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**CONTACT:**

**Ed Scannell/Marc Littman**

MTA MEDIA RELATIONS  
(213) 922-2703/922-2700

[www.metro.net/press/pressroom](http://www.metro.net/press/pressroom)

**e-mail:** [mediarelations@metro.net](mailto:mediarelations@metro.net)

FOR IMMEDIATE RELEASE

## **Sleek, Fast Metro Rapid Buses to Roll on Crenshaw Boulevard Starting Monday, Feb. 2**

- **Metro Rapid Saves Users Up to 25 Percent in Commute Time**

(Los Angeles) - Faster commute times are coming to Crenshaw Boulevard beginning Monday, Feb. 2, with the start of Metro Rapid bus service. Metro Rapid Line 710 will operate weekdays from 5:30 a.m. to approximately 7:30 p.m. from the Hollywood/Vine Metro Red Line Station to the South Bay Galleria in Redondo Beach via Vine Street, Rossmore Avenue, Crenshaw Boulevard and Redondo Beach Boulevard.

"Metro Rapid has been so successful elsewhere because it offers commuters a quick and reliable alternative to local bus service and to private vehicles on some of L.A. County's most congested corridors," said Zev Yaroslavsky, L.A. County Supervisor and MTA Board Chair. "We're confident Metro Rapid service on Crenshaw Boulevard will be an equally popular choice for thousands of additional commuters."

Six Metro Rapid bus lines are already in operation, including Wilshire/Whittier Boulevard, Ventura Boulevard, Vermont Avenue, S. Broadway, Florence Avenue and Van Nuys Boulevard.

Metro Rapid has succeeded in reducing passenger commute times by up to 25 percent, thanks to several key system attributes including a transit signal priority system developed by the Los Angeles Department of Transportation (LADOT), less frequent station stops (approximately every 0.8 miles at major intersections versus 0.2 miles for local service), and the low floor design of the Metro Rapid buses that allows for faster and easier boarding and alighting.

LADOT's transit signal priority system tracks the movement of each Metro Rapid bus and determines its approximate speed via loop detectors embedded in the pavement along the route. Depending on the proximity of a Metro Rapid bus to a signalized intersection, the system will extend green signal time up to 10 seconds or activate a green signal up to 10 seconds earlier to reduce the amount of waiting time at intersections.

"Metro Rapid continues to demonstrate what can be accomplished when agencies work toward a common goal," said Wayne Tanda, LADOT general manager. "Like all good systems, Metro Rapid puts the customer first and our customers have responded enthusiastically."

Crenshaw Metro Rapid marks the first time that signal priority has been implemented outside of the City of Los Angeles. In addition to MTA and LADOT, partners on this project include the Los Angeles County Department of Public Works and the City of Inglewood.

As a result of its competitive advantage over local and limited stop bus service and speeds that rival the private vehicle, Metro Rapid has generated significant gains in ridership on the six existing corridors, attracting discretionary riders as well as people who depend on public transit.

"While ridership on many transit systems in the United States remains flat, Metro Rapid has acted like a magnet, luring thousands of people new to transit and serving existing transit users more efficiently," said Roger Snoble, MTA chief executive officer. "In a survey a few years ago, our customers said their biggest wish was to get to their destinations more quickly. Metro Rapid clearly has answered the call."

Launched in June 2000, Metro Rapid was selected as a semifinalist in Harvard University's 2002 Innovations in American Government Awards as an outstanding example of creative problem solving in the public sector. The 18.5-mile Crenshaw Metro Rapid is the seventh line in a 28-line system that will be completed in 2008.

