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## METRO WESTSIDE/CENTRAL GOVERNANCE COUNCIL

October 4, 2005

**SUBJECT: LINE 220 REPORT**

**ACTION: RECEIVE AND FILE**

### RECOMMENDATION

Receive and file Line 220 supplemental information report.

### ISSUE

On September 6, 2005 the Westside/Central Service Sector Governance Council met to:

- a) Approve the findings of the Public Hearing conducted on August 11, 2005, and
- b) Adopt the revised December 2005 Service Change Program.

The Council approved the changes to Routes 30, 33, 68, and 434. The council deferred action on Routes 4/304, 20/21, and 220 and requested staff bring back more detailed information and continue working with municipal operators on alternative service options. For those routes on which action was deferred, the earliest that proposed changes could now be implemented is June 2006.

This report is focused on providing additional information on Line 220.

### BACKGROUND

In June 1981, Line 877 was renumbered to Line 220. The northern portion of the route that operated from Hollywood Boulevard and Hawthorne Avenue to Wilshire and Robertson Boulevards was replaced with the current 220 routing and the southern portion was modified to operate along Fiji Way from Lincoln Boulevard to Fisherman's Village. While Line 877 operated every 32 minutes Line 220 was scheduled to operate hourly.

Summer of the following year, Line 220 was recommended for discontinuation due to low productivity. Letters to patrons during the spring of 1982 suggest this was due to the potential loss of federal operating assistance over the next three years. During this same period, the California Supreme Court affirmed the validity of Proposition A and, it appears there were no reductions in service.

The following tables outline the frequency, span of service, ridership, and service hours on Line 220 back to periods where data is available.

LINE 220 FREQUENCY AND SPAN HISTORY			
DATE	WEEKDAY	SATURDAY	SUNDAY
Dec-90	30" Peak – 60" 5:30am – 8:00pm	60" 7:00am-7:00pm	60" 7:00am-7:00pm
30 minute to Fisherman's Village and 60" to LAX Transit Center			
Jun-92	45" Peak – 60" 5:30am – 8:00pm	60" 7:00am-7:00pm	60" 7:00am-7:00pm
Dec-93	Same	Same	Same
June-94	Same	Same	Same
Dec-95	60" 6am – 8:00pm	Same	Same
Mar-96	Same	Same	Same
Jun-96	Same	Same	Same
Feb-98	Same	Same	Same
Nov-98	Same	Same	Same
Feb-99	Same	Same	Same
Jun-00	Same	Same	Same
Jun-02	Same	Same	Same
Jun-04	Same	Same	Same
Jun-05	Same	Same	Same

DATE	Ridership			Revenue Service Hours			Boardings/Service Hour		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Feb-90	1517	719	549	59	38	38	25.71	18.92	14.45
Mar-91	1508	No data	No data	57	No data	No data	26.45	No data	No data
Dec-91	1544	No data	No data	57	No data	No data	27.08	No data	No data
Sep-92	1351	No data	668	57	No data	38	23.70	No data	17.58
Dec-98	907	476	322	42.9	37.3	37.3	21.14	12.76	8.63
Jun-99	580	406	322	42.9	37.3	37.3	13.52	10.88	8.63
Dec-99	725	604	321	42.9	37.3	37.3	16.90	16.19	8.61
Jun-00	1070	390	468	42.9	37.3	37.3	24.94	10.46	12.55
Dec-00	1107	444	338	42.9	37.3	37.3	25.80	11.90	9.06
Jun-01	916	552	462	42.9	37.3	37.3	21.35	14.80	12.39
Dec-01	893	598	445	42.9	37.3	37.3	20.82	16.03	11.93
Jun-02	940	546	417	42.6	37.3	37.3	22.07	14.64	11.18
Dec-02	924	540	419	42.8	37.3	37.3	21.59	14.48	11.23
Jun-03	811	502	380	42.4	36.7	36.8	19.13	13.68	10.33
Feb-04	814	486	384	42.7	37	37.3	19.06	13.14	10.29
Jun-04	814	486	384	42.7	37.5	37.3	19.06	12.96	10.29
Dec-04	814	486	384	42.8	37.7	37.4	19.02	12.89	10.27

DATE	Ridership			Revenue Service Hours			Boardings/Service Hour		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Jun-05	820	480	360	42.9	37.4	37.4	19.11	12.83	9.63

Apparent from the information above, little has changed on Line 220 in recent years. Aside from a few periods when boarding per service hour were over 20, revenue service hours and span have remained the same, and ridership has been stagnant.

## DISCUSSION

For the December 2005 service change, staff recommended discontinuation of Line 220 due to low productivity. During the public hearing period several alternatives for improvement of Line 220 were advanced. These included increasing the frequency of service, marketing, and route modifications. The Council directed staff to seriously evaluate one detailed proposal submitted by an MTA patron. This proposal encompassed all of the alternatives mentioned above. It proposed a 45-minute frequency, route extension to Sunset Boulevard, route modification on the southern end, and marketing to hotels on Sunset Boulevard and promotion of the service as an LAX line providing direct service from the Sunset Strip and West Hollywood. Staff analyzed the proposal and ultimately did not recommend it to the Council based on the findings presented last month. Staff found the proposal did not provide direct service to the airport, the hotels to be high end and unlikely to generate ridership on the route, and that vehicle requirements would be higher than today, due to the inability to make a left turn from Culver Boulevard to Lincoln Boulevard.

Some time between the implementation of Line 220 in 1981 and December 1990, the frequency of service on Line 220 was increased to 30 minutes during the peak although there was a short-turn to Fisherman's Village. Within the next two years, that 30-minute frequency had been reduced to 45 minutes. By December of 1995, the frequency had been reduced to the present 60 minutes where it has remained to present. In the absence of ridership figures for this period, staff can only assume that the increase in frequency was to stimulate ridership, and the subsequent decreases came, as that expected increase in ridership did not materialize.

In a March 1996 Board staff report, a Status Report on the Operation of the Bus/Rail Interface Plan for the Metro Green Line, staff advised the Board that additional phases of the plan past Phase 3 would occur as funding became available. Line 220 was proposed to serve the Aviation Station. This proposal never materialized.

A September 1996 Board report recommended approval of two-year demonstrations for new services. One of these was "pending successful completion of negotiations with Ryder/ATE Management & Service Co., Inc. initiate a new flexible destination and fixed route service combining resources of Line 220, which demonstrates very low productivity and the Metro

Green Line Aviation Station Feeder Line 625, which is currently operated by ATE/Ryder". As best as staff can determine, this did not happen.

A July 2000 Board report calling for a September 2000 public hearing, recommended shortening of Line 220 to Fisherman's Village with alternative service to be provided by restructured Line 625. Today, Line 625 does not operate to Fisherman's Village and Line 220 duplicates Line 625 from World Way West to LAX City Bus Center.

For June 2003, Westside Sector staff at the time, called for the discontinuation of Line 220 due to low ridership and productivity. Nine people opposed and staff ultimately withdrew the recommendation with a response to continue to study the line for service alternatives, and to coordinate those efforts with Culver City Bus and Santa Monica Big Blue Bus.

As part of the MTA's 2001 Call for Projects, the MTA in July 2001 authorized the programming of funds to the City of Los Angeles Department of Transportation (project sponsor) for Los Angeles Neighborhood Initiative (LANI) Bus Stops and Pedestrian Enhancements on south Robertson Boulevard between Cattaraugus and Cadillac Avenues. The funding provided for bus stop improvements at 6 stops. With sponsor funding the programmed budget was approximately \$250,000.

In March 2005, sector staff requested marketing for Line 220. That request was filled in August 2005 with a bus card and take one campaign, promoting taking the Line 220 to the Marina. Based on the ridership, and lack of generators along the route, Marketing did not feel a direct mail campaign was cost beneficial.

**CURRENT SEGMENT RIDERSHIP AND PRODUCTIVITY**

In response to questions from the Council, the table below shows boardings and productivity by segment on Line 220.

SEGMENT BOARDINGS AND PRODUCTIVITY						
Segment	Weekday		Saturday		Sunday	
	Brdgs.	Productivity*	Brdgs.	Productivity*	Brdgs.	Productivity*
W. Hollywood-National Bl.	443	30.5	217	17.5	187	15.2
National Bl.-Fisherman's Village	254	19.3	142	12.8	112	10.1
Fisherman's Village- LAX Bus Center	117	7.2	127	8.6	85	5.7
Total	814	19	486	12.9	384	10.3

\*Boardings/revenue service hour

The strongest segment based on boardings is from West Hollywood to National Boulevard. However, this is the only segment that is above 20 boardings per hour and only on weekdays. Of the boardings on Robertson, 215 on weekdays, 79 on Saturday, and 92 on

Sunday are along the same segment where Big Blue Bus operates. Staff cannot determine how many of those customers complete their trip within that segment.

In the weakest segment from Fisherman's Village to LAX, approximately 15 people on weekdays could potentially use the 625. However, the 625 operates weekdays, peak hours only.

During the most recent public hearing process, Culver City proposed assuming a portion of Line 220 service from Venice and Culver to Fisherman's Village on weekdays and Saturday from 6 a.m. to 6 p.m. Culver City proposed two buses on a 40-minute headway. Using the present segment ridership, the productivity on weekdays would be 10.2 boardings per revenue hour, and on Saturdays 5.7 boardings per revenue hour.

## **CONCLUSION**

The MTA's Transit Service Policy calls for productivity guidelines to be used to ensure that Metro services are effective and provide a reasonable return on investment. These measures are applied to all Metro bus routes in operation for more than a year, and are used to flag services that are not performing up to expectations. Corrective actions could include marketing, service restructuring, serving the demand with an alternative service or elimination of service. A route performance index is used to measure the performance of each route in the system. Routes with a performance index lower than 0.6 are defined as performing poorly. The performance index for Line 220 was 0.4 in fiscal year 2004 and 0.38 in fiscal year 2005.

In May 2005, the Special Master ordered Metro to amend its Transit Service Policy to revise the Route Productivity Index methodology. The revised Route Performance Index incorporates load factor compliance as part of a bus route's overall performance rating. This change will improve the score of individual bus routes that have a high rate of compliance, and reduce the number of bus routes not meeting the minimum standard. With this change the performance index for Line 220 is .51 for fiscal year 2006, and still below the .60 standard.

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