



NEWS

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SPECIAL DISCOUNTED FARE ON HARBOR FREEWAY TRANSITWAY EXTENDED

The MTA Board of Directors this week approved the extension of the current promotional fare for MTA passengers using Harbor Transitway express services through August 1, 1997. The special fare, by eliminating one express zone charge, saves bus patrons 50 cents each way, or \$1 round trip. The promotional fare period, in place since last summer, was scheduled to expire on Feb. 1.

"The reduced fare provides an incentive to use Harbor Transitway service, promoting new opportunities for transit use," said Larry Zarian, MTA Board chairman. "With the Metro Blue Line operating near capacity during peak periods, Harbor Transitway express services offer an alternative for passengers transferring from the Green Line."

The implementation of the promotional fare, combined with improved connections between freeway buses, local bus services and the Metro Green Line, has thus far resulted in increased ridership, providing additional revenue of nearly \$30,000.

In August 1996, express bus service operation began on the Harbor Transitway. To encourage ridership, a six-month promotional fare was recommended for four express lines by which express fares were reduced by one express zone increment (50 cents per cash boarding and \$15 per monthly pass) with the cash fare established at \$1.85 between Harbor/I-105 Station and Downtown Los Angeles on all lines. Subsequently, the Board requested that the promotional fare to be extended to six months.

Page 2 Harbor Transitway Discounted Fare Extended

MTA Express lines offering the special discounted fare that operate along the Harbor Freeway are Line 444 (Los Angeles Union Station/West Torrance/Rolling Hills/Rancho Palos Verdes); Line 445 (Los Angeles/Alpine Village San Pedro Park-Ride); Line 446 (Los Angeles Union Station/Carson/Wilmington/San Pedro via Pacific Avenue); and Line 447 (Los Angeles Union Station/Carson/Wilmington/San Pedro via 7th Street). In addition, LADOT Express Line 448 serves the Transitway Station from the Palos Verdes peninsula to downtown Los Angeles.