

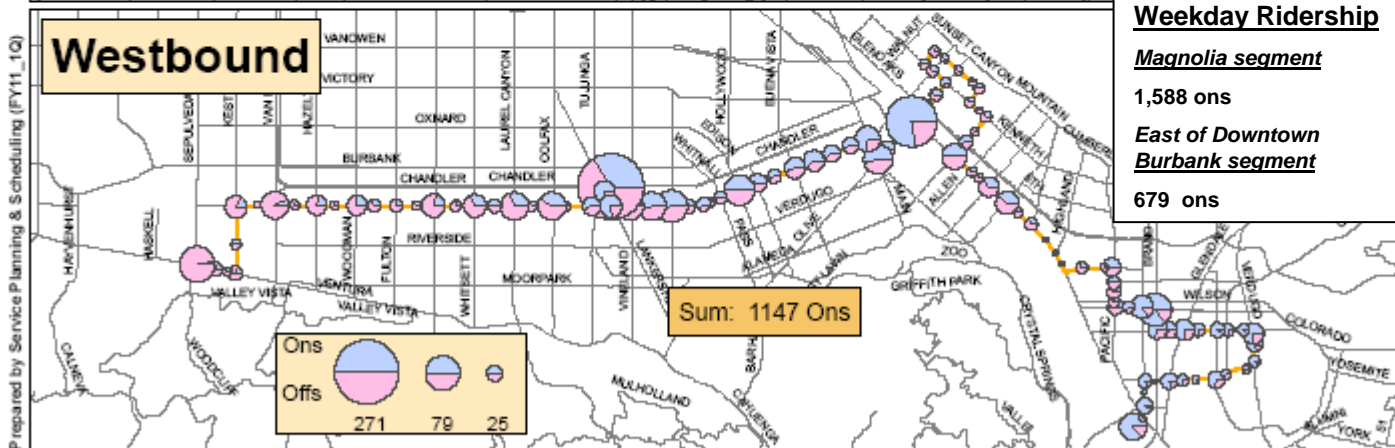
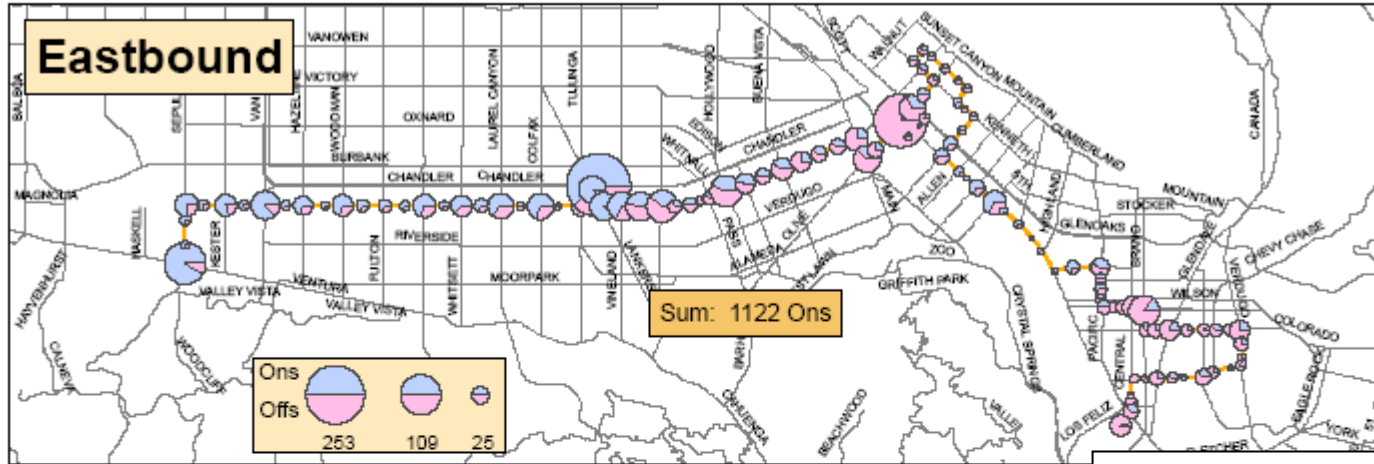
# Evaluation of Line 183

May 4, 2011

# Profile of Line 183

- Line 183 operates between Sherman Oaks and the Downtown Burbank Station, primarily along Magnolia Boulevard, seven days a week.
- On weekdays, service operates east of Burbank Station to the Glendale Transportation Center.
- Ridership levels are as follows:  
2,269 Weekday, 888 Saturday and 647 Sunday
- The route segment between Sherman Oaks and Burbank Station carries about 70% of the patrons and the segment east of Downtown Burbank carries the remaining 30%.

# Line 183



**Weekday Ridership**

Magnolia segment  
1,588 ons

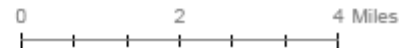
East of Downtown Burbank segment  
679 ons

Prepared by Service Planning & Scheduling (FY11\_1Q)

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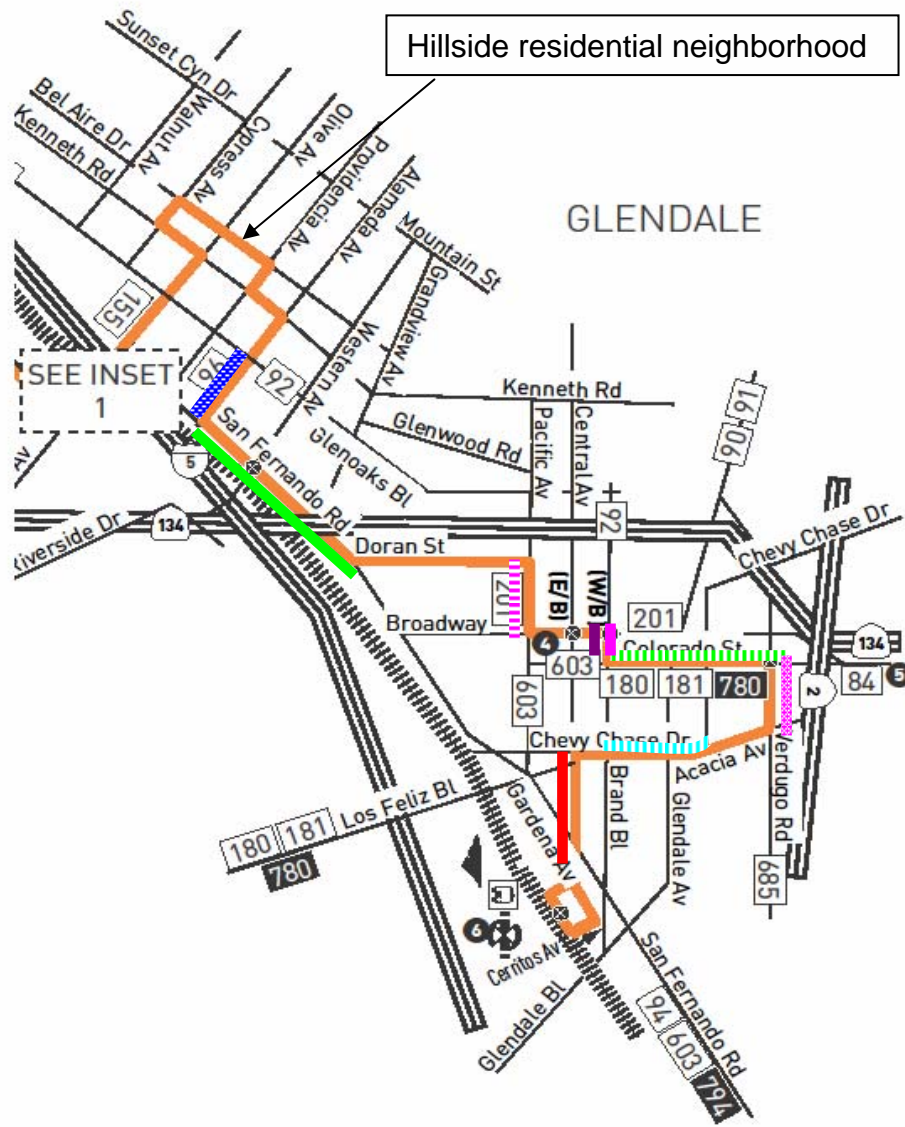
— Line 183



Line 183 service east of Downtown Burbank has experienced low ridership for many years due to:

- Meandering route structure.
- Portion of route travels through low population density residential neighborhood.
- Significant duplication by Metro and Glendale Beeline services.

# Map of Duplicated Route Segments



## LEGEND

- Line 96 on Alameda Av
- Line 94 & 794 on SF Rd
- GBL 5 on Pacific Av
- Line 92 on Brand Bl
- GBL 1 & 2 on Brand Bl
- GBL 6 on Colorado St
- Line 685 on Verdugo Rd
- GBL 4 on Chevy Chase
- GBL 1 & 2 on Central Av

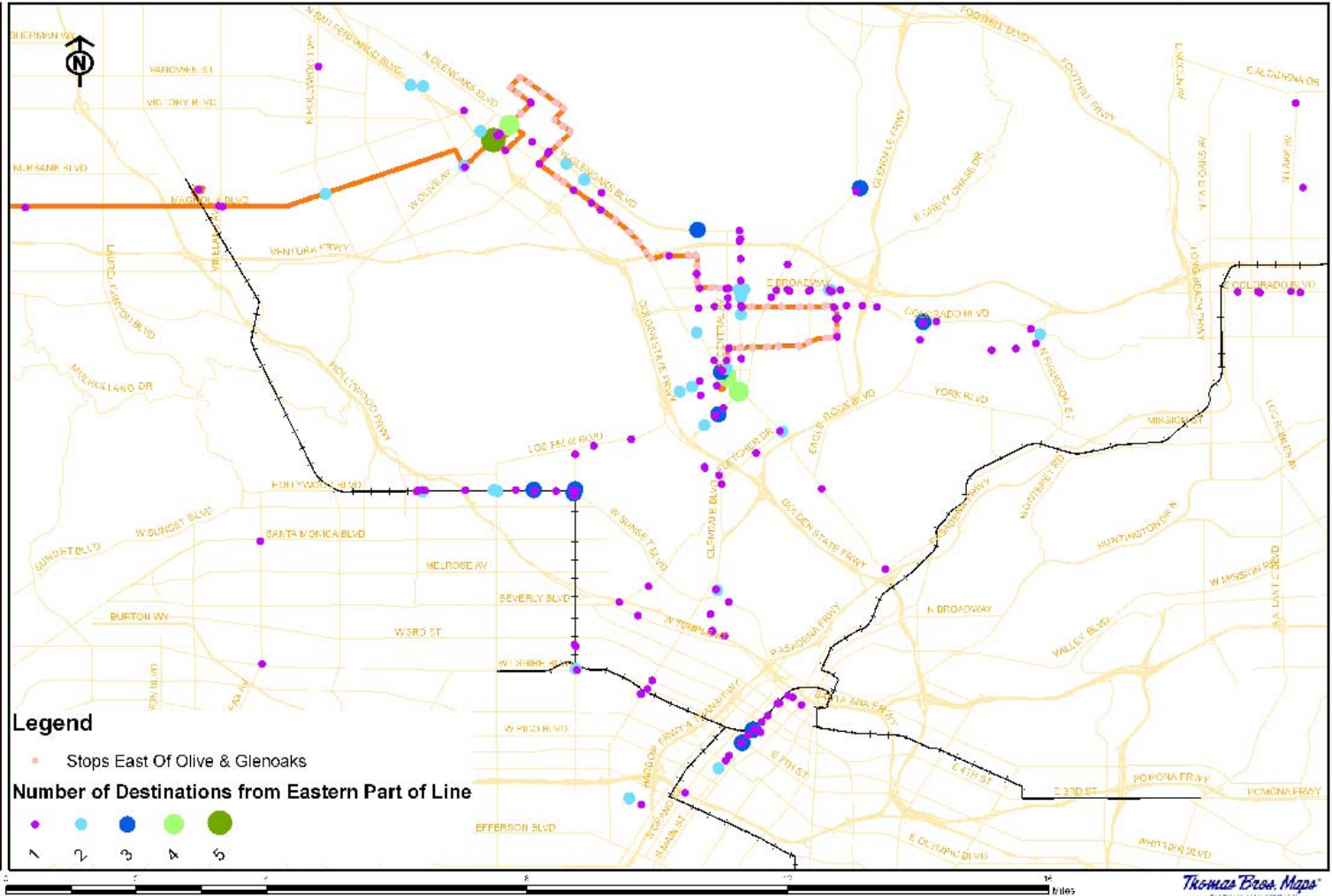
# There have been continuous efforts to restructure this route segment to improve productivity.

- **Jan-95** Proposal to cancel route east of downtown Burbank Station (SFV Restructuring proposal) never implemented.
- **Jun-92** Service rerouted closer to the Glendale Metrolink Station.
- **Apr-00** Canceled hillside route segment east of Kenneth Rd along Glenwood Rd and Concord St and replaced by extension of former Beeline Route 6.
- **Jun-05** Proposal to cancel segment east of Downtown Burbank removed from program.
- **Jun-07** Canceled weekend service east of Downtown Burbank instead of original proposal to cancel route east of Alameda and San Fernando Rd.
- **Jun-08** Reduced weekday service levels east of Downtown Burbank to every 60 minutes instead of original proposal to cancel route east of Downtown Burbank.
- **Jun-11** Two proposals removed from program.
  - **Proposal #1** - Simplify route in Burbank and Glendale; discontinue Kenneth Rd route segment and extend route via Colorado Bl in Glendale to Eagle Rock Plaza; discontinue service to Glendale Metrolink Station.
  - **Proposal #2** – Discontinue **Line 183** service. Extend **Line 92** from Burbank Station over route of Line 183 to North Hollywood Station and terminate. Extend **Line 234** east over Magnolia Bl from Sepulveda Bl. to North Hollywood and terminate. Route segment east of Downtown Burbank would be eliminated.

## Tap Card data for patrons using Line 183 east of downtown Burbank

- 45% of patrons in area used Tap Card
- 57% of patrons end their trip on the line itself
- Not a lot of travel from east end of line to west end
- Lots of travel to downtown LA and the Red Line
- Patrons are traveling to downtown Burbank and all over Glendale and even Pasadena
- Patrons have destinations along other Metro bus lines including Line 92 to Silver Lake and Downtown Los Angeles and Lines 180, 780 to Hollywood and Pasadena

**Destinations of Patrons Boarding Line 183  
East of Olive/Glenoaks: September 21, 2010**





# Other Information

- Suggestion from Councilmember Richards to swap the Kenneth Road portion of the route with Metro contract Line 96 submitted to Metro Labor Relations department.
- Requested City of Burbank to consider restructuring their services to serve the area with smaller vehicle. Burbank City Council rejected proposal but will allow their Student Services, operating in the hillside area, to pick up not only students but other passengers as well. Service operates during the pm peak period.
- Reviewed Glendale Beeline 2009 Line-by-Line Analysis. The study indicated that Glendale Route 4 is their most productive route. Line 183 duplicates Route 4 along the highly transit dependent corridor of Chevy Chase. The study suggested that Route 4 be extended “west on Broadway to provide a connection to Metro Rapid Line 794 on San Fernando Road. This change also provides additional east-west service along a segment of Broadway, serves a transit-oriented neighborhood.”
- City of Glendale indicated that they did not want Metro to reduce service in their area since their system is experiencing sustainability issues.

# Staff Recommendation

## Maintain current route with minor modification

- Continue to pursue options to replace for Burbank hillside service to Kenneth Road.
- Implement minor reroute from San Fernando Road to Broadway as an alternative to Glendale Beeline 2009 Study suggestion to extend Beeline Route 4 to this intersection. This option does not require a public hearing but would eliminate a service along a small segment of Doran St and Pacific Av. Service along Pacific Av is duplicated by Glendale Beeline Route 5.