



Metro Red Line Cash, Token Revenues Shot Up 63% in July

(Aug. 18) Revenue from cash and tokens shot up 63 percent on the Metro Red Line in July, following the June 24 opening of the North Hollywood segment. Total Metro Rail revenues jumped 20 percent.

Collections of cash and tokens reached \$629,931 for the month, compared with the \$387,042 collected in June, according to Agapito Diaz, MTA director of Revenue.

Of that amount, an incredible 38 percent was paid by subway riders using the three new stations - North Hollywood, Universal City and Hollywood/Highland. The 13 stations in Segment 1 and 2 produced 62 percent of the month's total revenue.

The revenue increases occurred even though some 50,000 "test ride" complimentary passes valid July 1 through July 21 were mailed to sections of the San Fernando Valley promoting new ridership on Metro Rapid and Metro Rail.

20 percent increase

July also saw a 20 percent increase in total Metro Rail revenues from the \$1.194 million collected in cash and tokens during June to \$1.433 million in July.

With the Democratic National Convention in town, Diaz also compared Metro Red Line cash and token revenues on a typical Tuesday to those collected on Tuesday, Aug. 15 - the second day of the convention.

On an average Tuesday, the system takes in \$61,067...but on Aug. 15, collections jumped 33 percent to \$81,151.

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