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CARSON STREET STATION
SOUTHBOUND



CARSON STREET STATION
NORTHBOUND

Major Harbor Transitway Service Expansion Set October 1

(Sept. 12) The MTA is preparing for an increase of more than 18,000 hours of passenger service on the Harbor Transitway beginning Sunday, Oct. 1 – a major expansion that's in keeping with the extension of Metro Rail service to North Hollywood and the start of two Metro Rapid bus lines earlier this year.

During a three-month demonstration, which will run through December, Metro Express Line 445 will operate on 30-minute headways during peak hours and one-hour headways during off-peak. The expanded service will run from 5 a.m. until 10 a.m., seven days a week.

Thanks to a convergence of five bus lines - 444, 445, 446, 447 and 550 - at the Harbor/105 Freeway station, service will be available on an average of every eight minutes for passengers commuting to and from downtown LA. Cash fares on all Transitway bus lines will be reduced to \$1.35 – no freeway zone charges will be in effect.

The MTA currently serves about 2,500 daily Transitway riders. For Metro Green Line passengers, expanded bus service will make the Transitway a viable alternative to the crowded Metro Blue Line.

"With the improved frequency of service and by reducing fares, we'll give passengers a fresh look at the Transitway," says Rod Goldman, the Operations planner coordinating the demonstration.

Media event and marketing

The MTA and Caltrans, which constructed the Harbor Transitway and built the eight bus stations, plan to hold a news conference and ribbon-cutting, Sept. 29, to inaugurate the new Pacific Coast Highway and Carson Street bus stations and to announce the enhanced service.

MTA Marketing is planning to promote ridership on the Transitway by sending 50,000 direct-mail pieces to nearby homes. Billboard ads will be placed near the Carson Street bus station and newspapers ads are in the works. Pass and token sales outlets will get window posters. New timetables showing the service expansion also are being prepared.

The cost of operating the expanded service is estimated to be \$1.26 million. The MTA will monitor Harbor Transitway service during the demonstration to determine whether it meets at least 50 percent of the minimum standard for boardings per revenue service hour for express services.

The Harbor Transitway was completed in August, 1996. It runs along the median of the Harbor Freeway between Artesia Boulevard in Gardena north to Adams Boulevard in Los Angeles.

At present, Metro Bus lines 445 and LADOT Line 448 are the only express lines operating on the Transitway. Expanding service was a key recommendation of the MTA's South Bay/Gateway Transit Restructuring Study.

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