

Los Angeles – San Diego Rail Corridor Service Integration Focus Group Findings



**Board of Directors
August 25, 2008**



Goals

- Identify service improvements
- Determine best communication methods
- Assess perceptions about:
 - ◆ Scheduling
 - ◆ Ticketing, fares
 - ◆ Connections
 - ◆ Station, on-board amenities
- Identify new ridership opportunities



Methodology

- 2 rider groups
 - ◆ North Orange County trip origins
 - ◆ South Orange County trip origins
- 2 non-rider groups
 - ◆ Some transit experience
 - ◆ Little or no transit experience



Riders

- Less stressful, relaxing, saves money
- View Amtrak, Metrolink as interchangeable
- Want earlier, later weekday trains
- Don't ride much off-peak or weekends
- Report trains are crowded
- Need more parking / feeders



Non-Riders

- Minimal awareness of trains
- Lack confidence, some anxiety
 - ◆ Question service availability, reliability
 - ◆ Fear being stranded
 - ◆ Not enough parking
 - ◆ Safety concerns
- Other systems better
- Train expensive (especially for family trips)



Most Appealing

- Consistently positive feedback about:
 - ◆ Consolidated schedules, website
 - ◆ Electronic, real-time information
 - Schedules
 - Travel, delay information*
 - ◆ On-board information



- Riders want schedule info - causes of delay – accident, incident, switching problem? (push to cell phone)

Other Feedback

- Most participants favored:
 - ◆ \$1.00 per stop - incentive to ride
 - ◆ Single trip ticketing – including bus, rail
- Not as important:
 - ◆ Freeway signs with train info



Where They'd Travel

- Los Angeles – Staples, Hollywood Bowl
- Anaheim - Angel Stadium, Disneyland
- San Diego – Petco Park
- Del Mar
- Santa Barbara
- Irvine Spectrum
- Beach



Noted Ridership Opportunities

- Existing riders, new trips
- Employers near stations
 - ◆ Could offer incentives through ridesharing programs
- Youth
 - ◆ College age: impacted by gas prices



Lessons Learned

1. Non-riders expressed anxiety about using train.
 - Need to make service easier to use
 - ◆ More service, better connections
 - Need better communications
 - ◆ Consolidated schedules
 - ◆ Web based
 - ◆ More info at station, on trains
 - ◆ Real-time
 - ◆ Agents at major stations

TUS	NO.	LINE	TIME	TRK	STATUS
IVED	209	METROLNK-LONGESA	1:50P	6B	ON TIME
TIME	578	SURFLINER SOUTH	2:00P9B		BOARDING
TIME	310	METROLNK-SANBERN	2:20P	7B	ON TIME
TIME	684	METROLNK-LGNA NF	2:25P	8B	ON TIME
TIME	422	TEXAS EAGLE	2:30P		ON TIME
TIME	02	SUNSET LIMITED	2:30P		ON TIME
TIME	8536	LAS VEGAS BUS	2:45P		ON TIME
TIME	5702	LONG BEACH BUS	2:45P		ON TIME
TIME	775	SURFLINER NORTH	2:55P		ON TIME
TIME	5703	BAKERSFIELD BUS	3:00P		ON TIME
TIME	907	METROLNK-BUR AIR	3:05P	6B	ON TIME
TIME	5803	BAKERSFIELD BUS	3:10P		ON TIME

Lessons Learned

2. Train is initially viewed as long distance option
 - Public education needed

3. Pricing matters
 - Key in decision-making
 - \$1.00 fare per station reasonable



Lessons Learned

4. Promotional tie-ins might attract riders
 - “Fan train” concept well-received
 - Need to know you can get home
5. Further assessment of potential markets beneficial



Next Steps

- Work with partners to make service improvements
- Develop marketing to build ridership
 - ◆ Pursue promotional tie-ins to stimulate trial
 - ◆ Create awareness, education programs
 - ◆ Include “short trip” element
- Test short-distance fares
- Redirect quantitative research efforts

