



Metro

Metropolitan Transportation Authority

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FEBRUARY 1, 2006

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
CHIEF EXECUTIVE OFFICER

FROM: JOHN B. CATOE, JR.
DEPUTY CHIEF EXECUTIVE OFFICER

SUBJECT: METRO GOLD LINE EXPRESS SERVICE

ISSUE

Beginning February 13, 2006, the Metro Gold Line will launch a new express service designed to enhance peak period travel. End-to-end rush-hour travel will be reduced from 34 minutes to 29 minutes, a 15 percent time-savings for weekday commuters. Metro, the California Public Utilities Commission and the Los Angeles Department of Transportation (LADOT) worked in conjunction to develop enhanced service for the Gold Line.

DISCUSSION

Express service will operate on weekdays during peak travel. Six trains, three in each direction, will run every half hour during the morning and afternoon rush hour periods from 5:30 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. Trains will stop at only five of the 13 Gold Line stations: Union Station, Highland Park, Mission, Del Mar and Sierra Madre Villa. Station stops were chosen based on their volume of passenger boardings, available parking and transit oriented development. Trains servicing all stops along the Metro Gold Line will continue to run every 15 minutes throughout the weekday. Additionally, express trains are timed to ensure that passengers can make their connections with the Metro Red Line upon arrival at Union Station. No additional fares will be required to use the new service.

To prepare for the express service, Metro is painting yellow safety strips along platform edges at Metro Gold Line stations and posting signs reminding passengers to keep safety in mind and exercise caution while waiting for Gold Line trains. Passengers will be instructed to always stand behind yellow safety lines and away from the platform edge when trains approach stations. Gold Line express service modifications successfully satisfy codes and ordinances for safe operation.

NEXT STEPS

Metro will take a number of steps to help customers identify express trains and station stops. Trains designated by "Express" head signs will appear on the front and rear of each train's electronic marquee and on the sides. Large placards also will be mounted on the dashboards of the express trains to identify the stations where each train will stop. Automated and rail operator announcements on trains will be updated to notify passengers of express service stops.

An extensive marketing and media campaign will notify the public of the new service through a number of means including:

- Banners at all stations to advertise express service
- Ads to announce service in area newspapers
- Direct mail sent to area households
- Distribution of take-one pamphlets in three languages and in Braille

Additionally, Metro ambassadors will be posted at Gold Line stations before and after service begins to answer customer questions and to assist with passenger boardings. Sheriff's deputies and fare inspectors also will be trained to provide information. Finally, a media kick-off event is scheduled for Thursday, February 9th.