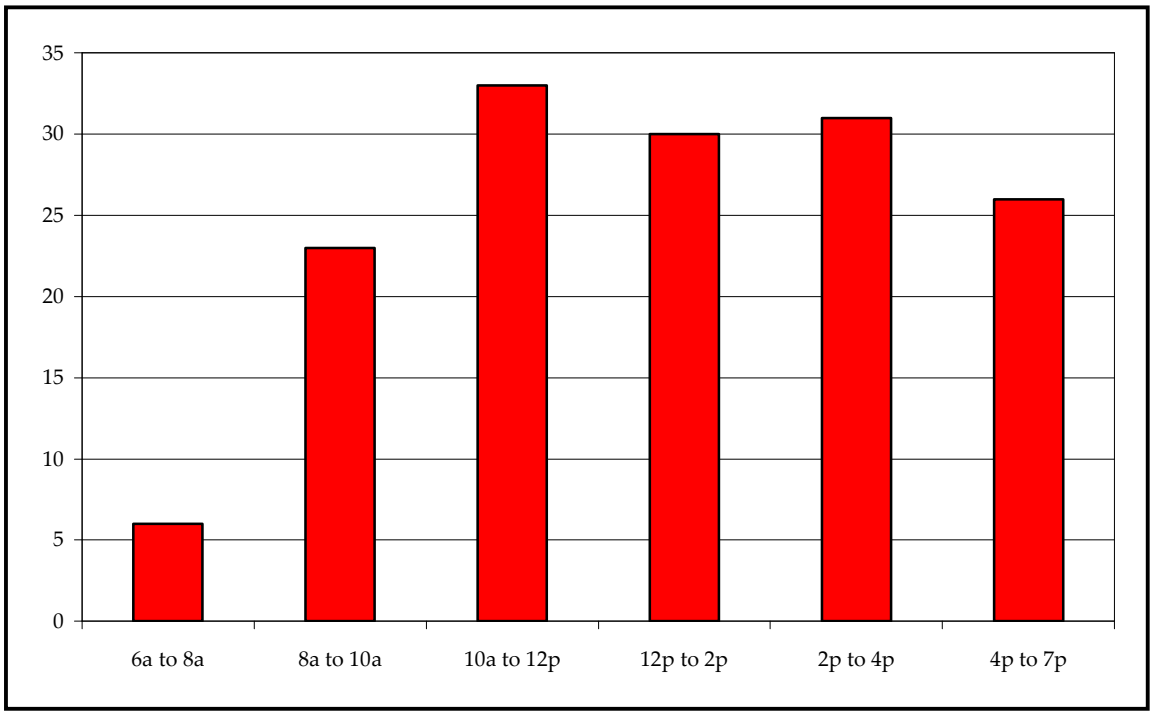


EXHIBIT III-9 ROUTE 1 BOARDINGS BY DAY-PART



Route 2: Black

Route 2 begins at the Mission Plaza transfer point and proceeds west along Central Avenue to V Street, south on V Street to Laurel, and then east along Laurel to R Street. From there Route 2 travels south on R Street to Ocean, west on Ocean to V Street, south on V Street, east on Olive, north on I Street, west on Cypress, north on O Street, and east on Central before returning to Mission Plaza.

Approximately 50 percent of Route 2 travels through residential areas. Route 2 provides access to major traffic generators such as Wal-Mart, the Social Security office, County Social Services, Lompoc Valley Middle School, and Lompoc High School.

Analysis

During the ridecheck, Route 2 had an on-time performance rating of 58 percent. Of the trips not operating on schedule, 29 percent operated early while 13 percent operated late.

Unlike Route 1, the majority of the trips departing early did use the time to remain on schedule. This is an indication that the published schedule may not include enough time built therein to address delays such as traffic and wheelchair boardings.

Peak boardings for Route 2 occur in the afternoon between 2:00 PM and 4:00 PM. This is not surprising given Route 2's alignment includes both a high school and a middle school.

The three stops with the highest boarding and alighting activity were R Street and Laurel (9 percent of all boarding and 6 percent of all alightings), O Street and Cypress (13 percent of all boarding and 2 percent of all alightings), and O Street and Walnut (6 percent of all boarding and 9 percent of all alightings).

Riders on Route 2 are more likely to be traveling to and from school given the proximity of the route to residential areas, Lompoc Middle School, and Lompoc High School.

EXHIBIT III-10 ROUTE 2 BOARDINGS & ALIGHTINGS

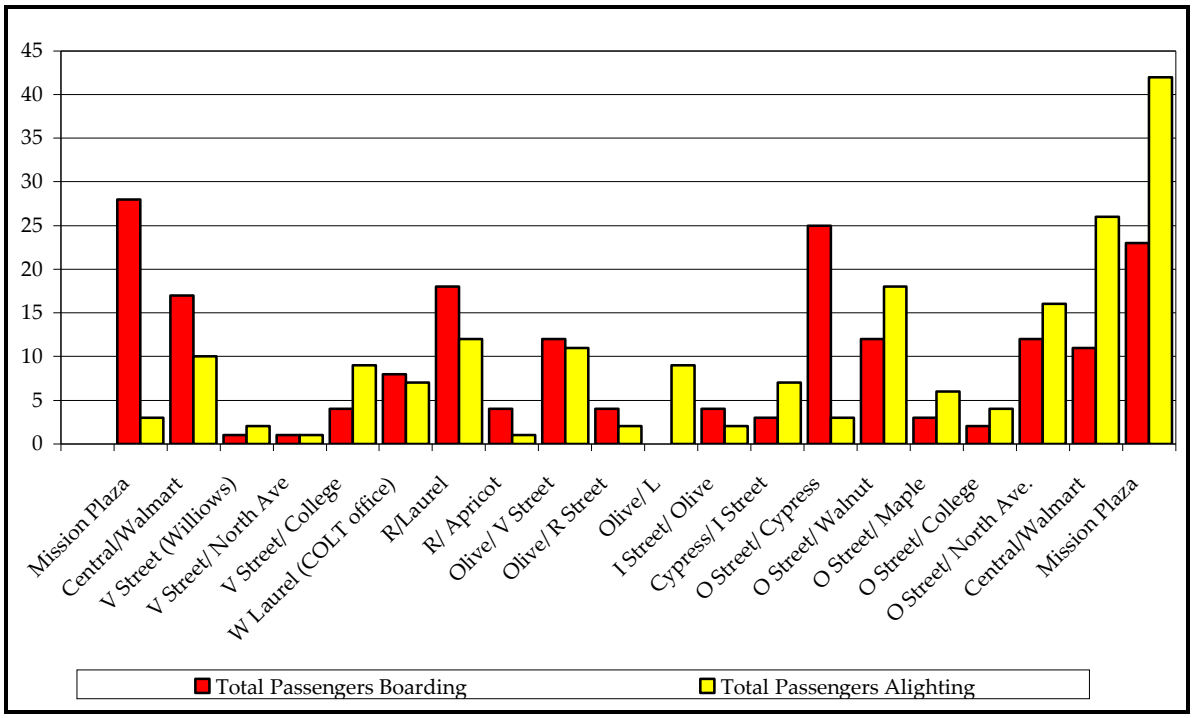
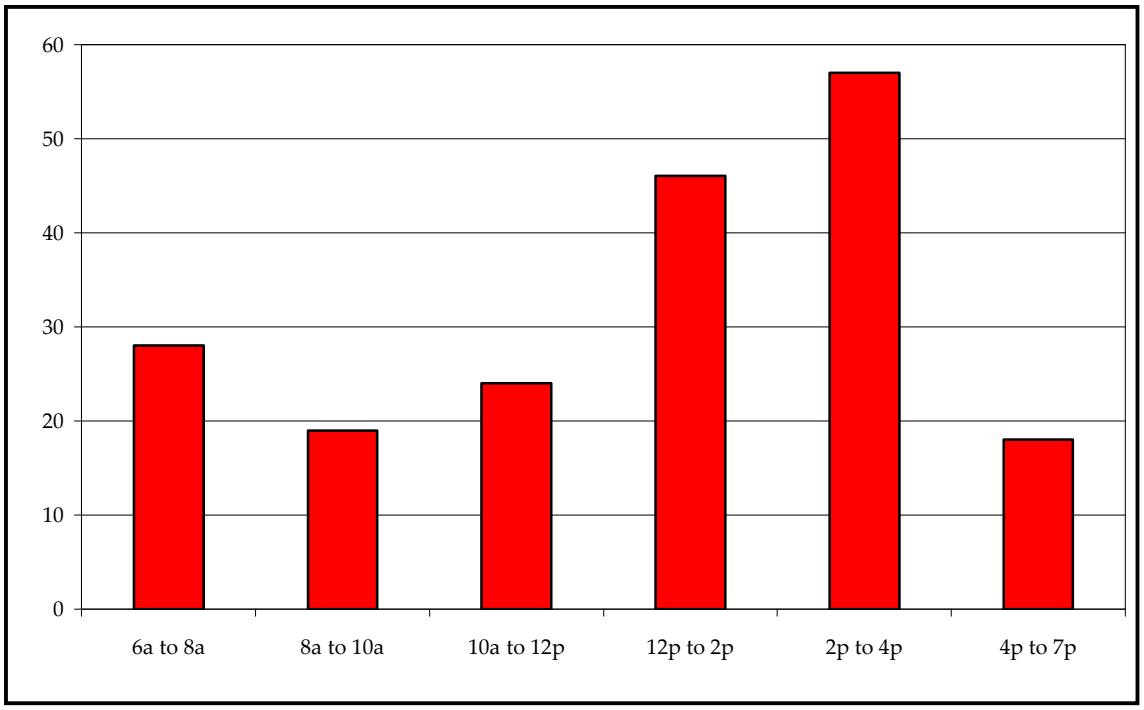


EXHIBIT III-11 ROUTE 2 BOARDINGS BY DAY-PART



Route 3: Green

Route 3 provides much of the east-west coverage through central Lompoc. Beginning at the Mission Plaza transfer point, Line 3 travels east on Central, south on A Street, west on North Avenue, south on D Street, and west on Pine Street to Q Street. From Q Street, Route 3 travels south to College, west to R Street, south to Laurel, west to U Street, south to Chestnut, east on Chestnut to O Street, north to Pine Avenue, east to Third Street, north to North Avenue, west to A Street, north to Central, and west to Mission Plaza.

In addition to residential areas in the north-east quarter of the city, Route 3 provides service to La Honda Elementary, the Lompoc library, Lompoc High School, and the Social Security/County Social Service office.

Analysis

Route 3 had the best on-time performance of any COLT fixed-route with 70 percent of the surveyed trips operating on-time. Of those trips not operating on schedule, 13 percent operated ahead of schedule, while 17 percent operated later than the published schedule. A review of time checks revealed that the trips departing early did not need additional time to remain on schedule. In fact, all of the trips that operated ahead of schedule during the survey period arrived at the end point ahead of the published time.

It appears most of the late trips were the result of poor on-time performance experienced by Route 2. Routes 1, 2, and 3 have been interlined. This means that rather than assigning one vehicle to an individual route, the vehicles and drivers follow each other, progressing from one line through another until a full circuit of three "lines" is traveled. This approach allows the City to provide service on each of the three routes every 30 minutes without increasing the number of vehicles required. It also allows the operators to layover at the yard (located along Route 2) every 90 minutes.

While this route structure typically increases efficiency, it can create a domino effect when trips do not operate on time. This seems to be the case with the late trips observed on Route 3.

Peak hours on Route 3 are more clearly defined compared to Routes 1 and 2. The peak hours for Route 3 are 7:00am to 8:30am and 2:00pm to 4:00pm. Aside from the primary transfer point, the top three stops for boarding and alighting activity were Pine and F Street (25 percent of total boardings and 1 percent of total alightings), Third and Pine (14 percent of total boardings and 3 percent of total alightings), and A Street and Barton (0 percent of total boardings and 29 percent of total alightings).

EXHIBIT III-12 ROUTE 3 BOARDINGS & ALIGHTINGS

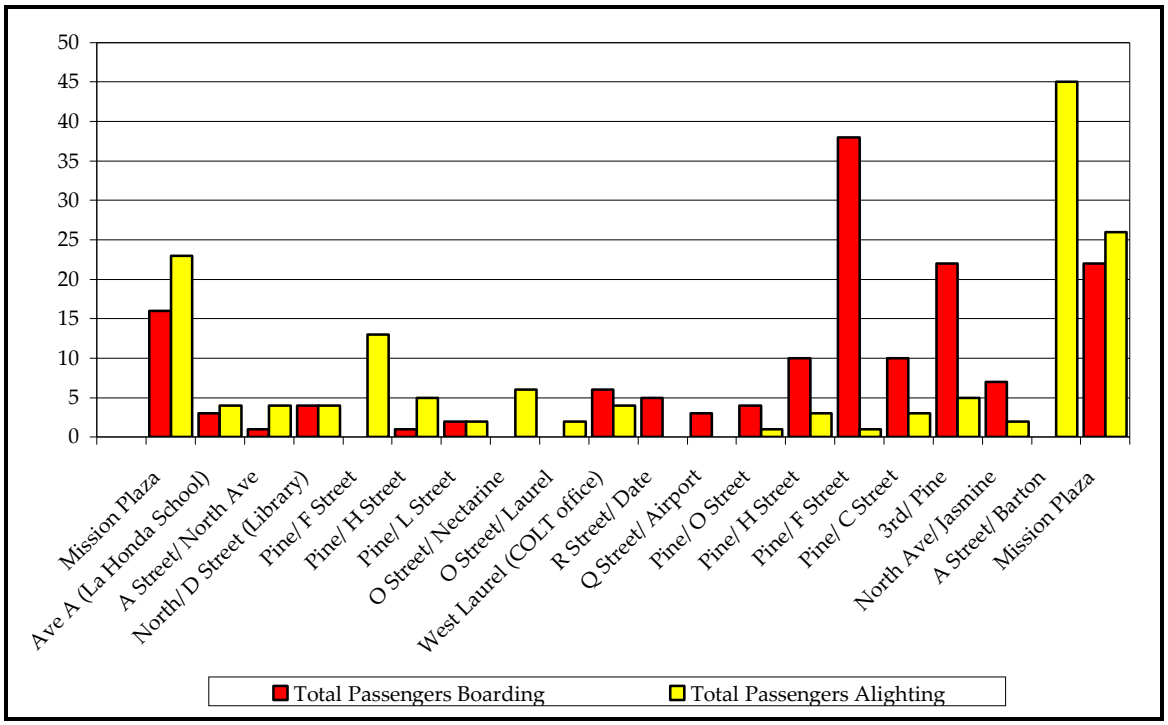
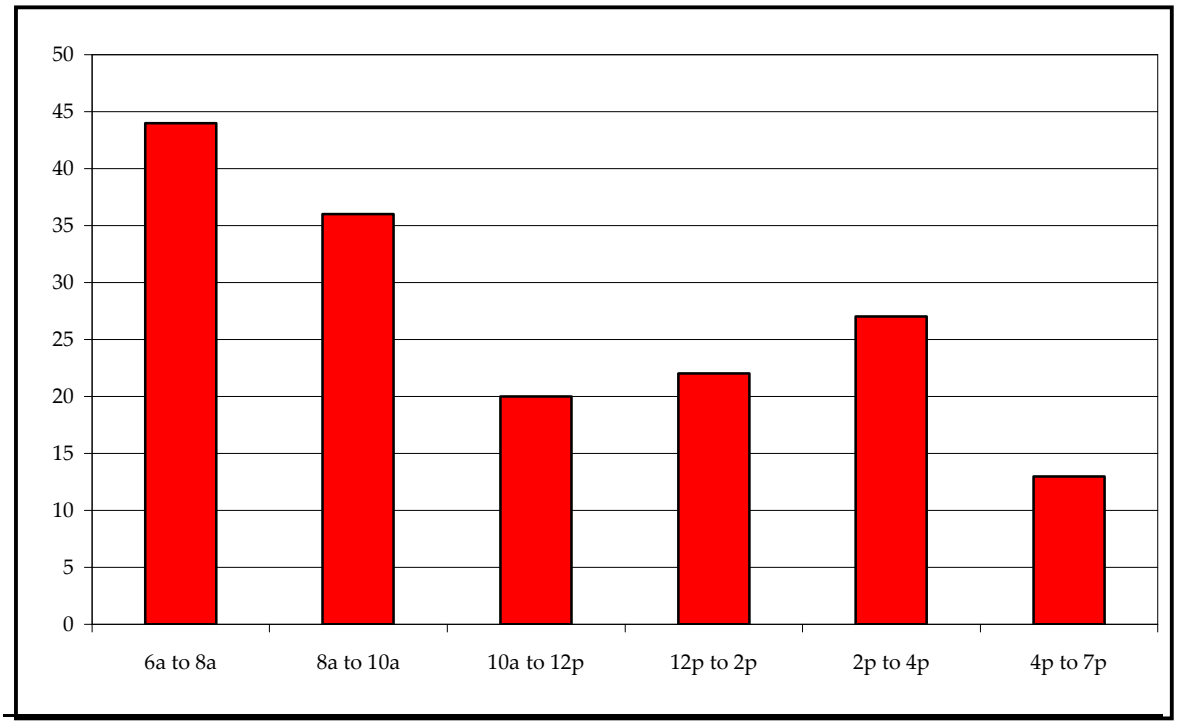


EXHIBIT III-13 ROUTE 3 BOARDINGS BY DAY-PART



Route 4: Blue

Route 4 provides service from the Mission Plaza transfer point to the Lompoc Valley campus of Allan Hancock College and the unincorporated communities of Vandenberg Village and Mission Hills.

Route 4 was initially designed to be a feeder route, linking Vandenberg Village and Mission Hills with the points within incorporated Lompoc. With the opening of the Lompoc Valley campus of Allan Hancock College, Route 4 was adjusted to make two stops (one northbound and one southbound) at the campus providing service every hour.

Because Route 4 travels through predominately residential areas, there are only two major traffic generators along the route: Cabrillo High School and Allan Hancock College. Route 4 operates every 60 minutes, and provides service Monday through Saturday.

Analysis

With a 45 percent on-time performance rating, Route 4 had the lowest on-time performance of any line. Unlike the "in-town" lines, Route 4's poor performance was due exclusively to late trip departures.

A review of the point check data indicates the major cause for late departures was connecting passengers from "in-town" lines. Despite the fact that Route 4 is not interlined with any other route, the poor performance of the "in-town" lines impacts the performance of Route 4.

Boarding and alighting data indicates Route 4 passengers were most likely traveling to or from school. Nineteen percent of all boardings and 24 percent of all alightings occurred at Allan Hancock College, while Cabrillo High School accounted for 19 percent of all boardings and one percent of all alightings during the survey period.

EXHIBIT III-14 ROUTE 4 BOARDINGS & ALIGHTINGS

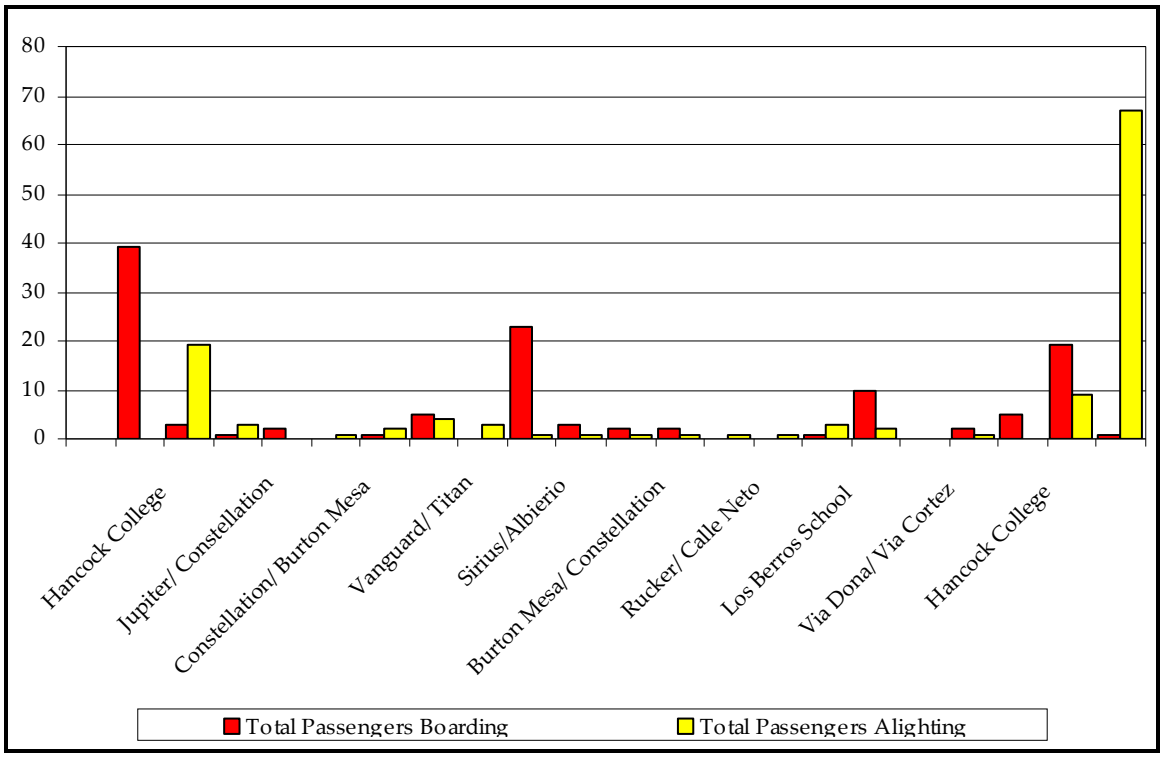
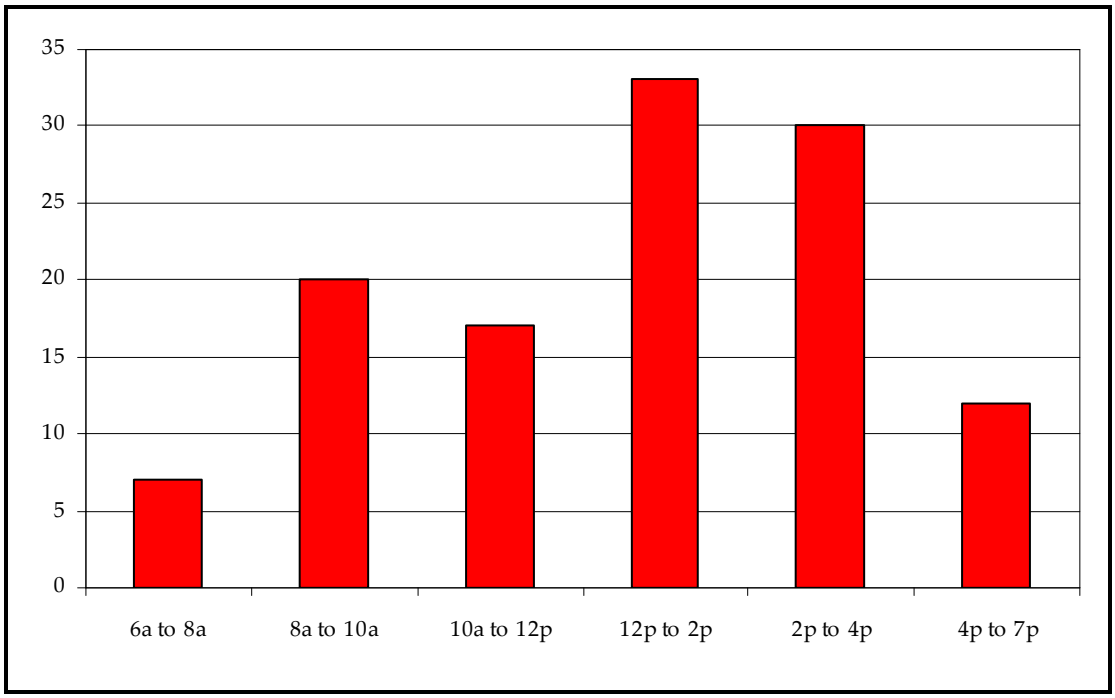


EXHIBIT III-15 ROUTE 4 BOARDINGS & ALIGHTINGS BY DAY-PART



Productivity

Productivity is typically measured in one of two ways: Passengers per Vehicle Service Hour and Passengers per Vehicle Service Mile.

During FY 01-02, COLT's fixed-route experienced a 32 percent increase in Ridership from FY 00-01. Since Ridership increased and Vehicle Service Hours and Vehicle Service Miles both experienced a slight decrease, service productivity increased by 34 percent (measured by Passengers per Vehicle Service Hour) and by 33 percent (measured by Passengers per Vehicle Service Mile). Despite this significant increase, both figures remain below the established standard measure.

EXHIBIT III-16 **RECENT TRENDS**

	Ridership	Revenue Service Hours	Revenue Service Miles	Passengers per Vehicle Service Hour	Passengers per Vehicle Service Mile
2000-01	123,726	14,392	203,510	8.6	0.6
2001-02	163,897	14,200	198,014	11.5	0.8
% Change	32 %	-1.3 %	-2.7 %	34 %	33%

PEER REVIEW

Peer transit agencies were selected with similar service area statistics (population and area), ridership, and service offerings. Peer systems were selected based on three criteria in the following order:

- California systems will be chosen because of similarity in funding and governance
- Service areas and populations comparable to Lompoc
- Localities with similar land-use and development patterns

The peer review provides another dimension as to how efficiently and effectively the City is providing service. It will also tell us how much service each is providing relative to the size of service area and the number of people that reside therein. Both smaller and larger systems were selected.

EXHIBIT III-17 PEER REVIEW

	City of Lompoc Transit	Santa Ynez Valley Transit	Delano Area Rapid Transit	Paso Robles Community Area Transit	Roseville Transit	Median	Average
Area (sq miles)	41	35	56	20	31	35	37
Population (000)	58	21.4	38.8	23.1	79.9	38.8	44
Passengers	182,121	40,668	232,291	130,468	259,390	182,121	168,988
Vehicle Revenue Hours	20,279	10,862	13,776	9,714	53,925	13,776	21,711
Vehicle Revenue Miles	259,795	165,722	163,096	118,229	695,937	165,722	280,556
Vehicles Available	10	4	14	13	22	13	13
Vehicles at Max Service	6	4	6	11	15	6	8
Spare Ratio	40 %	-	100 %	15 %	31 %	53 %	31 %

*Fiscal Year 01-02 data was used for the peer evaluation.

The goal of the proposed peer review is not to identify a direct match, but rather to identify a range of acceptable performance. Exhibit III-17 gives a statistical comparison between Lompoc COLT and similar transit agencies within California. All, except the City of Delano, contract with private sector firms for program services.

EXHIBIT III-18 PEER REVIEW FIXED-ROUTE KEY INDICATORS FY 01-02

	City of Lompoc Transit	Santa Ynez Valley Transit	Delano Area Rapid Transit	Paso Robles Community Area Transit	Roseville Transit	Median	Average
Total Operating Cost	$497,531	$ 218,519	$684,449	$246,708	$1,053,243	$497,531	$540,090
Fare Revenue	$ 68,871	$29,221	$83,021	$52,518	$114,617	$68,871	$69,650
Vehicle Service Hours	14,200	6,542	11,446	6,894	32,548	11,446	14,326
Vehicle Service Miles	198,014	99,242	110,545	84,662	420,849	110,545	182,662
Passengers	163,897	31,023	204,456	122,100	196,636	163,897	143,622
Operating Cost per Vehicle Service Hour	$35.04	$33.40	$59.80	$ 35.79	$32.36	$35.04	$39.28
Operating Cost per Vehicle Service Mile	$2.51	$2.20	$6.19	$2.91	$2.50	$2.51	$3.26
Operating Cost per Passenger	$3.04	$7.04	$3.35	$ 2.02	$5.36	$3.35	$4.16
Passengers per Vehicle Service Hour	11.50	4.74	17.86	17.71	6.04	11.50	11.57
Passengers per Vehicle Service Mile	0.80	0.31	1.85	1.44	0.47	0.80	0.97
Farebox Recovery	13.8%	13.4%	12.1%	21.3%	10.9%	13.4%	14.3%
Fare per Passenger	$0.42	$0.94	$0.41	$0.43	$0.58	$0.43	$0.56

Two measures of service efficiency used as part of this evaluation are Operating Cost per Vehicle Service Hour and Operating Cost per Vehicle Service Mile. Compared to the peer group, COLT had a Cost per Vehicle Service Hour equal to the peer median (half higher and half lower) and below the peer average. In terms of Operating Cost per Vehicle Service Hour, all of the peer operations were within eight percent of the median except for Delano Area Rapid Transit (DART). DART's Cost per Vehicle Service Hour

was 30 percent above the median and is the only service that does not contract with a private sector firm for the operation of it transit service.

COLT's service efficiency, as measured by Operating Cost per Vehicle Service Mile, again equaled the peer median. However, COLT's Cost per Vehicle Service Mile was 30 percent below the peer average.

EXHIBIT III-19 **FIXED-ROUTE OPERATING COST PER VEHICLE SERVICE HOUR**

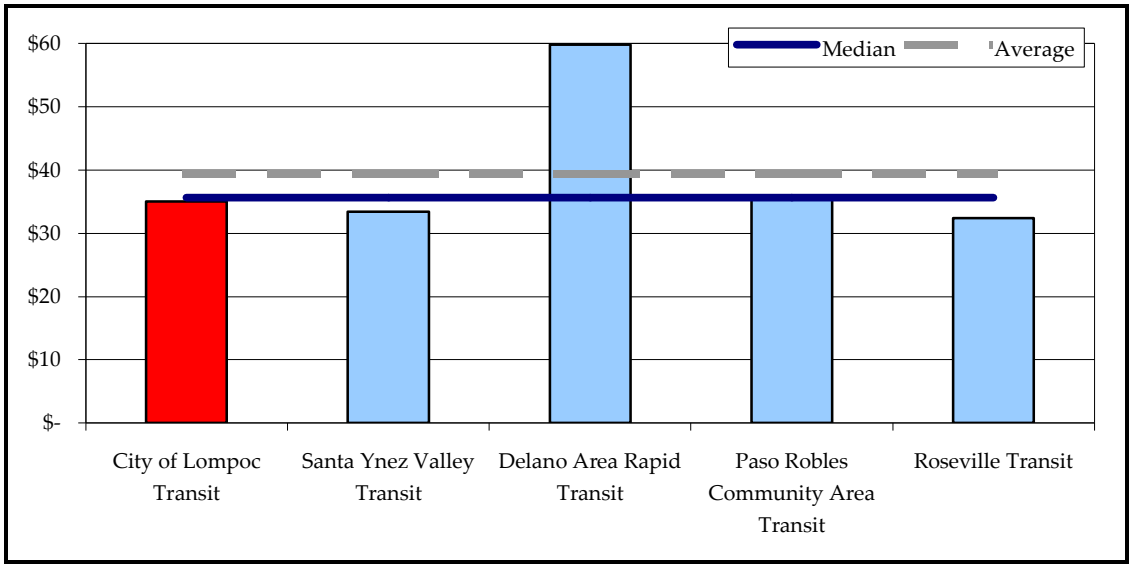
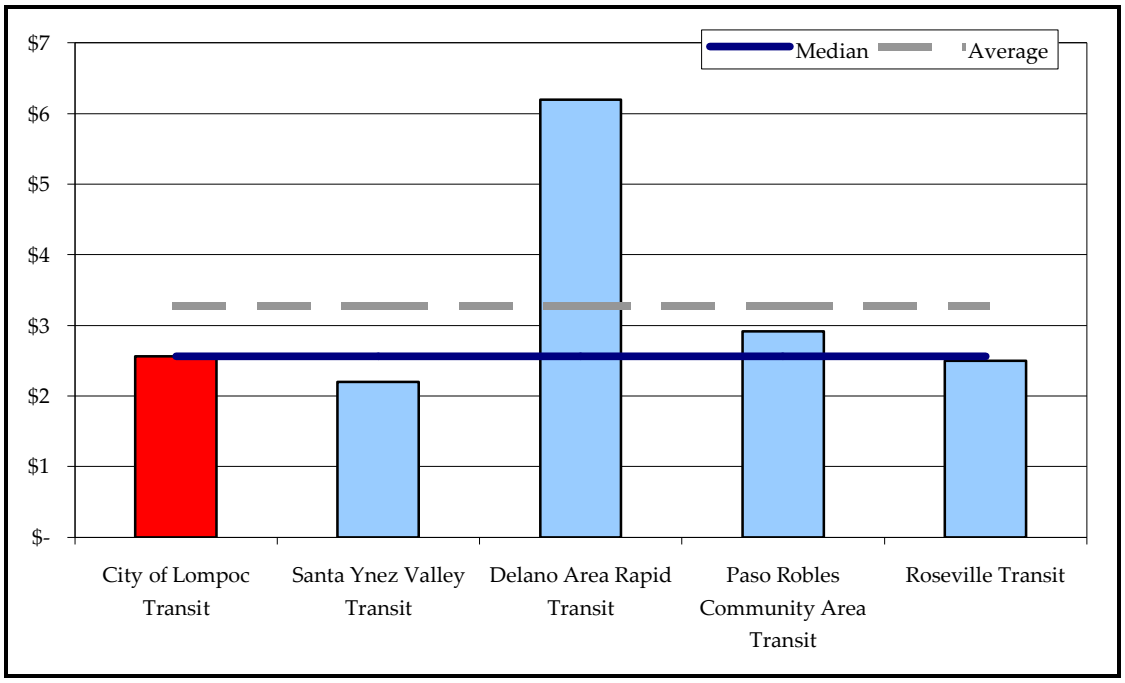


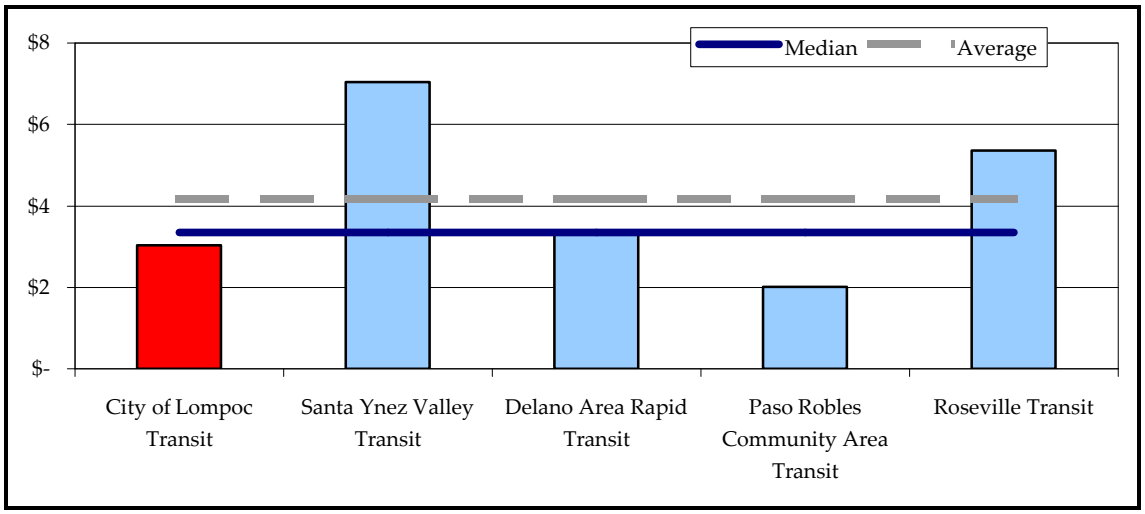
EXHIBIT III-20 **FIXED-ROUTE OPERATING COST PER VEHICLE SERVICE MILE**



In an effort to evaluate the cost effectiveness of each service, the Operating Cost per Passenger was calculated and compared. Again, COLT's performance equaled the median and was favorable compared to the peer average.

Santa Ynez Valley Transit's Operating Cost per Passenger was 43 percent over the peer average, due in part to the relatively low density of its service area.

EXHIBIT III-21 **FIXED-ROUTE OPERATING COST PER PASSENGER**



COLT's service effectiveness as measured by Passenger per Vehicle Service Mile and Vehicle Service Hour equaled the peer median. The peer group demonstrated a wide variance in both measures. Santa Ynez, with its low population density, carried the fewest passengers per mile and per hour, while Delano carried the most.

EXHIBIT III-22 **FIXED-ROUTE PASSENGERS PER VEHICLE SERVICE MILE**

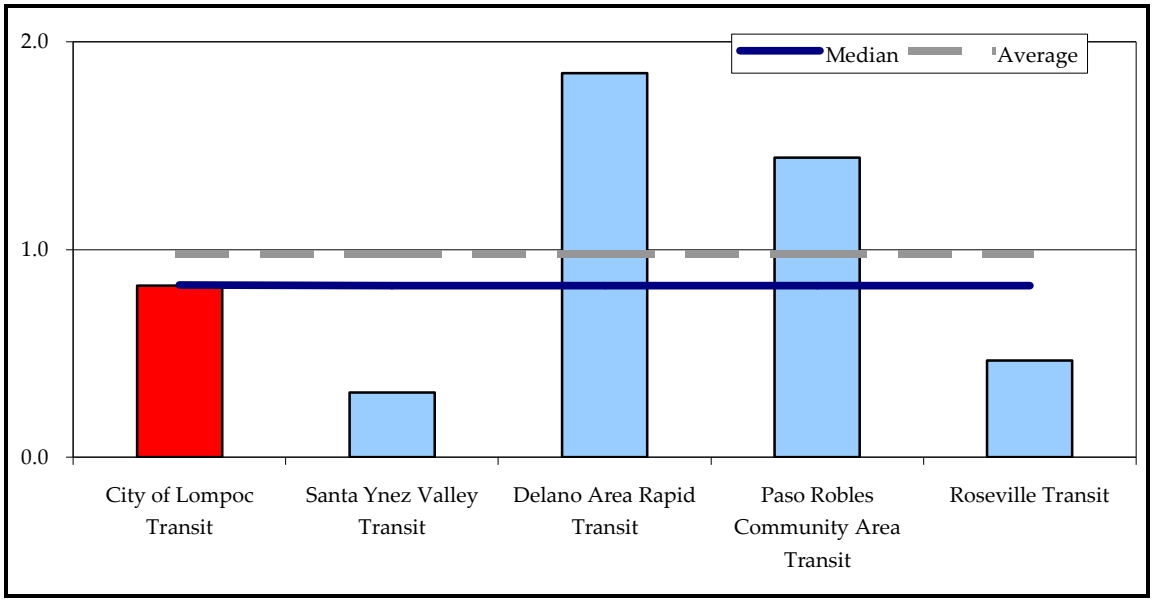
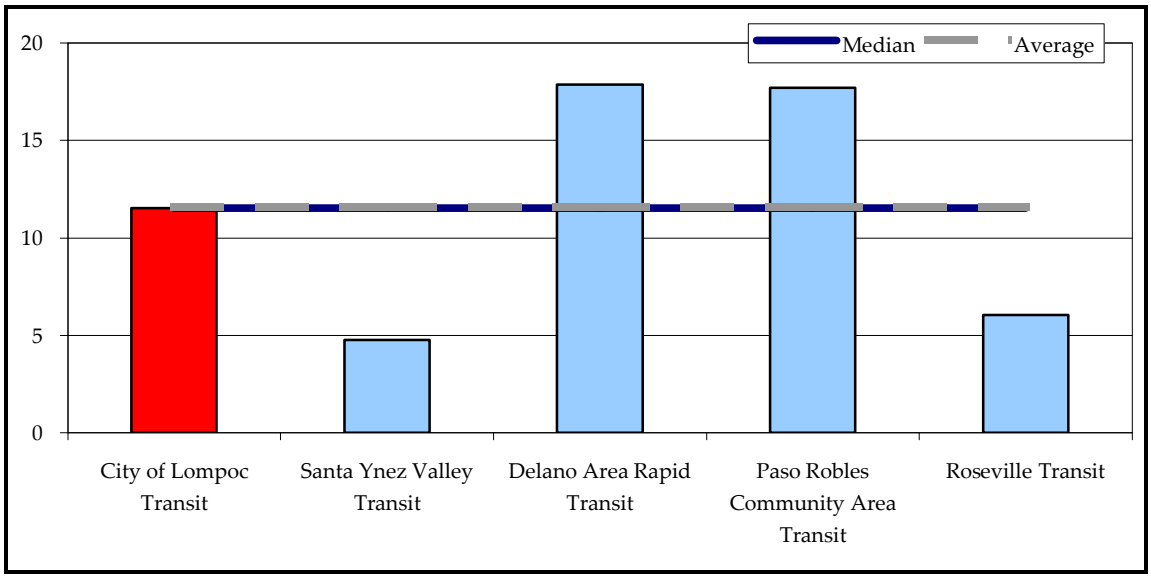


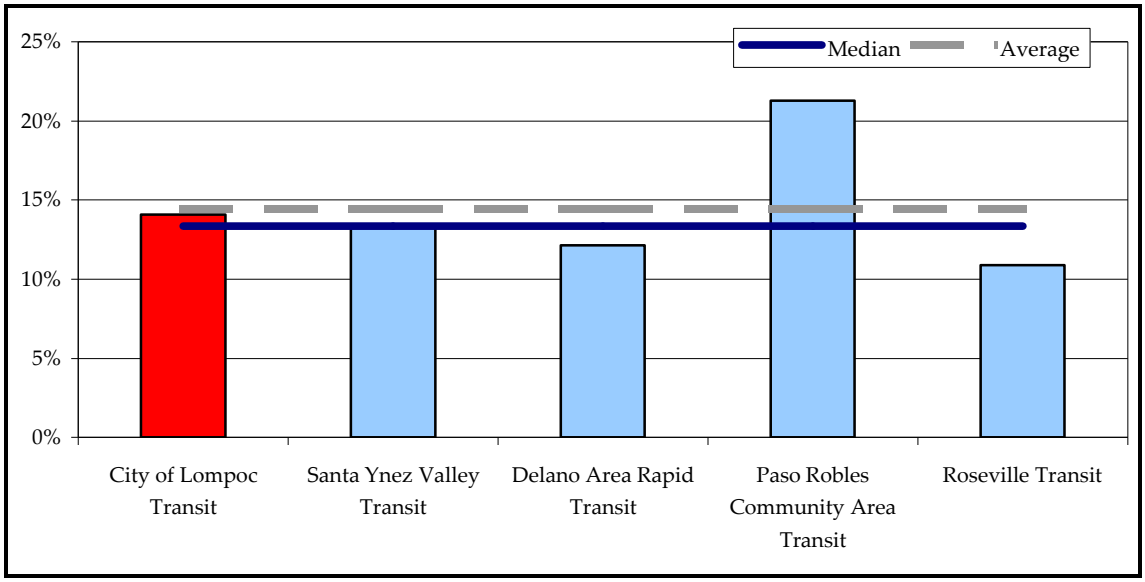
EXHIBIT III-23 **FIXED-ROUTE PASSENGERS PER VEHICLE SERVICE HOUR**



COLT's fixed-route service had the second highest farebox recovery rate of the peer group. COLT's 13.8 percent farebox recovery rate was effected by its relatively low fare

per passenger. COLT's average fare per passenger was 42 cents compared to an average of 56 cents for the peer group. COLT's previous fare structure of 65 cents for adults was 35 percent below the average for the peer group. Even with the lower fare, farebox recovery remains within an acceptable range.

EXHIBIT III-24 **FIXED-ROUTE FAREBOX RECOVERY RATIO**



SWOT ANALYSIS

The SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a summary of the results from the on-board survey, stakeholder interviews, performance evaluation, service area characteristics and other collected information and observations.

EXHIBIT III-25 **FIXED-ROUTE SWOT ANALYSIS**

Strengths: Service is perceived as safe and affordable. Drivers are considered to be courteous and an asset to the service. Buses are in good condition and are kept clean. Routes serve major destinations and population centers regularly. Most areas of the city have ready access to transit.	**Weaknesses:** Poor on-time performance and early departures convey poor reliability. Indirect routing increases average travel time. Few employers are aware of the tax and other advantages of an employee transportation program. The current level of service along H Street is not sufficient. The current operating hours do not allow use by evening students at AHC or passengers working later than 6:00 PM
Opportunities: Inform workers and major employers of the tax and other advantages of an employee transportation program. Expand the AHC market.	**Threats:** Possible erosion of favorable public perception of system adequacy.

DEMAND-RESPONSE SERVICE

INTRODUCTION

In 1981, the City of Lompoc established a general public, curb-to-curb, demand-response public transit service. With demand for public transportation increasing, the City of Lompoc introduced a four-line fixed-route service in July 1999. With the transition to the two-tier service, access to the demand-response service was restricted to seniors 63 years and older and to persons with disabilities.

SERVICE CUSTOMER BASE AND DESCRIPTION

COLT's curb-to-curb demand-response service is available Monday through Friday from 6:45am to 7:00pm, and Saturday 9:00am to 5:00pm. The service is reservation-based, and ride requests may be made up to one day (24 hours) in advance. The office is open from 7:00am to 7:00pm Monday through Friday and Saturday 9:00am to 5:00pm to receive calls. Same-day trip requests are honored as received, as long as space is available. However, based on interviews with the dispatching staff, same day trip requests usually require two to three-hour notice in order to accommodate such requests.

While efforts are made to accommodate a requested pick-up time, ADA regulations permit a 60-minute "assignment window" before a trip is deemed a *denial*.

DISPATCHING

Currently, all trip requests are logged and scheduled manually by a dispatcher. Any change to an assigned pick-up time or reservation cancellation is communicated to the van driver by two-way radio. While this system works, it is labor intensive and does not facilitate accurate record keeping.

According to the operations contractor, formal tracking of trip denials (ADA-eligible or otherwise) is not presently performed.

COLT also allows patrons traveling to the same location(s) on a regular basis to establish a standing reservation (i.e., subscription trip). Once a subscription trip is established, the patron need only call to cancel or reschedule pick-up time. However due to capacity issues, the establishment of new standing reservations has been significantly reduced.

The use of standing reservations allows the dispatchers to group trips with similar origin and destination pairs, improving productivity. Based upon our experience in similar transit environments, the implementation of scheduling and dispatching

software could significantly improve program productivity (i.e., increase Passengers per Vehicle Service Hour and Passengers per Vehicle Service Mile), and improve customer service by reducing the wait-time associated with scheduling a trip.

ADA CERTIFICATION

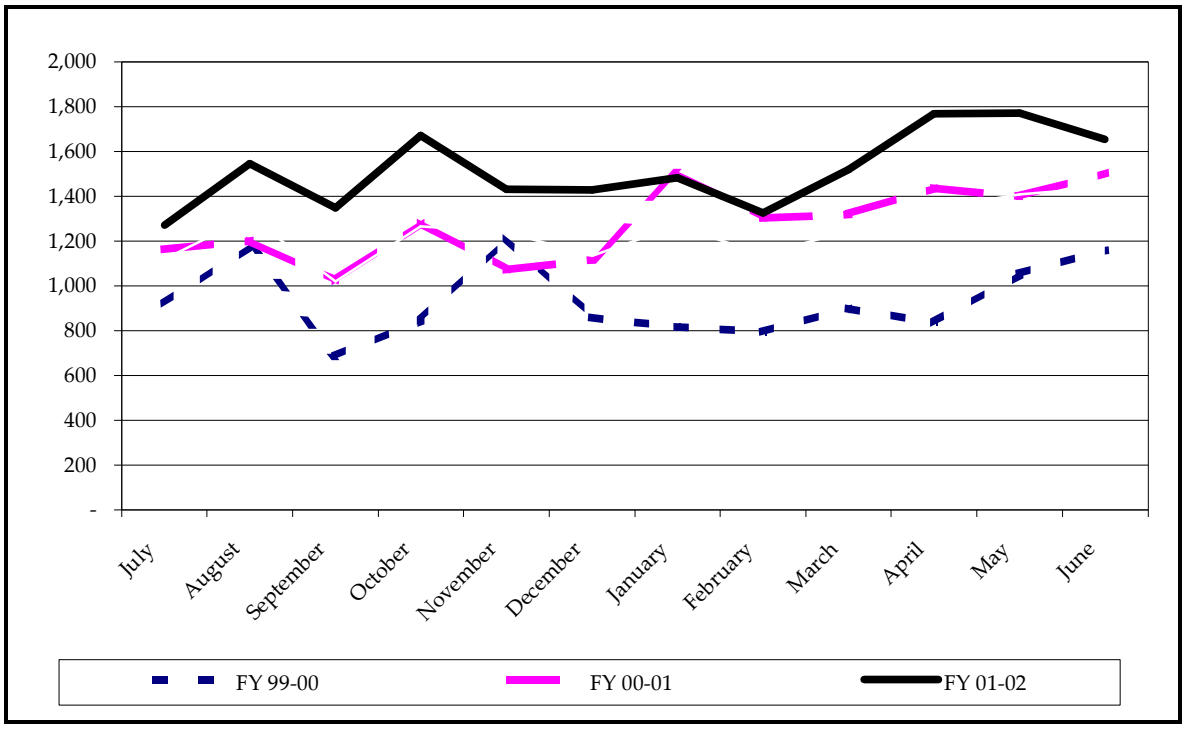
The underlying goal of the Americans with Disabilities Act (ADA) is to ensure that all persons, regardless of disability, have equal access to public services and facilities. Upon its passage in 1991, responsibility for enforcement of transportation-related ADA regulations passed to the federal Department of Transportation (DOT). By regulation public transit operators are required to design and implement an objective ADA certification process. The certification process ensures equal access to services for persons with disabilities without placing an undue burden on a community.

Currently, COLT does not have a formal ADA certification process. However, we have not discovered any evidence indicating the demand-response service violates the "spirit" of the ADA. Recommendations for a formal ADA certification process policy are outlined in Chapter Four.

RIDERSHIP

The COLT demand-response service area encompasses the City of Lompoc, Mission Hills, and Vandenberg Village.

EXHIBIT III-26 **CITY OF LOMPOC TRANSIT DIAL-A-RIDE RIDERSHIP**



Since converting to a program for seniors and the disabled, ridership has increased an average of 28 percent per year. The majority of this growth came in FY 00-01 when ridership rose nearly 36 percent.

FAREBOX RECOVERY

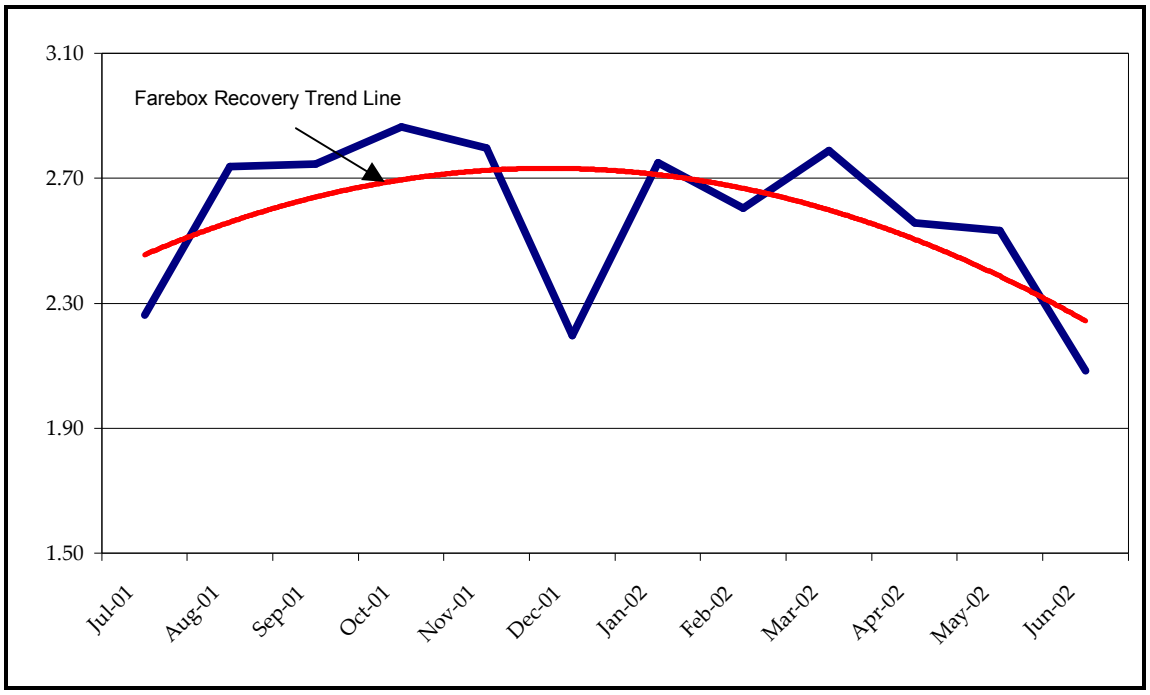
Farebox recovery, expressed as a percentage, refers to that share of operating cost recovered through fares paid by riders. Because ridership of the demand-response service is restricted to seniors and persons with disabilities, TDA statues require that the demand-response service maintain a minimum farebox recovery ratio of ten percent.

The farebox recovery for COLT's demand-response service was significantly reduced with the introduction of the fixed-route service and the tightening of the eligibility requirements. Because of the restricted access, nearly all riders qualify for the reduced fare. As a result, the average fare paid by a demand-response passenger has decreased from 60 cents in FY 98-99 (general public DAR) to 48 cents in FY 01-02 (senior and disabled DAR).

During FY 01-02, the demand-response farebox recovery ratio continued to decline, as Exhibit III-27 illustrates. This downward trend required the City to allocate additional

Measure D monies to make up the difference. This trend however, is expected to reverse as a result of the new fare structure implemented September 2002.

EXHIBIT III-27 **DEMAND RESPONSE FAREBOX RECOVERY RATE**



In the fall of 1989, Santa Barbara County residents approved Measure D, a one-half percent county-wide sales tax. Collected over a twenty-year period, Measure D revenues are administered by the Santa Barbara County Association of Governments, which has used the revenue to fund major transportation projects in Santa Barbara County. Portions of the funds are also returned to local governments to "meet their particular transportation needs, and to specialized transit providers who serve senior citizens and persons with disabilities."

The City of Lompoc uses Measure D revenue to "subsidize" the demand response farebox and raise it above the FTA required ten percent mark.

PRODUCTIVITY

During FY 01-02, COLT's demand-response service provided 18,224 rides, an increase of 18.9 percent over the previous fiscal year. Because the number of Vehicle Service Hours also increased significantly in FY 01-02 (24.5 percent increase over FY 00-01), program productivity (as measured by Passengers per Vehicle Service Hour) decreased slightly (3.1 in FY 00-01 compared to 3.0 in FY 01-02) and brought the productivity to the established performance standard of 3.0 Passengers per Vehicle Service Hour.

During FY 00-01, COLT's demand-response service traveled 53,404 revenue miles and experienced a Passenger per Revenue Mile of 0.3. The following fiscal year, the number of Vehicle Service Miles rose 15.7 percent to 61,782. This caused the Passenger per Vehicle Service Mile to remain at 0.3, meeting the 0.3 performance standard established in Chapter II.

Exhibit III-28 below describes recent service levels and ridership trends.

EXHIBIT III-28 **RECENT TRENDS**

	Ridership	Revenue Hours	Revenue Miles	Passengers per Vehicle Service Hour	Passengers per Vehicle Service Mile
2000-01	15,331	4,881	53,404	3.1	0.3
2001-02	18,224	6,079	61,782	3.0	0.3
% Change	18.9 %	24.5 %	15.7 %	-3 %	0 %

PEER REVIEW

The peer review provides another dimension as to how efficiently and effectively the City is providing service. It will also tell us how much service each is providing relative to the size of service area and the number of people that reside therein. The same peers were used for both the fixed-route and demand-response review.

EXHIBIT III-29 PEER REVIEW DEMAND-RESPONSE KEY INDICATORS FY 01/02

	City of Lompoc Transit	Santa Ynez Valley Transit	Delano Area Rapid Transit	Paso Robles Community Area Transit[1]	Roseville Transit[2]	Median	Mean
Total Operating Cost	$213,160	$145,440	$139,330	$130,741	$1,233,065	$145,440	$352,347
Fare Revenue	$8,707	$15,182	$18,224	$25,798	$91,693	$18,224	$31,921
Vehicle Service Hours	6,079	4,320	2,330	2,820	21,377	4,320	7,385
Vehicle Service Miles	61,782	66,480	52,551	33,567	275,088	61,782	97,894
Passengers	18,224	9,645	27,835	8,368	62,754	18,224	25,365
Operating Cost per Vehicle Service Hour	$35.07	$33.67	$59.80	$46.36	$57.68	$46.36	$46.52
Operating Cost per Vehicle Service Mile	$3.44	$2.19	$2.65	$3.89	$4.48	$3.44	$3.33
Operating Cost per Passenger	$11.70	$15.08	$5.01	$15.62	$19.65	$15.08	$13.41
Passengers per Vehicle Service Hour	3.00	2.23	11.95	2.97	2.94	2.97	4.62
Passengers per Vehicle Service Mile	0.29	0.15	0.53	0.25	0.23	0.25	0.29
Farebox Recovery	4.1 %	10.4 %	13.1 %	19.7 %	7.4 %	10.4 %	10.9 %
Fare per Passenger	$0.48	$1.57	$0.65	$3.08	$1.46	$1.46	$1.45

[1] Statistics based on FY 00/01

[2] Commuter Service for Roseville is not included in total.

Overall, COLT's demand-response service performed favorably among the peer group. The demand-response service was below both the peer median and average in Operating Cost per Hour. In terms of Operating Cost per Mile, the service was equal to the median and slightly above the peer average.

EXHIBIT III-30 DEMAND-RESPONSE OPERATING COST PER VEHICLE SERVICE HOUR

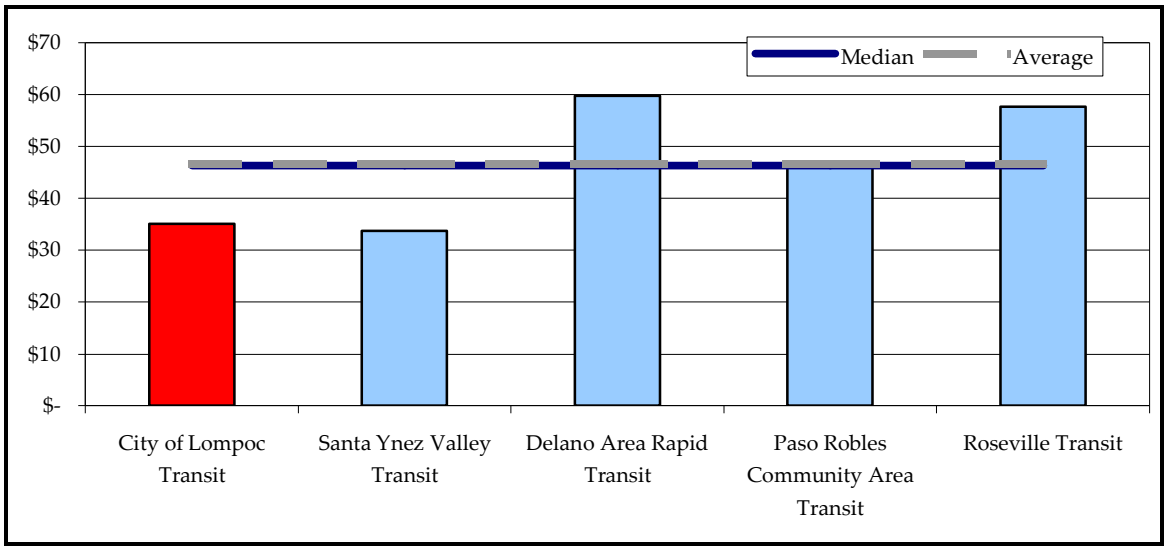
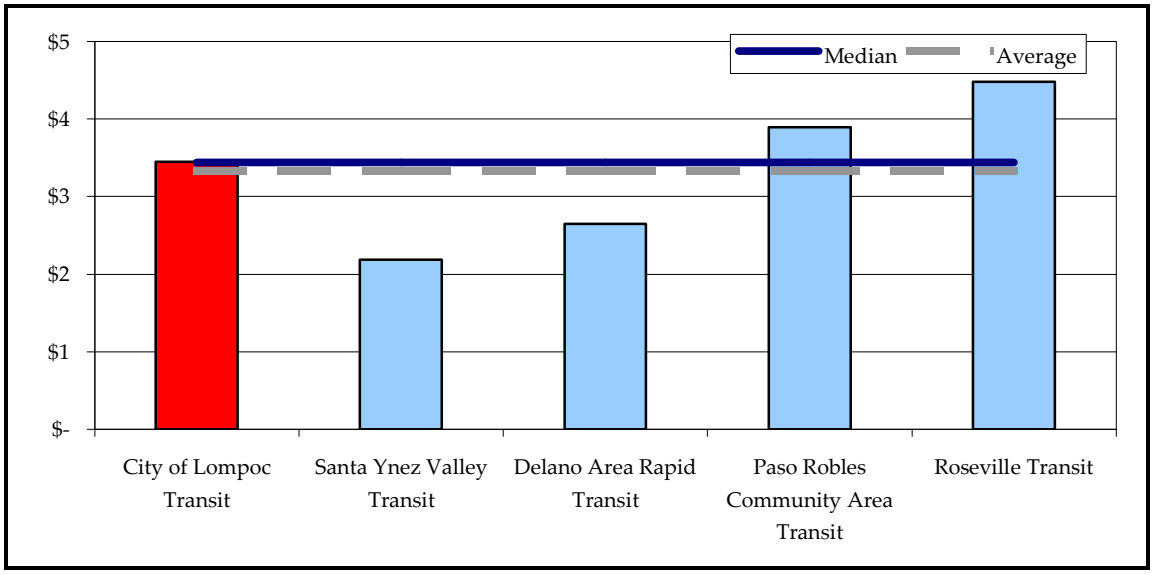
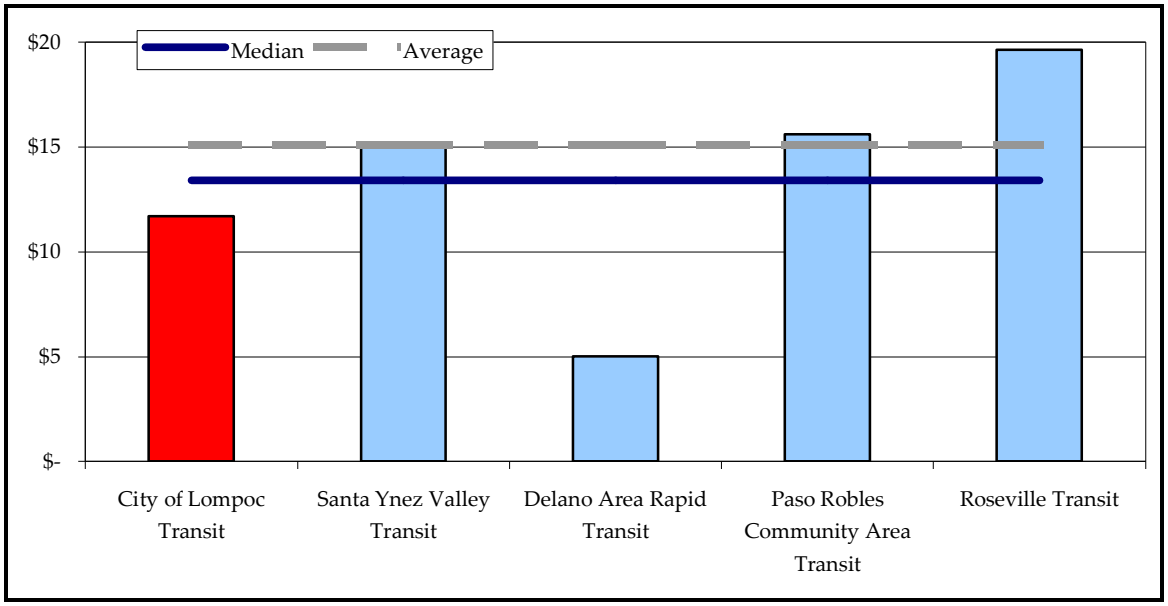


EXHIBIT III-31 DEMAND-RESPONSE OPERATING COST PER VEHICLE SERVICE MILE



COLT's demand-response service compared favorably in terms of cost effectiveness. The Operating Cost per Passenger for COLT's demand-response was $11.70, 15 percent lower than the peer average.

EXHIBIT III-32 **DEMAND-RESPONSE OPERATING COST PER PASSENGER**



The service effectiveness of COLT's demand-response service is in line with that of the peer group. The demand-response service carried .29 Passengers per Vehicle Service Mile. This was above the peer median and equal to the peer average. In terms of Passengers per Vehicle Service Hour, COLT was nearly 54 percent below the peer average. However, a closer review of the data indicated that the peer median and peer average were skewed by the Delano Area Rapid Transit' performance. When this anomaly is removed from the peer data, COLT had the highest Passengers per Vehicle Service Hour.

EXHIBIT III-33 DEMAND-RESPONSE PASSENGERS PER VEHICLE SERVICE HOUR

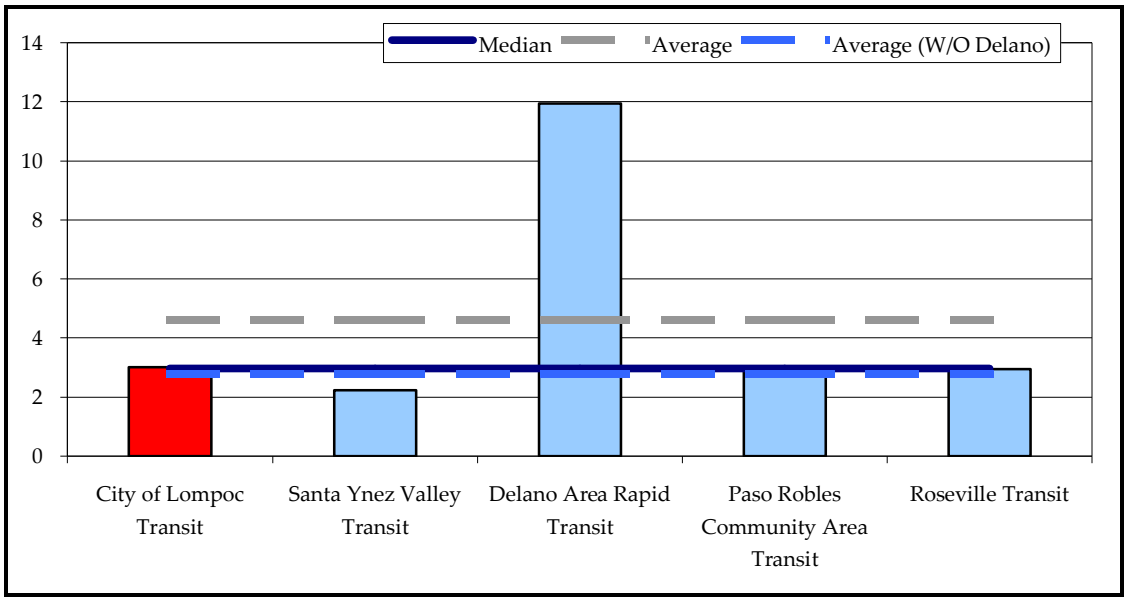


EXHIBIT III-34 DEMAND-RESPONSE PASSENGERS PER VEHICLE SERVICE MILE

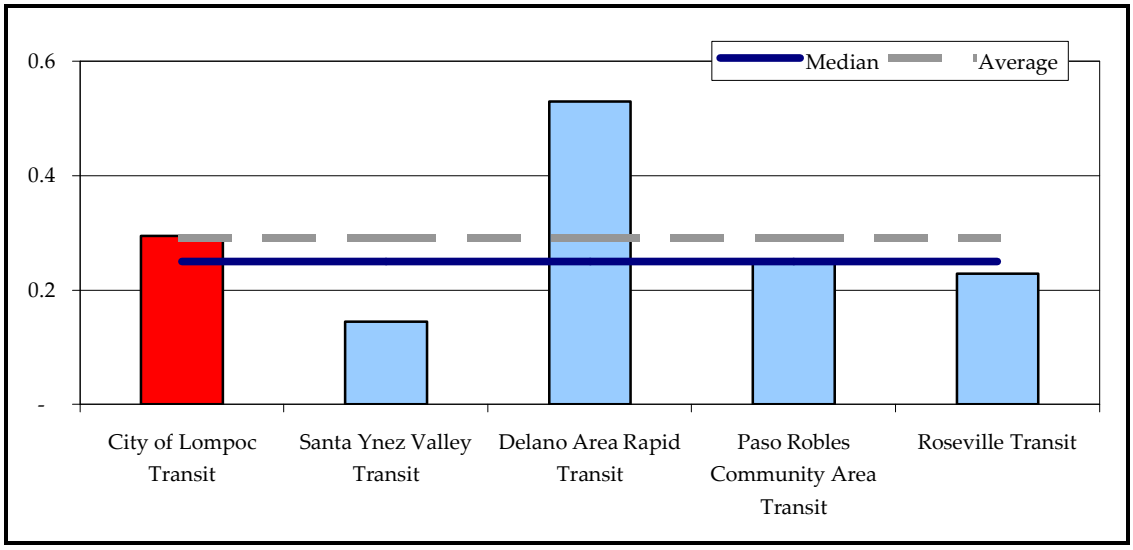
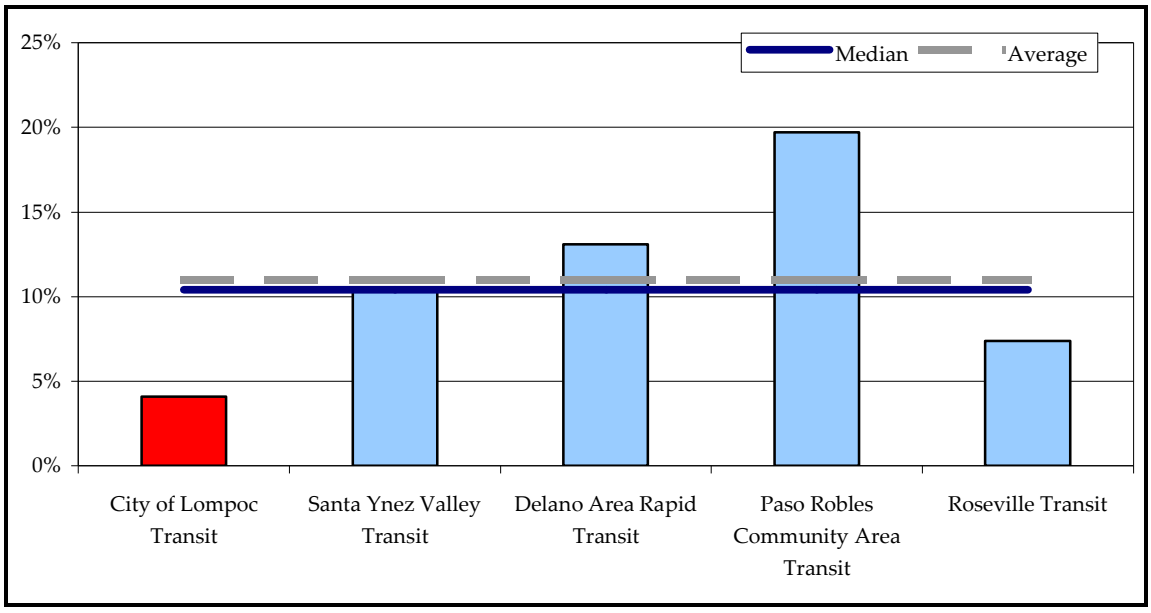


EXHIBIT III-35 **DEMAND-RESPONSE FAREBOX RECOVERY RATIO**



COLT's Farebox Recovery was the lowest of the peer group due in part to the previous fare structure. COLT's average Fare per Passenger was 48 cents, which was less than one-third of the average fare for the peer group ($1.45).

COLT's performance measures for service effectiveness are within the expected range. Given the new fare structure implemented September 2002, it is expected that the farebox recovery rate for the demand-response system will improve.

SWOT ANALYSIS

The SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a summary of the results from the on-board survey, stakeholder interviews, performance evaluation, service area characteristics and other collected information and observations.

Strengths:	**Weaknesses:**
Service is perceived as safe and reliable. Buses are clean. Service is affordable. Short travel times.	Cost of providing service. Fare structure same as fixed-route. Current hours do not allow use by students attending evening classes at Allan Hancock College.
Opportunities:	**Threats:**
Transfer able-bodied seniors from demand-response service to fixed-route. Extend hours to allow usage by students attending evening classes.	Increasing costs.

CHAPTER IV
SERVICE & OPERATIONAL RECOMMENDATIONS

Using industry quantitative standards as the basis for assessment, the COLT system is performing within acceptable parameters for a small to medium size urbanized transit program. System productivity indicates a solid ridership base and effective use of equipment, given the constraints imposed by the current fleet and associated capacity.

Based on community outreach, field observation, and qualitative and quantitative data, we have identified possible improvement areas for the COLT system as a whole, as well as the individual fixed-route and demand-response programs.

While considering the following recommendations, it is important to keep in mind that in May 2003 the Santa Barbara County Association of Governments approved a three year demonstration project to provide intercommunity transit service between Lompoc and Santa Maria. The service, which will be funded with both federal CMAQ funds and local monies, is projected to begin operating July 2004. The addition of this service could have impact the COLT service in two significant ways.

First, in order to provide viable connections between COLT and the proposed intercommunity service, for what is expected to be a key market, (e.g. commuters traveling to Santa Maria), the COLT service hours would need to adjusted and offer patrons earlier service. While no schedule or hours of operation for the intercommunity service have been specified at the time of this report, we estimate that the COLT service may have to begin operation as early as 5:30am to provide connections to the proposed service.

Second, the current transfer facilities may not be able to accommodate the increased level of traffic. Depending on the final schedule for the intercommunity service, the City may need to relocate its transfer facility to a location that can accommodate multiple transit vehicles simultaneously, customer amenities, and have adequate parking. If relocation is required, a separate environmental review should be completed.

Within this chapter, the recommendations are categorized into three groups:

- System-wide recommendations
- Fixed-route recommendations
- Demand-response recommendations

Within the fixed-route and demand-response sections, the recommendations are further categorized by reallocation alternatives and expansion alternatives.

SYSTEMWIDE RECOMMENDATIONS

Recommendation: Institute quality control measures.

Monitoring system performance on a regular basis is critical to maintaining an efficient, smooth-running service. Monitoring of key indicators offers the following benefits:

- Assurance the system is operating within established parameters;
- Forewarning of potential problems;
- Evidence of contract compliance;
- Identification of areas of opportunity.

Data collection and reporting is an essential element to monitoring the service. Much of the key data is already being collected and reported centrally to the City's Aviation/Transportation Administrator on a monthly basis. Separate reports are submitted monthly to the City's Finance Department, which outlines revenue collected onboard the vehicles by date and service, pass sales, and overages. Data relating to maintenance and fuel costs for the transit fleet are collected and monitored by the City's Maintenance Manager.

At minimum, the following key indicators should be reported and monitored on a monthly basis:

- Operations
  - Operating Costs by mode
  - Fare Revenue by mode by route
  - Vehicle Service Hours by mode and by route
  - Vehicle Service Miles by mode and by route
  - Passenger count by mode and by route
  - Operating Cost per Passenger
  - Operating Cost per Vehicle Service Hour by mode
  - Passengers per Vehicle Service Hour by mode and by route
  - Passengers per Vehicle Service Mile by mode and by route
  - On-time performance
  - Total number of missed trips and percentage missed per total trips

- Farebox Recovery
- Maintenance
- Vehicle Report (mileage, accident or damage, breakdowns or malfunctions, miles between breakdown or malfunction, PMI, major repairs)
- Maintenance Cost per Vehicle Service Mile and Vehicle Service Hour
- Total number of road calls per Vehicle Service Mile and Vehicle Service Hour

♦ Personnel Management, Training, and Safety

- Complaints and resolution by service mode and by category
- Total number of accidents and accidents per Vehicle Service Mile and per Vehicle Service Hour
- Employee turnover rate, number of employee positions, number of open positions

♦ Administrative

- Administrative cost by mode
- Administrative cost to operating cost ratio
- Actual expenditures versus budgeted expenditures by category
- Marketing expenditures and outcome

FIXED-ROUTE RECOMMENDATIONS

City of Lompoc Transit's fixed-route service is performing within acceptable parameters for a small, urbanized transit program. Operating Cost per Passenger was the second lowest while COLT ranked third in Operating Cost per Vehicle Service Hour among the peer review. This demonstrates a moderate to high efficiency. However, it also indicates the City has some latitude to improve the quality of service through the reallocation of resources and the investment of additional operating and capital dollars.

While the evaluation of existing conditions provides a framework for planning, there is no single *right* transit network for a given community. The optimal transit network reflects the values of the individual community.

The most important tradeoff a community can make is between *productivity* and *coverage*. One may choose to emphasize productivity alone, eliminating less productive route segments even though they may provide the only mobility for a demographic or market segment. Another may choose to provide a minimal level of mobility to the entire service area regardless of demand.

The current route structure provides extensive coverage of COLT's service area, providing easy access to the system by the majority of Lompoc's residents. The cost of this coverage is longer transit travel times and less frequent connections than would otherwise be feasible. The following service and/or operational modifications are recommended to assist the City of Lompoc in meeting its adopted goals and objectives and achieve the optimum balance between productivity and coverage. The implementation and implications of each recommendation are discussed below.

REALLOCATION ALTERNATIVES

A Reallocation Scenario redistributes existing resources without adding any additional service hours. This is done by reducing or eliminating service to the least productive area, and using the resources saved to expand service to another area(s) more in need. The result of this approach is enhanced productivity without additional operating costs. The Reallocation Scenario is designed to illustrate how a purely productivity-driven route network could be developed within existing resources. The following alternatives have no significant fiscal impact.

Recommendation: Route Schedule Adjustments.

The current COLT fixed-route system is composed of four individual routes, three of which are interlined. The service evaluation and customer surveys revealed that the on-time performance was well below the adopted standard. Further analysis indicated the system's poor on-time performance was due primarily to a significant number of early departures, stop dwell times, and delayed departures due to late connections.

As stop activity increases, so does the time necessary for passengers to board and alight from the vehicles. The vehicle dwell time is lengthened by the fact that the vehicles used in daily operation are equipped with a single door. The growing number of passengers using mobility aids further exacerbates this challenge. The current fleet is equipped with passenger lifts that require the driver to exit the vehicle and assist the passenger during boarding. According to both the dispatcher and vehicle operators, the average time required to board and secure a passenger in a wheelchair is seven minutes.

We recommend the City adjust its route schedule to more accurately reflect the current operating environment.

This modification would have two advantages:

- Minimizes the number of early departures
- Minimizes the number of missed connections

In order for this modification to have the desired effect, all vehicle operators must participate in ongoing customer service and wheelchair lift training. These training sessions should be held on an alternating basis every four to six weeks.

Recommendation: Reconfigure Route 3.

While the current Route 3 configuration provides the maximum coverage given the City's limited resources, nearly half the route operates in a single direction (i.e., one-way loops). The unidirectional nature significantly increases a passenger's travel time and may require a rider to circle the entire route before reaching their desired destination.

While the proposed route would eliminate service along Central Avenue (between D Street and A Street) and A Street (between Central Avenue and North Avenue), this area is still served by Line 1. The proposed route would also eliminate service on D Street (between North Avenue and Pine Avenue); this area is not a major traffic generator. In fact, during the boarding and alighting survey there were only four boardings and four alightings during the entire survey period. Service would also be cut along O Street and Chestnut Avenue, but would make a loop traveling along Pine Avenue to V Street to Laurel Avenue to R Street, back to Pine Street.

The proposed route would cover an extended area along North Avenue, from D Street to Seventh Street. This modification would also provide increased frequency along Pine Avenue and extend the service to Seventh Street that would increase the level of service in residential areas and better serve a number of multi-family dwellings in the area.

By reconfiguring Route 3, the City would experience the following benefits:

- Reduced passenger travel times
- Simplified route configuration
- Improved on-time performance
- Elimination of non-productive segments and stops
- Bi-directional service on a majority of the route

EXHIBIT IV-2 **PROPOSED ROUTE 3**

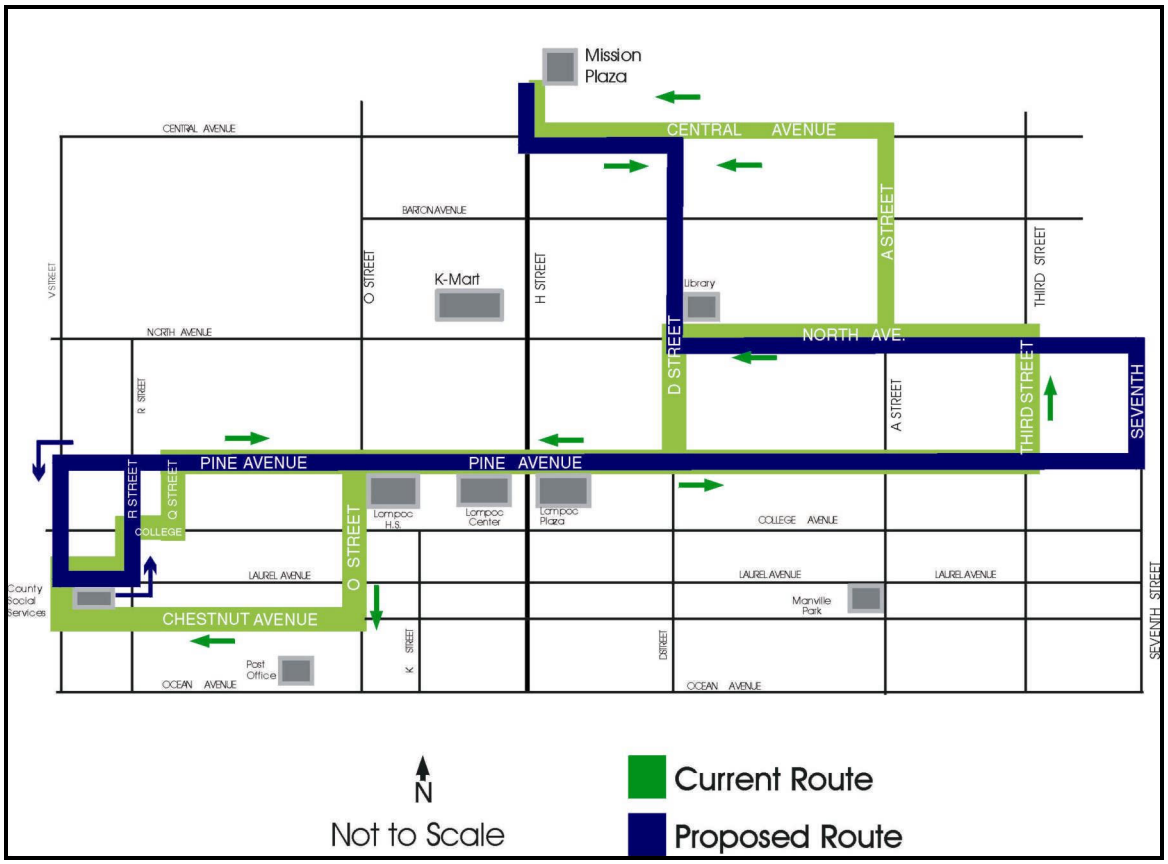
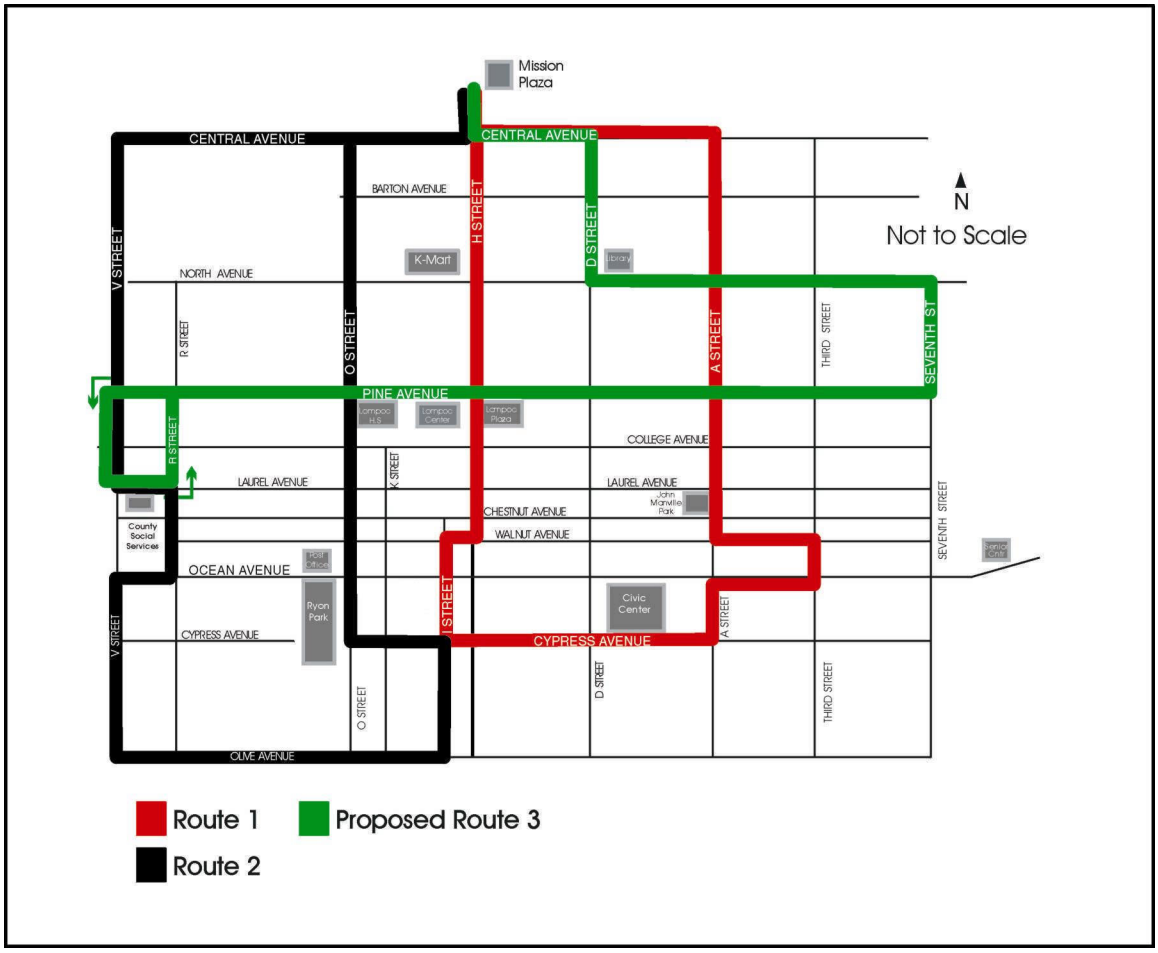


EXHIBIT IV-3 PROPOSED REALLOCATION ROUTES



FIXED-ROUTE EXPANSION

Recommendation: Bi-directional service on Routes 1, 2, and 4.

Currently, Route 1 is a unidirectional route with southbound service along H Street (the City's main north-south arterial) and northbound service along A Street. By implementing bi-directional service on this route, passengers would be able to travel southbound and northbound along H Street and A Street, adding additional capacity. Average trip-length and time aboard vehicle would both be reduced, as riders will no longer be required to travel the entire circuit in order to reach their destination.

Currently, Route 2 is a unidirectional route that makes a loop running west on Central Avenue, south on V Street, east on Olive Avenue and North on O Street. Like Route 1, implementing bi-directional service will reduce average trip-length and time aboard vehicle.

Route 4, the Express Route, provides unidirectional service with 60-minute headways from the Mission Plaza transfer point to the Lompoc campus of Allan Hancock College and the unincorporated communities of Vandenberg Village and Mission Hills. By implementing bi-directional service, average trip-length and time aboard vehicle would decrease, and headways would be reduced to 30 minutes.

This recommendation would require the use of three additional vehicles (one per route). Assuming the weekday hours of operation remain unchanged, the addition of the bi-directional service to the three routes would add 10,608 Vehicle Service Hours annually.

Recommendation: Implement express service along H Street and Ocean Avenue.

H Street is the City's main north-south arterial (State Highway 1), while Ocean Avenue serves as one of the City's main east-west arterials (State Highway 246). As such, there are a number of traffic generators located along each including hotels, restaurants, government services, medical facilities, employment centers, schools, and recreational/social centers.

The current system provides unidirectional service along H Street every 30 minutes. This level of service is not consistent with the perceived travel patterns of Lompoc residents.

Both the results of the General Public survey and the Origin/Destination pairs for the COLT demand-response service indicate that the demand for service along H Street and Ocean is much higher than the current level of service being provided. Unfortunately, the unidirectional service and extended travel times of the current route configuration have discouraged all but the transit dependent riders from using the service. In order to

serve this untapped service area, we recommend the City implement an "express route" that travels south on H Street and east on Ocean Avenue to the Senior Community Center (located at Ocean Avenue and 7th Street) on a 12-month demonstration or trial basis. This "L" shaped route would operate on 30-minute headways and provide access to traffic generators such as the City's Community Center, Civic Center, medical facilities, and a number of employment and retail centers.

By introducing this express service, the City would experience the following benefits:

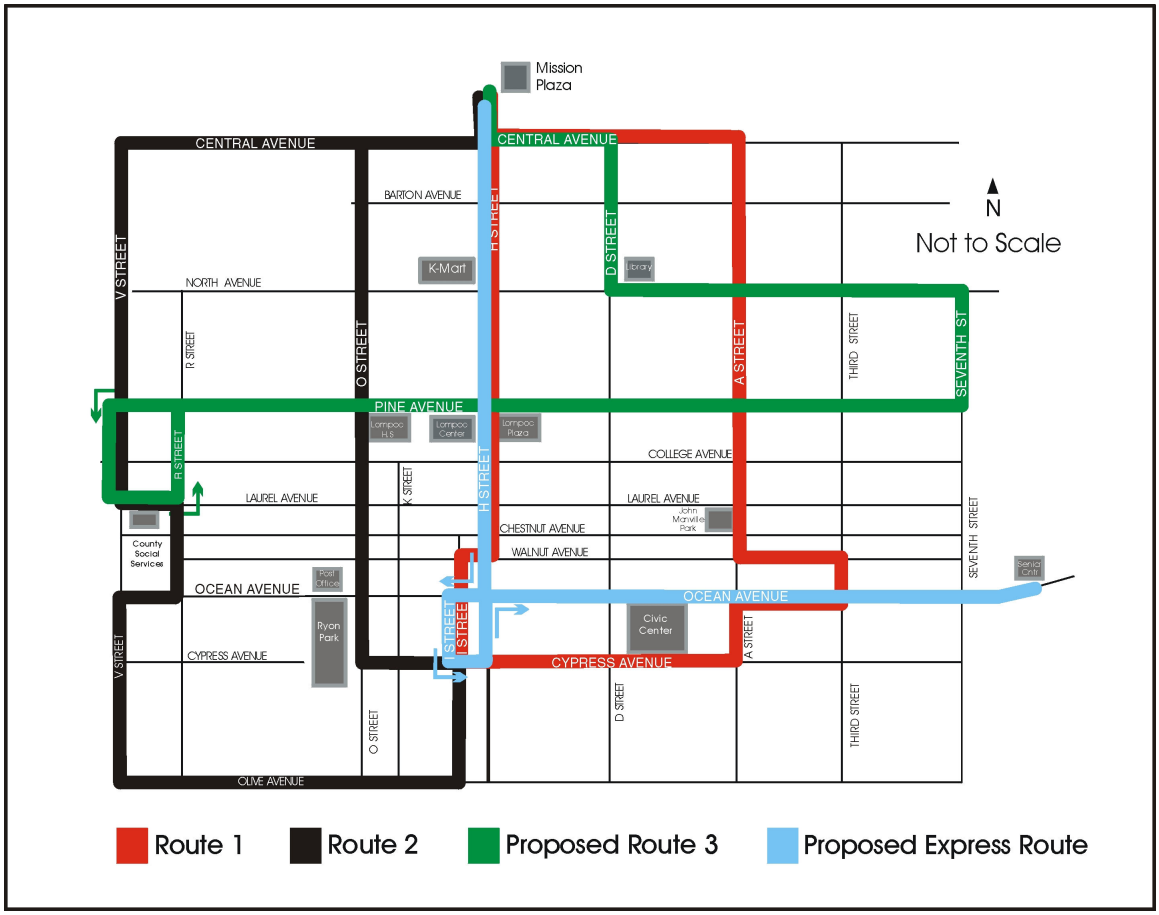
- Reduced passenger travel times
- Increased access to traffic generators
- Mode shift from demand-response to fixed-route
- Bi-directional service along H Street and Ocean

Based on the population density within a quarter-mile of the route, estimated demand and ridership aboard the existing routes, we estimate the new route will transport 115 passengers per day and have a yearly ridership of approximately 35,880.

This recommendation would require the use of one additional vehicle. Assuming the weekday hours of operation remain unchanged, the addition of the express route would increase Vehicle Service Hours by 3,428, annually.

Performance of the service should be closely monitored on a monthly basis. If after 12 months the service does not meet projections in terms of costs and ridership, the City should consider restructuring or eliminating the service.

EXHIBIT IV-4 PROPOSED EXPRESS ROUTE



Recommendation: Adjust weekday hours of operation to 6:30 am – 8:00 pm.

Currently, COLT service operates weekdays from approximately 7:00am to 7:00pm, and from 9:00am to 5:00pm on Saturday (exact times vary by line).

Fifty-four percent of survey respondents rated *time service ends in the evening* as important or very important. Of those, 75 percent stated that they would use the later service at least four times per week, if it were available.

This service characteristic significantly impacts COLT's stance within several key market segments: transit dependent residents, entry-level employees outside the traditional nine-to-five employment parameters, and students attending evening classes at Allan Hancock College.

Based on unmet needs hearings comments, survey results, customer demographics and current ridership trends, we estimate that by adjusting the weekday hours to 6:30 a.m. to 8:00 p.m. ridership will increase by an additional five percent.

If the service remains as it is currently operating, the addition of one hour per weekday would increase the number of Vehicle Service Hours operated on the fixed-route service by 1,040 annually.

If the City chooses to implement the proposed bi-directional service (affecting Routes 1, 2, and 4), the number of Vehicle Service Hours operated on the fixed-route service would increase by approximately 3,120 hours annually.

If the implements both the bi-directional service and the proposed Express Route, extending COLT's hours of operation until 8:00pm would increase the Vehicle Service Hours operated on the fixed-route by approximately 3,380 annually.

To comply with ADA regulations, the City would also need to extend the hours of operation for the demand-response service. We recommend that the City operate one vehicle during this one hour period, which would increase the Vehicle Service Hours operated on the demand-response service by approximately 251 annually.

Recommendation: Monitor demand for service to Vandenberg Air Force Base

The idea of extending the COLT service to the Vandenberg Air Force Base (AFB) complex was included in the City's prior Short Range Transit Plan (Emerson & Associates, 1997), as well as in public testimony collected at SBCAG's annual Unmet Transit Needs workshops (State of California, Transportation Development Act, Article 8).

The focus of the prior SRTP was to outline parameters (i.e., days and hours of operation, preliminary alignment) for serving VAFB, however the SRTP noted that there was a "low level of interest expressed during the analysis period" [8]

During SBCAG's March 2002 Unmet Transit Needs workshop, a single comment (Bobbi Thompson, Catholic Charities, Lompoc) was received regarding the need for public transit service to VAFB. Therein, Ms. Thompson expressed a need for transit service for LOVARC program participants traveling to VAFB for on-base work assignments. LOVARC is a community based non-profit social service agency that trains and places developmentally disabled adults. At present, those LOVARC clients working at VAFB commute via LOVARC owned/operated vans. Therefore, this particular need would chiefly be a transfer of responsibility (private agency to public agency) rather than the creation/addressing of new demand. Further, Ms. Thompson was unable to quantify the number of trips being made each day. However, data gathering by the consultant reveals the current demand is one round trip each weekday, approximately six persons total.

Related testimony presented at SBCAG's Year 2001 Unmet Transit Needs Workshop focused on the travel needs of Vocational Training Center (VTC) clients[9]. VTC is a private, non-profit agency based in Santa Maria. Included within its services is a job-training program for developmentally disabled adults. Several clients (both disabled and non-disabled) have been placed at VAFB for employment. At the time of the hearing, these persons were commuting either via carpooling, vanpooling, or private auto. VTC owned and operated vans provided much of the needed capacity. Subsequent research by the consultant indicates that most of the current demand is within the Santa Maria- VAFB corridor.

Historically SBCAG has found that the specific request (i.e., public transit service linking Lompoc with VAFB) "does not meet SBCAG's adopted definition of an unmet transit need, as the request is for service for a limited set of individuals or clients of agencies" [10]

In addition to those work-related trips (LOVARC and VTC) discussed above, some demand exists for travel originating at VAFB. Following discussions with Base command, it was determined that enlisted personnel stationed at Vandenberg for temporary training could use the service to travel to Lompoc for recreational purposes. Most of the travel would either occur during the early evening hours (weekdays) or on weekends. Given the City's limited resources, it may not be possible to serve this market as it would require extending the hours of operation beyond the current (and proposed) parameters as well as the addition of Sunday service.

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[8] City of Lompoc SRTP, Emerson & Associates. Pg.85.
[9] Transit Needs Assessment, SBCAG. Pgs. 31-32.
[10] Transit Needs Assessment, SBCAG. Pg. 32.

Historically, any service to VAFB has come up against three issues: connectivity, cost, and demand. In a practical sense, transportation (be it private or public) to/from VAFB is comprised of two separate and distinct aspects: on-base travel and off-base travel. Linking the City of Lompoc's public transit center (H Street and Central) is the easy part of the equation. However, despite on-going discussions between City/staff and VAFB command, no acceptable solution has been identified for the second half of the equation. Further, heightened security levels make on-base travel by non-military personnel increasingly unlikely. And this is not a matter of small consequence given most of the on-base work centers are located one or more miles from the main gate. Therefore providing service to VAFB's main gate would not address the needs of those persons identified on SBCAG's annual TDA Article 8 hearings.

It is our recommendation that the City continue to work with VAFB command to identify a solution to the need for on-base connections as well as a cost share agreement.

The operation of COLT services through Sunday has been lightly proposed and considered. The fiscal impacts of such additional service may be too great for the City to bear. While Sunday service would attract riders, it is apparent from our survey analysis and collected information from unmet needs hearings, that there is no substantial demand for such service.

DEMAND-RESPONSE RECOMMENDATIONS

In 1981, The City of Lompoc established a general public, curb-to-curb, demand-response public transit service. With the need for public transportation increasing, the City of Lompoc introduced a four-line fixed-route service in July 1999. With the introduction of the fixed-route system, access to the demand-response service was restricted to seniors 63 years and older and to persons with disabilities.

Recommendation: Computer-aided dispatching system

All Dial-A-Ride trips are currently scheduled and dispatched manually and communicated to a driver via two-way radio. This method is labor intensive and may not encourage accurate record keeping. By implementing a computer-aided scheduling and dispatching system, the operations contractor could increase productivity and provide the following performance data:

- Origin and destination pairing,
- Customer demographics,
- Incidence of patrons no-shows,
- Trip cancellation rate,
- Trip denials.

Computerized scheduling and dispatching packages range in cost from $20,000 to $70,000 depending upon system size and capability. At a minimum, a system with the following capabilities should be considered:

- Standing order/subscription scheduling,
- Interactive computer aided-scheduling,
- Automated routing,
- Support fixed-route operation,
- Graphical mapping system,
- Track client records and generate reports,
- Ability to upgrade,
- Product support.

For a service the size of COLT's Dial-A-Ride, we believe a software package in the range of $20,000 to $30,000 would meet these requirements. The addition of a computer-assisted schedule and dispatching system would provide the following benefits:

1. Improved customer service,

2. Increased customer satisfaction,
3. Increased efficiency,
4. Reduced travel times,
5. Decrease manpower requirements for dispatching.

The City may elect to purchase the dispatching software and provide it to the operator or it could require the contractor to provide a computerized dispatching system reflective of the City's operational requirements.

The advantage of the City purchasing the software and providing it to the operator is that if the City changes contractors in the future, the likelihood of data being lost are greatly reduced. Because the entire system would be transferred from one operator to another, compatibility issues between different software packages would also be eliminated. The disadvantage of this option is the cost. As mentioned previously, a suitable package for the system the size of COLT's program could range between $20,000 and $30,000.

The advantage of requiring the operator to provide a computerized dispatching system is the reduced capital costs. The disadvantages of this option are the compatibility issues and access to data should the City change vendors.

Recommendation: Establish and Implement ADA Certification Process

The Americans with Disabilities Act requires that public entities operating non-commuter fixed-route transportation services also provide complementary paratransit service for individuals unable to use the fixed-route system. The regulations issued by the U.S. Department of Transportation, who is responsible for the implementation of this portion of the law, specifies to whom and under what circumstances ADA service is to be provided.

According to ADA regulations, all public entities which operate complementary paratransit services must establish a process for certifying individuals as ADA paratransit eligible. Requests for certification must be accepted and processed for local residents and long-term visitors.

An eligibility determination process must be established even if the public entity operates a paratransit system with broader eligibility requirements than the ADA. All potentially ADA paratransit eligible persons may be covered by the broader system, but individuals must have the opportunity to apply for and receive documentation of ADA paratransit eligibility that can be used in other areas.

Prior to developing its certification procedures, the City would need to solidify the eligibility guidelines for the demand-response service. While federal regulations

provide the framework, they do provide some flexibility to the agency in order to meet the individual needs of their customers.

Eligibility for complementary paratransit service is directly related to the inability of a person with a disability to use the existing fixed-route service. For some individuals, their disabilities may prohibit them from ever using the fixed route service. For others, however, they may not be able to use the fixed-route service under certain circumstances.

ADA regulations describe three categories under which a person would be considered ADA paratransit eligible. They are:

1. Persons unable to use fully accessible fixed-route services.
2. Equipment and/or stops on a fixed-route system are not accessible to a person in a wheelchair or a person using a mobility device (e.g. walker).
3. Any individual with a disability that prevents the individual from traveling to a boarding location or from a disembarking location on the fixed-route system.

Determinations of ADA paratransit eligibility must consider the ability of applicants to travel to all origins and destinations in the paratransit service area under all possible conditions. Determinations cannot be based on a person's ability to use fixed-route service some of the time or under "typical" conditions.

Considering COLT's demand-response customer base, we anticipate that approximately 40 percent would be eligible under categories one and/or three outlined above. Once eligibility criteria have been established, the next element would be the creation of an ADA certification application.

Based on the size of the COLT Dial-A-Ride program, it is our recommendation that the City adopt a certification process consisting of the following five elements:

1. Application
2. Review/screening
3. Approval/denial
4. Appeals process
5. Re-certification

This would bring the COLT demand-response service in compliance with federal regulations and could improve the level of DAR service provided.

Application

The application should request the following pieces of information from the customer seeking certification.

- Name, address, and telephone number;
- Type/nature of their disability;
- Whether the disability temporary;
- If the use of a mobility devise (i.e., wheelchair, walker, cane, etc) required;
- If they would be traveling with an attendant or service animal;
- Emergency contact information; and
- Authorization to release medial information or the signature of the physician treating their disability attesting to their ability to use public transportation.

The completed application should be returned by mail to the City's Transit Department or its agent for review.

Application Review

Review of the submitted applications should be done by City staff or agent who is familiar with ADA regulations and has a working knowledge of disabilities and their impact on a person's ability to use public transportation. Using the information provided on the application and any follow-up inquires with medical professionals deemed necessary, the responsible party would make a determination on ADA eligibility.

Approval/Denial Process

Because of the small size of the COLT program, we recommend that two types of certifications be made: unconditional in the case of temporary disabilities and/or unconditional for a specified period of time. In the later, the length of certification would be based on the type and anticipated length of the disability.

According to ADA regulations, the City or its agent would have 21 days to make a determination. If notification is not given to the applicant within that 21-day period, the application is considered automatically approved.

By limiting the classifications to two, it would simplify the process for the applicant and reduce the administrative burden on City staff or its agent.

Appeals Process

For applicants that are denied certification, an appeals process must be in place. According to ADA regulations, "the appeals process must be available not only to individuals who are determined ineligible in all situations, but to persons who are deemed conditionally eligible". Any appeal process established by the City or its agent must comply with the following requirements:

- Individuals must be permitted to request an appeal within 60 days of the initial eligibility decision;
- Individuals must have an opportunity to be heard in person and to present additional information and arguments regarding their disability and ability to use the fixed-route service;
- There must be a "separation of function" between those involved in the initial eligibility determination and those selected to hear appeals;
- Applicants must be notified of appeal decisions in writing, or in accessible format if requested, and the notification must state the reasons for the decision if eligibility is still denied;
- If a decision on the appeal is not made within 30 days of completion of the process, individuals must be considered "presumptively eligible" and must be provided paratransit service until a decision to deny the appeal is issued. Paratransit service does not have to be provided, however, during other phases of the appeal.

Recertification

According to federal regulations, the City can require individuals to periodically reapply for ADA paratransit eligibility. While a person's disability may be permanent, other factors determining eligibility may change. For example, barriers that previously limited a person's access to transit may have been corrected or procedures could be introduced that would allow greater use of the fixed-route service by individuals with disabilities.

While the ADA regulations do not specify the period for which individuals should be certified, it is our recommendation that recertification be required every three years. The advantages of requiring recertification are that it could encourage a mode shift from the demand-response to the fixed-route service. It also allows the City to update its records on a regular basis as well as review the certification process and make modifications as needed.

"No Show" and Cancellations Policy

In conjunction with the formation of the ADA certification process, the City should review its "no show" and cancellations policy. ADA regulations require that suspension of service be communicated in writing or other "usable format" such as audio or Braille. Regulations also require that the customer have an opportunity to appeal the suspension of service.

Record Keeping

The American with Disabilities Act (ADA) requires an agency to maintain "adequate" records for a period of three years.

According to ADA regulations, transit providers should maintain adequate records of certification requests, reviews completed, notification provided to customers/applicants, and any records that show regulatory requirements were met. Decisions made throughout the review process (e.g., the completeness of the application, the need for more information, reasons for determinations, requests for appeals, etc.) should also be recorded.

In addition to the operational data currently being reported to the City, we recommend the operations contractor be required to track and report trip denials, trip cancellations, complaints received, and on-time performance on a monthly basis.

The additional data could be used to monitor efficiency, improve customer service, and increase the effectiveness of the service.

Recommendation: Place an annual limit on the demand-response Vehicle Service Hours

In an effort to control costs and increase efficiency, we recommend that the City limit Vehicle Service Hours for the demand-response service to 6,856 annually. This is equivalent to two vehicles operating 12 hours per day weekdays, and eight hours on Saturdays, excluding holidays.

This limit should be extended to 7,107 Vehicle Service Hours annually if the City extends the hours of operation to 8:00pm for the fixed-route service, and 7,609 if the City extends the demand-response weekday service hours until 10:00pm

DEMAND-RESPONSE EXPANSION

Recommendation: Implement a demonstration project to provide general public DAR service weekdays until 10:00pm.

One of the untapped markets identified in this report was residents traveling to the Lompoc campus of Allan Hancock College (AHC). Since the campus first open for classes in 2000, demand for transit service has continued to grow.

COLT's fixed-route service currently serves the Lompoc campus (7:00am to 7:00pm) every 30 minutes. While this level of service is meeting the demand for students attending morning and afternoon classes, it has created a challenge for Lompoc residents attending classes in the evening.

To serve this market, we recommend that the City establish a demonstration project in which the demand-response service is extended until 10:00pm each weekday. During the extended hours (7:00pm to 10:00pm), the service would be available to the general public and would operate within the current service boundaries. Given the nature of the proposed service, we recommend that the City implement a one-way fare of $2.00.

While the intended target market would be Lompoc residents attending the Lompoc campus of AHC, the extended service hours could also provide needed service to residents who have not been able to use COLT in the past because their work schedule requires them to work beyond the current end time of 7:00pm.

It is recommended that the service be operated for a one-year period, corresponding with AHC fall or spring semester. The performance of the service should be evaluated on a monthly basis and a comprehensive evaluation should be conducted at the end of the first period. If it is determined that the service is not meeting the established goals, the service should be discontinued immediately.

We recommend that the City operate one vehicle during the proposed extended service hours. This recommendation would add 390 Vehicle Service Hours during the demonstration period and approximately 780 Vehicle Service Hours annually.

CHAPTER V
MARKETING PLAN

The success of any public transit system depends on public acceptance and understanding of the services being offered. This section presents marketing and customer service strategies, tactics and programs to increase annual ridership, reduce public subsidy of the service, and foster greater community support for COLT. It provides standards for measuring effectiveness and ensures marketing and customer service objectives support and complement the recommended service and operational changes.

Marketing is an investment. A strategic marketing plan, management, and control methodology should be employed. A number of crucial benefits stem from this process versus an independent or stand-alone *laundry list* of promotional ideas.

1. Effective allocation of all marketing funds and resources.
2. Setting of marketing and spending priorities.
3. Integration of all marketing efforts to efficiently leverage resources and optimize their influence.
4. Evaluation mechanism to track "plan" versus "actual" results, facilitating adjustments as warranted.
5. Gauge the appropriateness of marketing opportunities.
6. Identify those activities promising the greatest Return on Investment.

This *top-down* approach identifies objectives, outlines cohesive strategies for achieving the objectives, defines specific tactics for implementing the strategies, and determines milestones (or control) points for tracking and evaluating the effectiveness of each strategy and tactic.

A good marketing plan sets specific marketing objectives. For public transit, those objectives are traditionally based on ridership or farebox recovery. However, because public transit must rely on some level of taxpayer and public support, general awareness and support by the public and elected or appointed policy makers is critical. Prior surveys conducted by the consultant reveal approval ratings for public transit increases proportionally to the public's knowledge of those transit services available.

OBJECTIVES

Marketing objectives should be specific to each transit program and service. They depend on the demographics and economy of the service area, availability of funds, transportation infrastructure, and most importantly, the mission, vision, and values of the agency.

We recommend the following objectives:

- *A 5 percent annual ridership gain on the fixed-route service.*

Ridership has continued to grow remarkably from a significant drop in FY 1999/00. With an average increase of 18 percent over the past three fiscal years, a five percent increase in ridership is a reasonable objective to set.

- *Increase community familiarity with COLT to 40 percent.*

Our general public survey results indicated 90 percent of the community is at least somewhat aware of City operated services. While enjoying a high degree of awareness, only 27 percent of the community has some familiarity with the programs. By increasing familiarity, sense of knowledge about the services will increase ridership even more.

STRATEGIES

Strategies provide a focus for a marketing plan. The Strategy Pyramid emphasizes the practical importance of building a solid marketing plan structure. Effective marketing plans create the top-level strategy first. Strategy, at the top of the pyramid, is a matter of focusing on specific markets, market needs, and service offerings. Tactics follow and set the marketing message and the way it should be transmitted. Programs, at the base of the pyramid, provide the specifics of implementations. Though outside the scope of this study, activities should include specific milestone dates, expense budgets, and desired results. Actual results are then compared to the desired results to assess the effectiveness.

EXHIBIT V-1 MARKETING STRATEGY PYRAMID

Strategic alignment is essentially matching the strategies to the tactics and specific programs or activities. Strategic alignment sounds simple: Bring your activities and spending into logical harmony with the strategic plan. In addition, strategies must complement and be congruent.

COLT's identity *branding* defines the image the City intended to place in the minds of riders and the community. Moore & Associates recommends expanding COLT's established identity and focusing on a *positioning* strategy, which defines the service as a viable transportation alternative. A well-defined positioning strategy, along with its established identity provide a consistent and congruent *look and feel* to public pieces, strengthen familiarity, and enhance recognition of the COLT services.

Successful expansion of COLT's identity branding and positioning strategies include an image-enhancement and marketing program that centers around efforts attaching the identity to positive attributes.

The development of positioning strategies lies outside the scope of the Short Range Transit Plan. Many transit agencies, lacking sufficient manpower and marketing expertise, outsource the development and implementation of a detailed marketing plan. This enables the transit agency to develop a strong marketing program without the addition of staff. It also enables a small agency to draw on expertise it would not normally have in-house.

In coordination with identity expansion and positioning strategies, several specific goal-related strategies are presented:

Strategy A: Target specific markets with a high propensity and a high potential to use the service.

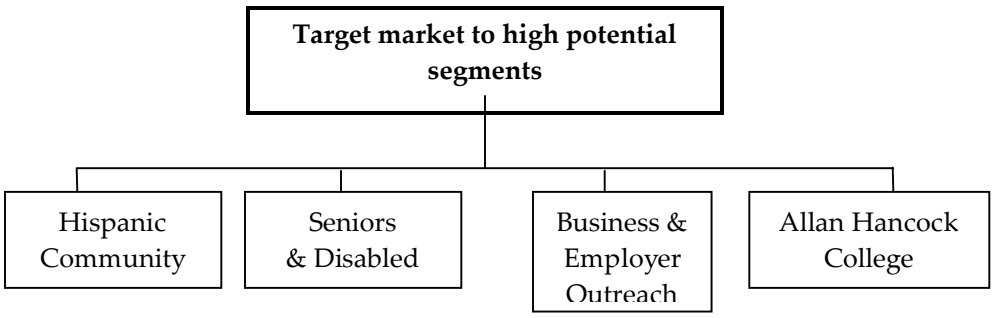
Strategy B: Increase brand awareness of COLT by establishing a consistent, highly visible identity. Associate COLT with an emphasis on safety, convenience, reliability, and comfort.

Strategy C: Provide the community, current patrons, and potential riders with easy-to-understand information to increase familiarity and knowledge about COLT and upcoming changes and enhancements.

Strategy A: Target market to high potential segments

With limited marketing funds, most transit agencies use demographics, psychographics, and geographics to segment populations that have a high potential and a high propensity to use the service. Well-managed target marketing can increase the Return on Investment (ROI) of marketing dollars. Target markets should be reviewed each year. The market segments recommended for the immediate future are presented in Exhibit V-2.

EXHIBIT V-2 **MARKETING STRATEGY A**



Hispanic community

Over the past ten years, the Hispanic population in Santa Barbara County has increased 39 percent. Currently, 34 percent of the county's population identifies itself as Hispanic. The City of Lompoc's Hispanic population has increased 34 percent alone. Effective communication with this market segment of the population requires bilingual marketing materials and information be created to appeal to the cultural and value systems

prevalent in the Hispanic community. The first step in this effort would be to fully translate the service brochure into Spanish.

Seniors and disabled

Mobility alternatives for a community's senior population is an important quality of life issue. As people age, their driving becomes impaired and their reliance on safe, reliable transportation alternatives increases.

Transportation needs to center around safe and convenient conveyance. Without public transit seniors may continue to drive, rely upon friends or social service organizations, or not make the desired trip. Communication with this demographic group is most effectively achieved through community leaders and targeted direct mail.

The key to success is instilling a high level of confidence in the safety and reliability of COLT services. Although disabled passengers represent a very small percentage of total riders, they are often transit-dependent. These riders need to feel confident their unique needs will be met with compassion. Ensuring all vehicle operators receive ADA sensitivity training will foster appropriate interaction with disabled passengers. This approach may also encourage disabled riders to transition to an accessible fixed-route service, rather than upon demand-response. (A mode shift resulting in a significant saving.)

Business and employers

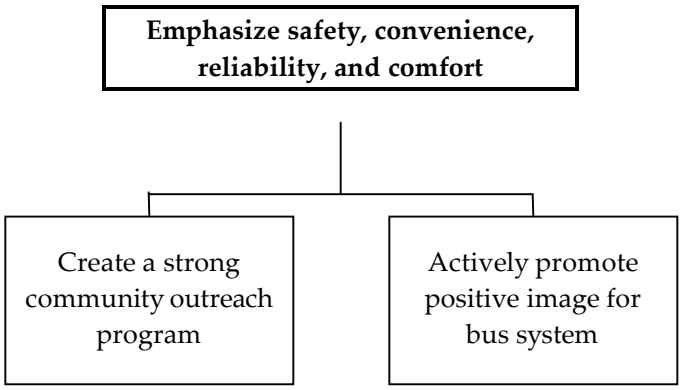
An employer outreach program increases awareness of transit among potential work-trip riders. Frequent service to retail, government, and general office sites provides an excellent pool of potential riders. The key message to communicate with employers is promotion of transit in dollars and cents. Value must be greater than cost. Promoting the realization of benefits (i.e., tax savings, worker retention, and low-cost benefit) with minimal administrative or direct costs is generally appealing to this segment.

Student enrollment has increased since Allan Hancock College completed its new campus facility in Lompoc, which means more students and employees in and around this center. Students are considered a target market because they are often times are in the low-income segment of a community's population and are much more likely to need public transportation to and from campus. COLT offers regular service to and from the campus two times per hour, every weekday.

Strategy B: Increase brand awareness, establish a consistent identity, and emphasize safety, convenience, reliability, and comfort.

Safety, convenience, reliability, and comfort are four of the most requested transit attributes. For a transit service to be successful, current riders, potential riders, and the general public must perceive riding the bus will be easy and safe. Unless COLT demonstrates it is safe, convenient, reliable, and comfortable, any promotion of these attributes could result in a negative or backlash effect.

EXHIBIT V-3 **MARKETING STRATEGY B**



Create a strong Community Outreach program.

Grassroots community outreach is the most effective medium for establishing the bus as a safe, convenient, reliable, and comfortable means of transportation. Establishing a speakers' bureau and working in and with community groups, such as the Chamber of Commerce, and youth, senior, and civic organizations; provides access to community leaders and a forum to present the public transit message.

Another effective strategy is to team with grassroots community events. These events can position COLT as an integral part of the community. Positioning COLT to provide transportation services to temporary venues (or inclusion in such festivities) provides an opportunity to increase visibility and generates awareness in segments of the population that may not otherwise select transit as an alternative. Continuing this and similar activities enhances awareness. Providing special transportation to events like the Flower Festival and end of the year holiday events throughout the community are opportunities for consideration.

Actively promote a positive image for COLT.

COLT has a number of opportunities for promoting the image and the associative attributes of safety, convenience, reliability, and comfort. The creative brief used to generate the campaign should stress these attributes and incorporate the most effective color schemes, graphics, and layouts to project the desired attributes. Copywriting should stress benefits, not features.

Specific programs to enhance identity and increase recognition include:

- Public and media events
- Free-ride day promotions
- Trial ridership coupons
- Local business tie-ins and sponsorships
- Media releases
- Paid advertising, door hangers, or direct mail to residents announcing the new service.

Efforts should be made to ensure COLT service information is readily available, easy to comprehend, and user-friendly. Route and schedule information should be displayed at major bus stops. Information holders are available in a number of styles and sizes. Ideally, the model selected should be pole-mounted and easy to maintain.

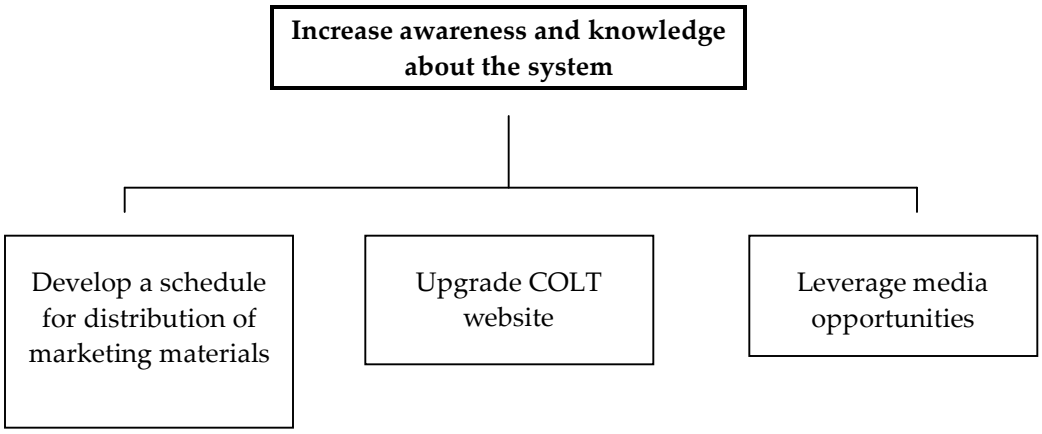
Information holders should be incrementally installed, providing route, schedule, and map information at the stop. Adding schedule information and a map increases the knowledge an observer will gain. Maps could be produced from the same graphics used in the design of the service brochure, ensuring consistency and reducing costs.

With the recent installation of shelters at the more highly patronized stops, the final phase of this marketing strategy should focus on leveraging COLT's existing resources. The new shelters could be used to generate revenue by the sale of its advertising space (side panels).

While the level of revenue generated would depend on outside market forces, the revenue could be used to offset the cost of marketing the transit service and maintenance and cleaning of the shelters. Currently, the City does offer interior (bus) advertising space for sale. The program is managed by the City's Transportation/Aviation Administrator.

Strategy C: Concentrate on providing the community with easy-to-understand information to increase familiarity and knowledge about COLT

EXHIBIT V-4 **MARKETING STRATEGY C**



Increased awareness and knowledge about the COLT service is important on two levels:

Awareness is the first step in attracting new riders. The standard marketing model (AIDA) dictates new customers must first become *Aware* and be given enough information to become *Interested*. Once interested, the potential customer then makes a *Decision* based on the information, and the decision is followed by *Action*. Action converts awareness to usage. After trial, customer satisfaction will turn a trial rider into a regular rider. A regular rider who is extremely satisfied with the service may become an advocate and attract additional riders.

Market research indicates satisfaction level is directly related to awareness and knowledge of the services offered.

The most effective measures for the success of this strategy are the levels of general awareness (both aided and unaided). The following tactics have been successful in other communities in increasing general awareness:

Maintain established network and schedule for the distribution of public information materials.

Public information materials are currently available throughout the community, including the following locations:

- On-board vehicles

- City Hall and other public buildings
- Lodging
- Job service offices
- Social services offices and agencies
- Youth agencies
- Senior centers and agencies
- Park and recreation facilities
- All schools (public and private)
- Visitor Center/Chamber of Commerce
- Retail establishments
- Major employers

An active schedule is used for restocking each location and for assessing the effectiveness of the various locations. Maintaining the distribution network and schedule requires a checks and balances system to keep the distribution of materials effective and up-to-date. As ridership and awareness grows, replenishment of COLT information may need to be more frequent and/or distribution more widespread.

Upgrade/create individual COLT website.

Easily accessible information is essential in order for a transit service to be successful. The less legwork it takes for a potential rider to get the information they need, the more likely they will be to take the time to find that information. On-line information must be extremely easy to understand for all potential riders, including youth and seniors.

The selection of a URL unique to COLT services and that is easy to remember would be quite valuable to COLT's marketing efforts. Although it could enhance its image, a dedicated COLT website is not necessary at this time, as the new user-friendly URL could direct traffic to the City site, on which COLT information is available.

Leverage media opportunities.

A major aspect in generating publicity is to attract the attention and interest of news people so that the story will be communicated to the public. To obtain publicity you must have an angle of interest or "hook" for the reader. As a public service enterprise, transit services have the ability to attract the interest of local community papers more readily than private companies.

Types of potential articles or news stories include:

- Straight media release announcing newsworthy events.
- Feature stories explore a subject of interest to the public.
- Concept article describes the basic concept of the transit services.
- Opinion piece provides commentary on the transit services or other issues affecting the service.

Future Marketing Activities

An effective marketing plan evolves with the service. Strategies and tactics need to be evaluated to determine if they are achieving their objective. Some tactics and programs may require modification to increase their impact. New programs should replace less effective programs and successful programs should be enhanced and expanded. Based on City staffing and expertise, Moore & Associates recommends outsourcing the marketing of COLT in addition to creating a tracking mechanism for assessing impact.

Assessing Effectiveness of COLT Marketing

Research and community outreach are two methods used to provide information useful in determining the effectiveness, or lack of, COLT's marketing efforts. The City should be aware of what current passengers think of COLT on an on-going basis. The most effective way to conduct this type of research is by utilizing on-board and general public surveys, similar to those used in the development of the SRTP, but more brief and not as time-consuming. The surveys would just need to provide the basic information about the perceptions and attitudes patrons and the general public have towards COLT, and how information about the services was attained, if at all. This data could then be used to create more effective marketing efforts and other miscellaneous marketing collateral, if necessary.

Efforts should be made to encourage customer feedback and survey patrons every 12 to 18 months. The survey instrument should be similar to that used as part of this SRTP to allow staff to evaluate any changes in attitudes and/or awareness. Each marketing campaign should also contain some tracking mechanism that allows staff to measure the effectiveness of the campaign goals and measure should be established for each activity to provide a guide by which the campaign is measured.

CHAPTER VI
CAPITAL/FINANCIAL PLAN

This chapter outlines the capital requirements, funding alternatives and analysis and trends for financing the City of Lompoc's Transit Services for FY 03-04 through FY 07-08. It includes previously planned capital improvements and the recommendations detailed in the previous chapters.

CAPITAL REQUIREMENTS

A fleet replacement strategy was developed to ensure the maximum age of individual vehicles do not exceed the FTA recommendations.

A unit cost of $83,000 was used for vehicles in FY 03-04. The cost is inflated at three percent per year each of the remaining four years.

In addition to vehicles, the City of Lompoc has one other major capital projects scheduled during this five-year planning period; the expansion of customer shelters and amenities.

The City will be expanding the number of shelters located throughout the COLT fixed-route system, additional amenities such as increased signage and informational display units will also be installed along the entire system.

After final approval of the SRTP Dial-A-Ride dispatching software would be purchased to improve productivity and customer responsiveness.

FLEET CONFIGURATION

The COLT fleet consist of ten Ford Aerotech 240's and two 36-passenger Thomas TL's, all diesel powered. Because of street design (large dips used for drainage) within Lompoc, the City has moved away from the larger transit buses and has increased the number of lighter duty cutaways in operation. The introduction of new smaller vehicles combined with the removal of Compressed Natural Gas (CNG) powered vehicles from the fleet has significantly reduced the City's maintenance costs, and improve fleet reliability.

The Thomas TL's were recently reintroduced into the COLT fleet following a conversion from a CNG to diesel power engines. A lack of engine grade CNG, poor engine

reliability, and limited factory support for equipment out of warranty convinced the City that CNG was not a viable alternative at this time.

Assuming the level of service remains unchanged, the pullout requirements (minimum number of vehicles required to operate service) are as follows:

EXHIBIT VI-1 PULLOUT REQUIREMENTS FOR CURRENT SERVICE

Service	Vehicles Required (peak hours)	Vehicles Required (off-peak hours)
Fixed-route	4	4
Demand-response	2	2
Spare requirement	2	2
Total	8	8

Table VI-2 below illustrates the pullout requirement assuming all recommendations are implemented.

EXHIBIT VI-2 PULLOUT REQUIREMENTS FOR ALL RECOMMENDATIONS

	Service	Vehicles Required (peak hours)	Vehicles Required (off-peak hours)
Reallocation	Fixed-route	6	4
	Demand-response	2	2
	Spare requirement	2	2
	Total	10	8
	Service	**Vehicles Required (peak hours)**	**Vehicles Required (off-peak hours)**
Bi-directional Service	Fixed-route	8	7
	Demand-response	2	2
	Spare requirement	2	2
	Total	12	11
	Service	**Vehicles Required (peak hours)**	**Vehicles Required (off-peak hours)**
Bi-directional Service and Express Route	Fixed-route	9	8
	Demand-response	2	2
	Spare requirement	2	2
	Total	13	12

CAPITAL FUNDING SOURCES

The City has tapped a number of funding sources. The following federal and State funding programs are used in the capital plan:

Section 5307: Urbanized Area Formula Program

The Urbanized Area Formula Program provides funds for small urbanized areas (population of 50,000 to 200,000 in Census 2000).

Federal requirements stipulate that if 5307 funds are used for capital projects, including preventative maintenance, a 20 percent local match is required. If 5307 funds are used for operating expenses, a 50 percent local match is required.

Transportation Development Act (TDA)

The Transportation Development Act (TDA) provides two major sources of funding for public transportation: The Local Transportation Fund (LTF) and the State Transit Assistance (STA) fund. The LTF revenues are derived from one-quarter cent of the general statewide sales tax. The LTF revenues are returned by the State to the counties in which they were collected. The STA revenues are derived from the sales tax on gasoline and diesel fuel. The allocation of LTF and STA funds is subject to the statutory and regulatory provisions of the TDA.

The TDA provides funds for the following purposes:

- Development and support of public transportation to meet the transit needs that exist in California,
- Physical improvements in the movement of transit vehicles,
- Improvements in the comfort of people using public transportation,
- Facilities to facilitate the movement of people and the exchange of public transportation patrons from one transportation mode to another.

State Transportation Improvement Program (STIP)

By statute, each regional transportation-planning agency is allocated a share of the STIP's programming capacity; in total, regionally programmed projects receive 75 percent of available STIP funds. Caltrans identifies projects of interregional benefit using the remaining 25 percent of the funds.

In addition to the funding currently being received by the City, there are a number of additional revenue sources that should be investigated. These sources include federal welfare-to-work grants.

Several new programs have been added and the eligibility for funding has been revised as part of TEA-21. The definition of a capital project has been revised to include preventative maintenance the provision of no-fixed route paratransit service, the leasing of equipment or facilities, and safety equipment. These revisions to the federal program could benefit the City of Lompoc by providing funds for infrastructure.

Below are examples of potential funding sources:

Section 5303: Metropolitan Planning Program

Administered by the Federal Transit Administration, Section 5303 Metropolitan Planning Program funds provide assistance to local governments for conducting transportation planning activities in urban areas with populations greater than 50,000. Given Lompoc's continued designation as an urbanized area following Census 2000, The City is eligible to apply for these funds.

The Section 5303 program helps develop transportation systems that embrace all modes of transportation and efficiently maximize the mobility of people and goods throughout the urbanized area.

Transit Enhancement Program

This program provides funding for projects that improve transit facilities and make transit more attractive to riders. Eligible enhancements include bus shelters, landscaping, pedestrian access, bicycle access, signage, and enhanced access for disabled persons.

Section 5309: Federally funded grant program

The Section 5309 Capital Grants and Loan program funds three different sub-programs: fixed guideway modernization (40 percent of funds); 'new starts' of high capacity transit systems (40 percent of funds); and support for buses and bus facilities (20 percent of funds). The sub-programs under which the City of Lompoc may receive funds, support for buses and bus facilities is competitively based.

Section 5302: Job Access and Reverse Commute grant program

The Job Access and Reverse Commute grant program assists states and localities in developing new or expanded transportation services that connect welfare recipients and other low income persons to jobs and other employment related services. Job Access

projects are targeted at developing new or expanded transportation services such as shuttles, vanpools, new bus routes, connector services to mass transit, and guaranteed ride home programs for welfare recipients and low income persons. Reverse Commute projects provide transportation services to suburban employment centers from urban, rural and other suburban locations for all populations.

Clean Air and Transportation Improvement Act

Proposition 116 authorized state general obligation bonds to finance the preservation, acquisition, construction and improvement of rail, transit, bicycle and water-borne ferry projects in California.

Caltrans reviews each application to insure it is an eligible project that has been received from an eligible grant recipient. Eligible projects include the research, planning, construction, and improvement of exclusive public mass transit guide ways and paratransit vehicles.

Exhibit VI-3 outlines the ten-year capital improvement plan.

EXHIBIT VI-3 TEN YEAR CAPITAL PLAN

	FY01/02	FY 02/03	FY 03/04	FY 04/05	FY 05/06	FY 06/07	FY 07/08	FY 08/09	FY 09/10	FY 10/11	FY 11/12
Fixed-route replacement	1	1	1	1	1	1	1	1	2	2	2
Fixed-route new						1	1	1			
Demand-response replacement	1	1	1	1	1	1	1	1	1	1	1
Demand-response new											
Cost per fixed route vehicle	$74,000	$83,000	$85,490	$88,055	$90,696	$93,417	$96,220	$99,106	$102,080	$105,142	$108,296
Cost per demand-response vehicle	$74,000	$74,000	$76,220	$78,507	$80,862	$83,288	$85,786	$88,360	$91,011	$93,741	$96,553
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226	$286,573	$295,170	$304,025	$313,146
Dispatching Software		$25,000									
Customer amenities/signage	$7,876	$240,000					$4,000				
Communication equipment	$25,543										
Planning	$42,000			$35,000		$45,000					
Total capital costs	$223,419	$422,000	$161,710	$201,561	$171,558	$315,122	$282,226	$286,573	$295,170	$304,025	$313,146

FINANCIAL PLAN

The five-year operating budget projections for the recommended system are presented in this section. The financial plan consists of operating and capital costs by year and designates potential federal, state, and local funding sources to finance the system over the next five years. Since many funding programs are both discretionary and subject to changing circumstances, it is critical to annually monitor the financial plan. It is also important to apply for all potential funding sources, particularly for capital funds, where new and changing programs are being developed.

KEY ASSUMPTIONS

The financial plan is based on the following assumptions.

1. Implementation of all service recommendations presented in the previous chapters during FY 03-04.
2. The operating costs for each service mode assumes an annual inflation rate of three (3.0) percent;
3. The average fare per passenger for the fixed-route service is based the current fare structure.
4. The average fare per passenger for the demand response service is based on the current fare structure.
5. Ridership aboard the fixed-route service will increase ten percent during FY 03-04, and five percent per annum over the remaining four years.
6. Ridership for the Dial-A-Ride service will increase an average of five percent per annum over the next five years.

OPERATING SCENARIO

The plan assumes that all recommendations would be implemented simultaneously. As part of this short-range plan a major community awareness and marketing campaign is recommended. The cost of marketing the service is incorporated into the administrative costs.

Exhibit VI-4 presents financial summary for the recommended service plan, including potential revenue sources.

EXHIBIT VI-4 RIDERSHIP AND FARE REVENUE ASSUMPTIONS

Assumes implementation of Option A

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
Fixed-Route Revenues							
Base Fare	$ 0.65	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00
Total Passengers	163,897	166,776	183,454	192,626	202,258	212,370	222,989
Vehicle Service Hours	14,222	15,778	15,778	15,778	15,778	15,778	15,778
Passengers per Vehicle Service Hour	11.52	10.57	11.63	12.21	12.82	13.46	14.13
Average Fare per Passenger	$ 0.44	$ 0.45	$ 0.45	$ 0.45	$ 0.45	$ 0.45	$ 0.45
Fixed-Route Fare Revenues	$ 71,430	$ 75,708	$ 83,279	$ 87,443	$ 91,815	$ 96,406	$ 101,226
Resulting Farebox Ratio	14.1%	11.5%	12.2%	12.5%	12.7%	13.0%	13.2%
Demand-Response Revenues							
Regular fare	$ 0.30	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Passengers	18,224	21,252	22,315	23,430	24,602	25,832	27,124
Vehicle Service Hours	6,079	6,902	6,856	6,856	6,856	6,856	6,856
Passengers Vehicle Service Hour	3.00	3.08	3.00	3.42	3.59	3.77	3.96
Average Fare per Passenger	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49
Demand-Response Fare Revenues	$ 8,899	$ 10,413	$ 10,934	$ 11,481	$ 12,055	$ 12,658	$ 13,291
Resulting Farebox Ratio	2.6%	2.3%	2.4%	2.4%	2.5%	2.5%	2.6%
System Revenues							
Total Passengers	182,121	188,028	205,768	216,057	226,859	238,202	250,113
Vehicle Service Hours	20,301	22,680	22,634	22,634	22,634	22,634	22,634
Passengers per Vehicle Service Hour	8.97	8.29	9.09	9.55	10.02	10.52	11.05
Average Fare per Passenger	0.44	0.46	0.46	0.46	0.46	0.46	0.46
System Fare Revenues	$ 80,329	$ 86,121	$ 94,213	$ 98,924	$ 103,870	$ 109,063	$ 114,516
Resulting Farebox Ratio	8.3%	7.8%	8.3%	8.4%	8.6%	8.7%	8.9%

EXHIBIT VI-5 RIDERSHIP AND FARE REVENUE ASSUMPTIONS

Assumes implementation of Option A and B

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
Fixed-Route Revenues							
Base Fare	$ 0.65	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00
Total Passengers	163,897	166,776	194,842	204,584	214,813	225,554	236,831
Vehicle Service Hours	14,222	15,778	26,440	26,440	26,440	26,440	26,440
Passengers per Vehicle Service Hour	11.52	10.57	7.37	7.74	8.12	8.53	8.96
Average Fare per Passenger	$ 0.44	$ 0.45	$ 0.58	$ 0.58	$ 0.58	$ 0.58	$ 0.58
Fixed-Route Fare Revenues	$ 71,430	75,708	$ 113,676	$ 119,360	$ 125,328	$ 131,594	$ 138,174
Resulting Farebox Ratio	14.1%	11.5%	10.0%	10.2%	10.4%	10.6%	10.8%
Demand-Response Revenues							
Regular fare	$ 0.30	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Passengers	18,224	21,252	22,315	23,430	24,602	25,832	27,124
Vehicle Service Hours	6,079	6,902	6,856	6,856	6,856	6,856	6,856
Passengers per Vehicle Service Hour	3.00	3.08	3.00	3.42	3.59	3.77	3.96
Average Fare per Passenger	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49
Demand-Response Fare Revenues	$ 8,899	$ 10,413	$ 10,934	$ 11,481	$ 12,055	$ 12,658	$ 13,291
Resulting Farebox Ratio	2.6%	2.3%	2.4%	2.4%	2.5%	2.5%	2.6%
System Revenues							
Total Passengers	182,121	188,028	217,156	228,014	239,415	251,385	263,955
Vehicle Service Hours	20,301	22,680	33,296	33,296	33,296	33,296	33,296
Passengers per Vehicle Service Hour	8.97	8.29	6.52	6.85	7.19	7.55	7.93
Average Fare per Passenger	0.44	0.46	0.57	0.57	0.57	0.57	0.57
System Fare Revenues	$ 80,329	$ 86,121	$ 124,610	$ 130,841	$ 137,383	$ 144,252	$ 151,465
Resulting Farebox Ratio	8.3%	7.8%	7.8%	7.9%	8.1%	8.2%	8.4%

EXHIBIT VI-6 RIDERSHIP AND FARE REVENUE ASSUMPTIONS

Assumes implementation of Options A, B, and C

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
Fixed-Route Revenues							
Base Fare	$ 0.65	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00
Total Passengers	163,897	166,776	230,722	242,258	254,371	267,089	280,444
Vehicle Service Hours	14,222	15,778	29,868	29,868	29,868	29,868	29,868
Passengers per Vehicle Service Hour	11.52	10.57	7.72	8.11	8.52	8.94	9.39
Average Fare per Passenger	$ 0.44	$ 0.45	$ 0.45	$ 0.45	$ 0.45	$ 0.45	$ 0.45
Fixed-Route Fare Revenues	$ 71,430	75,708	$ 103,825	$ 109,016	$ 114,467	$ 120,190	$ 126,200
Resulting Farebox Ratio	14.1%	11.5%	8.1%	8.2%	8.4%	8.5%	8.7%
Demand-Response Revenues							
Regular fare	$ 0.30	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Passengers	18,224	21,252	22,315	23,430	24,602	25,832	27,124
Vehicle Service Hours	6,079	6,902	6,856	6,856	6,856	6,856	6,856
Passengers per Vehicle Service Hour	3.00	3.08	3.00	3.42	3.59	3.77	3.96
Average Fare per Passenger	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49
Demand-Response Fare Revenues	$ 8,899	$ 10,413	$ 10,934	$ 11,481	$ 12,055	$ 12,658	$ 13,291
Resulting Farebox Ratio	2.6%	2.3%	2.4%	2.4%	2.5%	2.5%	2.6%
System Revenues							
Total Passengers	182,121	188,028	253,036	265,688	278,972	292,921	307,567
Vehicle Service Hours	20,301	22,680	36,724	36,724	36,724	36,724	36,724
Passengers per Vehicle Service Hour	8.97	8.29	6.89	7.23	7.60	7.98	8.38
Average Fare per Passenger	0.44	0.46	0.45	0.45	0.45	0.45	0.45
System Fare Revenues	$ 80,329	$ 86,121	$ 114,759	$ 120,497	$ 126,522	$ 132,848	$ 139,490
Resulting Farebox Ratio	8.3%	7.8%	6.6%	6.7%	6.8%	7.0%	7.1%

EXHIBIT VI-7 RIDERSHIP AND FARE REVENUE ASSUMPTIONS

Assumes implementation of Options A, B, C, and D

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
Fixed-Route Revenues							
Base Fare	$ 0.65	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00
Total Passengers	163,897	166,776	237,643	249,525	262,002	275,102	288,857
Vehicle Service Hours	14,222	15,778	31,876	31,876	31,876	31,876	31,876
Passengers per Vehicle Service Hour	11.52	10.57	7.46	7.83	8.22	8.63	9.06
Average Fare per Passenger	$ 0.44	$ 0.45	$ 0.58	$ 0.58	$ 0.58	$ 0.58	$ 0.58
Fixed-Route Fare Revenues	$ 71,430	75,708	$ 136,699	$ 143,534	$ 150,710	$ 158,246	$ 166,158
Resulting Farebox Ratio	14.1%	11.5%	9.9%	10.1%	10.3%	10.5%	10.7%
Demand-Response Revenues							
Regular fare	$ 0.30	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Passengers	18,224	21,252	22,984	24,133	25,340	26,607	27,937
Vehicle Service Hours	6,079	6,902	7,107	7,107	7,107	7,107	7,107
Passengers per Vehicle Service Hour	3.00	3.08	3.00	3.40	3.57	3.74	3.93
Average Fare per Passenger	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49
Demand-Response Fare Revenues	$ 8,899	$ 10,413	$ 11,262	$ 11,825	$ 12,417	$ 13,037	$ 13,689
Resulting Farebox Ratio	2.6%	2.3%	2.4%	2.4%	2.5%	2.5%	2.5%
System Revenues							
Total Passengers	182,121	188,028	260,627	273,659	287,342	301,709	316,794
Vehicle Service Hours	20,301	22,680	38,983	38,983	38,983	38,983	38,983
Passengers per Vehicle Service Hour	8.97	8.29	6.69	7.02	7.37	7.74	8.13
Average Fare per Passenger	0.44	0.46	0.57	0.57	0.57	0.57	0.57
System Fare Revenues	$ 80,329	$ 86,121	$ 147,961	$ 155,359	$ 163,127	$ 171,283	$ 179,847
Resulting Farebox Ratio	8.3%	7.8%	8.0%	8.1%	8.3%	8.5%	8.6%

EXHIBIT VI-8 RIDERSHIP AND FARE REVENUE ASSUMPTIONS

Assumes implementation of Options A, B, C, D, and E

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
Fixed-Route Revenues							
Base Fare	$ 0.65	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00	$ 1.00
Total Passengers	163,897	166,776	237,643	249,525	262,002	275,102	288,857
Vehicle Service Hours	14,222	15,778	31,876	31,876	31,876	31,876	31,876
Passengers per Vehicle Service Hour	11.52	10.57	7.46	7.83	8.22	8.63	9.06
Average Fare per Passenger	$ 0.44	$ 0.45	$ 0.58	$ 0.58	$ 0.58	$ 0.58	$ 0.58
Fixed-Route Fare Revenues	$ 71,430	75,708	$ 136,699	$ 143,534	$ 150,710	$ 158,246	$ 166,158
Resulting Farebox Ratio	14.1%	11.5%	9.9%	10.1%	10.3%	10.5%	10.7%
Demand-Response Revenues							
Regular fare	$ 0.30	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.50
Total Passengers	18,224	21,252	23,821	25,012	26,262	27,575	28,954
Vehicle Service Hours	6,079	6,902	7,609	7,609	7,609	7,609	7,609
Passengers per Vehicle Service Hour	3.00	3.08	3.00	3.29	3.45	3.62	3.81
Average Fare per Passenger	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49	$ 0.49
Demand-Response Fare Revenues	$ 8,899	$ 10,413	$ 11,672	$ 12,256	$ 12,868	$ 13,512	$ 14,188
Resulting Farebox Ratio	2.6%	2.3%	2.3%	2.3%	2.4%	2.4%	2.5%
System Revenues							
Total Passengers	182,121	188,028	261,464	274,537	288,264	302,677	317,811
Vehicle Service Hours	20,301	22,680	39,485	39,485	39,485	39,485	39,485
Passengers per Vehicle Service Hour	8.97	8.29	6.62	6.95	7.30	7.67	8.05
Average Fare per Passenger	0.44	0.46	0.57	0.57	0.57	0.57	0.57
System Fare Revenues	$ 80,329	$ 86,121	$ 148,371	$ 155,789	$ 163,579	$ 171,758	$ 180,346
Resulting Farebox Ratio	8.3%	7.8%	7.9%	8.0%	8.2%	8.3%	8.5%

OPERATING REVENUE

The City's operating revenue is generated from four primary sources.

1. Farebox receipts
2. Local funding (Measure D)
3. State funding (TDA)
4. Federal funding (FTA 5307)

Farebox projections were based on projected ridership and the average fare per passenger for FY 2001-02. It was assumed that the average fare would continue to be 64 percent of the regular fare for the fixed-route and 73 percent for the dial-a-ride service.

LOCAL FUNDING

In the fall of 1989, Santa Barbara County residents approved Measure D, a one-half percent county-wide sales tax. Collected over a twenty-year period, Measure D revenues are administered by the Santa Barbara County Association of Governments, which has used the revenue to fund major transportation projects in Santa Barbara County. A portion of the funds is also returned to local governments to "meet their particular transportation needs, and to specialized transit providers who serve senior citizens and persons with disabilities."

During FY 2001-02 the City of Lompoc received $81,278 in Measure D monies

STATE FUNDING

In 1971, the California legislature enacted the Transportation Development Act (TDA), a quarter-cent funding mechanism earmarked for public transit programs statewide.

The first priority for TDA funds is transit. However, TDA funds may be made available for roads if the individual regional planning agency determines no unmet transit needs exist.

During FY 00-01, the City of Lompoc applied $246,726 in TDA funding toward the operation of the COLT service. Because of the changing economic and political climate, it is difficult to project the level of funding COLT will receive during FY 06-07.

FEDERAL FUNDING

Section 5307 of the Federal Transit Act provides grants to public transit operators in small-urbanized areas for both operating and capital purposes.

During FY 01-02, the City of Lompoc received $496,6363 in Section 5307 monies for operation of the COLT system.

EXHIBIT VI-9 CAPITAL AND FINANCIAL PROJECTIONS

Summary Option A

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
EXPENSES							
Operating Expenses							
Fixed-Route	$507,014	$579,360	$596,741	$614,643	$633,083	$652,075	$671,637
Demand-response	$337,749	$394,979	$404,117	$416,241	$428,728	$441,590	$454,838
Admin (14% of operating expense)	$118,267	$136,408	$140,120	$144,324	$148,653	$153,113	$157,706
Operating Expense Subtotal	$963,030	$1,110,747	$1,140,979	$1,175,208	$1,210,464	$1,246,778	$1,284,181
Capital Expenses							
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226
Dispatching Software	$0	$0	$25,000	$0	$0	$0	$0
Signage/customer amenities	$7,876	$240,000	$5,000	$0	$0	$0	$4,000
Communications equipment	$25,543	$0	$0	$0	$0	$0	$0
Planning	$42,000	$0	$0	$35,000	$0	$45,000	$0
Capital Expense Subtotal	$223,419	$397,000	$191,710	$201,561	$171,558	$315,122	$282,226
TOTAL OP & CAP EXPENSES	$1,186,449	$1,507,747	$1,332,689	$1,376,769	$1,382,022	$1,561,900	$1,566,407
OPERATING FUNDS							
Operating Revenue							
Fixed-route fares	$71,430	$75,708	$83,279	$87,443	$91,815	$96,406	$101,226
Demand-response fares	$8,899	$10,413	$10,934	$11,481	$12,055	$12,658	$13,291
Operating Revenue Subtotal	$80,329	$86,121	$94,213	$98,924	$103,870	$109,063	$114,516
Operating Funding Sources							
Measure D	$81,278	$82,593	$83,914	$85,257	$86,621	$88,007	$89,415
TDA	$73,015	$134,828	$132,976	$131,905	$139,559	$142,881	$146,218
FTA 5307	$481,515	$555,374	$570,489	$587,604	$605,232	$623,389	$642,091
County Contract (Mission Hills service)	$246,893	$251,831	$259,386	$267,168	$275,183	$283,438	$291,941
Funding Source Subtotal	$882,701	$1,024,626	$1,046,766	$1,071,934	$1,106,594	$1,137,715	$1,169,665
TOTAL OPERATING FUNDS	$963,030	$1,110,747	$1,140,979	$1,170,857	$1,210,464	$1,246,778	$1,284,181
CAPITAL FUNDS							
TDA	$44,684	$79,400	$38,342	$40,312	$34,312	$63,024	$56,445
FTA 5307	$178,735	$317,600	$153,368	$137,600	$137,247	$252,098	$225,781
FTA 5303 (planning)				$28,000			
TOTAL CAPITAL FUNDS	$223,419	$397,000	$191,710	$205,912	$171,558	$315,122	$282,226
TOTAL OPERATING & CAPITAL FUNDS	$1,186,449	$1,507,747	$1,332,689	$1,376,769	$1,382,022	$1,561,900	$1,566,407

EXHIBIT VI-10 CAPITAL AND FINANCIAL PROJECTIONS

Summary Options A and B

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
EXPENSES							
Operating Expenses							
Fixed-Route	$507,014	$579,360	$999,989	$1,029,989	$1,060,889	$1,092,716	$1,125,497
Demand-response	$337,749	$394,979	$404,117	$416,241	$428,728	$441,590	$454,838
Admin (14% of operating expense)	$118,267	$136,408	$196,575	$202,472	$208,546	$214,803	$221,247
Operating Expense Subtotal	$963,030	$1,110,747	$1,600,682	$1,648,702	$1,698,163	$1,749,108	$1,801,581
Capital Expenses							
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226
Dispatching Software	$0	$0	$25,000	$0	$0	$0	$0
Signage/customer amenities	$7,876	$240,000	$5,000	$0	$0	$0	$4,000
Communications equipment	$25,543	$0	$0	$0	$0	$0	$0
Planning	$42,000	$0	$0	$35,000	$0	$45,000	$0
Capital Expense Subtotal	$223,419	$397,000	$191,710	$201,561	$171,558	$315,122	$282,226
TOTAL OP & CAP EXPENSES	$1,186,449	$1,507,747	$1,792,392	$1,850,264	$1,869,721	$2,064,230	$2,083,807
OPERATING FUNDS							
Operating Revenue							
Fixed-route fares	$71,430	$75,708	$113,676	$119,360	$125,328	$131,594	$138,174
Demand-response fares	$8,899	$10,413	$10,934	$11,481	$12,055	$12,658	$13,291
Operating Revenue Subtotal	$80,329	$86,121	$124,610	$130,841	$137,383	$144,252	$151,465
Operating Funding Sources							
Measure D	$81,278	$82,593	$83,914	$85,257	$86,621	$88,007	$89,415
TDA	$73,015	$134,828	$332,430	$336,735	$349,895	$358,857	$367,970
FTA 5307	$481,515	$555,374	$800,341	$824,351	$849,082	$874,554	$900,791
County Contract (Mission Hills service)	$246,893	$251,831	$259,386	$267,168	$275,183	$283,438	$291,941
Funding Source Subtotal	$882,701	$1,024,626	$1,476,071	$1,513,511	$1,560,780	$1,604,856	$1,650,117
TOTAL OPERATING FUNDS	$963,030	$1,110,747	$1,600,682	$1,644,352	$1,698,163	$1,749,108	$1,801,581
CAPITAL FUNDS							
TDA	$44,684	$79,400	$38,342	$40,312	$34,312	$63,024	$56,445
FTA 5307	$178,735	$317,600	$153,368	$137,600	$137,247	$252,098	$225,781
FTA 5303 (planning)				$28,000			
TOTAL CAPITAL FUNDS	$223,419	$397,000	$191,710	$205,912	$171,558	$315,122	$282,226
TOTAL OPERATING & CAPITAL FUNDS	$1,186,449	$1,507,747	$1,792,392	$1,850,264	$1,869,721	$2,064,230	$2,083,807

EXHIBIT VI-11 CAPITAL AND FINANCIAL PROJECTIONS

Summary Options A, B, and C

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
EXPENSES							
Operating Expenses							
Fixed-Route	$507,014	$579,360	$1,129,640	$1,163,529	$1,198,435	$1,234,388	$1,271,420
Demand-response	$337,749	$394,979	$404,117	$416,241	$428,728	$441,590	$454,838
Admin (14% of operating expense)	$118,267	$136,408	$214,726	$221,168	$227,803	$234,637	$241,676
Operating Expense Subtotal	$963,030	$1,110,747	$1,748,484	$1,800,938	$1,854,966	$1,910,615	$1,967,934
Capital Expenses							
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226
Dispatching Software	$0	$0	$25,000	$0	$0	$0	$0
Signage/customer amenities	$7,876	$240,000	$5,000	$0	$0	$0	$4,000
Communications equipment	$25,543	$0	$0	$0	$0	$0	$0
Planning	$42,000	$0	$0	$35,000	$0	$45,000	$0
Capital Expense Subtotal	$223,419	$397,000	$191,710	$201,561	$171,558	$315,122	$282,226
TOTAL OP & CAP EXPENSES	$1,186,449	$1,507,747	$1,940,194	$2,002,499	$2,026,524	$2,225,737	$2,250,159
OPERATING FUNDS							
Operating Revenue							
Fixed-route fares	$71,430	$75,708	$103,825	$109,016	$114,467	$120,190	$126,200
Demand-response fares	$8,899	$10,413	$10,934	$11,481	$12,055	$12,658	$13,291
Operating Revenue Subtotal	$80,329	$86,121	$114,759	$120,497	$126,522	$132,848	$139,490
Operating Funding Sources							
Measure D	$81,278	$82,593	$83,914	$85,257	$86,621	$88,007	$89,415
TDA	$73,015	$134,828	$416,182	$423,196	$439,158	$451,015	$463,120
FTA 5307	$481,515	$555,374	$874,242	$900,469	$927,483	$955,308	$983,967
County Contract (Mission Hills service)	$246,893	$251,831	$259,386	$267,168	$275,183	$283,438	$291,941
Funding Source Subtotal	$882,701	$1,024,626	$1,633,725	$1,676,090	$1,728,445	$1,777,767	$1,828,444
TOTAL OPERATING FUNDS	$963,030	$1,110,747	$1,748,484	$1,796,586	$1,854,966	$1,910,615	$1,967,934
CAPITAL FUNDS							
TDA	$44,684	$79,400	$38,342	$40,312	$34,312	$63,024	$56,445
FTA 5307	$178,735	$317,600	$153,368	$137,600	$137,247	$252,098	$225,781
FTA 5303 (planning)				$28,000			
TOTAL CAPITAL FUNDS	$223,419	$397,000	$191,710	$205,912	$171,558	$315,122	$282,226
TOTAL OPERATING & CAPITAL FUNDS	$1,186,449	$1,507,747	$1,940,194	$2,002,499	$2,026,524	$2,225,737	$2,250,159

EXHIBIT VI-12 CAPITAL AND FINANCIAL PROJECTIONS

Summary Options A, B, C, and D

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
EXPENSES							
Operating Expenses							
Fixed-Route	$507,014	$579,360	$1,205,585	$1,241,752	$1,279,005	$1,317,375	$1,356,896
Demand-response	$337,749	$394,979	$418,912	$431,480	$444,424	$457,757	$471,489
Admin (14% of operating expense)	$118,267	$136,408	$227,430	$234,252	$241,280	$248,518	$255,974
Operating Expense Subtotal	$963,030	$1,110,747	$1,851,927	$1,907,484	$1,964,709	$2,023,650	$2,084,360
Capital Expenses							
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226
Dispatching Software	$0	$0	$25,000	$0	$0	$0	$0
Signage/customer amenities	$7,876	$240,000	$5,000	$0	$0	$0	$4,000
Communications equipment	$25,543	$0	$0	$0	$0	$0	$0
Planning	$42,000	$0	$0	$35,000	$0	$45,000	$0
Capital Expense Subtotal	$223,419	$397,000	$191,710	$201,561	$171,558	$315,122	$282,226
TOTAL OP & CAP EXPENSES	$1,186,449	$1,507,747	$2,043,637	$2,109,046	$2,136,267	$2,338,772	$2,366,586
OPERATING FUNDS							
Operating Revenue							
Fixed-route fares	$71,430	$75,708	$136,699	$143,534	$150,710	$158,246	$166,158
Demand-response fares	$8,899	$10,413	$11,262	$11,825	$12,417	$13,037	$13,689
Operating Revenue Subtotal	$80,329	$86,121	$147,961	$155,359	$163,127	$171,283	$179,847
Operating Funding Sources							
Measure D	$81,278	$82,593	$83,914	$85,257	$86,621	$88,007	$89,415
TDA	$73,015	$134,828	$434,702	$441,608	$457,424	$469,097	$480,976
FTA 5307	$481,515	$555,374	$925,963	$953,742	$982,355	$1,011,825	$1,042,180
County Contract (Mission Hills service)	$246,893	$251,831	$259,386	$267,168	$275,183	$283,438	$291,941
Funding Source Subtotal	$882,701	$1,024,626	$1,703,966	$1,747,775	$1,801,582	$1,852,367	$1,904,512
TOTAL OPERATING FUNDS	$963,030	$1,110,747	$1,851,927	$1,903,134	$1,964,709	$2,023,650	$2,084,360
CAPITAL FUNDS							
TDA	$44,684	$79,400	$38,342	$40,312	$34,312	$63,024	$56,445
FTA 5307	$178,735	$317,600	$153,368	$137,600	$137,247	$252,098	$225,781
FTA 5303 (planning)				$28,000			
TOTAL CAPITAL FUNDS	$223,419	$397,000	$191,710	$205,912	$171,558	$315,122	$282,226
TOTAL OPERATING & CAPITAL FUNDS	$1,186,449	$1,507,747	$2,043,637	$2,109,046	$2,136,267	$2,338,772	$2,366,586

EXHIBIT VI-13 CAPITAL AND FINANCIAL PROJECTIONS

Summary Options A, B, C, D, and E

	FY 01-02	FY 02-03	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08
EXPENSES							
Operating Expenses							
Fixed-Route	$507,014	$579,360	$1,205,585	$1,241,752	$1,279,005	$1,317,375	$1,356,896
Demand-response	$337,749	$394,979	$448,502	$461,957	$475,816	$490,090	$504,793
Admin (14% of operating expense)	$118,267	$136,408	$231,572	$238,519	$245,675	$253,045	$260,636
Operating Expense Subtotal	$963,030	$1,110,747	$1,885,659	$1,942,229	$2,000,496	$2,060,510	$2,122,326
Capital Expenses							
Rolling Stock Capital	$148,000	$157,000	$161,710	$166,561	$171,558	$270,122	$278,226
Dispatching Software	$0	$0	$25,000	$0	$0	$0	$0
Signage/customer amenities	$7,876	$240,000	$5,000	$0	$0	$0	$4,000
Communications equipment	$25,543	$0	$0	$0	$0	$0	$0
Planning	$42,000	$0	$0	$35,000	$0	$45,000	$0
Capital Expense Subtotal	$223,419	$397,000	$191,710	$201,561	$171,558	$315,122	$282,226
TOTAL OP & CAP EXPENSES	$1,186,449	$1,507,747	$2,077,369	$2,143,790	$2,172,054	$2,375,633	$2,404,552
OPERATING FUNDS							
Operating Revenue							
Fixed-route fares	$71,430	$75,708	$136,699	$143,534	$150,710	$158,246	$166,158
Demand-response fares	$8,899	$10,413	$11,672	$12,256	$12,868	$13,512	$14,188
Operating Revenue Subtotal	$80,329	$86,121	$148,371	$155,789	$163,579	$171,758	$180,346
Operating Funding Sources							
Measure D	$81,278	$82,593	$83,914	$85,257	$86,621	$88,007	$89,415
TDA	$73,015	$134,828	$451,158	$458,549	$474,865	$487,052	$499,461
FTA 5307	$481,515	$555,374	$942,829	$971,114	$1,000,248	$1,030,255	$1,061,163
County Contract (Mission Hills service)	$246,893	$251,831	$259,386	$267,168	$275,183	$283,438	$291,941
Funding Source Subtotal	$882,701	$1,024,626	$1,737,288	$1,782,088	$1,836,917	$1,888,753	$1,941,980
TOTAL OPERATING FUNDS	$963,030	$1,110,747	$1,885,659	$1,937,877	$2,000,496	$2,060,510	$2,122,326
CAPITAL FUNDS							
TDA	$44,684	$79,400	$38,342	$40,312	$34,312	$63,024	$56,445
FTA 5307	$178,735	$317,600	$153,368	$137,600	$137,247	$252,098	$225,781
FTA 5303 (planning)				$28,000			
TOTAL CAPITAL FUNDS	$223,419	$397,000	$191,710	$205,912	$171,558	$315,122	$282,226
TOTAL OPERATING & CAPITAL FUNDS	$1,186,449	$1,507,747	$2,077,369	$2,143,790	$2,172,054	$2,375,633	$2,404,552

APPENDIX

FIXED-ROUTE CUSTOMER SURVEY ANALYSIS

The onboard ridership survey is conducted to obtain information at the rider level. The survey was designed to achieve four objectives:

1. Develop a demographic profile

   Average rider is female, 21 to 44 years old, with an annual household income less than $20,000, with no alternative means of transportation.

2. Understand rider trends

   Forty-three percent of all COLT riders are using the fixed-route service for school related travel.

3. Assess rider satisfaction

   COLT has an overall good rating. On-time performance was the lowest rated characteristic; while safety and driver courtesy were the highest rated characteristic.

4. Identify possible improvements to the service and their impact on ridership

   The three most requested service improvement were extended evening hours, Sunday service, and improved on-time performance.

METHODOLOGY

The on-board passenger survey was conducted over three weekdays and one Saturday during the second week of April, 2002. Trained surveyors were aboard every route and a stratified sample was taken. A total of 93 valid surveys were collected, achieving a 90 percent confidence level.

Data was coded, cleaned, and analyzed using SPSS software. Survey data was used to draw both system-wide and route-specific conclusions.

The passenger survey contained many of the same questions included in customer surveys conducted in 1995 and 1996 for comparison purposes.

DEMOGRAPHIC PROFILE

The average rider is female (68 percent female, 32 percent male), 21 to 44 years old, with a household income less than $20,000. She is most likely to be either a student or gainfully employed. Less then three percent of respondents were over 65, which is small considering Lompoc's growing senior population. Twenty-seven percent of the respondents were under 20. Seventy-two percent indicated they live within the City limits while 16 and 12 percent indicated they live in Vandenberg Village and Mission Hills respectfully.

RIDER TRENDS

Several trends are evident in trip purpose. The percentage of school trips has continued to increase from 10 percent in 1995 to 43 percent in 2002. The decrease in work trips evidenced in the 1996 survey was not sustained in the most recent one. A large decrease in use of the bus for shopping was demonstrated in the 2002 survey. This is believed to be the result of converting the service from a general public dial-a-ride to a fixed-route system in July 1997.

EXHIBIT A-1 **TRIP PURPOSE**

	1995	1996	2002
School	10%	13%	43%
Work	21%	9%	19%
Shopping/Personal Business	53%	48%	19%
Medical/Dental Appointment	7%	9%	8%
Recreational/Social	3%	10%	4%
Other Personal Business	6%	11%	7%

Sixty-nine percent indicated using COLT more than four days a week, up from 49 percent in 1996 and 73 percent stated that they did not have a car available to them, a three point increase from the previous survey.

Income levels remained relatively consistent between the 1996 and the 2002 survey.

RIDER OPINIONS

On-time performance was the most negatively rated service characteristic. This is reflective of the low schedule adherence observed during the April ridecheck. Two additional characteristics that were rated low were the time service ends in the evenings and frequency of service.

The most positively rated service characteristics were safety and driver courtesy. Ninety-four percent of the respondents rated driver courtesy as good or excellent.

EXHIBIT A-2 FIXED-ROUTE ATTRIBUTE QUADRANT ANALYSIS

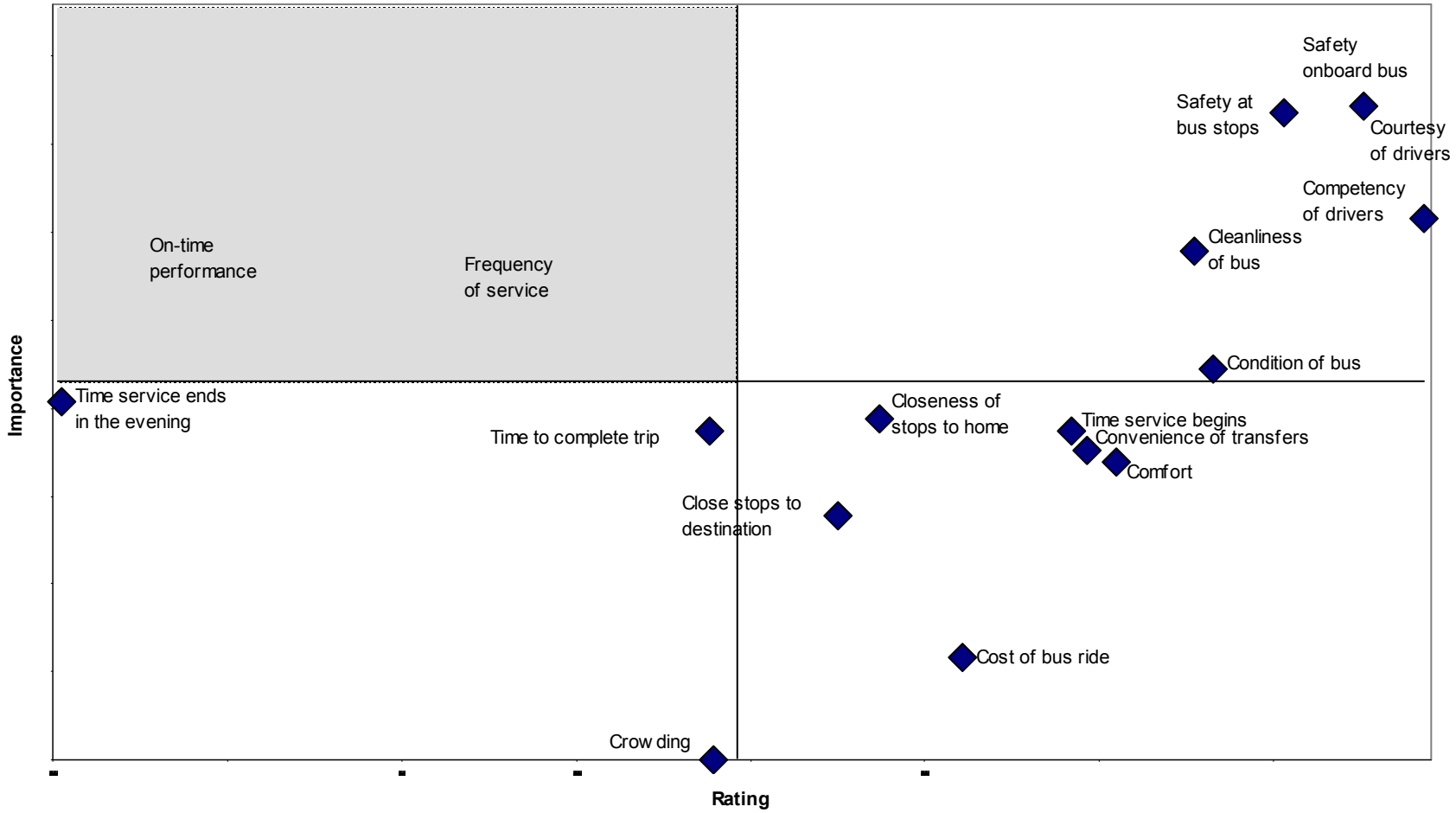
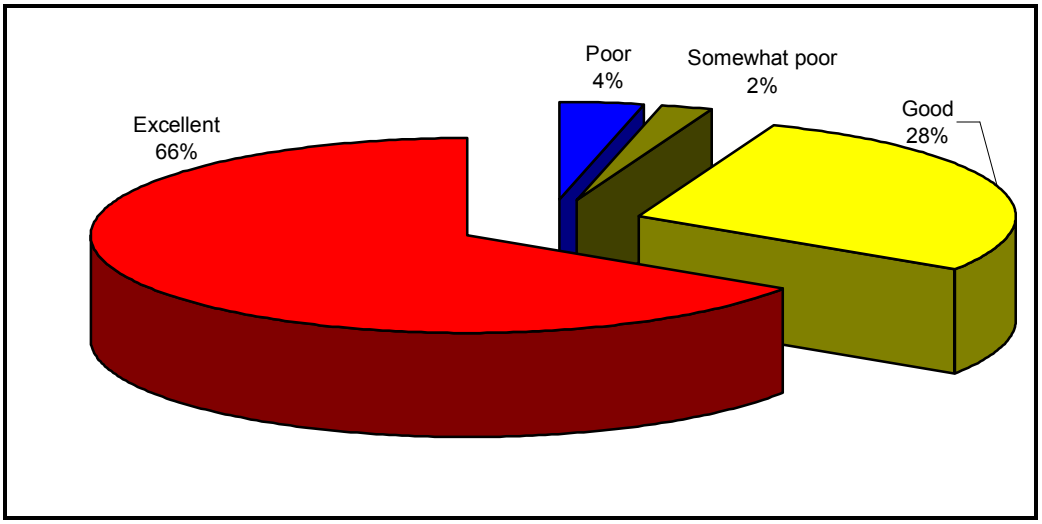


EXHIBIT A-3 DRIVER COURTESY RATINGS



Overcrowding was not an issue on any of the routes. Of the nine percent that rated the crowding of the service as poor a majority of those were traveling during peak school travel hours.

According to the survey data, the majority of the transfers were to or from Line 4, which operates within Vandenberg Village and Mission Hills. Approximately ten percent of the total ridership transfer between routes and 37 percent said that they don't know how or would not make their trip if the COLT service were not available.

SURVEY RESULTS

The following exhibits summarize the survey.

(1) Where did you board this bus today?

	Frequency	Percent	Valid Percent	Cumulative Percent
	5	5.4	5.4	5.4
Airport & Q	1	1.1	1.1	6.5
Albertsons	4	4.3	4.3	10.8
Aldebaran & Titan	1	1.1	1.1	11.8
Allan Hancock College	2	2.2	2.2	14.0
Buena Vista	1	1.1	1.1	15.1
Burton Mesa	3	3.2	3.2	18.3
Burton Mesa & Constellation	2	2.2	2.2	20.4
Burton Mesa & Sirius	1	1.1	1.1	21.5
Burton Mesa & Via Lato	1	1.1	1.1	22.6
Cabrillo High School	7	7.5	7.5	30.1
Cal Neto & Rucker	1	1.1	1.1	31.2
Center & H	1	1.1	1.1	32.3
Central & H	6	6.5	6.5	38.7
Central & O	1	1.1	1.1	39.8
College & A	2	2.2	2.2	41.9
College & O	1	1.1	1.1	43.0
College & R	1	1.1	1.1	44.1
Constellation	2	2.2	2.2	46.2
Cypress & A	2	2.2	2.2	48.4
Cypress & D	1	1.1	1.1	49.5
Cypress & I	1	1.1	1.1	50.5
Iverness & Country Club	1	1.1	1.1	51.6
Jasmine & North	1	1.1	1.1	52.7
K-Mart	1	1.1	1.1	53.8
Laurel & L	1	1.1	1.1	54.8
Lompoc & R	1	1.1	1.1	55.9

Mervyns	7	7.5	7.5	63.4
North & 3rd	1	1.1	1.1	64.5
North & O	1	1.1	1.1	65.6
Ocean & 3rd	1	1.1	1.1	66.7
Office	1	1.1	1.1	67.7
Olive & I	1	1.1	1.1	68.8
Olive & V	1	1.1	1.1	69.9
Pine & 3rd	5	5.4	5.4	75.3
Pine & C	3	3.2	3.2	78.5
Pine & D	1	1.1	1.1	79.6
Pine & F	3	3.2	3.2	82.8
Pine & H	5	5.4	5.4	88.2
Pine & O	1	1.1	1.1	89.2
School	1	1.1	1.1	90.3
Titan & Vangaurd	1	1.1	1.1	91.4
Via Dona & Via Cortes	1	1.1	1.1	92.5
Via Lato	1	1.1	1.1	93.5
Via Lato & Hancock College	1	1.1	1.1	94.6
Walnut & O	5	5.4	5.4	100.0
Total	93	100.0	100.0	

(2) How far from the bus stop above did you begin your trip today?

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 blocks	54	58.1	58.7	58.7
3-4 blocks	11	11.8	12.0	70.7
5-6 blocks	7	7.5	7.6	78.3
over 6 blocks	20	21.5	21.7	100.0
Total	92	98.9	100.0	

(3) How did you get to the bus stop where you boarded this bus today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Walk	77	82.8	83.7	83.7
Another bus	9	9.7	9.8	93.5
Dropped off	5	5.4	5.4	98.9
Other	1	1.1	1.1	100.0
Total	92	98.9	100.0	

(4) What is the purpose of your trip today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Work	18	19.4	19.4	19.4
School	40	43.0	43.0	62.4
Shopping	9	9.7	9.7	72.0
Medical/dental	7	7.5	7.5	79.6
Recreation	2	2.2	2.2	81.7
Visiting/social	2	2.2	2.2	83.9
Personal business	9	9.7	9.7	93.5
Other	6	6.5	6.5	100.0
Total	93	100.0	100.0	

(5) Do you normally take the bus for this purpose?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	81	87.1	91.0	91.0
No	8	8.6	9.0	100.0
Total	89	95.7	100.0	

(6) Where will you get of this bus today?

	Frequency	Percent	Valid Percent	Cumulative Percent
	13	14.0	14.0	14.0
Albertsons & Hancock	1	1.1	1.1	15.1
Albertsons & Lompoc Library	1	1.1	1.1	16.1
Albertsons	3	3.2	3.2	19.4
Allan Hancock College	10	10.8	10.8	30.1
Burton & Constellation	1	1.1	1.1	31.2
Cabrillo	1	1.1	1.1	32.3
Cabrillo & Pine	1	1.1	1.1	33.3
Cabrillo High School	4	4.3	4.3	37.6
Central & H	3	3.2	3.2	40.9
Central & O	1	1.1	1.1	41.9
College & A	4	4.3	4.3	46.2
Constellation & Cabrillo	1	1.1	1.1	47.3
Cypress & A	1	1.1	1.1	48.4
Cypress & D	2	2.2	2.2	50.5
Cypress & I	1	1.1	1.1	51.6
Express & H	1	1.1	1.1	52.7
Ford Motor	1	1.1	1.1	53.8
Ford Motor & H	1	1.1	1.1	54.8
H	1	1.1	1.1	55.9
K-Mart	1	1.1	1.1	57.0
La Honda School	1	1.1	1.1	58.1
Laurel & O	2	2.2	2.2	60.2
Laurel & R	2	2.2	2.2	62.4
Lompoc Camalia & Hancock College	1	1.1	1.1	63.4
Lompoc High School	1	1.1	1.1	64.5
Lums	1	1.1	1.1	65.6
Mervyns	11	11.8	11.8	77.4
Mervyns & Allan Hancock College	2	2.2	2.2	79.6
Mission Hills	1	1.1	1.1	80.6

Mission Plaza	1	1.1	1.1	81.7
North & 3rd	1	1.1	1.1	82.8
North & O	2	2.2	2.2	84.9
Ocean & 3rd	1	1.1	1.1	86.0
Ocean & 4th	1	1.1	1.1	87.1
Pine & 3rd	1	1.1	1.1	88.2
Pine & C	1	1.1	1.1	89.2
Pine & H	1	1.1	1.1	90.3
Rucker & Pasadena	1	1.1	1.1	91.4
School	1	1.1	1.1	92.5
Swapmeet	1	1.1	1.1	93.5
Via Cortez & Via Dona	1	1.1	1.1	94.6
Via Dona	1	1.1	1.1	95.7
Via Lato	1	1.1	1.1	96.8
Via Lato &Calle Lindo	1	1.1	1.1	97.8
Walnut & A	1	1.1	1.1	98.9
Walnut & I	1	1.1	1.1	100.0
Total	93	100.0	100.0	

(7) How far from your final bus stop is your ending destination?

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 blocks	52	55.9	57.1	57.1
3-4 blocks	15	16.1	16.5	73.6
5-6 blocks	5	5.4	5.5	79.1
over 6 blocks	19	20.4	20.9	100.0
Total	91	97.8	100.0	

(8) How will you get from your drop-off point to your final destination?

	Frequency	Percent	Valid Percent	Cumulative Percent
Walk	76	81.7	84.4	84.4
Drive self/parked	1	1.1	1.1	85.6
Another bus	8	8.6	8.9	94.4
Dropped off	4	4.3	4.4	98.9
Other	1	1.1	1.1	100.0

Total	90	96.8	100.0	

(9) Is this part of a round trip by bus today?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, returning by bus later today	51	54.8	57.3	57.3
Yes, returning from an earlier bus trip today	8	8.6	9.0	66.3
No, will not be returning by bus today	30	32.3	33.7	100.0
Total	89	95.7	100.0	

(10) How would you make this trip if the COLT bus was not available?

	Frequency	Percent	Valid Percent	Cumulative Percent
Drive self	5	5.4	5.4	5.4
Friend/family member	37	39.8	39.8	45.2
Taxi	9	9.7	9.7	54.8
Would not make trip	9	9.7	9.7	64.5
Don't know	26	28.0	28.0	92.5
Other	7	7.5	7.5	100.0
Total	93	100.0	100.0	

(11a) Earlier service on weekdays

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	9	9.7	10.0	10.0
No	81	87.1	90.0	100.0
Total	90	96.8	100.0	

(11b) Later service on weekdays

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	35	37.6	38.9	38.9
No	55	59.1	61.1	100.0
Total	90	96.8	100.0	

(11c) Sunday service

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	39	41.9	43.3	43.3
No	51	54.8	56.7	100.0
Total	90	96.8	100.0	

(11d) Free fixed-route service for seniors

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	13	14.0	14.4	14.4
No	77	82.8	85.6	100.0
Total	90	96.8	100.0	

(11e) Better on-time performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	18	19.4	20.0	20.0
No	72	77.4	80.0	100.0
Total	90	96.8	100.0	

(11f) Earlier Saturday service

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	14	15.1	15.6	15.6
No	76	81.7	84.4	100.0
Total	90	96.8	100.0	

(11g) Later Saturday service

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	23	24.7	25.6	25.6
No	67	72.0	74.4	100.0
Total	90	96.8	100.0	

(11h) Lower cost

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	20	21.5	22.2	22.2
No	70	75.3	77.8	100.0
Total	90	96.8	100.0	

(11i) Cleaner vehicles

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	6	6.5	6.7	6.7
No	84	90.3	93.3	100.0
Total	90	96.8	100.0	

(11j) No improvements

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	6	6.5	6.7	6.7
No	84	90.3	93.3	100.0
Total	90	96.8	100.0	

(12) If the improvements selected above were made, would you…

	Frequency	Percent	Valid Percent	Cumulative Percent
Increase use 4 or more x week	40	43.0	47.6	47.6
Increase use 1-3 x week	31	33.3	36.9	84.5
Increase use more than 1 x month	8	8.6	9.5	94.0
Not use the service more frequently	5	5.4	6.0	100.0
Total	84	90.3	100.0	

(13) Is there a location not currently served by COLT buses that you think should be?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	24	25.8	29.3	29.3
No	58	62.4	70.7	100.0
Total	82	88.2	100.0	

(13-yes) Specify

	Frequency	Percent	Valid Percent	Cumulative Percent
	74	79.6	79.6	79.6
3rd	1	1.1	1.1	80.6
7th	1	1.1	1.1	81.7
7th & East Pine	1	1.1	1.1	82.8
Capela	1	1.1	1.1	83.9
Cebada Canyon	1	1.1	1.1	84.9
Center of Town	1	1.1	1.1	86.0
Central	1	1.1	1.1	87.1
Crestview Terrace, East Lompoc	1	1.1	1.1	88.2
Glen Ellen	2	2.2	2.2	90.3
Ocean & 7th	1	1.1	1.1	91.4
Past A Street	1	1.1	1.1	92.5
Riverside Park	1	1.1	1.1	93.5
Santa Maria	3	3.2	3.2	96.8
Santa Maria, Base, East Central, Prison	1	1.1	1.1	97.8
Senior Center	2	2.2	2.2	100.0
Total	93	100.0	100.0	

(14) If service was available to the location you identified in question 13, how often would you use it?

	Frequency	Percent	Valid Percent	Cumulative Percent
More than 4 x week	16	17.2	37.2	37.2
1-3 x week	14	15.1	32.6	69.8
More than 1 x month	7	7.5	16.3	86.0
Less than 1 x month	6	6.5	14.0	100.0
Total	43	46.2	100.0	

(15) If the selected improvements were made, would you be willing to pay more for the service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, .25-.49 more	32	34.4	39.5	39.5
Yes, .50-1 more	15	16.1	18.5	58.0
Yes, 1-1.5 more	4	4.3	4.9	63.0
No	30	32.3	37.0	100.0
Total	81	87.1	100.0	

(16) How long have you been riding COLT buses?

	Frequency	Percent	Valid Percent	Cumulative Percent
First time	2	2.2	2.2	2.2
Less than 6 months	22	23.7	24.2	26.4
6 months - 1 year	26	28.0	28.6	54.9
More than 1 year	41	44.1	45.1	100.0
Total	91	97.8	100.0	

(17) Do you have a valid driver's license?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	34.4	36.8	36.8
No	55	59.1	63.2	100.0
Total	87	93.5	100.0	

(18) Do you have a car available?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	23	24.7	26.7	26.7
No	63	67.7	73.3	100.0
Total	86	92.5	100.0	

(19) What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 16	12	12.9	13.5	13.5
16-20	24	25.8	27.0	40.4
21-30	20	21.5	22.5	62.9
30-44	22	23.7	24.7	87.6
45-64	9	9.7	10.1	97.8

65 or older	2	2.2	2.2	100.0
Total	89	95.7	100.0	

(20) How often do you ride a COLT bus for any reason?

	Frequency	Percent	Valid Percent	Cumulative Percent
More than 4x week	59	63.4	69.4	69.4
1-3x week	18	19.4	21.2	90.6
More than 1x month	7	7.5	8.2	98.8
Less than 1x month	1	1.1	1.2	100.0
Total	85	91.4	100.0	

(21) What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	27	29.0	31.4	31.4
Female	59	63.4	68.6	100.0
Total	86	92.5	100.0	

(22) Where do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
City of Lompoc	61	65.6	71.8	71.8
Vandenberg Village	14	15.1	16.5	88.2
Mission Hills	10	10.8	11.8	100.0
Total	85	91.4	100.0	

(23) What is your household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
less than $9,999	24	25.8	35.8	35.8
$10,000 - 19,999	21	22.6	31.3	67.2
$20,000 - 29,000	7	7.5	10.4	77.6
$30,000 - 39,999	7	7.5	10.4	88.1
$40,000 - 49,999	1	1.1	1.5	89.6
greater than $50,000	7	7.5	10.4	100.0
Total	67	72.0	100.0	

DEMAND-RESPONSE CUSTOMER SURVEY ANALYSIS

A customer survey was conducted onboard Dial-A-Ride vehicles during the first week of April 2002. The self-administered surveys were designed to obtain information at the rider level. The survey was designed to achieve three objectives:

1. **Develop a demographic profile of riders and trip purpose.**

   The average rider is female, over age 60, and does not have a drivers license or access to an automobile. She lives in the City of Lompoc and is retired (living on a fixed income).

2. **Construct a trip profile for Dial-A-Ride Service.**

   Of those who participated in the survey, 40 percent used DAR for shopping and personal business while 40 percent of the respondents used the service to travel to *medical* and *dental* appointments. Sixty seven percent of the respondents said they have used the COLT DAR service for one or more years.

3. **Determine key attributes of customer satisfaction.**

   COLT's dial-a-ride service generally received high marks from those customers participating in the survey. Ninety-five percent of the survey respondents indicated their driver arrived on time, 74 percent had not been denied a trip in the past three months and 84 percent were pleased with the time it takes to travel to their destination.

   Much of the success of the DAR program can be attributed to the relationships between the drivers and their customers.

4. **Ascertain feasibility for mode switch (dial-a-ride to fixed route).**

   Given the fact that 43 percent of the respondents do not have a disability that impairs their mobility, it is reasonable to assume that if fixed-route service were available to and from their destination and the cost of using the fixed-route was significantly less then the fare charged on the dial-a-ride, they would use it. Based on the survey results and our experience with similar services in other communities, the price differential between the two products must be such that there is a financial incentive to use the fixed-route service.

The on-board passenger survey was conducted during the second week of April 2002. Initially, the survey was to be implemented over the telephone. However, poor response and a limited customer database provided by the contractor required that the survey be distributed onboard the vehicles.

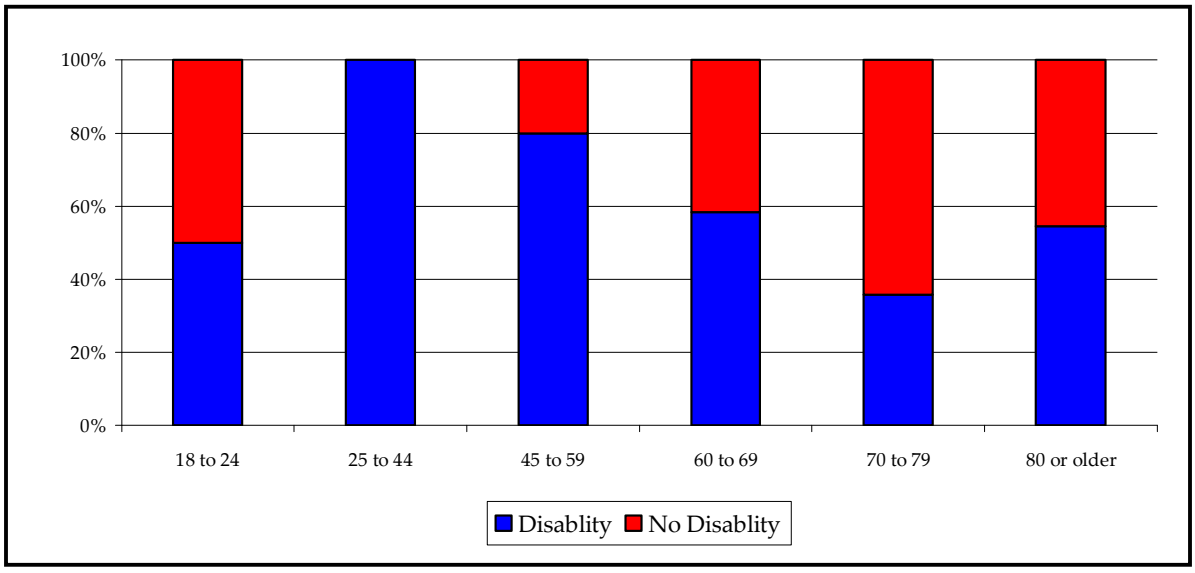
The survey instrument was pre-tested the previous week. Due to the familiarity of the riders with their drivers, the drivers distributed and collected the surveys. The moderate response rate indicates that perhaps the surveys were not administered uniformly. While some bias may exist as a result, it is not significant enough to dramatically alter the survey findings. The data was coded, cleaned, and analyzed using SPSS software.

RIDER PROFILE

The customer demographics are similar to those of comparable demand-response services. The average rider is female (81 percent female, 19 percent male), 60 years or older living on a fixed income. She lives in the City of Lompoc and may have some type of disability, which limits her mobility (57 percent claimed to have a disability). She is likely to be retired, not have a valid drivers license (68 percent of the respondents indicated they did not have a valid license) or ready access to an automobile (73 percent of the respondents indicated they did not have a car available).

Seventy-one percent of the respondents indicated they were 60 years or older, while 57 percent of the respondents reported they had a disability. Exhibit A-4 below show the relationship between age and disability.

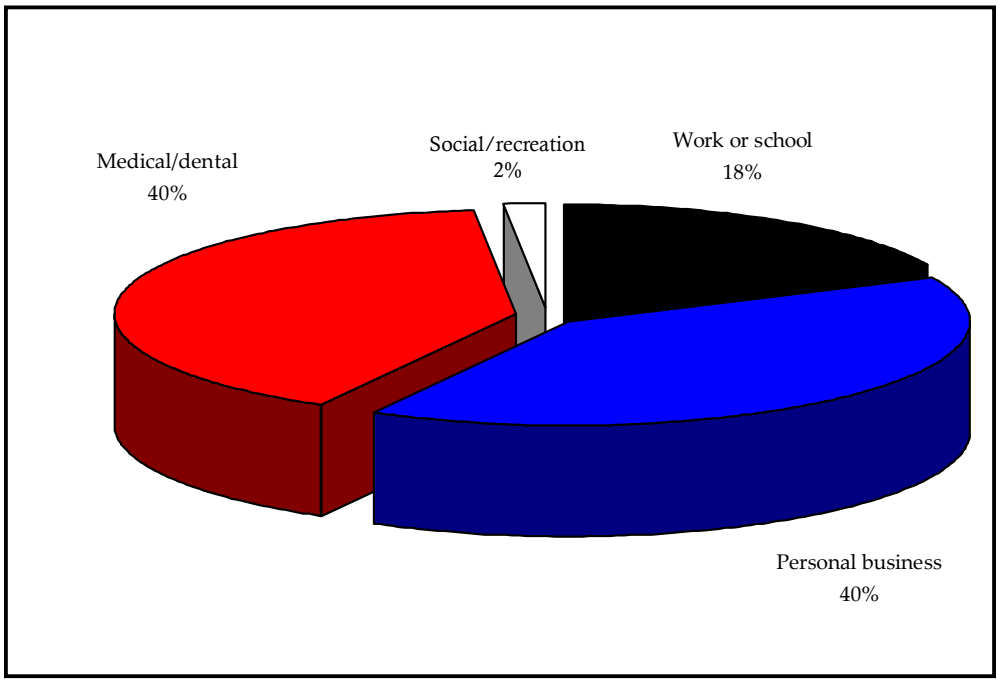
EXHIBIT A-4 **CLASSIFICATION OF DIAL-A-RIDE RIDER**



TRIP PROFILE

Of those who participated in the survey, 40 percent used DAR for shopping or personal business while 40 percent indicated using the service to travel to medical/dental appointments. Ninety-one percent of the respondents who used dial-a-ride for shopping or personal business, generally used Dial-A-Ride for that purpose while 96 percent of the respondents who were going to medical/dental appointments used the service primarily for that purpose.

EXHIBIT A-5 **TRIP PURPOSE**



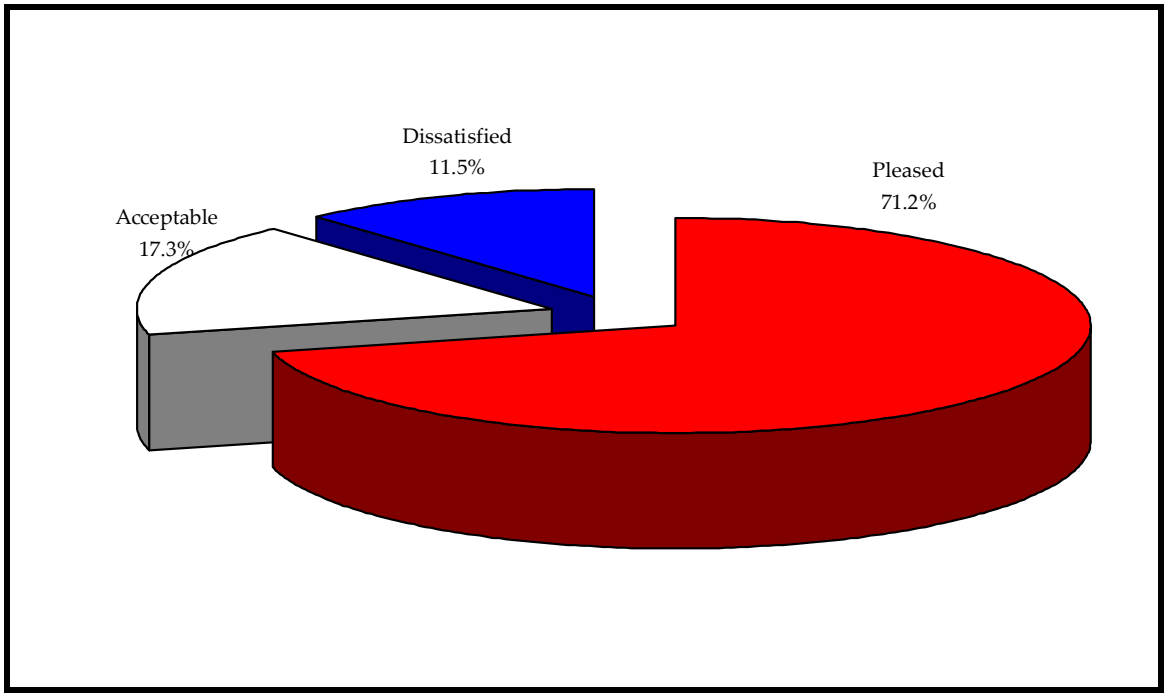
According to the survey data, 50 percent of the respondents would not make the trip if Dial-A-Ride were not available, while 18.5 percent would rely on family or friends. Fifteen percent indicated that they would use the regular bus service if the dial-a-rider service were not available.

CUSTOMER SATISFACTION

COLT's demand-response service generally received high marks from the survey participants. When ask if the driver arrived at the agreed upon time, 94.5 percent indicated they did.

When asked their opinion regarding he current reservation policy, 71.2 percent were please with the current system while 11.5 percent were dissatisfied with the current policy.

EXHIBIT A-6 **OPINION OF RESERVATION POLICY**



Of those who were dissatisfied, the most requested improvement was the ability to establish standing reservations. This was followed fewer trip denials and shorter wait times.

When asked about the time it takes to travel to their destination, 83.6 percent of the survey respondents were pleased with the travel time, while 14.5 percent believe their travel time on COLT's DAR was acceptable. Only one respondent was dissatisfied to the time it usually take to travel to their destination.

Much of the success of the DAR program can be attributed to the relationships between the drivers and their customers. The *hometown* attitude of the contractor has generated support for the program among the current customer base. However it appears that COLT's DAR customer may be better served by the reintroduction of standing reservation.

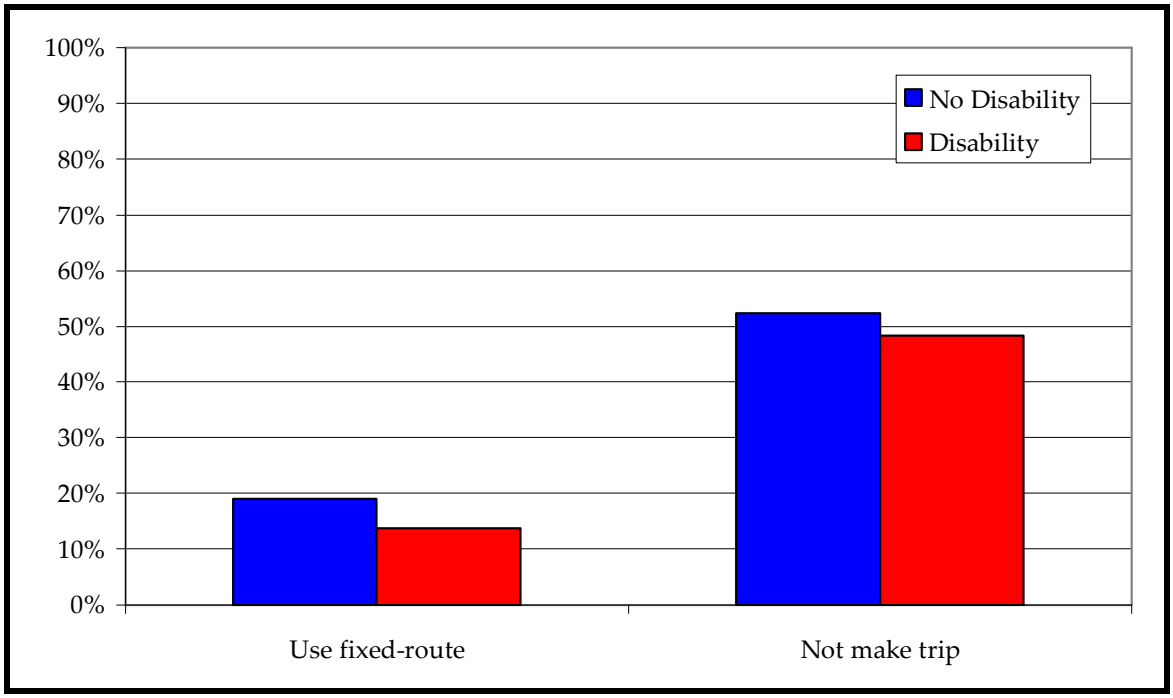
FEASIBILITY OF MODE SWITCH

The survey asked respondents how their travel would be affected if the COLT DAR service were not available. Only 14.5 percent of the respondents indicated they would use the fixed-route service. Given the current target market for the fixed-route service, non-seniors who do not have a disability, this result is not surprising. However, this

does indicate that some seniors may be encouraged to use the fixed-route service with the proper insensitive.

A comparison of respondents with disabilities and their willing to use the fixed-route service showed a slightly higher propensity to use the fixed-route service among non-disabled respondents. I could be theorized that the small gap between able and disabled patrons is due to the wheelchair accessibility of the fixed-route fleet.

EXHIBIT A-7 **COMPARISON OF DISABILITY & WILLINGNESS TO USE FIXED-ROUTE**



The Dial-A-Ride customer base is price sensitive, they are accustom to the convenience of a curb-to-curb service, and are more resistant to change.

To successfully encourage a mode shift, there must be a financial incentive to do so. If the fixed-route and DAR have the same fare structure there is no incentive for a senior to give up the conveniences of a curb-to-curb service for that of a fixed-route.

Below is a summary of the survey responses.

(1) Purpose of most recent DAR trip

	Frequency	Percent	Valid Percent	Cumulative Percent
School/college	8	14.5	14.5	14.5
Work	2	3.6	3.6	18.2
Shopping/personal business	22	40.0	40.0	58.2
Social/visiting/recreation	1	1.8	1.8	60.0
Medical/dental appointment	22	40.0	40.0	100.0
Total	55	100.0	100.0	

(2) Common reason you ride DAR

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	51	92.7	92.7	92.7
No	4	7.3	7.3	100.0
Total	55	100.0	100.0	

(2b) If no, how generally travel to destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Regular bus	2	3.6	14.3	14.3
Drive self	1	1.8	7.1	21.4
Taxi	2	3.6	14.3	35.7
Get ride from friend/relative	7	12.7	50.0	85.7
Walk/bike/other	2	3.6	14.3	100.0
Total	14	25.5	100.0	

(3) How normally pay for DAR trip

	Frequency	Percent	Valid Percent	Cumulative Percent
Cash	42	76.4	76.4	76.4
Monthly pass	11	20.0	20.0	96.4
10-punch ticket	1	1.8	1.8	98.2
30-punch ticket	1	1.8	1.8	100.0
Total	55	100.0	100.0	

(4) Driver arrive at agreed upon time

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	52	94.5	94.5	94.5
No, Early by 15 or more minutes	1	1.8	1.8	96.4
No, Late by 15 or more minutes	2	3.6	3.6	100.0
Total	55	100.0	100.0	

(5) Reason for DAR trip denial

	Frequency	Percent	Valid Percent	Cumulative Percent
Haven't been turned down	36	65.5	73.5	73.5
No vehicle avail	11	20.0	22.4	95.9
Other	2	3.6	4.1	100.0
Total	49	89.1	100.0	

(5b) Reason for DAR trip denial (other)

	Frequency	Percent	Valid Percent	Cumulative Percent
	53	96.4	96.4	96.4
Called to Late	1	1.8	1.8	98.2
Only 2 rides allowed/day.	1	1.8	1.8	100.0
Total	55	100.0	100.0	

(6) Opinion re-DAR reservation policy

	Frequency	Percent	Valid Percent	Cumulative Percent
Pleased	37	67.3	71.2	71.2
Acceptable	9	16.4	17.3	88.5
Dissatisfied	6	10.9	11.5	100.0
Total	52	94.5	100.0	

(6b) Opinion re-DAR reservation policy (other)

	Frequency	Percent	Valid Percent	Cumulative Percent
	46	83.6	83.6	83.6
Call a day ahead	4	7.3	7.3	90.9
Can't always tell when the bus has arrived. I need 2 people to look out for me.	1	1.8	1.8	92.7
Same day trip requests	2	3.6	3.6	96.4
Santa Maria	1	1.8	1.8	98.2
Sometimes people taking calls are difficult	1	1.8	1.8	100.0
Total	55	100.0	100.0	

(7) Time usually takes to travel to destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Pleased	46	83.6	83.6	83.6
Acceptable	8	14.5	14.5	98.2
Dissatisfied	1	1.8	1.8	100.0
Total	55	100.0	100.0	

(8) Make trip if no DAR

	Frequency	Percent	Valid Percent	Cumulative Percent
Used regular bus service	8	14.5	14.8	14.8
Drove self	2	3.6	3.7	18.5
Rode with friend/family	10	18.2	18.5	37.0
Taxi	7	12.7	13.0	50.0
Would not make trip	27	49.1	50.0	100.0
Total	54	98.2	100.0	

(9) DAR meets needs

	Frequency	Percent	Valid Percent	Cumulative Percent
Most of your trip needs	44	80.0	80.0	80.0
Some of your trip needs	11	20.0	20.0	100.0
Total	55	100.0	100.0	

(10) How long patron COLT DAR

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than one year	18	32.7	33.3	33.3
One to three years	16	29.1	29.6	63.0
More than three years	20	36.4	37.0	100.0
Total	54	98.2	100.0	

(11) Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	2	3.6	3.8	3.8
25-44	2	3.6	3.8	7.5
45-59	11	20.0	20.8	28.3
60-69	12	21.8	22.6	50.9
70-79	14	25.5	26.4	77.4
80 or older	12	21.8	22.6	100.0
Total	53	96.4	100.0	

(12) Licensed driver

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	17	30.9	32.1	32.1
No	36	65.5	67.9	100.0
Total	53	96.4	100.0	

(13) Access to an automobile

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	14	25.5	27.5	27.5
No	37	67.3	72.5	100.0
Total	51	92.7	100.0	

(14) Description

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed ft	1	1.8	1.9	1.9
Retired	33	60.0	61.1	63.0
Employed pt	2	3.6	3.7	66.7
Student	4	7.3	7.4	74.1
Homemaker	9	16.4	16.7	90.7
Not currently employed	5	9.1	9.3	100.0
Total	54	98.2	100.0	

(15) Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	10	18.2	19.2	19.2
Female	42	76.4	80.8	100.0
Total	52	94.5	100.0	

(16) Disability that impairs mobility

	Frequency	Percent	Valid Percent	Cumulative Percent
No	22	40.0	43.1	43.1
Yes, ADA certified	11	20.0	21.6	64.7
Yes, disabled but not certified	18	32.7	35.3	100.0
Total	51	92.7	100.0	

(17) Improvement to DAR

	Frequency	Percent	Valid Percent	Cumulative Percent
	24	43.6	43.6	43.6
Arrive on time	3	5.5	5.5	49.1
Bus passes	1	1.8	1.8	50.9
Inter-city transport	2	3.6	3.6	54.5
Less stops	1	1.8	1.8	56.4
Longer hours	3	5.5	5.5	61.8
More vehicles available	6	10.9	10.9	72.7
Panic Attacks	1	1.8	1.8	74.5
Person taking calls could be nicer. Bus drivers should be reachable. Tired of	1	1.8	1.8	76.4

excuses.				
Put a shelter at NL Jasmine. Need a place to wait when rain or is cold.	1	1.8	1.8	78.2
Rarely request it	1	1.8	1.8	80.0
Reservations for whole month instead of daily	1	1.8	1.8	81.8
Same day service.	3	5.5	5.5	87.3
Some drivers need to be a little friendlier.	1	1.8	1.8	89.1
Sunday service	4	7.3	7.3	96.4
The service is great just the way it is.	1	1.8	1.8	98.2
Wait is long	1	1.8	1.8	100.0
Total	55	100.0	100.0	

(18) Best attribute of DAR

	Frequency	Percent	Valid Percent	Cumulative Percent
	14	25.5	25.5	25.5
Affordable	3	5.5	5.5	30.9
Always on time & right in front of the house. Always friendly people with great personality.	1	1.8	1.8	32.7
Availability	3	5.5	5.5	38.2
Being able to get around	5	9.1	9.1	47.3
Comfortable	1	1.8	1.8	49.1
Convenient service.	2	3.6	3.6	52.7
Dependable, wheelchair access	1	1.8	1.8	54.5
Door to door service	4	7.3	7.3	61.8
Express bus for seniors or disabled	1	1.8	1.8	63.6
Helpful staff	2	3.6	3.6	67.3
Nice Drivers	13	23.6	23.6	90.9
On time	1	1.8	1.8	92.7
Outstanding services.	2	3.6	3.6	96.4
Satisfied with service.	1	1.8	1.8	98.2
Wheelchair access	1	1.8	1.8	100.0
Total	55	100.0	100.0	

COMMUNITY SURVEY ANALYSIS

The general public survey was designed to achieve three objectives:

1. **Assess awareness of the transportation services offered by the City.**

   The findings indicate the public is generally aware of the transportation services offered by the City, with approximately 90 percent indicating at least some awareness with the services.

2. **Assess perception of the City's transportation services.**

   Ninety-seven percent of respondents felt it was important for the City to provide transportation alternatives. The primary reason cited was to provide mobility for persons without other transportation, seniors, and disabled persons.

3. **Determine resident travel patterns.**

   Eighty-five percent of respondents indicated that they did not work in the City of Lompoc. This however did not impact awareness level or support for the COLT service. The top three visited locations were Mission Plaza, Wal-Mart and K-mart.

METHODOLOGY

A telephone survey regarding transportation issues was conducted throughout the Lompoc Valley during March and April 2002. A total of 96 residents from the City of Lompoc and non-incorporated areas of Vandenberg Village and Mission Hills participated in the survey.

To ensure a wide cross-section of the population was surveyed, a random sampling of residential telephone numbers within the Lompoc Valley were contacted between March 20 and April 4, 2002. Telephone numbers were generated by a random number protocol. Calls were made on all days of the week (including Saturday and Sunday), and during all day parts. A total of 96 calls were completed.

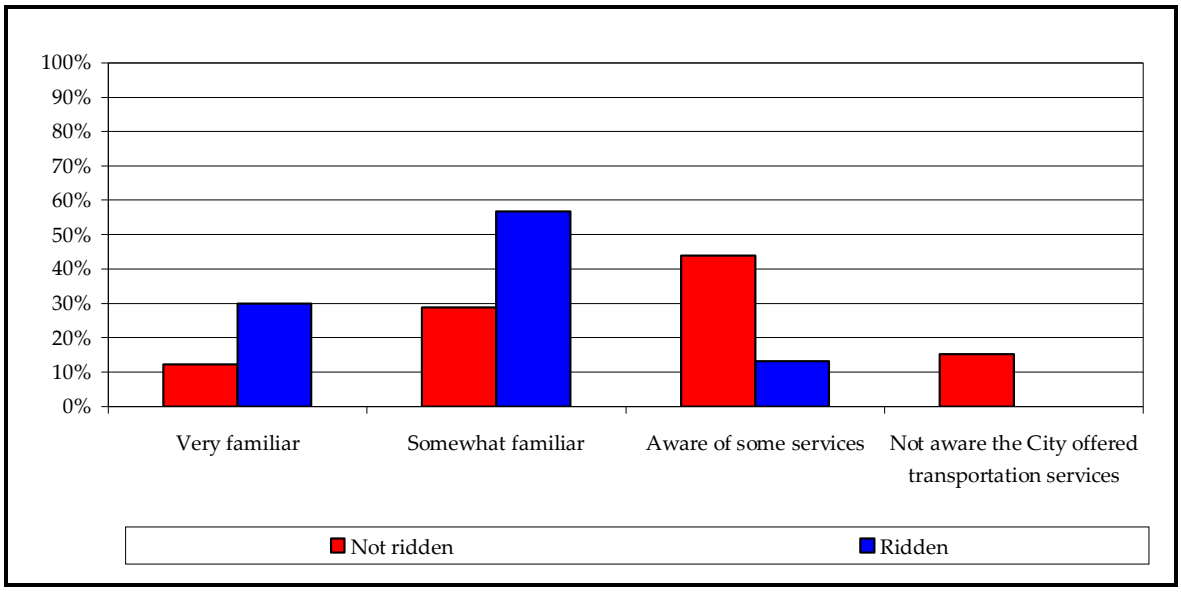
The primary objective of the survey was to gauge the overall awareness level the general population possessed regarding the transportation services offered by the City including City of Lompoc Transit (COLT) and the COLT Dial-A-Ride. A secondary objective was to gauge the level of approval for the services offered.

GENERAL AWARENESS

General awareness of the transportation services offered by the City is strong with 89.6 percent of respondents indicating some level of awareness. Fifty-five percent indicated being very or somewhat familiar.

Of those that were very familiar or somewhat familiar with the services provided by the City, 86.7 percent stated that they or a family member has ridden the COLT service.

EXHIBIT A-8 FAMILIARITY AND USE OF COLT SERVICE



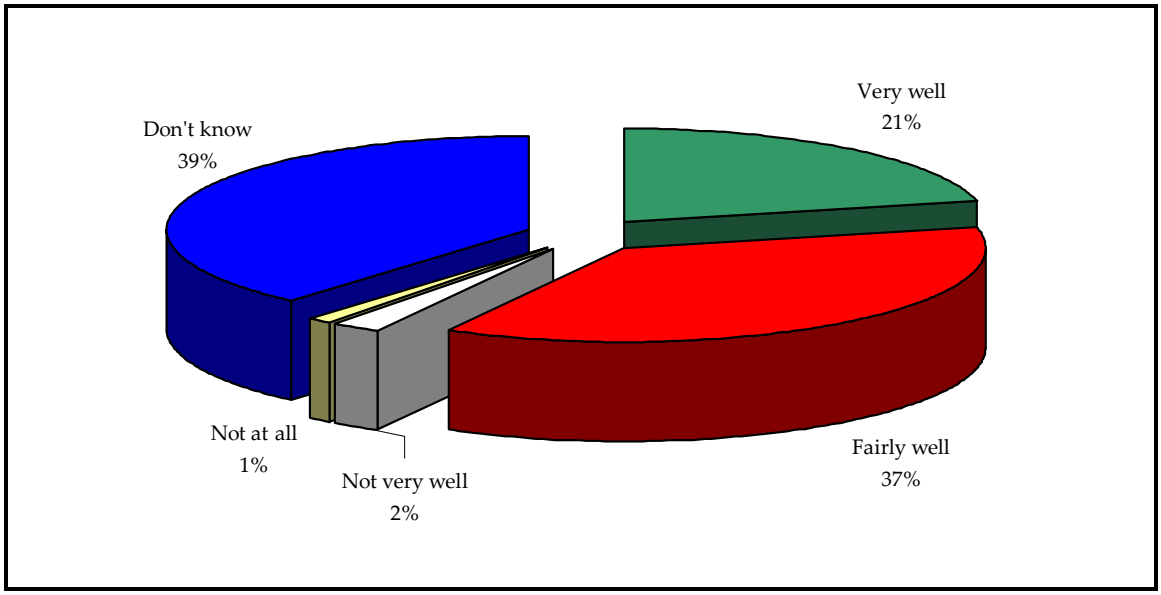
An interesting note is that 20 percent of the respondents who state they were unaware of the transportation alternatives offered by the City were aware that they lived within one-quarter mile of a bus stop. This would indicate that these respondents were aware that some type of service was provided but not necessarily know the City is providing the bus service.

GENERAL PERCEPTION

The general perception is positive. The City does meet the transportation needs of the citizens of Lompoc.

When asked if it was important for the City to provide public transit service, 96.9 percent of the respondents said yes. Of those who said it was important for the City to provide transportation services, 56.2 percent believed that the City was doing very well or fairly well in meeting the transit needs of Lompoc residents. Thirty-seven percent did not know how well the City was doing or declined to answer.

EXHIBIT A-9 PERCEPTION OF MEETING TRANSPORTATION NEEDS



The greater the awareness of services offered by the City, the more likely the respondent was to have a favorable impression of how well the City was at meeting the transportation needs. The number of respondents who did not know how the City was doing in meeting the transit needs of the community increased as the income levels increased. Nearly 74 percent of those who did not know how the City was doing in meeting the transit needs of the community had an annual household income of over $40,000.

No significant relevant findings were developed based on age or gender and ratings remained relatively consistent across all communities in the Lompoc Valley.

When asked what the most important benefit public transit offers the top response was that it provides transportation to people who do not have travel alternatives. The

second most common response was that it provided mobility for seniors and persons with disabilities.

TRAVEL PATTERNS

Based on the survey results it appears that a large percentage of the Lompoc Valley residents work outside the City of Lompoc. Eighty-five percent of the survey respondents indicated that they do not work within the Lompoc City limits. This is not surprising given the relatively low housing prices and high quality of live available in the Lompoc Valley. However, a respondents commuting pattern had little impact on their familiarity or support for the COLT service. Of those who commute outside the City, 51 percent were very familiar or somewhat familiar with the COLT service while 85 percent believed that it was important for the City to provide transit service.

When asked which locations the respondent or members of their family travel to at least three times per month, the top three responses were Mission Plaza, WalMart and K-Mart. Exhibit A-10 segregates the locations by retail, school, medial facilities, and other.

EXHIBIT A-10 FREQUENTLY VISITED LOCATIONS

Retail	
Mission Plaza	78.7%
Wal-Mart	73.7%
K-mart	72.6%
Vons (H Street)	62.1%
Food4Less	45.3%
Vons (Ocean)	28.4%
Schools	
Allan Hancock	16.8%
Cabrillo High School	6.3%
Lompoc High	2.1%
Medical Facilities	
Valley Medical	34.4%
Santa Barbara Medical	10.4%
Ocean Medical Center	2.1%
Lompoc Hospital	2.1%
Other	
Downtown Lompoc (Ocean & H)	62.1%
Vandenberg AFB	42.1%
Community Center	23.2%
Anderson Recreation Center	18.9%

SURVEY RESULTS

Fixed-route

(1) Boarded bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		5	5.4	5.4	5.4
	Airport & Q	1	1.1	1.1	6.5
	Albertsons	4	4.3	4.3	10.8
	Aldebaran & Titan	1	1.1	1.1	11.8
	Allan Hancock College	2	2.2	2.2	14.0
	Buena Vista	1	1.1	1.1	15.1
	Burton Mesa	3	3.2	3.2	18.3
	Burton Mesa & Constellation	2	2.2	2.2	20.4
	Burton Mesa & Sirius	1	1.1	1.1	21.5
	Burton Mesa & Via Lato	1	1.1	1.1	22.6
	Cabrillo High School	7	7.5	7.5	30.1
	Cal Neto & Rucker	1	1.1	1.1	31.2
	Center & H	1	1.1	1.1	32.3
	Central & H	6	6.5	6.5	38.7
	Central & O	1	1.1	1.1	39.8
	College & A	2	2.2	2.2	41.9
	College & O	1	1.1	1.1	43.0
	College & R	1	1.1	1.1	44.1
	Constellation	2	2.2	2.2	46.2
	Cypress & A	2	2.2	2.2	48.4
	Cypress & D	1	1.1	1.1	49.5
	Cypress & I	1	1.1	1.1	50.5
	Iverness & Country Club	1	1.1	1.1	51.6
	Jasmin & North	1	1.1	1.1	52.7
	K-Mart	1	1.1	1.1	53.8
	Laurel & L	1	1.1	1.1	54.8
	Lompoc & R	1	1.1	1.1	55.9
	Mervyns	7	7.5	7.5	63.4
	North & 3rd	1	1.1	1.1	64.5
	North & O	1	1.1	1.1	65.6

	Ocean & 3rd	1	1.1	1.1	66.7
	Office	1	1.1	1.1	67.7
	Olive & I	1	1.1	1.1	68.8
	Olive & V	1	1.1	1.1	69.9
	Pine & 3rd	5	5.4	5.4	75.3
	Pine & C	3	3.2	3.2	78.5
	Pine & D	1	1.1	1.1	79.6
	Pine & F	3	3.2	3.2	82.8
	Pine & H	5	5.4	5.4	88.2
	Pine & O	1	1.1	1.1	89.2
	School	1	1.1	1.1	90.3
	Titan & Vangaurd	1	1.1	1.1	91.4
	Via Dona & Via Cortes	1	1.1	1.1	92.5
	Via Lato	1	1.1	1.1	93.5
	Via Lato & Hancock College	1	1.1	1.1	94.6
	Walnut & O	5	5.4	5.4	100.0
	Total	93	100.0	100.0	

(2) Distance from bus stop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 blocks	54	58.1	58.7	58.7
	3-4 blocks	11	11.8	12.0	70.7
	5-6 blocks	7	7.5	7.6	78.3
	over 6 blocks	20	21.5	21.7	100.0
	Total	92	98.9	100.0	
Missing	System	1	1.1		
Total		93	100.0		

(3) Method to arrive at bus stop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	walk	77	82.8	83.7	83.7
	another bus	9	9.7	9.8	93.5
	dropped off	5	5.4	5.4	98.9
	other	1	1.1	1.1	100.0
	Total	92	98.9	100.0	
Missing	System	1	1.1		
Total		93	100.0		

(3b) Another bus (specify route)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		85	91.4	91.4	91.4
	Black	1	1.1	1.1	92.5
	Green	6	6.5	6.5	98.9
	Red	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

(3c) Method-other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		89	95.7	95.7	95.7
	From Ravenwood to Vons	1	1.1	1.1	96.8
	Parents	1	1.1	1.1	97.8
	Skateboard	1	1.1	1.1	98.9
	Walk	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

(4) Purpose of trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	work	18	19.4	19.4	19.4
	school	40	43.0	43.0	62.4
	shopping	9	9.7	9.7	72.0
	medical/dental	7	7.5	7.5	79.6
	recreation	2	2.2	2.2	81.7
	visiting/social	2	2.2	2.2	83.9
	personal business	9	9.7	9.7	93.5
	other	6	6.5	6.5	100.0
	Total	93	100.0	100.0	

(4b) Purpose of trip (other)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		88	94.6	94.6	94.6
	Bus	1	1.1	1.1	95.7
	Going Home	4	4.3	4.3	100.0
	Total	93	100.0	100.0	

(5) Normally take bus for purpose					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	81	87.1	91.0	91.0
	no	8	8.6	9.0	100.0
	Total	89	95.7	100.0	
Missing	System	4	4.3		
Total		93	100.0		

(6) Exit bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		13	14.0	14.0	14.0
	Albertson & Hancock	1	1.1	1.1	15.1
	Albertson & Lompoc Library	1	1.1	1.1	16.1
	Albertsons	3	3.2	3.2	19.4
	Allan Hancock College	10	10.8	10.8	30.1
	Burton & Constellation	1	1.1	1.1	31.2
	Cabrillo	1	1.1	1.1	32.3
	Cabrillo & Pine	1	1.1	1.1	33.3
	Cabrillo High School	4	4.3	4.3	37.6
	Central & H	3	3.2	3.2	40.9
	Central & O	1	1.1	1.1	41.9
	College & A	4	4.3	4.3	46.2
	Constellation & Cabrillo	1	1.1	1.1	47.3
	Cypress & A	1	1.1	1.1	48.4
	Cypress & D	2	2.2	2.2	50.5
	Cypress & I	1	1.1	1.1	51.6
	Express & H	1	1.1	1.1	52.7
	Ford Motor	1	1.1	1.1	53.8
	Ford Motor & H	1	1.1	1.1	54.8
	H	1	1.1	1.1	55.9
	K-Mart	1	1.1	1.1	57.0
	La Honda School	1	1.1	1.1	58.1
	Laurel & O	2	2.2	2.2	60.2
	Laurel & R	2	2.2	2.2	62.4
	Lompoc Camalia & Hancock College	1	1.1	1.1	63.4
	Lompoc High School	1	1.1	1.1	64.5
	Lums	1	1.1	1.1	65.6
	Mervyns	11	11.8	11.8	77.4
	Mervyns & Allan Hancock College	2	2.2	2.2	79.6
	Mission Hills	1	1.1	1.1	80.6
	Mission Plaza	1	1.1	1.1	81.7
	North & 3rd	1	1.1	1.1	82.8
	North & O	2	2.2	2.2	84.9
	Ocean & 3rd	1	1.1	1.1	86.0

	Ocean & 4th	1	1.1	1.1	87.1
	Pine & 3rd	1	1.1	1.1	88.2
	Pine & C	1	1.1	1.1	89.2
	Pine & H	1	1.1	1.1	90.3
	Rucker & Pasadena	1	1.1	1.1	91.4
	School	1	1.1	1.1	92.5
	Swapmeet	1	1.1	1.1	93.5
	Via Cortez & Via Dona	1	1.1	1.1	94.6
	Via Dona	1	1.1	1.1	95.7
	Via Lato	1	1.1	1.1	96.8
	Via Lato &Calle Lindo	1	1.1	1.1	97.8
	Walnut & A	1	1.1	1.1	98.9
	Walnut & I	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

(7) Distance from stop to end destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 blocks	52	55.9	57.1	57.1
	3-4 blocks	15	16.1	16.5	73.6
	5-6 blocks	5	5.4	5.5	79.1
	over 6 blocks	19	20.4	20.9	100.0
	Total	91	97.8	100.0	
Missing	System	2	2.2		
Total		93	100.0		

(8) Drop-off point to final destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	walk	76	81.7	84.4	84.4
	drive self/parked	1	1.1	1.1	85.6
	another bus	8	8.6	8.9	94.4
	dropped off	4	4.3	4.4	98.9
	other	1	1.1	1.1	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(8) Final destination (specify route)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		88	94.6	94.6	94.6
	Blue	1	1.1	1.1	95.7
	County	2	2.2	2.2	97.8
	Green	1	1.1	1.1	98.9
	Red	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

(8) Final destination (other)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		92	98.9	98.9	98.9
	Walk	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

(9) Round trip by bus today					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes, returning by bus later today	51	54.8	57.3	57.3
	yes, returning from an earlier bus trip today	8	8.6	9.0	66.3
	no, will not be returning by bus today	30	32.3	33.7	100.0
	Total	89	95.7	100.0	
Missing	System	4	4.3		
Total		93	100.0		

(10) Make trip if bus not available					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	drive self	5	5.4	5.4	5.4
	friend/family member	37	39.8	39.8	45.2
	taxi	9	9.7	9.7	54.8
	would not make trip	9	9.7	9.7	64.5
	don't know	26	28.0	28.0	92.5
	other	7	7.5	7.5	100.0
	Total	93	100.0	100.0	

(a-Rating) Time service ends in evening					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	9	9.7	10.3	10.3
	somewhat poor	21	22.6	24.1	34.5
	good	35	37.6	40.2	74.7
	excellent	22	23.7	25.3	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(a-Importance) Time service ends in evening					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	3	3.2	5.1	5.1
	somewhat unimportant	5	5.4	8.5	13.6
	important	15	16.1	25.4	39.0
	very important	36	38.7	61.0	100.0
	Total	59	63.4	100.0	
Missing	System	34	36.6		
Total		93	100.0		

(b-Rating) Time service begins in a.m.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.2	2.3	2.3
	somewhat poor	10	10.8	11.6	14.0
	good	27	29.0	31.4	45.3
	excellent	47	50.5	54.7	100.0
	Total	86	92.5	100.0	
Missing	System	7	7.5		
Total		93	100.0		

(b-Importance) Time service begins in a.m.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	2.2	3.4	3.4
	somewhat unimportant	4	4.3	6.8	10.2
	important	21	22.6	35.6	45.8
	very important	32	34.4	54.2	100.0
	Total	59	63.4	100.0	
Missing	System	34	36.6		
Total		93	100.0		

(c-Rating) Frequency of service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	3	3.2	3.7	3.7
	somewhat poor	17	18.3	21.0	24.7
	good	30	32.3	37.0	61.7
	excellent	31	33.3	38.3	100.0
	Total	81	87.1	100.0	
Missing	System	12	12.9		
Total		93	100.0		

(c-Importance) Frequency of service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	somewhat unimportant	5	5.4	9.1	9.1
	important	18	19.4	32.7	41.8
	very important	32	34.4	58.2	100.0
	Total	55	59.1	100.0	
Missing	System	38	40.9		
Total		93	100.0		

(d-Rating) On-time performance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	6	6.5	7.1	7.1
	somewhat poor	17	18.3	20.2	27.4
	good	38	40.9	45.2	72.6
	excellent	23	24.7	27.4	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(d-Importance) On-time performance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	somewhat unimportant	3	3.2	5.1	5.1
	important	23	24.7	39.0	44.1
	very important	33	35.5	55.9	100.0
	Total	59	63.4	100.0	
Missing	System	34	36.6		
Total		93	100.0		

(e-Rating) Time to complete trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	4	4.3	4.7	4.7
	somewhat poor	10	10.8	11.8	16.5
	good	38	40.9	44.7	61.2
	excellent	33	35.5	38.8	100.0
	Total	85	91.4	100.0	
Missing	System	8	8.6		
Total		93	100.0		

(e-Importance) Time to complete trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	1.7	1.7
	somewhat unimportant	5	5.4	8.5	10.2
	important	22	23.7	37.3	47.5
	very important	31	33.3	52.5	100.0
	Total	59	63.4	100.0	
Missing	System	34	36.6		
Total		93	100.0		

(f-Rating) Closeness of stop to home					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	5	5.4	6.0	6.0
	somewhat poor	11	11.8	13.1	19.0
	good	24	25.8	28.6	47.6
	excellent	44	47.3	52.4	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(f-Importance) Closeness of stop to home					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	2.2	3.4	3.4
	somewhat unimportant	4	4.3	6.9	10.3
	important	20	21.5	34.5	44.8
	very important	32	34.4	55.2	100.0
	Total	58	62.4	100.0	
Missing	System	35	37.6		
Total		93	100.0		

(g-Rating) Close of stop to destination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.2	2.4	2.4
	somewhat poor	13	14.0	15.5	17.9
	good	31	33.3	36.9	54.8
	excellent	38	40.9	45.2	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(g-Importance) Close of stop to destination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	1.9	1.9
	somewhat unimportant	3	3.2	5.7	7.5
	important	25	26.9	47.2	54.7
	very important	24	25.8	45.3	100.0
	Total	53	57.0	100.0	
Missing	System	40	43.0		
Total		93	100.0		

(h-Rating) Cost of bus ride					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	1	1.1	1.1	1.1
	somewhat poor	13	14.0	14.9	16.1
	good	30	32.3	34.5	50.6
	excellent	43	46.2	49.4	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(h-Importance) Cost of bus ride					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	4	4.3	7.4	7.4
	somewhat unimportant	7	7.5	13.0	20.4
	important	13	14.0	24.1	44.4
	very important	30	32.3	55.6	100.0
	Total	54	58.1	100.0	
Missing	System	39	41.9		
Total		93	100.0		

(i-Rating) Crowding					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	6	6.5	7.1	7.1
	somewhat poor	10	10.8	11.9	19.0
	good	31	33.3	36.9	56.0
	excellent	37	39.8	44.0	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(i-Importance) Crowding					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	3	3.2	5.1	5.1
	somewhat unimportant	8	8.6	13.6	18.6
	important	21	22.6	35.6	54.2
	very important	27	29.0	45.8	100.0
	Total	59	63.4	100.0	
Missing	System	34	36.6		
Total		93	100.0		

(j-Rating) Comfort of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	1	1.1	1.2	1.2
	somewhat poor	6	6.5	7.2	8.4
	good	34	36.6	41.0	49.4
	excellent	42	45.2	50.6	100.0
	Total	83	89.2	100.0	
Missing	System	10	10.8		
Total		93	100.0		

(j-Importance) Comfort of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	2.2	3.7	3.7
	somewhat unimportant	6	6.5	11.1	14.8
	important	15	16.1	27.8	42.6
	very important	31	33.3	57.4	100.0
	Total	54	58.1	100.0	
Missing	System	39	41.9		
Total		93	100.0		

(k-Rating) Cleanliness of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	4	4.3	4.5	4.5
	somewhat poor	4	4.3	4.5	9.1
	good	28	30.1	31.8	40.9
	excellent	52	55.9	59.1	100.0
	Total	88	94.6	100.0	
Missing	System	5	5.4		
Total		93	100.0		

(k-Importance) Cleanliness of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	1.8	1.8
	somewhat unimportant	5	5.4	9.1	10.9
	important	14	15.1	25.5	36.4
	very important	35	37.6	63.6	100.0
	Total	55	59.1	100.0	
Missing	System	38	40.9		
Total		93	100.0		

(l-Rating) Condition of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.2	2.3	2.3
	somewhat poor	5	5.4	5.8	8.1
	good	30	32.3	34.9	43.0
	excellent	49	52.7	57.0	100.0
	Total	86	92.5	100.0	
Missing	System	7	7.5		
Total		93	100.0		

(l-Importance) Condition of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	2.2	3.8	3.8
	somewhat unimportant	2	2.2	3.8	7.7
	important	19	20.4	36.5	44.2
	very important	29	31.2	55.8	100.0
	Total	52	55.9	100.0	
Missing	System	41	44.1		
Total		93	100.0		

(m-Rating) Courtesy of driver					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	3	3.2	3.5	3.5
	somewhat poor	2	2.2	2.4	5.9
	good	24	25.8	28.2	34.1
	excellent	56	60.2	65.9	100.0
	Total	85	91.4	100.0	
Missing	System	8	8.6		
Total		93	100.0		

(m-Importance) Courtesy of driver					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	somewhat unimportant	2	2.2	3.8	3.8
	important	14	15.1	26.9	30.8
	very important	36	38.7	69.2	100.0
	Total	52	55.9	100.0	
Missing	System	41	44.1		
Total		93	100.0		

(n-Rating) Competency of driver					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.2	2.3	2.3
	somewhat poor	2	2.2	2.3	4.6
	good	26	28.0	29.9	34.5
	excellent	57	61.3	65.5	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(n-Importance) Competency of driver					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	1.9	1.9
	somewhat unimportant	3	3.2	5.7	7.5
	important	16	17.2	30.2	37.7
	very important	33	35.5	62.3	100.0
	Total	53	57.0	100.0	
Missing	System	40	43.0		
Total		93	100.0		

(o-Rating) Safety on bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	1	1.1	1.1	1.1
	somewhat poor	3	3.2	3.4	4.6
	good	30	32.3	34.5	39.1
	excellent	53	57.0	60.9	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(o-Importance) Safety on bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	2.0	2.0
	somewhat unimportant	2	2.2	4.1	6.1
	important	13	14.0	26.5	32.7
	very important	33	35.5	67.3	100.0
	Total	49	52.7	100.0	
Missing	System	44	47.3		
Total		93	100.0		

(p-Rating) Safety at bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.2	2.3	2.3
	somewhat poor	4	4.3	4.6	6.9
	good	29	31.2	33.3	40.2
	excellent	52	55.9	59.8	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(p-Importance) Safety at bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	1	1.1	2.0	2.0
	somewhat unimportant	1	1.1	2.0	3.9
	important	16	17.2	31.4	35.3
	very important	33	35.5	64.7	100.0
	Total	51	54.8	100.0	
Missing	System	42	45.2		
Total		93	100.0		

(q-Rating) Convenience of transfers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	3	3.2	3.6	3.6
	somewhat poor	7	7.5	8.3	11.9
	good	28	30.1	33.3	45.2
	excellent	46	49.5	54.8	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(q-Importance) Convenience of transfers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	unimportant	2	2.2	3.8	3.8
	somewhat unimportant	4	4.3	7.5	11.3
	important	18	19.4	34.0	45.3
	very important	29	31.2	54.7	100.0
	Total	53	57.0	100.0	
Missing	System	40	43.0		
Total		93	100.0		

(11a) Earlier service on weekdays					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	9	9.7	10.0	10.0
	no	81	87.1	90.0	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11b) Later service on weekdays					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	35	37.6	38.9	38.9
	no	55	59.1	61.1	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11c) Sunday service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	39	41.9	43.3	43.3
	no	51	54.8	56.7	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11d) Free FR for seniors					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	14.0	14.4	14.4
	no	77	82.8	85.6	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11e) Better on-time performance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	18	19.4	20.0	20.0
	no	72	77.4	80.0	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11f) Earlier Saturday service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	15.1	15.6	15.6
	no	76	81.7	84.4	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11g) Later Saturday service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	23	24.7	25.6	25.6
	no	67	72.0	74.4	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11h) Lower cost					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	21.5	22.2	22.2
	no	70	75.3	77.8	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11i) Cleaner vehicles					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	6.5	6.7	6.7
	no	84	90.3	93.3	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(11j) No improvements					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	6.5	6.7	6.7
	no	84	90.3	93.3	100.0
	Total	90	96.8	100.0	
Missing	System	3	3.2		
Total		93	100.0		

(12) With improvements, would you...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	increase use 4 or more x week	40	43.0	47.6	47.6
	increase use 1-3 x week	31	33.3	36.9	84.5
	increase use more than 1 x month	8	8.6	9.5	94.0
	not use the service more frequently	5	5.4	6.0	100.0
	Total	84	90.3	100.0	
Missing	System	9	9.7		
Total		93	100.0		

(13) Location should be served					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	25.8	29.3	29.3
	no	58	62.4	70.7	100.0
	Total	82	88.2	100.0	
Missing	System	11	11.8		
Total		93	100.0		

(13-yes) Specify					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		74	79.6	79.6	79.6
	3rd	1	1.1	1.1	80.6
	7th	1	1.1	1.1	81.7
	7th & East Pine	1	1.1	1.1	82.8
	Capela	1	1.1	1.1	83.9
	Cebada Canyon	1	1.1	1.1	84.9
	Center of Town	1	1.1	1.1	86.0
	Central	1	1.1	1.1	87.1
	Crestview Terrace, East Lompoc	1	1.1	1.1	88.2
	Glen Ellen	2	2.2	2.2	90.3
	Ocean & 7th	1	1.1	1.1	91.4
	Past A Street	1	1.1	1.1	92.5
	Riverside Park	1	1.1	1.1	93.5
	Santa Maria	3	3.2	3.2	96.8
	Santa Maria, Base, East Central, Prison	1	1.1	1.1	97.8
	Senior Center	2	2.2	2.2	100.0
	Total	93	100.0	100.0	

(14) Avail at location, would you use it					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	more than 4 x week	16	17.2	37.2	37.2
	1-3 x week	14	15.1	32.6	69.8
	more than 1 x month	7	7.5	16.3	86.0
	less than 1 x month	6	6.5	14.0	100.0
	Total	43	46.2	100.0	
Missing	System	50	53.8		
Total		93	100.0		

(15) Improvements made, pay more?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes, .25-.49 more	32	34.4	39.5	39.5
	yes, .50-1 more	15	16.1	18.5	58.0
	yes, 1-1.5 more	4	4.3	4.9	63.0
	no	30	32.3	37.0	100.0
	Total	81	87.1	100.0	
Missing	System	12	12.9		
Total		93	100.0		

(16) How long been riding COLT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first time	2	2.2	2.2	2.2
	less than 6 months	22	23.7	24.2	26.4
	6 months - 1 year	26	28.0	28.6	54.9
	more than 1 year	41	44.1	45.1	100.0
	Total	91	97.8	100.0	
Missing	System	2	2.2		
Total		93	100.0		

(17) Have valid driver's license					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	32	34.4	36.8	36.8
	no	55	59.1	63.2	100.0
	Total	87	93.5	100.0	
Missing	System	6	6.5		
Total		93	100.0		

(18) Car avail					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	23	24.7	26.7	26.7
	no	63	67.7	73.3	100.0
	Total	86	92.5	100.0	
Missing	System	7	7.5		
Total		93	100.0		

(19) Respondent's age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 16	12	12.9	13.5	13.5
	16-20	24	25.8	27.0	40.4
	21-30	20	21.5	22.5	62.9
	30-44	22	23.7	24.7	87.6
	45-64	9	9.7	10.1	97.8
	65 or older	2	2.2	2.2	100.0
	Total	89	95.7	100.0	
Missing	System	4	4.3		
Total		93	100.0		

(20) How often ride COLT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	more than 4x week	59	63.4	69.4	69.4
	1-3x week	18	19.4	21.2	90.6
	more than 1x month	7	7.5	8.2	98.8
	less than 1x month	1	1.1	1.2	100.0
	Total	85	91.4	100.0	
Missing	System	8	8.6		
Total		93	100.0		

(21) Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	27	29.0	31.4	31.4
	female	59	63.4	68.6	100.0
	Total	86	92.5	100.0	
Missing	System	7	7.5		
Total		93	100.0		

(22) Live					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City of Lompoc	61	65.6	71.8	71.8
	Vandenberg Village	14	15.1	16.5	88.2
	Mission Hills	10	10.8	11.8	100.0
	Total	85	91.4	100.0	
Missing	System	8	8.6		
Total		93	100.0		

(23) Annual household income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than $9,999	24	25.8	35.8	35.8
	$10,000 - 19,999	21	22.6	31.3	67.2
	$20,000 - 29,000	7	7.5	10.4	77.6
	$30,000 - 39,999	7	7.5	10.4	88.1
	$40,000 - 49,999	1	1.1	1.5	89.6
	greater than $50,000	7	7.5	10.4	100.0
	Total	67	72.0	100.0	
Missing	System	26	28.0		
Total		93	100.0		

Demand-response

. Purpose of most recent DAR trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	school/college	8	14.5	14.5	14.5
	work	2	3.6	3.6	18.2
	shopping/personal business	22	40.0	40.0	58.2
	social/visiting/recreation	1	1.8	1.8	60.0
	medical/dental appointment	22	40.0	40.0	100.0
	Total	55	100.0	100.0	

1b. Purpose of most recent DAR trip (other)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		54	98.2	98.2	98.2
	medical	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

2. Common reason you ride DAR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	51	92.7	92.7	92.7
	no	4	7.3	7.3	100.0
	Total	55	100.0	100.0	

2b. If no, how generally travel to destination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	regular bus	2	3.6	14.3	14.3
	drive self	1	1.8	7.1	21.4
	taxi	2	3.6	14.3	35.7
	get ride from friend/relative	7	12.7	50.0	85.7
	walk/bike/other	2	3.6	14.3	100.0
	Total	14	25.5	100.0	
Missing	System	41	74.5		
Total		55	100.0		

3. How normally pay for DAR trip					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cash	42	76.4	76.4	76.4
	monthly pass	11	20.0	20.0	96.4
	10-punch ticket	1	1.8	1.8	98.2
	30-punch ticket	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

4. Driver arrive at agreed upon time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	52	94.5	94.5	94.5
	no, Early by 15 or more minutes	1	1.8	1.8	96.4
	no, Late by 15 or more minutes	2	3.6	3.6	100.0
	Total	55	100.0	100.0	

5. Reason for DAR trip denial					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	haven't been turned down	36	65.5	73.5	73.5
	no vehicle avail	11	20.0	22.4	95.9
	other	2	3.6	4.1	100.0
	Total	49	89.1	100.0	
Missing	System	6	10.9		
Total		55	100.0		

5b. Reason for DAR trip denial (other)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		53	96.4	96.4	96.4
	Called to Late	1	1.8	1.8	98.2
	Only 2 rides allowed/day.	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

6. Opinion re-DAR reservation policy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pleased	37	67.3	71.2	71.2
	acceptable	9	16.4	17.3	88.5
	dissatisfied	6	10.9	11.5	100.0
	Total	52	94.5	100.0	
Missing	System	3	5.5		
Total		55	100.0		

6b. Opinion re-DAR reservation policy (other)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		46	83.6	83.6	83.6
	Call a day ahead	4	7.3	7.3	90.9
	Can't always tell when the bus has arrived. I need 2 people to look out for me.	1	1.8	1.8	92.7
	Same day trip requests	2	3.6	3.6	96.4
	Santa Maria	1	1.8	1.8	98.2
	Sometimes people taking calls are difficult	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

7. Time usually takes to travel to destination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pleased	46	83.6	83.6	83.6
	acceptable	8	14.5	14.5	98.2
	dissatisfied	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

8. Make trip if no DAR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	used regular bus service	8	14.5	14.8	14.8
	drove self	2	3.6	3.7	18.5
	rode with friend/family	10	18.2	18.5	37.0
	taxi	7	12.7	13.0	50.0
	would not make trip	27	49.1	50.0	100.0
	Total	54	98.2	100.0	
Missing	System	1	1.8		
Total		55	100.0		

9. DAR meets needs					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	most of your trip needs	44	80.0	80.0	80.0
	some of your trip needs	11	20.0	20.0	100.0
	Total	55	100.0	100.0	

10. How long patron COLT DAR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than one year	18	32.7	33.3	33.3
	one to three years	16	29.1	29.6	63.0
	more than three years	20	36.4	37.0	100.0
	Total	54	98.2	100.0	
Missing	System	1	1.8		
Total		55	100.0		

11. Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	2	3.6	3.8	3.8
	25-44	2	3.6	3.8	7.5
	45-59	11	20.0	20.8	28.3
	60-69	12	21.8	22.6	50.9
	70-79	14	25.5	26.4	77.4
	80 or older	12	21.8	22.6	100.0
	Total	53	96.4	100.0	
Missing	System	2	3.6		
Total		55	100.0		

12. licensed driver					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	30.9	32.1	32.1
	no	36	65.5	67.9	100.0
	Total	53	96.4	100.0	
Missing	System	2	3.6		
Total		55	100.0		

13. access to an automobile					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	25.5	27.5	27.5
	no	37	67.3	72.5	100.0
	Total	51	92.7	100.0	
Missing	System	4	7.3		
Total		55	100.0		

14. description					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed ft	1	1.8	1.9	1.9
	retired	33	60.0	61.1	63.0
	employed pt	2	3.6	3.7	66.7
	student	4	7.3	7.4	74.1
	homemaker	9	16.4	16.7	90.7
	not currently employed	5	9.1	9.3	100.0
	Total	54	98.2	100.0	
Missing	System	1	1.8		
Total		55	100.0		

15. gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	10	18.2	19.2	19.2
	female	42	76.4	80.8	100.0
	Total	52	94.5	100.0	
Missing	System	3	5.5		
Total		55	100.0		

16. disability that impairs mobility					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	22	40.0	43.1	43.1
	yes, ADA certified	11	20.0	21.6	64.7
	yes, disabled but not certified	18	32.7	35.3	100.0
	Total	51	92.7	100.0	
Missing	System	4	7.3		
Total		55	100.0		

17. improvement to DAR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		24	43.6	43.6	43.6
	Arrive on time	3	5.5	5.5	49.1
	Bus passes	1	1.8	1.8	50.9
	Inter-city transport	2	3.6	3.6	54.5
	Less stops	1	1.8	1.8	56.4
	Longer hours	3	5.5	5.5	61.8
	More vehicles available	6	10.9	10.9	72.7
	Panic Attacks	1	1.8	1.8	74.5
	Person taking calls could be nicer. Bus drivers should be reachable. Tired of excuses.	1	1.8	1.8	76.4
	Put a shelter at NL Jasmine. Need a place to wait when rain or is cold.	1	1.8	1.8	78.2
	Rarely request it	1	1.8	1.8	80.0
	Reservations for whole month instead of daily	1	1.8	1.8	81.8
	Same day service.	3	5.5	5.5	87.3
	Some drivers need to be a little more friendly.	1	1.8	1.8	89.1
	Sunday service	4	7.3	7.3	96.4
	The service is great just the way it is.	1	1.8	1.8	98.2
	Wait is long	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

18. best attribute of DAR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		14	25.5	25.5	25.5
	Affordable	3	5.5	5.5	30.9
	Always on time & right in front of the house. Always friendly people with great personality.	1	1.8	1.8	32.7
	Availability	3	5.5	5.5	38.2
	Being able to get around	5	9.1	9.1	47.3
	Comfortable	1	1.8	1.8	49.1
	Convenient service.	2	3.6	3.6	52.7
	Dependable, wheelchair access	1	1.8	1.8	54.5
	Door to door service	4	7.3	7.3	61.8
	Express bus for seniors or disabled	1	1.8	1.8	63.6
	Helpful staff	2	3.6	3.6	67.3
	Nice Drivers	13	23.6	23.6	90.9
	On time	1	1.8	1.8	92.7
	Outstanding services.	2	3.6	3.6	96.4
	Satisfied with service.	1	1.8	1.8	98.2
	Wheelchair access	1	1.8	1.8	100.0
	Total	55	100.0	100.0	

General Public

1. Familiar with Lompoc transportation services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very familiar	17	17.7	17.7	17.7
	somewhat familiar	36	37.5	37.5	55.2
	aware of some services	33	34.4	34.4	89.6
	not familiar with service	10	10.4	10.4	100.0
	Total	96	100.0	100.0	

2. Ever ridden COLT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	31.3	31.3	31.3
	no	66	68.8	68.8	100.0
	Total	96	100.0	100.0	

3a. Primary reason- most convenient					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	10.4	33.3	33.3
	no	20	20.8	66.7	100.0
	Total	30	31.3	100.0	
Missing	System	66	68.8		
Total		96	100.0		

3b. Primary reason- more economical					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	3	3.1	10.0	10.0
	no	27	28.1	90.0	100.0
	Total	30	31.3	100.0	
Missing	System	66	68.8		
Total		96	100.0		

3c. Primary reason- avoid traffic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	30	31.3	100.0	100.0
Missing	System	66	68.8		
Total		96	100.0		

3d. Primary reason- do not drive					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	12	12.5	40.0	40.0
	no	18	18.8	60.0	100.0
	Total	30	31.3	100.0	
Missing	System	66	68.8		
Total		96	100.0		

3e. Primary reason- no access to automobile					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	13.5	43.3	43.3
	no	17	17.7	56.7	100.0
	Total	30	31.3	100.0	
Missing	System	66	68.8		
Total		96	100.0		

4. How often use service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 or more x week	9	9.4	30.0	30.0
	at least 1x month	3	3.1	10.0	40.0
	rarely	11	11.5	36.7	76.7
	only once	4	4.2	13.3	90.0
	used to ride but don't anymore	3	3.1	10.0	100.0
	Total	30	31.3	100.0	
Missing	System	66	68.8		
Total		96	100.0		

5a. Change to encourage use of the service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	adjust route	9	9.4	9.7	9.7
	later hours	11	11.5	11.8	21.5
	more frequent service	19	19.8	20.4	41.9
	Sunday service	3	3.1	3.2	45.2
	no change would encourage me	38	39.6	40.9	86.0
	other	13	13.5	14.0	100.0
	Total	93	96.9	100.0	
Missing	System	3	3.1		
Total		96	100.0		

5b. Change to encourage use- adjust route (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		84	87.5	87.5	87.5
	8th Street	1	1.0	1.0	88.5
	Community Ctr	1	1.0	1.0	89.6
	La Purisma Mission	1	1.0	1.0	90.6
	Mesa Oaks	1	1.0	1.0	91.7
	Mission Hills	2	2.1	2.1	93.8
	Santa Maria & Base	1	1.0	1.0	94.8
	Santa Maria & Santa Barbara	1	1.0	1.0	95.8
	The Village	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

5c. Change to encourage use- other (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		73	76.0	76.0	76.0
	Better hours,	4	4.2	4.2	80.2
	Better hours, postings of times, more locations	1	1.0	1.0	81.3
	gas prices	1	1.0	1.0	82.3
	Improve the handicap services	2	2.1	2.1	84.4
	more hours	1	1.0	1.0	85.4
	More hours; Sunday service	1	1.0	1.0	86.5
	No appoints ahead of time	1	1.0	1.0	87.5
	No Car	12	12.5	12.5	100.0
	Total	96	100.0	100.0	

6. Currently employed in Lompoc					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	14.6	14.6	14.6
	no	82	85.4	85.4	100.0
	Total	96	100.0	100.0	

6a. If employed in Lompoc, nearest cross-streets					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		87	90.6	90.6	90.6
	13th & California	1	1.0	1.0	91.7
	Burton Mesa & Via Lato	1	1.0	1.0	92.7
	Constellation & Burton Mesa	1	1.0	1.0	93.8
	H & College	1	1.0	1.0	94.8
	H & Pine	1	1.0	1.0	95.8
	Mervyn's	1	1.0	1.0	96.9
	Ocean	1	1.0	1.0	97.9
	Serious and Auraga	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

7. Live within 1/4 mile of a bus stop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	45	46.9	46.9	46.9
	no	20	20.8	20.8	67.7
	don't know	31	32.3	32.3	100.0
	Total	96	100.0	100.0	

8. Important for City to provide public transit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	93	96.9	96.9	96.9
	no	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

9. City meet transit needs of Lompoc					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very well	21	21.9	21.9	21.9
	fairly well	35	36.5	36.5	58.3
	not very well	2	2.1	2.1	60.4
	not at all	1	1.0	1.0	61.5
	don't know (decline to answer)	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

10a. Most important benefit- reduces traffic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	42	43.8	43.8	43.8
	no	54	56.3	56.3	100.0
	Total	96	100.0	100.0	

10b. Most important benefit- reduces pollution					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	24	25.0	25.0	25.0
	no	72	75.0	75.0	100.0
	Total	96	100.0	100.0	

10c. Most important benefit- provides travel alts.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	36	37.5	37.5	37.5
	no	60	62.5	62.5	100.0
	Total	96	100.0	100.0	

10d. Most important benefit- mobility for seniors/disabled					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	43	44.8	44.8	44.8
	no	53	55.2	55.2	100.0
	Total	96	100.0	100.0	

10e. Most important benefit- service for no transport					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	66	68.8	68.8	68.8
	no	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

10f. Most important benefit- other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		92	95.8	95.8	95.8
	Cheaper Transportation	1	1.0	1.0	96.9
	Handicap Services	2	2.1	2.1	99.0
	Save gas	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

11a. Frequently travel to: Allan Hancock					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	16.7	16.8	16.8
	no	79	82.3	83.2	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11b. Frequently travel to: Wal-Mart					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	70	72.9	73.7	73.7
	no	25	26.0	26.3	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11c. Frequently travel to: K-mart					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	69	71.9	72.6	72.6
	no	26	27.1	27.4	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11d. Frequently travel to: Vons (H Street)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	59	61.5	62.1	62.1
	no	36	37.5	37.9	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11e. Frequently travel to: Vons (Ocean Ave)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	27	28.1	28.4	28.4
	no	68	70.8	71.6	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11f. Frequently travel to: Community Center					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	22	22.9	23.2	23.2
	no	73	76.0	76.8	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11g. Frequently travel to: Food 4 Less					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	43	44.8	45.3	45.3
	no	52	54.2	54.7	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11h. Frequently travel to: Downtown Area (H/Ocean)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	59	61.5	62.1	62.1
	no	36	37.5	37.9	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11i. Frequently travel to: Vandenberg AFB					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	40	41.7	42.1	42.1
	no	55	57.3	57.9	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11j. Frequently travel to: Anderson Rec Center					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	18	18.8	18.9	18.9
	no	77	80.2	81.1	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

11k. Frequently travel to: Mission Plaza					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	74	77.1	78.7	78.7
	no	20	20.8	21.3	100.0
	Total	94	97.9	100.0	
Missing	System	2	2.1		
Total		96	100.0		

11l. Frequently travel to: School (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		79	82.3	82.3	82.3
	Cabrillo	6	6.3	6.3	88.5
	Cabrillo, Buena Vista	2	2.1	2.1	90.6
	Clarence Root	1	1.0	1.0	91.7
	El Camino Middle School	1	1.0	1.0	92.7
	La Canada	1	1.0	1.0	93.8
	Lompoc High School	2	2.1	2.1	95.8
	Lompoc School of Music	1	1.0	1.0	96.9
	Vandenberg Middle School	2	2.1	2.1	99.0
	Villa Mesa Elem.	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

11m. Frequently travel to: Medical center (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		48	50.0	50.0	50.0
	Health Care Clinic	1	1.0	1.0	51.0
	Lompoc Hospital	2	2.1	2.1	53.1
	Ocean	2	2.1	2.1	55.2
	Santa Barbara	10	10.4	10.4	65.6
	Valley Medical	33	34.4	34.4	100.0
	Total	96	100.0	100.0	

11n. Frequently travel to: Other retail (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		91	94.8	94.8	94.8
	Ace Hardware	3	3.1	3.1	97.9
	Albertsons	1	1.0	1.0	99.0
	YMCA, Longs Drug, Post Of	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

12. Closest major intersection to your home					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	3.1	3.1	3.1
	246 th & Harris Grade Rd.	1	1.0	1.0	4.2
	7th St & Laurel	1	1.0	1.0	5.2
	A Street & College	1	1.0	1.0	6.3
	A Street & Ocean	1	1.0	1.0	7.3
	Aldebaran	1	1.0	1.0	8.3
	Aldebaran Galaxy	1	1.0	1.0	9.4
	Burton Mesa	5	5.2	5.2	14.6
	Burton Mesa & Club House	4	4.2	4.2	18.8
	Burton Mesa & Country Club	1	1.0	1.0	19.8
	Burton Mesa & Harris Grade	3	3.1	3.1	22.9
	Burton Mesa & Mesa Circle	3	3.1	3.1	26.0
	by Albertson's	1	1.0	1.0	27.1
	Calle Valejo & Grande	1	1.0	1.0	28.1
	Central & Old St	1	1.0	1.0	29.2
	Central & V	1	1.0	1.0	30.2
	College	1	1.0	1.0	31.3
	Constellation	2	2.1	2.1	33.3
	Constellation & Aldebaran	1	1.0	1.0	34.4
	Constellation & Aturos	1	1.0	1.0	35.4
	Constellation & Burton Mesa	4	4.2	4.2	39.6
	Constellation & Capella	1	1.0	1.0	40.6
	Constellation & Cirrus	1	1.0	1.0	41.7
	Constellation & Freeway	1	1.0	1.0	42.7
	Constellation & Hwy 1	1	1.0	1.0	43.7
	Constellation & Serious	5	5.2	5.2	49.0
	Courtney & Burton Mesa	10	10.4	10.4	59.4
	Courtney & Onstott	1	1.0	1.0	60.4
	D Street & College	1	1.0	1.0	61.5
	El Dorado & Aldebaran	1	1.0	1.0	62.5
	H & Pine	1	1.0	1.0	63.5
	H St & Ocean	3	3.1	3.1	66.7
	H Street & Burton Mesa	1	1.0	1.0	67.7
	H Street & Central	5	5.2	5.2	72.9

	H Street & College	1	1.0	1.0	74.0
	H Street & La Purismima	1	1.0	1.0	75.0
	Hwy 1	1	1.0	1.0	76.0
	Hwy 1 & Burton Mesa	2	2.1	2.1	78.1
	North & A	2	2.1	2.1	80.2
	O & Airport	1	1.0	1.0	81.3
	O & Ocean	1	1.0	1.0	82.3
	Ocean & 7th Street	1	1.0	1.0	83.3
	Ocean & C Street	2	2.1	2.1	85.4
	Ocean & Oak	1	1.0	1.0	86.5
	Ocean & V	1	1.0	1.0	87.5
	Olive & V	1	1.0	1.0	88.5
	Pine & North Ave	1	1.0	1.0	89.6
	Rocker & Calle Primera	1	1.0	1.0	90.6
	Serious & Arriga	2	2.1	2.1	92.7
	St. Andrews & Clubhouse	1	1.0	1.0	93.8
	Via Cortez & Donna	2	2.1	2.1	95.8
	Via Donna & Calle Primera	3	3.1	3.1	99.0
	Wrecker & Mission	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

13. How far is intersection from your home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**1-2 blocks**	37	38.5	38.9	38.9
	3-4 blocks	21	21.9	22.1	61.1
	5-6 blocks	19	19.8	20.0	81.1
	more than 6 blocks	16	16.7	16.8	97.9
	don't know	2	2.1	2.1	100.0
	Total	95	99.0	100.0	
Missing	**System**	1	1.0		
Total		96	100.0		

14. How many automobiles in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	2.1	2.1	2.1
	1	35	36.5	37.2	39.4
	2-3	55	57.3	58.5	97.9
	4 or more	2	2.1	2.1	100.0
	Total	94	97.9	100.0	
Missing	System	2	2.1		
Total		96	100.0		

15. How many licensed drivers in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	2.1	2.1	2.1
	1	31	32.3	33.0	35.1
	2-3	60	62.5	63.8	98.9
	4 or more	1	1.0	1.1	100.0
	Total	94	97.9	100.0	
Missing	System	2	2.1		
Total		96	100.0		

16. Subscribe to local newspaper					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lompoc Record	56	58.3	58.3	58.3
	Santa Maria Times	14	14.6	14.6	72.9
	Other	4	4.2	4.2	77.1
	Do not subscribe	22	22.9	22.9	100.0
	Total	96	100.0	100.0	

16b. Subscribe to local newspaper- other (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		83	86.5	86.5	86.5
	LA Times	1	1.0	1.0	87.5
	Santa Barbara News Press	9	9.4	9.4	96.9
	Santa Maria Times	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

17a. Radio: KXFM (99.1 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	7.3	7.4	7.4
	no	88	91.7	92.6	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17b. Radio: KUHL (1440 AM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	18	18.8	18.9	18.9
	no	77	80.2	81.1	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17c. Radio: KWSZ (105.5 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	14.6	14.7	14.7
	no	81	84.4	85.3	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17d. Radio: KSNI (102.5 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	13	13.5	13.7	13.7
	no	82	85.4	86.3	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17e. Radio: KWWV (106.1 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	5.2	5.3	5.3
	no	90	93.8	94.7	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17f. Radio: KRQK (100.3 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	4.2	4.2	4.2
	no	91	94.8	95.8	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17g. Radio: KBOX (104.1 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	7.3	7.4	7.4
	no	88	91.7	92.6	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17i. Radio: KRUZ (103.3 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	7	7.3	7.4	7.4
	no	88	91.7	92.6	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17j. Radio: KSMA (1240 AM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	6	6.3	6.3	6.3
	no	89	92.7	93.7	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17k. Radio: KURQ (107.3 FM)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	2	2.1	2.1	2.1
	no	93	96.9	97.9	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

17h. Radio: Other (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		74	77.1	77.1	77.1
	1290	2	2.1	2.1	79.2
	1410	6	6.3	6.3	85.4
	89.3	1	1.0	1.0	86.5
	93.3	1	1.0	1.0	87.5
	95.7	3	3.1	3.1	90.6
	96.6	1	1.0	1.0	91.7
	97.5	4	4.2	4.2	95.8
	Christian	1	1.0	1.0	96.9
	K90	1	1.0	1.0	97.9
	KGDP	1	1.0	1.0	99.0
	Mexican	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

17l. Radio: Do not listen to radio					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	true	26	27.1	27.1	27.1
	false	70	72.9	72.9	100.0
	Total	96	100.0	100.0	

18. How often access internet					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	often	47	49.0	49.5	49.5
	occasionally	24	25.0	25.3	74.7
	never	24	25.0	25.3	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

19. Cable TV					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	70	72.9	73.7	73.7
	no	13	13.5	13.7	87.4
	satellite	12	12.5	12.6	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

20. Respondent's gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	32	33.3	33.7	33.7
	female	63	65.6	66.3	100.0
	Total	95	99.0	100.0	
Missing	System	1	1.0		
Total		96	100.0		

21. Respondent's household income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than $20,000	15	15.6	17.0	17.0
	$21,000 - $39,999	18	18.8	20.5	37.5
	$40,000 - $59,999	38	39.6	43.2	80.7
	over $60,000	17	17.7	19.3	100.0
	Total	88	91.7	100.0	
Missing	System	8	8.3		
Total		96	100.0		

22. Respondent's age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-17 years	5	5.2	5.3	5.3
	18-34 years	16	16.7	17.0	22.3
	35-59 years	25	26.0	26.6	48.9
	60-69 years	26	27.1	27.7	76.6
	70 or older	22	22.9	23.4	100.0
	Total	94	97.9	100.0	
Missing	System	2	2.1		
Total		96	100.0		

22a. Number of 0-12 year olds in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	72	75.0	75.0	77.1
	1	14	14.6	14.6	91.7
	2	6	6.3	6.3	97.9
	3	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

22b. Number of 13-17 year olds in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	79	82.3	82.3	84.4
	1	13	13.5	13.5	97.9
	2	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

22c. Number of 18-34 year olds in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	73	76.0	76.0	78.1
	1	14	14.6	14.6	92.7
	2	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

22d. Number of 35-59 year olds in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	54	56.3	56.3	58.3
	1	13	13.5	13.5	71.9
	2	26	27.1	27.1	99.0
	3	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

22e. Number of 60-69 year olds in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	63	65.6	65.6	67.7
	1	9	9.4	9.4	77.1
	2	22	22.9	22.9	100.0
	Total	96	100.0	100.0	

22f. Number of 70 or older in household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.1	2.1	2.1
	0	67	69.8	69.8	71.9
	1	12	12.5	12.5	84.4
	2	12	12.5	12.5	96.9
	3	1	1.0	1.0	97.9
	5	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

23. Area respondent lives					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City of Lompoc	28	29.2	29.2	29.2
	Vandenberg Village	31	32.3	32.3	61.5
	Mission Hills	30	31.3	31.3	92.7
	Mesa Oaks	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

24. Opinion: make residents more aware of services					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertise	24	25.0	25.0	25.0
	Bus stops should have benches	1	1.0	1.0	26.0
	Discuss all this info	1	1.0	1.0	27.1
	Easily posted schedules	1	1.0	1.0	28.1
	it is good	1	1.0	1.0	29.2
	Mail Schedules With Utility Bill	2	2.1	2.1	31.3
	Mail service ads	1	1.0	1.0	32.3
	Make bus stops more visible	1	1.0	1.0	33.3
	Make phone # more visible	1	1.0	1.0	34.4
	More Publicity	1	1.0	1.0	35.4
	More Routes to Medical Centers	1	1.0	1.0	36.5
	None	28	29.2	29.2	65.6
	Post Ads In Newspaper	23	24.0	24.0	89.6
	post more signs, handicap chairs for waiting bus	1	1.0	1.0	90.6
	Post Schedules In Newspaper	2	2.1	2.1	92.7
	Provide more info & schedules at grocery stores, medical centers, etc	1	1.0	1.0	93.8
	Provide More Schedules	2	2.1	2.1	95.8
	Send schedules & rates; more timely service when picking up	1	1.0	1.0	96.9
	Signs at day centers, food pantries, churches, schools, etc.	1	1.0	1.0	97.9
	Yellow Pages	2	2.1	2.1	100.0
	Total	96	100.0	100.0	