

Ticket Sales Booming at 3 Newest Subway Stations

(Feb. 23) Surprising fact: Almost 30 percent of all tickets sold on the Metro Red Line are bought at the three newest subway stations. During morning rush, it's 42 percent.

Response: The Revenue Department is installing five new ticket vending machines (TVM) in those stations – two each at North Hollywood and Universal City and one at Hollywood/Highland.

In December, 2000, 27 percent of the 379,348 patrons who used TVMs bought tickets at the Segment 3 stations. In January, the figure rose to 28 percent.

During the 6 a.m. to 9 a.m. period, TVMs at North Hollywood sold 31 percent of all tickets purchased during morning peak hours – 829 of 2,460 tickets.

Spectrum of reasons

"Extending the Metro Red Line into the Valley has opened a whole spectrum of reasons for people to use the subway," says Agapito Diaz, Revenue director. "Now, they can ride it for appointments or business downtown, or to entertainment in Hollywood."

The three newest stations are attracting a mix of tourists and day-trippers, along with regular commuters. The occasional riders are finding the subway to be "an affordable option," Diaz says.

There are eight TVMs at North Hollywood, eight at Universal City and five at Hollywood/Highland. The 16 subway stations have a total of 99 TVMs.

Near the end of March, Revenue will install change-making machines at the North Hollywood and Universal City stations as a pilot program. The machines, which will give \$1 "Sacajawea" coins in change, will accept up to a \$20 bill.

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