

Summary Report

School Bus Focus Group Service Design Charrette

A. Highlights

When: Wednesday, February 28, 7:00 – 9:00 pm
Thursday, March 1, 9:30 – 11:30 am
Location: Police Departments Operations Center, 15900 Los Gatos Boulevard

Who: A focus group made up of interested parents and representatives nominated by LGUSD Resource Council and LGHS. A total of 20 people attended these two sessions.

Format: Presentation by Town staff and consulting team,
Discussion and exercises were facilitated by Dr. Mark Silver

Purpose

- Engage in a dialogue with Town staff, consultants and other parents
- Opportunity to work on service design together – “get your hands dirty”
- Through some interactive exercise, help the project team understand the importance of your preference in time, location, cost, flexibility, vehicle safety, driver screening, and technology features.

Outline of the topics:

1. Presentation on Survey Results
2. Exercise 1: Service Design
3. Exercise 2: Service Quality and Delivery
4. Exercise 3: Cost, Funding, Price Sensitivity, and Ridership
5. Wrap up

B. Results from the Group Exercises

Exercise 1: Service Design

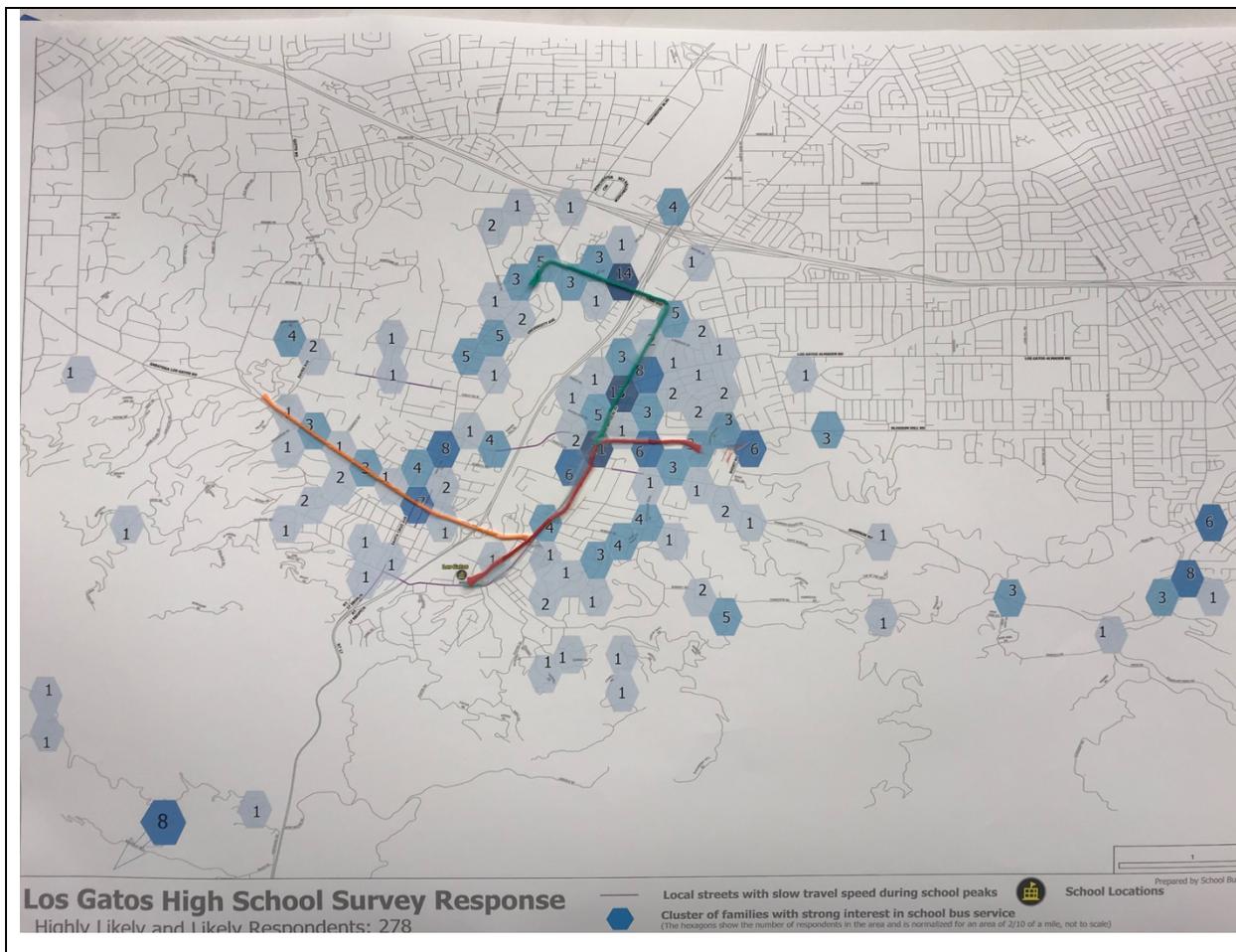
Format:

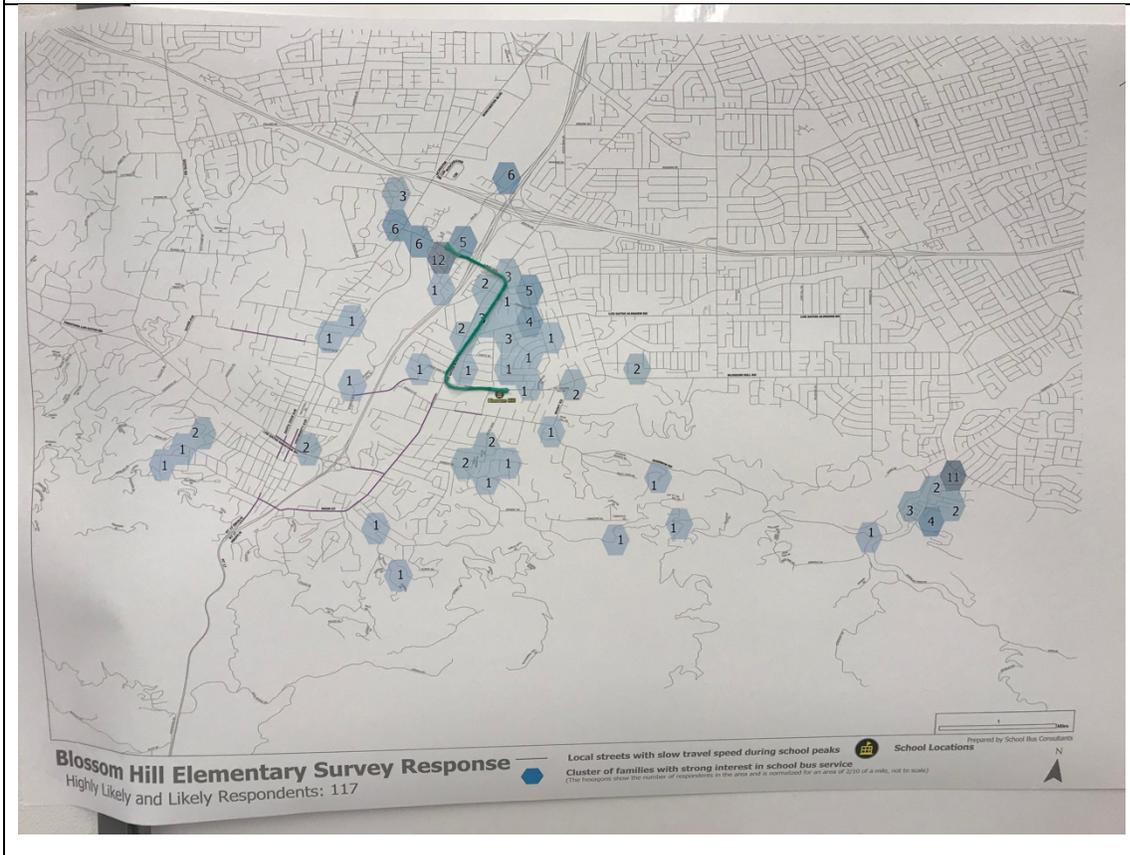
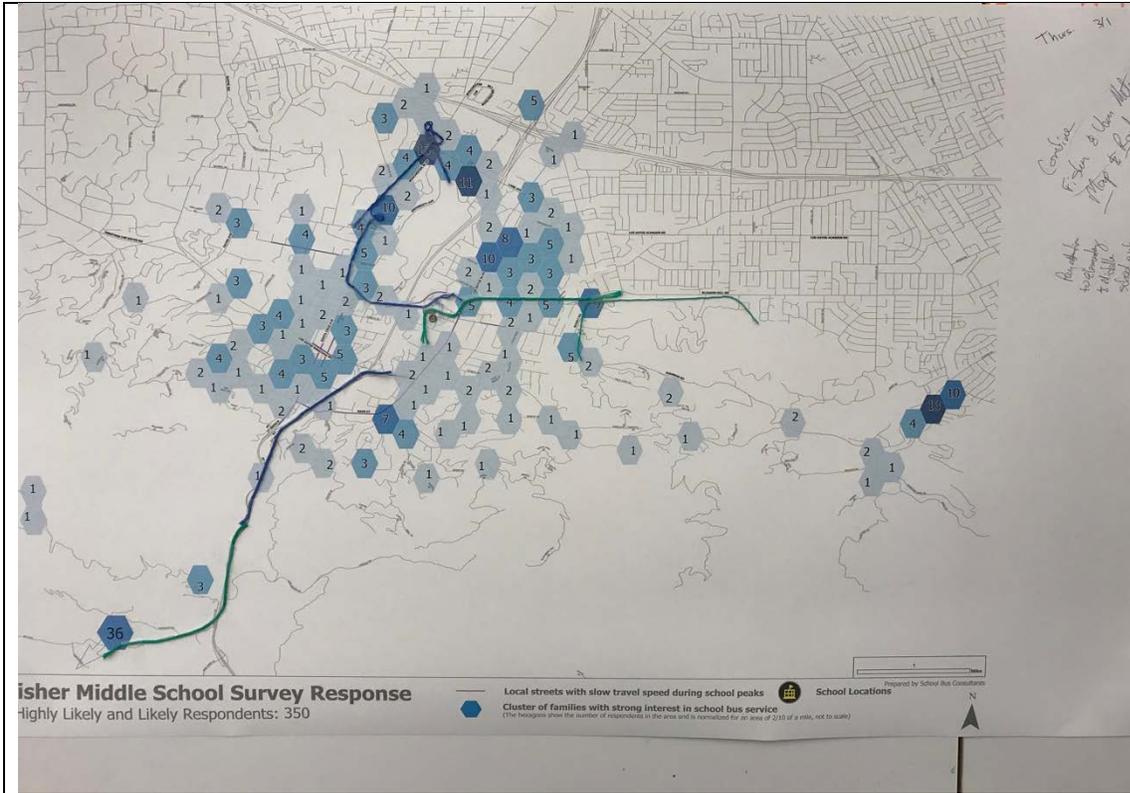
Staff prepared maps showing congested street and high demand clusters. Each map represented the demand to the six target schools, Los Gatos High School, Fisher Middle School, Blossom Hill Elementary School, Daves Avenue Elementary School, Lexington Elementary School, and Van Meter Elementary School.

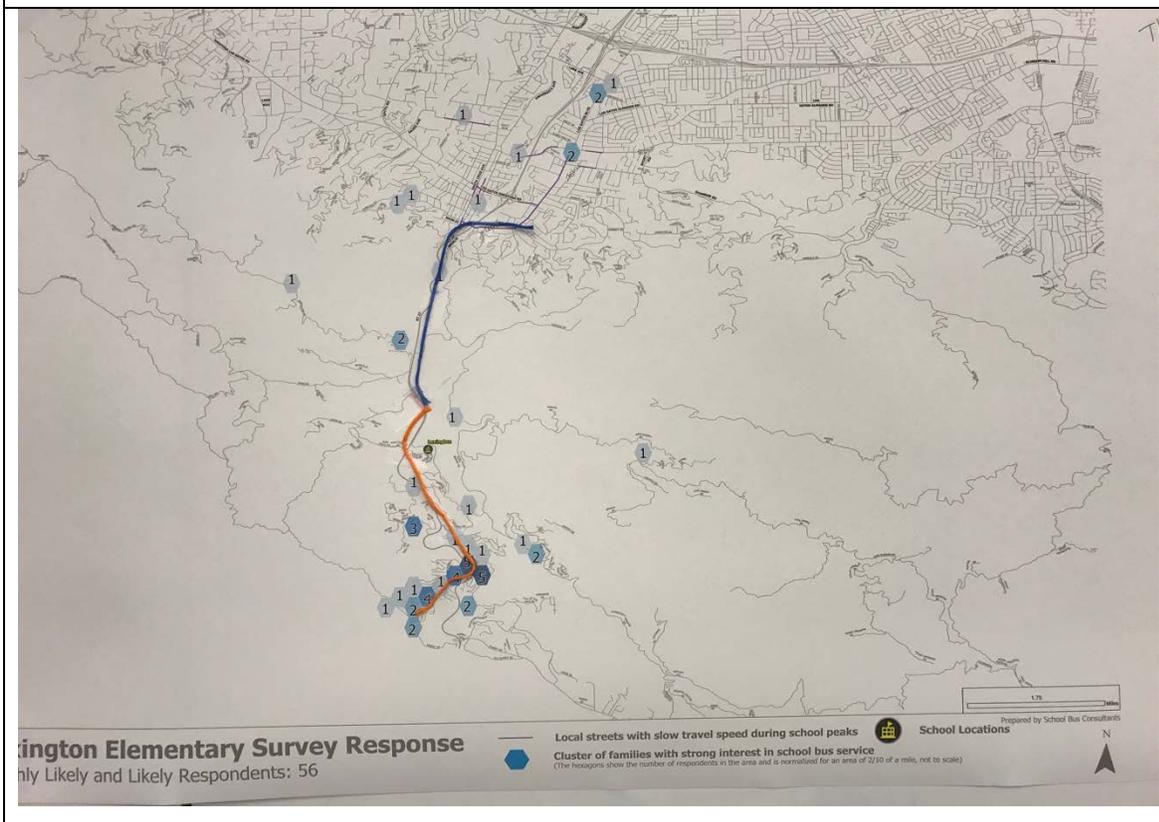
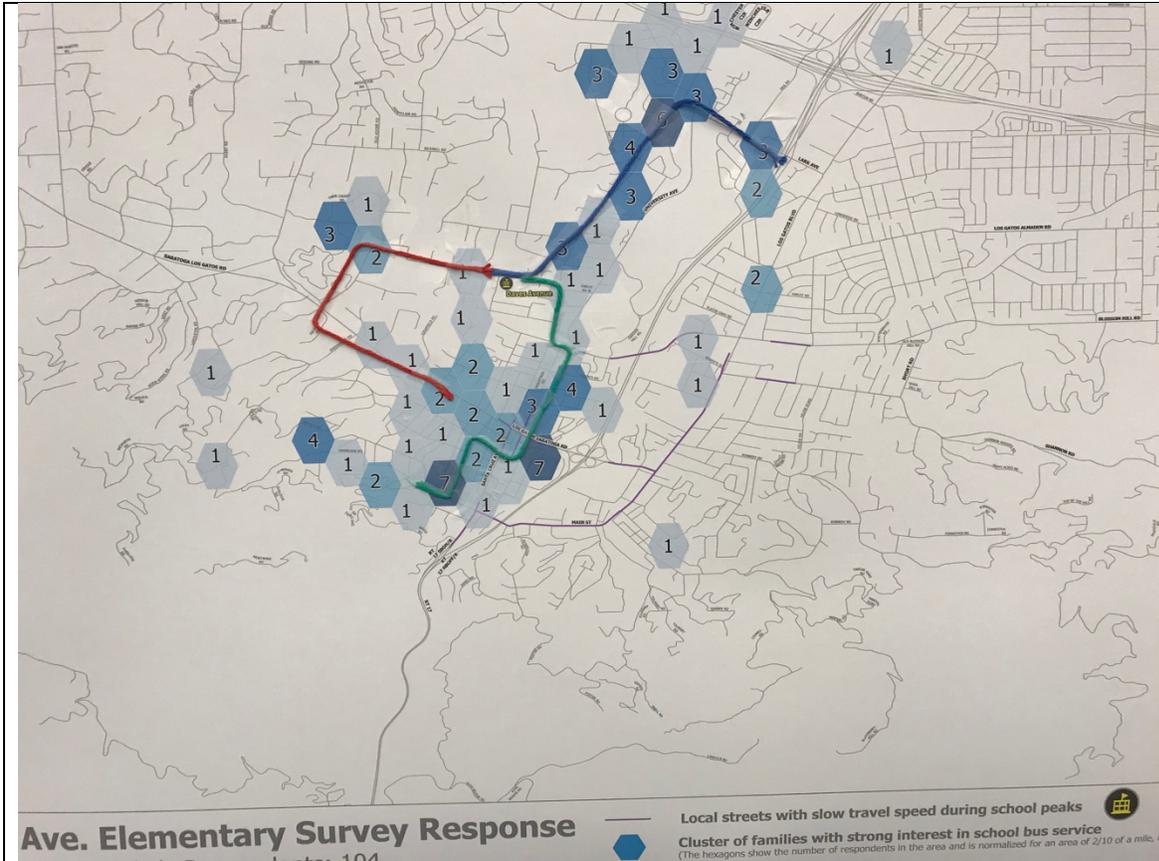
Guidelines:

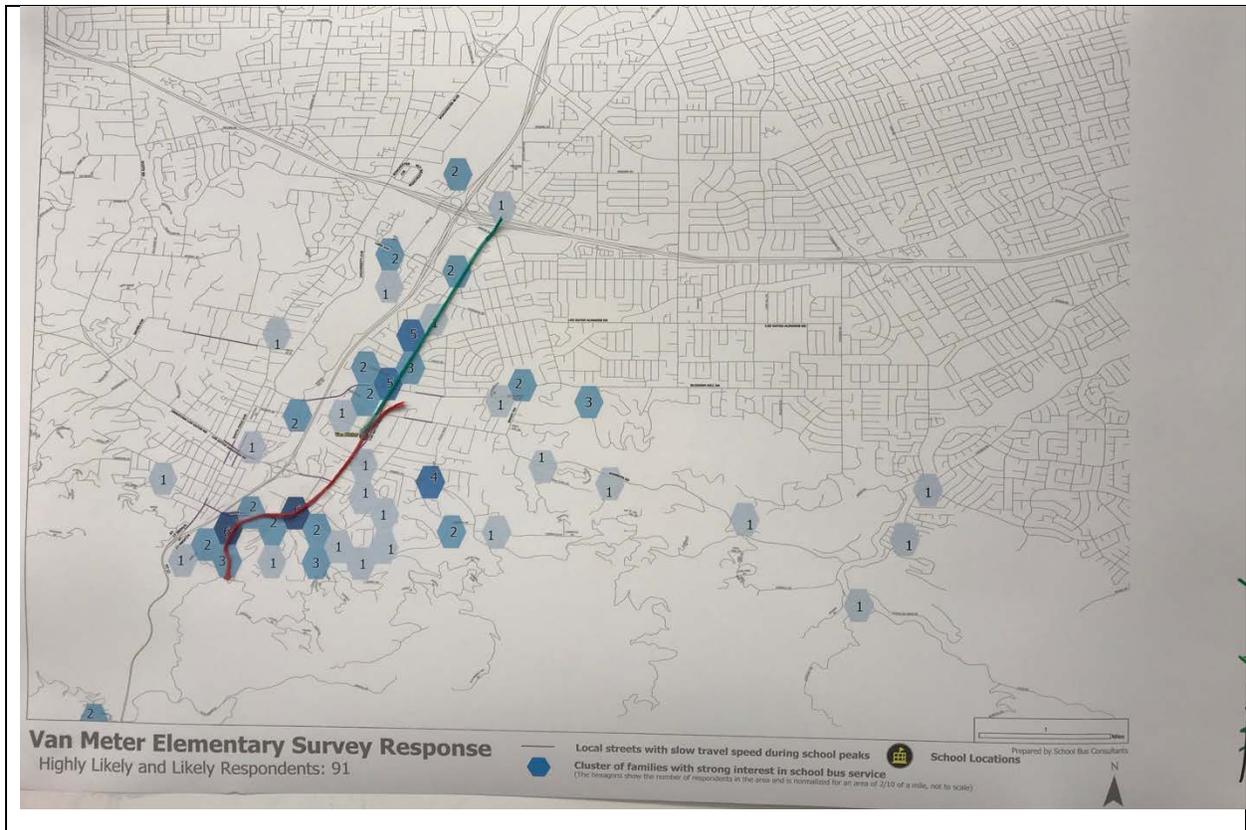
- Fill the bus: Pick up as many students as possible
- Mark the clusters served by the route
- Route distance is limited

Results:









Exercise 2: Service Quality and Delivery

Format:

Each participant was provided 4 green and 4 orange dots. They were asked to place the dots on the statements that were most important to them and/or the ones they agreed in each corresponding category, Service Delivery Requirements or Service Design Features. There were not enough dots for all statements.

Results:

Service Design Features	Vote 2/28	Vote 3/1
1. I would not want my child to have to get up 10 minutes early to ride the bus.	0	2
2. I am not comfortable for my child to walk more than 6 blocks to wait for the bus.	3	6
3. I would like to see the bus going directly to school after picking up my child.	0	0
4. The bus schedule needs to accommodate after school activities.	3	6
5. We need to have the flexibility for my child to ride AM or PM only.	7	11
6. Real time tracking and parent notification are very important features.	3	5
7. Others (fill in): <i>Buses to have bike racks Avoid busy streets or isolated areas</i>	1	3

Service Delivery Requirements	Vote 2/28	Vote 3/1
1. I do have a strong preference to the vehicle size, large or small.	1	0
2. Many of the school bus safety requirements are crucial, such as seat belt, crash protection, emergency exits and loading zone protection.	4	6
3. I will only be comfortable with a bus system that requires rigorous driver background check and drug & alcohol tests.	4	6
4. I do not want my child to ride the bus with much older students, for example, middle or high school students.	2	5
5. I do not want my child to ride the bus with people other than school students.	8	10
6. I want to make sure the bus service has "No Bully" rules.	5	6
7. Others	0	0

Exercise 3: Cost, Funding, Price Sensitivity, and Ridership

Format:

The participants were presented four price cards and were asked to choose the maximum price they were willing to pay for the school bus service. They did not need to share their choice with others.

 <p>Tall Latte</p> <p>Bus Pass Cost: ~ \$500/Year</p>	 <p>Venti Latte</p> <p>Bus Pass Cost: ~ \$750/Year</p>
 <p>Two Tall Lattes</p> <p>Bus Pass Cost: ~ \$1,000/Year</p>	 <p>Two Venti Lattes</p> <p>Bus Pass Cost: ~ \$1,500/Year</p>

Next, staff provided information on cost and funding

- Cost elements
- Fund sources: bus fare revenue, Measure B, additional sources
- Price sensitivity and ridership performance matrix

	High Performance	Low Performance
Subsidy		
H	\$500	--
L	\$750	\$1,000
NO	\$1,500	--

<p>Performance High: 80%+ ridership capacity Low: 50% ridership capacity</p>	<p>Subsidy levels High: ~70% of public funds Low: ~50% of public funds</p>
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The participants were then asked if they would choose their maximum prices differently after hearing the additional information.

Results:

The exercise ended with facilitated discussions for the participants to share their thoughts on pricing, ridership and funding potential.

This exercise was not designed to collect quantitative input on price sensitivity. Instead, it provided insights to the Study Team to better understand the factors families considered in deciding the price for service and changing transportation choices. The input will help the Team design the price sensitivity question in the second survey.

C. Wrap up

The facilitator asked the participants to share their additional thoughts with the Study Team by writing their ideas down. He asked them to use these three questions to help frame the input:

- I like ...
- I wish ...
- I wonder...

Many of the participants provided thoughtful notes. In addition, staff took notes during the discussions throughout the session. All the feedback will help the Team in further develop the study.

D. Pictures of Group Exercise

