



Metro

Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

28

**EXECUTIVE MANAGEMENT AND
AUDIT COMMITTEE
OPERATIONS COMMITTEE
NOVEMBER 16, 2006**

SUBJECT: WILSHIRE RAPID EXPRESS SERVICE

**ACTION: APPROVE IMPLEMENTATION OF THE WILSHIRE BOULEVARD
RAPID EXPRESS SERVICE**

RECOMMENDATION

Approve implementation of the Wilshire Rapid Express service between the Wilshire/Vermont Red Line station and downtown Santa Monica beginning in June 2007.

ISSUE

In August 2006, the Board approved a motion directing staff return in 60 days with preliminary plans for implementing a Wilshire Rapid Express service as a pilot program. Staff has conducted a preliminary analysis to determine the manner in which the service would operate. This analysis included considerations for the locations of stops, integration with existing Metro Rail, Rapid and Local services, and the costs involved in introducing this new level of service. Staff has also developed criteria that could be used to identify other Metro Rapid corridors where Rapid Express service may be warranted.

POLICY IMPLICATIONS

Wilshire Blvd. is one of the most used east-west travel corridors between downtown Los Angeles and the Pacific Ocean. It is Metro's heaviest traveled bus corridor with over 60,000 daily boardings on Metro buses, 45,000 of which are attributed to the agency's first and most successful Metro Rapid line.

The proposed Wilshire Rapid Express service will meet Metro Rail patrons at both the Wilshire/Vermont and Wilshire/Western stations during peak periods (6:00 a.m. to 10:00 a.m. and 3:00 p.m. to 7:00 p.m.) and carry them west serving only four of the corridor's busiest stops, resulting in a significantly faster travel time through the corridor. This Rapid Express service could therefore be used as a bus-operated extension of the Metro Red Line. The fare for this express service has yet to be determined.

ALTERNATIVES CONSIDERED

One alternative is to not implement a Rapid Express service along Wilshire Blvd. Staff does not recommend this as the proposed service would improve mobility along the corridor,

improve the transit experience for our current customers and attract new riders by offering significantly decreased travel times from our existing Metro Rapid service.

Another alternative would be to alter the implementation date for this service. The Wilshire Rapid Express service could be implemented between the December 2006 and June 2007 service changes; however, this would result in an implementation cost of approximately \$400,000. Implementation between service changes (December 2006 & June 2007) would also negatively impact bus operators by disrupting their new work schedules so soon after the December 2006 service change.

FINANCIAL IMPACT

Adoption of the recommended action will not impact Metro's FY 2007 or FY 2008 budgets. If the Board chooses to implement this program between service changes, there will be an impact of approximately \$400,000 on the FY 2007 budget.

BACKGROUND

In June 2000, Metro implemented the first two pilot Metro Rapid lines along the corridors of Wilshire, Whittier and Ventura Blvds. in conjunction with the opening of the Metro Red Line to North Hollywood. These two corridors were chosen for the Metro Rapid Pilot Program due to their large number of boardings and long average trip lengths. These routes were also selected to act as bus-operated extensions of the Metro Red Line. The Wilshire Metro Rapid continues to be the most successful Metro Rapid with more than 45,000 daily boardings.

There are currently 15 Metro Rapid corridors in operation, with an additional 13 proposed for implementation by 2008. Consistent with the Metro Rapid Service Warrants, Metro Rapid express trips are encouraged to increase service efficiency and effectiveness. Metro Connections has also identified Rapid Express service as a means to improve transit service in certain corridors.

Implementation Plan

As a result of staff's preliminary analysis, it is recommended that service begin with the June 2007 service change, operating with stops at the Wilshire/Vermont and Wilshire/Western Red Line Stations, Fairfax Avenue, Beverly Drive in Beverly Hills, Westwood Boulevard, and 4th Street in Santa Monica (please see Attachments 1 and 2, respectively). Service will operate in the peak periods in both directions with a 5 to 10 minute frequency. This will produce an estimated 20% savings in travel time over the existing Metro Rapid service.

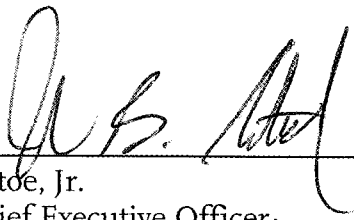
NEXT STEPS

After implementation, staff will monitor the performance of the Wilshire Rapid Express to make any necessary service adjustments, and to recommend to the Board whether the Wilshire Rapid Express should be approved for permanent implementation.

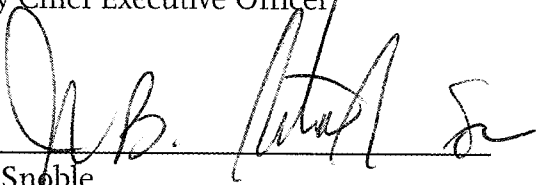
ATTACHMENTS:

1. Wilshire Rapid Express Service Characteristics
2. Rapid Express Development Criteria
3. Metro Rapid Corridor Analysis
4. Wilshire Metro Rapid Stop Activity
5. Board Motion

Prepared by: Steve Fox, Program Manager, Service Development
Ed Clifford, Director, Service Planning



John B. Catoe, Jr.
Deputy Chief Executive Officer



Roger Snoble
Chief Executive Officer

Wilshire Rapid Express Service Characteristics

Route Alignment	Stop Locations	Span of Service	Frequency
Wilshire/Vermont Red Line Station To downtown Santa Monica	<ul style="list-style-type: none"> -Wilshire/Vermont Red Line Station -Wilshire/Western Red Line Station -Fairfax Ave. -Beverly Dr. (Beverly Hills) -Westwood Blvd. -4th and Wilshire (Santa Monica) -5th and Colorado (Line Terminal) 	Peak Hour Both Directions 6-10 a.m. 3-7 p.m.	Every 5 – 10 Minutes

Rapid Express Development Criteria

Passenger Trip Length	Candidate corridors should have an average passenger trip length for the existing Metro Rapid service greater than the overall Metro Rapid System average.
Route Segment Length	The Rapid Express' route segment should cover at least 50% of the passenger activity of the corridor's current Metro Rapid route segment.
Speed	A 20% or greater speed improvement should be realized over the corridor's current Metro Rapid service.
Stops	<ul style="list-style-type: none"> - Proposed stops should have at least 5 to 10% of boardings and alightings of the total corridor activity. - Average stop spacing should be at least two times the average stop spacing of the existing Metro Rapid service in the corridor.

ATTACHMENT 3

Metro Rapid Corridor Analysis

LINE		Line Ridership	Corridor Ridership	Average Trip Length
105	Vernon-La Cienega	11,863		2.78
705	Vernon-La Cienega	7,973	19,836	3.44
210	Crenshaw-Rossmore	13,459		3.31
710	Crenshaw-Rossmore	9,318	22,776	4.86
111	Florence	16,921		3.18
711	Florence	6,976	23,897	3.36
14	Beverly	20,570		2.81
714	Beverly	1,714	22,285	3.25
217	Fairfax	11,833		2.40
717	Fairfax	5,233	17,067	2.45
18	Whittier	27,683		2.21
20/21	Wilshire	21,403		3.00
720	Wilshire-Whittier	41,174	90,259	5.78
40	Hawthorne	19,201		3.17
740	Hawthorne	9,991	29,191	4.78
45	S. Broadway	21,291		2.95
745	S. Broadway	8,612	29,902	4.19
150	Ventura	15,022		3.22
750	Ventura	8,777	23,799	6.66
251	Soto	13,023		2.52
751	Soto	8,360	21,384	3.47
204	Vermont	29,882		2.07
754	Vermont	24,532	54,414	3.01
207	Western	28,459		2.10
757	Western	12,245	40,704	2.71
233	Van Nuys	19,074		2.43
761	Van Nuys	11,696	30,770	6.03
180	Hollywood-Pasadena	12,436		3.51
780	Hollywood-Pasadena	6,105	18,541	5.33

Line	Along	At	EB Boardings	EB Alightings	WB Boardings	WB Alightings	Total Boardings/Alightings
720	Unidentified Stops		586	400	252	628	
720	5TH	COLORADO	93	19	8	60	180
720	COLORADO	4TH	89	3	105	151	348
720	OCEAN	COLORADO	669	11	114	902	1,696
720	WILSHIRE	4TH	1,013	32	28	1,094	2,167
720	WILSHIRE	14TH	466	73	70	565	1,174
720	WILSHIRE	BUNDY	659	85	86	599	1,429
720	WILSHIRE	BARRINGTON	646	75	72	846	1,639
720	WILSHIRE	BONSALL	377	42	54	479	952
720	VETERAN FEDERAL BUILDING		142	8	3	71	224
720	WILSHIRE	WESTWOOD	1,866	408	920	2,609	5,803
720	WILSHIRE	SANTA MONICA	657	290	295	961	2,203
720	WILSHIRE	BEVERLY DR	830	235	248	1,105	2,418
720	WILSHIRE	ROBERTSON	438	148	162	523	1,271
720	WILSHIRE	LA CIENEGA	621	345	389	772	2,127
720	WILSHIRE	FAIRFAX	895	524	513	1,235	3,167
720	WILSHIRE	LA BREA	833	527	590	921	2,871
720	WILSHIRE	CRENSHAW	585	508	513	667	2,273
720	WILSHIRE	WESTERN	1,167	2,391	2,339	1,240	7,137
720	WILSHIRE	NORMANDIE	1,120	1,509	1,837	937	5,403
720	WILSHIRE	VERMONT	1,251	2,271	3,016	1,140	7,678
720	WILSHIRE	ALVARADO	1,009	1,911	2,206	1,010	6,136
720	6TH	WITMER	486	765	946	539	2,736
720	6TH	HOPE	374	894	872	463	2,603
720	6TH	BROADWAY	984	1,644	2,038	1,431	6,097
720	6TH	MAIN	265	620	668	398	1,951
720	DIVISION 1 LAYOVER		11	39	66	18	134
720	6TH	ALAMEDA	8	7	2	1	18
720	WHITTIER	SOTO	552	570	787	591	2,500
720	WHITTIER	LORENA	174	358	391	177	1,100
720	WHITTIER	INDIANA	101	248	296	135	780
720	WHITTIER	HERBERT	87	270	326	150	833
720	WHITTIER	ARIZONA	78	485	512	78	1,153
720	WHITTIER	ATLANTIC	57	825	863	23	1,768
720	WHITTIER	HOEFNER	20	882	1,115	9	2,026
720	COMMERCE CENTER		11	67	123	30	231
720	TOTAL		19,220	19,489	22,825	22,558	84,092
	Proposed Super Rapid Stop						

ATTACHMENT 5

MOTION:

Approved Yaroslavsky and Burke Motion that the MTA Board direct staff to return to the Board in 60 days with the preliminary plans for implementing a Wilshire “Super-Rapid” service as a pilot program. The plans should address:

- A. proposals for how the service would operate;
- B. the locations of the four stops (based on the Metro Connections Program);
- C. how the service would integrate with current Wilshire Rapid and local service;
- D. where the “Super-Rapid” bus would meet the Metro Rail; and
- E. implementation and operational costs.

