Monterey-Salinas Transit District
South County Area Service Analysis

FINAL REPORT
December 14, 2010

Monterey-Salinas Transit RFP #10-05
South County Area Service Analysis (SoCASA)

Prepared for the
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1. EXECUTIVE SUMMARY
1. EXECUTIVE SUMMARY

Monterey-Salinas Transit retained Moore & Associates to identify solutions which address existing and future access and mobility issues in the communities within the study area. The purpose of the South County Area Service Analysis (SoCASA) is to evaluate how well MST’s South County fixed-route service as well as the municipal transportation services meet current demand, assess how likely they can meet future demand, and develop service enhancements to best serve their respective communities. This report includes an analysis of existing services and demand, findings from community and rider input, the development of service alternatives, and an implementation plan. Public input methodology for this study included onboard and community intercept surveys as well as community roundtables.

The area between the cities of Salinas and King City along Highway 101 comprises the study area (i.e., the South County region) and is commonly referred to as the Salinas Valley (see Exhibit 1.1). This study focuses on public transportation services in the SCA region, which encompasses the unincorporated community of Chualar and the five cities of Gonzales, Greenfield, King City, Salinas, and Soledad.

The Association of Monterey Bay Area Governments (AMBAG) has predicted rapid growth within the South County Area (SCA) of Monterey County across the next decade. Population growth ranging from 7 to 12 percent in SCA communities has been projected within the next five years, with increases of 26 to 54 percent predicted across the next 15 years. Such rapid population growth, paired with the recent economic climate, presents a significant opportunity to improve regional transit through the development of service strategies aimed at increasing mobility options.

Public transportation and transit services for the South County Area are provided by Monterey-Salinas Transit as well as local municipal transit programs. Until recently, Monterey-Salinas Transit was a joint powers agency consisting of eight member cities within Monterey County. These cities spanned from the coast of Monterey Bay east to Salinas. Monterey-Salinas Transit provides fixed-route and complementary ADA curb-to-curb paratransit service, seven days a week. At the time of this study, MST operated 51 fixed-route lines covering 280 square miles, which served over 4.5 million unlinked passenger trips (2008 National Transit Database). Monterey-Salinas Transit was designated a Transit District in July of 2010 by state law. In becoming a Transit District, Monterey-Salinas Transit’s membership expanded to include the four cities located within the SCA: Gonzales, Greenfield, King City, and Soledad. In joining MST, these cities began to contribute Transportation Development Act (TDA) funds to the District. In return, MST seeks to improve the overall mobility of said communities.
Prior to 2002, the South County was served only by local municipal transportation services. In 2002, MST introduced Line 23, a fixed-route service which has been expanded (e.g., additional trips, Line 23 Express) to accommodate increased ridership and demand. Despite MST’s efforts in responding to the transit needs of growing SCA communities, there remain significant temporal and spatial gaps in the mobility network.
2. EXISTING CONDITIONS
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DESCRIPTION OF SERVICES

The primary objective of this section is to evaluate the provision and performance of transit services offered within the study area. This evaluation includes Monterey-Salinas Transit’s fixed-route services as well as its connection with local municipal transportation services. The evaluation will serve as the primary tool for analyzing service of the transit programs and provide a combination of subjective and objective assessment of the various transportation programs.

Monterey-Salinas Transit operates intra- and inter-city transit services, totaling 51 fixed-route alignments, three seasonal trolleys, and multiple demand-response programs. Thirty-nine of the fixed-route lines serve the Monterey Peninsula alone while 18 lines serve the Salinas Valley, whereas several of the lines serve and connect both areas. Monterey-Salinas Transit operates On call, general-public demand-response services in Marina and Gonzales, as well as an ADA paratransit curb-to-curb service for persons with disabilities (MST RIDES Complementary ADA Service). Trolley services are offered in Salinas, Monterey, and Carmel during certain seasons of the year. The following discussion focuses on the fixed-route lines and demand response programs serving the South County Area. Exhibit 2.1 illustrates the transit services available throughout the five southern communities of the South County Area.
South County Area Fixed-Route Services

Intra-City Fixed-Routes
Of the 18 MST lines serving Salinas, eight are intra-city fixed-route lines dedicated to the Salinas service area. The majority of local and regional transfers between MST lines occur at the Salinas Transit Center in downtown Salinas. While most lines operate seven days a week, several only operate on weekdays. Service hours on the weekdays span from 5:25 a.m. to 11:06 p.m., and on weekends from 6:15 a.m. to 10:00 p.m. Frequencies range from 30 minutes to one hour depending upon the individual line.

A one-ride regular adult fare is $2.50 with a discount fare of $1.25 offered to senior adults, youth (children under 46 inches are free), individuals with disabilities, Medicare cardholders, and active duty military. Given the relatively large service area of MST, fare zones have been established to account for the additional service mileage costs for inter-city trips. To transfer between zones, for example from Salinas to Monterey, an additional fare is charged (zone fare)
to the base fare. Other multiple-ride passes are available such as the day pass, fast pass, discount gold pass, and a 20-ticket pass. For most of the multiple ticket passes, there is an option of single zone or all zone. Transfers to other MST lines are offered for an additional 25 cents (10 cents for discount fare recipients). Exhibit 2.2 illustrates the published system map for the intra-city MST lines operating within Salinas.

Exhibit 2.2  Salinas System Map
Inter-City Fixed-Routes (MST Line 23 Express)

Given recent growth in population in the Salinas Valley and an identified need for inter-city public transportation services between Salinas and the four southern cities, a new fixed-route service (MST Line 23) was introduced in 2002. Line 23 operates north and south along Highway 101 between Salinas and King City; with intermediary stops in Chualar, Gonzales, Soledad, and Greenfield. Exhibit 2.3 illustrates the route alignment and timepoints for Line 23. In Fiscal Year 2009/10 Line 23 provided 149,615 unlinked passenger trips, and an average monthly productivity of 12.91 passengers/revenue hour.

Line 23 operates chiefly as an express route, limiting the number of stops to decrease the time it takes to make a one-way trip. For example, a one-way trip from Hartnell College in Salinas to the last MST stop in King City requires nearly two hours to complete. The service operates seven days a week; on weekdays from 5:23 a.m. to 9:42 p.m. and on weekends from 7:55 a.m. to 9:42 p.m. During the morning and evening peak periods, Line 23 runs hourly, and every two hours during non-peak hours. Weekend service frequency also varies between one-hour and three-hour headways. Refer to the previous section under Intra-City Fixed-Routes for fare structure.

Line 23 makes regional connections with five other inter-city MST lines at the Salinas Transit Center, which include: Line 20 and 21 Monterey-Salinas, Line 2X Pebble Beach Express, and Line 28 and 29 Watsonville-Salinas.
South County Demand Response Services

MST RIDES ADA

The MST RIDES Complementary ADA service operates within three-quarters of a mile of all regular fixed-route service corridor alignments, providing service to the Monterey Peninsula, Carmel Valley, Salinas, Chualar, Gonzales, Greenfield, Soledad, King City, and Watsonville. Services hours for the RIDES program are the same as the fixed-route bus services. Reservations can be made in advance from as early as 14 days ahead to as late as 5:00 p.m. the day before the trip is requested.

In Fiscal Year 2007/08, RIDES provided 88,027 unlinked passenger trips, a 32 percent increase over the prior year. Farebox recovery ratio was 12% in FY 2007/08, a 10-percent increase from the prior year. Along with this increase in ridership, both fare revenue and operating costs increased significantly.

Several other options are available to persons with disabilities who are not within the three-quarter mile service corridor of the RIDES program. Under the
umbrella of the RIDES program, MST offers Special Transportation Services to limited areas of unincorporated areas of Monterey County where regular bus service is not offered. In addition, MST funds a Reimbursed Taxi Program for registered RIDES patrons, who are reimbursed up to 50 percent of their taxi fares. Some restrictions apply to the amount of reimbursement available per month. Special medical trips are also offered bi-monthly to the San Francisco Bay Area.

Greenfield Auto Lift
The City of Greenfield offers a demand-response service called the Greenfield Auto Lift. The Auto Lift operates from 9:30 a.m. to 4:30 p.m. Monday through Friday and is closed weekends and Holidays. The service does not accept any advance reservations. Requests must be placed no less than 20 minutes prior to pickup time or the Auto Lift customer will be advised to call back. In order to keep to a 15-minute pickup time for the general public school runs are limited to two to three students unless more ride requests are to the same location.

Base fare is fifty cents for an in-town or out-of-town (1 mile maximum) trip. Persons with disabilities persons pay 35 cents. Rides are available to those outside the one-mile limit for an additional dollar.

Until 1999, Greenfield Auto Lift operated with two passenger vehicles, an 11-passenger 1999 Chevy T-02 Bus, and a 10-passenger Ford E-350 Bus as a backup vehicle. In 2007, chiefly due to increased demand and ridership, the City purchased a 16-passenger 2007 Starcraft Bus. City Public Works’ staff maintains the three vehicles currently in operation.

King City Transit (Dial-A-Ride)
The City of King City is the southernmost point where transit service is provided in Monterey County. Forty-seven miles from Salinas, there is a significant geographic separation from essential services via public transit. King City Dial-A-Ride operates Monday through Friday from 7:00 a.m. to 4:00 p.m., with an hour break from 12:00 p.m. to 1:00 p.m.

King City Transit provides service within King City, the King City (Mesa Del Rey) Airport, and the Pine Canyon residential community located just outside city limits. A standard one-way fare is $1.25 for adults, $0.75 for seniors, and $0.50 for children age five and under (accompanied by a fare-paying adult).

According to AMBAG’s 2008 Salinas Valley SRTP, King City’s current ridership reduced by half from what King City Transit achieved in the early 1980s. Reasons for this reduction in ridership include a reduction in service span from 7:00 a.m. to 6:00 p.m. to the current 7:00 a.m. to 4:00 p.m., discontinuation
of student trips to comply with state regulations, and restricting unsupervised children from riding.

Soledad Taxi
The Soledad Taxi operates Monday through Friday from 8:00 a.m. to 4:00 p.m., with a one-hour break between 12:00 p.m. and 1:00 p.m. The service is open to the public and provides connections to Monterey County’s public transportation system via MST Line 23.

The adult base fare for the Soledad Taxi is $1.25 within Soledad city limits, with a reduced fare of 50 cents for seniors and persons with disabilities. Children or teens traveling by themselves pay the regular adult base fare, but if traveling with an adult, the fare is only 75 cents.

The Soledad Taxi also provides inter-community service to the cities of Greenfield, Gonzales, the Soledad Correctional Training Facility, Metz Road, and Arroyo Seco Road, all of which are priced at $6.00 per trip. Any trips outside city limits under a 2.5-mile maximum radius follow the following fare schedule: Regular is $4.00, Seniors/Handicapped/Disabled is $1.75.

Gonzales On Call Service
Monterey-Salinas Transit introduced a South County On Call service for the City of Gonzales in July 2010, providing general-public demand-responsive service within Gonzales city limits and providing connections with MST’s Line 23 at the Gonzales Center shopping plaza. The service operates Monday through Friday from 6:30 a.m. to 7:30 p.m.

The regular base fare is $2.50 for a one-way trip. Youth, seniors, persons with disabilities, active duty military, or Medicare cardholders pay $1.25 per trip. Monterey-Salinas Transit passes are also accepted for rides on the On-Call service.

DEMAND ANALYSIS
The demand analysis is an assessment of the geographic distribution of demographically disadvantaged populations as well as significant trip generators (i.e., employment centers, educational institutions, etc.). This analysis will serve as a basis for understanding the basic need for public transportation services in the South County Area.

Trip Generators
Significant trip generators include employment centers, shopping centers, educational institutions, medical clinics/hospitals, and government/community centers. This analysis will look at accessibility to these essential services for
traditionally transit-dependent demographics. Given each city in the SCA operates, or is served by, a local demand-response program whose service area covers the respective city limits as well as adjacent rural areas, all of the “trip generators” in each city can ultimately be accessed using said services.

The following maps illustrate major trip generators in each community with an overlay of the fixed-route MST Line 23 service. The maps provide a snapshot of accessibility to these land uses using public transportation. The cities in this study, excluding Salinas, have small populations and are limited in terms of available services (i.e., medical, social services, governmental, shopping, etc.).

Results from the following exhibits reveal the existing MST Line 23 service alignment provides sufficient access to most of the major trip generators in each community. A gap in service access may exist from residential neighborhoods to a Line 23 stop. This suggests access to Line 23 can be provided by the local community transit systems, further suggesting transfers between the services are critical.

Exhibit 2.4  Chualar Trip Generators
Exhibit 2.5  Gonzales Trip Generators

Exhibit 2.6  Greenfield Trip Generators
Exhibit 2.7  Soledad Trip Generators

Exhibit 2.8  King City Trip Generators
Population Growth
Exhibit 2.9 illustrates the total population of Monterey County as well as the South County Area communities over the past decade. As illustrated in Exhibit 2.9, Salinas is the largest city in the SCA with an estimated 2009 population of 152,597. In 2000, the cities of Greenfield, King City, and Soledad each had a population of between 11,000 and 12,000, with Gonzalez (7,525) as well as unincorporated Chualar (1,444) being the smallest.

From 2000 to 2009, growth patterns varied greatly amongst the SCA communities. Salinas experienced a four-percent drop in population, whereas Soledad is estimated to have more than doubled in size since Census 2000. The South County Area communities account for nearly 50 percent of the total population of Monterey County in 2000, and by 2009 were forecast to be home to the majority of Monterey County residents. Given the significant growth in the study area across the past decade, a commensurate increase in the level and variety of mobility services is warranted.

<table>
<thead>
<tr>
<th>SCA Communities</th>
<th>Total Population 2000</th>
<th>2009 Estimate*</th>
<th>Percent Change</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>1,444</td>
<td>1,502</td>
<td>4%</td>
<td>58</td>
</tr>
<tr>
<td>Gonzales</td>
<td>7,525</td>
<td>8,725</td>
<td>16%</td>
<td>1,200</td>
</tr>
<tr>
<td>Greenfield</td>
<td>12,583</td>
<td>15,363</td>
<td>22%</td>
<td>2,780</td>
</tr>
<tr>
<td>King City</td>
<td>11,094</td>
<td>11,560</td>
<td>4%</td>
<td>466</td>
</tr>
<tr>
<td>Salinas</td>
<td>151,060</td>
<td>144,275</td>
<td>-4%</td>
<td>(6,785)</td>
</tr>
<tr>
<td>Soledad</td>
<td>11,263</td>
<td>28,118</td>
<td>150%</td>
<td>16,855</td>
</tr>
<tr>
<td>Monterey County</td>
<td>401,762</td>
<td>410,370</td>
<td>2%</td>
<td>8,608</td>
</tr>
</tbody>
</table>

Source: Federal Census
*Note: Estimate from 2009 American Community Survey

Ride-Dependent Populations
To accurately identify and quantify demand for transit services throughout the South County Area, it is necessary to assess those populations that are traditionally mobility-disadvantaged and/or transit-dependent. These populations consist of demographic, economic, or social characteristics, which inhibit a person’s ability to travel independently, therefore relying upon transit services and/or family/friends for basic mobility needs. Five target populations are analyzed: youth, senior adults, persons with disabilities, low-income individuals, and individuals lacking access to a personal vehicle.

To determine the 2009 targeted population targets, we used the US Census Community American Survey from 2009. The Community American Survey
provides estimates for population centers with populations of 65,000 or greater. In the South County Area, only Salinas has a population at or above 65,000. We therefore used the growth rates from Salinas as a proxy for the rest of the South County area because it has similar demographics.

Youth population

Exhibit 2.10 shows the total Monterey County youth population (under 18) as well as the breakdown by community in South Monterey County. Overall Monterey County has 28 percent of its population under age 18. According to Exhibit 2.10, the SCA has a higher percentage of youth than the rest of the County. Chualar has the highest proportion of youth (26 percent) followed by King City at 24 percent, and both Salinas and Gonzales at 23 percent.

By 2009, the numbers of youths dropped throughout the South County area while the Monterey County added youth. Chualar (26 percent) has the highest proportion followed by King City (24 percent) and Gonzales and Salinas (23 percent each). Soledad has the lowest share at 10 percent.

Exhibit 2.10  Youth Population

<table>
<thead>
<tr>
<th>City/Community</th>
<th>2000</th>
<th>Percent Share of Total Population</th>
<th>2009 Estimate*</th>
<th>Percent Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>405</td>
<td>28%</td>
<td>393</td>
<td>26%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>2,064</td>
<td>27%</td>
<td>2,002</td>
<td>23%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>3,507</td>
<td>28%</td>
<td>3,402</td>
<td>22%</td>
</tr>
<tr>
<td>King City</td>
<td>2,866</td>
<td>26%</td>
<td>2,780</td>
<td>24%</td>
</tr>
<tr>
<td>Salinas</td>
<td>34,401</td>
<td>23%</td>
<td>33,369</td>
<td>23%</td>
</tr>
<tr>
<td>Soledad</td>
<td>2,952</td>
<td>26%</td>
<td>2,863</td>
<td>10%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>82,802</td>
<td>21%</td>
<td>112,424</td>
<td>27%</td>
</tr>
</tbody>
</table>

*Note: Estimate from 2009 American Community Survey

Exhibit 2.11 illustrates Monterey County’s distribution of youth within the South County Area. The highest concentrations of youth (under 18) are in the King City limits and surrounding areas, as well as the northeastern portion of Salinas. Additionally, the downtown areas of the southernmost cities of Gonzales, Soledad, Greenfield, and King City hold higher concentrations of youth. Given the South County’s significant population surge within the past decade, we anticipate a growing need for public transportation for youth populations, especially within the city of Soledad, where the population grew 149 percent from 11,263 in 2000, to 28,050 in 2009.
Exhibit 2.11  Concentration of Youth Population by Census 2000 Block Groups
Senior Population

Exhibit 2.12 presents the senior population for communities in the study area. Approximately 10 percent of Monterey County residents are 65 years or older. The South County Area has a lower proportion of seniors than the county as a whole. The communities with the highest proportion of seniors are Salinas (7 percent), Gonzales (6 percent), and King City (6 percent). The communities with the highest number of seniors are Salinas (10,414), King City (669), and Soledad (654). The senior population in 2009 is estimated to have declined in the SCA and increased throughout the rest of the county.

<table>
<thead>
<tr>
<th>City/Community</th>
<th>2000</th>
<th>Percent Share of Total Population</th>
<th>2009 Estimate*</th>
<th>Percent Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>51</td>
<td>4%</td>
<td>50</td>
<td>3%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>505</td>
<td>7%</td>
<td>493</td>
<td>6%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>629</td>
<td>5%</td>
<td>614</td>
<td>4%</td>
</tr>
<tr>
<td>King City</td>
<td>686</td>
<td>6%</td>
<td>669</td>
<td>6%</td>
</tr>
<tr>
<td>Salinas</td>
<td>10,673</td>
<td>7%</td>
<td>10,414</td>
<td>7%</td>
</tr>
<tr>
<td>Soledad</td>
<td>670</td>
<td>6%</td>
<td>654</td>
<td>2%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>40,299</td>
<td>10%</td>
<td>42,443</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Federal Census

*Note: Estimate from 2009 American Community Survey

Exhibit 2.13 presents the Senior population distribution throughout the South County Area. There are significant clusters of seniors (approximately 501-800) in King City and the abutting areas to the east, as well as the areas south of Salinas and west of Gonzales and Chualar. The northeast section of the city of Soledad also holds a significant population of seniors. The need for additional or expansion of public transit service for seniors in the SCA will need to be addressed. King City in particular, which shows the highest concentration of seniors within the city limits, will need to expand its services for seniors as well as the general population to accommodate projected growth in the following years.
Exhibit 2.13  Concentration of Senior Population by Census 2000 Block Groups
Persons with Disabilities

Exhibit 2.14 presents the disabled population for Monterey County and the South County Area. Overall Monterey County has a disabled population of about 70,000 translating to 17 percent of the population. The South County Area is roughly in line with the proportion of disabled persons. The outliers are Chualar on the low-end (9 percent) and Gonzales (22 percent) on the high-end.

According to the American Community Survey, the disabled population fell sharply from 2000 to 2009. We estimated the disabled population fell about 66 percent throughout the SCA with a countywide decrease of about 45 percent. We feel that given the dramatic difference in this demographic (which is not repeated elsewhere), the numbers should be used with caution.

Exhibit 2.14  Persons with Disabilities

<table>
<thead>
<tr>
<th>City/Community</th>
<th>2000</th>
<th>Percent Share of Total Population</th>
<th>2009 Estimate</th>
<th>Percent Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>130</td>
<td>9%</td>
<td>44</td>
<td>1%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>1,632</td>
<td>22%</td>
<td>548</td>
<td>6%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>1,842</td>
<td>15%</td>
<td>619</td>
<td>4%</td>
</tr>
<tr>
<td>King City</td>
<td>1,931</td>
<td>17%</td>
<td>649</td>
<td>6%</td>
</tr>
<tr>
<td>Salinas</td>
<td>29,239</td>
<td>19%</td>
<td>9,826</td>
<td>7%</td>
</tr>
<tr>
<td>Soledad</td>
<td>1,695</td>
<td>15%</td>
<td>570</td>
<td>2%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>69,898</td>
<td>17%</td>
<td>32,174</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Federal Census
*Note: Estimate from 2009 American Community Survey

Exhibit 2.15 illustrates the South County Area’s disabled population distribution. The distribution seems to be consistent amongst the cities in the South County, although some are more concentrated in the downtown areas, such as with Greenfield, and Soledad and the northern portions of Salinas. King City and Gonzales however, portray an evenly spread disabled population, which presents a severe issue of mobility for these cities. As mentioned earlier in the senior population section, a sufficient need for the expansion of the local demand-response service is evident in King City and Gonzales to accommodate the under-privileged populations such as persons with disabilities.
Exhibit 2.15  Concentration of Persons with Disabilities by Census 2000 Block Groups
Low income

Exhibit 2.16 presents the number of residents living below the federal poverty level in Monterey County and the South County Area. Monterey County has approximately 51,700 residents living below the poverty level, representing 13 percent of the population. The South County Area has a higher proportion of residents living below the poverty line. The communities with the highest proportion are Gonzalez (24 percent), Greenfield (21 percent), and King City (21 percent). The communities with the highest number of residents living below the poverty level are Salinas (23,676), Greenfield (2,701), and King City (2,317).

In 2009, the poverty rate increased both countywide and in the South County area. Salinas saw the largest increase in the poverty rate from 16 percent in 2000 to 23 percent in 2009. Soledad and Greenfield had the smallest increase in poverty at 2 and 3 percentage points respectively. In the period 2000-2009, the percentage of residents living below the poverty line countywide increased by 5 percentage points.

**Exhibit 2.16 Persons Below Poverty Level**

<table>
<thead>
<tr>
<th>City/Community</th>
<th>2000</th>
<th>Percent Share of Total Population</th>
<th>2009 Estimate</th>
<th>Percent Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>215</td>
<td>15%</td>
<td>295</td>
<td>20%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>1,776</td>
<td>24%</td>
<td>2,435</td>
<td>28%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>2,701</td>
<td>21%</td>
<td>3,703</td>
<td>24%</td>
</tr>
<tr>
<td>King City</td>
<td>2,317</td>
<td>21%</td>
<td>3,177</td>
<td>27%</td>
</tr>
<tr>
<td>Salinas</td>
<td>23,676</td>
<td>16%</td>
<td>32,462</td>
<td>23%</td>
</tr>
<tr>
<td>Soledad</td>
<td>2,057</td>
<td>18%</td>
<td>2,820</td>
<td>10%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>51,692</td>
<td>13%</td>
<td>73,046</td>
<td>18%</td>
</tr>
</tbody>
</table>

*Source: Federal Census

*Note: Estimate from 2009 American Community Survey*

Exhibit 2.17 shows the distribution of South County Area residents living below the poverty line. The northeast sections of Salinas hold the highest concentrations of low-income persons (between 6,001 and 14,000). The rural areas outside of Salinas, Chualar, and Gonzales also represent high populations of persons below the poverty line. Greenfield and King City show high populations of low-income individuals on the map, which correlates to the federal census data. Low-income persons make up 21 percent of each city’s total population, a figure much higher than the percentage for all of Monterey County, which is only 13 percent.
Exhibit 2.17  Concentration of Persons Below Poverty Level by Census 2000 Block Groups
Access to Vehicle

Exhibit 2.18 presents the number of residents in Monterey County who lack access to a personal vehicle. Exhibit 2.18 shows that the residents of Monterey County and the SCA especially own cars. Monterey County as a whole has 8,640 residents without a car, accounting for roughly 2 percent of the population. The South County Area largely reflects the high automobile ownership with the exception of King City, which is nearly double the proportion of non-automobile owners (4-percent).

No data is available from the Census Bureau for the 2009 American Community Survey.

Exhibit 2.19 presents the distribution of persons without access to a vehicle in the South County Area. King City’s population of non-vehicle ownership exceeds the rest of the South County cities. There is a significant need in King City due the low percentage of vehicular ownership or access, and due to its geographical separation from the rest of Monterey County, the need for convenient and affordable public transportation is evident.

<table>
<thead>
<tr>
<th>City/Community</th>
<th>2000 Population Without a Car</th>
<th>Percent Share of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>11</td>
<td>0.8%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>137</td>
<td>1.8%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>263</td>
<td>2.1%</td>
</tr>
<tr>
<td>King City</td>
<td>458</td>
<td>4.1%</td>
</tr>
<tr>
<td>Salinas</td>
<td>3,275</td>
<td>2.2%</td>
</tr>
<tr>
<td>Soledad</td>
<td>320</td>
<td>2.8%</td>
</tr>
<tr>
<td>Monterey County</td>
<td>8,640</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

*Source: Federal Census*
Exhibit 2.19  Concentration of Persons Without Vehicle Access by Census 2000 Block Groups
3. PUBLIC INPUT
3. PUBLIC INPUT

COMMUNITY SURVEY ANALYSIS

To ensure this plan reflects sufficient public input to craft meaningful, effective strategies for enhancing mobility within the study area, Moore & Associates conducted informal surveys of residents within the five communities of the South County Area. The surveys were designed to evaluate how well each local demand-response service meets passenger demand with respect to on-time performance, safety, and convenience, as well as examine present and future travel patterns. Our approach included intercept surveys at key locations throughout the communities of Chualar, Gonzales, Greenfield, King City, and Soledad. This technique was used to survey non-riders as well as current riders of local transit services. A variety of community locations were visited during a five-day span from Wednesday July 28 to Sunday August 1, 2010. The bilingual survey team collected 522 surveys across a five-day period.

Community locations included public libraries (local and County), community centers, major commercial/shopping areas, laundromats, parks, and local events such as farmers markets, yard sales, and music festivals. To ensure a sufficient rate of return, incentives were offered to those who denied or were hesitant to fill out the survey. The incentive included McDonald’s gift certificate coupons. For the Gonzales Summer Music Festival, survey respondents were entered into a raffle to win $50 Visa gift cards.

The survey instrument, illustrated in Exhibit 3.1, featured a postcard design and was tailored specifically to each community. The example in the exhibit below was the survey used in Gonzales and references the City’s MST On Call service. The survey was limited to only eight questions to minimize those who may be discouraged by a longer instrument. The questions primarily focus on assessing awareness/usage of mobility services as well as typical travel characteristics/patterns.
The data from the completed surveys were entered into Statistical Package for the Social Sciences software (SPSS) where frequencies and cross-tabulations were run and converted to charts and graphs for illustration and analysis.
Exhibit 3.2 illustrates the number of surveys collected in each community. With the exception of Chualar, the share of survey respondents from each community was nearly uniform. Among survey respondents, 47 percent indicated Spanish as their primary language (versus 53 percent English).

![Exhibit 3.2 Survey Respondents by Community]
The demand-response services provided within the different communities include Greenfield Auto Lift, Gonzalez’s MST On Call service, King City Dial-A-Ride, and Soledad City Taxi. Survey results reveal more than half of respondents (62.5 percent) stated they were aware of the local demand-response service in their community.

Although a high percentage of people were aware of the services, only 16 percent (83 respondents) stated having used the local demand-response service in their community within the past six months. Exhibit 3.3 indicates in most communities approximately 20 percent of the population uses the local demand-response service. Over 20 percent of survey respondents in Greenfield and Soledad stated they have used the local demand-response service within the past six months. In King City and Chualar only about 15 to 16 percent stated using local demand-response service within the prior six months. Given the Gonzalez service was only introduced a few weeks prior to our survey efforts, no respondents indicated any use of service.

Exhibit 3.3  Use of Local Demand-Response Service Within the Past 6 Months

<table>
<thead>
<tr>
<th>Community</th>
<th>No (%)</th>
<th>Yes (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chualar</td>
<td>15.8%</td>
<td>84.2%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>22.4%</td>
<td>77.6%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>16.3%</td>
<td>83.7%</td>
</tr>
<tr>
<td>King City</td>
<td>24.8%</td>
<td>75.2%</td>
</tr>
<tr>
<td>Soledad</td>
<td>0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Exhibit 3.4 illustrates the most common reasons why respondents patronize the local demand-response service. The two most common reasons were healthcare (38.8 percent) and shopping (23.8 percent). While only 2.5 percent stated using the service for school and 5.0 percent for work. These results reveal the services are utilized primarily as a lifeline service for the truly transportation-disadvantaged versus a commute option for “choice riders.”

<table>
<thead>
<tr>
<th>Trip Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
<td>2.5%</td>
</tr>
<tr>
<td>Work</td>
<td>5.0%</td>
</tr>
<tr>
<td>Personal Business</td>
<td>13.8%</td>
</tr>
<tr>
<td>Visiting family/friends</td>
<td>16.3%</td>
</tr>
<tr>
<td>Shopping</td>
<td>23.8%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>38.8%</td>
</tr>
</tbody>
</table>
Exhibit 3.5 illustrates the most common reasons for riding local demand-response service in the survey respondent’s community. The reasons for riding local transit services in each community differed depending upon factors such as respective location and services available in each community. For example, the most common reason for riding King City Dial-A-Ride was found to be for healthcare (81 percent). It can be concluded the majority of these trips are going to/from the Mee Memorial Hospital in King City.

For the community of Chualar, respondents stated they use the local demand-response service either for personal business (66.7 percent) or for visiting family/friends (33.3 percent). The majority of survey respondents who have ridden Greenfield Auto Lift recently stated their most common reason for riding was shopping (42.3 percent) and then healthcare (26.9 percent). The Soledad City Taxi is used for a variety of reasons; the most frequent include visiting family/friends, shopping, and healthcare. Several respondents also indicated using Soledad City Taxi for work, which was not found to be a major trip purpose in other communities for demand-response services. No survey respondent in Gonzalez stated using Gonzalez’s MST On Call service.

Exhibit 3.5 Most Common Reasons for Riding Local Service by Community
From the survey, it was also found most survey respondents who utilize their local demand-response service do so one to two times per month. Exhibit 3.6 illustrates that while survey respondents use the services relatively frequently, most do not use them on a daily basis. When comparing these findings with Exhibit 3.4 (trip purpose), it can be concluded the majority of people who utilize the local demand-response service do not use the service for daily commute to work or school but instead for weekly or monthly trips.

Exhibit 3.6  Frequency of Use of Local Demand-Response Services
Exhibit 3.7 compares the frequency of use of local demand-response services and the main reason for use of the services. We conclude the majority of residents utilize their local demand-response service one to two times per month for personal business, shopping, and visiting family/friends trips. Healthcare trips vary between one to two times per month and one to four times per week. Respondents citing use of their local service for travel to school, do so five or more times per week.

Exhibit 3.7 Frequency of Use versus Reason for Usage
To assess transfer activity, survey respondents were asked if their use of local demand-response service typically includes a connection to/from MST Line 23. Among respondents who use the services, 23 percent stated *yes* (they do connect with MST Line 23) and 77 percent stated *no* (they do not connect with MST Line 23) when using the local demand-response service.

Exhibit 3.8 illustrates the transfer activity from the local demand-response service by community to MST Line 23, the regional fixed-route service. The results indicate riders of Greenfield and King City’s demand-response service make the most connections with MST Line 23. This can be explained by the fact that these communities are at the most southern end of the county and may have the most established community-based transit programs.
Non-Riders

Among respondents indicating no use of the local service, nearly 63 percent stated having their own car as the main reason. This was followed by walk/bike (14.2 percent) and not aware (13.5 percent).

Exhibit 3.9 Barriers to Use of Local Demand-Response Service
To assess demand among non-riders for transit service ("choice riders"), the survey asked respondents to indicate what factors would help them to consider using the local demand-response service. The majority of respondents stated they would consider using the service if there was a change in hours of operation (38.6 percent), cost (21.8 percent), or frequency of service (16.1). The results of this question can also be read as the limiting factors to why people do not use the services, and should be considered when making future service improvements/changes.

Exhibit 3.10  Factors Impacting Use of Local Demand-Response Service
As illustrated in Exhibit 3.11, the most popular time of day respondents travel is during the *morning*, whereas only one percent stated they usually travel in the *evening*. This indicates the morning commute, either to work/school is the most important daily trip to people, thereby suggesting timed connections and service frequency should be highest in the morning period from approximately 9:00 a.m. to 12:00 p.m.

[Exhibit 3.11 Transit Usage By Day-Part]
LINE 23 CUSTOMER (ONBOARD) SURVEY ANALYSIS

To assess the perceptions of existing transit users as well as to develop a profile and quantify travel patterns, Moore & Associates conducted customer surveys onboard Monterey-Salinas Transit Line 23 across five service days. The first four days included two weekdays, a Saturday and a Sunday between July 10 and 13, 2010; while the fifth day was on Thursday, August 26 to ensure students were included within the survey sampling.

The survey instrument was bilingual and consisted of 12 questions designed to assess passenger travel behaviors as well as trip origins and destinations. The instrument can be seen in the Appendix of this report. Each survey was completed onboard the bus and collected by the surveyor prior to passengers exiting the bus. This technique ensured a higher return rate than mail-back surveys, as many people are willing to complete the survey while riding the bus as opposed to on their own time. In total, 655 surveys were completed onboard MST Line 23. Spanish-only speakers composed 37 percent of the survey respondents. This chapter presents the survey data results through tabular and graphical form.
Monterey-Salinas Transit Line 23 runs north and south along Highway 101 connecting the communities of Salinas, Chualar, Gonzales, Greenfield, Soledad, and King City. Exhibit 3.12 illustrates the incidence of respondents in each community. Greenfield and Soledad reflect more than 50 percent of survey respondents. Only 14 percent of the respondents resided in Salinas and Chualar. This indicates most people utilizing the Line 23 Express bus service are going to Salinas from outlining communities to the south. Respondent communities in the “other” category included Arroyo Seco, Marina, Monterey, San Ardo, San Lucas, Seaside, and Watsonville. The “other” communities only accounted for 1.4 percent of survey respondents.

Exhibit 3.12 Survey Respondent Communities
Origin and Destinations

In evaluating the data cross-tabulations between responses to Line 23 onboard survey Questions Two and Three, some clear travel patterns have been identified. The table below reveals the results of the cross-tabulation, illustrating where respondents alighted depending upon where they boarded Line 23 (full results, broken down by individual stop can be found in Exhibit 3.9). The data reveal there is relatively little intra-community travel, with the exception of Salinas, where 25.8 percent of respondents both boarded and alighted there. Exhibit 3.13 also illustrates a large portion of riders alight the bus in Salinas, regardless of which community they boarded from, indicating Salinas is a significant destination for Line 23 riders.

Exhibit 3.13 Boarding Community vs. Alighting Community

<table>
<thead>
<tr>
<th></th>
<th>Salinas</th>
<th>Chualar</th>
<th>Gonzales</th>
<th>Soledad</th>
<th>Greenfield</th>
<th>King City</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boarding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salinas</td>
<td>25.8%</td>
<td>7.5%</td>
<td>13.2%</td>
<td>22.0%</td>
<td>17.0%</td>
<td>14.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Chualar</td>
<td>66.7%</td>
<td>7.4%</td>
<td>22.2%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Gonzales</td>
<td>54.9%</td>
<td>4.9%</td>
<td>4.9%</td>
<td>13.4%</td>
<td>14.6%</td>
<td>7.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Soledad</td>
<td>47.5%</td>
<td>0.0%</td>
<td>5.9%</td>
<td>11.9%</td>
<td>18.6%</td>
<td>16.1%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Greenfield</td>
<td>42.5%</td>
<td>2.4%</td>
<td>3.1%</td>
<td>18.1%</td>
<td>7.1%</td>
<td>26.8%</td>
<td>100.0%</td>
</tr>
<tr>
<td>King City</td>
<td>30.7%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>20.8%</td>
<td>36.6%</td>
<td>7.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>39.9%</td>
<td>3.7%</td>
<td>7.2%</td>
<td>16.9%</td>
<td>17.4%</td>
<td>14.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

To supplement this finding, when comparing survey Questions One and Two (in which community you reside, and where did you board), it was noted survey respondents who boarded and alighted in Salinas were from all other communities and not just Salinas. A large portion of riders surveyed who boarded and alighted in Salinas resided in Soledad, Greenfield, and King City.
The chart below illustrates where respondents alighted after boarding Line 23 in Salinas. Among those respondents indicating Salinas as their origin, Soledad, Greenfield, and King City are the most frequent destinations (22.0 percent, 17.0 percent, and 14.5 percent, respectively). These communities are the longest distance from Salinas (Chualar and Gonzales are closer). These results indicate there may be demand for some Line 23 trips that skip Gonzales and Chualar in favor of trimming travel time to more popular destinations (Soledad, King City, etc).

Exhibit 3.14 Salinas Alighting Patterns
The results from the data cross-tabulations with respect to Chualar are clear: riders boarding MST Line 23 in Chualar travel to Salinas (66.7 percent). Some riders (22.2 percent) travel to Gonzales, the next community south on Highway 101. A small number (3.7 percent) use Line 23 to travel to King City. No respondents indicated using Line 23 to Soledad or Greenfield.

Exhibit 3.15  Chualar Alighting Patterns
Respondents boarding in Gonzales typically travel to Salinas (54.9 percent) using Line 23. However, some do make trips south to Soledad and Greenfield (13.4 percent and 14.6 percent). Riders occasionally utilize MST Line 23 for both travel within Gonzales (4.9 percent) and for travel to Chualar (4.9 percent).

Exhibit 3.16  Gonzales Alighting Patterns
Soledad lies in the approximate center of Line 23’s alignment. Results from the survey indicate 1) Salinas is less important as a destination (compared with Chualar and Gonzales) and 2) the increased importance of Greenfield and King City as destinations (18.6 percent and 16.1 percent, respectively). Patrons boarding in Soledad rarely travel to Gonzales (5.9 percent), and never to Chualar.

It appears Line 23 ridership is clustered, with Chualar and Gonzales residents mostly traveling to Soledad but Soledad, Greenfield, and King City riders traveling between the other communities of the South County Area.

Exhibit 3.17  Soledad Alighting Patterns
Respondents in Greenfield continue the trend identified in Soledad: The further away the community is from Salinas, the lower the number of respondents indicate Salinas is their destination. While 42.5 percent of those boarding in Greenfield indicated their ultimate destination was Salinas, a large amount (26.8 percent) indicated traveling to King City. In fact, almost half of trips originating in Greenfield (44.9 percent) were destined for either King City or Soledad, the two neighboring communities. Few respondents originating in Greenfield traveled to Chualar or Gonzales.
King City represents the farthest distance a rider can take Line 23 from Salinas. As a result, only 30.7 percent of those boarding in King City were destined for Salinas (compared with 66.7 percent of those originating in Chualar). Respondents boarding in King City overwhelmingly travel to Soledad and Greenfield (20.8 percent and 36.6 percent, respectively). These results indicate strong demand for transit trips within the three-community cluster at the end of Line 23 (Soledad, Greenfield, King City). While it may pose challenges from an operational standpoint, there appears to be demand for a more “local” fixed-route service only serving those three communities.

Exhibit 3.19  King City Alighting Patterns
<table>
<thead>
<tr>
<th></th>
<th>Salinas</th>
<th>Chualar</th>
<th>Gonzales</th>
<th>Soledad</th>
<th>Greenfield</th>
<th>King City</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northridge Mall</td>
<td>13</td>
<td>2</td>
<td>11</td>
<td>6</td>
<td>2</td>
<td>5</td>
<td>36</td>
</tr>
<tr>
<td>Hartnell College</td>
<td>4</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Salinas Transit Center</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>SVM Park and Ride</td>
<td>5</td>
<td>0</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>14</td>
<td>0</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>2</td>
<td>19</td>
<td>38</td>
<td>2</td>
<td>10</td>
<td>102</td>
</tr>
</tbody>
</table>

**Origin and Destination Pairing**

- **Salinas**
  - Northridge Mall: 13
  - Hartnell College: 4
  - Salinas Transit Center: 2
  - SVM Park and Ride: 5
  - Other: 3
  - Total: 25

- **Chualar**
  - Grant & South: 2
  - Total: 2

- **Gonzales**
  - Mee Memorial Hospital: 1
  - Total: 1

- **Soledad**
  - SVM Correctional: 5
  - Total: 5

- **Greenfield**
  - Salinas Square: 4
  - Total: 4

- **King City**
  - 3rd & Lynn: 4
  - Total: 4

**Grand Total**

- **Total**
  - 36

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**ANALYSIS**

- **Origin and Destination Pairing**
  - HSBC Other Total
  - Grant & South Other Total
  - Gonzales Center Other Total
  - Front & Vicente Other Total
  - SVM Park and Ride Other Total
  - Total Other Total

- **Exhibit 3.20**
  - Origin and Destination Pairing

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**MOORE & ASSOCIATES**

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**MONTEREY-SALINAS TRANSIT DISTRICT – SOUTH COUNTY AREA SERVICE ANALYSIS**
Travel Behavior
When evaluating transit demand, MST Line 23 riders’ main trip purposes indicate the places and times of day when transit is most desired and/or needed. For example, if most people are using the service to get to work, then the service should serve morning and evening peak commute hours at higher frequencies to major employment locations.

The results of the survey reveal a high number of Line 23 riders use the bus for school (24 percent) and work (19 percent). Other reasons which each account for approximately 15 percent of the riders include healthcare, personal business, and visiting family/friends. Shopping only accounted for 10 percent and other accounted for 4 percent. The majority of other trips were for church, fun, or to travel home.

Exhibit 3.21 Rider Trip Purpose
The following exhibit illustrates Line 23 rider main trip purposes by frequency of use of the service. The least frequent riders are the two bars to the left of the chart, whereas the most frequent riders are the two to the right. The results reveal the majority of riders (approximately 60 percent) who utilize Line 23 at least once a week do so primarily to get to work or school. Those who use the service less frequently tend use the service more for healthcare, personal business, and visiting family/friends. These findings are consistent with the results of the community survey, wherein residents indicated using their local community-based services less frequently if doing so for healthcare, personal business, and visiting family/friends.

Exhibit 3.22  Frequency of Use vs. Trip Purpose
Transfer Activity
Regional transit programs in non-urbanized setting, such as MST Line 23 cannot efficiently cover all areas of a community. Therefore, patrons using the service usually need to travel some distance to access the bus stop using a different bus or mode of travel. The cross-tabulation of Question Four and Two from the survey identifies how patrons accessed the bus stop prior to boarding and where they boarded. The results are illustrated in Exhibit 3.23, indicating over 50 percent of patrons walked to access the Line 23 bus stop in all communities. Salinas and Chualar were revealed as the only communities with transfer activity from another bus service, including Dial-A-Ride services. Approximately ten percent of survey respondents from each community stated they got dropped off by a friend or family to access the bus stop which they boarded.

Exhibit 3.23 Mode of Travel to Bus Stop and Boarding Location
Similar to the discussion above, many riders use another mode of travel to access their final destination once they exit the bus. The results in Exhibit 3.24 illustrate a similar trend as above where over 50 percent of the patrons in each community stated they walked to their destination after alighting the bus. In contrast to the boarding activity from above (Exhibit 3.23), the communities of Gonzales, Greenfield, and King City show some level of inter-service transfer activity among patrons alighting MST Line 23 in those communities. In addition, over 30 percent of patrons who exited the bus in Salinas transferred to another bus.

Exhibit 3.24  Mode of Travel from Bus Stop and to Destination

Two conclusions can be drawn from the information presented above: Line 23 is taking people within walking distance to/from their origin/destination; or the majority of patrons who use Line 23 are dependent upon public transportation for basic personal mobility. This information reveals the communities to the south of Chualar are limited in local public transportation options within the individual communities. Walking or being dropped off at the bus stop appears to be the only other option for most patrons. This further suggests enhanced bus service between the three cities of King City, Soledad, and Greenfield with improved inter-city connections could be warranted.
Ride-Dependency
Exhibit 3.25 illustrates the availability of other travel options for those who ride MST Line 23. The exhibit indicates only about 6 percent of Line 23 riders are capable of driving themselves if the MST Line 23 was not available. More than 35 percent of the survey respondents stated they would not make the trip if Line 23 was not available. The results reveal more than 90 percent of riders are somewhat dependent upon public transportation services, as was suggested in the discussion above.
To supplement the findings presented above, the following exhibit indicates a low percentage of riders have access to a personal vehicle, indicating a relatively high level of transit-dependency to access work, school, healthcare, or other essential trips.

Exhibit 3.26  Access to a Personal Vehicle
Service Enhancements

Through the survey, respondents were asked to identify an improvement that they would most like to see made to MST Line 23. The results reveal 40 percent would like to see more frequent service, followed by later evening service (19 percent), and earlier morning service (14 percent).

Exhibit 3.27  Preferred Service Improvements

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More frequent service</td>
<td>226</td>
<td>40%</td>
</tr>
<tr>
<td>Later service in the evening</td>
<td>107</td>
<td>19%</td>
</tr>
<tr>
<td>Earlier service in the morning</td>
<td>79</td>
<td>14%</td>
</tr>
<tr>
<td>More weekend service</td>
<td>75</td>
<td>13%</td>
</tr>
<tr>
<td>More stops in (specify community)</td>
<td>55</td>
<td>10%</td>
</tr>
<tr>
<td>Extend service into new areas (specify)</td>
<td>18</td>
<td>3%</td>
</tr>
<tr>
<td>Better connections with local Dial-A-Ride services</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>566</td>
<td>100%</td>
</tr>
</tbody>
</table>

As a follow up, respondents were asked how their use of MST Line 23 would change if the improvement they would most like to see is made. The largest group of respondents (48 percent) stated they would increase their use of MST Line 23 by more than two additional trips per week if the preferred improvement is implemented.

Community Roundtables

Community roundtables were held in each of the four South County cities of Gonzales, Greenfield, King City, and Soledad. The meetings were conducted over a two-day period in the evenings on October 11 and 12, 2010. The purpose of the meetings was to present the results/findings from the community and onboard surveys and to gather input from stakeholders and community members regarding their perception and usage of transit services in the South County Area. The feedback from the roundtables is incorporated in the key findings and service alternatives.

Summary of Findings

Through the community surveys, onboard surveys, and community roundtables a combination of transportation needs, gaps and patron travel patterns were identified and quantified. Presented below is a summary of key findings that will guide in the development of service alternatives and recommendations.
MST Line 23 Customer Survey
- Desire for more frequent service for Line 23.
- Desire for extended service hours during the weekdays for Line 23.
- Access to Line 23 is limited within southern cities due chiefly to limited service span and/or connecting points between MST and the individual community transit programs.
- The most common trip purposes are work and school-related.
- There appears to be greater demand for travel southbound (Salinas to the four southern cities) than northbound.
- High intercity travel was found between King City, Greenfield, and Soledad.
- The majority of Line 23 riders do not have access to a personal vehicle (translating to a high degree of transit-dependency).

Community Surveys and Meetings
- Limited public awareness of the individual community Dial-A-Ride program within the associated community.
- The greatest barriers to ridership growth are limited operating hours, perceived high cost (i.e., fare), and perceived long trip duration (i.e., pick-up time to drop-off time).
- Desire to extend the service span of the community Dial-A-Ride (a.k.a. later evening service).
- Low transfer activity to MST Line 23 from local community Dial-A-Ride programs.
- The greatest incidence of inter-service transfer occurs in Greenfield and King City.
- A high percentage of current riders (of the community-based Dial-A-Ride programs) only ride once or twice per month.
- Among all residents (current and non-riders), the greatest period of travel activity is between 9:00 a.m. and 12:00 p.m.
- There is a perception MST Line 23 does not adequately serve Hartnell College.
- Belief MST Line 23 weekday service to/from the Soledad Correctional Facility significantly exceeds current/recent demand.
- Widely held opinion (especially among current transit riders) MST should not “absorb” the local Dial-A-Ride programs (underscored by the very low productivity of MST’s On Call service in Gonzales).
- There is a desire for additional bus stops and bus stop amenities (i.e., bench, shelter, route information) in South County communities; specific request made for additional bus stops in Soledad along the commercial and social service corridor (Galiban/Main).
4. SOUTH COUNTY AREA SERVICE ALTERNATIVES
4. SOUTH COUNTY AREA SERVICE ALTERNATIVES

Based on the key findings identified through the public involvement process and discussions with MST staff, an array of service improvements/enhancements for both intra- and inter-city services have been identified. These alternatives aim to improve mobility, enhance the efficiency of transit service delivery, and increase transit ridership within the South County Area. The service alternatives are presented in three sections: Monterey-Salinas Transit Line 23, South County Intercity Service, and intra-community service.

MST Line 23

Through the public input process, and specifically from the onboard customer surveys conducted onboard MST Line 23, respondents indicated the service meets the basic need for inter-city travel between the southern Monterey County cities and Salinas, providing connections for northbound and westbound travel. Although the service meets this need, we have identified improvements/enhancements which would result in increased efficiency and effectiveness while also increasing ridership.

1. **Extend Service Hours.** Adjustment of MST Line 23 weekday service schedule to coordinate with Hartnell College evening classes. Alternatively, coordinate vanpool formation via the District’s Consolidated Transportation Services Agency (CTSA). According to attendees at the Soledad community workshop, a former vanpool allowed residents to attend Hartnell College. When MST began service to the College, funding for the vanpool was eliminated.

   Based on the current Line 23 service schedule, the last weekday southbound trip departs Hartnell College at 6:10 p.m. while the last northbound trip arrives at the College at 8:47 p.m. This precludes South County residents from using MST Line 23 to attend evening classes. This recommendation proposes MST extend weekday Line 23 service to/from Hartnell College and King City until 10:00 p.m. We found the most frequent users of MST Line 23 are those who ride for work and school purposes. Therefore, enhancing access to Hartnell College would translate to increased ridership.

2. **Infrastructure Improvements** - Initiate bus stop enhancement efforts to coincide with MST Line 23 alignment throughout the four southern cities. This could include improved/increased signage (i.e., info post), benches, shelters, and lighting.

   Through the community roundtables, it was revealed the southern communities lack adequate transit customer amenities. In addition, information regarding transit services is not readily available at community or government centers. An increase in signage and service information brochures would increase awareness of transit service.
3. **Operational Changes** - Investigate opportunity for stationing bus and driver(s) for MST Line 23 in King City. Doing so would reduce the amount of “deadhead” mileage and vehicle hours in both morning and evening.

Currently, bus drivers begin and end their shifts in Salinas, yet service begins in King City in the morning. Buses “deadhead” in the morning from Salinas to King City to begin revenue service. To eliminate deadheading, we suggest an arrangement be investigated with King City to provide storage for buses to start and end service in the morning and evening of each service day. This would also supplement Service Recommendation 1: where the two evening buses, which end at 8:47 p.m. and 9:42 p.m. in Salinas, would instead continue service back to King City where they end the service and park for the night. This would also allow later service to be offered from Hartnell College to the southern communities.

**South County Inter-City Service**

The following service alternatives are specific to inter-city service between King City, Greenfield, Gonzales, and Soledad. This is concurrent with, and supplemental to, MST Line 23 service.

4. **Monterey-South County Connection.** To enhance services for commuters, it is suggested MST Line 20 extend its service hours so the last trip leaving Monterey more closely reflects traditional work hours.

Through discussions with stakeholders and community members at the South County community workshops, several requests were made for later Monterey-South County travel options. In reviewing existing services, the last MST Line 20 trip departs Monterey offering a down-line connection to the South County Area at 4:45 p.m. (allowing 6:15 p.m. southbound connection in Salinas). For those who are looking to utilize MST services for commuting, the existing service hours may pose a barrier in traveling back to the South County Area from Monterey.

5. **Inter-City Circulator.** To enhance inter-city travel within and between the four South County cities (and potentially reduce MST Line 23 operating costs) consider truncating MST Line 23 weekday off-peak service at Gonzales. Replace Line 23 service between Gonzales and King City with a deviated fixed-route circulator linking King City with Gonzales (with “flag” stops in Greenfield and Soledad). The proposed service would circulate between the four cities during the non-peak hours (e.g., 9:00 a.m. and 3:00 p.m.) and allow time-transfer with Line 23 in Gonzales. The proposed service would replace the local demand-response programs in King City, Greenfield, and Soledad with a deviated fixed-route service; still meeting the complimentary ADA paratransit service. The deviated fixed-route is designed with fixed stops and a schedule which accommodates deviation requests within a three-
quarter mile radius of the fixed-route alignment. Doing so would eliminate the need for two separate services and combine them into one flexible service.

Findings from the MST Line 23 onboard customer survey indicated a high incidence of trip activity among riders utilizing Line 23 for travel between King City, Soledad, and Greenfield. Given the service frequency of Line 23 is approximately once an hour, and the fact that Line 23 only stops at a few select locations in each community, it could be beneficial to offer service with stops in each community. The proposed inter-city circulator service would feature additional stops within each community at locations identified during the community workshops.

Local Service

6. Extension of Service Hours. Undertake six-month demonstration project expanding service hours for each of the three City-provided local DAR programs. Doing so could increase transfer activity amongst the local programs and MST Line 23. Undertake targeted marketing to support the change. (Note: Potential funding may be available via FTA “New Freedom” program.)

7. Transfer Coordination. Undertake six-month demonstration project providing reduced-cost inter-service transfers (MST Line 23 to/from local community demand-response services). Examples could include a discounted fare for those patrons transferring to/from each service (transfer pass); an electronic transit pass, or “smart card”, applicable to all services wherein fare revenue is divided amongst the services. Undertake targeted marketing to support the change.

The results of the community and customer survey analyses reveal minimal or no transfer activity occurs between the local community transit programs and MST Line 23. This suggests improvements should be made to mitigate perceived/actual barriers.

Service Recommendations and Next Steps

Based on discussions with MST staff and community stakeholders, several of the listed service alternatives were identified as priority projects, and are presented below in order of importance:

1. Inter-city circulator,
2. Monterey-South County connection, and
3. Extend MST Line 23 service hours.

Each alternative represents additional capital and operating costs for MST, of which funding has yet to be identified. Therefore, timeframe for implementation of the recommendations is unknown at this time. Of the prioritized projects, we recommend MST first secure funding and then formulate implementation timeframe.
## APPENDIX

### MST Line 23 Express Survey

Monterey Salinas Transit and the South County communities (Chualar, Gonzales, Greenfield, King City, and Soledad) are working together to evaluate MST Line 23 as well as identify possible opportunities for additional mobility services in the region. As a transit rider, your opinion is important. Please complete this short survey and return it before exiting the bus today. Please complete only one survey. If you have already completed a survey, please do not complete another. Thank you for participating.

#### Tell Us About Your Trip Today

1. In which community do you currently reside?
   - Soledad
   - Greenfield
   - Salinas
   - Other (specify):
   - King City
   - Gonzales
   - Chualar

2. Where did you board Line 23 today?
   - Salinas Transit Center (C)
   - Northridge Mall (A)
   - HSBC (E)
   - Other:
   - Salinas Transit Center (C)
   - Northridge Mall (A)
   - HSBC (E)
   - Other:

3. Where will you exit Line 23 today?
   - Chualar
   - Grant & South (F)
   - Other:
   - Gonzales Center (G)
   - Gonzales Center (G)
   - Other:
   - Soledad
   - Soledad Correctional (H)
   - Monterey & East (J)
   - Other:
   - Soledad
   - Soledad Correctional (H)
   - Monterey & East (J)
   - Other:

4. How did you get to the bus stop today?
   - Walked
   - Drove self
   - Dropped off by family/friend
   - Bicycle
   - Transfer from another bus
   - AMTRAK
   - Greyhound
   - DAR (specify city)

5. Once you exit the bus today, how will you travel to your final destination?
   - Walk
   - Drive self
   - Picked up by family/friend
   - Bicycle
   - Transfer to another bus
   - AMTRAK
   - Greyhound
   - DAR (specify city)

6. When riding Line 23, what is your usual trip purpose? (select one)
   - Work
   - School
   - Healthcare
   - Personal business
   - Shopping
   - Visit family/friends
   - Other (specify):

7. How would you have made this trip today if Line 23 was not available?
   - Drive self
   - Walk
   - Bicycle/scooter
   - Greyhound
   - DAR (specify city)
   - Taxi
   - Get ride from family/friend
   - Vanpool/Carpool
   - Would not make trip

8. Could you have made this trip by driving your own car?
   - Yes
   - No

9. How long have you been a Line 23 rider?
   - Less than six months
   - 6 to 12 months
   - 1 to 3 years
   - 3 years or longer

10. How often do you ride Line 23?
    - 1 to 4 times per week
    - 1 to 2 times per month
    - 5 or more times per week
    - Less than once a month

11. Please select the improvement you would most like to see for Line 23:
    - More frequent service
    - Service in the evening
    - Extend service into new areas (specify):
    - Better connections with local Dial-A-Ride services

12. If the improvement noted on question 11 were made, how would this impact your use (patronage) of Line 23?
    - No change
    - More 2 additional trips per week

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## Encuesta de Línea 23 Express de MST

Monterey Salinas Transit (MST) y las comunidades del sur del condado (Chualar, Gonzales, Greenfield, King City, y Soledad) están trabajando para evaluar Línea 23 de MST, y para identificar oportunidades posibles para servicios de movilidad adicionales en la región. Como pasajero de transito, su opinión es importante. Por favor complete esta breve encuesta y regresela antes de salir del autobús. Por favor complete solo una encuesta. Si ha completado más encuestas, por favor no complete otra. Gracias por participar.

### Díganos Sobre Su Viaje Hoy

#### 3. ¿En cual comunidad reside?
- [ ] Soledad
- [ ] Greenfield
- [ ] Salinas
- [ ] Otro (especifique):

#### 4. ¿Donde subiste hoy en Línea 23?

##### Salinas
- [ ] Northridge Mall (A)
- [ ] Salinas Transit Center (C)
- [ ] HSBC (E)

##### Chualar
- [ ] Grant & South (F)

##### Gonzales
- [ ] Gonzales Center (G)

##### Soledad
- [ ] Soledad Correctional (H)
- [ ] Monterey & East (J)

##### Greenfield
- [ ] Santa Lucia Square (L)

##### King City
- [ ] Mee Memorial Hospital (M)

##### Otro:

#### 5. Cuando se baja del autobús, ¿como llegas a su destinación final?
- [ ] Caminar
- [ ] Manejo yo mismo
- [ ] Algúin me dejo en la parada
- [ ] Bicicleta

#### 6. Cuando usa Línea 23, ¿que es su propósito principal para su viaje? (seleccione uno)
- [ ] Trabajo
- [ ] Escuela
- [ ] Servicios de Medico
- [ ] Negocios personales
- [ ] De compras
- [ ] Visitando familia/amigos
- [ ] Otro (especifique):

#### 7. ¿Cómo hubiera hecho su viaje hoy si Línea 23 no fuera disponible?
- [ ] Manejo yo mismo
- [ ] Caminar
- [ ] Bicicleta/silla motorizado

#### 8. ¿Hubiera podido hacer este viaje conduciendo su propio carro?
- [ ] Si
- [ ] No

#### 9. ¿Cuanto tiempo tienes como pasajero de Línea 23?
- [ ] Menos de 6 meses
- [ ] 6 a 12 meses
- [ ] 1-3 años
- [ ] 3 años o más

#### 10. ¿Que frecuentemente viajes en Línea 23?
- [ ] 1-4 veces por 5 o más veces por semana semana
- [ ] 1-2 veces por mes
- [ ] Menos de un vez al mes

#### 11. Por favor escoja el mejor que mas quisiera ver implementado para Línea 23:
- [ ] Servicio mas frecuente
- [ ] Horas de operación/servicio mas temprano
- [ ] Mejores conexiones con servicios de Taxi Local

#### 12. Si el mejor en pregunta 11 fue implementado, ¿como afectara su uso de Línea 23?
- [ ] No cambio
- [ ] Más de 2 viajes adicionales por semana

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