



Metropolitan
Transportation
Authority

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TO: BOARD OF DIRECTORS

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

SUBJECT: HARBOR TRANSITWAY STATUS REPORT

ISSUE

On July 27, 2000, the Board of Directors approved the expansion of Line 445 express service from peak-hour only operation to all day service. Also approved was a promotional fare on Harbor Transitway Express Lines 442, 444, 445, 446, 447 and 550 in which express fares were to be eliminated for a three month period. At the request of Director Burke, staff was requested to report the status of Harbor Transitway service during the promotional fare period.

BACKGROUND

The Board of Directors approved an October 1, 2000 start date for the expansion of Harbor Transitway service and the beginning of the three-month promotional fare period. However, the continuation of the work stoppage into the month of October delayed start-up until October 29, 2000. This report indicates the status of activities associated with the implementation of expanded Transitway service.

- Two new Harbor Transitway stations at Carson Street and Pacific Coast Highway were opened to the public on October 29, 2000. This brings the total of Transitway stations to eight.
- Line 445 service between San Pedro and Downtown Los Angeles was expanded from peak-hour only to all-day service on October 29, 2000. Line 445 now operates every 30 minutes during peak periods, and every 60 minutes during evenings and on weekends. This route provides service to the new Transitway stations at Carson Street and Pacific Coast Highway.
- Service levels for MTA express service between the Harbor/I-105 Transitway Station and Downtown Los Angeles have been increased to 8 minutes during peak periods and 15 minutes during off-peak periods. Four express routes (Lines 444, 445, 446 and 447) operating to Downtown Los Angeles serve the station which is also the transfer point for the Metro Green Line.

- The three-month promotional fare which eliminated express fares on all MTA express routes using the Transitway began on October 29, 2000
- Advertisements for expanded Transitway service and the promotional fare were placed in 6 local newspapers, including the Daily Breeze, the Sentinel, La Opinion, and the Wave newspapers.
- A total of 280,000 brochures describing the changes to Transitway service have been distributed on MTA buses and the Metro Blue Line.
- Brochures are being mailed to approximately 233,000 homes in the Transitway corridor describing Transitway service changes.
- A press event has been scheduled for November 17, 2000 to introduce the new Transitway stations and expanded service to South Bay elected officials and the news media.
- Two billboards near the Carson Street and Pacific Coast Highway stations visible from the Harbor Freeway feature messages about lower Harbor Transitway fares using the MTA's "*It's Getting Better on the Bus*" theme. These billboards were posted on October 30, 2000, and will be posted for three months.

It should be noted that due to the inability to begin the Transitway promotional fare in October 2000 due to the work stoppage, staff is modifying the three-month promotional fare period to November 2000 through January 2001.

NEXT STEPS

Staff is establishing a process to monitor ridership changes at Transitway stations and on Transitway express routes. A comprehensive ridership survey is scheduled for January 2001. Conducting the survey at that time will provide an opportunity for ridership growth and will ensure that ridership checks are not impacted by traditional reductions in ridership associated with the holiday season.

The next status report will be submitted to the Board in January, 2001 to review the status of Transitway service, and to report preliminary ridership trends during the promotional fare period.

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