



Metropolitan
Transportation
Authority

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March 16, 2001

TO: BOARD OF DIRECTORS

**FROM: JAMES L. de la LOZA, EXECUTIVE OFFICER
COUNTYWIDE PLANNING AND DEVELOPMENT**

SUBJECT: MOS-3 BUS/RAIL INTERFACE PLAN UPDATE

ISSUE

In June 2000, MTA instituted a number of changes in bus routes as part of the Bus/Rail Interface Plan for the Metro Red Line Segment 3 extension to North Hollywood as well as the Metro Rapid Bus Demonstration Project on two lines. The Board requested that staff follow-up with a report on the impacts of the changes to MTA riders.

DISCUSSION

The June 2000 Service Change Program included three elements: 1) the extension of the Metro Red Line to North Hollywood; 2) implementation of the new Metro Rapid Bus Demonstration Project; and 3) the restructuring of bus service.

On June 24, 2000, the Metro Red Line was extended 6.3 miles to North Hollywood with three new stations opening at Hollywood/Highland, Universal City and North Hollywood. With this latest rail extension, transit system capacity was substantially increased between Downtown Los Angeles and the San Fernando Valley.

Coinciding with the extension of rail service to North Hollywood, the MTA also implemented the Metro Rapid Bus Demonstration Project on two lines: Line 750 along Ventura Boulevard between Warner Center and the Universal City Station; and Line 720 linking the Wilshire/Whittier corridors through downtown Los Angeles and with connections to the Metro Red Line at the Wilshire/Vermont Station. Line 750 provides faster, more frequent service along Ventura Boulevard while Line 720 replaces limited stop service formerly provided by Lines 318, 320 and 322 along Wilshire and Whittier Boulevards.

Finally, in order to support MOS-3, bus service was restructured to reduce bus/rail service duplication and to provide effective interface between the two very distinct modes of transit. The plan reflected input received at a public hearing held on November 13, 1999, and included minor route modifications to eight MTA bus routes, and the restructuring and renumbering of three others. The Board of

Key To Success

The key to the success of the June 2000 Service Change Program was an aggressive public notification and marketing program which included: promotional fares for the Metro Red Line and Rapid Bus; public notices placed on-board MTA buses and distributed through the Customer Relations Department; staff deployment in the field at the most active bus stops; and printed information placed at the stops served by affected bus lines. Also, as part of the restructuring of express services, distance based fares were reduced and free transfers were offered for connections between bus and rail. This also contributed to the minimal amount of complaints received.

In addition, special outreach efforts were instituted by the Marketing Department for the new Metro Rapid Bus Demonstration Project. Coupled with several preview events and positive media attention, giant billboards advertising Metro Rapid service were also strategically placed at locations along or near the routes. The marketing campaign also included the distribution of brochures on the Metro buses and Metro Rail trains; newspaper ads; ads placed on the sides of buses; posters inside the Metro Red Line cars; and the distribution of flyers to approximately 300,000 households near the two routes.

NEXT STEPS

Staff will return to the Board in May 2001 with a detailed Metro Rapid Bus Demonstration Project evaluation.

Prepared By: Martha Butler, Transportation Planning Manager IV
MTA Service Planning

Segment 3 Complaints

Line	Primary Concern										Total
	Transfer	Route	Crowding	Travel Time	Additional Bus Stop	General Disapproval	Local/Rapid Joint Stop	Rapid Bus Expanded	Unaware Of Change	Misc.	
96 - L.A.-Burbank-Sherman Oaks via Riverside Dr.						1					1
152-Fallbrook-Roscoe-Vineland-Burbank				1						1	2
154 - Tampa Ave-Burbank Bl-Oxnard St				1							1
156 (formerly Line 420) Van Nuys Bl-North Hollywood		1	4	2					1	4	12
166 - Nordhoff St-Lankershim Bl										3	3
183 - Magnolia Bl - Colorado St		1	1						1	1	4
424/425 (new 150 line) - Ventura Bl-LACBD Express	1					3					4
426 - Wilshire District-Hollywood-Victory Bl			1								1
427 - West Hills - LACBD	1			1		1					3
429 - Westwood-Sunset Bl						3					3
522 (new local 240) - L.A.-Reseda Bl Express											0
720 - Wilshire-Whittier Metro Rapid	3		15	3	46	9	5	3		2	86
750 - Ventura Bl Metro Rapid	1			2	9		1	1		3	17

Note: Customer Comments from post-opening of Segment 3 (June 24, 2000) through December 2000