



**PLANNING AND PROGRAMMING COMMITTEE
FEBRUARY 17, 2000**

Los Angeles County
Metropolitan
Transportation
Authority

One Gateway Plaza
Los Angeles, CA
90012

213.922.6000

SUBJECT: INCREASING THE SPAN OF SERVICE ON THE METRO RAIL SYSTEM

ACTION: APPROVE EXTENDING THE PILOT PROGRAM FOR INCREASING THE SPAN OF SERVICE ON THE METRO RAIL SYSTEM THROUGH THE END OF SEPTEMBER 2000.

RECOMMENDATION

Approve the proposal to extend the pilot program for increasing the span of service on the Metro Rail System through the end of September 2000, including service to North Hollywood.

ISSUE

At the Planning and Programming Committee Meeting in November, a Board motion was approved directing staff to: 1) report back to the Board in 30 days with a financing and operational plan to extend rail hours to serve Staples Center and the Music Center for the remainder of the fiscal year; and 2) report back to the Board in 60 days with a cost and operational plan for extending rail hours and service in the Spring to address the Red Line opening to North Hollywood.

This report begins to address the second Board directive, the longer term plan to increase rail service beginning Fiscal Year 2001 to coincide with the Red Line opening to North Hollywood. Extending the pilot program will provide an opportunity to monitor ridership demand after the opening of the Metro Red Line North Hollywood extension and to identify a long term source of funding. Depending on ridership, one of three actions could then be taken: 1) return to the January 2000 levels of service; 2) continue the pilot program which extends the hours of operation from 11:00 p.m. to 11:30 p.m.; or 3) further increase the service hours from 11:30 p.m. to 12:30 a.m.

POLICY IMPLICATIONS

The purpose of the plan is to expand the time period during which Metro Rail service would be available to serve ridership demand created by activities in the Hollywood, Universal City and North Hollywood areas. Funding to implement the plan should be considered and included in developing the proposed Fiscal Year 2001 Budget.

Adopting staff's proposal would provide a positive response to public requests for additional service to support the activity venues along the Metro Red Line.

OPTIONS

The alternative to staff's recommendation is to implement a longer term plan that provides additional service above that provided in the pilot program. Providing a higher level of service than proposed is not supported due to uncertainty regarding actual ridership demand and adverse impacts on the budget. Attachment 1 shows the times of the last departing trains under each scenario.

The recommended plan allows the MTA to continue the pilot program approved by the Board through the end of September. This will provide an opportunity to monitor ridership demand after the opening of the Metro Red Line North Hollywood extension. The potential for additional spectator and employee ridership from key entertainment venues along the Red Line corridor from Hollywood to North Hollywood is not known at this time.

FINANCIAL IMPACT

To date, none of the MTA financial plans have earmarked funds for an increase in the hours of rail service, and a long term funding source has yet to be identified. As shown in Attachment 2, the baseline assumption for the Fiscal Year 2001 Budget is that the pilot program will extend through September 2000. At that time, based on ridership, staff will recommend either a budget adjustment or a return to the previous hours of operation.

Should the Board elect to continue the pilot program through the end of the Fiscal Year 2001 Budget, additional funding in the amount of \$585,000 would be required or, \$780,000 annually for operating costs. These costs include the extension to North Hollywood. If the long term plan were implemented from September through the end of the fiscal year, additional funds in the amount of \$1,524,000 would be required. These estimates include only the cost of additional service.

In addition to these costs, there will be additional construction expenses resulting from impacts to several maintenance projects that are either underway or programmed for Fiscal Year 2001. For the most part these are system maintenance projects and include such things as retrofitting the radio system, grouting Red Line tunnels, and the extension of the Blue Line platforms. While these projects will not have a significant impact on operations, the increase in the hours of operation will impact construction costs. The impact to the construction contracts will need to be revisited once an operating plan is selected; however, cost increases could potentially be in the amount of \$500,000 or more for Fiscal Year 2001. Construction and security cost impacts are currently under evaluation and will need to be included in the final Fiscal Year 2001 Budget.

There may also be additional security and supervision costs related to major special events at venues served by the rail system. These costs will be evaluated during the pilot program.

Implementing changes in rail service will take a minimum lead time of 45 days for operator bidding and public notification.

Options for financing the additional service include the MTA directly funding the improvements, or developing partnerships with private sector parties, the County or City of Los Angeles. Staff has discussed funding partnerships with the participants involved and to date, there has been no interest in funding operating costs.

DISCUSSION

During the Fiscal Year 2000 MTA budget process, a proposal to extend the hours of operation was considered. The proposal was not approved because a source of funding could not be identified. Additionally, there were uncertainties about the Consent Decree investment requirements for bus service and increasing the hours of operation on the Red Line would impact the construction schedule.

With the development of new regional entertainment venues along the Metro Rail system, increases in rail ridership, and the extension of the subway to North Hollywood, the hours of operation on the Metro Rail system have been reevaluated. The upcoming completion of the Red Line extension to North Hollywood, which includes a new station opening in Hollywood, and the opening of Staples Center, have resulted in increased public interest in extending the hours of operation on the Metro Rail system. In response to this demand, the MTA Board has directed staff to develop a plan for extending the hours of rail operation during the current fiscal year and to develop a longer term plan to address the demand generated by the extension of the subway to North Hollywood.

In January, staff prepared a pilot program for a modest increase in the span of service on the Metro Rail and Bus System from April through the end of Fiscal Year 2000. Due to venue proximity to the bus and rail transit network, there was an expectation that a substantial number of attendees at both Staples Center and Music Center events would use transit if later service were provided. The Board approved expansion plan provided one additional trip on all branches and directions of the rail system, except for the westbound Metro Red Line, in which two trips were added. The modest plan also included some evening bus service improvements to Staples Center on Line 30 (Pico Boulevard) and Line 81 (Figueroa Street). In approving the plan, the Board stressed the importance of monitoring ridership during the pilot program before committing to further service improvements.

Attachment 3 lists some of the key entertainment venues along the Red Line corridor from Hollywood to North Hollywood and their hours of business. With the extension of the Metro Red Line to North Hollywood in mid-2000, rail riders will be within walking distance from the stations to major venues such as the Mann's Chinese Theatre, the Trizec-Hahn development at Highland Avenue, El Capitan Theatre, the Hollywood Walk of Fame (Hollywood/Highland Station), Universal Studios Hollywood, Universal CityWalk and Amphitheater (Universal City Station), and the North Hollywood Arts District (North Hollywood Station). MTA will have an opportunity to increase ridership, reduce traffic in these heavily congested areas and provide

patrons with a safe and convenient trip to venue events. Representatives from the business community have recommended that service be extended to at least midnight to both serve events and/or allow people to patronize other establishments after a show.

Public Outreach

Staff has currently been working with and polling the various stakeholders along the Red Line regarding the proposed service improvements and their specific transit needs. Participants include the Hollywood Chamber of Commerce, the Hollywood Entertainment District, the Universal/North Hollywood Chamber, Universal Studios, the Mann's Chinese Theatre, the Trizec-Hahn development, Hollywood Bowl and many others. These interest groups recommended that the long term plan provide return service from North Hollywood until at least midnight. Staff will also be attending the February 9, 2000, Hollywood Entertainment District Access Committee in which many of the above mentioned groups are members.

In addition, staff presented the pilot program at the January 26, 2000, Central City Association meeting. Members consist of representatives from Staples Center, Music Center, Los Angeles Convention Center, Cathedral of Our Lady of the Angels, and many other Downtown stakeholders. Discussions on funding, marketing issues, and partnerships were also included. The group was very receptive to working with our Marketing Department on promoting the pilot program through their own mailings, flyers and web sites. Though this group was supportive of the pilot program, they too would prefer later rail service.

Hollywood Venues

Within the immediate vicinity of the new Hollywood/Highland Station are the El Capitan Theatre and the Mann's Chinese Theatre. The Mann's Chinese Theatre features first-run movies and movie premieres and it's courtyard is famous throughout the world for the hand and footprints of Hollywood celebrities. The last movie is normally scheduled to begin between 10:00 p.m. and 11:45 p.m. The Trizec-Hahn development will include a four-level complex adjacent to Mann's Chinese Theatre at Hollywood and Highland. A new Mann's 12-screen theater will occupy the third and fourth levels, and the remaining space will be dedicated to specialty retail and restaurants. The project is scheduled to open in fall 2000. Also in close proximity to the Metro Red Line Station is the Hollywood Bowl. The Hollywood Bowl features live performances mainly during the summer months.

Universal City

The Universal City Station will serve Universal Studios Hollywood, Universal CityWalk, and the Universal Amphitheater. Universal Studios Hollywood is a giant theme park featuring high-tech rides and special effects based on film blockbusters. Their daily hours of operation are 9:00 a.m. to 7:00 p.m. and from 8:00 a.m. to 10:00 p.m. during the summer. The studio tours attract approximately 4 to 5 million visitors a year. Universal CityWalk consists of many restaurants and specialty shops as well as a multiple cinema complex. The smaller shops and restaurants within Universal CityWalk are generally open Sunday through Thursday from 11:00 a.m. to 9:00

p.m. and from 11:00 a.m. to 11:00 p.m. on Fridays and Saturdays while many of the other clubs and restaurants remain open later. Additionally, CityWalk will increase by 50% in April 2000, adding new venues including a number of new clubs and restaurants that will remain open late. CityWalk has an annual average attendance of approximately 10 million visitors or about 30,000 per day. There are also midnight showings of movies. Concerts scheduled at the Universal Amphitheater generally end around 11:00 p.m. to 11:45 p.m. Parking capacity at Universal City is 9,048. Universal City management plans to promote the Metro Red Line as a convenient way to access their venues.

Ridership Monitoring

During the six month pilot program, pre- and post- ridership checks will be conducted to determine the effectiveness of the service increase. These checks will be conducted in March, mid-April and in August at the following rail stations: 7th/Metro Center, Hollywood/Vine and Pico. Results from each of the checks will be reported to the Board the following month. Point checks are not needed on the Green Line because there are no major evening venues and service is required for system connectivity rather than passenger demand.

The March check establishes a baseline by determining ridership on the last connecting trips in each direction on both the Red Line and Blue Line. The sample will include days when there are events at Staples Center as well as days when the Center is dark.

The April checks are the first look at how the added trips are performing. These checks will be conducted at the same locations and on the last two connecting trips in both directions and on both lines. This will provide information on how many people are using the new service and to what degree ridership shifted from the prior trip.

In August, additional checks will be conducted. These checks will help to measure the ridership impact of the extension of the Red Line to North Hollywood and the impact on demand generated by added venues, such as Universal City and Mann's Chinese Theatre.

Continued operation of the added service will be warranted if passenger demand on the new last connecting train trips (measured in passengers per rail car at each of the check locations) is at least 75% of the demand on the pre-existing last connecting trips.

NEXT STEPS

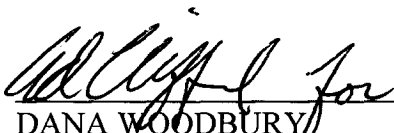
Staff will continue to monitor ridership during the pilot program as well as continuing to work with such groups as the Hollywood Chamber of Commerce, the Hollywood Entertainment District, the Universal/North Hollywood Chamber, Universal Studios, Mann's Chinese Theatre, Trizec-Hahn, Hollywood Bowl and others.

As well, staff will continue to look for longer term funding to expand and sustain the hours of operation on the Metro Rail and Bus System, including partnerships with the private sector, City and County of Los Angeles.

ATTACHMENTS

1. Map of Rail Service Connections
2. Service Plans and Operating Costs
3. Survey of Venue Events

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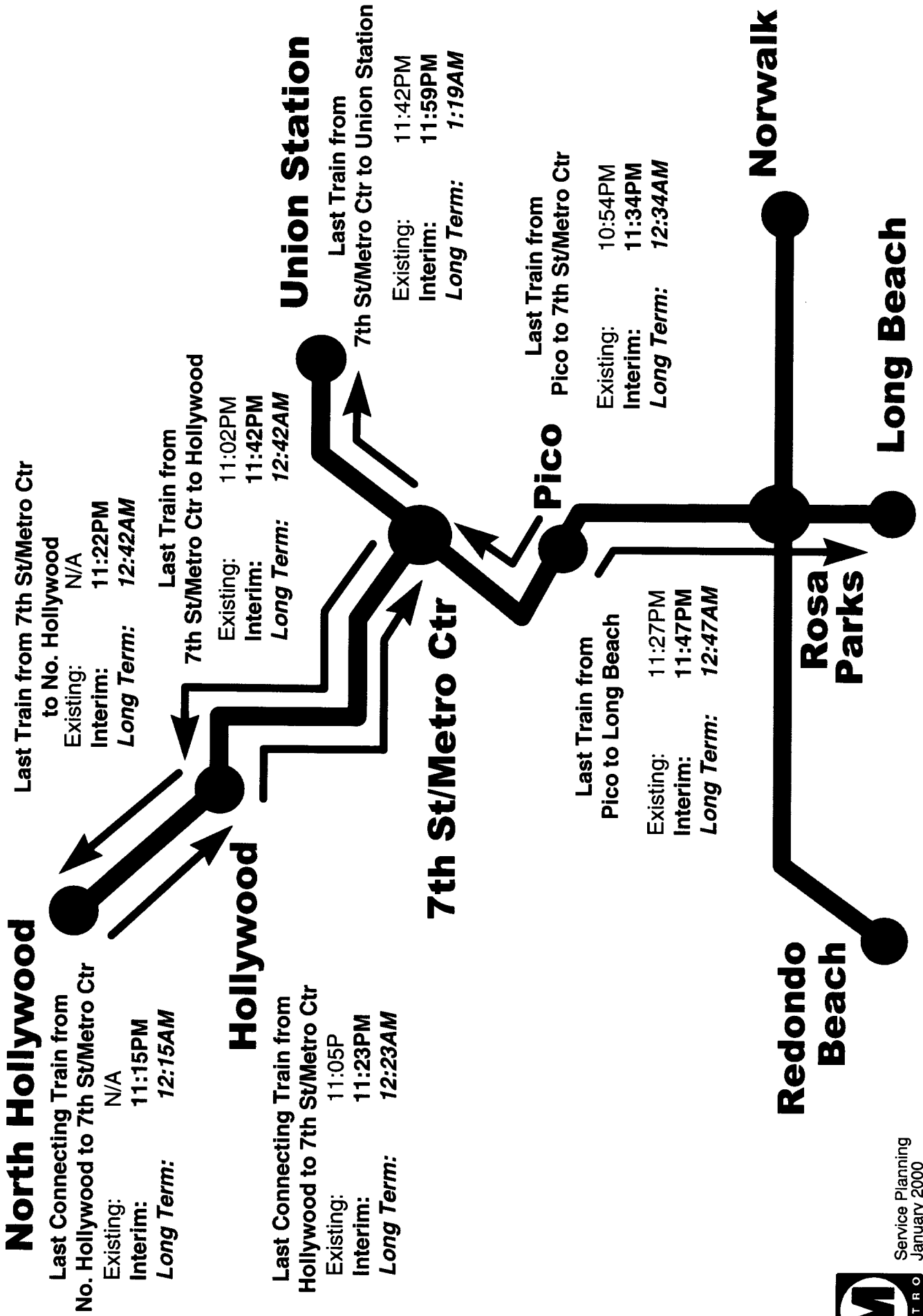


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Proposed Changes to Metro Rail Span of Service



Additional Estimated Annual Operating Costs To Increase the Span of Service On the Metro Rail System

	Operating Options for Fiscal Year 2001	Additional Estimated Annual Operating Costs
1.	Operate Pilot Program for 1 st Quarter of FY 2001 Operate Remainder of FY 2001 at Current January 2000 Schedule	Baseline
2.	Continue Pilot Program for FY 2001	+ \$585,000
3.	Operate Pilot Program for 1 st Quarter of FY 2001 Operate Remainder of FY 2001 at Longer Term Plan	+ \$1,524,000

NOTES

1. Excludes construction cost impacts. To be included in FY 2001 Budget.
2. Existing hours of service provide last connecting trains at approximately 11:00 p.m.
3. Pilot program increases rail service from 11:00 p.m. to 11:30 p.m. everyday (last connecting trains) and provides evening improvements on bus lines 30 and 81.
4. Long term plan would provide last connecting trains at approximately 12:30 a.m.
5. Cost of operating Long Term Plan for all of FY 2001 is \$2,032,000.

Survey of Venue Events

ATTACHMENT 3

Name of Venue	Location	Hours Operated Until/Days/Season	Seating Capacity	Type of Events
Universal CityWalk	Universal City	Open year-round - 7 days a week Hours: Sun. - Thurs. - 11:00 a.m. to 9:00 p.m. Fri. & Sat. - 11:00 a.m. to 11:00 p.m. Note: many clubs and restaurants remain open up to 1:00 a.m. to 2:00 a.m. weekends.	10 million visitors/year or average of 30,000 per day	Restaurants, Retail Shops, Multi-Cinema Complex, nightclubs
Universal Studios Tours	Universal City	Open year-round - 7 days a week Hours: 9:00 a.m. to 7:00 p.m. 8:00 a.m. to 10:00 p.m. during the summer and holiday periods	4-5 million visitors a year	Theme Park
Universal Amphitheater	Universal City	Open year-round Hours: Evening Performances generally end around 11:00 p.m.	6,200	Stage and Concert Performances
Pantages Theater	Hollywood/Vine	Open year-round - 7 days a week Hours: Evening Performances generally end around 11:00 p.m.	2,500	Stage Performances (special "Lion King" begins extended run 9/00 - expect capacity ticket sales)
Henry Fonda Theater	Hollywood/Vine	Open year-round	863	Theater, Special Events
Greek Theater	Vermont Ave.	Spring/Summer Hours: Evening Performances generally end around 11:00 p.m.	6,000	Concerts, Special Events
The Palace	Hollywood/Vine	Open year-round - 7 days a week Hours: Evening events generally end around 2 a.m.	1,000	Live Music, Dancing, Special Events
El Capitan Theater/Entertainment Complex	Hollywood/Highland	Open year-round - 7 days a week Hours: Evening events generally end around 11:30 p.m.	1,000/1,600	Films, Premieres, Live Entertainment
Egyptian Theater	Hollywood/Highland	Open year-round - 7 days a week Hours: Evening shows generally end around 12:00 midnight	600	Films, Special Events
El Portal Theater	North Hollywood	Open year-round - 7 days a week Hours: Evening events generally end around 11:00 p.m.	400	Theater, Special Events

Survey of Venue Events - Cont.

Name of Venue	Location	Hours Operated Until/Days/Season	Seating Capacity	Type of Events
Ricardo Montalban Performing Arts Center	Hollywood/Vine	Open year-round - 7 days a week Hours: Evening events generally end around 12:00 a.m.	1,200	Theater, Special Events
Academy of TV Arts	North Hollywood	Open year-round	500	
North Hollywood Theater District includes 24 separate venues	North Hollywood	Open year-round - 7 days a week (Varies) Hours: Evening events generally end around 11:00 p.m.	Seating 60-100 approximate total of 2,000	Theater, Classes, Events, Comedy
North Hollywood Theatre District Restaurants (22)	North Hollywood	Open year-round Hours: till 1:00 a.m.	50 to 100 capacity x 22	Dining, Cabarets
Hollywood Bowl	Hollywood/Highland	Summer Months Hours: Evening Performances generally end around 11:00 p.m.	18,000	Concerts, Special Events
The Palladium	Sunset Hollywood/Western	Open year-round - 7 days a week Hours: Evening events generally end around 1:00 a.m.	1,000	Music, Special Events
Mann's Chinese Theater	Hollywood/Highland	Open year-round - 7 days a week Hours: Last evening show normally at 11:45 p.m., Last show 12:45 start on special openings (3:00 a.m. close)	1,500	Films, Premieres

Additional Estimated Annual Operating Costs To Increase the Span of Service On the Metro Rail System

	Operating Options for Fiscal Year 2001	Additional Estimated Annual Operating Costs
1.	Operate Pilot Program for 1 st Quarter of FY 2001 Operate Remainder of FY 2001 at Current January 2000 Schedule	Baseline (+195,000)
2.	Continue Pilot Program for FY 2001 <i>Oct - June</i>	+ \$585,000
3.	Operate Pilot Program for 1 st Quarter of FY 2001 Operate Remainder of FY 2001 at Longer Term Plan <i>Oct - June</i>	+ \$1,524,000

NOTES

1. Excludes construction cost impacts. To be included in FY 2001 Budget.
2. Existing hours of service provide last connecting trains at approximately 11:00 p.m.
3. Pilot program increases rail service from 11:00 p.m. to 11:30 p.m. everyday (last connecting trains) and provides evening improvements on bus lines 30 and 81.
4. Long term plan would provide last connecting trains at approximately 12:30 a.m.
5. Cost of operating Long Term Plan for all of FY 2001 is \$2,032,000.