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Foothill Gold Line Report



THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES

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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,000 undergraduates, 2,200 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts and entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 85,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others.

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CENTER FOR THE STUDY OF LOS ANGELES

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Region Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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METHODOLOGY

In Fall 2017, Foothill Gold Line contracted with the Thomas and Dorothy Leavey Center for the Study of Los Angeles at LMU in order to conduct an intercept survey on parking needs for the Metro Gold Line Foothill Extension. The study involved intercept surveys with 1,518 adults arriving and departing from six stations: South Pasadena, Fillmore, Sierra Madre Village, Azusa Downtown, Monrovia, and Arcadia. An additional 447 respondents completed the survey. However since they started their Foothill Gold Line travels outside the six stations they were removed from much of the analysis.

Subjects were surveyed between 3:00 pm-8:00 pm on November 1-2, 7-9, and 14-16, with rotating station assignments and field researchers each day. A team of three to seven student field researchers and one field supervisor surveyed riders at two to three locations each day. The protocol for this study involved asking potential respondents a screener to ensure that the person was at least 18 years old. A skip pattern of every other person was also utilized to ensure unbiased collection of data during a rush of potential respondents. The survey was also translated into Spanish, and Spanish speakers were available to ask screener questions and answer any questions respondents might have.

Data are weighted for accuracy based on average onboarding numbers by station, provided by Metro. Those riders who began at a station off of the Foothill Gold Line (both including and not including Union Station) are not included in weighted percentages. For the purposes of this report, numbers by station, including both “other” categories, are included. The margin of error is $\pm 2.0\%$ for the core sample of 1,518 respondents.

RESEARCH SUMMARY

The following report consists of five sections: overall weighted topline, questions by station (including then excluding the “other” categories”), weighted questions by parking cost, and weighted questions by phase. The crosstabs provide insight into parking efficacy at each station, parking efficacy based on the cost of parking at each station, as well as parking efficacy depending on whether the station falls into phase one or phase two.

To start, most riders generally drive, bike, walk, or skateboard to their station, while those who do not drive do so because the station is a walkable or bikeable distance, and/or because they do not have a vehicle available. Riders who do arrive by car or motorcycle are likely to park in a Metro structure or lot because of free parking or convenience. However, even at paid parking stations, riders are most likely to park in a Metro parking lot or structure as opposed to parking on the street or in a non-Metro lot/structure.

Only about 1 out of 5 riders who start at stations with free parking said that they switched stations after paid parking was implemented to avoid the fees. Yet, a majority of riders still use the station closest to their home, regardless of whether parking is paid or free. For the majority of riders, the distance from home to the closest station is less than 10 minutes, and is less than 20 minutes for nearly everyone else.

Finally, Phase 2 stations have a higher proportion of drivers, as well as do stations with free parking lots. The accuracy of these data is indicated by high response rates and low margin of error.

TOPLINES, n=1,518

Is this station where you first started your Gold Line travels today?

Yes	83.6
No	16.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at a different station, n=230

If you started at a different station, at which station did you start?

South Pasadena	18.0
Fillmore	9.2
Sierra Madre Villa	42.1
Arcadia	6.8
Monrovia	8.7
Azusa Downtown	15.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 230 adult respondents of the 2017 Foothill Gold Line Survey.

Main mode of transportation, n=1,518

What was your main mode of transportation to get to the Metro Gold Line station when you started your travels today?

Drove a car	53.4
Drove a motorcycle	0.6
Rode a bicycle	3.2
Walked/skateboarded	22.9
Took public transportation (e.g., bus, shuttle, etc.)	12.1
Carpooled with others to the Gold Line (did not drive yourself)	2.1
Paid for a ride (e.g., taxi, Uber, etc.)	1.5
Took a non-paid ride (e.g., friend or relative dropped off for free)	4.2
Other	0.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you arrived by driving a car/motorcycle, n=837

Where did you park?

Metro parking lot or structure	80.7
Non-Metro parking lot	6.3
Non-Metro parking structure	1.3
Street parking	10.7
Other	1.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

What was the reason you chose to drive? **Check all that apply**

Parking was free	57.6
Parking was worth the money	8.2
Parking was easy to find	18.7
Convenience	53.8
Other	4.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

Did you pay for parking?

Yes, I paid for parking	22.2
No, I did not pay for parking	77.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not arrive by driving a car/motorcycle, n=630

What was the reason you chose alternative transportation? **Check all that apply**

Do not have a car or motorcycle to get to the Gold Line Station	40.0
Parking was too expensive	9.3
Parking was too hard to find	6.6
Environmental reasons	15.2
Station is within a walkable/bikeable distance	42.0
Other	6.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was free?**

Yes	59.9
No	40.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was easier to find?**

Yes	56.8
No	43.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

Station closest to your home, n=1,518

When you started your Gold Line travels today, did you start at the closest station to your home?

Yes	76.3
No	23.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at the closest station to your home, n=1,112

How long did it take you to get from your home to the station?

Fewer than 10 minutes	62.5
Between 10-20 minutes	30.7
More than 20 minutes	6.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,112 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not start at the closest station to your home, n=333

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was free?**

Yes	69.2
No	30.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was easier to find?**

Yes	66.7
No	33.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

Paid parking implementation, n=1,518

Have you changed the station you use since paid parking was implemented in order to avoid paying for parking?

Yes	18.9
No	81.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you changed your station, n=275

If you changed your station, how much longer is your commute to the further station than what it would be to your closer station?

Fewer than 5 additional minutes	26.7
Between 5-10 additional minutes	41.1
More than 10 additional minutes	32.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 275 adult respondents of the 2017 Foothill Gold Line Survey.

QUESTIONS BY STATION, UNWEIGHTED, n=1,965

Is this station where you first started your Gold Line travels today?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	84.3	86.2	78.5	87.7	88.2	84.3	0.0	0.0
No	15.7	13.8	21.5	12.3	11.8	15.7	100.0	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,965 adult respondents of the 2017 Foothill Gold Line Survey.

What was your main mode of transportation to get to the Metro Gold Line station when you started your travels today?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Drove a car	24.7	49.3	61.7	59.7	57.1	65.6	29.6	13.8
Drove a motorcycle	0.0	1.4	0.7	0.4	0.4	0.5	0.3	0.8
Rode a bicycle	3.2	4.1	1.9	3.4	5.0	3.6	6.3	3.1
Walked/skateboarded	50.0	29.7	12.3	15.5	21.4	13.0	33.6	20.8
Took public transportation (e.g., bus, shuttle, etc.)	15.2	10.1	15.6	10.9	5.5	8.9	17.3	54.6
Carpooled with others to the Gold Line (did not drive yourself)	0.6	2.0	1.9	4.6	2.1	2.4	2.7	0.8
Paid for a ride (e.g., taxi, Uber, etc.)	0.6	0.7	1.5	1.7	2.5	2.6	2.7	0.0
Took a non-paid ride (e.g., friend or relative dropped off for free)	5.7	2.7	4.5	3.8	5.5	3.4	5.6	3.8
Other	0.0	0.0	0.0	0.0	0.4	0.0	2.0	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,965 adult respondents of the 2017 Foothill Gold Line Survey.

If you arrived by driving a car/motorcycle, n=946

Where did you park?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Metro parking lot or structure	62.9	76.1	95.1	76.6	56.8	80.2	68.7	66.7
Non-Metro parking lot	8.6	9.9	1.8	9.2	13.6	4.9	8.4	0.0
Non-Metro parking structure	8.6	2.8	0.0	0.7	0.0	1.1	4.8	0.0
Street parking	20.0	8.5	3.0	12.8	27.3	12.7	16.9	22.2
Other	0.0	2.8	0.0	0.7	2.3	1.1	1.2	11.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 946 adult respondents of the 2017 Foothill Gold Line Survey.

What was the reason you chose to drive? **Check all that apply**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Parking was free	24.2	66.7	79.9	65.4	25.2	31.9	35.0	38.9
Parking was worth the money	9.1	10.1	6.1	2.3	4.7	16.0	11.3	5.6
Parking was easy to find	18.2	21.7	25.0	11.5	12.6	11.3	6.3	22.2
Convenience	69.7	44.9	49.4	58.5	61.4	56.8	58.8	61.1
Other	9.1	7.3	1.8	3.1	9.5	4.7	7.5	11.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 946 adult respondents of the 2017 Foothill Gold Line Survey.

Did you pay for parking?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes, I paid for parking	45.9	15.2	7.2	4.8	46.8	42.7	41.6	20.0
No, I did not pay for parking	54.1	84.8	92.8	95.2	53.2	57.3	58.4	80.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 946 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not arrive by driving a car/motorcycle, n=952

What was the reason you chose alternative transportation? **Check all that apply**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Do not have car or motorcycle	35.8	25.4	52.5	47.4	37.1	38.7	44.3	46.4
Parking was too expensive	6.3	13.6	3.8	4.0	22.5	13.5	9.2	13.1
Parking was too hard to find	4.2	11.9	2.5	5.3	5.6	15.3	11.5	3.6
Environmental reasons	12.6	23.7	13.8	14.5	12.4	14.4	12.1	15.5
Station is within walkable/bikeable distance	52.6	45.8	38.8	31.6	32.6	34.2	40.2	26.2
Other	7.4	5.1	7.5	9.2	5.6	5.4	6.3	11.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 952 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was free?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	58.8	33.3	59.1	60.0	83.1	74.2	62.3	55.6
No	41.2	66.7	40.9	40.0	16.9	25.8	37.7	44.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 952 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was easier to find?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	54.1	34.6	61.5	61.0	76.2	66.0	48.4	45.2
No	45.9	65.4	38.5	39.0	23.8	34.0	51.6	54.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 952 adult respondents of the 2017 Foothill Gold Line Survey.

Station closest to your home, n=1,965

When you started your Gold Line travels today, did you start at the closest station to your home?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	88.6	67.1	71.5	79.8	95.3	67.7	84.2	66.9
No	11.4	32.9	28.5	20.2	4.7	32.3	15.8	33.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,965 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at the closest station to your home, n=1,449

How long did it take you to get from your home to the station?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Fewer than 10 minutes	58.3	66.3	59.0	67.6	72.9	58.1	58.4	48.8
Between 10-20 minutes	34.6	28.3	35.6	25.9	22.9	27.9	30.9	27.4
More than 20 minutes	7.1	5.4	5.3	6.5	4.2	14.0	10.7	23.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,449 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not start at the closest station to your home, n=423

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was free?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	57.1	66.7	62.5	92.6	0.0	78.5	69.0	47.6
No	42.9	33.3	37.5	7.4	100.0	21.5	31.0	52.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 423 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was easier to find?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	50.0	53.3	60.0	88.9	0.0	85.1	65.2	40.0
No	50.0	46.7	40.0	11.1	100.0	14.9	34.8	60.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 423 adult respondents of the 2017 Foothill Gold Line Survey.

Paid parking implementation, n=1,965

Have you changed the station you use since paid parking was implemented in order to avoid paying for parking?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Yes	8.3	20.3	20.2	23.3	18.9	23.2	18.7	16.4
No	91.7	79.7	79.8	76.7	81.1	76.8	81.3	83.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,965 adult respondents of the 2017 Foothill Gold Line Survey.

If you changed your station, n=939

If you changed your station, how much longer is your commute to the further station than what it would be to your closer station?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown	Other-FHGL (non-Union)	Other-Non-FHGL (or Union)
Fewer than 5 additional minutes	22.0	31.3	24.0	28.0	25.9	30.7	30.8	21.9
Between 5-10 additional minutes	47.5	43.8	37.2	41.5	41.7	40.3	34.6	45.3
More than 10 additional minutes	30.5	25.0	38.8	30.5	32.4	29.0	34.6	32.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 939 adult respondents of the 2017 Foothill Gold Line Survey.

QUESTIONS BY STATION, n=1,518

Is this station where you first started your Gold Line travels today?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	84.3	86.2	78.5	87.7	88.2	84.3
No	15.7	13.8	21.5	12.3	11.8	15.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

Main mode of transportation, n=1,518

What was your main mode of transportation to get to the Metro Gold Line station when you started your travels today?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Drove a car	24.7	49.3	61.7	59.7	57.1	65.6
Drove a motorcycle	0.0	1.4	0.7	0.4	0.4	0.5
Rode a bicycle	3.2	4.1	1.9	3.4	5.0	3.6
Walked/skateboarded	50.0	29.7	12.3	15.5	21.4	13.0
Took public transportation (e.g., bus, shuttle, etc.)	15.2	10.1	15.6	10.9	5.5	8.9
Carpooled with others to the Gold Line (did not drive yourself)	0.6	2.0	1.9	4.6	2.1	2.4
Paid for a ride (e.g., taxi, Uber, etc.)	0.6	0.7	1.5	1.7	2.5	2.6
Took a non-paid ride (e.g., friend or relative dropped off for free)	5.7	2.7	4.5	3.8	5.5	3.4
Other	0.0	0.0	0.0	0.0	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you arrived by driving a car/motorcycle, n=837

Where did you park?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Metro parking lot or structure	62.9	76.1	95.1	76.6	56.8	80.2
Non-Metro parking lot	8.6	9.9	1.8	9.2	13.6	4.9
Non-Metro parking structure	8.6	2.8	0.0	0.7	0.0	1.1
Street parking	20.0	8.5	3.0	12.8	27.3	12.7
Other	0.0	2.8	0.0	0.7	2.3	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

What was the reason you chose to drive? **Check all that apply**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Parking was free	24.2	66.7	79.9	65.4	25.2	31.9
Parking was worth the money	9.1	10.1	6.1	2.3	4.7	16.0
Parking was easy to find	18.2	21.7	25.0	11.5	12.6	11.3
Convenience	69.7	44.9	49.4	58.5	61.4	11.3
Other	9.1	7.3	1.8	3.1	9.5	4.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

Did you pay for parking?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes, I paid for parking	45.9	15.2	7.2	4.8	46.8	42.7
No, I did not pay for parking	54.1	84.8	92.8	95.2	53.2	57.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not arrive by driving a car/motorcycle, n=630

What was the reason you chose alternative transportation? **Check all that apply**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Do not have car or motorcycle	35.8	25.4	52.5	47.4	37.1	38.7
Parking was too expensive	6.3	13.6	3.8	4.0	22.5	13.5
Parking was too hard to find	4.2	11.9	2.5	5.3	5.6	15.3
Environmental reasons	12.6	23.7	13.8	14.5	12.4	14.4
Station is within walkable/bikeable distance	52.6	45.8	38.8	31.6	32.6	34.2
Other	7.4	5.1	7.5	9.2	5.6	5.4

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was free?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	58.8	33.3	59.1	60.0	83.1	74.2
No	41.2	66.7	40.9	40.0	16.9	25.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was easier to find?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	54.1	34.6	61.5	61.0	76.2	66.0
No	45.9	65.4	38.5	39.0	23.8	34.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

Station closest to your home, n=1,518

When you started your Gold Line travels today, did you start at the closest station to your home?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	88.6	67.1	71.5	79.8	95.3	67.7
No	11.4	32.9	28.5	20.2	4.7	32.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at the closest station to your home, n=1,112

How long did it take you to get from your home to the station?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Fewer than 10 minutes	58.3	66.3	59.0	67.6	72.9	58.1
Between 10-20 minutes	34.6	28.3	35.6	25.9	22.9	27.9
More than 20 minutes	7.1	5.4	5.3	6.5	4.2	14.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,112 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not start at the closest station to your home, n=333

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was free?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	57.1	66.7	62.5	92.6	0.0	78.5
No	42.9	33.3	37.5	7.4	100.0	21.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was easier to find?**

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	50.0	53.3	60.0	88.9	0.0	85.1
No	50.0	46.7	40.0	11.1	100.0	14.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

Paid parking implementation, n=1,518

Have you changed the station you use since paid parking was implemented in order to avoid paying for parking?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Yes	8.3	20.3	20.2	23.3	18.9	23.2
No	91.7	79.7	79.8	76.7	81.1	76.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you changed your station, n=275

If you changed your station, how much longer is your commute to the further station than what it would be to your closer station?

	South Pasadena	Fillmore	Sierra Madre Villa	Arcadia	Monrovia	Azusa Downtown
Fewer than 5 additional minutes	22.0	31.3	24.0	28.0	25.9	30.7
Between 5-10 additional minutes	47.5	43.8	37.2	41.5	41.7	40.3
More than 10 additional minutes	30.5	25.0	38.8	30.5	32.4	29.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 275 adult respondents of the 2017 Foothill Gold Line Survey.

QUESTIONS BY PARKING COST, n=1,518

Is this station where you first started your Gold Line travels today?

	Paid	Free
Yes	85.3	82.3
No	14.7	17.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at a different station, n=230

If you started at a different station, at which station did you start?

	Paid	Free
South Pasadena	42.6	0.0
Fillmore	0.0	14.6
Sierra Madre Villa	0.0	73.5
Arcadia	0.0	11.8
Monrovia	20.8	0.0
Azusa Downtown	36.6	0.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 230 adult respondents of the 2017 Foothill Gold Line Survey.

Main mode of transportation, n=1,518

What was your main mode of transportation to get to the Metro Gold Line station when you started your travels today?

	Paid	Free
Drove a car	47.5	57.8
Drove a motorcycle	0.3	0.9
Rode a bicycle	3.8	2.8
Walked/skateboarded	29.6	17.9
Took public transportation (e.g., bus, shuttle, etc.)	10.5	13.2
Carpooled with others to the Gold Line (did not drive yourself)	1.6	2.4
Paid for a ride (e.g., taxi, Uber, etc.)	1.8	1.3
Took a non-paid ride (e.g., friend or relative dropped off for free)	4.8	3.8
Other	0.1	0.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you arrived by driving a car/motorcycle, n=837

Where did you park?

	Paid	Free
Metro parking lot or structure	69.7	87.2
Non-Metro parking lot	8.3	5.1
Non-Metro parking structure	2.2	0.8
Street parking	18.6	6.1
Other	1.3	0.8
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

What was the reason you chose to drive? **Check all that apply**

	Paid	Free
Parking was free	28.4	74.2
Parking was worth the money	11.2	6.4
Parking was easy to find	13.0	22.0
Convenience	60.6	49.8
Other	7.0	3.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

Did you pay for parking?

	Paid	Free
Yes, I paid for parking	44.7	8.8
No, I did not pay for parking	55.3	91.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not arrive by driving a car/motorcycle, n=630

What was the reason you chose alternative transportation? **Check all that apply**

	Paid	Free
Do not have car or motorcycle	36.7	42.2
Parking was too expensive	11.5	7.2
Parking was too hard to find	7.0	6.2
Environmental reasons	13.0	17.4
Station is within walkable/bikeable distance	44.0	40.0
Other	6.5	7.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was free?**

	Paid	Free
Yes	67.1	51.4
No	32.9	48.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was easier to find?**

	Paid	Free
Yes	60.4	52.8
No	39.6	47.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

Station closest to your home, n=1,518

When you started your Gold Line travels today, did you start at the closest station to your home?

	Paid	Free
Yes	82.7	71.7
No	17.3	28.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at the closest station to your home, n=1,112

How long did it take you to get from your home to the station?

	Paid	Free
Fewer than 10 minutes	62.5	62.6
Between 10-20 minutes	29.2	31.8
More than 20 minutes	8.3	5.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,112 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not start at the closest station to your home, n=333

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was free?**

	Paid	Free
Yes	70.3	68.7
No	29.7	31.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was easier to find?**

	Paid	Free
Yes	74.6	63.1
No	25.4	36.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

Paid parking implementation, n=1,518

Have you changed the station you use since paid parking was implemented in order to avoid paying for parking?

	Paid	Free
Yes	16.5	20.7
No	83.5	79.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you changed your station, n=275

If you changed your station, how much longer is your commute to the further station than what it would be to your closer station?

	Paid	Free
Fewer than 5 additional minutes	26.8	26.7
Between 5-10 additional minutes	42.9	39.7
More than 10 additional minutes	30.3	33.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 275 adult respondents of the 2017 Foothill Gold Line Survey.

QUESTIONS BY PHASE, n=1,518

Is this station where you first started your Gold Line travels today?

	Phase 1	Phase 2
Yes	81.9	86.4
No	18.1	13.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at a different station, n=230

If you started at a different station, at which station did you start?

	Phase 1	Phase 2
South Pasadena	26.0	0.0
Fillmore	12.3	0.0
Sierra Madre Villa	61.7	0.0
Arcadia	0.0	22.1
Monrovia	0.0	28.2
Azusa Downtown	0.0	49.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 230 adult respondents of the 2017 Foothill Gold Line Survey.

Main mode of transportation, n=1,518

What was your main mode of transportation to get to the Metro Gold Line station when you started your travels today?

	Phase 1	Phase 2
Drove a car	49.0	61.4
Drove a motorcycle	0.7	0.4
Rode a bicycle	2.8	4.0
Walked/skateboarded	26.5	16.2
Took public transportation (e.g., bus, shuttle, etc.)	14.1	8.4
Carpooled with others to the Gold Line (did not drive yourself)	1.6	2.9
Paid for a ride (e.g., taxi, Uber, etc.)	1.1	2.3
Took a non-paid ride (e.g., friend or relative dropped off for free)	4.3	4.1
Other	0.0	0.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you arrived by driving a car/motorcycle, n=837

Where did you park?

	Phase 1	Phase 2
Metro parking lot or structure	86.3	72.8
Non-Metro parking lot	4.7	8.5
Non-Metro parking structure	1.8	0.7
Street parking	6.5	16.7
Other	0.7	1.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

What was the reason you chose to drive? **Check all that apply**

	Phase 1	Phase 2
Parking was free	70.1	39.0
Parking was worth the money	7.5	9.2
Parking was easy to find	23.4	11.7
Convenience	50.6	58.5
Other	4.1	5.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

Did you pay for parking?

	Phase 1	Phase 2
Yes, I paid for parking	14.4	33.7
No, I did not pay for parking	85.6	66.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 837 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not arrive by driving a car/motorcycle, n=630

What was the reason you chose alternative transportation? **Check all that apply**

	Phase 1	Phase 2
Do not have car or motorcycle	39.1	40.6
Parking was too expensive	7.3	14.0
Parking was too hard to find	5.6	9.0
Environmental reasons	15.9	13.7
Station is within walkable/bikeable distance	45.9	32.9
Other	6.8	6.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was free?**

	Phase 1	Phase 2
Yes	53.8	73.7
No	46.2	26.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked if: **Parking was easier to find?**

	Phase 1	Phase 2
Yes	52.4	68.0
No	47.6	32.0
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 630 adult respondents of the 2017 Foothill Gold Line Survey.

Station closest to your home, n=1,518

When you started your Gold Line travels today, did you start at the closest station to your home?

	Phase 1	Phase 2
Yes	74.6	79.3
No	25.4	20.7
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you started at the closest station to your home, n=1,112

How long did it take you to get from your home to the station?

	Phase 1	Phase 2
Fewer than 10 minutes	60.5	66.0
Between 10-20 minutes	33.7	25.6
More than 20 minutes	5.9	8.4
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,112 adult respondents of the 2017 Foothill Gold Line Survey.

If you did not start at the closest station to your home, n=333

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was free?**

	Phase 1	Phase 2
Yes	63.2	79.9
No	36.8	20.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

If you have a car or motorcycle available but chose not to drive it, would you have driven and parked at your closest station if: **Parking was easier to find?**

	Phase 1	Phase 2
Yes	57.2	83.1
No	42.8	16.9
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 333 adult respondents of the 2017 Foothill Gold Line Survey.

Paid parking implementation, n=1,518

Have you changed the station you use since paid parking was implemented in order to avoid paying for parking?

	Phase 1	Phase 2
Yes	17.1	21.9
No	82.9	78.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the 2017 Foothill Gold Line Survey.

If you changed your station, n=275

If you changed your station, how much longer is your commute to the further station than what it would be to your closer station?

	Phase 1	Phase 2
Fewer than 5 additional minutes	25.4	28.7
Between 5-10 additional minutes	41.1	41.0
More than 10 additional minutes	33.5	30.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 275 adult respondents of the 2017 Foothill Gold Line Survey.

Appendix

SURVEY BREAKDOWN BY STATION, PARKING COST, AND PHASE

Survey breakdown by station

	Unweighted frequencies	Weighted percentages
South Pasadena	162	16.4
Fillmore	151	16.5
Sierra Madre Villa	279	31.3
Arcadia	248	10.0
Monrovia	248	10.8
Azusa Downtown	430	15.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the Foothill Gold Line Survey.

Survey breakdown by parking cost

	Unweighted frequencies	Weighted percentages
Paid	840	42.2
Free	678	57.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the Foothill Gold Line Survey.

Survey breakdown by phase

	Unweighted frequencies	Weighted percentages
Phase 1	592	64.2
Phase 2	926	35.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 1,518 adult respondents of the Foothill Gold Line Survey.