



CITY OF GLENDALE CALIFORNIA
REPORT TO TRANSPORTATION AND PARKING COMMISSION

September 8, 2010

AGENDA ITEM

Report Regarding Proposed Fare Increase for Glendale Beeline and Dial-A-Ride Services And Service Reductions for Glendale Beeline Fixed Route Service

- 1) Motion that the Transportation and Parking Commission recommend a preferred alternative for fare and service changes for the Glendale Beeline and Dial-A-Ride based on the options presented in the Director of Public Works report dated September 8, 2010.

COUNCIL ACTION

Public Hearing [] Ordinance [] Consent Calendar [] Action Item [x] Report Only []

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn, Director of Public Works

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Prepared

Kathryn Engel, Transit Manager

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Reviewed

Jano Baghdanian, Traffic & Transportation Administrator

[Handwritten signature of Jano Baghdanian]

Christina R. Sansone, General Counsel - Public Works

[Handwritten signature of Christina R. Sansone]

RECOMMENDATION

Staff recommends that the Transportation and Parking Commission review the five options for fare and service changes presented in this report and select preferred alternatives for Beeline and Dial-A-Ride to be included in the staff report for the City Council study session scheduled for September 21, 2010.

For Glendale Beeline service and fares, staff recommends Commission Option BB service with a 75¢ fare along with a fare increase to \$1.00 beginning July 1, 2012. For Glendale Dial-A-Ride service and fares, staff recommends Commission Option BB keeping existing service levels with a fare of \$1.25 along with an annual 25¢ fare increase each January 1st until the fare reaches \$2.00.

SUMMARY

Members of the TPC reviewed proposed options A, B and C for Glendale Beeline and Dial-A-Ride service changes and fare increases at its last regular meeting on August 23, 2010. Based on public input and Commissioner's discussion, staff has developed two additional service alternatives for review - Option AA based on \$1.00 fare and Option BB based on a 75¢ fare. Staff will provide an overview of the two alternatives at the September 8, 2010 TPC meeting.

For comparison of the recommended service changes, a Summary of Proposed Service Changes may be found on Exhibit 1.1 for the original options and on Exhibit 1.2 for the two new options proposed by the Commission at the last TPC meeting. Based on the Commission's recommended service reductions, additional service data is being provided for the Express Routes 11 & 12, and Route 13 in Glenoaks Canyon.

As of September 2, 2010, 27 people have submitted 28 comments on the Beeline and Dial-A-Ride proposed fare and service changes. Exhibit 2 provides a summary of the comments followed by each of the comments submitted in their entirety.

For Glendale Beeline service and fares, staff recommends Commission Option BB service with a 75¢ fare along with a fare increase to \$1.00 beginning July 1, 2012. For Glendale Dial-A-Ride service and fares, staff recommends Commission Option BB keeping existing service levels with a fare of \$1.25 along with an annual 25¢ fare increase each January 1st until the fare reaches \$2.00.

Staff requests that the Transportation and Parking Commission review the five options for fare and service changes presented in this report, and select preferred alternatives for Beeline and Dial-A-Ride to be included in the staff report for the City Council study session scheduled for September 21, 2010. TPC input along with any public comments will be presented to the City Council in a study session scheduled for September 21, 2010 to receive Council policy direction on the fare structure and service changes.

FISCAL IMPACT

The proposed Beeline service changes would reduce annual operating cost. The proposed fare increase for Beeline and Dial-A-Ride would generate operating revenue. In combination, the cost reduction and revenue enhancement would assist in balancing the Transit Fund, which is currently operating at a deficit.

For fiscal year ending June 30, 2010, the cost to operate the Beeline was \$6.9 million. This is equivalent to an average cost per passenger trip of \$2.67 with passenger fares contributing 6.4% of the cost. Due to funding regulations, Beeline's farebox recovery requirement is 20% for FY10-11. The cost to operate Dial-A-Ride last year was \$937,974. The cost per passenger trip was \$18.05 with passenger fares contributing 4.4%.

BACKGROUND

At its regular meeting on August 23, 2010, the TPC reviewed proposed options A, B and C for Glendale Beeline and Dial-A-Ride service changes and fare increases. The proposed options were based on data from the Line by Line Analysis. This analysis identifies routes or portions of routes with low ridership which allows staff and policy makers to make informed decisions on where best to deploy service within the available financial and capital resources.

Based on public input and Commissioner's discussion, staff has developed two additional service alternatives for review. Both of the Commission's options are based on the recommended reduced service on Route 3, and cancellation of service on Routes 12 and 13. Commission Option AA is based on \$1.00 fare and Option BB based on a 75¢ fare. There is no new option for a 50¢ fare as the original Option C addresses the commensurate service reductions. Staff will provide an overview of the two new alternatives at the TPC meeting.

For comparison of the recommended service changes, a Summary of Proposed Service Changes may be found on Exhibit 1.1 for the original Options A, B and C and on Exhibit 1.2 for the two new Options AA and BB proposed by the Commission at the last TPC meeting. Based on the Commission's recommendation to cancel Route 12 service, the annual productivity data for Express Routes 11 and 12 is provided below. The Line by Line Analysis was a 100% data collection effort for a route for one day in FY 2009 which resulted in Route 12 showing a productivity of 15.9 passengers per hour. When the passenger count for the entire year is factored the actual Route 12 productivity is lower.

Route 11				
Year	Revenue	Hours	Passengers	Pax/Hour
FY 2008	3,013.1		80,773	26.8
FY 2009	2,921.7		80,795	27.7
FY 2010	2,937.8		99,283	33.8

Route 12				
Year	Revenue	Hours	Passengers	Pax/Hour
FY 2008	5,930.8		42,322	7.1
FY 2009	5,998.9		52,760	8.8
FY 2010	5,975.1		60,790	10.2

Other cost effective alternatives for providing comparable Route 12 service will be outlined by staff for consideration at the TPC meeting. In addition, updated ridership data for Route 13 service is provided below and additional analysis from an onboard survey conducted August 30 – September 3 will be presented at the meeting.

Route 13				
Year	Revenue	Hours	Passengers	Pax/Hour
FY 2008	660.0		10,686	16.2
FY 2009	769.8		11,124	14.5
FY 2010	768.0		10,261	13.4

Dan Boyle, Principal of Dan Boyle and Associates, will also make a presentation on the methodology used to analyze the proposed fare changes and their potential impact on ridership and fare revenue in response to the TPC’s request for further information on the proposed fare increase.

Beginning on August 19, 2010, notices of the proposed fare and service changes were posted on board the Beeline buses and Dial-A-Ride vehicles. The full reports for the proposed fare and service changes were posted online at GlendaleBeeline.com as well as on the City website and provided to key stakeholders including the Glendale Chamber of Commerce and Glendale Transit Management Association (TMA). The City has received a very good response to its request for public comment on the fare and service changes. As of September 1, 2010, 27 people have submitted 28 comments on the Beeline and Dial-A-Ride proposed fare and service changes. Exhibit 2 provides a summary of the comments categorized by topic. Each of the comments submitted are also included in their entirety, and may be referenced from the summary sheet by page number. The public comment period will continue through September 18, 2010.

For Glendale Beeline service and fares, staff recommends Commission Option BB service with a 75¢ fare along with a fare increase to \$1.00 beginning July 1, 2012. For Glendale Dial-A-Ride service and fares, staff recommends Commission Option BB keeping existing service levels with a fare of \$1.25 along with an annual 25¢ fare increase each January 1st until the fare reaches \$2.00.

Staff requests that the Transportation and Parking Commission review the five options for fare and service changes presented in this report, and select preferred alternatives for Beeline and Dial-A-Ride to be included in the staff report for the City Council study session scheduled for September 21, 2010. TPC input along with any public comments will be presented to the City Council in a study session scheduled for September 21, 2010 to receive Council policy direction on the fare structure and service changes.

EXHIBITS

- Exhibit 1 - Summary of Proposed Service Changes
- Exhibit 2 – Public Comment Received Through September 1, 2010

MOTION

Moved by Commissioner _____, seconded by
Commissioner _____, that the Transportation &
Parking Commission hereby recommends to the City Council the following option
regarding the proposed fare increase for the Glendale Beeline and Dial-a-Ride Services
and service reductions for Glendale's Beeline as set forth in the report of the Director of
Public Works dated September 8, 2010:

Option _____.

Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

Christy Adams
General Counsel - Public Works

Date: 9-2-10

Summary of Proposed Service Changes for Glendale Beeline and Glendale Dial-A-Ride

8/23/2010

Exhibit 1.1

Route Option A - Minimum Reductions & \$1.00 Fare

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)

7	Cancel last trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	No changes	-
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13	Cancel service due to low ridership.	(44,370)
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Estimated Annual Savings (751,623)

DAR Option A - Minimum Reductions & \$2.00 Fare

No recommended change to span of service or number of trips	-
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Route Option B - Moderate Reductions & 75¢ Fare

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)

7	Cancel last trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	Reduce Route 12 to GTC Only	(100,000)
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13	Cancel service due to low ridership.	(44,370)
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Estimated Annual Savings (974,465)

DAR Option B - Moderate Reductions & \$1.50 Fare

Reduce annual trips by 1225 by eliminating Sunday service.	(22,100)
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Route Option C - Severe Reductions & 50¢ Fare

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)
	Cancel Saturday Service	(49,764)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893
	Cancel Saturday Service	(24,671)

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)
	Cancel Saturday Service	(48,859)

7	Cancel last trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	Cancel entire route	(456,000)
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13	Cancel service due to low ridership.	(44,370)
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Estimated Annual Savings (1,453,759)

Summary of Proposed Service Changes for Glendale Beeline and Glendale Dial-A-Ride

Exhibit 1.2

9/8/2010

Target Savings 795,623

Target Savings 1,018,465

Glendale Beeline		
Route	Commission Option AA - with \$1 Fare	
1	Rename service to Brand Blvd only.	-
	Cancel first and last trips due to low ridership. Metro 92 Service Available.	(21,715)
2	Rename service Central Ave only.	-
	Cancel first and last trips due to low ridership. Metro 180, 181, 183, 780 from Broadway to San Fernando Road.	(21,715)
3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours. Metro 90 & 91 Service Available.	(368,961)
	Cancel last trips due to low ridership.	(14,170)
4	No change to service.	-
5	Add a trip and change times to improve service and travel time.	10,893
6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership. Metro 183 service from Central to Verdugo.	(18,602)
7	Cancel last trip due to low ridership. Metro 92 service from Western to Brand.	(19,967)
	Fix travel time.	8,874
11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
12	Cancel entire route. Metro 94 & 794 Service Available.	(456,000)
13	Cancel service due to low ridership.	(44,370)
Subtotal Beeline Savings		(953,024)

Glendale Dial-A-Ride		
DAR	Commission Option AA - No Change & \$1.50 Fare	
	No recommended change to span of service or number of trips	-
	Fixed route absorb reduced revenue for DAR	22,000
Estimated Annual Savings		(931,024)

Glendale Beeline		
Route	Commission Option BB - with 75¢ Fare	
1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership. Metro 92 Service Available.	(120,907)
2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership. Metro 180, 181, 183, 780 from Broadway to San Fernando Road.	(120,907)
3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours. Metro 90 & 91 Service Available.	(368,961)
	Cancel first and last trips due to low ridership.	(14,170)
4	No change to service.	-
5	Add a trip and change times to improve service and travel time.	10,893
6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership. Metro 183 service from Central to Verdugo.	(18,602)
7	Cancel last trip due to low ridership. Metro 92 service from Western to Brand.	(19,967)
	Fix travel time.	8,874
11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
12	Cancel entire route. Metro 94 & 794 Service Available.	(456,000)
13	Cancel service due to low ridership.	(44,370)
Subtotal Beeline Savings		(1,151,408)

Glendale Dial-A-Ride		
DAR	Commission Option BB - No Change & \$1.25 Fare	
	No recommended change to span of service or number of trips	-
	Fixed route absorb reduced revenue for DAR	33,000
Estimated Annual Savings		(1,118,408)

Glendale Beeline	
Commission Option CC - with 50¢ Fare	
See Option C - Severe Reductions & 50¢ Fare	

Public Comments Received Through September 1, 2010 on Proposed Fare and Service Change - Sorted by Topic

Page	Topic	Date	Method	Requestor	Summary Statement
	Beeline	8/23/2010	TPC-in person	Brooke Geer Person	Agrees with fare increase and will come back to study session with board's comments
	Beeline	8/23/2010	TPC-in person	John Cristopher	Does not agree with cutting service. Wants to expand service and increase ridership.
5	Beeline	8/23/2010	Call in	Sarah Sheffield	If no service cuts then she chooses option A, if there are cuts with routes that have no ridership then she chooses option B.
6	Beeline	8/23/2010	Call in	Pauline Hawker	Does not want a fare increase. She is on a very limited income.
8	Beeline	8/24/2010	Call in	Earla Kirk	Wants no changes. But if she has to choose it would be option C. Suggested more buses for routes 4 and 7. If fares change, she would take Metro instead.
9	Beeline	8/24/2010	Call in	Mary Kane	Does not want a fare increase at all. On a limited income.
11	Beeline	8/25/2010	Call in	Jose Vasquez	Option B for Beeline changes. Is satisfied with the Beeline service.
12	Beeline	8/25/2010	Call in	Maria Vasquez	Option B for Beeline changes. Is satisfied with the Beeline service.
14	Beeline	8/25/2010	Call in	Anonymous	Option A, but does not want any service cuts.
22	Beeline	9/1/2010	Call in	Armen Balbayan	Option B for Beeline fare increase
23	Beeline	9/1/2010	Email	Britana Sosa	Favors Route 3/4 changes, option C for fares
21	R 11	8/31/2010	Email	Michael Yang	Do not charge for Metrolink riders. Currently takes #11 north and #1 south.
24	R 12	9/1/2010	Email	Tina	Do not cancel Route 12
25	R 12	9/1/2010	Email	Xiao Hu	Do not cancel Route 12
26	R 12	9/1/2010	Email	Christina Cagatao	Do not cancel Route 12
1	R 13	8/19/2010	Email	Angela Vukos	Do not cancel Route 13, restore Metro 201 into Glenoaks Canyon
2	R 13	8/20/2010	Email	Shannon Muir	Do not cancel Route 13 in Glenoaks Canyon
3	R 13	8/23/2010	Email	Barbara Regnier	Do not cancel Route 13, extend the service to the golf course
4	R 13	8/23/2010	Call in	Mrs. Corsini	Do not cancel Route 13, desires Metro 201 in Glenoaks Canyon
13	R 13	8/25/2010	Email	Angela Vukos	Do not cancel Route 13, restore Metro 201 into Glenoaks Canyon
16	R 13	8/26/2010	Email	Sue Fiocco	Do not cancel route 13 into Glenoaks Canyon
17	R 13	8/26/2010	Email	Gail Enochian	Do not cancel route 13 into Glenoaks Canyon, would pay a higher fare.
18	R 13	8/29/2010	Email	Ruth Parker	Do not cancel route 13 in Glenoaks Canyon
19	R 13	8/31/2010	Letter	Ann Arrabio	Keep Beeline in East Glenoaks Canyon
7	DAR	8/24/2010	Call in	Alex Shannon	Option B for fare and service. Would like pick up procedures to change.
10	DAR	8/24/2010	Call in	Thelma Guy	Is okay with Option A for DAR fare increase.
15	DAR	8/26/2010	Call in	Ruth Shelton	Option B for DAR changes
20	DAR	8/30/2010	Call in	Rosile Bommarito	Option B for DAR fare increase

Public Comments Received Through September 1, 2010 on Proposed Fare and Service Change - Sorted by Date

Page	Topic	Date	Method	Requestor	Summary Statement
	Beeline	8/23/2010	In person	Brooke Geer Person	Agrees with fare increase and will come back to study session with board's comments
	Beeline	8/23/2010	In person	John Christopher	Does not agree with cutting service. Wants to expand service and increase ridership.
1	R 13	8/19/2010	Email	Angela Vukos	Do not cancel Route 13, restore Metro 201 into Glenoaks Canyon
2	R 13	8/20/2010	Email	Shannon Muir	Do not cancel Route 13 in Glenoaks Canyon
3	R 13	8/23/2010	Email	Barbara Regnier	Do not cancel Route 13, extend the service to the golf course
4	R 13	8/23/2010	Call in	Mrs. Corsini	Do not cancel Route 13, desires Metro 201 in Glenoaks Canyon
5	Beeline	8/23/2010	Call in	Sarah Sheffield	If no service cuts then she chooses option A, if there are cuts with routes that have no ridership then she chooses option B.
6	Beeline	8/23/2010	Call in	Pauline Hawker	Does not want a fare increase. She is on a very limited income.
7	DAR	8/24/2010	Call in	Alex Shannon	Option B for fare and service. Would like pick up procedures to change.
8	Beeline	8/24/2010	Call in	Earla Kirk	Wants no changes. But if she has to choose it would be option C. Suggested more buses for routes 4 and 7. If fares change, she would take Metro instead.
9	Beeline	8/24/2010	Call in	Mary Kane	Does not want a fare increase at all. On a limited income.
10	DAR	8/24/2010	Call in	Thelma Guy	Is okay with Option A for DAR fare increase.
11	Beeline	8/25/2010	Call in	Jose Vasquez	Option B for Beeline changes. Is satisfied with the Beeline service.
12	Beeline	8/25/2010	Call in	Maria Vasquez	Option B for Beeline changes. Is satisfied with the Beeline service.
13	R 13	8/25/2010	Email	Angela Vukos	Do not cancel Route 13, restore Metro 201 into Glenoaks Canyon
14	Beeline	8/25/2010	Call in	Anonymous	Option A, but does not want any service cuts.
15	DAR	8/26/2010	Call in	Ruth Shelton	Option B for DAR changes
16	R 13	8/26/2010	Email	Sue Fiocco	Do not cancel route 13 into Glenoaks Canyon
17	R 13	8/26/2010	Email	Gail Enochian	Do not cancel route 13 into Glenoaks Canyon, would pay a higher fare.
18	R 13	8/29/2010	Email	Ruth Parker	Do not cancel route 13 in Glenoaks Canyon
19	R 13	8/31/2010	Letter	Ann Arrabio	Keep Beeline in East Glenoaks Canyon
20	DAR	8/30/2010	Call in	Rosile Bommarito	Option B for DAR fare increase
21	R 11	8/31/2010	Email	Michael Yang	Do not charge for Metrolink riders. Currently takes #11 north and #1 south.
22	Beeline	9/1/2010	Call in	Armen Balbayan	Option B for Beeline fare increase
23	Beeline	9/1/2010	Email	Britana Sosa	Favors Route 3/4 changes, option C for fares
24	R 12	9/1/2010	Email	Tina	Do not cancel Route 12
25	R 12	9/1/2010	Email	Xiao Hu	Do not cancel Route 12
26	R 12	9/1/2010	Email	Christina Cagatao	Do not cancel Route 12

Engel, Kathryn

From: AV [REDACTED]
Sent: Thursday, August 19, 2010 10:11 PM
To: Engel, Kathryn
Subject: Re: Proposed Route 13 and Dial-A-Ride Changes

Dear Mrs. Engel,

Thank you very much for the courtesy of the alert information. We understand that our passenger numbers may be low, but the City must realize it is catastrophic for the residents and incoming workers to have absolutely no transportation available into the canyon. Even though they may represent a small number, in this high unemployment economy the cleaning ladies and caretakers of our seniors will lose their jobs. Transportation is not a luxury, it is a necessity. Since we have Mayor Najarian on the METRO Board and Former Mayor Zarian in position of authority in the State Transportation Dept., would it be possible for our Transportation Department to STRONGLY RECOMMEND to the Mayor and the City Council to kindly restore the one short mile of Line 201 from Harvey Drive into the Canyon? This is no cost service to the City of Glendale provided by METRO. Somehow, the residents of the 800 homes of Glenoaks Canyon should not be stranded without any public transportation. Angie

More things are wrought by prayer than this world dreams of.
 A.L. Tennyson

--- On Thu, 8/19/10, Engel, Kathryn <KEngel@ci.glendale.ca.us> wrote:

From: Engel, Kathryn <KEngel@ci.glendale.ca.us>
Subject: Proposed Route 13 and Dial-A-Ride Changes
To: [REDACTED]
Date: Thursday, August 19, 2010, 7:55 PM

Hi Angie,

Hope you are doing well.

I thought that you would want to know that the City is proposing three options for a Glendale Beeline fare increase and service change – all which include cancellation of Route 13. There are also two fare & service options for Dial-A-Ride. We are beginning a 30-day comment period for Beeline and DAR customers, and the community regarding the proposed options.

You will probably see notices on board buses or Dial-A-ride beginning tomorrow. I have attached a staff report for information (copy attached). All of the documents will be available at the GlendaleBeeline.com webpage tomorrow.

Please note that there has been no determination of a fare increase or service change at this point, and no effective date has been established for a change, if any. We will have an additional notice for a council meeting – probably in October.

8/21/2010

2

From: [REDACTED]

Sent: Fri 8/20/2010 10:13 PM

To: Beeline

Subject: Comments about Beeline Route Changes - Route 13

Greetings,

I am a concerned citizen writing regarding the proposed elimination of Glendale Beeline Route 13. I live at California and Adams and have personally been grateful for the convenience of being able to ride from my apartment to my job in downtown Glendale with little difficulty on the 9:13 am pickup at my stop. I do realize that I have options to walk a couple blocks to Broadway, but in the hot summer heat this isn't preferable.

However, my greater concern is not for myself but for those people whom I regularly commute with who come in from the canyons to work and shop in Glendale. To deprive them of this already limited service, when they have no alternative, in turn cripples some of the people who are giving back to our own local economy. This means lost local jobs since people can't get to work and less money spent at local merchants. The people on this line may be small, but we're a pretty regular group and most people rely on the Route 13.

I wonder if perhaps it might be possible to look at which of the trips are the least used on Route 13 and just offering it where there is the most use, like eliminating one morning and one afternoon trip. I don't have access to that data so I am not sure what to suggest. This way the folks up in the canyons are not completely cut off from transportation, though I do realize that would still mean some adjustments on their part, and also that some cuts would need to come from other areas. Perhaps some compromise can be found?

In the meantime, I will be pleased to continue to lend my support in my ridership of Route 13.

Sincerely,

Shannon Muir

3

From: [REDACTED]

Sent: Mon 8/23/2010 9:19 PM

To: GlendaleBeeline.com@aol.com

Cc: [REDACTED]

Subject: Bus Service Issue

I am sorry I did not see the notice about the proposed discontinuation of the Beeline into Glenoaks Canyon.

Angie, thank you for bringing it to GOCHA's attention, and thereby to GOCHA's members' attention.

I agree that Glenoaks Canyon has benefitted from public transportation service for many decades. More recently though, that service has been reduced, from a main line bus service which terminated halfway up the canyon, to a Beeline with a limited schedule.

I think termination of the existing service would be cruel. If implemented, it would deprive residents and their respective visitors - family, friends, home-care workers - of a reliable means to access the area.

I have an idea, which I am sure you have already considered: EXTEND the route up to the golf course! Offer 'Park and Play' discounts. Promote the golf course, tennis courts, and, below them, the picnic areas. How many people even know that Glenoaks Canyon has two parks?

Please reconsider discontinuing public transit service into Glenoaks Canyon.

Thank you.

Barbara Regnier

8/23/10 9:20am

4

Mrs. Corsini

Re: Elimination of Baseline Route B

Housekeeper reliant on services. Cant always drive help-
to bus lines.

Desires Metro 201 service / or some type of transportation in canyon

Extremely important to keep transit options available

Friend of Angie Vukos

City of Glendale
Beeline/DAR Call Center
Customer Service Report

5

Customer Service No: Date Received: 8/23 Time Received: 12:43 Received By: MC
Name: Sarah Sheffield Reason for Call: Service Changes
Address: Email Address: [REDACTED]
Home: [REDACTED]
Cell: [REDACTED]
Employer: Business: [REDACTED]
Fax: [REDACTED]

CONCERN/COMPLAINT

Date of Incident: Time of Incident:
Route Number: Vehicle #:
Driver: Incident Location:

Customer Statement: Patron would like to comment that her choice for possible service changes would be Option A. Patron currently uses 2 Beeline buses & if changes are made would like to suggest that RT3 be expanded & operate later hours. Also suggest cutting services that have no/low ridership & would then change

Concern/Complaint sent to: MV Southland City of Glendale her choice to

FOLLOW UP

Date:
Action Taken:

Option B.

Customer service report closed? YES NO

RESOLUTION

Completed By:
Date:
Resolution:

Customer service report closed? YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

6

Customer Service No:

Date Received: 8/23 Time Received: 4:02 p.m.

Received By: JAM

Name: Pauline Hawker

Reason for Call: service changes

Address:

Email Address:

Home:

Cell:

Employer:

Business:

Fax:

~~CONCERN/COMPLAINT~~

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: Concerned that a fare increase would prevent her from using service. She is on a very limited income.

Concern/Complaint sent to:

MV

Southland

City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed? YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed? YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

7

Customer Service No:

Date Received: 8/24/10 Time Received: 9:15

Received By: MC

Name: Alex Shannon

Reason for Call: Service Change Comments

Address:

[Redacted Address]

Email Address:

Home: [Redacted]

Cell:

Business:

Fax:

~~CONCERN/COMPLAINT~~ Comments

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: Patron is commenting on the possible fare/service changes. Patron's option for DAR changes would be Option B. Patron would also like to request that a change in pick-up procedure be changed to call when vehicle is outside & not on the way. It is very hard for patron to sit out in the heat or cold waiting for the DAR vehicle.

Concern/Complaint sent to:

MV

Southland

City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed?

YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed?

YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

8

Customer Service No:

Date Received: 8/24

Time Received: 9:23 am

Received By: MC

Name: Earla Kirk

Reason for Call: Service Change Comments

Address:

Email Address:

Home:

Cell:

Business:

Fax:

Employer:

~~CONCERN/COMPLAINT~~ Comments

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: Patron would like to comment on the possible service changes. Patron would like no changes to be made, but if she had to make a choice on the proposed options her choice would be Option C. Would also like to suggest that more vehicles be placed on RTS 4 1/2 to help w/ the overcrowding of students now

Concern/Complaint sent to:

MV

Southland

City of Glendale

that school is

FOLLOW UP

Date:

Action Taken:

back in session. Would also like to comment that if fare increases went up for the monthly pass she would probably have to use the Metro more often, since she purchases a monthly pass w/ them as well.

Customer service report closed?

YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed?

YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

9

Customer Service No:

Date Received: 8/24/10 Time Received: 9:30

Received By: EM

Name: Mary Kane

Reason for Call: Service Change Comments

Address:

Email Address:

Home:

Cell:

Business:

Fax:

Employer:

CONCERN/COMPLAINT Comment

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: Patron is commenting on possible service/fare changes. Patron asks how can Beeline increase their fares when it is already hard enough to pay the current fare. Patron is limited on income & any increase could hurt them.

Concern/Complaint sent to:

MV

Southland

City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed?

YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed?

YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

10

Customer Service No:

Date Received: 8/24

Time Received: 9:50

Received By: MC

Name: Thelma Guy

Reason for Call: Service Change Comments

Address: [Redacted]

Email Address: [Redacted]

Home: [Redacted]

Cell: [Redacted]

Business: [Redacted]

Fax: [Redacted]

~~CONCERN/COMPLAINT~~ Comments

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: Patron is commenting on possible service changes. Patron would be ok & comfortable with option A on the proposed fare increase on the DAR services.

Concern/Complaint sent to:

MV

Southland

City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed?

YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed?

YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

//

Customer Service No:

Date Received: 8/25/10 Time Received: 8:39 AM

Received By: EM

Name: JOSE VAZQUEZ

Reason for Call: SERVICE CHANGE COMMENTS

Address:

[REDACTED]

Email Address:

[REDACTED]

Home:

Cell:

Employer:

Business:

Fax:

CONCERN/COMPLAINT COMMENTS

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement:

PATRON IS COMMENTING ON POSSIBLE SERVICE CHANGES. PATRON'S CHOICE WOULD BE OPTION B FOR BEELINE BUS AND WOULD ALSO LIKE TO COMMENT ON HOW SATISFIED HE IS WITH BEELINE SERVICES.

Concern/Complaint sent to:

MV

Southland

City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed?

YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed?

YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

12

Customer Service No: Date Received: 8/25/10 Time Received: 8:39 AM Received By: EM

Name: MARIA VAZQUEZ Reason for Call: SERVICE CHANGES COMMENTS

Address: [REDACTED] Email Address:

Home:

Cell:

Employer: Business:

Fax:

CONCERN/COMPLAINT- COMMENTS

Date of Incident:

Time of Incident:

Route Number:

Vehicle #:

Driver:

Incident Location:

Customer Statement: PATRON IS COMMENTING ON POSSIBLE SERVICE CHANGES. PATRON'S CHOICE WOULD BE OPTION B FOR BEELINE BUS AND WOULD ALSO LIKE TO COMMENT ON HOW SATISFIED SHE IS WITH BEELINE SERVICES.

Concern/Complaint sent to: MV Southland City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed? YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed? YES NO

Beeline

From: [REDACTED] **Sent:** Wed 8/25/2010 7:23 PM
To: Angela Vukos
Cc:
Subject: PROPOSED CHANGES TO BEELINE SERVICE AND FARES
Attachments:

13

TO: City of Glendale Transportation & Parking Commission

Dear Sirs & Madams:

This is with regard to the meeting which was held regarding Glendale Beelines. We realize Beeline #13 has low ridership and is a target for possible cancellation in the near future. However; some type of public transportation should be provided a community that has historically had public transportation. Due somehow, to the City of Glendale's failure to aggressively pursue, on behalf of the people, the retention of Metro Line 201 service for the one mile into the Canyon, which we had problem free for over 70 years, we now have had all these recurring problems.

To avoid this loss of necessary transportation, our suggestions are to either continue the current service of Beeline #13, or, preferably, restore Metro Line 201 service one mile up the canyon. How much can one mile of additional Metro service add to the total cost of Line 201??

Otherwise, we will be completely stranded without any public transportation in our canyon. By the way, Metro Service is provided by taxpayer expense at no cost to the City of Glendale. The cost of the Beeline # 13 is about \$ 44,000. per year. The survey in 2008 counted about 800 riders per month. It is believed that this number has increased since then. One recent Monday morning there were seven of us on this van. When people ask if we go to Brand Blvd. and they are advised that we go to the Americana, they hop on, and pay 25 cents instead of \$1.50. Publicity would help.

In view of the very costly perks, paid by the taxpayers and provided by the City of Glendale,(for example, 100% health insurance coverage, life insurance premiums, health club dues, dental and vision care, flat rate payment of auto expenses, use of city automobiles,very high pension benefits, bonuses, gift and credit cards, re-employment of retirees, a great amount of overtime pay, even free commuting on the Beeline, etc.etc. which benefit just certain fortunate individuals) this would seem to be a very reasonable amount to pay to provide independence and transportation service to the people. The highest priorities for all our City Leaders should be directed to and pertaining to the welfare of the people. This should be, and usually is, the norm for our great City of Glendale.

Loss of our public transportation in this canyon forever, will have a devastating impact on our students, seniors, home care and cleaning service providers. and the community. Many are unable to walk up one mile for a bus and cannot afford taxis all the time. Dial a ride requires advance planning which is not always possible or available. What will happen to all these riders?

We have PAID REPRESENTATION on the Metro Board, MAYOR NAJARIAN, and with the POWER PROVIDED BY THE PEOPLE AND FOR THE PEOPLE, to the City Council, we rightfully expect our respectful voices to be heard and our legitimate normal living needs to be considered favorably, for the good of this community of 800 families.

Thank you. Angela Vukos

City of Glendale
Beeline/DAR Call Center
Customer Service Report

14

Customer Service No: Date Received: 8/25/10 Time Received: 11:40 AM Received By: EM

Name: ANONYMOUS Reason for Call: SERVICE Change Comments

Address: Email Address:

Home:

Cell:

Employer: Business:

Fax:

CONCERN/COMPLAINT *Comments*

Date of Incident: Time of Incident:

Route Number: Vehicle #:

Driver: Incident Location:

Customer Statement: *PATRON'S POSSIBLE SERVICE CHANGE IS OPTION A.
PATRON STATED HE DOES NOT WANT TO HAVE ANY
SERVICE CUTS TO BEELINE SERVICE.*

**NOTE: PATRON DID NOT WANT TO PROVIDE ANY
PERSONAL INFORMATION AND JUST WANTED TO GIVE HIS
COMMENTS.*

Concern/Complaint sent to: MV Southland City of Glendale

FOLLOW UP

Date:

Action Taken:

Customer service report closed? YES NO

RESOLUTION

Completed By:

Date:

Resolution:

Customer service report closed? YES NO

City of Glendale
Beeline/DAR Call Center
Customer Service Report

15

Customer Service No: _____ Date Received: 8/26 Time Received: 2:02P Received By: AM

MS.
Name: RUTH SHELTON

Reason for Call:

Address: [REDACTED]

Email Address:
Home: [REDACTED]

Employer: [REDACTED]

Cell:
Business:
Fax:

CONCERN/COMPLAINT

Date of Incident: _____ Time of Incident: _____
Route Number: _____ Vehicle #: _____
Driver: _____ Incident Location: _____

Customer Statement: HER VOTE IS
DAR OPTION B

Concern/Complaint sent to: MV Southland City of Glendale

FOLLOW UP

Date:
Action Taken:

Customer service report closed? YES NO

RESOLUTION

Completed By:
Date:
Resolution:

Customer service report closed? YES NO

Beeline

From: Sue Flocco [redacted] **Sent:** Thu 8/26/2010 11:07 AM
To: Beeline
Cc:
Subject: Do Not cancel Glenoaks Canyon Beeline!!!
Attachments:

16

Loss of our public transportation in this canyon, will have a devastating impact on our students, seniors, home care and cleaning service providers, and the community. Many are unable to walk up one mile for a bus and cannot afford taxis all the time

1 to 11/26/2010

The information contained in this electronic message and any attachments is confidential, is for the sole use of the intended recipient(s) and may contain privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, you must not read, use or disseminate the information, and should immediately contact the sender by reply email and destroy all copies of the original message.

Beeline

From: Enochian, Gail [mailto:geoch@glendale.ca.us]
To: Beeline
Cc:
Subject: RE: Route #13
Attachments:

Sent: Thu 8/26/2010 1:09 PM

17

Hello,

I live in Glenoaks Canyon. I have two children who attend Wilson MS . One will be promoting to Glendale HS next year. They rely on the Beeline for transportation to and from school a couple of times/week. Eliminating this route would be a hardship for us. Please keep it in operation. I would gladly pay a fare increase over eliminating the route.
Thank you for your consideration.
Gail Enochian

Beeline

From: Ruth Parker [mailto:ruth.parker@glendale.k12.ca.us]
To: Beeline
Cc:
Subject: Comment on proposed schedule change
Attachments:

Sent: Sun 8/29/2010 12:12 PM

18

Please continue to provide Beeline service into Glenoaks Canyon. My children will be attending Wilson Middle School this fall, and I've been planning on teaching them to use the Beeline for some of their transportation to and from school, and around town. Children need to develop their independence to grow into capable adults. Working parents cannot always be there to drive children to and from school. After-school programs are minimal and at risk of budget cutting. Families like ours need the community's support in providing safe transportation for students - please keep the Beeline available to our area.

Aug 30th 10

19

Transportation Dept

To whom it may concern,
What again! We
have to fight for the Bus
line here in the East
Blendsak Canyon.

To have no means of
transportation in this
canyon would be a great
mistake and disappointment
to many.

Those of us have always
depended on the bus
and we will not be able
to get along without it.

A bus has always been
available to us for as
long as I have lived
in the beautiful canyon.

That's approximately 73 years
Please don't take it
away!!

most sincerely
Ann Arndt

Transportation Dept
Blendsak "B" Lane,



Ms Ann Arndt

SANTA CLARA
CA 950 21
30 AUG 2010 PM



City of Glendale
Beeline/DAR Call Center
Customer Service Report

20

Customer Service No: _____ Date Received: 8/30 Time Received: 10:20A Received By: AM
Name: MS. ROSILE BOMMARITO Reason for Call: DAR FARE INCREASE
Address: [REDACTED] Email Address: _____
Home: [REDACTED]
Cell: [REDACTED]
Employer: [REDACTED] Business: _____
Fax: _____

CONCERN/COMPLAINT

Date of Incident: _____ Time of Incident: _____
Route Number: _____ Vehicle #: _____
Driver: _____ Incident Location: _____

Customer Statement:

PREFERS OPTION B FOR DAR
FARE INCREASE

Concern/Complaint sent to: MV Southland City of Glendale

FOLLOW UP

Date: _____
Action Taken: _____

Customer service report closed? YES NO

RESOLUTION

Completed By: _____
Date: _____
Resolution: _____

Customer service report closed? YES NO

Beeline

From: Michael Yang [mailto:yangm@ci.glendale.ca.us]
To: Beeline
Cc:
Subject: regarding on Potential changes
Attachments:

Sent: Tue 8/31/2010 4:15 PM

21

Hi,

You can cut down the # of services on the time that has less # of riders.

I don't agree to increase the fare especially for metrolink user. We already paid a lot of money on Monthly pass for the long commute (275 dollars per month). Perhaps you can allow Metrolink Monthly passer to take the beeline ride for free.

thanks,
-Mike

City of Glendale
Beeline/DAR Call Center
Customer Service Report

22

Customer Service No: _____ Date Received: 9/1 Time Received: 10:39A Received By: AM
Name: MR. ARMEN BALBAYAN Reason for Call: FARE INCREASE
Address: [REDACTED] Email Address: [REDACTED]
Home: [REDACTED]
Cell: [REDACTED]
Employer: [REDACTED] Business: [REDACTED]
Fax: [REDACTED]

CONCERN/COMPLAINT

Date of Incident: _____ Time of Incident: _____
Route Number: _____ Vehicle #: _____
Driver: _____ Incident Location: _____

Customer Statement:

OPTION B FOR BEELINE
FARE INCREASE

Concern/Complaint sent to: MV Southland City of Glendale

FOLLOW UP

Date: _____
Action Taken: _____

Customer service report closed? YES NO

RESOLUTION

Completed By: _____
Date: _____
Resolution: _____

Customer service report closed? YES NO

Beeline

From: Britana Sosa [mailto:britana.sosa@glendale.ca.us]
To: Beeline
Cc:
Subject: Route and fare options
Attachments:

Sent: Wed 9/1/2010 4:12 PM

23

I use the beeline buses almost everyday of the week and have some feedback regarding your option changes. My favorite options are the route 3 and 4 options because it prevents overcrowding and does not cancel any running days. They also seem more efficient. I also do not feel that a fare increase is fair to the riders but if one must be made it should be option c any more than that would be wrong. Thank you for taking the time to hear my opinion.

24

CSR #9573 has been COMPLETED with the following comments:

Tina,

We thank you for taking the time to provide us feedback. Your comments will be incorporated in the City Council report scheduled for mid September.

If you have any further questions or comments, please email or call me directly.

Thank you,

Cindy Butalia

Traffic and Transportation

City of Glendale

818-548-3960 #4

cbutalia@ci.glendale.ca.us

Here is a summary of your request:

Date Submitted: 9/1/2010 10:27:23 AM

Subject: Glendale Beeline - Route 12

Service Address: San Fernando Road Route

Request: Please do not remove this route, Glendale Beeline Route 12, in the options to meet your budget deficit. A lot of train commuters are relying on this bus route on a daily basis. Thank you for listening !

25

Here is a summary of your request:

Date Submitted: 9/1/2010 12:45:45 PM

Subject: Route 12 beeline bus

Service Address: flower & grand view

Request: We, more than 4 people in our company, rely on Route 12 bus for coming for working and back home. I myself ride the bus from 8:15 am at glendale and back to glendale train station about 5:10 pm. For the past 10 years, I have been taking the bus. I request you keep this bus so that we could come to work. Thanks!

Staff Response: xiao,

We thank you for taking the time to provide us feedback. Your comments will be incorporated in the TPC and City Council report scheduled for September.

If you have any further questions or comments, please email or call me directly.

Thank you,

Cindy Butalia

Traffic and Transportation

City of Glendale

818-548-3960 #4

Beeline

From: Cagatao, Cristina P [REDACTED] **Sent:** Wed 9/1/2010 10:37 AM
To: Beeline
Cc:
Subject: Glendale Beeline - Route 12
Attachments:

26

Please DO NOT REMOVE Glendale Beeline – Bus Route 12 schedule.

Several daily commuters along San Fernando is dependent on this bus route.

Our company is also encouraging employees to take the train and the bus and

several of our employees are counting on this Bus Route 12 to get to the train station.

Thank you for your consideration.

Cristina "Tina" Cagatao

[REDACTED]

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For Translation:

[REDACTED]