



Los Angeles County
Metropolitan Transportation Authority

Metro

News

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Report Shows People are Getting Out of Their Cars and Riding Metro's New Gold Line Extension

Ridership is strong on the 11.5-mile Metro Gold Line Extension following its first official month of revenue service, according to a recently released Metro ridership report. As a result of adding six new stations along the line, the extension is increasing ridership by an estimated 5,724 to 6,264 new average weekday boardings.

The agency has tabulated new customer boardings based on TAP boarding data, parking occupancy and a preference survey taken at new stations over a three-day period in late March. Estimates reflect average TAP boardings, rider migrations from other stations, and return trip calculations. The survey asked customers about their travel patterns and perceptions of Gold Line service. More than 650 surveys were completed.

Survey results found that 71 percent of current Gold Line riders are new to the line. Of those, 66 percent are now making a discretionary trip on transit that they previously made as a solo car driver. The remaining 29 percent surveyed reported that they were existing riders who migrated to new eastern Gold Line Stations from other stations.

"From all indications, the Metro Gold Line Extension has enjoyed a very impressive start!" said Mark Ridley-Thomas, L.A. County Supervisor and Metro Board Chair. "The foothill cities of Arcadia, Monrovia, Duarte, Irwindale and Azusa have officially embraced this extension as their own. We thank our new Metro riders for picking the safe, affordable and convenient transit option in the eastern San Gabriel Valley."

Fifty-seven percent of new riders said they are traveling between the new stations and Pasadena. Before the extension opened, the Gold Line largely served those traveling to and from downtown Los Angeles.

When asked how all riders usually get to Gold Line Stations, 62 percent reported that they drive by themselves to the station. Active transportation modes were the second most popular way to get to the station: 18 percent responded that they walk or bicycle to the station. At the Arcadia, Duarte and APU/Citrus stations, that percentage jumped to 29, 28 and 30 percent, respectively.

"In its first month of service, the Gold Line Extension has already demonstrated its value in providing a much-needed relief valve for busy 210 freeway traffic," said John Fasana, Duarte Council Member and First Vice Chair of the Metro Board. "It also validates what we've been saying all along: the San Gabriel Valley wants and needs rail service to better connect its thriving communities, downtown districts, educational institutions and other key regional destinations."

Additionally, survey respondents found that both new and existing riders were satisfied with the Gold Line and Metro bus and rail services, although parking availability at Azusa stations, seat availability and service frequency remain the primary concerns of respondents.

Metro's newest rail line opened on March 5, extending Gold Line service from East Pasadena to Arcadia, Monrovia, Duarte, Irwindale and Azusa.

For a copy of the full report, visit <http://thesource.metro.net/2016/04/14/ridership-powerpoint-gold-line-foothill-extensions-first-month-of-service/>.

About Metro

Metro is a multimodal transportation agency that is really three companies in one: a major operator that transports about 1.4 million boarding passengers on an average weekday on a fleet of 2,200 clean air buses and six rail lines, a major construction agency that oversees many bus, rail, highway and other mobility related building projects, and the lead transportation planning and programming agency for Los Angeles County. Overseeing one of the largest public works programs in America, Metro is, literally, changing the urban landscape of the Los Angeles region. Dozens of transit, highway and other mobility projects largely funded by Measure R are under construction or in the planning stages. These include five new rail lines, the I-5 widening and other major projects.

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