



May 5, 2000

Metropolitan
Transportation
Authority

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TO: BOARD OF DIRECTORS

FROM: JAMES L. de la LOZA, EXECUTIVE OFFICER
REGIONAL TRANSPORTATION PLANNING AND
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SUBJECT: ESTABLISHING RAIL RIDERSHIP BENCHMARK FOR
PILOT LATE NIGHT SERVICE

ISSUE

This report sets the benchmark for determining the effectiveness of later night service on the Metro Rail System. March ridership checks were conducted at three rail stations: 7th/Metro; Pico; and Hollywood/Vine. The March checks reflect existing ridership prior to the operation of later service and associated marketing efforts.

DISCUSSION

In January, the Board approved a pilot program for a modest increase in the span of service on the Metro Rail and Bus System from April through the end of fiscal Year 2000. In February, the Board chose to extend the pilot program through the end of September to monitor ridership demand after the opening of the Metro Red Line North Hollywood extension. During this six month pilot program, a pre-implementation ridership count will be collected in March and two post-implementation ridership checks are scheduled for April and August. The checks will be used to determine the effectiveness of the service increase. Continued operation of added service will be warranted if passenger demand on the last train trips is at least 75% of the demand of the March baseline checks.

March Baseline Ridership Checks

Baseline checks for both the Red and Blue Lines were conducted at the following rail stations: 7th/Metro Center, Hollywood/Vine and Pico. The sample was taken prior to implementation of the pilot program and includes days when there were events at Staples Center as well as days when the Center was dark (Attachment 1). Ridership increased the highest on the Metro Blue Line at Pico Station, adjacent to Staples Center, where a total of 79 passengers were on board the last trips on event nights and 63 on non-event nights.

Applying the 75% criteria, a total of 47 to 59 passengers on board the last additional trips will be required to warrant later night service.

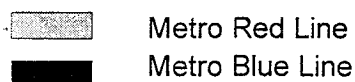
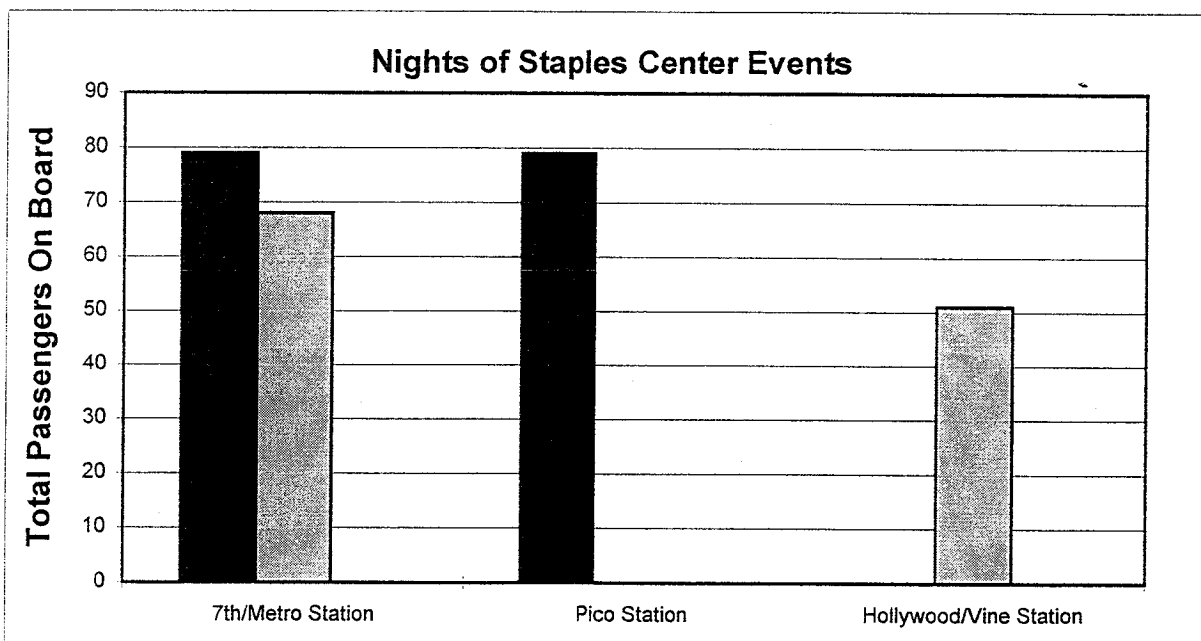
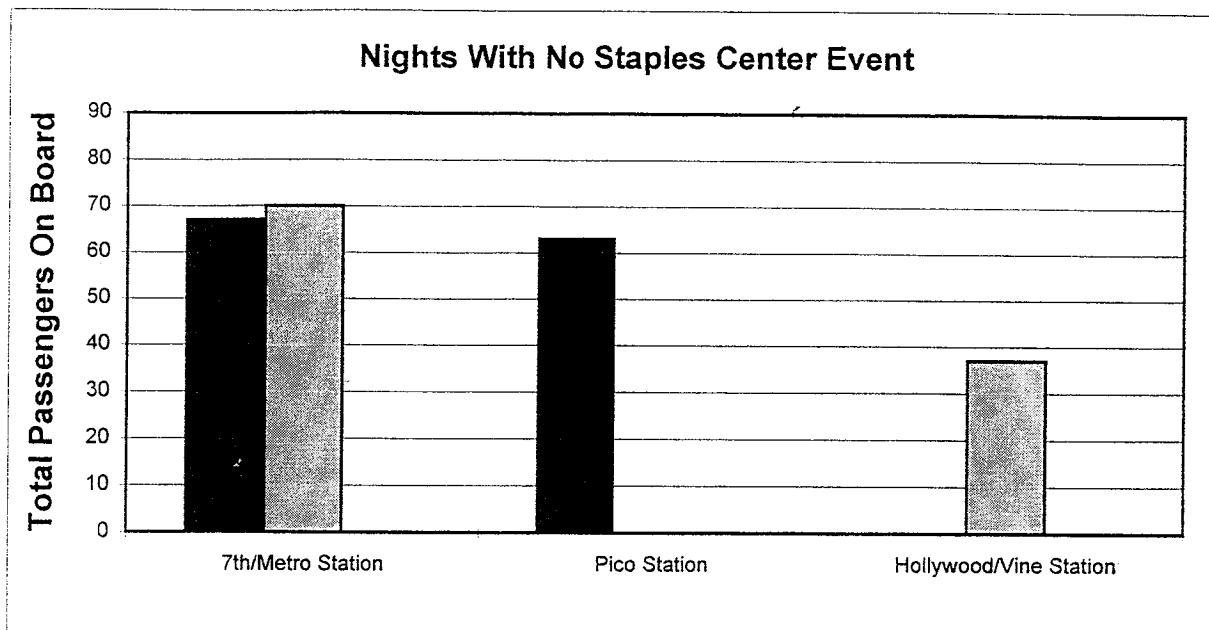
NEXT STEPS

Staff will continue to monitor ridership during the pilot program and report back to the Board in May with April ridership numbers. The April check, which will be the first conducted after the implementation of the pilot program, will help determine the impact of recent marketing efforts.

ATTACHMENTS

A. Passenger Activity On Last Rail Trips

METRO RED AND BLUE LINE PASSENGER ACTIVITY ON LAST CONNECTING TRIP FOR EVENT AND NON EVENT NIGHTS AT STAPLES CENTER



NOTES:

1. Ridership numbers reflect total bi-directional passengers on board departing stations except for the Blue Line at 7th/Metro (terminal - northbound on boards arriving) and the Red Line at Hollywood/Vine (terminal- westbound on boards arriving).
2. Total on boards shown on event nights reflect average for checks of March 21 (hockey game) & March 23 (basketball game).