

# Commerce in Motion

Virtual Open House

June 17, 2020

**N** NELSON  
NYGAARD



# AGENDA

Project Background

Transit Service Overview

Market For Transit

Discussion

Next Steps



# MEETING PROTOCOL

- **During Presentation:**
  - Please stay on mute
  - Enter any questions into the chat box
  - Questions will be read and answered after presentation
- **During Discussion:**
  - Enter questions into the chat box**OR**
  - Use "Raise Hand" feature
  - Participants will be called on to read their questions after "raising their hand"
  - Please return to mute after asking your question



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# WHAT IS COMMERCE IN MOTION?

- Comprehensive evaluation of all transit services operated by City of Commerce
  - Data analysis reflects pre-COVID conditions
- Analysis of demographics and travel patterns
- Conversation with the community about how to improve transit
- Opportunity to rebuild and transform City of Commerce Transit to meet mobility needs



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# WHERE DO PEOPLE RIDE COMMERCE TRANSIT?



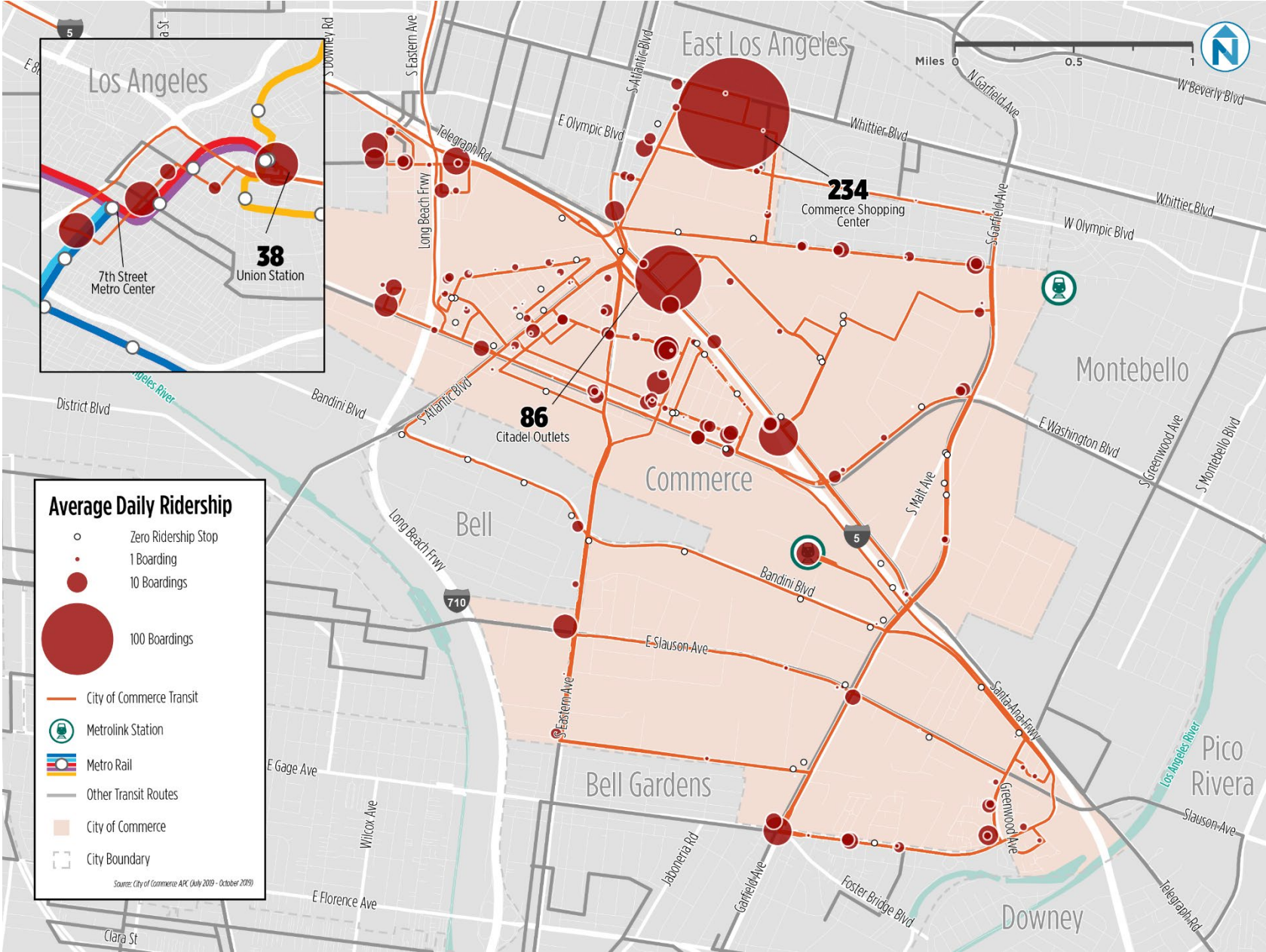
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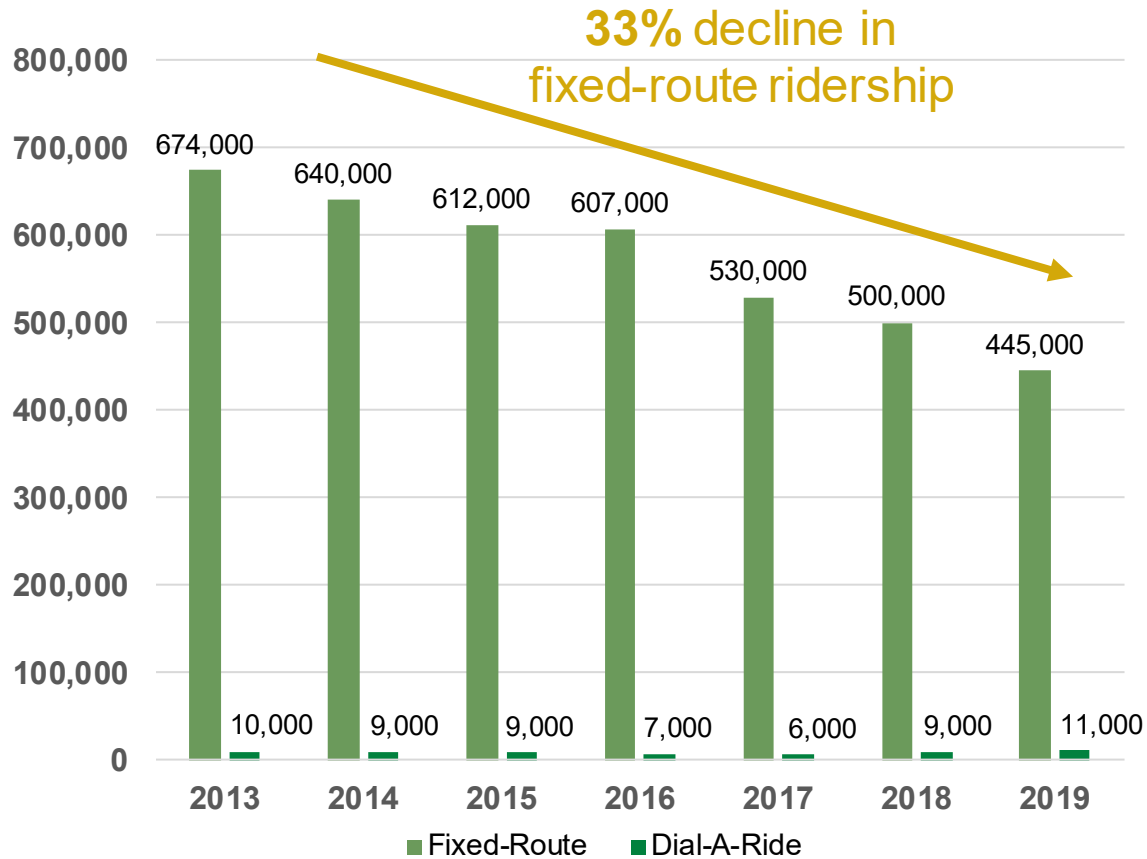
# WHERE DO PEOPLE RIDE COMMERCE TRANSIT?



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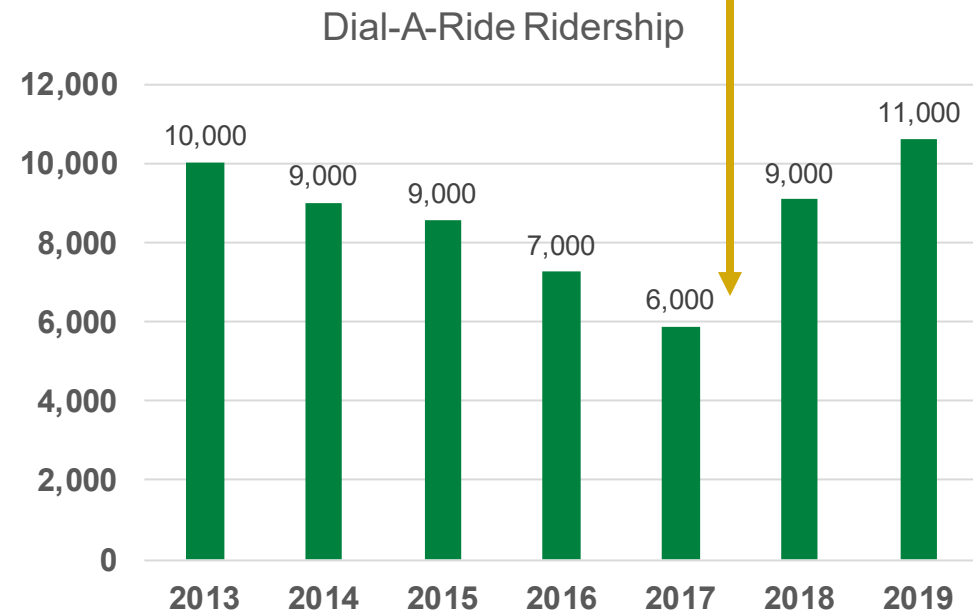


# SYSTEMWIDE RIDERSHIP



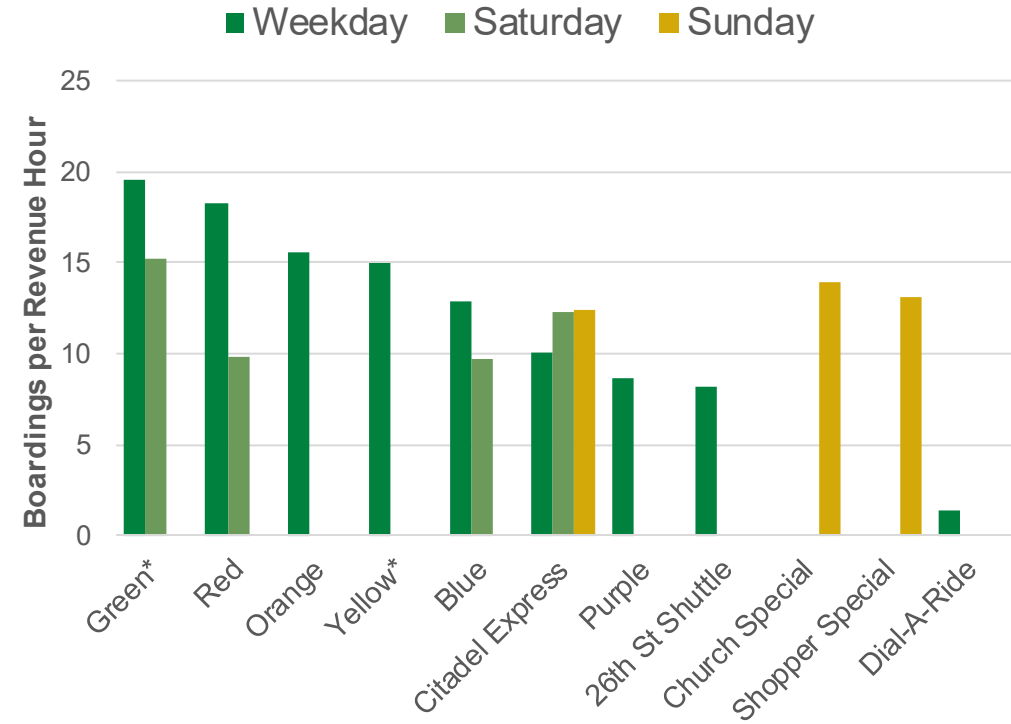
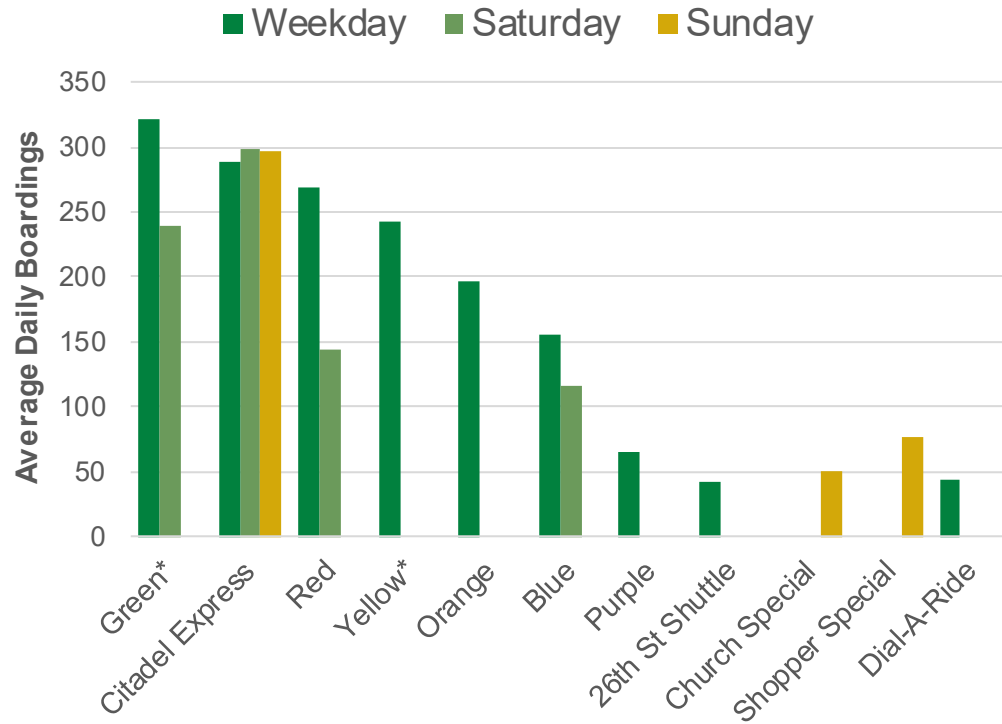
*How can we get more people to ride?*

**Change in DAR policy from medical-only to all trips**



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# RIDERSHIP AND PRODUCTIVITY BY ROUTE



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*\*Includes Trippers*



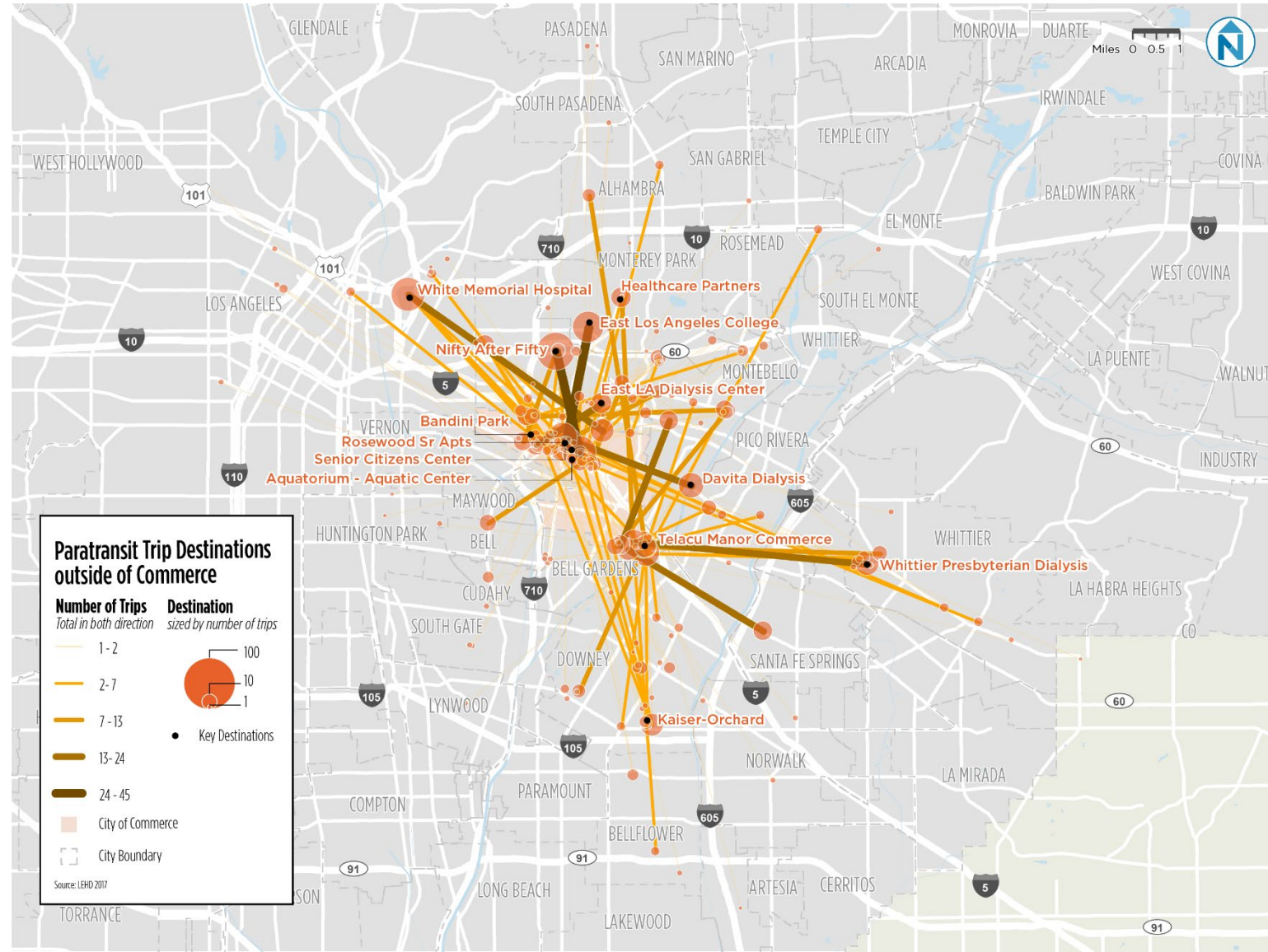
# WHERE DO PEOPLE GO ON DIAL-A-RIDE?

- 321 trips in October 2019 within Commerce
  - Senior apartments
  - Senior Center
  - Shops in Commerce Center



# WHERE DO PEOPLE GO ON DIAL-A-RIDE?

- 698 trips in October 2019 traveled outside of Commerce
  - Medical appointments
  - East LA College
- More than **double** the demand for travel within Commerce



# MARKET FOR TRANSIT – POPULATION

- 12,700 Residents
- Four distinct but small neighborhoods
  - Bristow
  - Bandini
  - Veterans Park
  - Rosewood Park
- Neighborhoods adjacent to Commerce are more densely populated



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# MARKET FOR TRANSIT – EMPLOYMENT

- 57,300 Jobs
- Major Employers
  - Citadel Outlets
  - Commerce Casino
  - Industrial/Freight
- Employment sites are dispersed

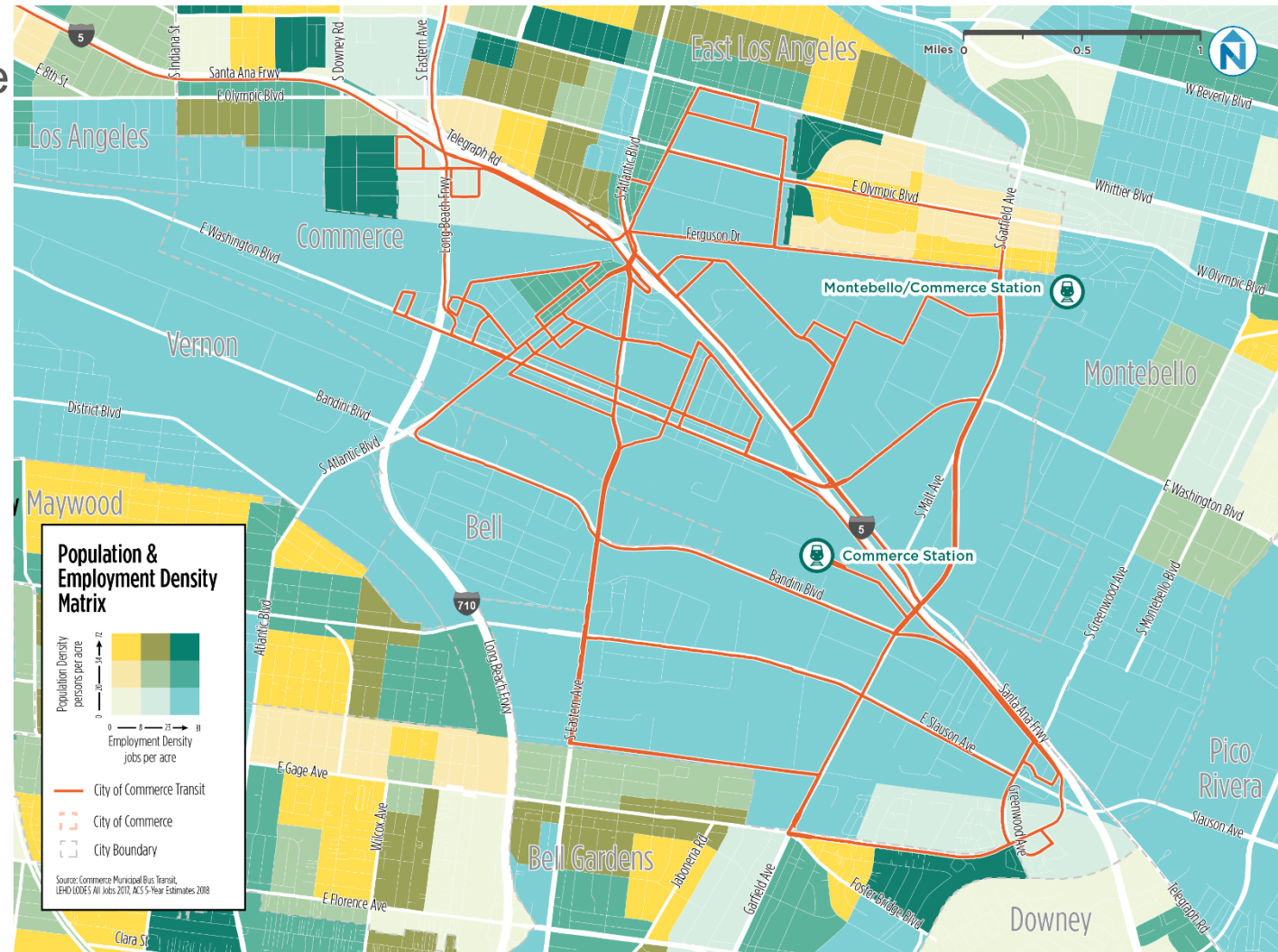


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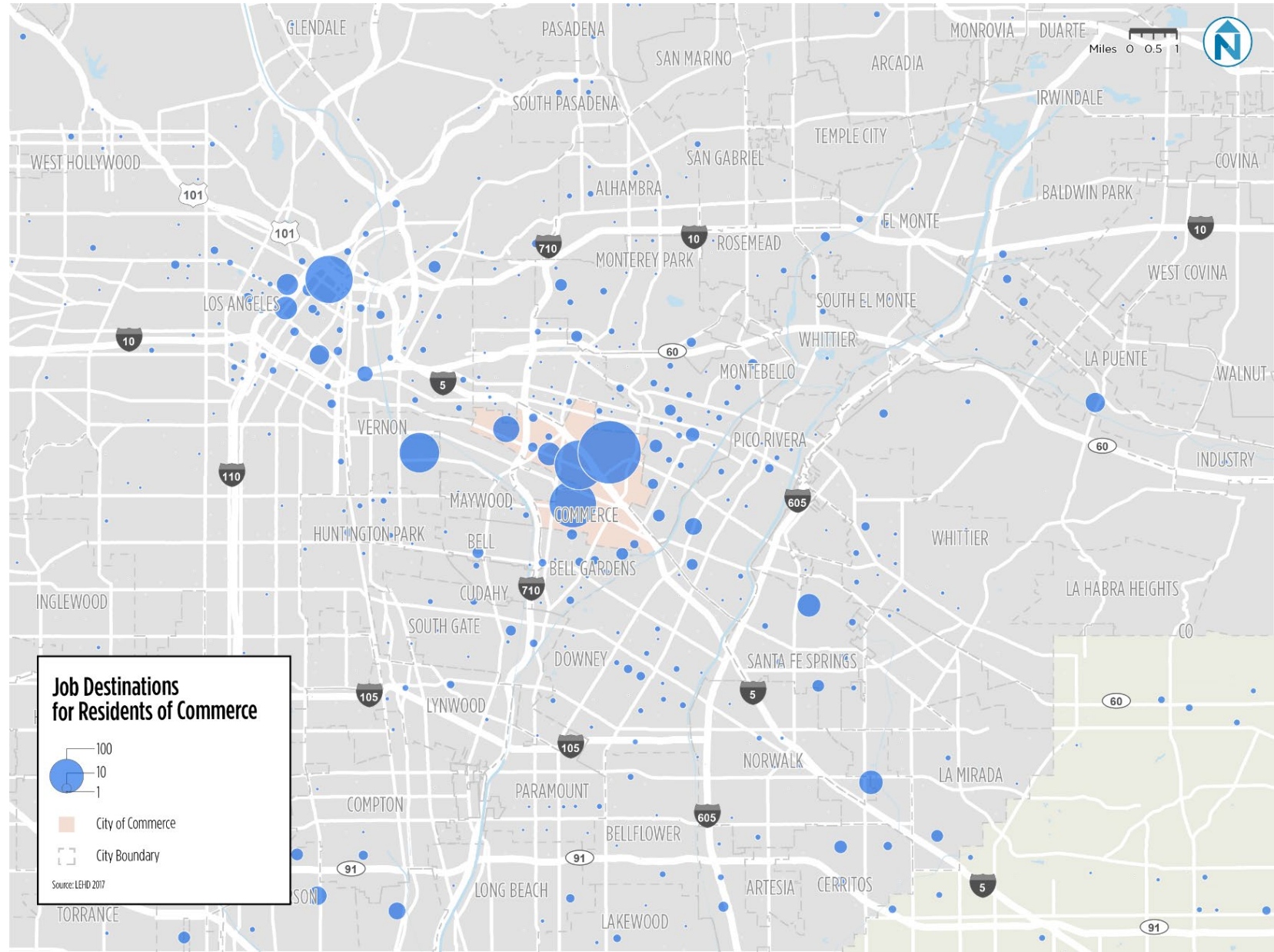
# MARKET FOR TRANSIT – POPULATION AND EMPLOYMENT

- Who is likely to use transit?
  - 19% of residents are living below the poverty threshold
  - 13% of residents are over 65
  - 7% of residents have disabilities
  - 9% of households don't have a vehicle
  - 10,000 low-wage jobs
- Trips not associated with home/work
  - Citadel Outlets
  - Commerce Casino



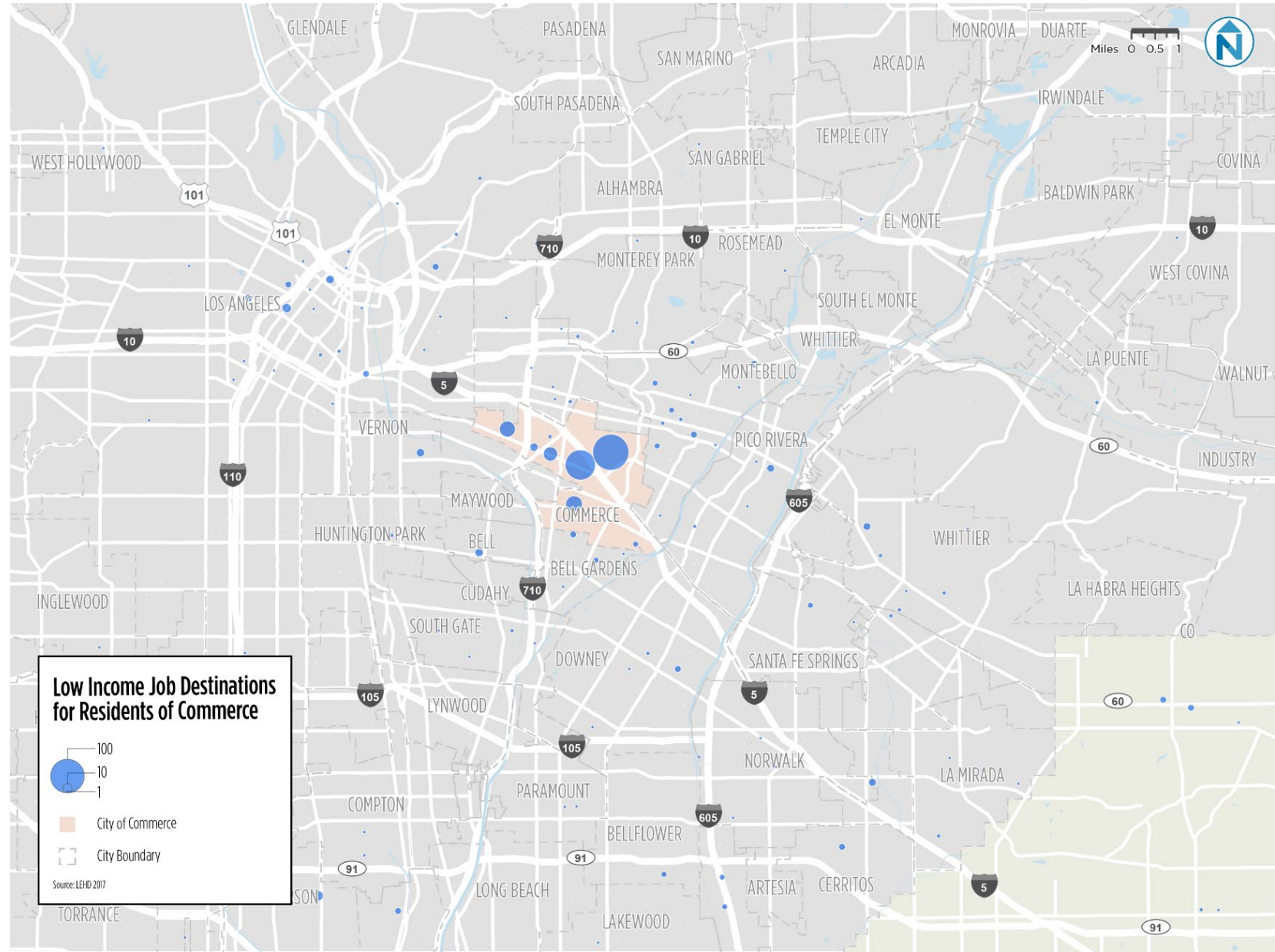
# WHERE DO COMMERCE RESIDENTS WORK?

- ~900 people both live and work in Commerce
- ~4,500 Commerce residents commute to other places
  - DTLA
  - Vernon
  - Montebello



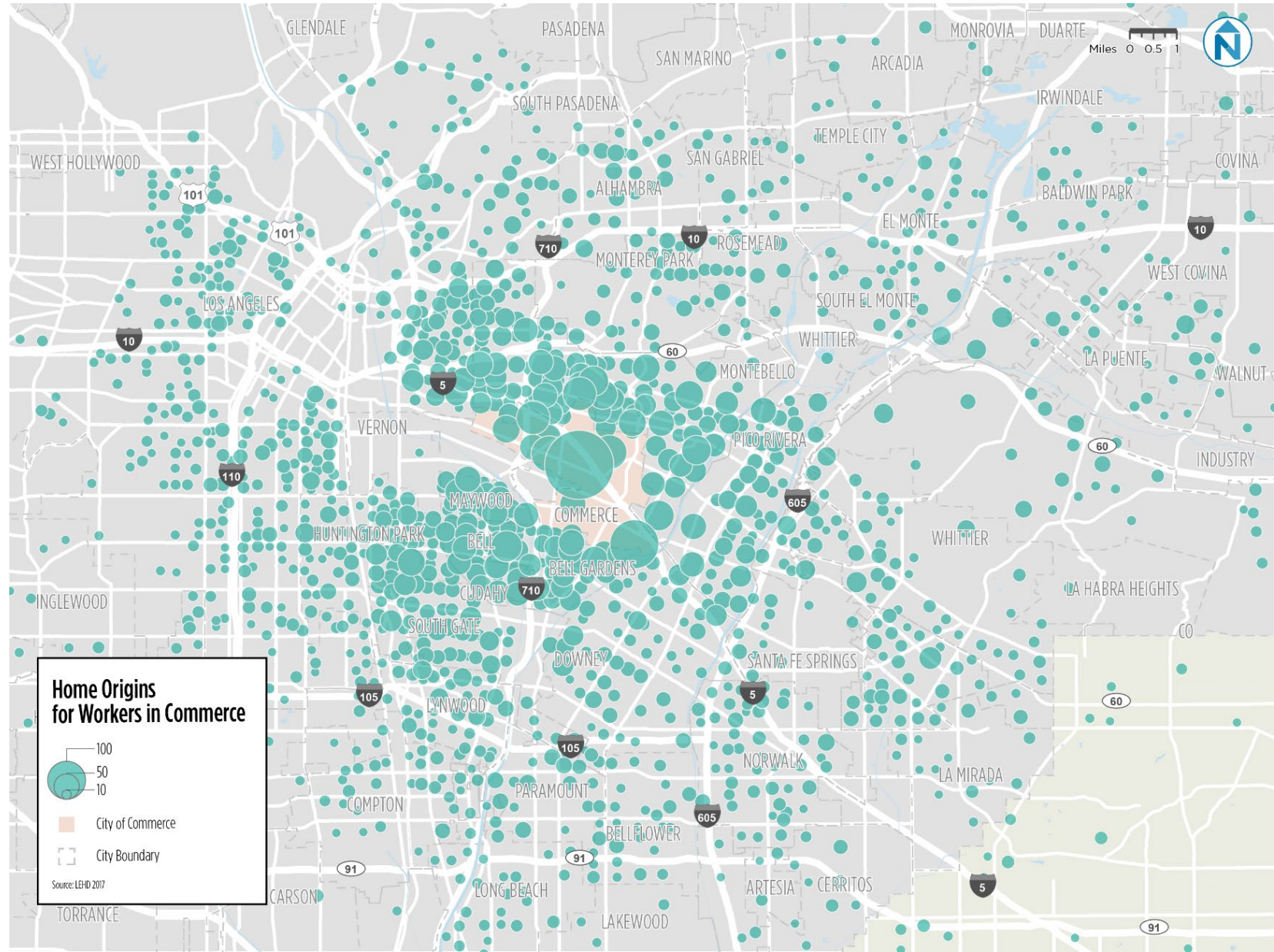
# WHERE DO LOW-EARNING COMMERCE RESIDENTS WORK?

- “Low-earning” = less than \$1,200/month or \$15,000/year
- 300 low-wage earners live and work in Commerce
- ~1,000 low-wage earners commute to other places
  - Dispersed to many places



# WHERE DO COMMERCE WORKERS LIVE?

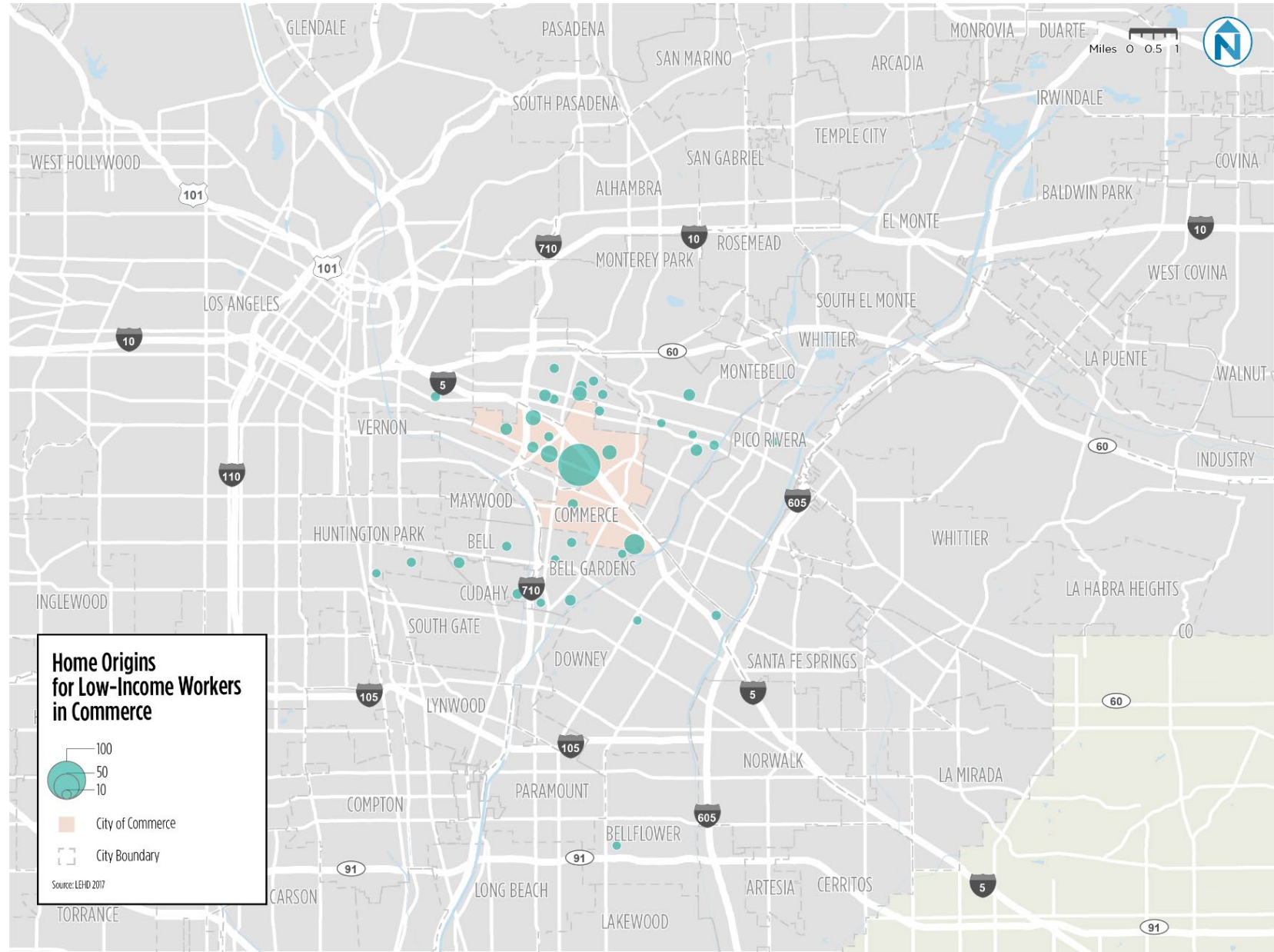
- ~56,400 people commute to Commerce from elsewhere
  - Neighboring cities





# WHERE DO LOW-EARNING COMMERCE WORKERS LIVE?

- “Low-earning” = less than \$1,200/ month or \$15,000/year
- ~9,700 low-wage earners commute to Commerce from elsewhere
  - Some concentrations in adjacent cities



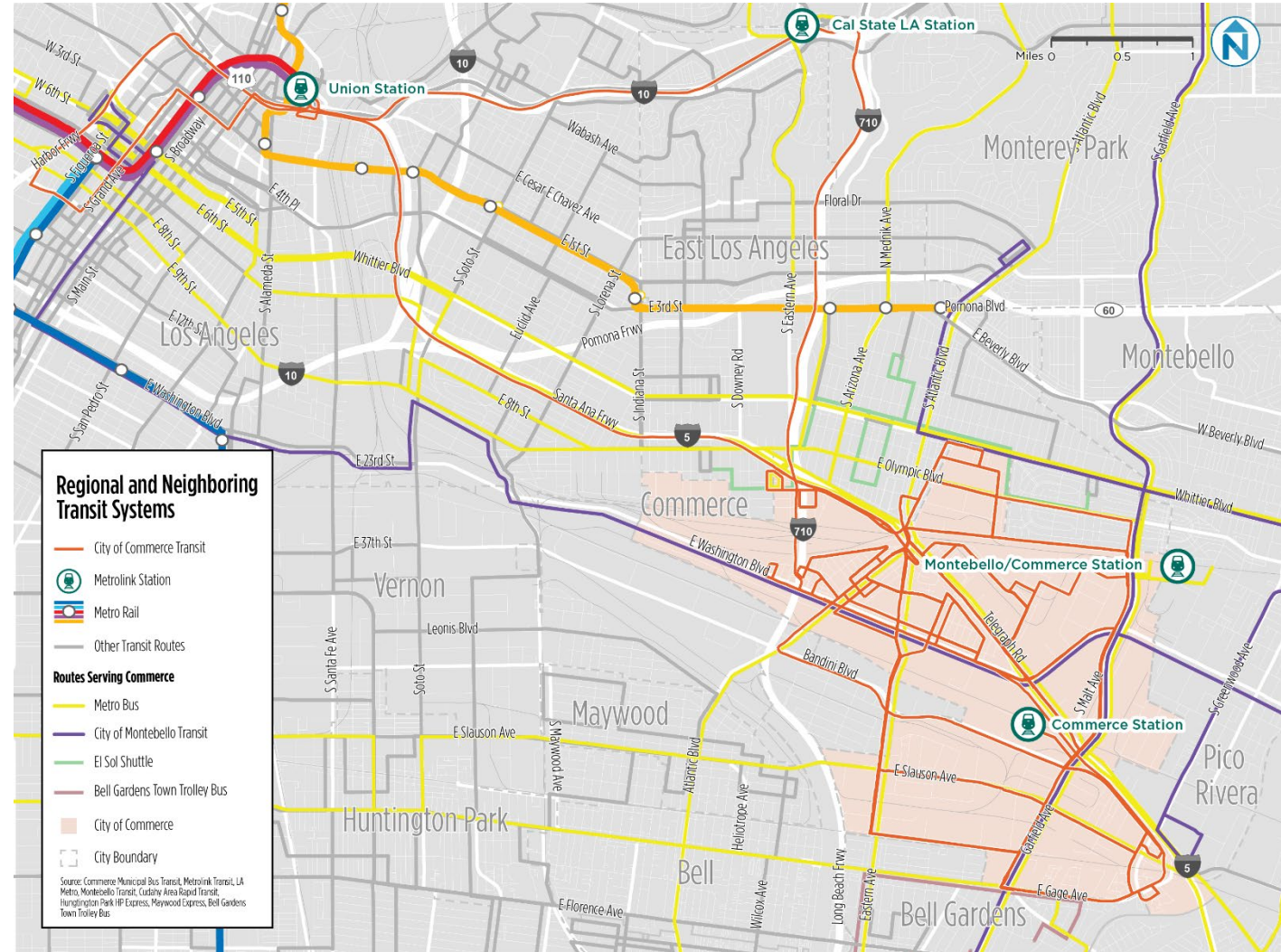
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# REGIONAL TRANSIT SERVICES

- Commerce → DTLA
- LA Metro Bus →
  - Gold Line
  - DTLA
  - Cal State
- Montebello Bus Lines →
  - Montebello
  - Gold Line
  - Blue Line
- El Sol Shuttle → East LA
- Metrolink → OC, Riverside



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# LET'S GET COMMERCE MOVING!

- **Opportunities**

- Commerce is adjacent to dense neighborhoods
- Regional destinations (Citadel and Casino)
- Major employment center
- Untapped connections to regional transit

- **Challenges**

- Small residential population
- Decreasing fixed-route ridership
- Between freeways and railroads, street network within Commerce is disjointed



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# COVID-19 RESPONSE

- Commerce Transit Service
  - Suspended Orange, Purple, Yellow, and Church Routes
  - Reduced service on Citadel Outlets Express
- Reduced Metro Bus frequency on Line 258 from 30 to 60 minutes
- Metrolink Suspended Service
  - 1 Westbound trip
  - 2 Eastbound trips



# DISCUSSION

- How do you use transit?
- Do you use transit differently due to COVID-19?



# DISCUSSION

- Does City of Commerce transit go to the right places?
- If not, where should it go?



# DISCUSSION

- What kinds of improvements would make riding the bus a better experience?
  - Buses come more often (less waiting)
  - Buses run later or earlier
  - Shorter on-board travel times
  - More comfortable bus stops



# NEXT STEPS

- **Take our Survey!** *(and help us spread the word)*
  - English <https://www.research.net/r/CommerceInMotion>
  - Español <https://www.research.net/r/CommerceInMotion?lang=es>
- Provide feedback on initial recommendations in **Fall 2020**
- Sign up for updates at **CommerceInMotion.org**



|                              | Summer 2020 | Fall 2020 | Winter 2020 |
|------------------------------|-------------|-----------|-------------|
| Evaluate Existing Conditions | →           |           |             |
| Public Engagement            | ■           | ■         |             |
| Develop Recommendations      |             | →         |             |
| Final Report                 |             |           | →           |

We are here



# THANK YOU!



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