



September 18, 1995

Los Angeles County
Metropolitan
Transportation
Authority

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TO: BOARD OF DIRECTORS

THROUGH: FRANKLIN E. WHITE

FROM: LINDA BOHLINGER/ARTHUR T. LEAHY

**SUBJECT: APPROVE A PROMOTIONAL FARE TO COINCIDE WITH
THE OPENING OF THE I-105/HARBOR TRANSITWAY
STATION**

RECOMMENDATION

Staff recommends that the Board of Directors establish a special promotional fare for MTA passengers using the Harbor Freeway equivalent to a base fare for travel between the Artesia Boulevard Transit Center and Downtown Los Angeles to coincide with the I-105/Harbor Transitway Station. For cash paying riders, the fare is proposed to be \$1.35 (regular); \$.45 (senior, disabled); and \$.90 (discount token). Appropriate monthly passes would also apply.

Staff also recommends that patrons continuing on the Harbor Freeway south of the I-105/Harbor Transitway Station should be charged one zone fare increment less than currently required.

It is proposed that the promotional fare be offered when the Harbor Station opens in October 1995 through January 1, 1996. On January 2, 1996, fares will be changed to match the current fare structure for Harbor Freeway services.

DBE PARTICIPATION

Does not apply to this project.

ALTERNATIVES CONSIDERED

Retain the current base fare plus a two zone pricing structure for express service on the Harbor

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Freeway between the I-105/Harbor Transitway Station and Downtown Los Angeles. This alternative does not provide a positive method for attracting new patrons to Harbor Freeway services. This promotional fare will introduce people to the new Transitway, further promoting new opportunities for transit use.

Additionally, staff believes existing Harbor Freeway users would appreciate a positive gesture in return for their loyal patronage during the disruption of service caused by Harbor Transitway construction.

IMPACT ON BUDGET AND OBJECTIVES

Eliminating the zone based fares for boardings from the I-105/Harbor Transitway to Downtown Los Angeles will result in a small short-term loss of passenger revenue. Based on existing patronage estimates and assuming a loss of \$.50 per passenger, the anticipated loss in revenue for the promotional period would be approximately \$136,000.

The proposed promotional fare combined with the connection offered from freeway buses to the Metro Green Line, and access provided by seven local bus lines at the I-105/Harbor Transitway Station should increase ridership. An increase in patronage of ten percent, for example, would provide additional revenue of \$37,000, further offsetting the estimated loss.

BACKGROUND

The Harbor Transitway is currently being constructed by Caltrans, and is scheduled to be completed from Adams Boulevard to the Artesia Transit Center in mid-1997. Stations south of Artesia will be completed in 1999. The Metro Green Line interface station, named I-105/Harbor Transitway Station, will open in October this year. This station will be the first of six in-line stations to open.

Over the past five years during the Transitway construction, patronage on the Harbor Freeway lines (Lines 444, 445, 446 and 447) has declined. The proposed promotional fare structure is a method for attracting former patrons, gaining new ones, and providing a positive gesture for loyal patrons of MTA Harbor Freeway express lines.

Currently, MTA Express Lines 444, 445, 446 and 447 use the Harbor Freeway as far south as the Metro Green Line. These lines are scheduled separately, as their ridership base is determined by the surface street portion of these routes. When the Transitway is fully operational, these services will be scheduled into a coordinated service from the Artesia Transit Center to Downtown Los Angeles and perhaps on to other high speed corridors. This new facility will offer patrons access to more frequent service and faster travel times due to restricted HOV lanes.

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offer patrons access to more frequent service and faster travel times due to restricted HOV lanes.

As an introduction to the Transitway, it is proposed that a promotional fare be offered on MTA express lines serving the Harbor Freeway. The fare would be offered when the station opens in October 1995 through January 1, 1996.

Implementation

The implementation of the promotional fare is proposed to become effective October 1995. Public outreach materials will be prepared and distributed on existing Harbor Freeway buses, surface street connector buses, and the Metro Green Line.

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