

**Agenda Item 11****SAN GABRIEL VALLEY GOVERNANCE COUNCIL
November 14, 2006****SUBJECT: LINE RIDERSHIP TRENDS****ACTION: RECEIVE AND FILE****BACKGROUND****SGV Sector Ridership**

Sector staff began receiving monthly ridership data for our lines about six months ago. This data is now available from July 2005 thru September 2006. Attachment A illustrates the average weekday ridership for all San Gabriel Valley Sector bus lines for each month of this 15-month period. From September 2005 to September 2006 SGV Sector ridership on the 27 lines that we manage, average weekday ridership has increased from 197,200 to 208,600. This is an increase of 8.3%. The entire Metro bus service weekday ridership increased from 1,225,000 to 1,272,000 or an increase of 3.8%.

A portion of the SGV Sector's increase of about 16,000 weekday ridership was the result of the expansion of Line 780 (Pasadena-Glendale-Hollywood-Fairfax) in late June 2006 to absorb Fairfax Rapid Line 717. Line 717 was attracting about 5,000 boarding passengers per day.

Not included in the ridership totals for SGV is the service we operate for other sectors. We presently provide service 32 buses out of our peak service of 396 buses. Ridership data is not readily available for bus level boardings, but it is estimated that these buses are attracting about 27,000 passenger boardings per weekday.

Ridership data is collected on an on-going basis using the Automated Passenger Counting equipment on nearly all of the Metro buses. While this equipment is on nearly all of our buses, due to other factors, not all stops or all bus trips are being recorded.

SGV Line Level Ridership

For the period from September 2005 to September 2006, 21 of the 27 bus lines the San Gabriel Valley Sector manage, showed an increase in average weekday ridership. This is illustrated on Attachment B. There were three lines that recorded ridership decreases of more than 10%. Two of these lines had their route and service reduced significantly in December 2005; Lines 170 (El Monte Sta. – Montebello Town Ctr.) and 255 (County/USC Hospital – Whittier Bl.). These lines showed ridership decreases of about 64% and 50%, which is approximately the percentage of

route miles reduced. Line 255 will be cancelled in December 2006 with alternative service to be provided by DASH Boyle Heights-East Los Angeles.

Line 684 (Pomona Transit Ctr.-Cal Poly-Brea Mall) also showed a significant decrease in ridership of about 10%. This line has been struggling for ridership due to the limited level of service (every 45 – 60 min.) and the traffic congestion on the 57 freeway that causes poor on-time performance.

On the positive side, eleven lines showed ridership increases of 10% or more. These Lines are:

- 780 + 113% 201 + 32%
- 489 + 20% 258 + 16%
- 484 + 16% 687 + 15%
- 751 + 14% 251 + 12%
- 175 + 10% 268 + 10%
- 490 + 10%

With the exception of Lines 175 (Hyperion – Talmadge Shuttle) and 687 (Los Robles – Fair Oaks Shuttle) all of these lines are commuter or longer distance traveler lines. This trend fits well with the agency's Metro Connection program that emphasizes heavy corridor longer distance traveler lines.

NEXT STEPS

Staff will provide updates on Sector and line level ridership trend to the Governance Council every six months.

ATTACHMENTS

[Attachment A: SGV Sector Weekday Ridership Trends](#)

[Attachment B: SGV Line Level Ridership Changes](#)

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