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Metro, Santa Monica's Big Blue Bus Debut 3 New Rapid Lines

- 'Rapid Blue' is first of its kind for a local municipal operator

By ED SCANNELL

(June 21, 2005) Officials from Metro, Big Blue Bus and the City of Santa Monica speaking at a joint news conference, Monday, announced the inauguration of two new Metro Rapid lines – and the debut of "Rapid Blue," the first Rapid line to be operated by a municipal bus operator in LA County.

The three new bus lines will go into service on Monday, June 27. The 6.7-mile Fairfax Metro Rapid Line 717 will serve Los Angeles and West Hollywood. The 11.6-mile Beverly Metro Rapid Line 714 will provide service in Los Angeles, West Hollywood and Beverly Hills.

Santa Monica's "Rapid Blue," designated Rapid 3, will serve a 10-mile stretch of Lincoln Boulevard. The buses – dark metallic blue with yellow and gold lettering – also will connect with Metro Rapid Line 720 and will provide service to Venice, Playa Vista, Marina del Rey and Westchester.

The Rapid 3 schedule has been designed for maximum integration with the Metro Green Line schedule and expects to connect more than 800 passengers each day with the



Announcing the start of three new Rapid lines were, from left, Herb Katz, Santa Monica Mayor Pro-Tem; Stephanie Negriff, director of Transit Services, Big Blue Bus; and CEO Roger Snoble.

Aviation station.

“Rapid Blue” buses are equipped with luggage racks, reading lights, low floors and signal priority technology. They will operate on cleaner-burning liquid natural gas.

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