



July 7, 2000

Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
90012-2952

TO: BOARD OF DIRECTORS

FROM: JAMES L. de la LOZA
EXECUTIVE OFFICER, REGIONAL TRANSPORTATION
PLANNING AND DEVELOPMENT

SUBJECT: RESULTS OF APRIL RIDERSHIP CHECK ON PILOT LATE
NIGHT RAIL SERVICE

ISSUE

This report presents information on ridership checks conducted in April to determine the effectiveness of later night service on the Metro Rail System. April checks were conducted at three rail stations: 7th/Metro; Pico; and Hollywood/Vine. The April checks reflect ridership since the operation of extended night service and associated marketing efforts.

BACKGROUND

In April, a pilot program to increase the span of service on the Metro Rail and Bus System was implemented. Originally approved from April through the end of Fiscal Year 2000, the program was later extended through the end of September to monitor ridership demand after the opening of the Metro Red Line North Hollywood extension.

To measure results, three ridership checks were scheduled to be conducted: one pre-implementation check in March to establish a baseline; and two post-implementation checks in April and August to measure additional ridership. 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.

April Ridership Check

April checks for both the Red and Blue Lines were conducted at the following rail stations: 7th/Metro Center, Hollywood/Vine and Pico. The sample includes days when there were events at Staples Center as well as days when the Center was dark (Attachment 1). The April check was the first to be conducted following the implementation of the pilot program and recent marketing efforts and reflects the

total passengers on board the additional evening trips. Applying the 75% criteria, a minimum of 47 passengers on board the last trips are required to meet the success criterion.

Attachment 1 shows the highest total on the Metro Red Line is 38 passengers at the Hollywood/Vine Station and 32 passengers on the Metro Blue Line at Pico Station. Although neither number meets the minimum requirement, ridership is expected to increase with the opening of the Metro Red Line North Hollywood extension in June.

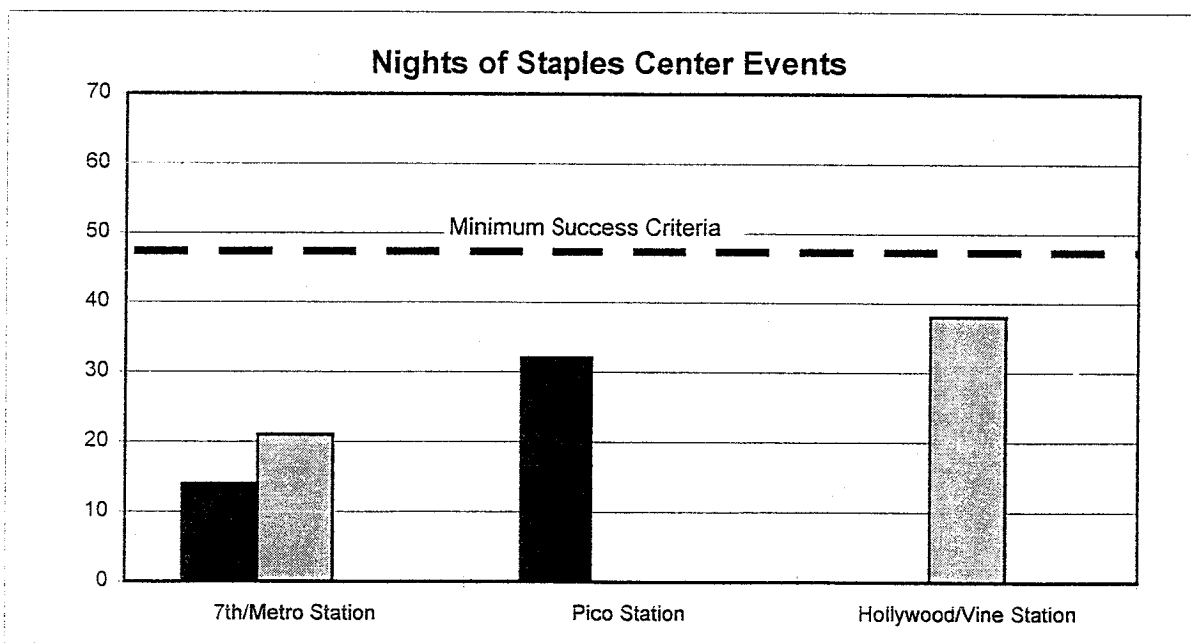
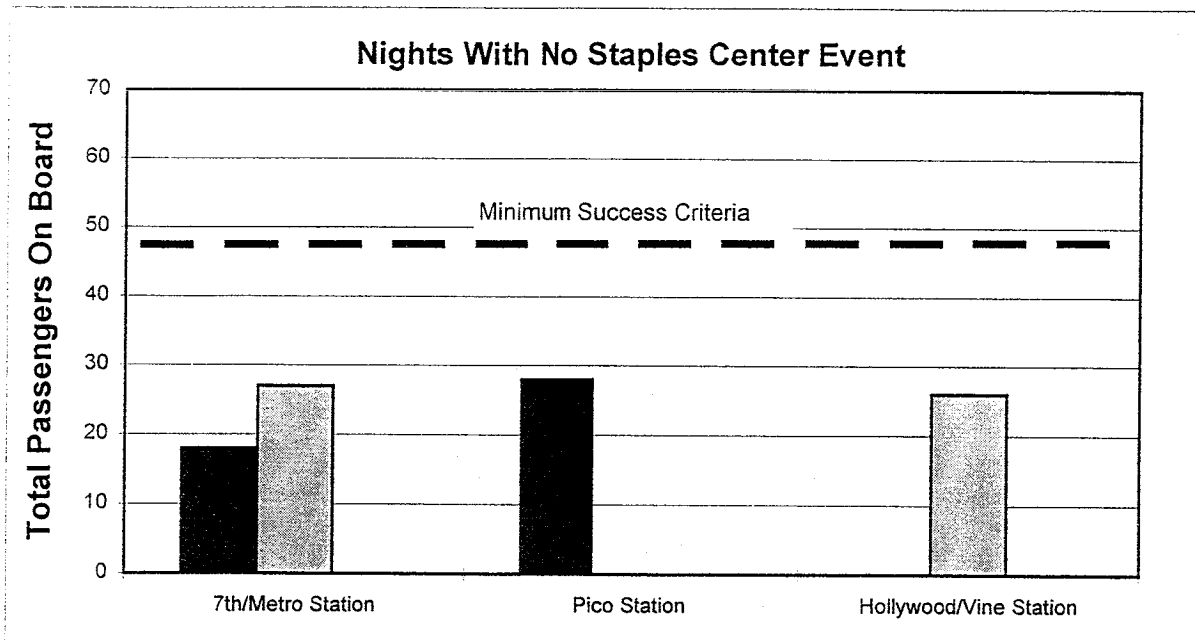
NEXT STEPS

Staff will continue to monitor ridership during the pilot program and report back to the Board in September with August ridership numbers. The upcoming August check, which will be the first conducted after the opening of the Metro Red Line North Hollywood extension, will help determine the impact additional venues along the Red Line corridor have on ridership.

ATTACHMENTS

A. Passenger Activity On Last Rail Trips

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



Metro Red Line
 Metro Blue Line
 Minimum # of Boardings Required to Warrant Additional Late Night Service

NOTES:

- Ridership numbers reflect total bi-directional passengers on board departing stations except for the Blue Line at 7th/Metro (terminal - southbound on boards departing) and the Red Line at Hollywood/Vine (terminal- westbound on boards arriving incl.).