



Foothill Transit

FINAL REPORT | MS 18008

Funding to Provide Special Bus Service
to the LA County Fair

Foothill Transit | March 5, 2019

Prepared for the Mobile Source Air Pollution Review Committee
(MSRC) under the AB 2766 Discretionary Fund Work Program.



Acknowledgements

Special acknowledgment to the staff at the Pomona Fairplex for their assistance in the implementation of a clean emission transit service for the second year to provide access to the LA County Fair. Additionally, we would like to acknowledge support from multiple departments within Foothill Transit that ensured smooth operations of transit services.

This report was submitted in fulfillment of MS 18008 and Provide Special Bus Service to the Los Angeles County Fair by Foothill Transit under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of September 25, 2017.

Disclaimer

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

Project Description & Work Performed

Started in the 1920s, The LA County Fair, held at the Fairplex in Pomona, is a popular end of summer tradition in Southern California and receives over 1.2 million visitors annually over a nineteen day period. The high volume of visitors results in traffic congestion along the surface streets and freeway off-ramps along the 10 and 57 freeways.

In March 2016, LA Metro opened the Gold Line extension phase 1, which connected Pasadena to Azusa. Since its opening, the ridership of the Gold Line extension exceeded LA Metro's initial estimates.

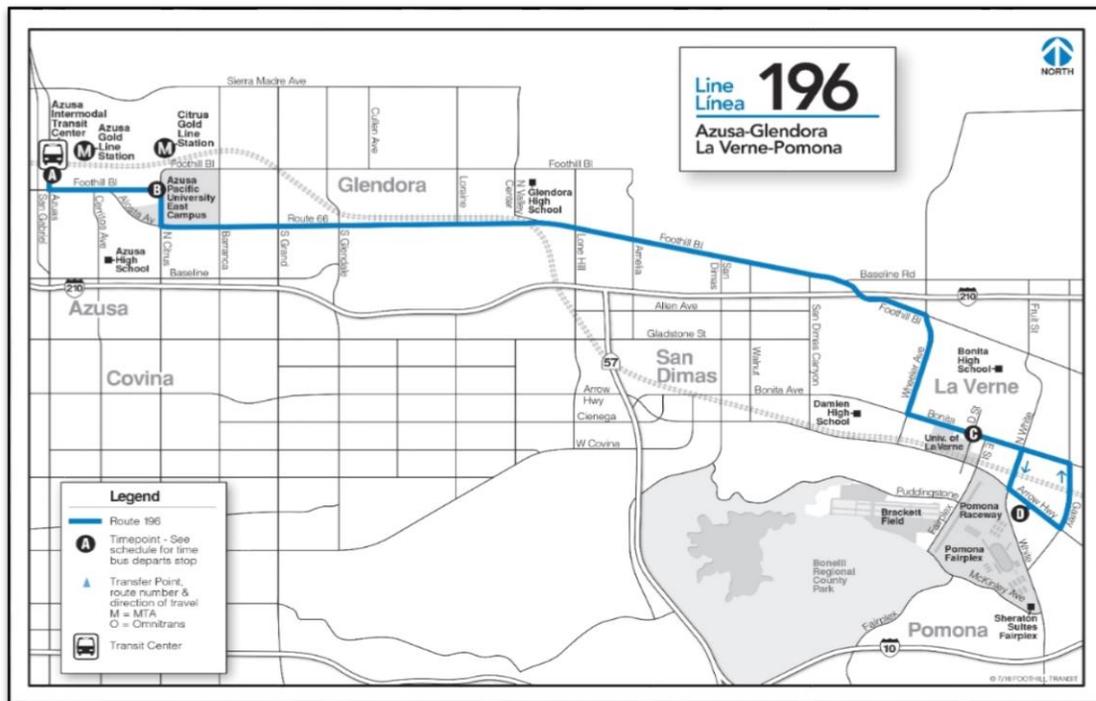
As a means to help ease congestion caused by the LA County Fair and take advantage of the popularity of the Gold Line extension, Foothill Transit implemented a new line in September of 2016, Line 196, specifically designed for visitors of the LA County Fair. The bus line allowed customers to travel on the Gold Line, then take the limited stop bus service into the Fairplex. The route originated at the newly constructed Azusa Intermodal Transportation Center which allowed transfers with not only the Gold Line, but other heavily used Foothill Transit lines. The obvious goal is to get visitors out of their single occupancy vehicles to reduce emissions, but also leverage the vast LA Metro rail network to get visitors from all areas of Los Angeles county.

LA County Fair Service Characteristics

Line 196 was created to serve the Fairplex during the LA County Fair. Line 196 operates one hour before the fair opens and the last trip is one hour after the fair closes on Saturday, Sunday, and Labor Day. At its peak, the service utilized two 2016 New Flyer Compressed Natural Gas (CNG) buses.

The line had a limited number of stops to allow faster travel time. The stops along the route allowed transfer opportunities with one of Foothill Transit's busiest lines, Line 187. Two additional stops were added along the route to service three college campuses in the area. One stop serviced Azusa Pacific University and Citrus College and another stop serviced the University of La Verne.

Customers that used the service saved a minimum of \$15 on parking. They also had the opportunity to save \$8 when pre-purchasing tickets by entering the coupon code "Foothill" on the LA County Fair website.





Line 196 Schedule (Weekends and Holidays Only)

Eastbound to LA County Fair

Westbound to Azusa

Leave Azusa

Arrive Pomona

Leave Pomona

Arrive Azusa

Azusa Downtown Gold Line Station	Citrus Ave. & Foothill Blvd.	Bonita Ave. & D St.	LA COUNTY FAIR	LA COUNTY FAIR	Bonita Ave. & D St.	Citrus Ave. & Foothill Blvd.	Azusa Downtown Gold Line Station	
9:00	9:05	9:25	10:00	1:00	1:35	1:55	2:00	
10:00	10:05	10:25	11:00	2:00	2:35	2:55	3:00	
11:00	11:05	11:25	12:00	3:00	3:35	3:55	4:00	
12:00	12:05	12:25	1:00	3:40	4:15	4:35	4:40	
12:40	12:45	1:05	1:40	4:20	4:55	5:15	5:20	
1:20	1:25	1:45	2:20	5:00	5:35	5:55	6:00	
2:00	2:05	2:25	3:00	5:40	6:15	6:35	6:40	
2:40	2:45	3:05	3:40	6:20	6:55	7:15	7:20	
3:20	3:25	3:45	4:20	7:00	7:35	7:55	8:00	
4:00	4:05	4:25	5:00	7:40	8:15	8:35	8:40	
4:40	4:45	5:05	5:40	8:20	8:55	9:15	9:20	
5:20	5:25	5:45	6:20	9:00	9:35	9:55	10:00	
6:00	6:05	6:25	7:00	9:40	10:15	10:35	10:40	
6:40	6:45	7:05	7:40	10:40	11:15	11:35	11:40	
7:20	7:25	7:45	8:20					
8:00	8:05	8:25	9:00					
				Saturdays and Sunday 9/4 additional trips	(11:10)	(11:35)	(11:55)	(12:00)
					(11:40)	(12:15)	(12:35)	(12:40)
					(12:40)	(1:15)	(1:35)	(1:40)

Note: Line 196 will drop you off at the shuttle stop where a free LA County Fair Shuttle will take you to the fair. Line 196 only operates on weekends and holidays in September.

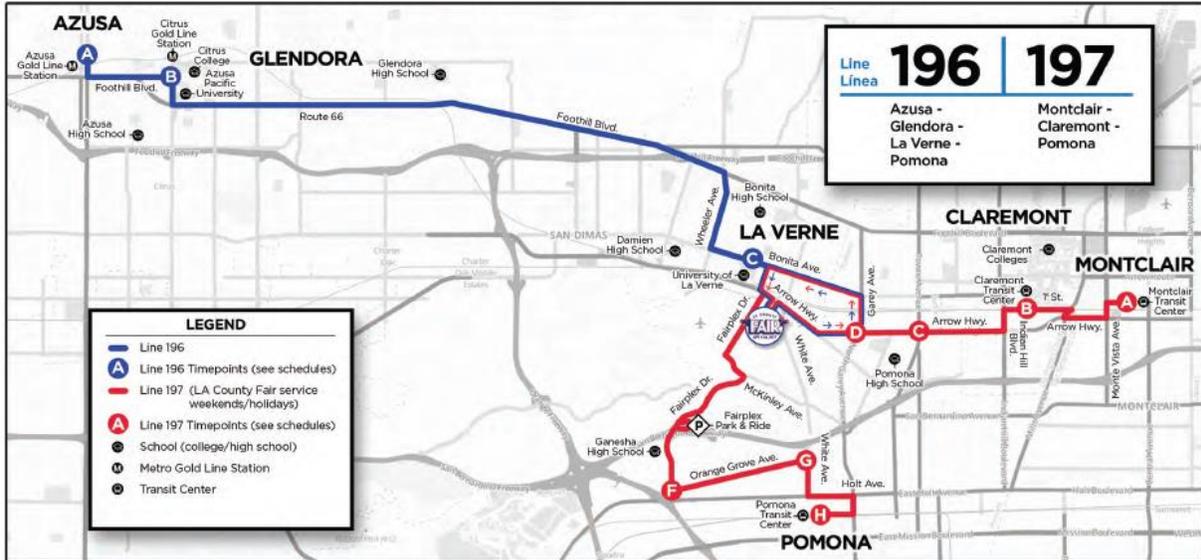
The schedules above show the estimated departure times at the Line 196 bus stops. Traffic, weather, and construction may affect arrival times.

LEGEND: LIGHT TYPE = AM **BOLD TYPE = PM** DROP OFF ONLY (PARENTHESES) = Schedule for fair hours through midnight.

Foothill Transit staff met with representatives from the Fairplex to coordinate the bus movement and on-site stop location. The bus stop at the LA County Fair for Line 196 was located at a designated transit hub on Fairplex property that shared the space with other transportation options; such as MetroLink, Taxi Cabs, as well as ridesharing companies. Customers were then transported via a free shuttle bus to the admission gates.

In an effort to expand the program from 2016, an additional Foothill Transit bus route was modified during the weekend service to provide access to the Fair. Line 197 operates from Pomona Transit Center to Montclair Transit Center at an hour headway during the weekend. Since the service normally travels down adjacent to the Fairplex on White Ave., the modification to this routing allowed customers to avoid traffic and get direct access to admission gates.

Foothill Transit  **LA COUNTY FAIR SERVICE**
WEEKENDS/HOLIDAYS ONLY DURING THE FAIR



Line 196 Schedule

	A	B	C	
	Azusa Gold Line Station	Citrus Ave. & Foothill Blvd.	Bonita Ave. & D St.	
9:00		9:05	9:25	10:00
10:00		10:05	10:25	11:00
11:00		11:05	11:25	12:00
12:00		12:05	12:25	1:00
12:40		12:45	1:05	1:40
1:20		1:25	1:45	2:20
2:00		2:05	2:25	3:00
2:40		2:45	3:05	3:40
3:20		3:25	3:45	4:20
4:00		4:05	4:25	5:00
4:40		4:45	5:05	5:40
5:20		5:25	5:45	6:20
6:00		6:05	6:25	7:00
6:40		6:45	7:05	7:40
7:20		7:25	7:45	8:20
8:00		8:05	8:25	9:00

	C	B	A
	Bonita Ave. & D St.	Citrus Ave. & Foothill Blvd.	Azusa Gold Line Station
1:00	1:35	1:55	2:00
2:00	2:35	2:55	3:00
3:00	3:35	3:55	4:00
3:40	4:15	4:35	4:40
4:20	4:55	5:15	5:20
5:00	5:35	5:55	6:00
5:40	6:15	6:35	6:40
6:20	6:55	7:15	7:20
7:00	7:35	7:55	8:00
7:40	8:15	8:35	8:40
8:20	8:55	9:15	9:20
9:00	9:35	9:55	10:00
9:40	10:15	10:35	10:40
10:40	11:15	11:35	11:40
Saturdays 1 & Sunday 9/3	(11:10) (11:40)	(11:35) (12:15)	(12:00) (12:40)
	(12:40)	(1:15)	(1:35)

LEGEND: LIGHT = AM BOLD = PM DROP OFF ONLY (PARENTHESES) = Special additional fair hours through midnight.

Line 197 Schedule

	A	B	C	D	F	G	H
	Montclair Transit Center	Claremont Transit Center	Arrow Hwy. & Towne Ave.	Arrow Hwy. & Garey Ave.	Fairplex Dr. & Orange Grove	White Ave. & Orange Grove	Pomona Transit Center
10:15		10:22	10:30	10:34	10:41	10:59	11:11
11:15		11:22	11:30	11:34	11:41	11:58	12:10
12:15		12:22	12:30	12:34	12:41	12:58	13:10
1:15		1:22	1:30	1:34	1:41	1:59	2:11
2:15		2:22	2:30	2:34	2:41	2:58	3:10
3:15		3:22	3:31	3:35	3:42	3:59	4:11
4:15		4:22	4:31	4:35	4:42	4:59	5:11
5:15		5:22	5:31	5:35	5:42	5:59	6:11
6:15		6:22	6:31	6:35	6:42	6:59	7:11
7:15		7:22	7:29	7:33	7:40	7:57	8:09
(8:30)	(8:37)	(8:43)	(8:47)	(8:54)	(9:11)	(9:16)	(9:23)
(9:30)	(9:37)	(9:43)	(9:47)	(9:54)	(10:11)	(10:16)	(10:23)
(10:30)	(10:37)	(10:43)	(10:47)	(10:54)	(11:11)	(11:16)	(11:23)
(11:30)	(11:37)	(11:43)	(11:47)	(11:54)	(12:11)	(12:16)	(12:23)

	H	G	F	D	C	B	A
	Pomona Transit Center	White Ave. & Orange Grove	Fairplex Dr. & Orange Grove	Arrow Hwy. & Garey Ave.	Arrow Hwy. & Towne Ave.	Claremont Transit Center	Montclair Transit Center
10:03		10:11	10:18	10:31	10:39	10:44	11:00
11:03		11:11	11:19	11:33	11:39	11:44	12:00
12:03		12:11	12:17	12:31	12:37	12:42	12:58
1:03		1:11	1:17	1:30	1:36	1:41	1:57
2:03		2:11	2:17	2:30	2:37	2:42	2:58
3:03		3:11	3:17	3:30	3:36	3:41	3:57
4:03		4:10	4:16	4:30	4:36	4:41	4:57
5:03		5:10	5:17	5:30	5:36	5:41	5:57
6:03		6:10	6:17	6:30	6:36	6:41	6:57
7:00		7:07	7:14	7:27	7:33	7:38	7:54
(8:30)	(8:37)	(8:43)	(8:56)	(9:02)	(9:07)	(9:14)	(9:23)
(9:30)	(9:37)	(9:43)	(9:56)	(10:02)	(10:07)	(10:14)	(10:23)
(10:30)	(10:37)	(10:43)	(10:56)	(11:02)	(11:07)	(11:14)	(11:23)
(11:30)	(11:37)	(11:43)	(11:56)	(12:02)	(12:07)	(12:14)	(12:23)

NOTE: The Line 197 schedules above are for LA County Fair service on weekends/holidays only. Please refer to the Bus Book or visit foothilltransit.org/line/197 for complete service schedules.

To help assist customers, four Foothill Transit ambassadors were assigned to each day of service. Two ambassadors were stationed at the Azusa Intermodal Transportation Center from 9AM to 1PM and 2 ambassadors were stationed at the LA County Fair stop from 6PM till the last trip. The ambassadors answered customer questions and surveyed customer on:

1. Trip origin
2. Mode of transfer to the stop
3. How they heard about the service

Promotion and Outreach

Foothill Transit worked with the LA County Fair marketing team to obtain official fair images to use in Foothill Transit advertising. Foothill Transit created interior cards displayed in the buses and “take-one” brochures that were distributed in its five Transit Stores, on the buses, local high schools, colleges, and community centers. Signs were also posted at Foothill Transit’s busier stops. Radio spots featuring Foothill Transit ran on LA stations KOST, KCBS, KJLH, KLOS, KPWR, KRTH, KTWV and KKGO. The same spot ran on IE stations KGGI, KFRG, KOLA & KQIE. Total number of impressions across all stations was 15,300,000. Foothill Transit received an estimated 5% of the total radio buy coming out to 765,000 impressions.

A webpage on Foothill Transit’s website was dedicated to the service and social media was used to “spread the word” about the new service. The dedicated webpage garnered a little under 10,000 throughout the Fair season in September.

Print

San Gabriel Valley Tribune

Excelesior

Clarion Student Newspaper



Website

Landing Page



Plan Your Trip

Home > News > Footnotes > LA County Fair

LA County Fair

Revised August 14th, 2019



There are so many experiences to enjoy at the [LA County Fair](#), but there are a few you can do without — like traffic around the fair, paying for parking, finding a parking spot, and walking all the way across the parking lots just to get to inside. Stretch your fair dollar further with Foothill Transit. Our LA County Line 196 gets you to the fair from Azusa, Pomona, Claremont, and Montclair! The LA County Fair Line 196 runs on weekends and on Labor Day, Monday, September 3rd.



Skip the traffic and the high parking fees, and ride in style with Foothill Transit. Ride to the fair on Line 196 for our regular low fare of \$1.25 for adults/students with your TAP card (\$1.50 if you pay with cash) and \$0.50 for seniors/persons with disabilities/Medicare customers with your TAP card (\$0.75 if you pay with cash). You can also ride using your 31-day pass, transfers from Metro, or an EZ transit pass. Plus, children five and under ride FREE with a paying adult — maximum two free child rides per paying adult! It's savings for the whole family.

And just like the cherry on a deep-fried banana split, there's more! When you ride with Foothill Transit, you can get a special discounted ticket all weekend long. Purchase your tickets at [lact.com](#) with the promo code "FOOTHILL". You'll qualify for the special low rate of \$12 for adults and \$6 for children.

Got a [Class Pass](#)? You can use that on board Line 196 for a free ride into the fair, too! Be sure to check with your school or at our Transit Store to make sure your Class Pass is valid in September.

Think about all the extra fried butter and rides you can enjoy with the money you save.

Ride directly to the front gates!



This year, avoid traffic and parking headaches by taking Line 196 from Azusa directly to the Blue Gate.

If you're connecting from the **Gold Line**, you can connect to Line 196 at the **Azusa Downtown Gold Line station**.



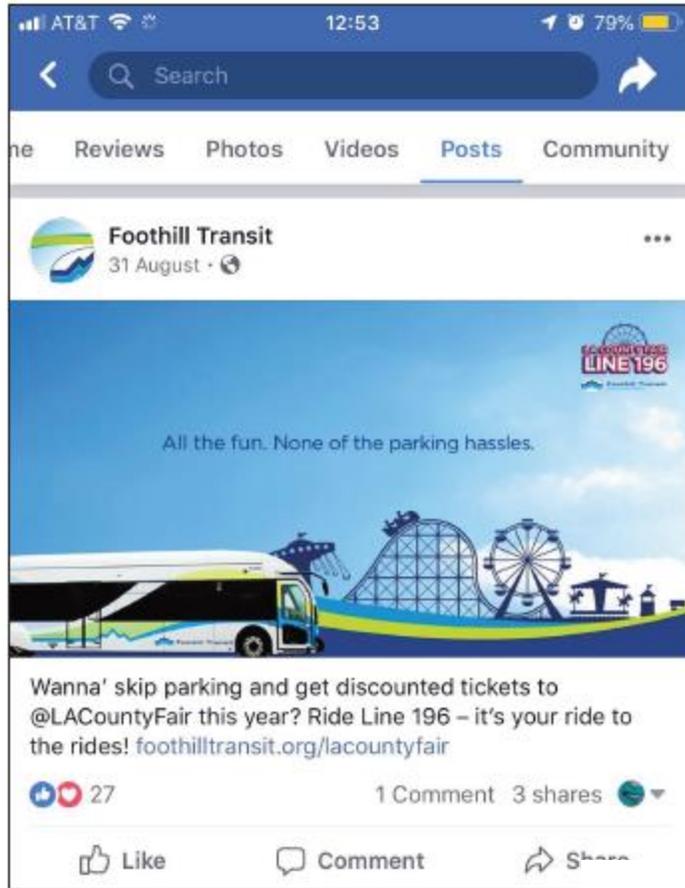
Take a double deck bus to the fair!

The fair isn't the only place with fun, unique rides. We're trying out a double deck bus to get ready for our two [electric double deck buses](#) we've got coming next year. And we want to see what you think! You can go straight to the top on **September 15, 16, 22, and 23** on these trips:

- Eastbound from Azusa at 9 a.m.
- Eastbound from Azusa at 11 a.m.
- Eastbound from Azusa at 2:40 p.m.
- Eastbound from Azusa at 6 p.m.
- Westbound from the LA County Fair at 1 p.m.
- Westbound from the LA County Fair at 4:20 p.m.
- Westbound from the LA County Fair at 7:40 p.m.

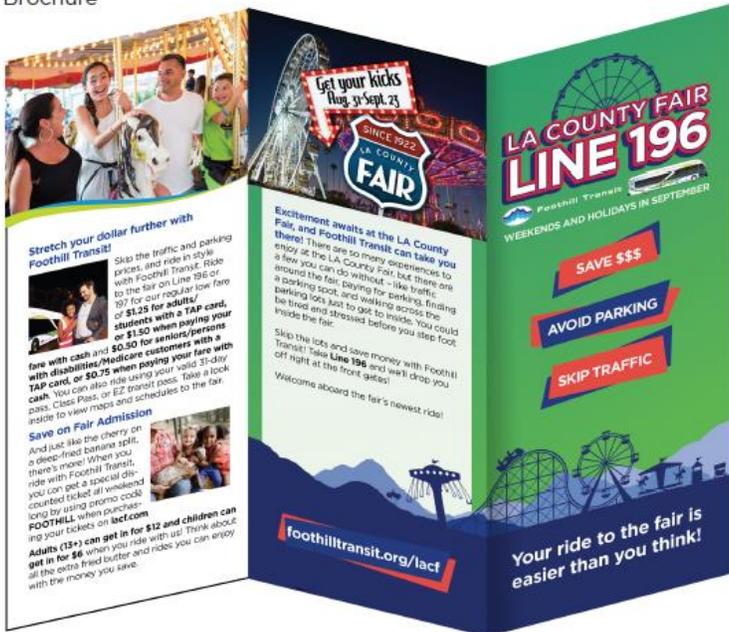
Social Media / Digital Billboard

Social Static Ad – Facebook, Twitter, Instagram



Fairplex Outdoor Digital Billboard

Brochure



Outreach

Fair Community Parades – Minibus Banner



Fair Display Board



Owned Media

Newsletter "FOOTNOTES"

September 2018 Volume 29 No. 9

FOOTNOTES

LA COUNTY FAIR SERVICE
FOOTHILL TRANSIT

Fun awaits at the LA County Fair and Foothill Transit can help you save!

foothilltransit.org/lacf

Traffic and parking got you stressed? Look no further, Foothill Transit can get you past the traffic and straight to the front gates!

Take **Line 196** for \$1.25 with TAP (\$1.50 with cash) directly to the front gates of the LA County Fair. That's a savings of over 90% on parking. Need a discount code? We got your back! Use our **promo code FOOTHILL** to save more admission when you pre-purchase tickets through lacf.com. Think about all of the possibilities of that extra cash in your pocket. Use it on a ginormous corn dog, funnel cake, fried Kool-Aid, extra ride and game tickets, tickets to exhibits or concerts... well, you get the idea.

Line 196 runs on weekends and Labor Day. For schedules and much more, visit foothilltransit.org/lacf.

Line 196
Azusa-Olive to La Verne-Pomona

Legend

- Line 196
- LA County Fair
- LA County Fair Service
- Transfer Station
- Transfer Center

100 South Vincent Avenue, Suite 200, West Covina, CA 91790

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foothilltransit • Follow

foothilltransit Who feels like skipping @lacountyfair traffic and parking this year? 🙌🙌 #line196tothefair

foothilltransit #lacountyfair #foothilltransit #route66 #daretofair #lafair #laevents #pomona #happeninginla #pomonafairplex #fairfood #laevents #deals #discounts



90 likes

AUGUST 31, 2018



foothilltransit • Follow

foothilltransit You don't have to drive to ride. #line196tothefair

foothilltransit #lacountyfair #foothilltransit #route66 #daretofair #lafair #laevents #pomona #happeninginla #pomonafairplex #fairfood #deals #discounts

happy linda82 @foothilltransit I ride that bus when I go to the LA County Fair. Thank you for adding that bus route 🍷👀💙

allevamentocorigan Nice 🇺🇸!!



304 views

SEPTEMBER 6, 2018



foothilltransit • Follow
LA County Fair

foothilltransit Foothill Transit @lacountyfair Service: All the fun, none of the parking. (Plus discounts!) Details are on our website. #FTtotheFair #lacf #lacountyfair #goinggoodplaces

happy linda82 @foothilltransit YAY 🍷👀💙

tammycc I was wondering about this! Yess!



99 likes

AUGUST 9

Add a comment...



Foothill Transit also advertised the service on various radio stations throughout the county that was played on twelve local radio stations.

To advertise to Gold Line customers, Foothill Transit created a “Michelangelo” ad which was displayed on the ceiling of Gold Line trains.



In recognition for the creative marketing approach to the 2018 LA County Fair Service, Foothill Transit received the American Public Transportation Association AdWheel Award. The award is presented to the public transit agency who demonstrated the highest achievement during a marketing and communications campaign over the course of the year.

Each entry is judged on the following measures:

- Effectiveness/Success in Achieving Purpose/Goals
- Overall Impact and Impression
- Clarity of Message and Information
- Attention-Getting and Holding Qualities
- Attractiveness and Use of Design, Layout, and Type
- Production Quality



Ridership and Service Performance

September 2017 was the second year of service for Line 196 and first year of re-routing for Line 197. The combined ridership for LA County Fair service was 2, 538 based on farebox data. Due to excessive heat during the first weekend of the Fair, overall attendance was lower that resulted in less than anticipated ridership. The 2017 fair season brought 1,231,243 visitors, a 5% decrease in overall attendance from 2016. Separated out, Line 196 had 964 passengers and Line 197 had 1,574.

The 2018 LA County Fair created a new opportunity for Foothill Transit as we once again moved locations for the bus stop to be directly adjacent to the entrance gates. The 2018 Fair season brought the first ever theme to the LA County Fair with the celebration of Route 66. The 2018 fair season brought 1,251, 209 visitors, a 2% increase from the previous year.

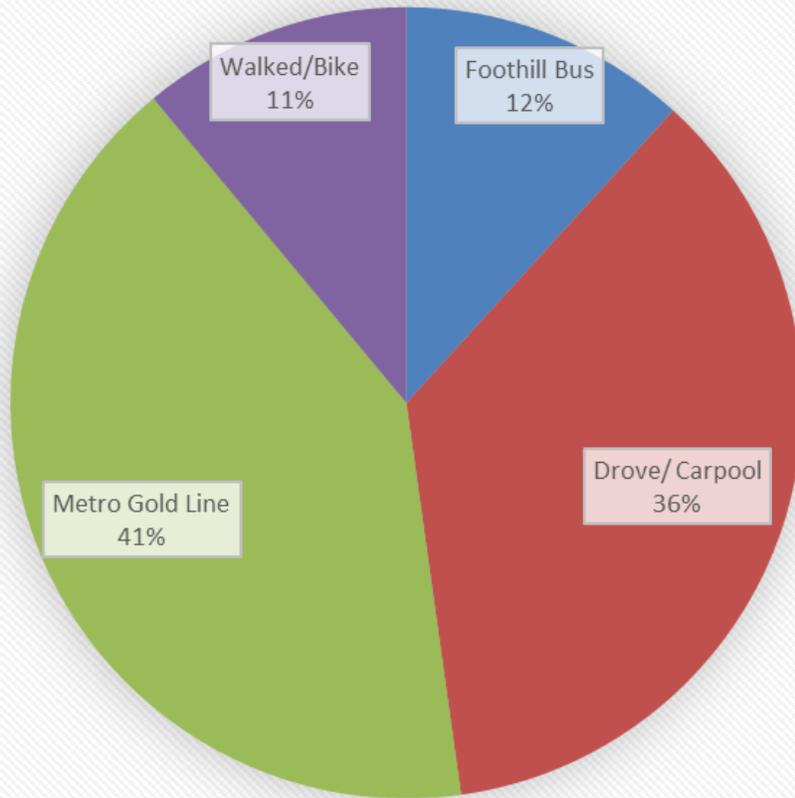
Separated out, Line 196 had 831 passengers and Line 197 had 1,908.

Ridership Figures for the Three Years of the Fair Service

	Year 1-2016	Year 2-2017	Year 3-2018
Line 196	1,003	964	831
Line 197	1,671	1,574	1,908
Total	2,674	2,538	2,739

One goal of the service was to leverage transfers from the Gold Line extension, based on the results of the conducted surveys, the service succeeded showing 41% of those who rode Line 196 started their trips on the Gold Line. The next highest mode of transportation was driving, then walking, and finally transferring from another Foothill Transit line.

Mode to Azusa Intermodal Transportation Center



■ Foothill Bus ■ Drove/ Carpool ■ Metro Gold Line ■ Walked/Bike

The customers who started their trip on the Gold Line said they started their trips in the following cities listed in the table below. Most of the customers taking the Gold Line started their trip in Los Angeles, the next highest group came from cities along the Gold Line route:

City of Customers using the Gold Line to get to the Azusa Station	Number of Groups
Los Angeles	22
Pasadena	7
Monrovia	7
El Monte	5
Torrance	4
Arcadia	3
Baldwin Park	3
South Pasadena	3
Glendale	2
Reseda	2
Altadena	1

Customers heard about the service through:

Method learned about service	Number of Groups
Foothill Transit Ads	30
LACF.org	27
Metro Gold Line	23
Online	29
Other	2

Reduction in Emissions

This project was very successful in reducing emissions. In total, this project eliminated 14,146 lbs. of CO₂ (6.42 metric tons), 2.7 lbs. of NO_x, and 0.12 lbs. of particulate matter. In addition, we removed 29,786 passenger car vehicle miles, freed up 2,538 parking spaces at the Fairplex, and reduced local traffic congestion. The section below describes our methodology and calculation of emission benefits.

As part of the Fairplex service, we performed surveys of riders, including trip distance. Each survey revealed the number of riders and where the rider originated (zip code). Based on this zip code data, we calculated the total distance that the rider would have driven, had he not taken the bus. This was calculated as a trip from the home zip code to the Fairplex.

Based on the survey and this calculation, the average distance traveled was 11.7 miles. Extrapolated to all 2,538 riders, this is equal to 29,786 Single-Occupancy Vehicle (SOV) vehicle-miles that would have occurred absent this project. It also would have been 2,538 SOV parking spaces that would have been required, and additional congestion at the Fairplex.

Instead, we replaced this traffic with our bus service. We ran our CNG buses for 4,220 bus miles throughout the weekend of the fair.

Vehicle Miles Traveled

Passenger Cars (avoided)	29,786
Foothill Transit Buses	4,220

We can quantify the emission benefits of the project using these VMT numbers above, combined with emission factors (EFs) for cars and buses. EFs for passenger cars were sourced from ARB's EMFAC tool, using the statewide annual average for the entire fleet of gasoline vehicles.

Transit bus EFs came from two sources. Note that we are running compressed natural gas (CNG) buses powered by renewable natural gas. For NO_x and PM, the EFs were calculated in Altoona bus testing report for our bus model. For CO₂, we relied on the fuel pathway that ARB certified for our RNG in the Low Carbon Fuel Standard.

Emission Factors (g/mi):

	CO2	NOx	PM
Passenger Cars	323	0.105	0.002
Foothill Transit Buses	758	0.45	0.001

[Link to Altoona report:

<http://altoonabustest.psu.edu/buses/reports/384.pdf?1310655392>]

Using the VMT reductions and emission factors above, the total emission reductions are:

Total emissions and reductions (lbs.)

	CO2	NOx	PM
Car emissions eliminated	-21,191	-6.9	-0.13
Bus emissions created	7,046	4.2	0.01
Net project reductions	-14,146	-2.7	-0.12

In total, this project eliminated 14,146 lbs. of CO2 (6.42 metric tons), 2.7 lbs. of NOx, and 0.12 lbs. of particulate matter.

Summary and Conclusions

General feedback from customers and Pomona Fairplex staff continues to be positive and in support of this service for the community. They expressed interest in the continuation of this line for future years. Riders of the service enjoyed the affordability of riding the bus without the traffic congestion associated with driving their personal vehicles.

Upon completion of the service, Fairplex staff was optimistic about discussions to increase the level of service for 2018 and to expand to more locations in an effort to discourage automobile congestion. Fairplex staff is reviewing plans to provide even better access for these lines next year.

Some things that can be done to improve future service and boost ridership are:

- Start the marketing campaign earlier to attract more riders.
- Work with Fairplex staff to incorporate Foothill Transit in some of the LA County Fair marketing.

- Purchase advertising space earlier on Gold Line trains and stations regarding the service to get more desirable high visibility locations.
- Provide clearer more prominent wayfinding signage for customers looking for the Foothill Transit bus.
- Further incentivize the admission to enter the fair by arriving via public transit

Overall, we feel the service was a success, even though the numbers were not quite as high as we would have liked. We see the addition of Line 197 as a success and are currently examining options to see how other Foothill Transit lines can be routed to serve the LA County Fair. We would like to continue the service and make improvements based on lessons learned from the first year of service and build this into a service LA County Fair customers will look for and depend on to get the fair in the future.