



METRO SAN GABRIEL VALLEY GOVERNANCE COUNCIL  
JUNE 8, 2004

**SUBJECT: IMPACT OF GOLD LINE ON BUS RIDERSHIP**

**ACTION: RECEIVE AND FILE**

**BACKGROUND**

The Metro Gold line began regular passenger service on July 25, 2003. The San Gabriel Valley Sector, working closely with the other public transit providers along the Gold Line corridor, initiated significant bus service changes to:

- provide quality bus access to each Gold Line Station,
- reduce service duplication between bus and rail, and
- reinvest most of the bus savings back into the bus system to improve service quality.

MTA cancelled three bus lines, created three new shuttle routes, and two new limited stop lines. In addition, more mid-day and weekend service was added to four major MTA bus lines.

Pasadena, Sierra Madre, South Pasadena, Montebello, LADOT DASH and Foothill Transit all initiated significant service changes to provide improved access to nine Gold Line stations.

**SUMMARY OF RIDERSHIP CHANGES**

Line level ridership data for MTA bus service is available based on a six month sampling methodology. Attachment A presents this data from January 1, 2003 to June 28, 2003 (the period just prior to the Gold Line service start up). The sampling from the period of June 29, 2003 to January 31, 2004 will be used for post Gold Line start-up bus ridership.

The comparison of the pre and post Gold Line bus ridership data, show an overall reduction of about 2%, from about 59.6 million annual passengers to 58.2 million. This is a reduction of about 1.4 million annual riders. On a daily basis, there has been a loss of 4,900 on weekdays, 1,250 on Saturdays, and 1,750 on Sundays.

Even though the Gold Line ridership has not returned to pre-strike levels, when Gold Line post-strike ridership is taken into consideration, there has been a growth in transit ridership

of 5% or 3.4 million annual transit users. Prior to the MTA strike late last year, the Gold Line was attracting ridership at an annual rate of 6.1 million riders. For the current calendar year, the rail line is attracting 4.8 million passengers.

### **Other Issues**

San Gabriel Valley planning and scheduling staff have begun to work with MTA rail planning staff to consider modifications to bus schedules and routes to make the to systems more attractive to transit users. One of the actions that will be considered will be to adjust bus schedules to provide more convenient meets with Gold Line trains. In developing these alternatives, the peak demand direction for Gold Line boarding passengers by station and time of day will be taken into consideration. During this process, staff will invite our other transit partners to participate in this program.

San Gabriel Valley Sector staff has been working with MTA Corporate Marketing staff to improve passenger information production and dissemination. Included in this will be the review of way finding and local connecting bus routes, stops, and service levels.

Finally, the initiation of the Soto Street Rapid Bus Line 751, In June 27, 2004 should also have beneficial impacts on bus and Gold line ridership. The Soto Rapid Bus will interface with the Gold Line at the Ave. 26 Station and provide quick access to County Hospital, the East Side of Los Angeles and point south.

Attachment - A

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