



**METRO SAN GABRIEL VALLEY GOVERNANCE COUNCIL
JANUARY 11, 2005**

SUBJECT: UPDATE ON DECEMBER 2004 SERVICE CHANGES

ACTION: RECEIVE AND FILE

BACKGROUND

On December 19, 2004 Metro implemented significant service changes. Systemwide, over 100 buses and nearly 200,000 bus hours of service were added. This service expansion was an element of the Consent Decree Special Master's direction to Metro. For the Metro San Gabriel Valley Sector, we added 10 buses and 24,000 annualized hours of service as compared to the June 2004 service levels.

In addition to this overall service expansion, SGV also implemented several significant route changes.

New Service

The most significant new services were the creation of the new Pasadena-Glendale-Hollywood Rapid **Line 780**, and new Limited Stop **Line 378** (LA-Huntington Dr.-Main St.-Las Tunas Dr.)

These changes were implemented to improve the speed of bus service and to attract discretionary riders.

Line Cancellations

Another significant service change was the replacement of **Line 491** (LA-El Monte-Santa Anita Av.-Sierra Madre) with the extension of Line 487 (LA-San Gabriel-Sierra Madre) from Sierra Madre to El Monte. Also, additional Busway service was provided on heavily utilized express Lines 484 and 490.

Accompanying the new Rapid Line 780 implementation was the cancellation of the Limited Stop **Line 380** (Pasadena-Glendale-Hollywood Limited), and the rescheduling of the local Line 180/181.

Route Changes

Significant route modifications were made to **Line 687** (Los Robles Shuttle) in the cities of Pasadena and San Marino. Service on the underutilized portion of this line on Los Robles Av. south of Del Mar Bl. was removed. Working closely with City of Pasadena staff, this line was rerouted to the active commercial and health care district along Fair Oaks Av.

A minor route change was implemented on **Line 267** (El Monte-Temple City Bl.-Del Mar Bl.-Lincoln Av.) in the vicinity of Huntington Dr. and Rosemead Bl. The route change realigned service from a low-density residential area to a commercial section along Huntington Dr. and Rosemead Bl.

Limited **Line 381** (Figueroa St. Limited) trips north of Chinatown were converted to local service trips. This was done to even out passenger loads on all trips in this area, and to encourage riders to try the Metro Gold Line, which operates in this same corridor.

SERVICE IMPLEMENTATION

Passenger Notification

Prior to the implementation of these service changes, Metro SGV staff took the following actions to alert our riders:

- Rider Alert cards were placed on over 300 of our buses
- Service Change notices were prepared and placed on all buses two weeks prior to the service changes
- All new timetables were printed and on our buses one week prior to the service changes
- The Metro Marketing Department placed advertisements of the service changes into the local newspapers
- Bus stop hoods were placed on most bus stops where significant service changes were to occur
- Personnel were deployed along the new Rapid Bus routes to distribute literature and timetables in the cities of Pasadena, Glendale and Hollywood

While these were significant, more should be done to ensure that our riders are fully aware of upcoming service changes. In the future, staff will deploy more volunteers, both existing staff and citizen volunteers, to distribute information. In addition, staff will work closer with Metro Marketing to ensure completeness of information and to explore more effective means of communication with our riders, many of whom do not read newspapers.

Implementation Issues

Overall, even with heavy rain during much of the first three weeks of service, these service changes were implemented and operated smoothly.

The new Rapid bus line seems to have adequate running time and ridership levels are at nearly those of the local line trips. A few modifications were made to this line following implementation. A minor detour was implemented in the vicinity of the Vine Av. Red Line Station, so that the Rapid Bus and local service Line 180 served the same bus stop at this western terminal for both of these lines. Also, a temporary stop was added to the Rapid Line on Central Av. at Colorado St. This was done to better serve the Glendale Galleria and to better distribute the passenger loads between the Rapid and local service lines.

Other Issues

Because over 100 buses and 120 bus operator assignments were added to the system with this service change, Metro SGV is down 18 bus operators and 6 buses from our standard levels. As more bus operators are hired and trained, Metro SGV will receive existing operators from other divisions. Also, as the new 45-foot buses are added to the system during the next four months, Metro SGV will receive existing 40-foot buses from divisions that receive the new buses.

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