



Introduction

During October and November 2019, more than 150 people participated in a series of pop-up workshops as part of the Yolo County Transportation District (YCTD) Comprehensive Operational Analysis, also known as YoloGO. The pop-up workshops provided an opportunity for the YoloGO Project Team to engage with various communities throughout Yolo County and get their input on how Yolobus can improve their services.

Project Overview

YoloGO will re-evaluate Yolobus' level of service, consider new transit technologies, and identify potential changes in routes and schedules to better serve the region. YoloGO will allow Yolobus to potentially improve rider experience through more frequent service, extended service hours or additional service destinations.

Purpose, Format, and Schedule

The pop-up workshop series engaged Yolo County residents in a conversation about what they like, want to change, or see more of regarding Yolobus. At each of the pop-up workshops, the project team provided an opportunity for community members to learn about the analysis and provide their input through interactive boards.

The interactive board questions are listed below:

- Which would you choose: A faster bus ride or easier access to bus stops?
- Which would you choose: Longer hours of service or more frequent service?
- If you were king/queen for a day at Yolobus, which improvements would you make first?
- What do you think is the greatest need for transit in the region: Improved local service or improved commuter/express service?

Community members placed a sticker dot next to their answers or underneath a spectrum of answers on the interactive boards. To encourage participation and have some fun, the project team also brought a prize wheel where community members could spin the wheel and win prizes.

Board #1: Which would you choose: A faster bus ride or easier access to bus stops?

This board presented a spectrum, which asked participants to share if they would rather walk farther but have a short wait for their bus or walk a short distance and wait longer for their bus. The spectrum included five potential responses:

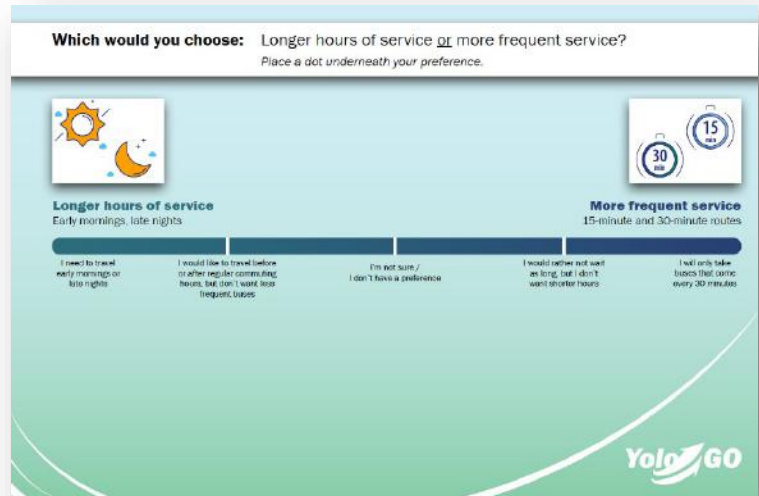
- I'll avoid a walk, even if it means waiting longer
- I mostly prefer shorter walks
- I'm not sure / I don't have a preference
- I mostly prefer shorter waits
- I will do whatever it takes to get to my destination soonest



Board #2: Which would you choose: Longer hours of service or more frequent service?

This board presented a spectrum, which asked participants to share if they would rather have Yolobus extend their hours of service or have more frequent service. The spectrum included five potential responses:

- I need to travel early mornings or late nights
- I would like to travel before or after regular commuting hours, but don't want less frequent buses
- I'm not sure / I don't have a preference
- I would rather not wait as long, but I don't want shorter hours
- I will only take buses that come every 30 minutes



Board #3: If you were king/queen for a day at YoloBus, which improvements would you make first?

This board asked participants to prioritize potential improvement options for YoloBus. Participants were asked to place a dot next to their top three priorities on the board which included six potential responses as well as an “Other” option:

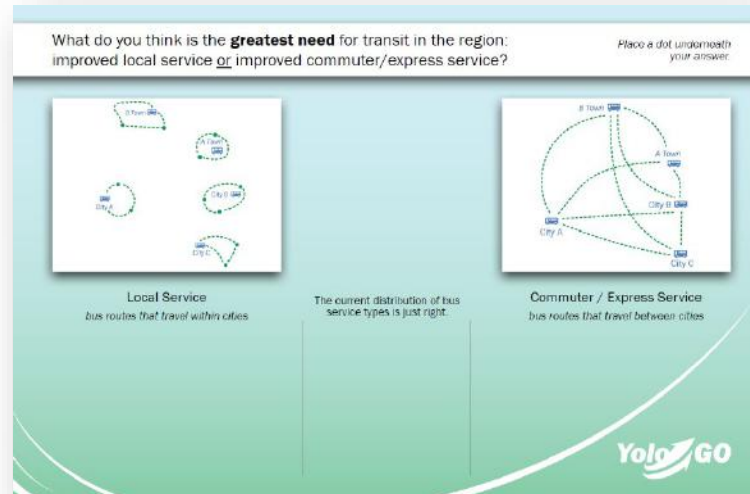
- Higher Frequency Service
- Covering places that don't currently have service
- Bus stops closer to where I go
- Weekday night service
- More Saturday service
- More Sunday service



Board #4: What do you think is the greatest need for transit in the region: Improved local service or improved commuter/express service?

This board asked participants to share if they would rather have improved local service or improved commuter/express service. This board included three options:

- Local Service (bus routes that travel within cities)
- The current distribution of bus service types is just right.
- Commuter/Express Service (bus routes that travel between cities)



There were five pop-up workshops throughout the months of October and early November. The table below shows the dates and locations of each workshop:

October 18	UC Davis, Davis
October 22	Sacramento City College, West Sacramento
October 26	Trick-or-Treat on Main Street, Woodland
November 1	County Fair Mall, Woodland
November 2	Davis Farmers Market, Davis

The YoloGo project team received more than 150 responses from community members. Below is a compilation of feedback the project team received.

Compilation of Feedback

Community members submitted feedback by writing on post-it notes and placing dots on the interactive boards.

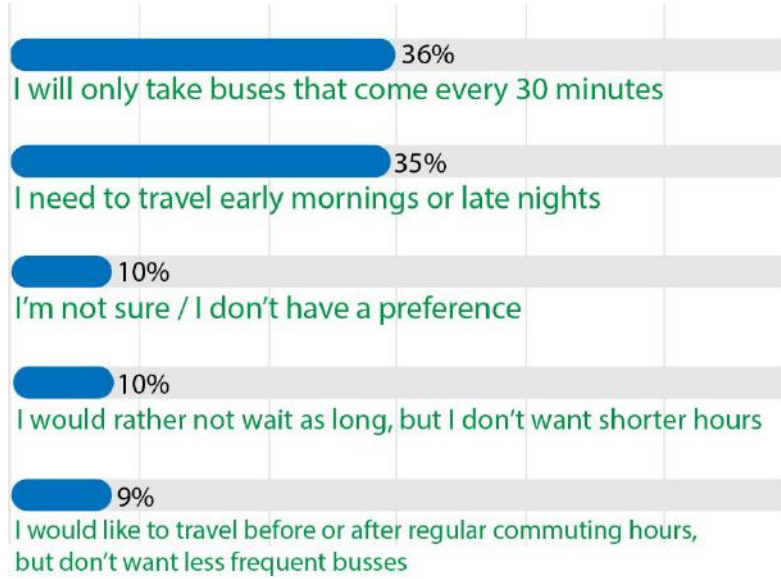
1. Which would you choose: A faster bus ride or easier access to bus stops?

When asked whether they would prefer a faster bus ride or easier access to bus stops on a spectrum of answers, the most frequent response participants chose was the option “I mostly prefer shorter waits.”



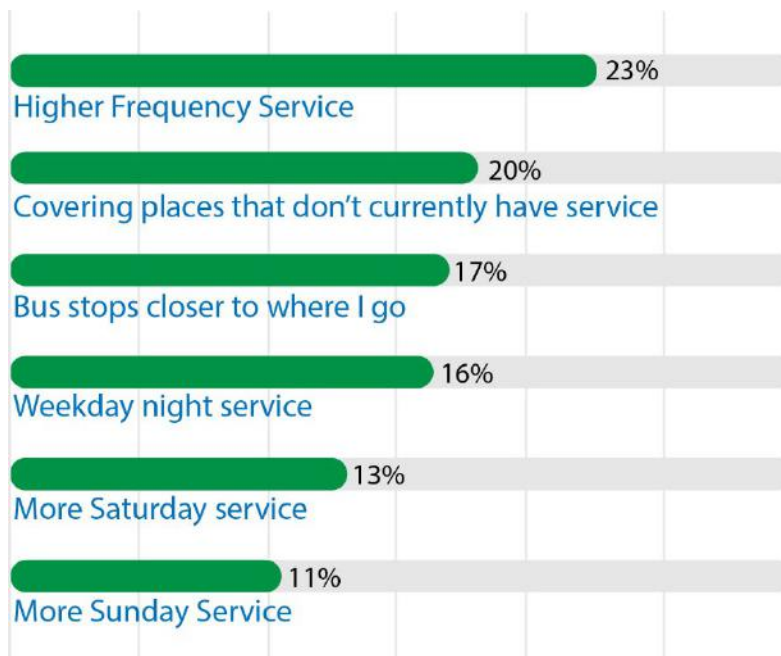
2. Which would you choose: Longer hours of service or more frequent service?

When asked whether they would prefer longer hours of service or more frequent service on a spectrum of answers, the most frequent response participants chose was the option “I will only take buses that come every 30 minutes.”



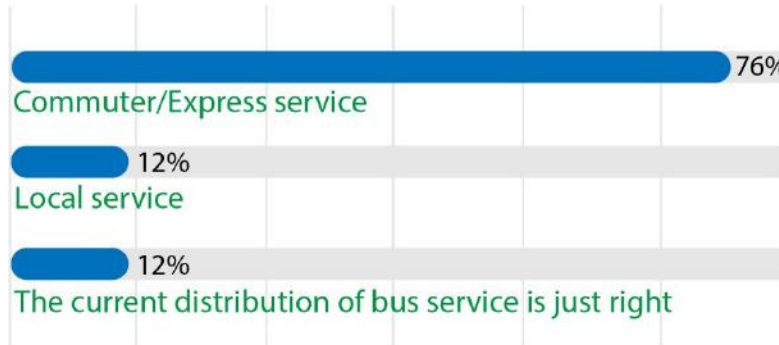
3. If you were king/queen for a day at Yolobus, which improvements would you make first?

When asked which improvements they would make at Yolobus if given the opportunity, the most frequent response participants chose was the option “Higher frequency service.”



4. What do you think is the greatest need for transit in the region: Improved local service or improved commuter/express service?

When asked whether they would prefer improved local service or improved commuter/express service, a majority of the participants chose the option “Commuter/Express service.”



Comments

The following is a compilation of comments gathered at the pop-up workshops separated by location and interactive board number.

1. UC Davis, Davis

- Board #3
 - Bike racks on the buses so when I get here (UC Davis) I can bike to class. (x10)
 - Wifi. (x7)
 - More bike racks & bike assistance. (x4)
- Board #4
 - I have no other way to get to other cities.
 - I live in Sacramento and commute to UC Davis every day.
 - Additional service to the Bay Area.

2. Sacramento City College, West Sacramento

- Board #1
 - The bus stop should be within certain limits. I have trouble walking and the closest stop is several blocks from me.
- Board #2
 - Driving is just easier, and I like my car. I don't take the bus because it doesn't come enough.
 - Buses need to come more often and stop closer to where I am. Every 15 minutes would be good.
 - Monday – Friday 42 bus service should run later to make maximum connections in between cities. Higher frequency at times that people need it, like at night and in coordination with the trains. More frequency during the peak commute hours.
 - Every 15-30 minutes would be good.
 - The buses should have more frequency. I used to wait an hour to get to school.



- Board #3
 - More accurate travel time information.
 - 42A & 42B: Run later at night and more frequently during peak travel hours.
 - More bike racks & bike assistance.
 - A phone app is important because a lot of people have cell phones.
 - Board #4
 - Our students need to move more fluidly between campuses. Look at Toronto's bus system, it is great.
- 3. Trick-or-Treat on Main Street, Woodland**
- Board #3
 - Service to Travis Air Force Base (x2)
 - Make space for strollers. (x2)
- 4. County Fair Mall, Woodland**
- Board #2
 - More frequent service.
 - Later service in East Woodland.
 - Board #3
 - Better wheelchair access.
 - Better on time performance.
 - Secure bike parking at stops.
 - Better lighting and safer bus stops.
- 5. Davis Farmers Market, Davis**
- Board #2
 - Later service on 42 and 220 weekdays and Saturday.
 - Later express buses in AM and PM (Davis departures 7-8 AM, and Sacramento after 5PM).
 - Board #3
 - Dedicated bus lanes.
 - Better ADA access on buses.
 - Board #4
 - Connection to Davis Amtrak station.
 - More direct express buses (point to point if possible).

Public Notification

The following organizations and agencies shared information about the pop-up workshops:

- City of Davis Bicycling, Transportation and Street Safety Commission
- El Rio Villa
- Sacramento City College - West Sacramento Center
- UC Davis Unitrans
- YCTD's Citizens Advisory Committee



Appendix

- Workshop Materials
- Notification Flyer

Which would you choose: A faster bus ride or easier access to bus stops?

Place a dot underneath your preference.



Faster bus ride

Fewer bus stops, with a longer walk to stops



Easier access to bus stops

More bus stops with a slower ride

I will do whatever it takes to get to my destination soonest

I mostly prefer shorter waits

I'm not sure / I don't have a preference

I mostly prefer shorter walks

I would rather avoid a walk, even if I have to wait longer

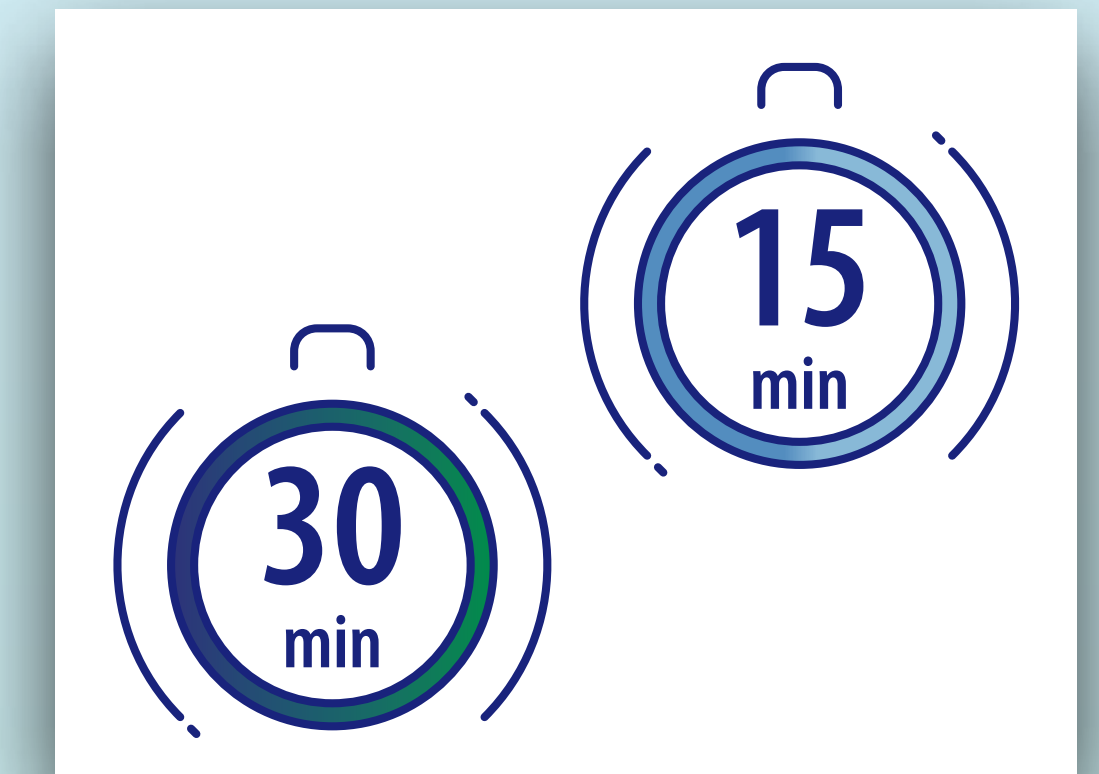
Which would you choose: Longer hours of service or more frequent service?

Place a dot underneath your preference.



Longer hours of service

Early mornings, late nights



More frequent service

15-minute and 30-minute routes



I need to travel
early mornings or
late nights

I would like to travel before
or after regular commuting
hours, but don't want less
frequent buses

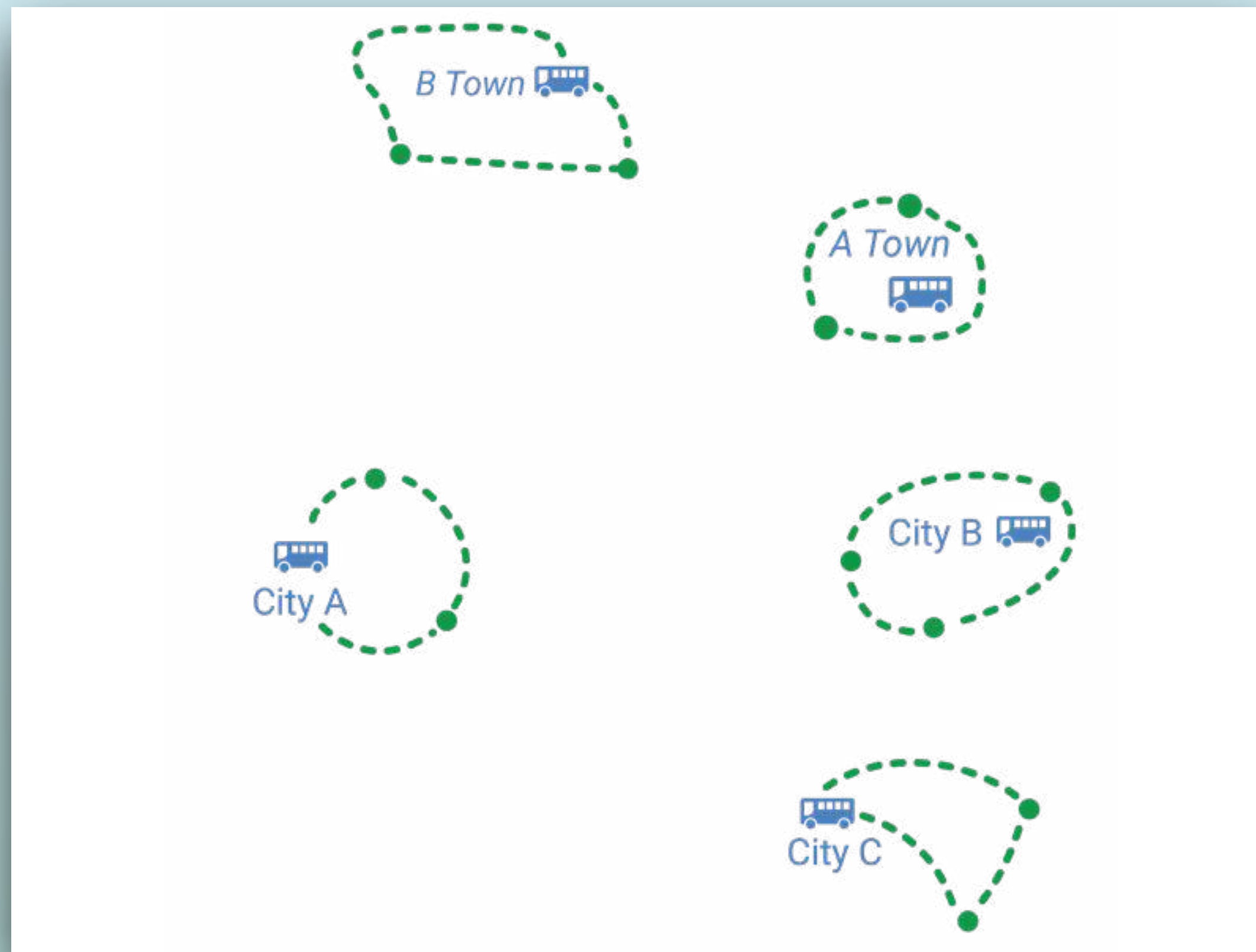
I'm not sure /
I don't have a preference

I would rather not wait
as long, but I don't
want shorter hours

I will only take
buses that come
every 30 minutes

What do you think is the **greatest need** for transit in the region:
improved local service or improved commuter/express service?

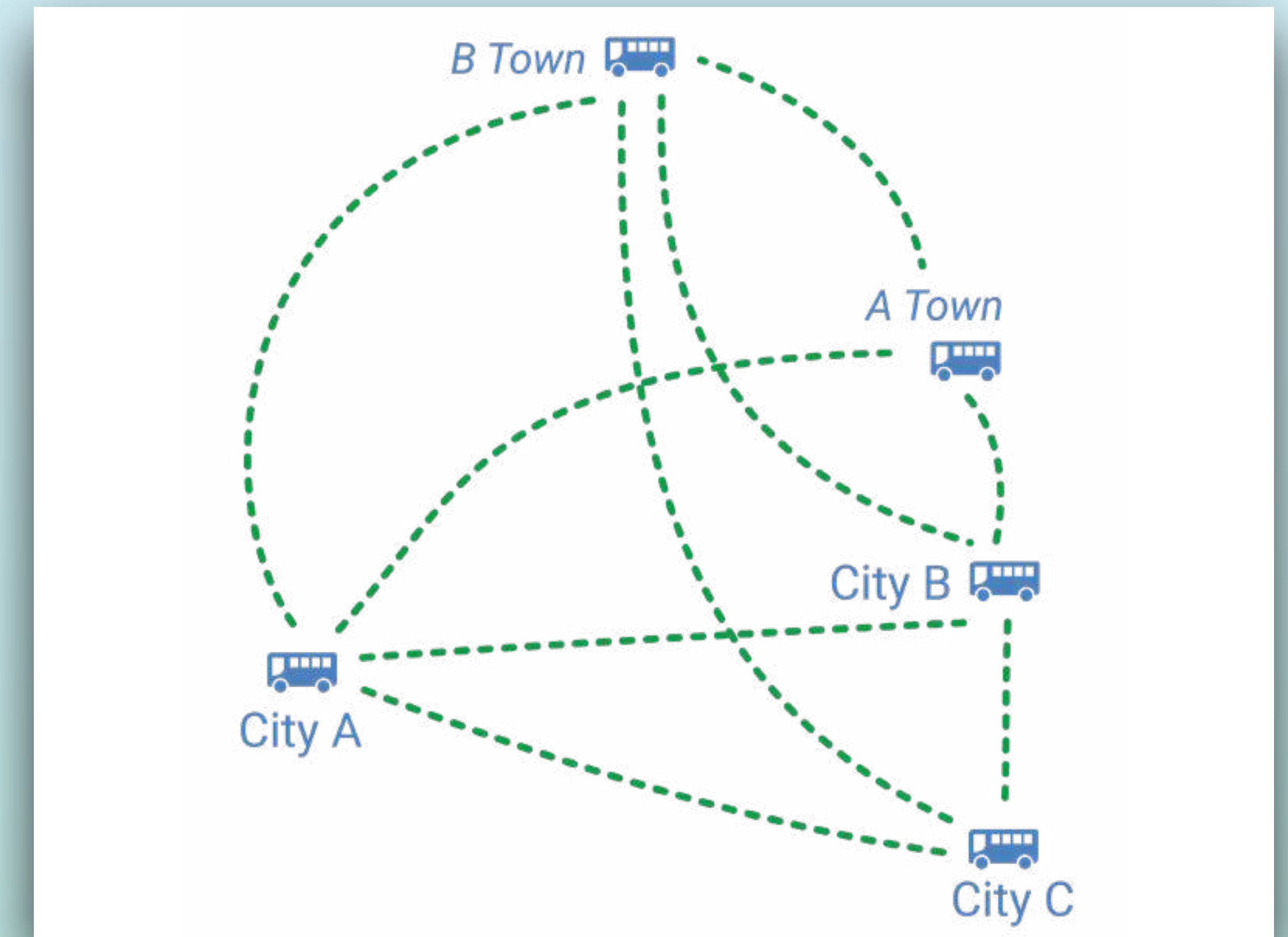
Place a dot underneath
your answer.



Local Service

bus routes that travel within cities

The current distribution of bus
service types is just right.



Commuter / Express Service

bus routes that travel between cities

If you were king/queen for a day at YoloBus, **which improvements would you make first?**

Place a dot by your top three.

- Higher frequency service**

- Covering places that don't currently have service**

- Bus stops closer to where I go**

- Weekday night service**

- More Saturday Service**

- More Sunday Service**

- Other**

Let us know what other improvements you would like to see by writing on a post-it note!



**STOP BY
A POP-UP
WORKSHOP**

WHAT WOULD
MAKE YOU TAKE
TRANSIT MORE?
TELL US & IMPROVE
YOUR RIDE!

Yolo GO

HELP PLAN FOR THE FUTURE OF TRANSIT! Yolobus is evaluating its bus services, considering new transit technologies, and identifying potential changes in routes and schedules to better serve the region.

**FRIDAY
OCT 18**

UC DAVIS
THE MEMORIAL UNION QUAD
11 AM-2 PM
Across from 250 W. Quad
Davis

**TUESDAY
OCT 22**

**SACRAMENTO
CITY COLLEGE**
WEST SACRAMENTO CENTER
11 AM-2 PM
1115 W. Capitol Ave, West Sacramento

**SATURDAY
OCT 26**

**TRICK-OR-TREAT
ON MAIN STREET**
MAIN STREET
3 PM-5 PM
Downtown Woodland

? Contact Vanessa Buckley at (916) 442-1168 or vbuckley@aimconsultingco.com.

Visit www.yolobusgo.com for more information about YoloGo and find out how you can be involved.