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May 5, 1997

TO: BOARD OF DIRECTORS

FROM: LINDA BOHLINGER *Linda Bohlinger*
 INTERIM CHIEF EXECUTIVE OFFICER

SUBJECT: EXTENSION OF HARBOR TRANSITWAY
 PROMOTIONAL FARE

Los Angeles County
 Metropolitan
 Transportation
 Authority

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RECOMMENDATION

Approve the extension of the current promotional fare for MTA passengers using Harbor Transitway express services through December 31, 1997.

ALTERNATIVES CONSIDERED

The alternative to the recommendation is to reinstate one express zone increment of \$0.50 per boarding for cash paying passengers, and \$15 per month for monthly passholders. This alternative is not recommended due to the fact that the reduced fare has provided an incentive for patrons to use Harbor Transitway service, promoting new opportunities for transit use.

IMPACT ON BUDGET AND OBJECTIVES

Continuation of the promotional fare program will result in a net revenue loss of approximately \$40,000 per month. The implementation of the promotional fare, combined with improved connections between Harbor Freeway express buses, local bus services and the Metro Green Line has resulted in a ridership increase of approximately 100 passengers daily.

An extension of the promotional fare will be consistent with Authority objectives to promote transit use and maximize passenger connectivity between various transit modes.

BACKGROUND

In August, 1996, express bus service operation began on the Harbor Transitway. To encourage ridership, a six-month promotional fare was established for Express Lines 444, 445, 446 and 447 by which express fares were reduced by one express zone increment (\$0.50 per cash boarding and \$15 per monthly pass), with the cash fare established at \$1.85 between Harbor/I-105 Station and Downtown

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Los Angeles on all lines. Additionally, the Los Angeles Department of Transportation (LADOT), agreed to coordinate their fare structure on Express Line 448 by offering a promotional fare of \$1.85 between Harbor/I-105 Station and Downtown Los Angeles. The promotional fare period was extended for an additional six-month period in February, 1997, and will expire on August 1, 1997.

Ridership checks indicate that over 100 new passengers board MTA express services each day at I-105/Harbor Station, which is the point of interface between freeway express services, local bus service in the area, and the Metro Green Line. Between now and the end of 1997, Caltrans is scheduled to open stations at Artesia, Rosecrans, Manchester, Slauson, and 37th Street. It is anticipated that the opening of these stations will result in additional ridership on Harbor Transitway services.

Currently, Harbor Freeway express service is operated by MTA, LADOT Torrance Transit and Gardena Transit. The other transit operators have expressed an interest in serving several of the new Harbor Transitway stations, however, there is no coordination of schedules between the transit operators, which results in uneven service frequency. In addition, all four operators charge a different fare, which makes it difficult for passengers to understand the Harbor Transitway service operation. Staff recommends that the promotional fare be extended through December 31, 1997, to provide the opportunity to discuss development of a comprehensive service plan that would allow for the coordination of schedules and fares between all operators using the Harbor Transitway.

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