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22 September 3, 1996



TO: BOARD OF DIRECTORS
 FROM: JOSEPH E. DREW, CHIEF EXECUTIVE OFFICER
 SUBJECT: MOBILITY ALLOWANCE DEMONSTRATION

Los Angeles County
 Metropolitan
 Transportation
 Authority

RECOMMENDATION

Approve two-year demonstrations of the following new services:

- a) Redondo/Hermosa WAVE, a General Public Dial-a-Ride, to operate Saturday, Sunday, and Holiday service from 6 AM to 9 PM in the area of low-productivity service west of the South Bay Galleria; and,
- b) City Nightline to operate a new flexible destination service seven nights a week from midnight to 4:30 am along Avalon Blvd. south of the Carson Galleria mall, south to San Pedro in an area of very low productivity service; and,
- c) pending successful completion of negotiations with Ryder/ATE Management & Service Co., Inc., initiate a new flexible destination and fixed route service combining resources of Line 220, which demonstrates very low productivity and the Metro Green Line Aviation Station Feeder Line 625, which is currently operated by ATE/Ryder.

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ORGANIZATIONAL IMPACT

The concept of exploring more flexible alternative service options to better match supply and demand has been approved as part of both the Long Range Transportation Plan and the Bus System Improvement Plan.

BUDGET IMPACT

Savings over the two-year demonstration period for the Mobility Allowance demonstration program are anticipated to be approximately \$260,000.

ALTERNATIVES CONSIDERED

One alternative would be to not move forward with any projects, based on the relatively minor cost savings and operational uncertainties of replacing fixed route service with flexible destination operations using smaller vehicles.

BACKGROUND AND/OR DISCUSSION

The principle of this Mobility Allowance demonstration is that during periods of low demand, alternative, flexible destination service would be more viable from a cost and mobility standpoint than existing fixed route service. The existing fixed route services in these areas do not meet the adopted MTA Consolidated Transit Service Policies. Funding for these projects will be generated from savings resulting from minor modifications to existing services by deleting non-productive fixed route service and allowing for the operation of the flexible services.

At the January 24, 1996 meeting the Board authorized a Mobility Allowance Call for Projects application which staff sent out in February and subsequently received submittals from fourteen different applicants. A team composed of MTA Staff and one representative each from the Bus Operations Subcommittee (BOS) and the Local Transit Systems Subcommittee (LTSS) helped to review proposals.

It was clear from the responses received that this new concept will require additional communication and refinement in order to generate interest from local communities and other potential providers. For example, some applicants did not understand that funding for the alternative services required modifications to existing services. Others proposed alternative services that either charged the user a much higher fare or were more expensive to operate than the existing service.

The review team selected nine proposals that complied with all application instructions and merited further review. Interviews conducted with the proposers helped to evaluate the qualifications of applicants and led to refinement of projects and costs. Attachment 2 lists all fourteen applicants.

Using the refined proposals, the review team identified four projects that will demonstrate new innovative service and generate cost savings to the MTA. Two of the four finalists applied to serve the same corridor presently served by a segment of Line 446 during the owl time period. A demonstration of flexible routing is proposed as the exiting fixed route service along this corridor is not productive enough to meet the MTA's Consolidated Transit Service Policies. As described in Attachment 1, staff believed City Nightline presented a better management plan that appeared would result in a higher quality service.

The next steps will include further communication with potential service providers and coordination with local jurisdictions. Staff will follow up with additional briefings and return to the Board with a subsequent status report. It should be noted that we still believe in the viability of the basic Mobility Allowance premise, to establish thresholds of demand and cost for MTA fixed route service and explore the opportunities to consider alternative fixed and flexible routing options. However additional staff work will be required to more accurately define those thresholds and potential cost and service issues.

ATTACHMENTS

1. Summary of Recommended Mobility Allowance Demonstration Projects
2. Mobility Allowance Call for Projects - Summary of Applications Received in Spring 1996

Prepared by: Steven Brown and Scott Greene Bus System Improvement Planning



**JAMES L. de la LOZA -- Executive Officer,
Regional Transportation Planning and Development**

ATTACHMENT 1

Summary of Recommended Mobility Allowance Demonstration Projects

- A. The Cities of Redondo Beach and Hermosa Beach will expand their General Public Dial-A-Ride service to include weekends and Holiday service. This service, called the WAVE, will link the Metro Green Line Marine/Redondo Beach Station with major attractions in the South Bay, including the Redondo and Hermosa Beach piers, King Harbor, the South Bay Galleria, and El Camino College. The expanded Dial-A-Ride service will allow the MTA to save \$32,000 over the life of the two-year demonstration. For this area, no other Mobility Allowance applications were received that generate cost savings. This service can begin December 15, 1996, using existing vehicles from the WAVE fleet.
- B. Operation Shuttle proposes to operate City Nightline in the corridor between the Carson Galleria and San Pedro. This service will connect with MTA buses on Line 45 between 12:00 midnight and 4:30 A.M. The City Nightline will operate in point deviation mode allowing flexibility for passenger pick-ups and drop-offs closer to trip origins and destinations. The City Nightline will save the MTA \$45,500 over the two-year demonstration project. Another Mobility Allowance application from Transportation Concepts could have created a greater cost savings for this time period; however, staff recommends City Nightline due to the innovative operational plan they will utilize which will lead to greater customer satisfaction..
- C. Ryder/ATE Service & Management Co., Inc., applied for Mobility Allowance to operate the Marina del Rey Shuttle. This service will combine the resources of Line 625 (presently operated by Ryder/ATE) with a segment of MTA Line 220, which does not meet the Consolidated Transit Service Policies due to very low productivity, for an estimated cost saving of \$183,500 over the two-year demonstration. No other Mobility Allowance application generated cost savings in this area. The Marina del Rey Shuttle will connect the Metro Green Line Aviation Station with Marina del Rey, serving World Way West, Playa del Rey, and the Los Angeles International Airport City Bus Center. The Shuttle will operate into Marina del Rey to connect with regular MTA Line 220 (Culver Bl.-Robertson Bl.) and Santa Monica Municipal Bus Line 3 (Lincoln Bl.). The Marina del Rey Shuttle will operate route deviation service in the midday and on weekends, and will be on a fixed-route in the peak periods.

ATTACHMENT 2

MTA Mobility Allowance Call for Projects - Summary of Applications Received in Spring 1996

PROJECT TITLE APPLICANT	DESCRIPTION
CityLink City of South El Monte	<i>Provides transit link to transit hub in El Monte, initiates DAR program, assists student work trips</i>
Compton Renaissance Bus System City of Compton	<i>Expand service with flex routes and extend hours of service; purchase six 16-seat buses;</i>
Beach or Beyond United Independent Taxi Drivers, Inc.	<i>Purchase 44 eight passenger vehicles to provide flexible destination, on demand, door-to-door service in all 6 areas plus Pacific Palisades</i>
Transportation Concepts - 2 proposals	<i>1. Route deviation service midnight to 4:30 a.m. from Carson to San Pedro (1,643 VSH); and 2. Peak hour fixed route and off-peak route deviation service in Calabasas, Agoura Hills, Westlake Village Both proposals include vehicle purchase or lease.</i>
City of Artesia	<i>Acquire outskirt parking facility; expand Dial-a-Ride to nearby schools, hospital, parks, etc.</i>
Laidlaw Transit Services, Inc.	<i>By adjusting route of Line 423, provide service to Calabasas, Agoura Hills, and Westlake Village Adds 4 vehicles to Line 423; requires cooperation with LADOT</i>
West Los Angeles Express Antelope Valley Transit Authority Route 786	<i>Lease one vehicle and provide additional service on this route.</i>

ATTACHMENT 2

PROJECT TITLE APPLICANT	DESCRIPTION
The WAVE Cities of Redondo Beach and Hermosa Beach	<i>Provide new weekend service to the general public making DAR system in Redondo and Hermosa available 365 days per year using existing equipment; would serve Galleria and Green Line</i>
City Nightline Operation Shuttle	<i>Point deviation service south of Rosecrans to San Pedro, midnight to 4:30 a.m., with one leased vehicle</i>
Commuter Express Line 411 City of Los Angeles DOT	<i>As recommended by the SFV restructuring study, this service would provide bi-directional service during the peak hours between Warner Center and downtown LA, serving Victory Blvd, downtown Burbank, downtown Glendale and a new East Glendale park-and-ride lot.</i>
Metrolink Smart Shuttle City of Santa Clarita	<i>Operate two route deviation smart shuttle vans on weekdays between the Santa Clarita Metrolink Station and Valencia employment centers</i>
Marina del Rey Shuttle Ryder/ATE Inc.	<i>Operate three 20 passenger vehicles on fixed route during the peak hours, and flexible destination service during the midday and on weekends, linking Marina and Playa del Rey with northern El Segundo and World Way West (west side of LAX).</i>
Community on the Move Transportation Plus	<i>Provide route deviation service with eight vehicles to operate evenings and nights in Area 4 (7 days/week) and weekends only in Area 2.</i>
El Segundo/Santa Monica Green Line Commuter Project, Santa Monica Municipal Bus Lines, Westchester/LAX TMA, South Bay Transportation Forum, Employers in City of El Segundo	<i>Extend SMMBL #3 during peak hours from LAX Transit Center to Green Line stations and employment centers in El Segundo, requiring 2 additional buses and establishing a direct transit connection between Santa Monica/Venice to the Green Line and to major employment centers in El Segundo.</i>

Item 22 Mobility Allowance Demonstartion

We recieved a request from the United Transportation Union requesting a detailed information on the proposed service.

Recomendation:

Defer Board action till next month. There will be no significant impacts on project. Staff will meet with the UTU and discuss proposed service recomendations.