

REDWOOD COAST TRANSIT AUTHORITY: FEB 21, 2018

BOARD OF DIRECTORS MEETING

How Redwood Coast Transit Authority Can Improve Its Service- Offering and Increase Ridership: An Examination of Student, Tourist/Hospitality and Other Existing & Emergent Ridership Groups



Methodology and Goals

Qualitative: 5 Focus-Groups, and 5 In-Depth Interviews

Aim = Improving service + forge relationships with key constituents (tourism, student and transit-dependent)

- (1) why people of **all markets** are not using the service more,
- (2) outreach to **students** more effectively,
- (3) meet the transportation needs of **visitors** + helping **businesses and natural destinations,**
- (4) offer better service to the **core, transit-dependent.**

General (all markets) Recommendations

1. System Safety

-Post & Enforce 2017 Code of Conduct.

Four steps of discipline.

-Improve Security at Cultural Center or Consider Relocation of Transfer Hub

Move the transfer location of some buses to a busy bus stop **adjacent to a major food market** that already has security/policing, if feasible

For the Cultural Center to work effectively security is needed and this is expensive. **One option** is to hire full-time security during business hours. **Another alternative** is to move some of RCTA's administrative and staff functions to the Cultural Center somehow.

Bus Shelter Maintenance and Amenities

2. Bus Shelters

Too few shelters that are not being maintained and broken glass

Develop and post in shelters a new system map:

-Context and location-based graphic + text-based schedule

-Include pictures of key places

-Posting links to the website and the call center

-Developing a navigation-based app

-Post policies about shelter destruction

General (all markets) Recommendations

3. Consistency of Service for Wheelchair Riders

Better Training: Implementing a process to educate and monitor each bus driver on policies and processes.

*****Wheelchair service should be *consistent* regardless of the bus, route or driver**

Putting a sign on the bus eliciting feedback regarding this service and explaining the nature of RCTA policy.

Setting up a generic e-mail address such as the following as a direct feedback line to management

“redwoodcoasttransit@gmail.com”.

Strategic Data-Driven Recommendations

4. Meeting Student Needs and Developing Relationships with COR, the Parks Service and Other Key Constituents: Branding Content +Apps

Align the bus schedules with the beginning and end of classes

Realign regional routes (20 & 199) to serve COR directly

Expand pass partnership to all COR students with grant funds

Develop a strong relationship with the COR Campus Administration

Tourist Market Recommendations

5. Hotel Partnerships and Information Dissemination

RCTA should consider **forging relationships with area hotels.**

Once RCTA makes service changes that consider main sites of interest, integrate these graphically within their system map and post these maps on hotel lobby walls.

Need for leadership as system is dynamic as is lodging relationship

Some of the hotels have expressed a willingness to post RCTA information on their websites. This poses a great opportunity.

RCTA management should assist by developing a narrative regarding service and monitor the public through social media.

Tourist Market Recommendations

5. Reaching Each Tourist Segment

Groups and Messages

- (1) the benefit of gaining more knowledge about the site(s) **natural and cultural perspectives,****
- (2) helping to preserve the Redwood ecology,**
- (3) facilitating safety on the road for others and themselves,**
- (4) the ability to meditate and enjoy the natural/cultural settings on one's own terms, and**
- (5) the ease of navigating the new and improved RCTA public transit system.**

Tourist Market Recommendations

5. Types of Service to Create Ridership Utility

A Identify, three or four natural and cultural sites along the current routing that rank among the best for visitors to experience

B Need some new bus stops near hotels & recreation activity centers

C Simple to get from the hotel bus stops to these key locations, and the schedule should be clear, simple, succinct, and both graphical and verbal

D Optimizing frequency of service and matching it to the time people need.

Tourist Market Recommendations

6. Stout Grove Preservation

Traditional Focal Destination

Tourists experience a stressful drive and vehicles emit toxic fumes

Situation likely best addressed by private sector

State Park administration may be open to adding a park entry fee and rolling the revenue into public transit

Tourist Market Recommendations

7. The Prisoner's Family Visiting Market

Most visitors drive cars, or rent cars to visit prison.

Car rentals are at home or at the Crescent City Airport.

Low Cost Hotels are Interested.

Many come during Off Season because Lodging is Less Expensive

Elevating Relationship Between RCTA and Lodging Industry is a High Priority of this Study

Consider adding the prison to *all trips* on Route 20

Tourist Market Recommendations

8. Connecting with Airports, Train Regional Bus Centers and Service to Grant Pass

While linking bus service with airports certainly supports overall regional tourism, this can cause tension with ideal of supporting local (Crescent City) airport

Travelers from afar, airports such as SFO, Oakland, Sacramento, or Portland as an entry point to the region.

-Consider Interregional Collaborations, (e.g., Oregon)

Consider Service to Grant Pass for Healthcare Access + Linkage to Greyhound and AMTRAK

Thank You!

Questions and Feedback?

