



April 24, 1996

Los Angeles County
Metropolitan
Transportation
Authority

TO: BOARD OF DIRECTORS
FROM: PATRICIA V. McLAUGHLIN *pm*
**SUBJECT: MODIFICATIONS TO PREPARE METRO RED LINE
WILSHIRE/WESTERN STATION SITE FOR OPENING DAY**

One Gateway Plaza
Los Angeles, CA

90012

213.922.6000

Mailing Address:

P.O. Box 194

Los Angeles, CA 90053

ISSUE

In order to prepare the Wilshire/Western Metro Red Line station for opening day on July 13th, MTA staff have designed and are implementing a series of passenger and pedestrian improvements. These include minor site redesign to improve the safety of bus and rail passenger movements and efficiency of bus layover operations, as well as station entrance signage, lighting, and provision for near-term joint development.

BACKGROUND

Following Board approval of the Metro Red Line Segment 2A Bus/Rail Interface Plan in February of this year, a task force was formed to assure that passenger transfers at the Wilshire/Western station were safe and convenient, and that adopted route modifications to bus lines entering the Wilshire/Western station could be efficiently and safely operated. After a series of collaborative meetings among several MTA departments, it was agreed that the existing bus layover area promoted excessive pedestrian/passenger conflicts with buses entering the facility. In addition, it was determined that station entrance lighting as well as signage to assist bus and rail patrons with directional information, points of interest, and service information required improvement.

Staff has since redesigned the bus layover to effectively mitigate pedestrian/passenger conflicts. Bus ingress and parking has been moved approximately 60 feet further north of the station entrance, thereby improving passenger safety and providing an area for near-term joint development options. Since these modifications were not part of the construction budget, they are being funded with approximately \$92,000 from Planning and Programming's FY 96 Joint Development budget. Minor modifications to improve passenger signage and station entrance lighting have also been included as part of the Metro Red Line Segment 2A Marketing Plan.

Over the next few months, the MTA will embark on a campaign to promote public awareness, foster public support, and develop a positive perception and image of the MTA and Metro Red Line. Promotional events proposed for the Wilshire/Western station include a mid-June concert to highlight passenger and pedestrian safety, security, and Metro bus and rail service information. Public tours of the Red Line are also

planned. The objective of the campaign is to inform the public that the Red Line extension will be opening shortly and to attract ridership and promote general public awareness of the Metro transit system.

Prepared by: Carol Inge

rg\1\wil\westbox.doc