

City Council Meeting: September 24, 2019
Agenda Item: 3.C

To: Mayor and City Council
From: Edward F King, Director, Big Blue Bus, Finance & Administrative Services
Subject: Adoption of BBB Title VI Program

Recommended Action

Staff recommends that the City Council adopt the proposed Big Blue Bus Title VI Program.

Summary

The Federal Transit Administration (FTA) requires the governing body of a transit agency to adopt its Title VI Program in order to be eligible for federal grant funds. The Title VI Program ensures that the level and quality of public transportation service is provided in a nondiscriminatory manner, promoting full and fair participation in public transportation decision making without regard to race, color, or national origin, and provides meaningful access to transit-related programs and activities by persons with limited English proficiency. Big Blue Bus' Title VI Program has been updated to include the latest Service Standards and a Language Assistance Plan.

Discussion

Title VI of the Civil Rights Act of 1964 protects people from discrimination based on race, color, and national origin to ensure that individuals are not excluded from participation in, denied the benefits of, or subjected to discrimination under any program and activity receiving federal financial assistance. The FTA requires the governing body of a transit agency to adopt its Title VI Program every three years in order to be eligible for federal grant funds.

As a requirement, the program must include a Language Assistance Plan and Service Standards. The program has been updated to include a Language Assistance Plan as part of the Limited English Proficiency Plan (LEP). The LEP ensures meaningful access to transit-related programs and activities by persons with limited English proficiency.

BBB's Service Standards were recently updated to ensure that levels and qualities of public transportation service are provided in a nondiscriminatory manner and promote full and fair participation in public transportation decision-making without regard to race, color, or national origin, and the Title VI program document has been revised to reflect these updates.

Past Council Actions

Meeting Date	Description
01/09/18 (Attachment A)	<i>Adoption of Big Blue Bus Resolution for Transit Funds</i>

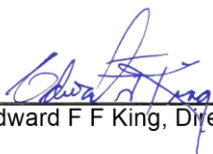
Financial Impacts and Budget Actions

There is no immediate financial impact or budget action necessary as a result of the recommended action. Adopting the proposed Title VI program allows BBB to meet Federal requirements and to remain eligible for Federal funding. BBB receives approximately \$9.7 million annually in Federal financial assistance.


Prepared By: Enny Chung, Sr. Admin Analyst - Grants

Approved

Forwarded to Council


Edward F F King, Director

9/12/2019


Rick Cole, City Manager

9/16/2019

Attachments:

- A. Title VI FY2019-2022 FINAL
- B. Adoption of Big Blue Bus Resolution for Transit Funds

Santa Monica's Big Blue Bus

Title VI Program

FY 2019 - FY 2022

Edward F. King

Director of Transit Services



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1 Overview

Big Blue Bus (BBB) operates more than 50 fixed-route peak vehicles and is located in an urbanized area of more than 200,000 people and is therefore subject to the requirements set forth in the Federal Transit Administration’s (FTA) Circular 4702.1B and Title VI of the Civil Rights Act of 1964:

“No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal assistance.”

Every three years, Big Blue Bus submits a Title VI Program to the FTA documenting compliance with the established Title VI requirements. In accordance with this submittal, Big Blue Bus (BBB) has issued the following update, contained herein, to its Title VI Program.

The service design standards lay out how Big Blue Bus service should be designed and operated, for existing as well as new services. The service performance standards describe how Big Blue Bus analyzes its routes to ensure the highest possible level of performance in terms of service effectiveness, efficiency, and quality for customers. The service evaluation process presents Big Blue Bus’s strategy for analyzing, updating, and communicating its service plans to ensure that it continues to provide service that stays relevant to the needs of the City and its residents, employees, and visitors.

Big Blue Bus is committed to the enforcement of USDOT’s Title VI regulations which state that no person or group of persons shall be discriminated against with regard to the routing, scheduling, or quality of service of transportation provided on the basis of race, color, or national origin.

1.1 Background

Operated by the City of Santa Monica and governed by its seven-member elected City Council, the Big Blue Bus service area encompasses 58 square miles in the Westside region of Los Angeles County. The City of Santa Monica has provided transit service in the area since the launch of Santa Monica Municipal Bus Lines in 1928.

Presently, BBB operates 20 fixed routes with a fleet of 195 buses. It serves over 900 bus stops, 320 of which are in the City of Santa Monica. Service types are divided into three categories: Rapid service, Local service, and Commuter service. Average daily weekday ridership is approximately 48,000 boardings per day. According to the Big Blue Bus 2016 Customer Perception Survey, the majority of BBB riders (73.4%) identify as a minority race, and 63.7% of BBB riders are considered low-income with an annual household income of less than \$34,999.

BBB also provides demand response and door-through-door services for seniors and people with disabilities through MODE (Mobility on Demand Everyday), in partnership with the City’s Community and Cultural Services Department. MODE serves over 1,900 enrolled members, providing over 5,000 trips each month.

Compliance with Title VI regulations is overseen by the BBB Director of Transit Services, who reports to the City Manager. Additional City departments, including the City Attorney’s Office and Human Resources Department, assist the Transit Services Department with Civil Rights compliance.

1.2 Mission Statement and Goals

BBB's Strategic Plan, mission statement, goals, values, and standards serve as guiding principles for daily administrative functions and transit operations.

Mission Statement

BBB is dedicated to contributing to the region's mobility, economic vitality, sustainability, and enhanced quality of life through the delivery of safe, reliable, economical, accessible and customer-focused mass transportation services.

Vision

BBB is a leading resource for innovative and environmentally friendly transportation options with a team of employees committed to continuous improvement and excellent service.

Core Values

Service	People	Culture
<ul style="list-style-type: none">• Safe• Reliable• Sustainable• Accessible• Customer-focused• Responsive	<ul style="list-style-type: none">• Diverse• Ethical• Honest• Responsible• Creative• Learning• Resourceful	<ul style="list-style-type: none">• Collaborative• Constructive• Engaging• Inclusive• Respectful• Reflective

1.3 Notice of Rights Under Title VI

BBB is committed to ensuring that no person is excluded from participation in, or denied the benefits of services on basis of race, color, and national origin as protected by the Civil Rights Act of 1964, as amended.

No person or group of persons will be discriminated against with regards to fares, routing, scheduling or quality of transportation service that BBB furnishes, on the basis of race, color, or national origin.

In addition, the frequency of service, age and quality of BBB vehicles assigned to routes, and location of routes will not be determined on the basis of race, color, national origin, sex, age or disability.

This information can be accessed via BBB's website at: <https://www.bigbluebus.com/About-BBB/Civil-Rights.aspx>. Additionally, this information is posted on all BBB buses.

1.4 Title VI Rights Claims & Complaints

The City Attorney's Office tracks and monitors any Title VI allegations of discrimination on the basis of race, color, or national origin with respect to service or other transit benefits. The City will continue to

provide FTA information upon request. There are no active formal complaints or lawsuits alleging discrimination on the basis of race, color, or national origin with respect to service or other transit benefits.

BBB's Customer Service Division is responsible for receiving, filing, monitoring, and reporting informal customer complaints, including discriminatory complaints. Monthly reports are generated to evaluate trends and address issue areas.

Procedure for Filing a Title VI Complaint

If any person feels he or she has been discriminated against on the basis of race, color or national origin by the City of Santa Monica Big Blue Bus, he or she may file a Title VI complaint by completing and submitting the Title VI Complaint Form. BBB investigates complaints received no more than one hundred and eighty (180) days after the alleged incident. The complaint may be submitted by mail, email, or in person, or it could be submitted directly with the Federal Transit Administration Region IX or Federal Transit Administration Office of Civil Rights.

The complaint may be filed in writing, in person, or by telephone. The complaint should include the following information:

- Name, address and how to contact complainant (e.g. telephone number, e-mail address, etc.)
- How, when, where and why complainant believes they were discriminated against. Include the location, names and contact information of any witnesses.

Complaint Assistance: A City of Santa Monica Big Blue Bus Customer Service Representative will assist with writing a complaint if the complainant is unable to do so.

See appendix for complete complaint procedure and complaint form.

1.5 FTA Certification and Assurances

BBB certifies, through the annual Certifications and Assurances, compliance with Title VI. The City Manager and City Attorney certify annually to the FTA Certifications & Assurances in accordance with the Federal Register and FTA Master Agreement.

1.6 Racial Breakdown of Non-Elected Advisory Councils

Big Blue Bus has a goal of providing customer-driven transit service, and particularly values the views and concerns of the large percentage of minority and low-income populations that utilize our system on a daily basis.

BBB reports directly to one governing body:

- Santa Monica City Council – Made up of seven members, elected at-large for staggered four-year terms, the City Council selects one of its members to serve as Mayor and another to serve as Mayor Pro Tempore.

As all individuals are elected into office, a racial breakdown of the advisory body is not required.

1.7 Subrecipient Monitoring

BBB is a subrecipient of federal funds, and in turn, does not qualify for subrecipient monitoring.

1.8 Limited English Proficiency Plan

BBB is committed to the development of a Limited English Proficiency (LEP) Plan to ensure full dissemination, access, and participation by all persons where English may not be their first language. An LEP Plan has been developed in association with this document.

See appendix for the Limited English Proficiency Plan.

1.9 Title VI Analysis of New Facilities

BBB has not constructed a new facility, such as vehicle storage facility, maintenance facility, operation center, etc., at this time nor is planned in the near future. Therefore, an equity analysis, regarding new facilities, was not performed.

1.10 Survey on Quality of Service

An on-board survey of BBB passengers was conducted January 23 to February 2, 2016. Overall, passengers rated BBB's service very highly. Overall satisfaction with BBB is 92%. BBB takes the results of this survey into account when evaluating future service improvements.

2 Service Design Standards

Service design standards refer to how transit service is designed, implemented, and operated on the street, from route alignment and stop spacing to frequency and span of service.

2.1 Service Area

The Big Blue Bus service area encompasses approximately 52 square miles that covers Santa Monica and surrounding areas in the Westside region of Los Angeles County, including: Pacific Palisades, West Los Angeles, Brentwood, Westwood, University of California Los Angeles (UCLA), Cheviot Hills, Mid-City, Westchester, Marina del Rey, Venice, and Playa Vista. BBB service also provides connections to the LA Metro rail network, Metrolink, Amtrak, and Los Angeles International Airport.

The BBB service area includes any Census block group that falls within a 1/2 mile of a fixed-route. The block group is the smallest geographical unit for which the Census Bureau publishes sample data and results in a more accurate analysis. A minority or low-income route is considered to be any route with a 1/2 mile population above the service area average for these two categories.

For the purposes of this evaluation, the minority population has been defined in accordance with FTA Circular 4702.1B and includes the following persons:

- 1) American Indian and Alaska Native;
- 2) Asian;
- 3) Black or African American;
- 4) Hispanic or Latino;
- 5) Native Hawaiian or other Pacific Islander

BBB's current service area encompasses 550 block groups with 40.9% of all persons identifying as a minority race and 28.6% of all persons considered to be low-income. The low-income population has been defined as any individual with an annual household income of less than \$35,000. In addition, 11.1% of all households within the BBB service area have a limited proficiency in English.

The appendix includes a collection of BBB service area maps, identifying Census Block Groups with a population of minority persons, low-income persons, and limited English households that are above the corresponding service area averages.

2.2 Service Availability and Demographics

BBB provides service to all riders regardless of race, color, or national origin.

BBB routes are categorized as follows:

Table 1: Service Categories

Category	Network Role	Bus Routes
Rapid	Provides high frequency, limited-stop service between Santa Monica and neighboring destinations of strong regional importance.	R3, R7, R12
Local	Serves the greater Santa Monica area, providing service along major and secondary corridors and serving larger local destinations and intermodal connections.	1, 2, 3, 5, 7, 8, 9, 14, 15, 16, 17, 18, 41-42, 44
Commuter	Augments the local network with additional peak hour service to key destinations.	R10, 43
Demand response	Connections to, complements, and encourages fixed-route transit.	Blue @ Night, MODE

2.3 Service Frequency

BBB's adopted frequency standards and goals guide service investment and allocation decisions to ensure a high quality of service for all riders.

- Rapid routes should operate at 20 minutes or better, with a goal of 6-10 minutes (weekdays) and 30 minutes or better, with a goal of 10-15 minutes (weekends). Whenever possible, Rapid services should operate more frequently than Local service on the same corridor, to allow maximum customer convenience and greater access to the faster, more efficient service option.
- Local routes should operate at 30 minutes or better, with a goal of 10-15 minutes (weekdays) and 30 minutes or better, with a goal of 15-20 minutes (weekends). Local routes on major corridors (especially those without Rapid options) may warrant much more frequent service (15 or 10 minutes).
- Commuter route frequency should be tailored to demand volumes but should operate 30 minutes or better, with a goal of 10-15 minutes to allow spontaneous use where supported by ridership.

Table 2 shows current headways for all routes broken, down by weekday time periods, Saturdays, and Sundays.

Table 2: Service Frequency (minutes)

Route	AM Peak	Midday	PM Peak	Evening	Saturday	Sunday
1 – Mains St & Santa Monica Blvd	10-11	10-11	10-11	20	12-15	15
2 – Wilshire Blvd	12-15	12-15	12-15	20	20	20
3 – Lincoln Blvd	15	12	15	20	15	15
R3 – Lincoln Blvd Rapid	12	-	12	-	-	-
5 – Olympic Blvd – Century City	20	30	20	30	-	-
7 – Pico Blvd	14	14	14	20	15	15
R7 – Pico Blvd Rapid	14	14	14	-	-	-
8 – UCLA/Westwood & Ocean Park Blvd	14	20	15	30	30	30
9 – Pacific Palisades	15-20	30	20	30	30	30
R10 – Downtown LA Freeway Express	30	-	30	-	-	-
R12 – UCLA/Westwood & Overland Ave	7-12	12	8-12	20	22	22
14 – Bundy Dr & Centinela Ave	15	20	15	20	20	28
15 – Barrington Ave	28-30	26	20	30	-	-
16 – Wilshire Blvd/Bundy Dr – Marina del Rey	25	25	25	-	-	-
17 – UCLA – VA Medical Center – Palms	20	20	20	30	28-30	28-30
18 – UCLA – Abbot Kinney – Marina del Rey	20	30	20	30	30	30
41 – 17th St Station – SMC – Montana	20	20	20	-	30	30
42 – 17th St Station – SMC – Montana	20	20	20	-	-	-
43 – 26th St & San Vicente Blvd	30	-	30	-	-	-
44 – 17th St Station – SMC – Ocean Park	14	14	14	-	-	-

In Table 3, minority and low-income routes are compared to non-minority and non-low-income routes. Each category presents frequency in minutes during weekday time periods, Saturdays, and Sundays. Using the ½ mile buffer of all fixed-route service, the same three routes exceed the service area average for both the minority and low-income designations. These routes are Route 7, Rapid 7, and Rapid 10. All other routes are considered non-minority and non-low-income routes.'

Table 3: Service Frequency Comparison

Service Category	AM Peak	Midday	PM Peak	Evening	Saturday	Sunday
Minority and Low-Income Route Frequencies	19.3	14.0	19.3	20.0	15.0	15.0
Number of Minority Routes Operating	(3)	(2)	(3)	(2)	(1)	(1)
Non-Minority and Non-Low-Income Route Frequencies	17.9	20.2	17.6	25.5	24.0	24.9
Number of Non-Minority and Non-Low-Income Routes Operating	(17)	(16)	(17)	(9)	(9)	(9)

2.4 Span of Service

The BBB span of service standards guide how many hours a specific route will operate during each day of service. Span of service is designated into two categories: 1) High ridership corridors that carry over 2,500 average daily riders, and 2) Low ridership corridors that include all other routes.

- High ridership corridors should have a weekday span starting from 5am-6am to midnight and a weekend span starting from 6am-7am to midnight
- Low ridership corridors should have a weekday span starting from 5am-6am to 9pm and a weekend span starting from 6am-7am to 9pm
- Commuter service spans should be tailored to demand patterns
- Span of service may need to be adjusted on certain routes depending on the operating hours of connecting services, or, if there is an over capacity in service during the off-peak hours, where two routes are operating similar services

In Table 4, the average start and end times, along with the span of service, are compared between minority and non-minority routes, and low-income and non-low-income routes for each service day type. As previously stated, three BBB routes are considered both minority routes and low-income routes. These routes are Route 7, Rapid 7, and Rapid 10. All other routes are considered non-minority and non-low-income routes.

Table 4: Comparison of Service Start Times and Spans

Day of Service	Service Category	No. of Lines in Service	Avg. Time Service Begins	Avg. Time Service Ends	Avg. Span of Service (hours)
Weekday	Minority and low-income routes	3	5:38 AM	9:23 PM	15.75
	Non-minority and non-low-income routes	17	6:05 AM	9:17 PM	15.21
Saturday	Minority line and low-income routes	1	5:30 AM	12:40 PM	31.17
	Non-minority and non-low-income routes	9	6:29 AM	10:13 PM	13.11

Sunday	Minority and low-income routes	1	6:05 AM	12:40 PM	18.58
	Non-minority and non-low-income routes	9	6:56 AM	9:40 PM	14.73

2.5 Stop Spacing and Placement

This standard involves how far apart bus stops are spaced. Big Blue Bus stop spacing standards differ by service type, with Rapid stops spaced further apart than Local stops.

- **Rapid Bus Stop Spacing** – Rapid bus routes on corridors also served by Local routes should have stops spaced a minimum of ½ mile apart, and should be placed at major destinations, intersections, and transfer points. Rapid stop placement should be determined based on overall spacing as well as ridership.
- **Local Bus Stop Spacing** – For Local services, stop spacing from 1000 feet up to ¼ mile (roughly 1,300 feet) is desirable. Local service on small streets can sustain the most closely-spaced stops (since trip distances are usually short) while Local stops on major arterial streets risk introducing unnecessary delay if stops are spaced closer than 1,000 feet. Existing stop with continuously low usage will be subject to review for consolidation with other stops or removal in order to increase service speed and reliability.
- **Commuter Service Stop Spacing** - Commuter services can either use Local or Rapid type stopping patterns depending on the type of service and passenger needs.

3 Service Policies

3.1 Transit Amenities

Transit agencies must maintain standards for the distribution of transit amenities. BBB has significant authority over bus stop improvements and amenities within the City of Santa Monica while bus stops located in neighboring cities and jurisdictions are often subject to external policies that BBB must adhere to. Transit amenities are allocated based on ridership activity (total number of average daily weekday boardings) and are equitably distributed to reflect the systemwide demographics of Big Blue Bus.

Table 5 outlines BBB’s amenity policy for distribution of resources based on stop-level boardings.

Table 5: BBB Amenity Thresholds

Average Daily Boardings	Bus Stop Classification	Amenities Provided
All Stops	All stops	Public information kiosk
5 or more off-peak boardings	Low volume or more	Above plus lighting
50 or more boardings	Medium volume or more	Above plus shelter or shade and seating
100 or more boardings	High volume or more	Above plus real-time signage
900 or more boardings	Very high volume	Above plus multiple shelters or extra-large shelter

3.2 Vehicle Fleet

BBB maintains a 100% alternative fuel vehicle fleet powered by Electric, CNG and LNG

fuel types. **Table 6: BBB Vehicle Fleet**

Bus Series Number	Year Built	Make	Model	Number of Buses	Seats	Fleet Type	Fuel	Year to be Replaced
1827	2019	GILLIG	G28D	1	38	40'	Electric	2031
1808-1826	2018	GILLIG	GD31	19	39	40'	CNG	2030
1801-1807	2018	GILLIG	G31E102N2	7	26	30'	CNG	2030
1707-1725	2017	GILLIG	G31D102N4	19	39	40'	CNG	2029
1706	2017	GILLIG	G27D102N4	1	39	40'	CNG	2029
1701-1705	2016	GILLIG	G27D102N4	5	39	40'	CNG	2028
1600-1603	2015	GILLIG	G27E102N2	4	26	30'	CNG	2027
1500-1510	2015	GILLIG	G27D102N4	11	39	40'	CNG	2027
1560 -1566	2015	NEW FLYER	XN60	7	56	60'	CNG	2027
1345 - 1357	2014	GILLIG	G27D102N4	13	39	40'	CNG	2026
1301-1344	2013	GILLIG	G27D102N4	44	39	40'	CNG	2025
1300	2012	GILLIG	G27D102N4	1	39	40'	CNG	2024
5300 - 5320	2011	NABI	60BRT-14.02	21	51	60'	CNG	2023
3868 - 3876	2011	NABI	40LFW-14.01	9	36	40'	CNG	2023
2905 - 2914	2011	EL DORADO	EZR II- BRT 32'	10	29	32'	CNG	2023
2900 - 2904	2010	EL DORADO	EZR II- BRT 32'	5	29	32'	CNG	2022
4090 - 4099	2006	NEW FLYER	L40LF	9	38	40'	LNG	2018
4038 - 4089	2004	NEW FLYER	L40LF	10	38	40'	LNG	2016

3.3 Vehicle Assignment

BBB assigns vehicles based on service category and vehicle capacity. Prior to a service change, scheduling staff make vehicle recommendations by block. A block consists of the routes that make up an operator's daily work assignment. Dispatch staff assigns vehicles, accounting for vehicle availability, maintenance holds, and operational needs. Due to the interlining of routes throughout the BBB system, a vehicle is likely to operate on several different routes throughout the day. The average age of the BBB fleet is 5.5 years old with new buses replaced when they have exceeded their useful life.

There are currently three vehicle types in the BBB fleet (30'-32', 40', 60').

Table 7 shows the type of vehicles that are assigned by route and the number of vehicles operating during peak service.

Table 7: BBB Vehicle Assignment

Route	Ridership exceeds percent minority ridership systemwide	Ridership exceeds percent low-income ridership systemwide	Fleet Type	Number of Peak Vehicles
Route 1	No	No	40'	17
Route 2	No	No	40'	10
Route 3	No	No	40' or 60'	12
Rapid 3 (23)	No	No	40' or 60'	12
Route 5	No	No	40'	5
Route 7	Yes	Yes	40'	16
Rapid 7 (27)	Yes	Yes	40' or 60'	16
Route 8	No	No	40'	9
Route 9	No	No	40'	6
Rapid 10	Yes	Yes	40'	2
Rapid 12 (22)	No	No	40'	10
Route 14	No	No	40'	9
Route 15	No	No	40'	3
Route 16	No	No	30'	4
Route 17	No	No	40'	8
Route 18	No	No	30' or 40'	9
Route 41	No	No	30' or 40'	2
Route 42	No	No	30' or 40'	2
Route 43	No	No	30'	2
Route 44	No	No	40'	4

3.3 Vehicle Amenities

All fleet vehicles are ADA compliant, with wheelchair lifts/ramps and kneeling capabilities. Other vehicle amenities include air conditioning and bike racks. Fleet vehicles also have design and operational elements to assist visually-impaired or hearing-impaired passengers, including: similar seating configurations, voice annunciators on the bus and at bus stops, and new shelter signage to improve readability and information access for riders with disabilities.

3.4 Vehicle Load

Vehicle loads are monitored by the Planning division, which reviews customer feedback regarding overload conditions and hosts quarterly service review sessions with Motor Coach Operators to identify overcrowded trips. Planning staff then review the ridership data and, if warranted, may schedule additional trips to address overloaded trips at the next available service change.

Table 8: Vehicle Load by Route

Route	Ridership exceeds percent minority ridership systemwide	Ridership exceeds percent low-income ridership systemwide	Average Load
Route 1	No	No	17
Route 2	No	No	14
Route 3	No	No	18
Rapid 3 (23)	No	No	22
Route 5	No	No	8
Route 7	Yes	Yes	19
Rapid 7 (27)	Yes	Yes	25
Route 8	No	No	17
Route 9	No	No	15
Rapid 10	Yes	Yes	22
Rapid 12 (22)	No	No	19
Route 14	No	No	14
Route 15	No	No	7
Route 16	No	No	7
Route 17	No	No	11
Route 18	No	No	11
Route 41	No	No	9
Route 42	No	No	8
Route 43	No	No	8
Route 44	No	No	8

Table 9: Vehicle Load Comparison

	Minority and Low-Income Routes	Non-Minority and Non-Low-Income Routes	Difference: Minority to Non-Minority +/- (-)
Average Load	22	12.5	10.5

3.4 Security

BBB takes various measures to ensure the safety and security of all riders, including: equipping all vehicles with radios and digital video recorders, committing transit security funds to contract out

security services, assigning transit supervisors to provide systemwide security, and establishing security protocols at the BBB operations and maintenance facility.

3.5 Information Dissemination

BBB strives to keep all riders informed of day-to-day service operations as well as any service changes that may affect their commutes. In making information available through printed materials, online, over the phone, in person, and in multiple languages, the staff is committed to ensuring that all riders can access the necessary information.

Customer service staff can also provide transit information to individuals who do not have access to the internet. Many staff members are multi-lingual and can provide trip-planning assistance for non-English speaking riders. There is a separate information line for riders who are hearing impaired, and improvements to BBB's website to assist visually-disabled users have been made. BBB also works with the City's Community and Cultural Services Department senior and disabled groups to ensure dissemination of information and address access issues for all types of riders.

Printed material of service changes is available in the form of "take-one" cards on board buses. City public libraries and public facilities also maintain transit information racks. The BBB website, www.bigbluebus.com, offers a trip planner, up-to-date route and schedule information, information for passengers with disabilities, and any service changes or facility improvements. Users can also subscribe to an email list whereby BBB can directly contact them with transit updates.

In terms of language access, BBB ensures that service improvements, along with route and policy changes, are published in multiple languages in local area publications. Most information is available in Spanish, and can be obtained in additional languages upon request.

4 Service Quality Standards

4.1 On-time Performance

On-time performance reflects both the quality and reliability of service. A vehicle is considered on-time if it runs no more than one (1) minute early and no more than five (5) minutes late compared to the scheduled time at each timepoint. Early arrivals at the final timepoint are considered on-time. BBB's current goal is to have 85% of arrivals on time. This standard is evaluated quarterly and included in the Planning Department's Performance Report. On-time performance is collected by route and aggregated across the fiscal quarters. The average performance represents data from July 2018 to June 2019 (Table 10). In Table 11, on-time performance is compared between minority and non-minority lines, and poverty and non-poverty lines.

Table 10: On-time Performance by Route

Route	Ridership exceeds percent minority ridership systemwide	Ridership exceeds percent low-income ridership systemwide	Average On-Time Performance
Route 1	No	No	72.3%
Route 2	No	No	80.7%
Route 3	No	No	71.3%

Rapid 3 (23)	No	No	73.2%
Route 5	No	No	70.1%
Route 7	Yes	Yes	79.9%
Rapid 7 (27)	Yes	Yes	81.8%
Route 8	No	No	78.4%
Route 9	No	No	81.3%
Rapid 10	Yes	Yes	77.0%
Rapid 12 (22)	No	No	87.8%
Route 14	No	No	79.1%
Route 15	No	No	87.7%
Route 16	No	No	76.7%
Route 17	No	No	74.3%
Route 18	No	No	74.1%
Route 41	No	No	79.7%
Route 42	No	No	79.7%
Route 43	No	No	85.4%
Route 44	No	No	89.7%

Table 11: On-time Performance Comparison

	Minority and Low-Income Routes	Non-Minority and Non-Low-Income Routes	Difference: Minority to Non-Minority +/-
Average On-time Performance	79.6%	78.9%	0.7%

5 Current Activities

5.1 Community Outreach

Public hearings, community workshops, school and city-sponsored fairs/festivals are held throughout the year as forums for distributing information and collecting input to identify travel needs and to solicit comments on proposed service changes and improvements. At least one series of outreach meetings are conducted annually. Receiving input from community stakeholders on a frequent basis allows BBB to implement a “market driven” planning approach to provide the best possible service for passengers.

BBB has standardized policies and procedures for conducting public hearings and these are provided in Appendix A. Generally, any activity that results in an increase or decrease in route revenue miles or route miles that are equal to or greater than twenty-five percent (25%) of the existing service, the

introduction of a new route, elimination of an existing route, or a permanent change in fare structure would require outreach, a public hearing, and City Council approval.

Efforts are made to encourage participation by minorities in hearings and outreach events. Notices for hearings are published in a range of publications including newspapers for Spanish-speaking residents.

5.2 Service Changes

In 2015-2016, Big Blue Bus implemented a complete restructuring of its entire bus network as part of an effort to integrate with the Expo Rail Line being built to serve Santa Monica and the Westside of Los Angeles. Going beyond simple rail integration, this process addressed other issues such as stop spacing, duplication of service with other providers, the needs of key ridership destinations, and speeding up service.

A subsequent overall decline in transit use, throughout Los Angeles County, resulted in ridership losses between 2016 and 2019. In FY 2018-19, Big Blue Bus adopted new service standards with a renewed focus on attracting customers back to the system. Based on these standards, BBB developed a revised service plan for 2019 that seeks to shape the future vision for service investment. On March 17, 2019, BBB implemented wide-scale changes to reallocate service hours in an effort to improve ridership.

Service changes completed in 2017-2019, by route, include:

- **Route 1**
 - Weekday, Saturday, Sunday frequency improvements
- **Route 2**
 - Weekday frequency improved to every 12-15 minutes most of the day, then every 20 minutes after 5:30 PM
- **Route 3**
 - Weekday, Saturday, Sunday frequency improvements
- **Rapid 3**
 - Weekday service adjusted to peak-only with midday service discontinued
 - Saturday and Sunday service discontinued
 - Discontinued service replaced with more frequent Route 3 service
- **Route 5**
 - Weekday span of service shortened
 - Saturday and Sunday service discontinued
- **Route 7**
 - Weekday, Saturday, Sunday frequency improvements
 - Service extended from Rimpau Terminal to Wilshire/Western Station to mirror the Rapid 7 routing
- **Rapid 7**
 - Weekday service discontinued after 7:30 PM
 - Saturday and Sunday service discontinued
 - Discontinued service replaced with more frequent Route 7 service
- **Route 8**
 - Weekday frequency improved to every 15 minutes during AM and PM peak periods
- **Route 9**
 - Weekday service improved to every 15 minutes during AM and PM peak periods
 - Implemented one weekday express roundtrip

- Saturday and Sunday frequency improved to every 30 minutes
- **Rapid 10**
 - Weekday service adjusted to peak-only with midday service discontinued
 - Saturday and Sunday service discontinued
- **Rapid 12**
 - Weekday, Saturday, Sunday frequency improvements
- **Route 14**
 - Weekday service improved to every 15 minutes during AM and PM peak periods, 20 minutes midday and after 6:00 PM
- **Route 15**
 - Weekday service improved to every 26-30 minutes all day
 - Saturday and Sunday service discontinued
- **Route 16**
 - Weekday service improved to every 25 minutes all day
- **Route 17**
 - Weekday service improved to every 20 minutes all day, 30 minutes after 7:00 PM
 - Saturday and Sunday service extended from the VA Medical Center to UCLA and improved to every 28-30 minutes all day
- **Route 18**
 - Weekday service improved to every 20 minutes during AM and PM peak periods
 - Sunday trips extended from Brentwood to UCLA
 - Saturday and Sunday span of service shortened
- **Route 41**
 - Weekday service improved to every 20 minutes all day
- **Route 42**
 - Weekday service improved to every 20 minutes all day
 - Saturday and Sunday service discontinued
 - Discontinued service replaced by Route 41
- **Route 43**
 - Weekday span of service adjusted
- **Route 44**
 - Friday service adjusted to every 28-30 minutes all day due to low ridership

5.3 Fares

Big Blue Bus implemented a fare change in 2017 in an effort to improve ridership. The fare change initiative included the following:

- **Reduction** - TAP stored value cost per ride reduced from \$1.25 to \$1.10.
- **New** - Annual Pass.
- **Increase** - None.

An analysis of the revised fare structure found that the changes would not result in an adverse disparate impact on the minority population or an adverse disproportionate burden on the low-income population. The fare structure, effective in 2019, is as follows:

Table 12: Fare Structure

Fare Categories		Local Service
Individual Fares	Regular Cash	\$1.25

	Regular TAP	\$1.10
	Senior/Disabled/Medicare	\$0.50
Inter-Agency Transfers	Regular	\$0.50
	Senior/Disabled/Medicare	\$0.25
Day Pass	Regular	\$4.00
	Senior/Disabled/Medicare	\$1.50
7 Day Pass	Regular	\$14.00
13 Rides	Regular	\$14.00
	Senior/Disabled/Medicare	\$6.00
30 Day Pass	Regular	\$50.00
	Senior/Disabled/Medicare	\$24.00
	Youth	\$38.00
Annual Pass	Regular	\$500.00

5.4 Federally Assisted Projects

BBB federally-funded projects include the ongoing bus replacement program and the future implementation of a bus shelter program in the City of Santa Monica portion of the service area. Figure 13, below, shows active federal grants.

Table 13: Active Federal Grants

Grant	Description	Total Grant Amount
CA-90-Y770	Bus Stop Improvements	\$ 4,200,000
CA-90-Z102	Bus Replacement, Expo Study, Bus Stop Amenities	\$15,636,765
CA-2016-103	Bus Stop Improvement, Expo Study	\$2,725,000
CA-2019-030	Bus Replacements for 40-foot and 30-foot	\$10,122,053
CA-2019-031	Bus Replacements (CMAQ)	\$1,765,344

6 Appendices

6.1 Appendix A

Big Blue Bus Public Participation Plan and Hearing Procedures for Major Service or Fare Changes

1. Background

Santa Monica's Big Blue Bus (BBB) is required by the Federal Transit Act, as amended through 1992, to establish a policy which defines a process to solicit and consider public comment prior to raising fares or implementing a major change of transit services.

2. BBB Policy

- a. It shall be the BBB's policy that public comments be solicited prior to:
 - i. Any permanent fare or fare media change.
 - ii. A twenty-five percent (25%) or more change in the number of daily transit revenue vehicles miles of a route; i.e., the total number of miles operated by

all vehicles in revenue service for a particular day of the week on an individual route.

- iii. A twenty-five percent (25%) or more change in the number of transit route miles of a route, i.e., the total mileage covered during one round trip by a vehicle in revenue service on a particular route.
 - iv. Proposed introduction or elimination of a new route that will be, or has been, operated for more than twelve (12) months.
- b. It shall be the BBB's policy that the following shall be exempt from public comment and public hearing:
- i. A minor change in fare or service. Examples would be temporarily reduced, experimental or promotional fares, minor reroutes or minor temporary reroutes due to street construction(s) or minor schedule changes.
 - ii. Experimental, seasonal or emergency fare changes expected to exist fewer than six (6) months in service. If these changes ultimately continue to remain in effect for more than six (6) months, they will be the subject of public comment and public hearing.

3. Public Notification

When required, the public comment process will begin with the publishing of a legal notice seven (7) calendar days in advance of the public hearing date in the local newspapers of general circulation. This notice will set a specific place, date, and time for one or more public hearings. Written comments will also be accepted on the proposed changes seven (7) calendar days beyond initial publishing of the legal notice. Legal notices will inform the public of the proposed actions that initiated the public comment process. Press releases will also be prepared and sent to the local media.

In addition to the public hearing process, Big Blue Bus employs various outreach methods including:

- Publication on website
- Information posted on buses
- Public meetings in various parts of the Big Blue Bus service area
- Notices to public officials, key stakeholders, and community groups
- Targeted surveys to riders of affected services
- E-communications to self-identified Big Blue Bus passengers (those who provide contact information)
- "Ambassador" personnel stationed at key bus stops and transit hubs to discuss service changes with customers

4. Scheduling Public Hearings

The public hearing(s) will be scheduled and conducted by the City of Santa Monica City Council at a time, date, and place to be designated. The facility utilized for public hearings will be accessible to persons with disabilities. Special arrangements will be made for vision or hearing impaired persons if requested at least three days prior to the meeting.

5. Procedure for Conducting Public Hearing

Forms will be available to attendees to register their presence and desire to speak. Public hearings will begin with a reading of the public notice, purpose, and proposed action that necessitated the public hearing. After an explanation of the proposed action is completed, the public will be invited to offer

their comments. The City Council will determine the amount of time the public has to comment during the public hearing. After all registered persons have commented, a final opportunity will be offered for any additional public comment. This offering will precede the close of the public hearing.

6. Documentation of Public Hearings

Official records of public hearings on service or fare adjustments will be generated by:

- Affidavits of newspaper publications of public notices
- Press releases conveying information on upcoming public hearings
- Tape recordings and transcripts of proceedings

7. Addressing Public Comments Received

All relevant comments received verbally or in writing at a public hearing, or as otherwise conveyed to Big Blue Bus prior to the established deadline, will be entered into the public record of the comment process. Subsequent to the public comment period, staff will evaluate and analyze all relevant comments received and prepare a written report for consideration by the Santa Monica City Council.

8. City Council

The City Council will be notified by the City Manager of all written public comment solicitations in advance of all scheduled public hearings on fare and service adjustments. A summary of public feedback received will be provided to the City Council along with staff recommendation for final disposition of the issues. Upon review by the City Council, the City Manager will be directed accordingly to proceed with or amend the recommended service and/or fare adjustments.

6.2 Appendix B

Title VI Notice to the Public

Attached after Demographic Maps.

6.3 Appendix C

Limited English Proficiency Plan

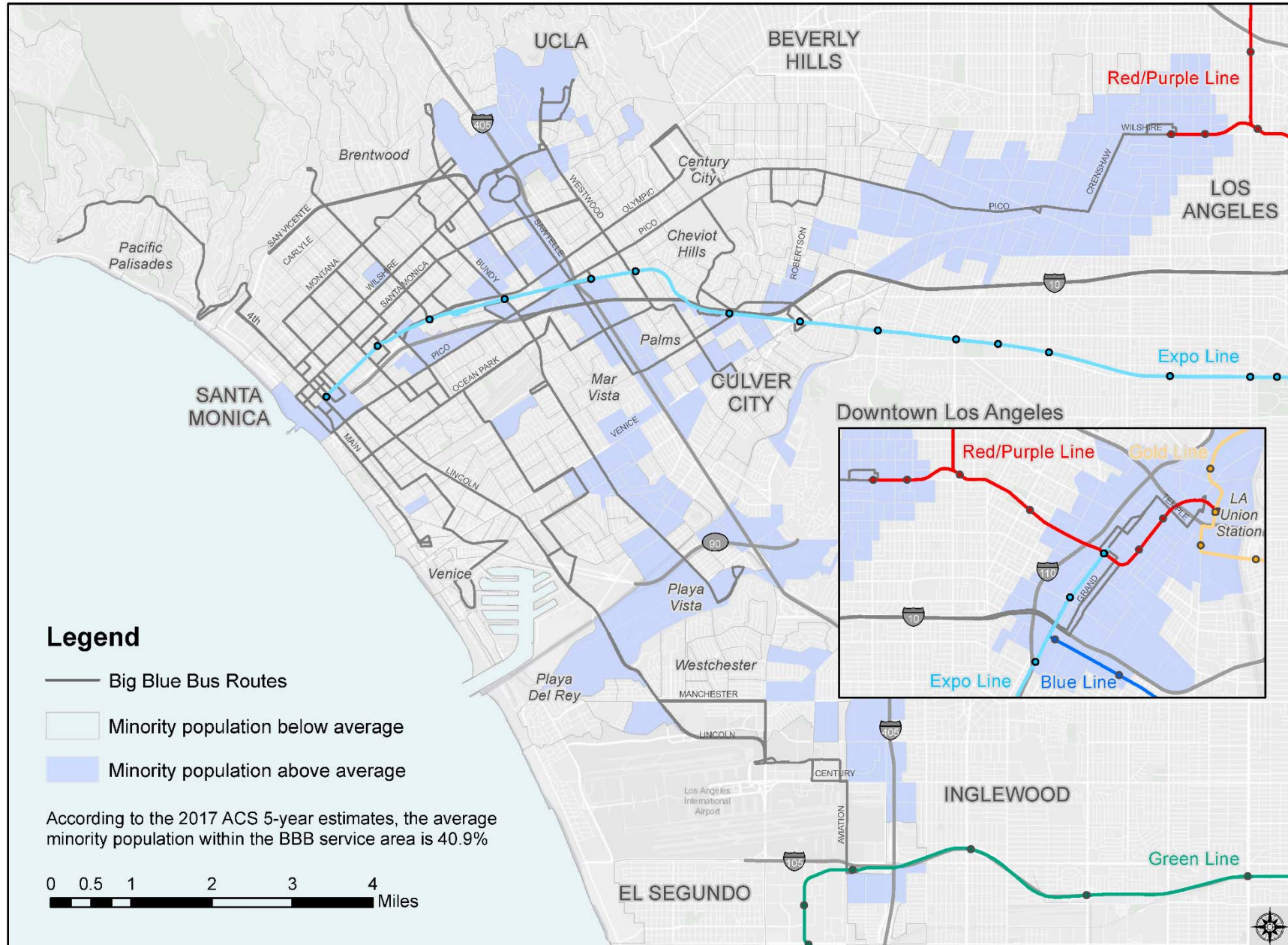
Attached after Title VI Notice to the Public.

6.4 Appendix D

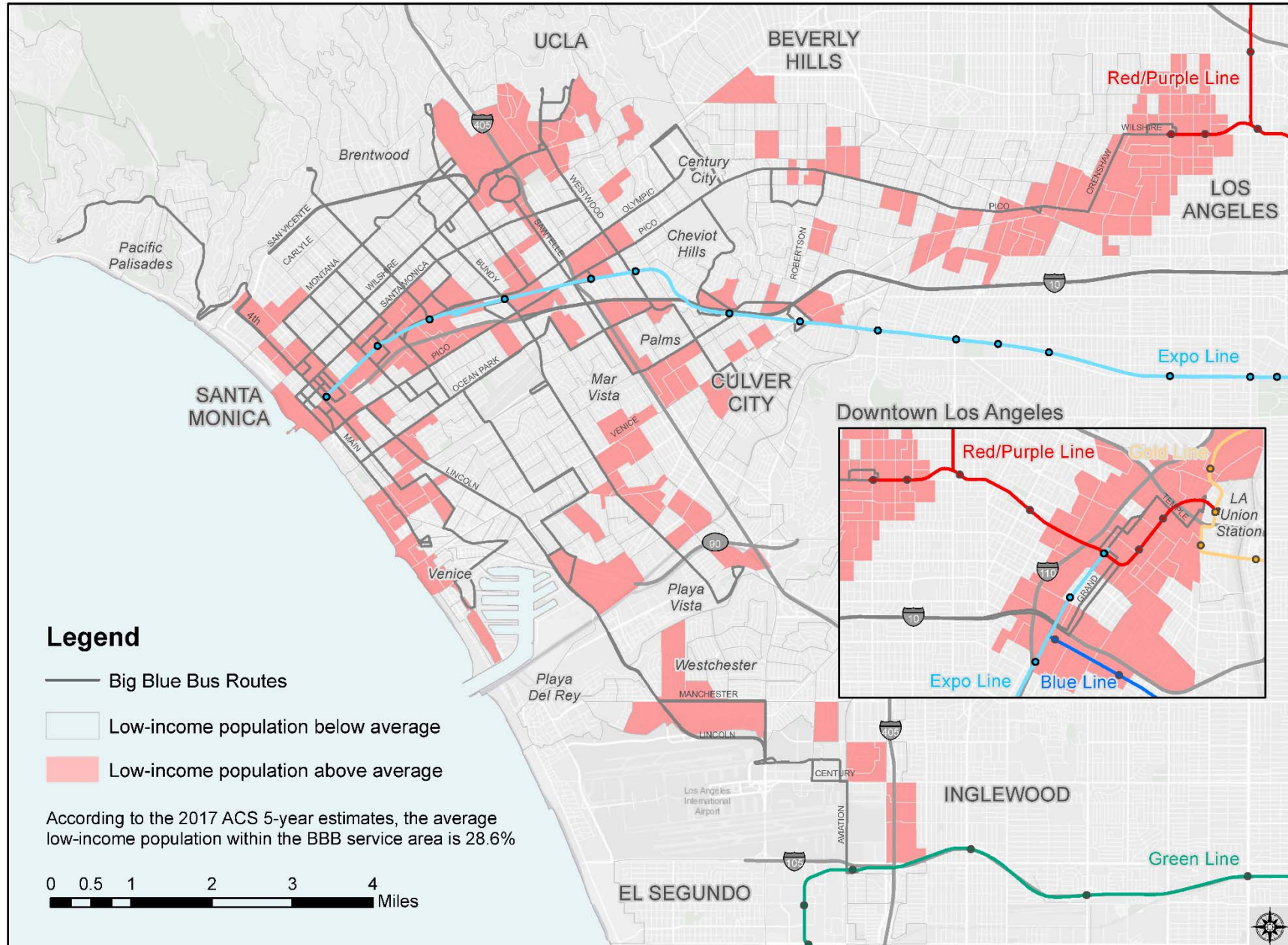
Demographic Maps

- **Minority Population by Census Block Group.** Highlights all block groups where the minority population percentage is higher than the service area average of 40.9%
- **Low-Income Population by Census Block Group.** Highlights all block groups where the low-income population is higher than the service area average of 28.6%
- **Limited English Household by Census Block Group.** Highlights all tracts where the percentage of limited English households is higher than the service area average of 11.1%

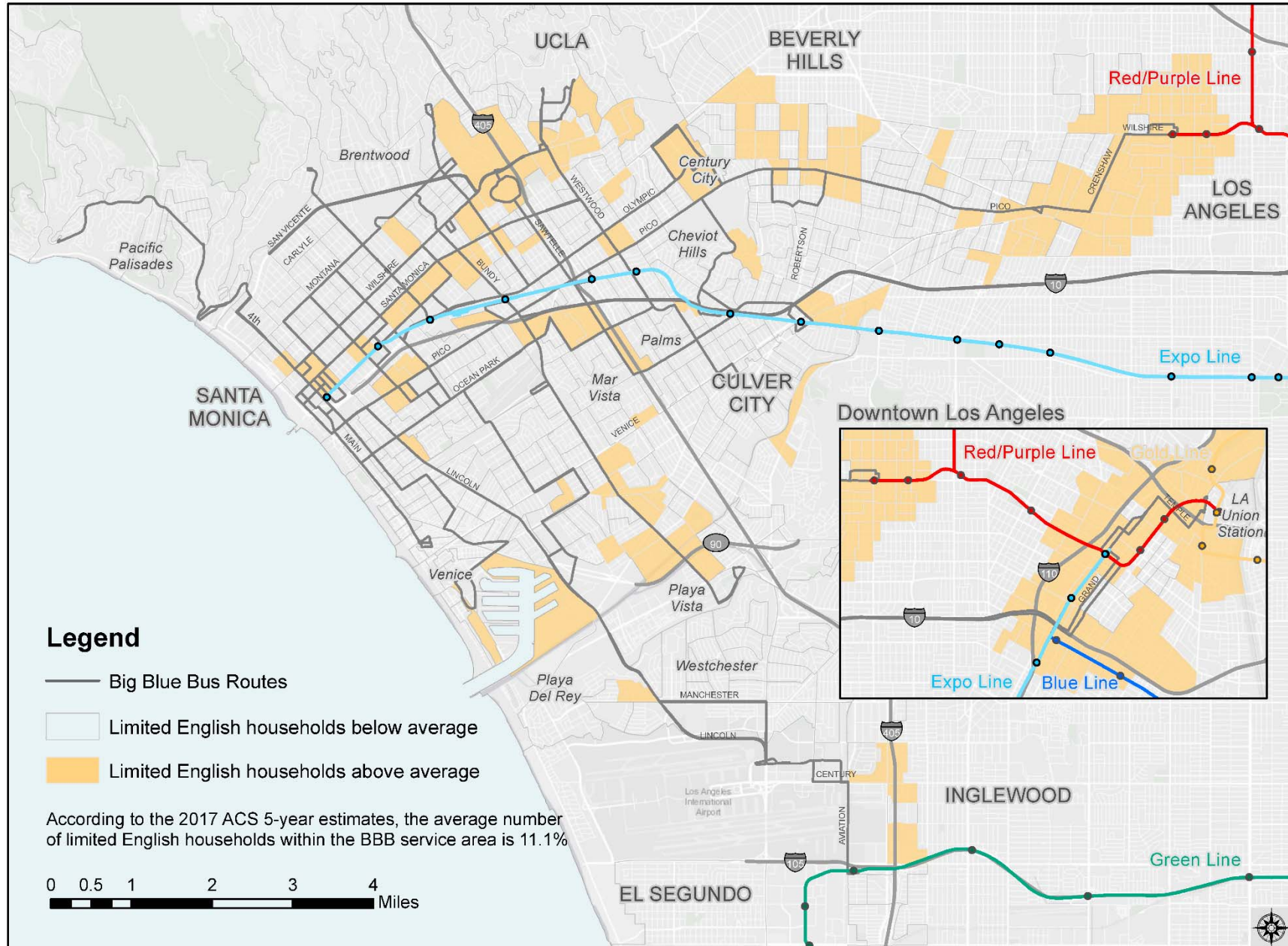
Minority Population in BBB Service Area



Low-Income Population in BBB Service Area



Limited English Households in BBB Service Area





Civil Rights

Title VI Policy

The City of Santa Monica's Big Blue Bus (BBB) is committed to ensuring that no person is excluded from participation in, or denied benefits of, its services on the basis of race, color or national origin, as protected by Title VI of the Civil Rights Act of 1964, as amended.

No person or group of person will be discriminated against with regard to fares, routing, scheduling or quality of transportation service that BBB furnishes on the basis of race, color or national origin.

If you believe you have been discriminated against on the basis of race, color or national origin by the City of Santa Monica's Big Blue Bus, you may file a Title VI complaint by completing and submitting the Civil Rights Complaint form. The City of Santa Monica's Big Blue Bus investigates complaints received no more than 180 days after the alleged incident.

Civil Rights Complaint Procedure

In addition to Title VI of the Civil Rights Act of 1964, BBB also prohibits discrimination based on sex, age, disability, religion, medical condition, marital status or sexual orientation.

If you believe you have been discriminated against on the basis of race, color, or national origin, sex, age, disability, religion, medical condition, marital status or sexual orientation by the City of Santa Monica's Big Blue Bus you may file a Civil Rights complaint by completing and submitting the Civil Rights Complaint Form. The City of Santa Monica Big Blue Bus investigates complaints received no more than 180 days after the alleged incident.

How to File a Complaint

You may file a signed, written complaint within one hundred and eighty (180) days of the date of alleged discrimination. The complaint should include the following information:

- Your name, address and how to contact you (e.g. telephone number, e-mail address, etc.)
- How, when, where and why you believe you were discriminated against. Include the location, names and contact information of any witnesses.

Complaint Assistance: A City of Santa Monica Big Blue Bus Customer Relations representative will assist with writing a complaint if the complainant is unable to do so.

See below for complete complaint procedure and printable complaint form.

- Civil Rights Complaint Form (/uploadedFiles/Content/About_BBB/Civil Rights Complaint Form_8.10.17.pdf)

The complaint may be filed the following ways:

By mail:

Bridget Cade, Administrative Services Officer
City of Santa Monica Big Blue Bus
P.O. Box 2200
Santa Monica, CA 90407-2200

By email:

bridget.cade@smgov.net (mailto:bridget.cade@smgov.net)

By telephone:

310-451-5444

In person:

1444 4th St., Santa Monica, CA 90401 (<https://www.bigbluebus.com/About-BBB/Main-Office.aspx>)
M - F: 7:30 a.m. - 5:30 p.m.
Sat.: 12 p.m. - 6 p.m. (only phone assistance available)

You may also file a complaint directly with either of the two following agencies:

Federal Transit Administration Region IX (<http://www.fta.dot.gov/about/region9.html>)
Civil Rights Officer
201 Mission Street, Suite 1650
San Francisco, CA 94105-1839

Federal Transit Administration Office of Civil Rights (<https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/civil-rightsada>)
Attention: Title VI Program Coordinator
East Building, 5th Floor - TCR
1200 New Jersey Avenue SE
Washington, DC 20590

About BBB

› [Working Together \(/About-BBB/Partnerships/Working-Together.aspx\)](/About-BBB/Partnerships/Working-Together.aspx)

[Santa Monica College \(/About-BBB/Partnerships/Santa-Monica-College.aspx\)](/About-BBB/Partnerships/Santa-Monica-College.aspx)

- › Ride Blue. Go Green. (/About-BBB/Ride-Blue--Go-Green-.aspx)
- › Our Buses (/About-BBB/Our-Buses.aspx)
- › Our History (/About-BBB/Timeline/Historical-Info/Our-History.aspx)
- › *Civil Rights* (/About-BBB/Civil-Rights.aspx)
- › For App Developers (/About-BBB/For-App-Developers.aspx)
- › DBE Goal (/About-BBB/DBE-Goal.aspx)
- › We're Going Zero Emissions! (/About-BBB/We-re-Going-Zero-Emissions!.aspx)



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SANTA MONICA
BIG BLUE BUS
LIMITED ENGLISH
PROFICIENCY
PLAN

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Santa Monica Big Blue Bus Limited English Proficiency Plan

Introduction

The City of Santa Monica is 8.6 square miles and is bordered by the City of Los Angeles and the Pacific Ocean. The Transit Services Division, the Big Blue Bus (BBB), is a line department of the City and has operated transit service since 1928. Transit services extend well beyond the city limits through-out the Westside of Los Angeles County covering a reserve service area of 52 square miles. BBB is a local fixed-route transit operator serving the City of Santa Monica and adjacent Westside communities including: Pacific Palisades, West Los Angeles, Brentwood, Westwood, University of California Los Angeles (UCLA), Cheviot Hills, South Robertson, Mid-City, Westchester, Marina del Rey, Venice, and Playa Vista, and providing regional connections to downtown Los Angeles, Los Angeles International Airport, LA Metro Blue, Red, Purple, Gold, and Green Line rail stations, Union Station, Metrolink, and Amtrak inter-city rail services.

BBB currently operates a fleet of 176 vehicles. The 20 bus routes include fixed-route local, limited-stop (Rapid), freeway express, commuter transit, and regularly-scheduled circulators that target particular community needs. There are over 1,100 bus stops in the BBB service area, including approximately 360 within the City of Santa Monica.

BBB provides transportation for over 70,000 passengers per day and has constant interactions with individuals with varying degrees of ability to speak and/or understand English. For this reason, BBB has developed this Implementation Plan for a Language Assistance/Limited English Proficiency Plan.

Purpose of the LEP Plan

On August 11, 2000, President William J. Clinton signed Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency," which stated that recipients of Federal financial assistance must take reasonable steps to ensure meaningful access to their programs and activities for individuals who are limited-English proficient (LEP).

The U.S. Department of Transportation handbook, titled *"Implementing the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons: A Handbook for Public Transportation Providers* (April 13, 2007)" (hereinafter "Handbook"), further expanded on the 2000 Executive Order by stating that Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., and its implementing regulations, provide that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination under any program or activity that receives Federal financial assistance (Handbook, page 5).

The Handbook further adds that Title VI prohibits conduct that has a disproportionate effect on LEP persons because such conduct constitutes national origin discrimination (Handbook, page 5).

LEP individuals, as defined by the 2010 United States Census, are any individuals who speak a language at home other than English as their primary language and who speak or understand English "not well" or "not at all." Individuals who have a limited ability to read, write, speak, or understand English are considered LEP individuals. In Los Angeles County, according to the 2010 U.S. Census records,

approximately 26.4 percent of the County's residents describe themselves as not able to communicate in English very well. This is equivalent to 2.4 million potential BBB passengers countywide who do not communicate well in English.

BBB will take reasonable steps to ensure that all persons have meaningful access to its programs, services, and information at no additional cost. For many LEP individuals, public transit is a principal mode of transportation. It is therefore extremely important that BBB is able to communicate effectively with all its riders, both LEP and non-LEP individuals alike. This provides safer, more reliable, and more convenient and accessible service for all the agency's customers. For these reasons, BBB is committed to taking the following steps to ensure meaningful access for LEP individuals to this agency's services.

This plan will demonstrate the efforts that BBB has undertaken to make its service as accessible as possible to all persons irrespective of their ability to communicate in English. Additionally, BBB welcomes any comments or suggestions that would further improve the effectiveness of this Plan and/or our ability to communicate more effectively with our customers.

Determination of Need

In order to develop this policy, Big Blue Bus has followed the U.S. Department of Transportation (USDOT) four-factor LEP analysis which considers the following factors:

1. The number proportion of LEP persons in the service area who may be served or are likely to encounter a BBB program, activity, or service.
2. The frequency with which LEP persons come in contact with BBB programs, activities, or services.
3. The nature and importance of programs, activities or services provided by BBB to the LEP population.

4. The resources available to BBB and overall cost to providing LEP assistance.

This analysis helps determine whether BBB's work is sufficient to ensure that service is accessible to all those who rely upon fixed-route service for their transportation needs. This plan will also include information on future goals and tasks for BBB to pursue to improve its accessibility to LEP persons.

FACTOR 1: The Number and Proportion of LEP Persons Served or Encountered in BBB's Service Area

An analysis of U.S. Census data provides a profile of LEP individuals in Los Angeles County. This data is used to determine the approximate number of LEP persons age 5 years or older. Table 1 shows the number and percent of persons who speak English "less than very well," by language spoken at home, and who are age five and older in Los Angeles County. As indicated, 43.0 percent of the population speaks only English, while 26.4 percent of the population is considered limited English proficient. The remaining 36.4% speaks another language and English "very well."

The most commonly encountered LEP persons in the BBB service area speak Spanish. Spanish speakers represent 39.5 percent of the total population of Los Angeles County. 18.2 percent of the residents of Los Angeles County are Spanish-speaking and limited English proficient.

Because Spanish is the most commonly spoken language (outside of English) used in Los Angeles County, BBB has developed much of its public literature to be printed in English and Spanish. BBB has also worked to hire individuals for the Transit Store who are capable of communicating effectively in both English and Spanish.

8.2 percent of the total population of Los Angeles County is limited English proficient and speaks neither English nor Spanish. The most commonly spoken languages after English and Spanish are: Chinese (3.9%), Tagalog (2.4%), Korean (2.0%), and Armenian (2.0%).

Table 1: Language Spoken at Home by Ability to Speak English for Population 5 Years and Over

Language	Estimate	% of Total Population over 5 yrs old
TOTAL	9,240,851	100%
Speak only English	3,977,701	43.04%
Speak another language and English "very well"	2,825,094	30.58%
Speak English "less than very well"	2,438,056	26.38%
SPANISH OR SPANISH CREOLE	3,651,208	39.51%
Speak English "very well"	1,966,044	21.28%
Speak English "less than very well"	1,685,164	18.24%
FRENCH	41,043	0.44%
Speak English "very well"	34,564	0.37%
Speak English "less than very well"	6,479	0.07%

Language	Estimate	% of Total Population over 5 yrs old
FRENCH CREOLE	3,027	0.03%
Speak English "very well"	2,697	0.03%
Speak English "less than very well"	330	0.00%
ITALIAN	14,833	0.16%
Speak English "very well"	11,684	0.13%
Speak English "less than very well"	3,149	0.03%
PORTUGUESE OR PORTUGUESE CREOLE	12,217	0.13%
Speak English "very well"	9,686	0.10%
Speak English "less than very well"	2,531	0.03%
GERMAN	23,351	0.25%
Speak English "very well"	20,302	0.22%
Speak English "less than very well"	3,049	0.03%
YIDDISH	2,890	0.03%
Speak English "very well"	2,453	0.03%
Speak English "less than very well"	437	0.00%
OTHER WEST GERMANIC LANGUAGES	5,751	0.06%
Speak English "very well"	4,593	0.05%
Speak English "less than very well"	1,158	0.01%
SCANDINAVIAN LANGUAGES	4,777	0.05%
Speak English "very well"	4,119	0.04%
Speak English "less than very well"	658	0.01%
GREEK	5,900	0.06%
Speak English "very well"	3,670	0.04%
Speak English "less than very well"	2,230	0.02%
RUSSIAN	49,168	0.53%
Speak English "very well"	22,401	0.24%
Speak English "less than very well"	26,767	0.29%
POLISH	6,579	0.07%
Speak English "very well"	4,888	0.05%
Speak English "less than very well"	1,691	0.02%
SERBO-CROATIAN	6,744	0.07%
Speak English "very well"	5,848	0.06%
Speak English "less than very well"	896	0.01%
OTHER SLAVIC LANGUAGES	6,184	0.07%
Speak English "very well"	4,449	0.05%
Speak English "less than very well"	1,735	0.02%
ARMENIAN	179,073	1.94%
Speak English "very well"	88,939	0.96%
Speak English "less than very well"	90,134	0.98%

Language	Estimate	% of Total Population over 5 yrs old
PERSIAN	75,700	0.82%
Speak English "very well"	46,416	0.50%
Speak English "less than very well"	29,284	0.32%
GUJARATI	12,660	0.14%
Speak English "very well"	8,714	0.09%
Speak English "less than very well"	3,946	0.04%
HINDI	20,849	0.23%
Speak English "very well"	16,504	0.18%
Speak English "less than very well"	4,345	0.05%
URDU	10,602	0.11%
Speak English "very well"	6,647	0.07%
Speak English "less than very well"	3,955	0.04%
OTHER INDIC LANGUAGES	25,037	0.27%
Speak English "very well"	13,916	0.15%
Speak English "less than very well"	11,121	0.12%
OTHER INDO-EUROPEAN LANGUAGES	12,880	0.14%
Speak English "very well"	7,889	0.09%
Speak English "less than very well"	4,991	0.05%
CHINESE	355,907	3.85%
Speak English "very well"	142,941	1.55%
Speak English "less than very well"	212,966	2.30%
JAPANESE	53,725	0.58%
Speak English "very well"	27,670	0.30%
Speak English "less than very well"	26,055	0.28%
KOREAN	183,117	1.98%
Speak English "very well"	72,116	0.78%
Speak English "less than very well"	111,001	1.20%
MON-KHMER, CAMBODIAN	30,372	0.33%
Speak English "very well"	12,124	0.13%
Speak English "less than very well"	18,248	0.20%
HMONG	1,380	0.01%
Speak English "very well"	988	0.01%
Speak English "less than very well"	392	0.00%
THAI	23,817	0.26%
Speak English "very well"	8,128	0.09%
Speak English "less than very well"	15,689	0.17%
LAOTIAN	4,142	0.04%
Speak English "very well"	2,105	0.02%
Speak English "less than very well"	2,037	0.02%

Language	Estimate	% of Total Population over 5 yrs old
VIETNAMESE	76,387	0.83%
Speak English "very well"	29,321	0.32%
Speak English "less than very well"	47,066	0.51%
OTHER ASIAN LANGUAGES	24,074	0.26%
Speak English "very well"	15,209	0.16%
Speak English "less than very well"	8,865	0.10%
TAGALOG	224,629	2.43%
Speak English "very well"	148,856	1.61%
Speak English "less than very well"	75,773	0.82%
OTHER PACIFIC ISLAND LANGUAGES	24,993	0.27%
Speak English "very well"	17,785	0.19%
Speak English "less than very well"	7,208	0.08%
NAVAJO	36	0.00%
Speak English "very well"	0	0.00%
Speak English "less than very well"	36	0.00%
OTHER NATIVE NORTH AMERICAN LANGUAGES	424	0.00%
Speak English "very well"	404	0.00%
Speak English "less than very well"	20	0.00%
HUNGARIAN	6,220	0.07%
Speak English "very well"	3,822	0.04%
Speak English "less than very well"	2,398	0.03%
ARABIC	38,866	0.42%
Speak English "very well"	23,870	0.26%
Speak English "less than very well"	14,996	0.16%
HEBREW	21,907	0.24%
Speak English "very well"	17,604	0.19%
Speak English "less than very well"	4,303	0.05%
AFRICAN LANGUAGES	17,496	0.19%
Speak English "very well"	12,966	0.14%
Speak English "less than very well"	4,530	0.05%
OTHER UNSPECIFIED LANGUAGES	5,185	0.06%
Speak English "very well"	2,762	0.03%
Speak English "less than very well"	2,423	0.03%

In order to ensure that LEP populations have sufficient access to BBB's transit systems, it is important to determine where LEP populations are located and concentrated. Identifying census tracts where the proportion of LEP persons exceeds the proportion of LEP persons in the population as a whole is an important part of this analysis. Figure 1, attached at the end of the document, shows the concentration of LEP populations in the census tracts served by Big Blue Bus, indicating that BBB adequately serves all areas of high LEP concentrations.

FACTOR 2: Frequency of Contact of LEP Individuals With BBB's Programs, Activities, and Services

The Federal guidance for this factor recommends that agencies should, as accurately as possible, assess the frequency with which they have contact with LEP individuals from different language groups. The idea is that the more frequent the contact with a particular LEP language group, the more likely enhanced services will be needed. In the case of Big Blue Bus, such in-person contact may take place by an LEP individual telephoning the customer service center or by interacting with a motor coach operator or Transit Store personnel.

In August 2013, an LEP survey was distributed to BBB bus drivers and customer representatives in order to obtain information about frequency of contact with LEP individuals. Of the total 33 surveys sent, 27 were completed by bus drivers, and 6 were completed by customer representatives for a 100 percent response rate.

Following are the highlights of the survey results:

- On average, staff assist LEP customers on a daily basis, with a range of 5 to 100 times per week.
- Spanish was reported as being by far the most frequent language encountered by staff. 32 of 33

respondents stated Spanish as the most frequent language they encounter. Every three years a Line by Line analysis is completed that includes gathering demographic information on riders. The last Line by Line completed in 2011 shows that 35 percent of riders identify as Hispanic.

- Farsi is the language encountered second most regularly and was reported as being encountered up to 80 times in one week. Although Persians comprise less than one percent of the Los Angeles County population, they are concentrated more heavily within Santa Monica.
- Korean, Japanese, Chinese, and Armenian were reported as being encountered with a frequency of an average of 5 times per week.
- French, Italian, Arabic, Vietnamese, Russian, and Tagalog were reported as being encountered, but with little frequency.
- 58 percent of respondents reported that they are able to speak another language, and 52 percent of respondents are qualified to translate another language. Reported languages spoken by staff are: Spanish, Farsi, Tagalog, Korean, and Malayalam.

As demonstrated by the survey results, BBB bus drivers and customer service representatives have frequent contact with LEP individuals. These staff members take several steps to ensure LEP individuals receive high-quality service. Bus drivers try their best to communicate with LEP individuals by using maps or sign language. They frequently ask other passengers on the bus for assistance with specific languages. Customer service representatives treat customers of all languages with the same attention and care and do their best to direct LEP individuals to representatives who speak their language.

FACTOR 3: The Nature or Importance of BBB Services, Programs, or Activities Provided to LEP Individuals

A LEP person's inability to effectively use public transportation may adversely affect his or her ability to obtain health care, education, or access to employment. While public transit is not an essential service, such as police, fire, and medical emergency service, public transit is a key means of achieving mobility for many LEP persons.

According to the 2011 American Community Survey data, in Los Angeles County 13.8 percent of LEP persons aged 16 years or older claimed public transit as their primary means of transportation to work, compared with 4.2 percent of English speakers. Recent immigrants to the United States use public transit at higher rates than native-born adults, regardless of their English proficiency. Therefore, LEP persons generally rely more heavily on public transit as their primary means of transportation than the general population.

Table 2 – Those Who Take Public Transportation to Work by Ability to Speak English

Language Spoken	Population	Percent of Working Population	Percent of Population that Takes Public Transportation
Public transportation	314,747	7.31%	100.00%
Speak only English	76,052	1.77%	24.16%
Speak Spanish:	203,085	4.72%	64.52%
Speak English "very well"	55,656	1.29%	17.68%
Speak English "less than very well"	147,429	3.43%	46.84%
Speak other languages:	35,610	0.83%	11.31%
Speak English "very well"	44,929	1.04%	14.27%
Speak English "less than very well"	47,482	1.10%	15.09%

Table 3 – Means of Transportation to Work by Ability to Speak English

Mode to Work	English-Speaking	Percent of English Speakers	LEP Population	Percent of LEP Population
Total population	1,826,767	100.00%	1,200,337	100.00%
Car, truck, or van	1,550,841	84.90%	911,154	75.91%
Public transportation	76,052	4.16%	166,118	13.84%
Walked	46,791	2.56%	42,768	3.56%
Taxicab, motorcycle, bicycle, etc...	37,252	2.04%	29,110	2.43%
Worked at home	115,831	6.34%	51,187	4.26%



FACTOR 4: The Resources Available to BBB And The Costs of Providing LEP Assistance

BBB is committed to ensuring that resources are used to reduce the barriers that limit access to its information and services by LEP persons.

Current language assistance measures used by BBB:

1. Four of the six Customer Service staff members are bi-lingual in English and Spanish. They are certified by way of a language test and are well-equipped to help LEP customers.
2. BBB offers translators at various community meetings held throughout the year.
3. Telephone access offers connections to a Spanish-speaking representative during normal business hours.
4. Voice announcements regarding safety policies on the bus are spoken in English and Spanish.
5. Schedules, service change announcements, and interior cards containing fare and safety policies are printed in both English and Spanish. Additional materials are translated upon request.

COMMUNITY OUTREACH

1. BBB works actively with community groups, centers for individuals with disabilities, Senior Centers, and other organizations where participants may benefit from fixed-route transportation services.
2. Staff members attend meetings to provide detailed information about BBB and answer questions from the public at identified community outreach locations.
3. Community outreach locations include:
 - a. City of Santa Monica Main Library
 - b. Ken Edwards Center
 - c. UCLA Ackerman Student Union
 - d. Santa Monica College
 - e. Neighborhood associations
 - f. Seniors and Disability Commissions
 - g. Cinco de Mayo Festival
 - h. Alt Car Expo
 - i. SM Festival
 - j. Special outreach at high volume transfer points, for example, Pico Rimpau Center
 - k. Two Hispanic stores that sell fare media for BBB – Envios Montalban and Chita Store

BBB is committed to improving LEP access to information and services. A Transit Community Relations Coordinator staff person working in the Government

and Community Relations Division has responsibility over translation services and oversees the portion of the budget dedicated to translation of communications. Additionally, the Government and Community Relations Division recommended that the Operations Division include provision of services to LEP patrons as part of their bus operator training. The Operations Division is in the process of reviewing options for the best way an operator can assist LEP patrons in order to develop a training module. The Government and Community Relations Division is also reviewing options on how to best assist LEP patrons who do not speak English or Spanish and the best ways to train Customer Service staff to assist these customers.

Language Assistance Plan

In developing a Limited English Proficiency Plan, FTA guidance recommends the implementation of a Language Assistance Plan, which includes the following five elements:

- Identifying LEP individuals who need language assistance.
- Providing language assistance measures.
- Training staff.
- Providing notice to LEP persons of available non-English assistance.
- Monitoring and updating the LEP Plan.

1) Identifying LEP Individuals Who Need Language Assistance

DOT Guidance: *“There should be an assessment of the number or proportion of LEP individuals eligible to be served or encountered and the frequency of encounters pursuant to the first two factors in the four-factor analysis.”*

The analysis under Factors 1 and 2 found that roughly 2.4 million LEP persons reside in Los Angeles County, comprising 26.4 percent of the population.

81.8 percent of all residents speak either English or Spanish. Therefore, BBB publishes important public documentation in English and Spanish to address the community need.

2) Providing Language Assistance Measures

DOT Guidance: *“An effective LEP plan would likely include information about the ways in which language assistance will be provided.”*

As noted under Factor 4, BBB has many systems in place to provide LEP persons with non-English assistance. To reiterate, BBB offers translation services, Spanish-speaking customer representatives, written materials printed in Spanish, and safety policy announcements in Spanish.

BBB is in the process of creating a new web site featuring some key information translated to Spanish and informing customers that translation services are available. More information in Spanish will be available as the web site is updated in the future.

BBB will ensure that marketing materials for upcoming projects are printed in both English and Spanish.

On on-board printed materials with pertinent rider information, BBB will post information in English, Spanish, Farsi, Korean, Japanese, Chinese, and Armenian directing riders to a phone number whereby they can seek additional assistance with the language of their choice.

In order to ensure that it best serves the needs of its LEP patrons, BBB will research language access services provided by other public agencies.

3) Training Staff

DOT Guidance: *“Staff members should know their obligations to provide meaningful access to information and services for LEP persons. An effective LEP plan would ensure that staff knows about LEP policies and procedures and that staff having contact with the public is trained to work effectively with interpreters.”*

BBB will implement this element of the Language Assistance Plan by (1) identifying agency staff likely to come into contact with LEP individuals; (2) identifying existing staff training opportunities and providing regular re-training for staff for dealing with LEP individual needs; and (3) designing and implementing LEP training for agency staff.

Customer Service Staff have been trained on how to handle LEP customers, and Spanish-speaking customer service representatives are available via phone or at the counter when the store is open for business.

4) Providing Notice to LEP Persons

DOT Guidance: *“Once an agency has decided, based on the four factors, that it will provide language services, it is important that the recipient notify LEP persons of services available free of charge.”*

BBB can notify LEP persons by posting signs in intake areas or entry points, stating in outreach documents that language services are available, and using an automated telephone voice mail system with different language options.

BBB currently notifies LEP persons about existing services through community outreach efforts. BBB staff brings Spanish-speaking representatives when they present at schools, festivals, libraries, and cultural centers about BBB’s service offerings.

5) Monitoring and Updating the LEP Plan

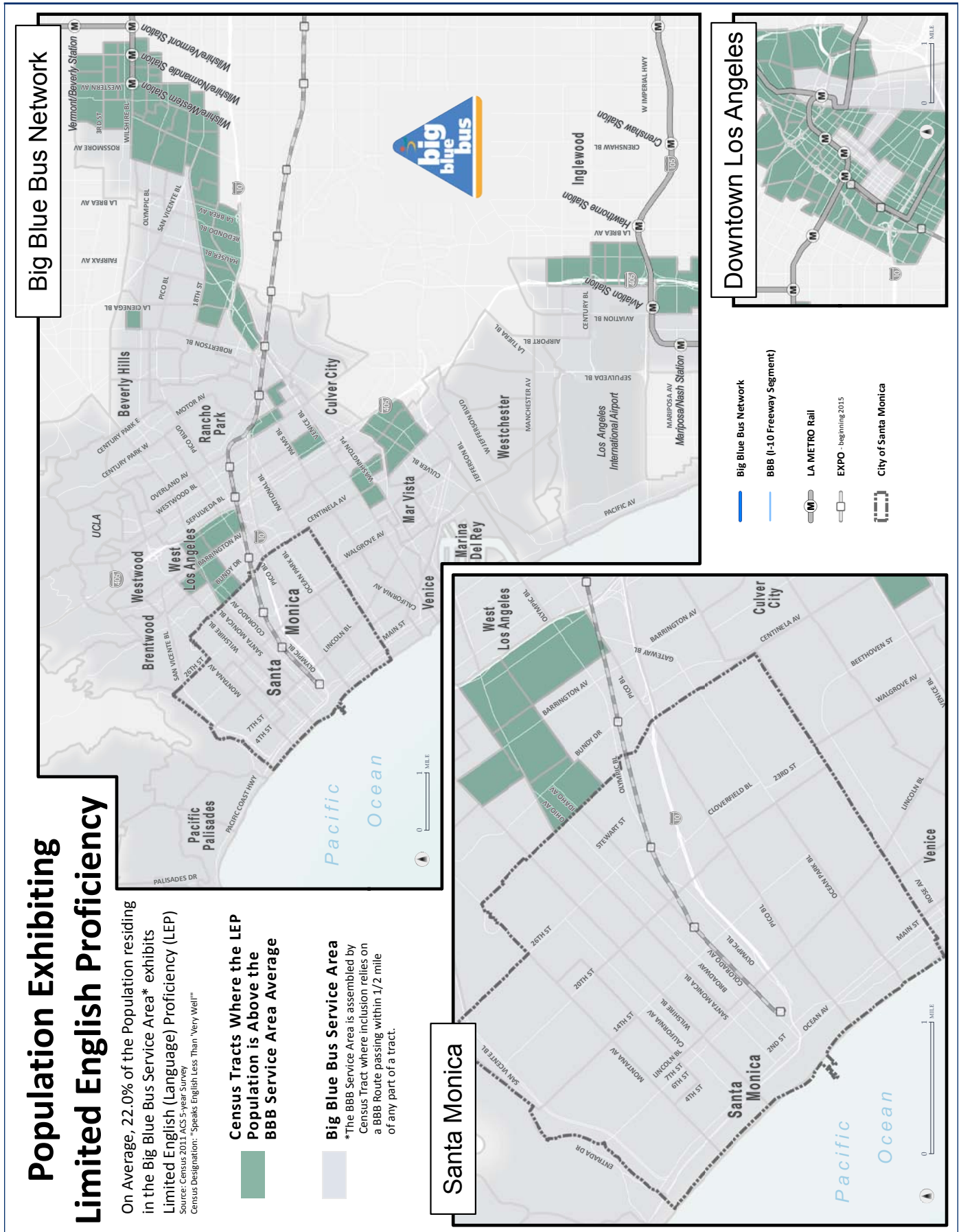
DOT Guidance: *“Recipients should, where appropriate, have a process for determining, on an ongoing basis, whether new documents, programs, services, and activities need to be made accessible for LEP individuals, and they may want to provide notice of any changes in services to the LEP public and to employees.”*

The BBB LEP Plan will need to be updated at the very latest once every three years upon updates to the existing census records for Los Angeles County.

In order to evaluate the effectiveness of the LEP Plan, BBB will closely monitor the activity and experience of LEP patrons. BBB will track both call-in and walk-in patrons to determine the number of patrons requiring referrals to outside translation services. BBB will continue to evaluate complaints regarding language access and ensure that the Government and Community Relations Manager receives these complaints. Finally, BBB will monitor traffic to the Spanish language web page and feedback about its effectiveness. Closely examining all these factors will allow BBB to ensure it provides the best service possible to LEP patrons.

BBB understands the value that fixed-route service can play in the lives of individuals who rely on this service. Therefore, management is open to suggestions from customers of the service, BBB staff, other transportation agencies, and the general public.





Big Blue Bus

Service, Design, Performance, and Evaluation Guidelines

October 9, 2018

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1 Overview

Santa Monica presents a unique case for transit in greater Los Angeles. While dense, it has historically been somewhat geographically removed from the urban core of the region. As a result, it encouraged the growth and success of its own transit system to better cater to the distinct needs of Santa Monica and its surrounding communities. Big Blue Bus has successfully served this area since 1928, and continues to be a highly-performing model for other transit agencies across the country to follow.

Today, Big Blue Bus is the primary transit provider for the City of Santa Monica as well as many surrounding portions of Los Angeles. Service is provided to many major area destinations and transit centers, namely UCLA, the Rimpau Transit Center, the Culver City Expo Line station, the Wilshire/Western Purple Line station, the Aviation/LAX Green Line station, and downtown Los Angeles.

The Los Angeles area is a highly dynamic region. As its population grows, so does its need for higher-capacity transportation solutions, with mass transit figuring prominently in regional provider LA Metro's set of solutions. The introduction of the first phase of its Exposition Light Rail Line (Expo) has had a substantial positive impact on areas from downtown Los Angeles to Culver City and neighborhoods in between. By extending the Expo Line and increasing the level of connectivity between the already powerful Santa Monica area and greater Los Angeles, there is substantial potential for mobility growth in the city and its surroundings. Yet with this growth comes a new set of challenges for transit in Santa Monica. How can Big Blue Bus ensure that it connects the people and businesses of Santa Monica with each other as well as with this new link to the greater Los Angeles area?

These standards will guide Big Blue Bus in ensuring that its service is meeting the expectations of both passengers and taxpayers, and will guide every change and investment in service as Santa Monica's mobility needs and wants evolve.

This set of standards consists of three primary components:

Figure 1: Service Standard Components



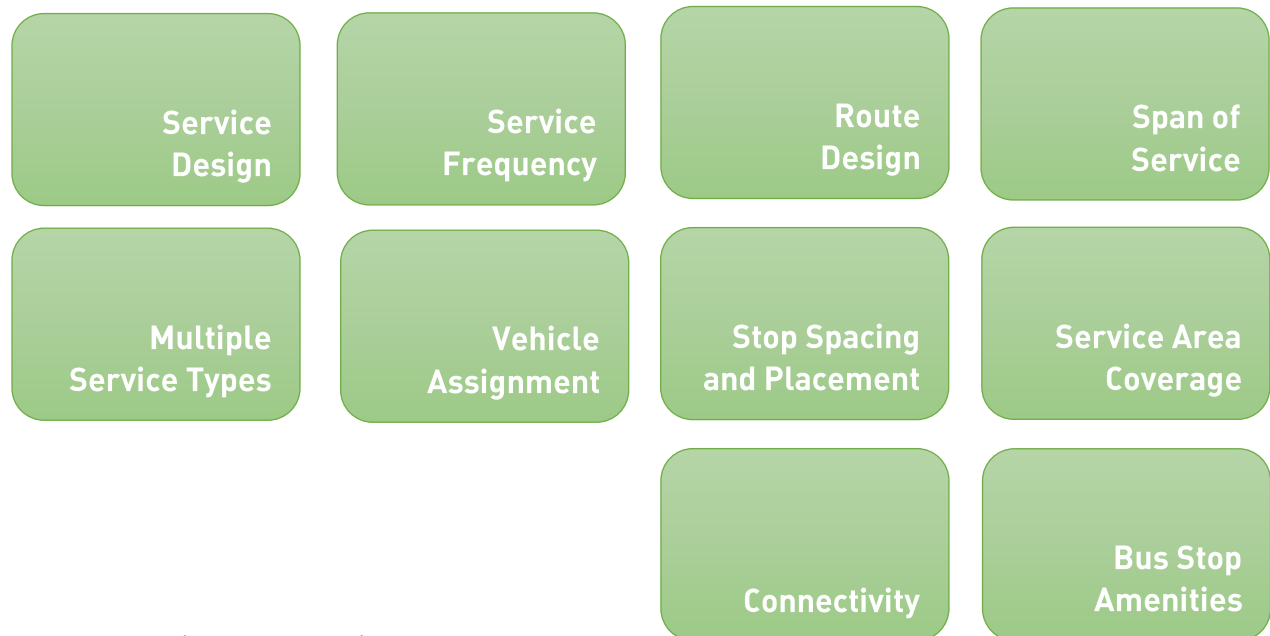
The service design standards lay out how Big Blue Bus service should be designed and operated, for existing as well as new services. The service performance standards describe how Big Blue Bus analyzes its routes to ensure the highest possible level of performance in terms of service effectiveness, efficiency, and quality for customers. The service evaluation process presents Big Blue Bus's strategy for analyzing, updating, and communicating its service plans to ensure that it continues to provide service that stays relevant to the needs of the City and its residents, employees, and visitors.

Big Blue Bus is committed to the enforcement of USDOT's Title VI regulations which state that no person or group of persons shall be discriminated against with regard to the routing, scheduling, or quality of service of transportation provided on the basis of race, color, or national origin.

2 Service Design

Service design standards refer to how transit service is designed, implemented, and operated on the street, from route alignment and stop spacing to frequency and span of service. The standards outlined in this section are not intended to be absolutes, but guidelines to develop an efficient, effective transit network.

Figure 2: Service Design



2.1 Service Categories

At present, Big Blue Bus operates 20 fixed-route bus services and two demand response services. Most of these are Local bus routes, which operate on a set schedule and make local stops. Big Blue Bus also operates several rapid (limited stop or express) routes with fewer stops and higher speeds. Lastly, Big Blue Bus operates limited Commuter services, which supplement the other services provided during peak times of travel.

Based on current operating patterns, Big Blue Bus service can be grouped into these four categories based on the way the routes operate and their roles in the transit network:

Table 1: Service Categories

Category	Network Role	Bus Routes
RAPID	Provides high frequency, limited-stop service between Santa Monica and neighboring destinations of strong regional importance.	R3, R7, R12
LOCAL	Serves the greater Santa Monica area, providing service along major and secondary corridors and serving larger local destinations and intermodal connections.	1, 2, 3, 5, 7, 8, 9, 14, 15, 16, 17, 18, 41-42, 44
COMMUTER	Augments the local network with additional peak hour service to key destinations.	R10, 43

DEMAND RESPONSE	Connections to, complements, and encourages fixed-route transit.	Blue @ Night, MODE
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Each category of service may have different standards and expectations based on the types of markets served and the operating protocols required. Wherever necessary, the service standards are shown by category.

2.2 Service Design Standards

The dynamic nature of development in Santa Monica and western Los Angeles results in changing travel markets and patterns in Big Blue Bus's service area. In order for Big Blue Bus to continue providing high quality transit service, it is important for service standards to monitor the quality of service provided as well as determine where new services may be appropriate or where services need to be adjusted and/ or discontinued.

Route design – The alignment of each route is a key factor in its ability to successfully serve customers' mobility needs. Route design refers to route directness, connections to key origins and destinations, and how the route interfaces with other transit services.

- **Direct** – Big Blue Bus routes should be designed to serve origins and destinations via direct pathways, minimizing out-of-direction movements. This provides a faster trip to attract more customers and fare revenue, while minimizing the cost to provide service.
- **Arterial** – with the exception of some local services, bus routes should serve major arterial streets, avoiding smaller neighborhood streets.
- **Grid Based** – Big Blue Bus routes should be designed in a grid-based structure, with higher frequency routes serving major corridors and connecting on-street rather than deviating to serve transfer hubs. A limited number of hubs are exceptions forming the beginning or end of routes and/or serving major destinations, namely Downtown Santa Monica and UCLA, as well as Rimpau Terminal, Expo Culver City, and Green and Purple Line Metro rail stations.
- **Intermodal Connectivity** – Current Big Blue Bus service is more oriented towards east-west travel, with most major corridors positioned in this way consistent with a majority of travel patterns. With the Expo Line providing a frequent, high-capacity east-west connection, Big Blue Bus has improved north-south connections to collect and distribute customers coming to/from Expo. North-south routes should focus on major arterials wherever possible, and should be designed to efficiently connect major destinations to Expo such as Santa Monica College, UCLA, major employers, major retail centers, medical facilities, and visitor destinations.

Demand Response – Enables mobility in the BBB service area where fixed-route does not meet service standards (less than 12 passengers per hour) at minimum frequency, or is not feasible or sustainable. Demand response is replaced by fixed-route service when a linear zone reaches 12 passengers per hour in one direction or 24 passengers per hour bi-directionally. Demand response base fare is higher than comparable regular and SDM fares when fixed-route service is available to make the trip. Farebox recovery remains above 20% for regular riders and above 10% for Senior/Disabled/Medicare riders.

Service area coverage – The service area coverage standard generally defines how transit service will be provided in a certain area that meets Big Blue Bus's new service evaluation guidelines for minimum transit demand. This includes defining the maximum allowable walking distance to transit services and how far apart stops should be placed given the type of service that is being proposed or provided currently.

- **Medium Density Route Spacing** – In general, ½ mile spacing between routes allows customers a maximum of ¼ mile walk (approximately five minutes) to access service and is an appropriate standard for a grid-based bus system.
- **High Density Route Spacing** – Within the dense urban core of the Santa Monica area (population and employment densities of 30 residents or jobs per acre and greater – roughly Wilshire Blvd. in the north to Ocean Park Blvd. in the south), service may be spaced as closely as ¼ mile between routes. Several major regional arterials are present in this area which warrant bus service (Wilshire Blvd., Santa Monica Blvd., Colorado Ave., Pico Blvd., Ocean Park Blvd.) and all serve different regional and communities in Los Angeles County to the east.
- **Low Density Route Spacing** – Outside of the dense urban core (in areas with 10 to 30 residents or jobs per acre) service should be spaced no closer than ½ mile between routes except in extraordinary circumstances. Big Blue Bus should avoid unnecessary duplication of LA Metro or Culver City Bus service, except where the corridor supports multiple service types (e.g., Rapid and Local).
- **Rural Route Spacing** – Areas with fewer than 10 residents or jobs per acre rarely provide enough concentrated transit demand to generate ridership and meet Big Blue Bus performance standards, and will only receive service if significant trip generators or attractors are present.

Connectivity – In order to maximize ridership and avoid service duplication, it is important that customers are able to transfer and connect to additional service that takes them to their final destination, either at major hubs such as downtown Santa Monica or on-street at major intersections. New services should not only be designed as isolated routes, but also as an important piece of the overall transit network. A new route may enable convenient transfers with existing services or provide connections between current routes and major destinations (“first mile/last mile” connections).

Designing service to enable convenient transfers allows Big Blue Bus to minimize service duplication, since every route does not need to provide a one-seat ride to the customer’s final destination. Within a limited-resource context, minimizing duplication allows for a more effective use of resources.

- Big Blue Bus should seek to avoid duplicating (overlapping) its own services or other services to the maximum extent possible, by focusing on providing frequent service on single routes on a corridor (or Rapid/Local pairs) rather than providing less frequent service on several overlapping routes.
- Convenient transfers should be facilitated by high frequencies (15 minutes or better, minimum; 10 minutes, preferred) on major arterial corridors. Frequency of service is discussed in more detail below.

Span of Service – Span of service defines how many hours each day a specific route will operate. A longer span of service allows a route to capture more riders throughout the day for a wider variety of trip purposes, but also increases overall costs.

Span of service standards are more important to describe by the type of market/corridor served than by the category of service, as a Local route serving a major regional corridor may have very different span needs than a Local route serving a smaller, secondary corridor. It is also important that the route spans be coordinated with each other to provide necessary connecting services.

High ridership corridors include routes that carry over 2,500 average daily riders. Low ridership corridors include all other routes.

Table 2: High Ridership Corridor Span of Service

Weekday		Weekend	
Start Time	End Time	Start Time	End Time
5am-6am	Midnight	6am-7am	Midnight

Table 3: Low Ridership Corridor Span of Service

Weekday		Weekend	
Start Time	End Time	Start Time	End Time
5am-6am	9pm	6am-7am	9pm

Later service may be required on certain corridors.

Commuter service spans should be tailored to demand patterns.

Span of service will be reduced if first or last trip carries 12 passengers per hour or less. Span of service will be improved if first or last trip carries 24 passengers per hour or more.

Spans of service may need to be adjusted on certain routes depending on the operating hours of connecting services such as Expo and the resulting demand.

During off peak hours, there may be over capacity in areas where routes are close together. For this reason, some routes may have a truncated span of service on all or part of the route during off peak hours in order to save resources and trim capacity. The expectation is that riders will walk the short distance between routes and use the alternate service that is running later or running off peak.

Service Frequency – Service frequency defines how long customers must wait for bus service. With higher frequencies, fewer customers are left waiting for buses at any given time, which helps make the service more attractive to potential riders. At the same time, however, higher frequencies can significantly increase costs by requiring more buses and drivers.

Frequent service (which enables customers to use service “spontaneously” without consulting bus schedules) is defined as 15 minute headways or better. The following are minimum frequency standards.

- Rapid routes should operate at 20 minutes or better, with a goal of 6-10 minutes (weekdays) and 30 minutes or better, with a goal of 10-15 minutes (weekends). Whenever possible, Rapid services should operate more frequently than Local service on the same corridor, to allow maximum customer convenience and greater access to the faster, more efficient service option.
- Local routes should operate at 30 minutes or better, with a goal of 10-15 minutes (weekdays) and 30 minutes or better, with a goal of 15-20 minutes (weekends). Local routes on major corridors (especially those without Rapid options) may warrant much more frequent service (15 or 10 minutes).
- Commuter route frequency should be tailored to demand volumes but should operate 30 minutes or better, with a goal of 10-15 minutes to allow spontaneous use where supported by ridership.

Whenever possible, headways should be designed as “clock-facing” where service operates every 6, 10, 12, 15, 20, or 30 minutes – headways divisible by 60 – where the same times repeat each hour. This makes service easier for customers to remember and use without consulting schedules. Exceptions are permitted where a route (usually with longer headways) will be operationally inefficient (e.g. require an additional vehicle resource) with a clock-facing headway.

Stop Spacing and Placement – This standard involves how far apart bus stops are spaced. Stops spaced further apart allow for higher bus speeds (minimizing travel time for passengers on the bus) but require customers to walk further to access service. Stop spacing standards differ by service type, with Rapid stops spaced further apart than Local stops.

- **Rapid Bus Stop Spacing** – Rapid bus routes on corridors also served by Local routes should have stops spaced a minimum of ½ mile apart, and should be placed at major destinations, intersections, and transfer points. Rapid stop placement should be determined based on overall spacing as well as ridership.
- **Local Bus Stop Spacing** – For Local services, stop spacing from 1000 feet up to ¼ mile (roughly 1,300 feet) is desirable. Local service on small streets can sustain the most closely-spaced stops (since trip distances are usually short) while Local stops on major arterial streets risk introducing unnecessary delay if stops are spaced closer than 1,000 feet. Existing stop with continuously low usage will be subject to review for consolidation with other stops or removal in order to increase service speed and reliability.
- **Commuter Service Stop Spacing** - Commuter services can either use Local or Rapid type stopping patterns depending on the type of service and passenger needs.
- **Stop Placement** – Farside stop placement is recommended wherever possible. Farside stop placement improves bus speed with and without transit signal priority, and improves pedestrian and bicycle safety (crossing the street behind instead of in front of the bus). It also maintains a larger amount of curb space available for parking than nearside stop placement.
- **Stop Removal** - Any stop with less than ten total average daily weekday boardings plus alightings will be considered for elimination after a review of stop distances and consideration of impact on the affected passengers. Stop spacing, route frequency, and span of service will be considered as part of this review. In cases where removal is necessary, the revised stop spacing distances may deviate from the recommended standards.

Corridors With Multiple Service Types – Big Blue Bus currently operates three Rapid/Local pairs on the same corridor – Lincoln (3/Rapid 3), Pico (7/ Rapid 7), and Westwood Blvd. (12/Rapid 12). These corridors are among the highest ridership and highest performing in the Big Blue Bus system. In order to determine whether additional corridors may warrant Rapid/Local service, the following criteria should be met:

- **Performance** - Operating multiple service types requires a significant investment in resources and should only be implemented on very high-performing corridors. Per section 3, Service Performance, corridors which perform at 150% of system average or better may be candidates for Rapid/Local service.
- **Major stops** - Corridors which have several high-volume stops interspersed with lower volume stops are good candidates for Rapid/ Local service, as the Rapid will serve a majority of ridership by making only the major stops.
- **Longer-distance travel or significant end-to-end travel** - Both Lincoln and Pico Blvd. are longer-distance corridors where delay reduction has a significant impact. Rapid 12 service along Westwood Blvd. shows significant end-to-end demand between Culver City and UCLA. Shorter corridors with significant local turnover are not good candidates for Rapid/Local service.

- **Corridors without Rapid service operated by another provider** - LA Metro operates Rapid service along Wilshire and Santa Monica Blvd., making them inappropriate for Big Blue Bus competing Rapid Bus service.

2.3 Vehicle Assignment

The Big Blue Bus fleet contains three sub fleets that are assigned by service type as follows:

- **Articulated 60-foot motor coaches**
 - The articulated 60-foot coaches are assigned to Rapid service routes that have higher demand and less frequent stops. Given that there are not enough articulated buses to supply all of the assignments for Rapid service, some 40-foot coaches are also assigned to rapid service. The Rapid assignments with the highest average passenger loads are assigned the 60-foot articulated coaches due to the coach's higher capacity. Within rapid service, buses are assigned among routes to maintain fleets on each route with an average age that does not exceed the system wide average.
- **40-foot motor coaches**
 - The 40-foot motor coaches make up over 80% of the Big Blue Bus fleet. These buses are assigned to the majority of the middle performing service as well as to some Rapid service as noted above. Within routes with 40-foot bus assignments, buses are assigned among routes to maintain fleets on each route with an average age that does not exceed the system wide average.
- **32-foot motor coaches**
 - The 32-foot motor coaches are assigned to routes with low ridership profiles and/or to routes that use local streets. Some 32-foot buses may also be assigned to routes that primarily use 40-foot coaches, specifically at times when ridership is expected to be light, such as nights or weekends. Within routes with mixed 40-foot and 32-foot bus assignments, buses are assigned among routes to maintain fleets on each route with an average age that does not exceed the system wide average.
 - The low number of vehicles in the 32-foot fleet (15 as of this writing), and the propensity to replace the whole fleet at once means that there is little opportunity to assign a variety of vehicles in order to maintain fleets on each route with an average age that does not exceed the system wide average. Buses on routes with exclusive use of 32-foot vehicles are currently younger than the system wide average and will age on that route until they are replaced with new vehicles, until such time as the 32-foot fleet is large enough to enforce an average age policy.

2.4 Bus Stop Amenities

The Big Blue Bus service area contains the City of Santa Monica, where Big Blue Bus has significant influence over bus stop amenities. At these stops, amenities are allocated based on volume of activity (total number of average daily boardings). Activity levels are classified as follows:

Table 4: Amenities Based On Ridership

Average Daily Boardings	Bus Stop Classification	Amenities Provided
ALL STOPS	All stops	Public information kiosk
5 OR MORE OFF-PEAK BOARDINGS	Low volume or more	Above plus lighting
50 OR MORE BOARDINGS	Medium volume or more	Above plus shelter or shade and seating

100 OR MORE BOARDINGS	High volume or more	Above plus real-time signage
900 OR MORE BOARDINGS	Very high volume	Above plus multiple shelters or extra large shelter

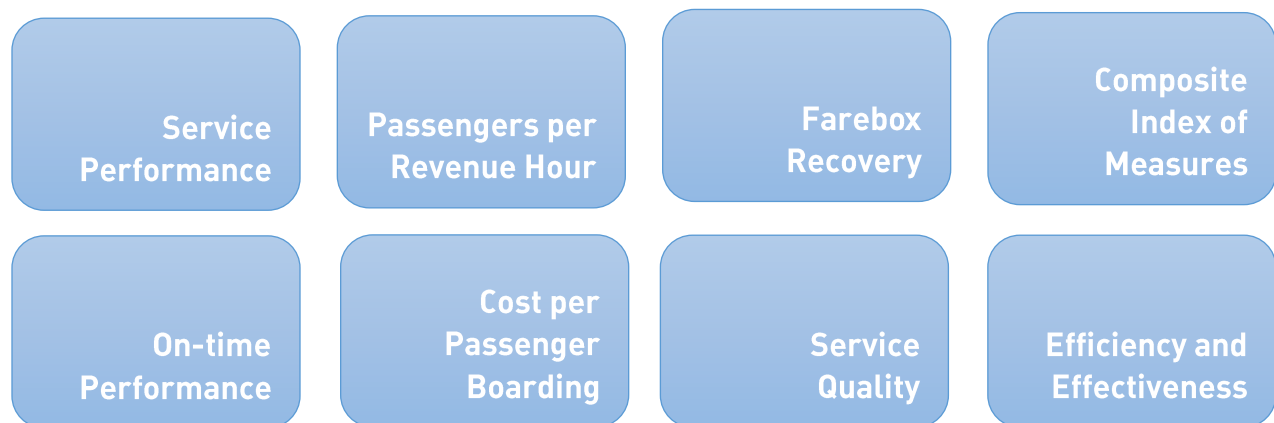
Note: Due to the rapid changes taking place in how transit customers obtain information, allocation of real time signage remains a fluid issue. Depending on technology developments, Big Blue Bus may cease to provide these signs at stops, or may significantly alter how they are allocated.

Parts of the Big Blue Bus service area that are outside of the City of Santa Monica are allocated bus stop amenities through a contract with a private provider through LA Metro. Big Blue Bus has no control over bus stop amenities at those sites.

3 Service Performance

Service performance standards are necessary to ensure that all services are fulfilling their roles in the transit network and contributing to the overall financial sustainability of BBB. Performance should be measured regularly in order to identify trends over time, and to allow prompt changes to be enacted if necessary. Performance standards help ensure that Big Blue Bus services are useful to customers as well as cost-effective for the agency.

Figure 3: Service Performance



3.1 Key Performance Indicators

Service performance may be measured using a number of industry best practice key performance indicators (KPIs). These fall into two distinct groups, the first focused on efficiency and effectiveness, the second on service quality:

- Efficiency and Effectiveness:
 - Passengers per revenue Hour
 - Farebox recovery
 - Cost per Passenger Boarding
 - Composite index of efficiency and effectiveness measures
- Service Quality:
 - On-time Performance (service reliability)

3.1.1 Efficiency and Effectiveness Measures

There are a number of external factors such as gasoline price, cost of parking, and state of the economy that are at once fairly volatile, and also substantially influential regarding our expectations for key performance metrics. For that reason, while Big Blue Bus does set minimum and maximum standards for performance, the service is to be primarily measured against the mean for the system. In this way, the merits of individual routes can be accurately measured, while regulating for the effects of external factors influencing overall ridership.

Passengers per Revenue Hour (PPH) – This KPI measures service effectiveness or productivity based on ridership (unlinked boardings) generated for each hour of service operated.

Current Big Blue Bus route-level performance for this metric ranges from approximately 10 passengers per revenue hour to almost 60 passengers per revenue hour on weekdays, and from approximately 10 to 50 passengers per revenue hour on weekends.

The following are the expected minimum thresholds required to justify service. There are different minimum expectations for each service category and day of the week. Some seasonal fluctuation in performance is to be expected, as ridership to schools and colleges may be lower during the summer, and recreational ridership may be higher. Per the service evaluation Process, service performance should be reviewed quarterly but major service change decisions should be based on annual data.

Table 5: Corrective Action Guidelines

Passengers per Revenue Hour	Recommended Action
35 OR MORE	Increase service to or above goal frequency
30-34	Increase service to goal frequency
16-29	Maintain service levels
12-15	Reduce service to minimum frequency
12 OR LESS	Eliminate trips or routes

Farebox Recovery – This indicator measures the amount of service operating cost that is recouped through farebox revenue, and is expressed as a percentage. The higher the percentage, the higher the amount of cost that is covered by farebox revenue. Routes which carry more riders per the amount of service investment will have a higher farebox recovery. Farebox recovery takes into account the cost of operation, the number of riders, and the average fares that customers pay.

Table 6: Farebox Recovery Ratio

CATEGORY	Expected Minimum Farebox Recovery Ratio*	
	WEEKDAY	WEEKEND
RAPID	16%	14%
LOCAL	12%	12%
COMMUTER	12%	-

*values to be updated regularly in accordance with BBB cost structures.

Cost per Passenger Boarding – This KPI measures the cost to provide service on a per-passenger basis. Routes which carry more people per the amount of service investment will have a lower cost per passenger boarding. Since operating costs are largely driven by revenue hours, evaluating routes on a cost per passenger boarding basis will yield similar results to the passengers per revenue hour analysis – however, cost per passenger boarding can take into account cost sharing or other funding relationships that may reduce subsidy. If routes do not meet minimum expectations for the other indicators above, they must meet cost per passenger boarding expectations to continue operation.

Table 7: Maximum Boarding Costs

CATEGORY	Expected Maximum Cost Passenger Boarding*	
	WEEKDAY	WEEKEND
RAPID	\$4.50	\$5.00
LOCAL	\$5.00	\$6.00
COMMUTER	\$5.00	-

*values to be updated regularly in accordance with BBB cost structures.

Composite Index of Efficiency and Effectiveness Measures – The weakness of individual measures of performance is that some routes may perform poorly on certain measures even though the bus is running at full capacity and performs well on other measures. For instance, Big Blue Bus Line Rapid 10, which runs express (no stops) for more than half the route, could receive a low performing Passengers per Revenue Hour score even when running full because once the bus is loaded, there are no further opportunities to open up new seats and gain more boardings along the route. Depending on the relative number of boardings on other routes, this could conceivably result in a Low Performing score. Each of the four efficiency and effectiveness measures gives valuable insight into performance, and yet, each measure will favor certain routes and route profiles.

The advantage to the Composite index KPI is that it is a blend of the values of the other four efficiency and effectiveness measures, and gives a more a measured and balanced overall look at the performance of each route against system averages.

The Composite index KPI is calculated by assessing a ranking value between 1 and 20 to each route for each of the other efficiency and effectiveness measures, and then adding those ranking figures for each route to gain an overall ranking for the route. A lower ranking indicates better performance (routes are ranked with the number one route being the highest performer and the number 20 route being the lowest performer.)

3.1.2 Service Quality Measures

On-Time Performance – An on-time performance standard defines a minimum threshold that Big Blue Bus should meet regarding the percentage of total daily trips that are recorded as on time. On-time performance reflects both the quality and reliability of service, which can affect whether or not people choose to use transit.

Big Blue Bus defines “on time” as one minute early to 5 minutes late at each timepoint, disregarding early arrivals at the final timepoint.

The goal of 85% on-time performance system-wide is a common industry standard, which allows for some level of service variability while maintaining the reasonable expectation of reliability for customers.

3.1.3 Relative Service Effectiveness Measures and Corrective Action Guidelines

Along with minimum performance standards, routes will be evaluated in comparison with each other for service efficiency and effectiveness. Big Blue Bus will derive the system wide average for each metric and determine how each route performs compared with the system average. For example, if the system wide average is 40 passengers per revenue hour, and one route generates 30 passengers per revenue hour, that route performs at 75% of system average.

Service effectiveness will be evaluated based on the passengers per revenue hour metric to let demand drive service allocation. Routes that carry an average of 16 or more passengers per hour are performing well and may be eligible for an increase in service. Routes that carry an average of 15 or fewer passengers per hour are considered to be under performing and may be eligible for a service decrease or elimination. Trips or routes that are considered for elimination may be replaced by demand response service.

The routes will be evaluated within the following categories:

- Low-performing service: 15 or fewer passengers per hour;
- Average-performance service: 16 to 29 passengers per hour; and
- High-performing service: 30 or more passengers per hour

The sections below include corrective action plans for routes falling into the categories described above. Routes in the low and high categories may warrant more intensive actions, while routes towards the middle are adequately fulfilling their roles in the network. Routes at the cusps of each category may be subject to the actions in the neighboring category based on the best judgment of Big Blue Bus.

Table 8: Corrective Action Guidelines

Passengers per Revenue Hour	Recommended Action
35 OR MORE	Increase service to or above goal frequency
30-34	Increase service to goal frequency
16-29	Maintain service levels
12-15	Reduce service to minimum frequency
12 OR LESS	Eliminate trips or routes

Low-Performing Service (carrying 15 or fewer passengers per hour)

If a bus route is found to be “low performing,” the service is subject to a Corrective Action Plan.

Routes which rank within this category will be reviewed to determine their potential for improvement. Corrective actions include any and all of the following based on the best judgment of Big Blue Bus. Routes in this category may still meet expected minimum performance standards as identified above – however, there may be room for improvement.

- **Segment Level Analysis** - A segment level analysis of a low-performing service may highlight a specific portion of the route that significantly reduces the overall performance, causing it to perform below the standard for its service class. If a low-performing segment is identified, it can be modified to attempt to raise productivity for the route as a whole. If the results of a segment level analysis turn out to be inconclusive, however, modifications to the entire route should be considered.
- **Operational Analysis** - Often the difference between meeting and failing minimum performance standards is one of vehicle resources. Realigning service to cover only critical segments or eliminating unnecessary delay (e.g. deviations) are ways to reduce travel time and save resources, thereby raising performance levels.
- **Change in Service Levels** - Adjusting the service levels of a low-performing route – by any combination of frequency, span, or day of week changes – may help to tailor the transit product to its market, and subsequently increase productivity.
- **Cost Sharing** - Exploring cost sharing or public-private partnerships can reduce the amount of subsidy required on low-performing services. This is applicable for routes which do not meet minimum performance standards yet serve a need identified by businesses, schools, attractions, or other organizations that may be willing to assist with funding operations in order to continue service. Routes that have cost-sharing relationships will likely become Average Performing or High Performing in the Cost Per Passenger Boarding metric, but will still need to meet least average performing standards on at least two other metrics in order to avoid further Corrective Action Plans.
- **Targeted Marketing** - Marketing tactics can help to raise the public awareness of a route in need of remedial action. Poor ridership may be a result of a lack of public knowledge of a route, and investing in marketing can reverse this trend. This is especially the case for concentrated market groups like employment centers, shopping districts, schools, hospitals, agencies, and other major destinations.

- **Rider Outreach** - Onboard surveys and rider interviews are methods for gaining valuable information on how a route can be improved. These methods can reveal information about popular destinations that a route may bypass, or other aspects of a service that may be holding back ridership growth.

Using this information, Big Blue Bus will create a Corrective Action Plan for improving performance.

The Corrective Action Plan will be formally implemented in the next feasible service change window given the limitations in place regarding public process, public hearing (if required), and annual service change calendar. Once a Corrective Action Plan is implemented, the route must meet Average Performing or High Performing standards. Once a route reaches at least Average Performance, the process of Corrective Action is deemed concluded and any subsequent low performance is treated as a new event.

- **Discontinuation** - This is the final option for a low-performing route that does not meet minimum performance standards. It can be applied to a route segment or the route as a whole. If none of the aforementioned Corrective Actions are successful in raising productivity to Average or High Performing, discontinuation may be necessary to ensure effective use of resources. The effects on the routes' transit-dependent riders will be considered when discontinuation is an option.

Average-Performing Service (carrying 16 to 29 passengers per hour)

Routes in this category are adequately fulfilling their roles in the transit network, and no Corrective Action is required. These routes will be monitored on an on-going basis to determine whether their performance improves, decreases, or remains steady. While no particular action is necessary, ranking in this category does not preclude service adjustments at the discretion of Big Blue Bus.

- **Actions** - Routes in this category perform well as a whole. Their average performance may point to conditions where performance is consistent equally throughout their length or conditions where there may be segments of very high and also low performance. Routes in this category should undergo a trip-by-trip or segment-level analysis to determine whether they are average overall, or include trips or segments which fall into the more extreme categories. Segments which would be considered low or very high performers are subject to the actions detailed in those sections.

High-Performing Service (carrying 30 or more passenger per hour)

Routes ranking in this category suggest the need for greater investment, as high performance may signal overloading and passing passengers by due to capacity issues, as well as the presence of significant latent demand. Actions for high-performing routes include:

- **Increase service levels** - In order to maintain a high quality of service, it is important to prevent significant overcrowding on vehicles. Increasing service levels by adjusting the service's frequency, span, or days of week served can help to alleviate this issue, as well as make service more attractive to a wider pool of potential customers, including those that currently drive. High frequencies provide dependable service with minimal waits, encouraging passengers to arrive randomly without consulting a schedule.
- **Introduce additional service types (Rapid)** - High-performing corridors may warrant the upgraded service quality of rapid bus service with Local underlays. Very high-performing corridors will be analyzed for the need to introduce new rapid service.

This category of routes constitutes the top performing tier of the entire Big Blue Bus system and essentially the system's flagship service. It is very important to maintain a high-quality level of service as well as to continue further investment. It is important to monitor these routes and make investments in key areas that are aimed at further improving overall service.

4 Service Evaluation

The service evaluation process is conducted in order to ensure the continued performance of individual services, as well as the overall network. This evaluation is intended to improve service design and productivity within categories, which is important to ensure that Big Blue Bus offers a consistent system that is easy for customers to use and easy for Big Blue Bus to promote, manage, and administer.

Figure 4: Service Evaluation



4.1 Data Needs for Service Evaluation Process

The performance measures discussed above require the regular collection and updating of the following data sources:

- **Ridership** - Total number of boardings and onboard load by route and day of the week will be collected monthly. This data is available through Big Blue Bus Automatic Passenger Counter (APC) systems. Through regular collection of ridership data, trends over time can be examined.
- **Revenue** - The amount of income generated on a route-by-route basis will be gathered monthly.
- **Resources** - The number of vehicles, revenue miles, and revenue hours per route by day of the week will be collected from Big Blue Bus scheduling information.
- **Costs** - The cost of providing service will be updated on an annual basis for each vehicle type.
- **On-Time Performance** - Departure times at each timepoint (and arrival at final timepoint) are collected via Big Blue Bus Automatic vehicle Location (AV L) systems.
- **Community Considerations** - The locations of senior, disabled, and lower-income populations are important to consider in transit service planning in order to ensure that these groups are provided with mobility within the region. This information is available via U.S. Census or American Community survey data. Census tracts with concentrations of minority or low-income populations above the service area average are covered by Title VI regulations. Likewise, the presence of medical facilities, nursing homes, and other community services are given consideration to ensure

that these facilities are connected with the communities they serve. This data will be collected through cooperation with local planning and development agencies.

- **Business Arrangements** - Existing or proposed arrangements with employers, educational institutions, and government entities are considered when evaluating route performance. For cost sharing arrangements, the amount of subsidy provided to operate service on a monthly or annual basis (however the contract is structured) will be provided, as well as any conditions on that subsidy. Any cost sharing should be included in the cost per passenger boarding metric to assure that services is represented accurately regarding performance levels.

4.2 Service Evaluation Schedule

On a quarterly schedule, service performance measures will be reviewed according to the metrics and standards outlined below. See Appendix B for a sample quarterly route performance analysis report.

The quarterly report will include the following Key Performance Indicators:

- Passengers per Revenue Hour by Route
- Farebox Recovery by Route
- Cost per Passenger Boarding by Route
- Composite Index by Route
- On time performance by Route

4.3 Public Input & Review

During any substantial changes to service (alignment or significant schedule changes), customer, public, and employee input on recommendations resulting from service evaluation are actively sought. Current Big Blue Bus policy requires a public hearing with the Santa Monica City Council prior to:

- Any permanent fare or fare media change.
- A twenty-five percent (25%) or more change in the number of daily transit revenue vehicles miles of a route; i.e., the total number of miles operated by all vehicles in revenue service for a particular day of the week on an individual route.
- A twenty-five percent (25%) or more change of the number of transit route miles of a route; ie., the total mileage covered during one round trip by a vehicle in revenue service on a particular route.
- Proposed introduction or elimination of a route that will be, or has been, operated for more than twelve (12) months.

Detailed information on Big Blue Bus public hearing procedures are contained in Big Blue Bus “Public Hearing Procedures for Major Service or Fare Changes”, attached as Appendix A. In addition to the public hearing process, Big Blue Bus employs various outreach methods including:

- Publication on website
- Information posted on buses
- Public meetings in various parts of the Big Blue Bus service area
- Notices to public officials, key stakeholders, and community groups
- Targeted surveys to riders of affected services
- E-communications to self-identified Big Blue Bus passengers (those who provide contact information)
- “Ambassador” personnel stationed at key bus stops and transit hubs to discuss service changes with customers

Big Blue Bus will conduct public outreach one month or more prior to a route change, depending on the amount of service impacted. Customers, stakeholders, and the general public are invited to provide comment through the Big Blue Bus website, at public meetings, through surveys, or at public hearings with the Santa Monica City Council. Overall, BBB will follow public outreach policy shown in Appendix A.

4.4 New Service Evaluation

As development patterns change and population centers shift – and as transit options to Santa Monica are expanded – Big Blue Bus will analyze the need for new services using the criteria listed below. New services or improvements to existing services are evaluated with respect to design standards and consistency with adopted policy principles. Service investment decisions can provide incentives for community support of transit in policy, funding, zoning, and site design.

Planning and implementing new transit service requires an examination of certain characteristics of the proposed service area. The densities and demographic characteristics of a given service area, as well as destinations served and integration with the surrounding transit network, are key parts of transit success. It is important to note that new service implementation is not dependent on any one factor below, but arises from a combination of each of these factors. To determine whether an area warrants new transit service, Big Blue Bus will analyze the following characteristics of a proposed service area:

- **Population and Employment Density** - A minimum level of density (approximately 10 people or jobs per acre) needs to be present in a given area to support regular bus service. In general, higher density areas are more conducive to effective bus service than low density areas due to greater demand and potential ridership. Density of the proposed new service area will be compared to the densities of existing service areas.
- **Transit Inclined Populations** - Certain demographic groups are more inclined to use transit than others such as seniors, the disabled, students, low-income individuals, millennials and households without automobiles. In assessing an area's demand for transit service it is important to examine the presence of these demographics groups and whether any unmet needs are present. Census tracts with concentrations of minority or low-income populations above the service area average are covered by Title VI regulations. While Title VI areas are not in themselves a warrant for service, they should be considered as part of the decision-making process.
- **Parking shortages, high parking costs** - There are a number of worksite, recreation and shopping destinations in Santa Monica and the surrounding sections of Los Angeles where free or inexpensive parking is difficult to obtain. These sites have a higher propensity for transit ridership than similar sites with ample free parking.
- **Transit Demand Management** - A number of schools and businesses in Santa Monica and surrounding Los Angeles offer subsidized transit passes, and other programs to encourage their constituents to avoid driving single occupant automobiles. Depending on the program features, these conditions can lead to an increased demand for transit.
- **Key Destinations** - Connecting residents with key destinations such as employment centers, hospitals, schools, shopping, and entertainment is a key factor in designing transit service. Key destinations are those defined as generating at least 150 daily transit boardings.
- **Network Integration** - Any new service should avoid duplicating existing service (see service spacing guidelines), and should link into the existing transit network in a logical manner to ensure

that connections to other routes and services provide attractive linked journeys. With the arrival of Expo Line in Santa Monica, first-mile and last-mile connections are now a key component of BBB service.

- **Projected Performance** - In order to ensure continued maintenance or improvement of Big Blue Bus service productivity, new routes should be projected to perform at levels that meet or exceed the system average based on the metrics outlined in the service Performance section.

New services depend on budget availability and can only be initiated when funding allows, either through resource reallocation, additional fare revenue, or new outside funding. Introduction of new services are subject to a trial period of one year to meet minimum performance standards commensurate with service category using the following process.

- New services will be examined quarterly to assess whether they are meeting the minimum service efficiency and effectiveness metrics.
- If at the conclusion of the first three successive complete quarters after implementation, or any time thereafter, the service is found to be “low performing” (ranks at or below 50% of the system average) on three or more of the five efficiency and effectiveness metrics listed in section 3.1 for three or more quarters in a row, the service is subject to a corrective action plan and subsequent outcomes as discussed in section 3.1.3.

4.5 Title VI and Environmental Justice

Big Blue Bus complies with all United States Department of Transportation (USDOT) Title VI guidelines and prepares regularly scheduled Title VI reports. When evaluating potential service or fare changes, Big Blue Bus will evaluate the effects of the changes to discover if there are disproportionate impacts to low-income or minority populations. Title VI prohibits recipients of Federal financial assistance (e.g., states, local governments, transit providers) from discriminating on the basis of race, color, or national origin in their programs or activities.

4.6 Conclusion

Big Blue Bus is proud to be a trusted partner in mobility in the dynamic Santa Monica region. By setting clear standards for service design, performance, and evaluation, Big Blue Bus is committing itself to providing the most effective and efficient transit service possible, with full accountability to those it serves. Through the use of these standards, Big Blue Bus ensures that it will continue to provide a transparent and inclusive process in its decision making. Through our interaction with our stakeholders and the community at large, it is our expectation that this document will continue to evolve and adapt to the changing needs of Santa Monica and the surrounding Los Angeles area.

5 Appendices

5.1 Appendix A

Big Blue Bus Public Hearing Procedures for Major Service or Fare Changes

BACKGROUND

Santa Monica's Big Blue Bus (BBB) is required by the Federal Transit Act, as amended through 1992, to establish a policy which defines a process to solicit and consider public comment prior to raising fares or implementing a major change of transit services.

BBB POLICY

- It shall be the BBB's policy that public comments be solicited prior to:
 - Any permanent fare or fare media change.
 - Twenty-five percent (25%) or more change in the number of daily transit revenue vehicles miles of a route; i.e., the total number of miles operated by all vehicles in revenue service for a particular day of the week on an individual route.
 - A twenty-five percent (25%) or more change in the number of transit route miles of a route, i.e., the total mileage covered during one round trip by a vehicle in revenue service on a particular route.
 - Proposed introduction or elimination of a route that will be, or has been, operated for more than twelve (12) months.
- It shall be the BBB's policy that the following shall be exempt from public comment and public hearing:
 - A minor change in fare or service. Examples would be temporarily reduced, experimental or promotional fares, minor reroutes or minor temporary reroutes due to street construction(s) or minor schedule changes.
 - Experimental, seasonal, or emergency fare changes expected to exist fewer than six (6) months in service. If these changes ultimately continue to remain in effect for more than six (6) months, they will be the subject of public comment and public hearing.

PUBLIC NOTIFICATION

When required, the public comment process will begin with the publishing of a legal notice seven calendar days in advance of the public hearing date in the local newspapers of general circulation. This notice will set a specific place, date and time for one or more public hearings. Written comments will also be accepted on the proposed changes seven calendar days beyond initial publishing of the legal notice.

Legal notices will inform the public of the proposed actions that initiated the public-comment process. Press releases will also be prepared and sent to the local media.

SCHEDULING PUBLIC HEARING(S)

The public hearing(s) will be scheduled and conducted by the City of Santa Monica City Council at a time, date and place to be designated. The facility utilized for public hearings will be accessible to persons with disabilities. Special arrangements will be made for sight or hearing impaired persons if requested at least three days prior to the meeting.

PROCEDURE FOR CONDUCTING PUBLIC HEARING

Forms will be available to attendees to register their presence and desire to speak. Public hearings will begin with a reading of the public notice, purpose and proposed action that necessitated the public hearing.

After an explanation of the proposed action is completed, the public will be invited to offer their comments. The City Council will determine the amount of time the public has to comment during the public hearing.

DOCUMENTATION OF PUBLIC HEARING

Official records of BBB public hearings on fare or service adjustments will be generated by:

- Affidavits of newspaper publications of public notices.
- Press releases conveying information on upcoming public hearings.
- Tape recordings and transcripts of proceedings.

ADDRESSING PUBLIC COMMENTS RECEIVED

All relevant comments received verbally or in writing at a public hearing, or as otherwise conveyed to BBB prior to the established deadline, will be entered into the public record of the comment process. Subsequent to the public comment period, staff will evaluate and analyze all relevant comments received and prepare a written report for consideration by the Santa Monica City Council.

CITY COUNCIL

The City Council will be notified by the City Manager of all written public comment solicitations in advance of all scheduled public hearings on fare and service adjustments. A summary of public feedback received will be provided to the City Council along with staff recommendation for final disposition of the issues. Upon review by the City Council, the City Manager will be directed accordingly to proceed with or amend the recommended service and/or fare adjustments.

5.2 Appendix B

Sample Quarterly Route Performance Report

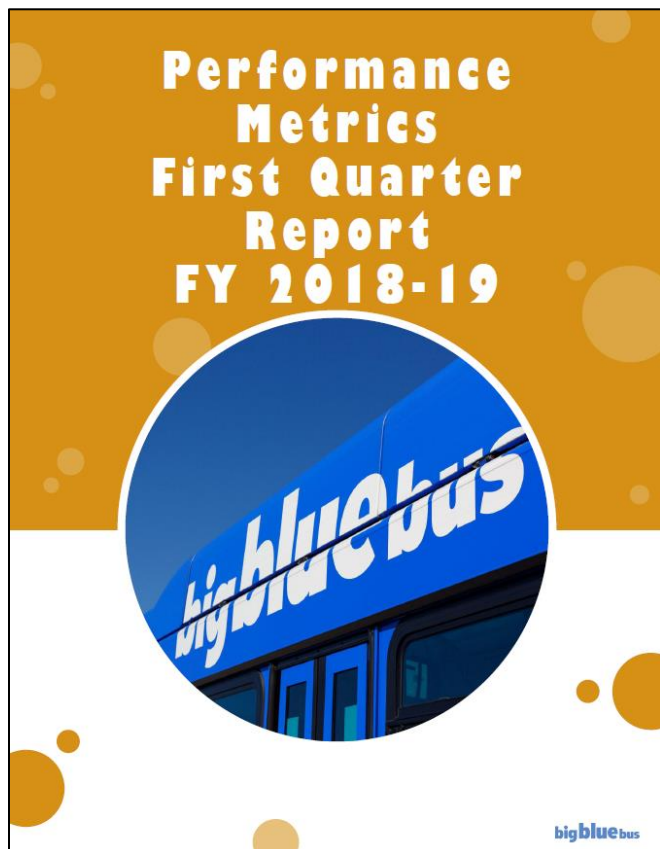


Figure 5: Passengers per Revenue Hour by Route

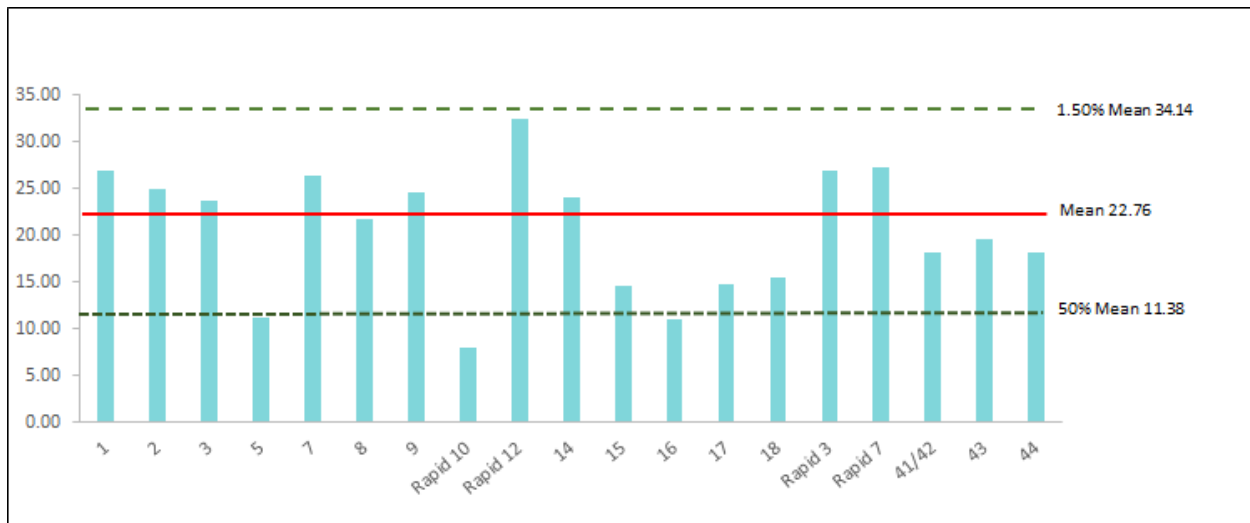


Figure 6: Farebox Recovery by Route

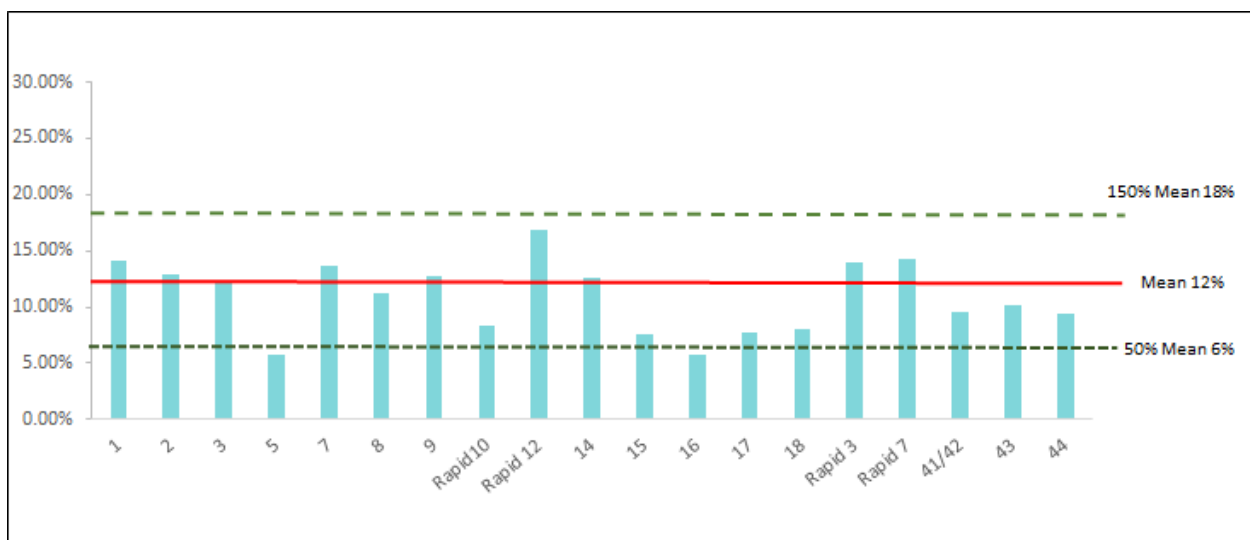


Figure 7: Cost per Passenger by Route

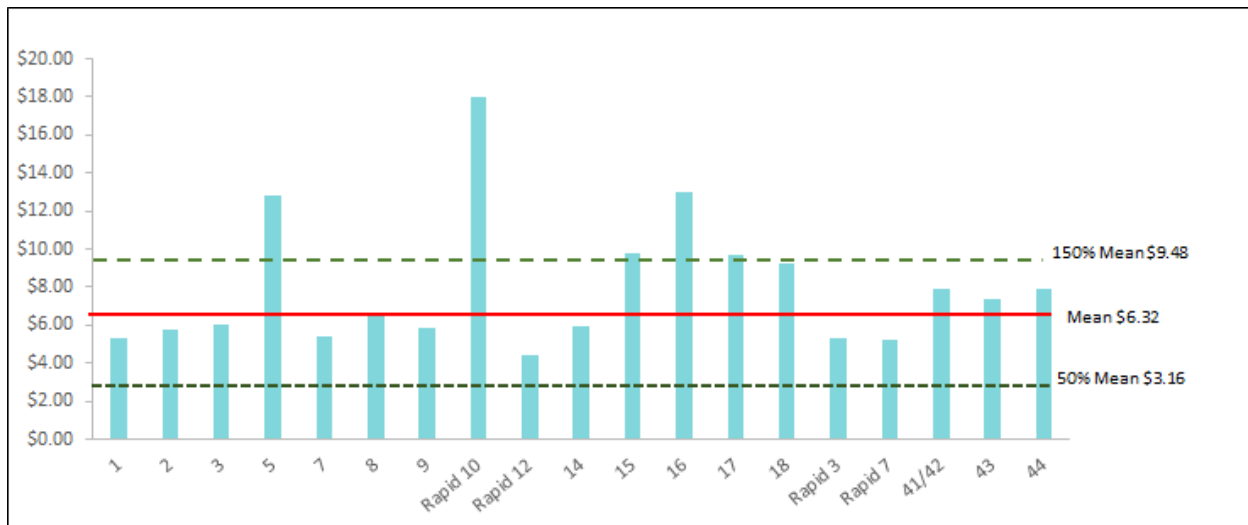


Figure 8: On-Time Performance by Route

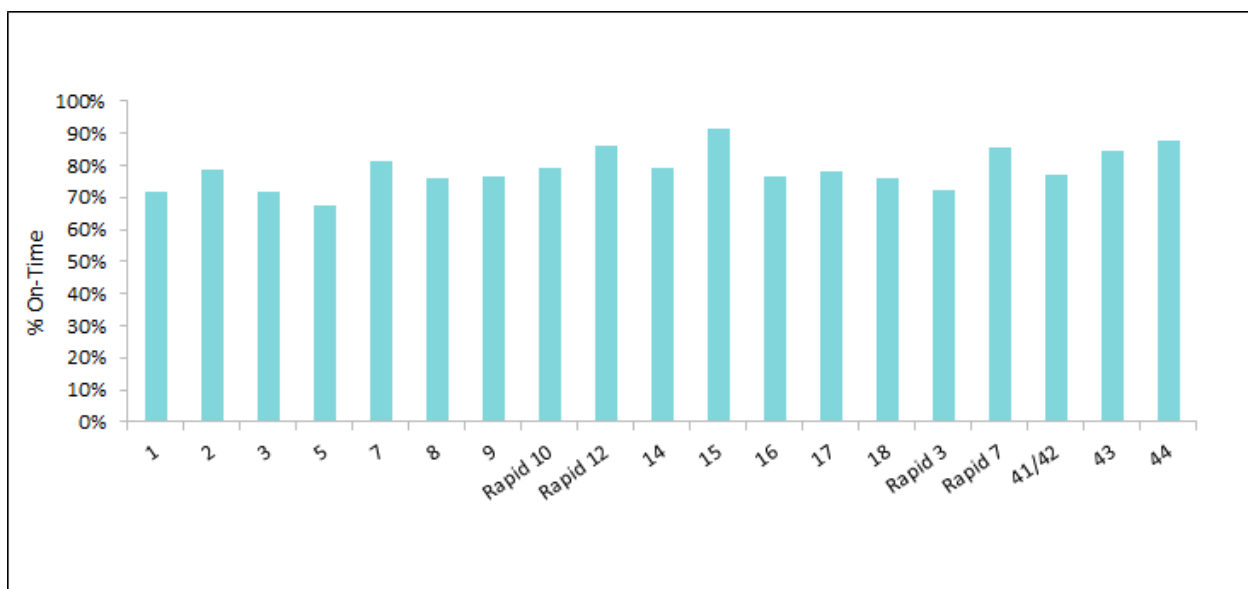


Figure 9: Total Ridership by Route

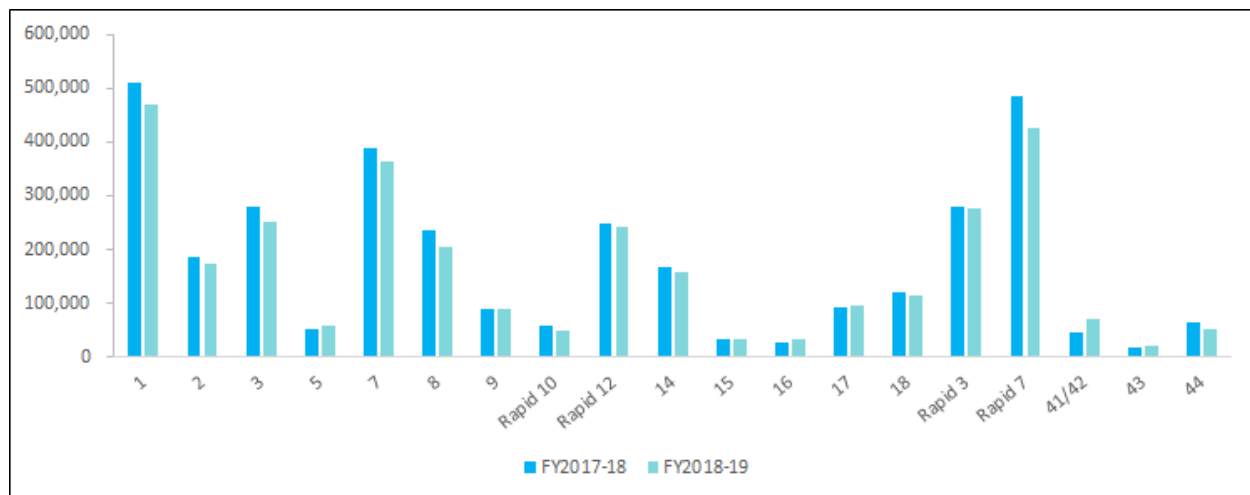


Figure 10: Composite Index Ranking

Ranking	Route	Route Name
1	Rapid 12	UCLA/Westwood & Overland Ave
2	Rapid 7	Pico Blvd Rapid
3	1	Main St & Santa Monica Blvd
4	Rapid 3	Lincoln Blvd Rapid
5	7	Pico Blvd
6	2	Wilshire Blvd
7	3	Lincoln Blvd
8	9	Pacific Palisades
9	14	Bundy Dr & Centinela Ave
10	8	UCLA/Westwood & Ocean Park Blvd
11	43	SMC - 26th St - San Vicente Blvd
12	41/42	17th St Station - SMC - Montana Ave
13	44	17th St Station - SMC - Ocean Park
14	18	UCLA - Abbot Kinney - Marina del Rey
15	17	UCLA - VA Medical Center - Palms
16	15	Barrington Ave
17	5	Olympic Blvd - Century City
18	Rapid 10	Downtown LA Freeway Express
19	16	Wilshire Blvd/Bundy Dr -Marina del Rey