

# Rapid Express Demonstration Project Status Report

Metro Operations Committee Meeting  
November 2007



**Metro**<sup>™</sup>

# Background

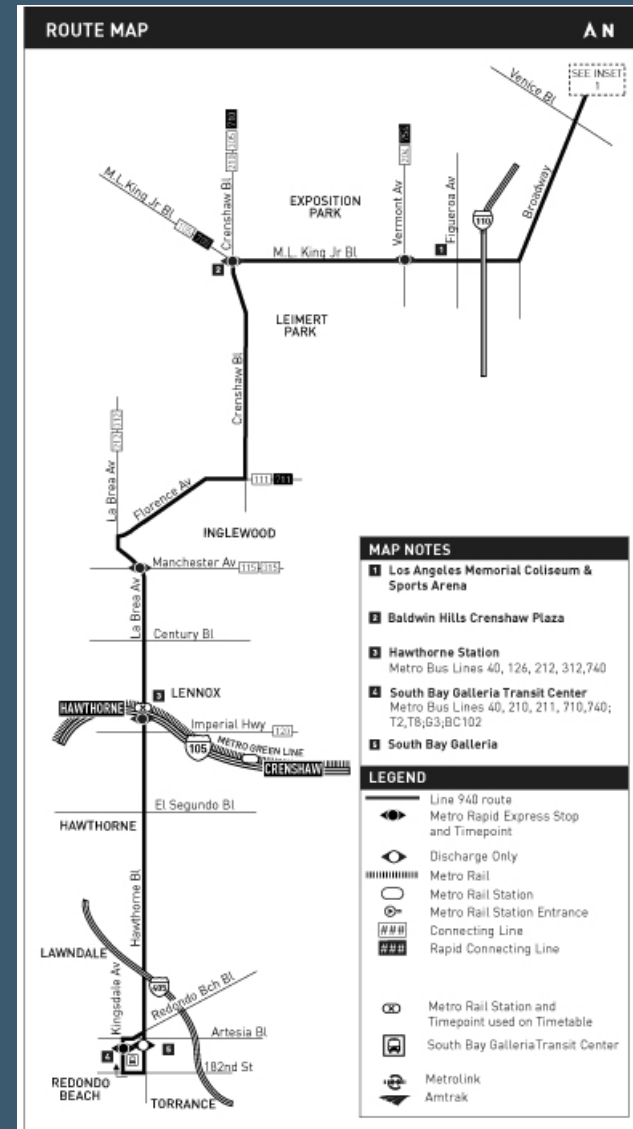
- Designed to attract riders by providing faster service in major corridors with longer than average trip distances.
- Pilot program consisting of two services, (920: Wilshire Rapid Express and 940: Hawthorne Rapid Express) implemented in June 2007.
- Success measures for the program are ridership, improved travel time and customer satisfaction.
- This report provides some early results.



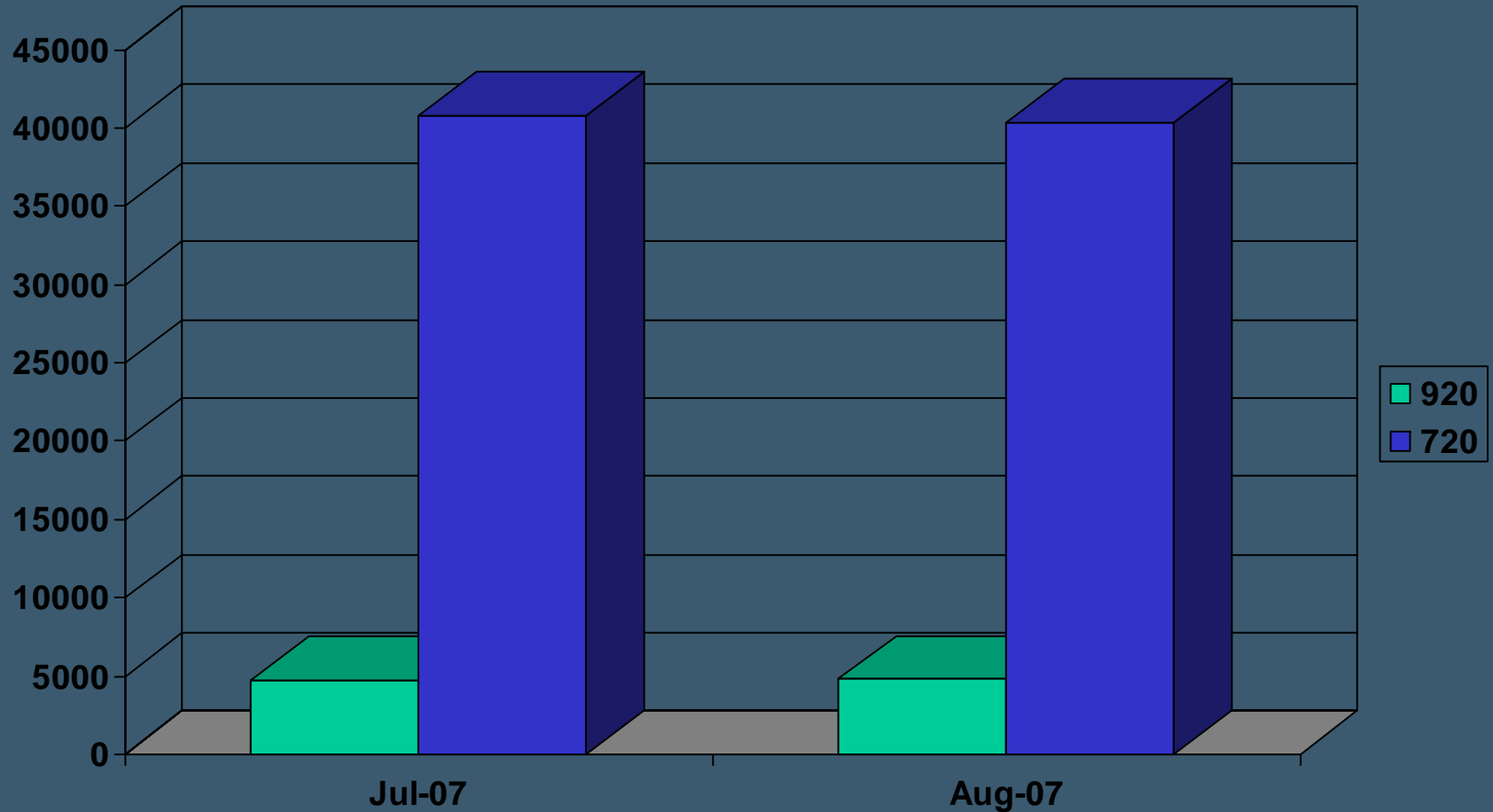
# 940: Hawthorne Rapid Express

## Key Characteristics

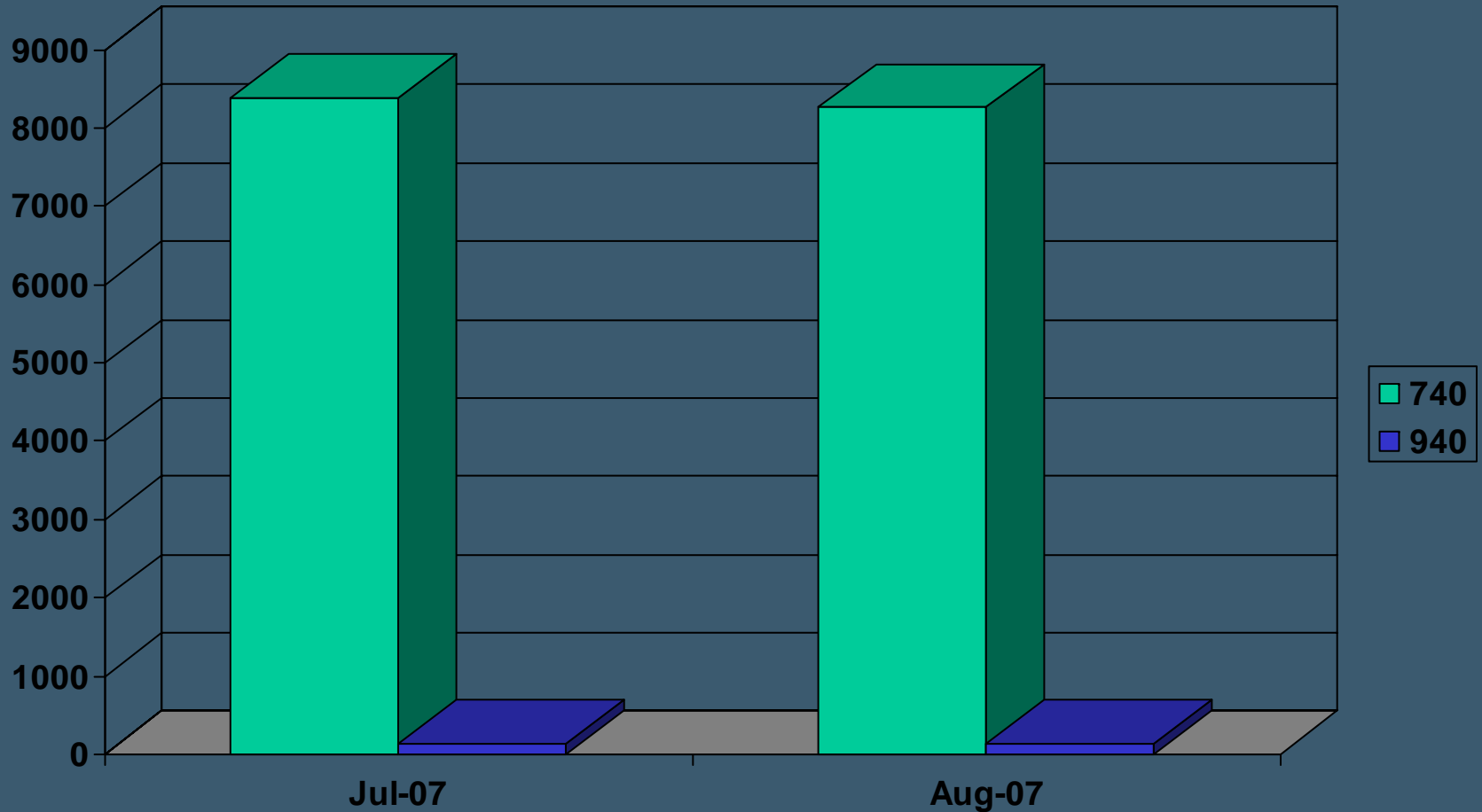
- Span - Operates weekday peak hours (peak direction only) Northbound from 5:45 am-8:30 am and southbound from 4 pm-6:50 pm
- Frequency - 30 minutes
- Peak Buses – 4
- Daily Bus Trips – 8
- Daily Service Hours – 9.4
- Route Length - 19.6 miles



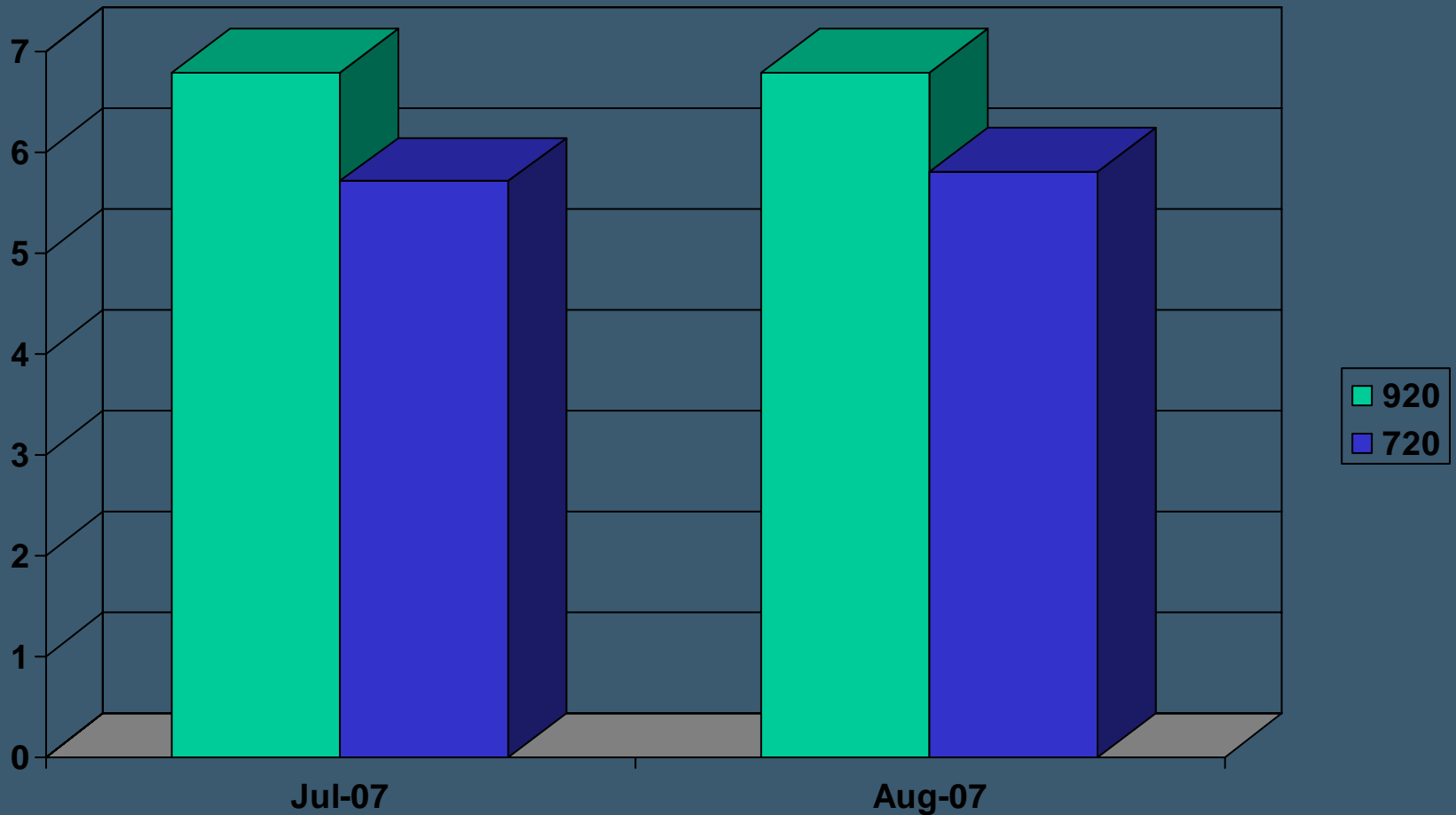
# Average Daily Boardings- Wilshire



# Average Daily Boardings – Hawthorne

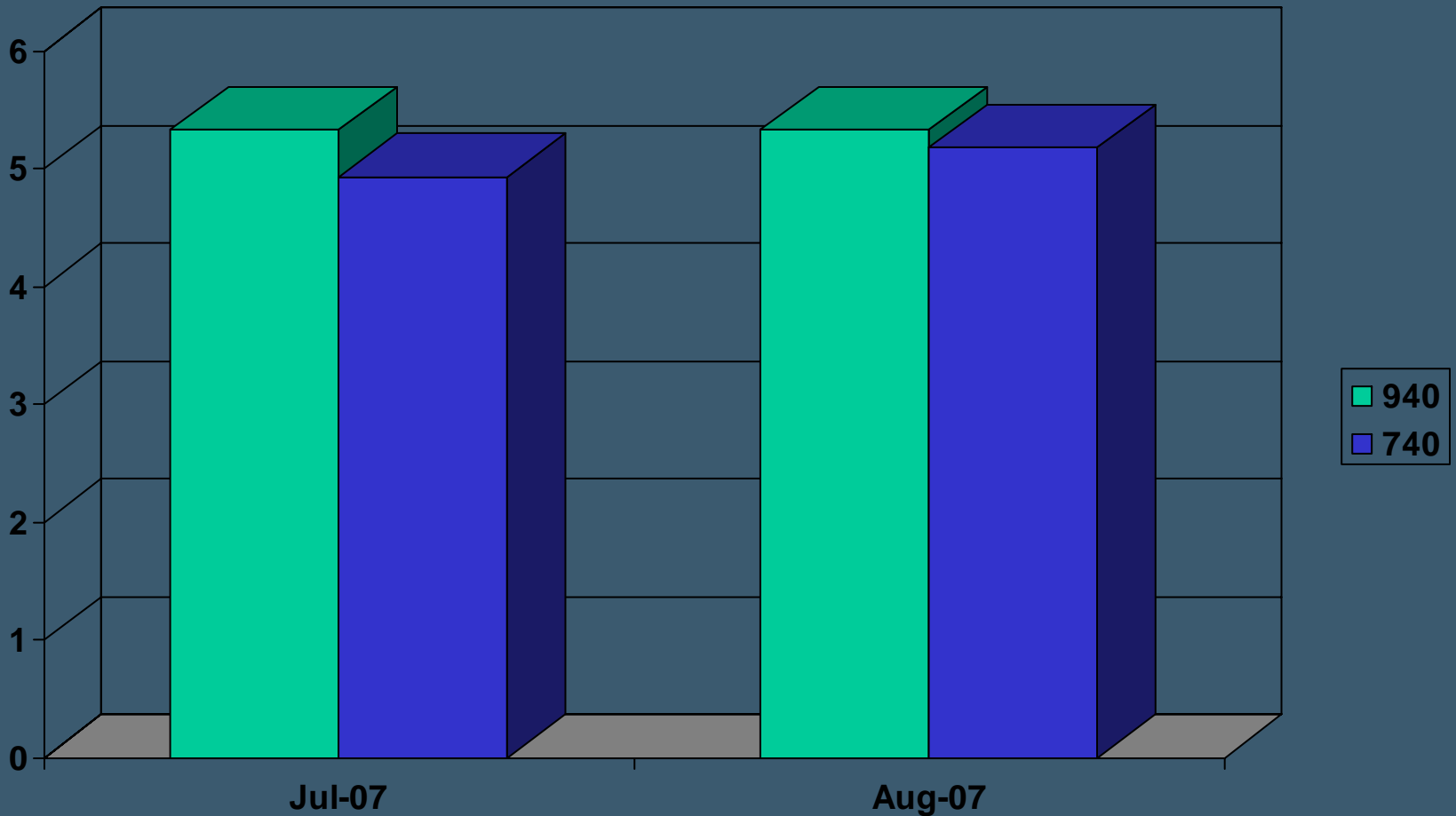


# Average Trip Length - Wilshire



System average trip length for Metro Rapids is 4.6 miles  
and for local service it is 3.8 miles

# Average Trip Length - Hawthorne



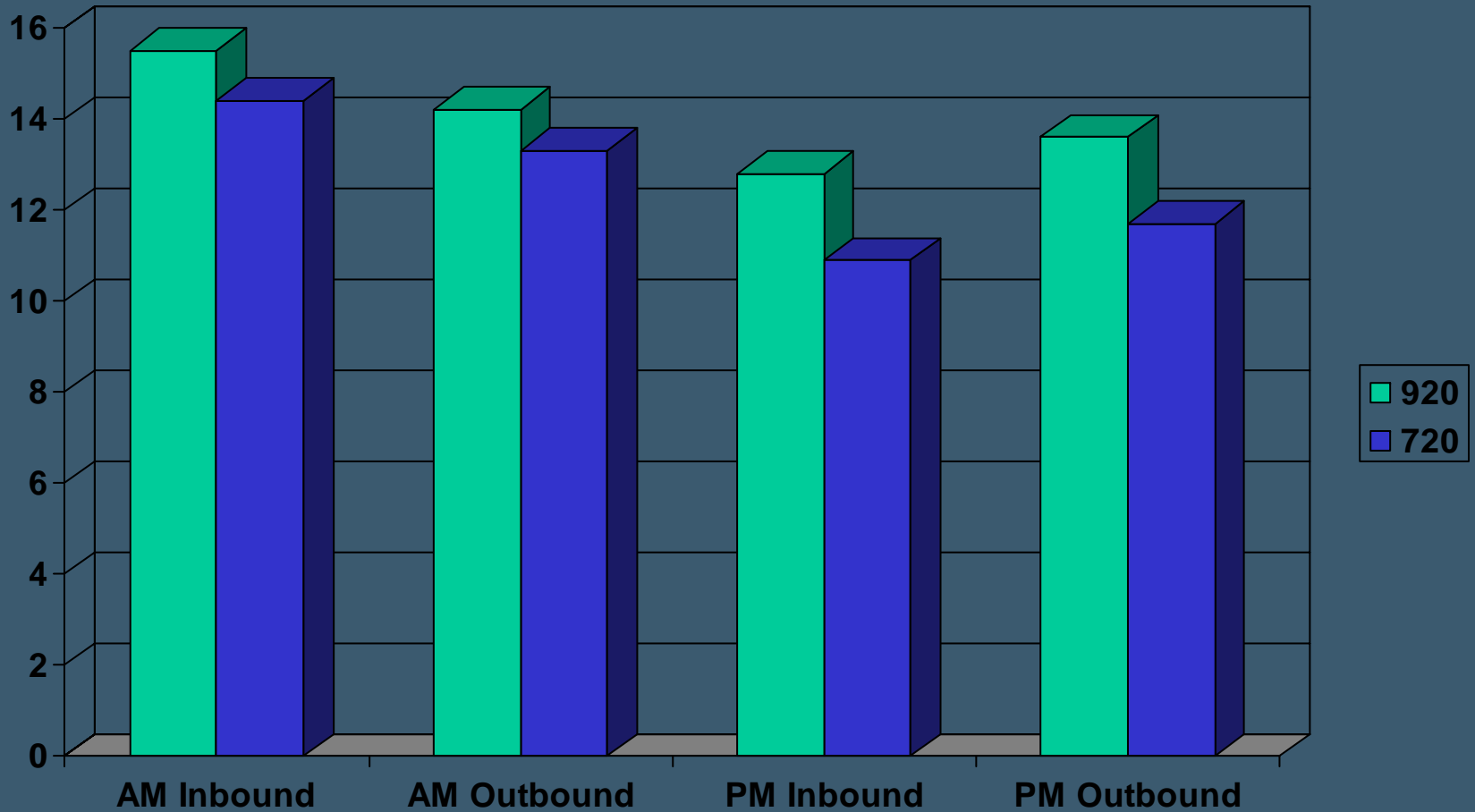
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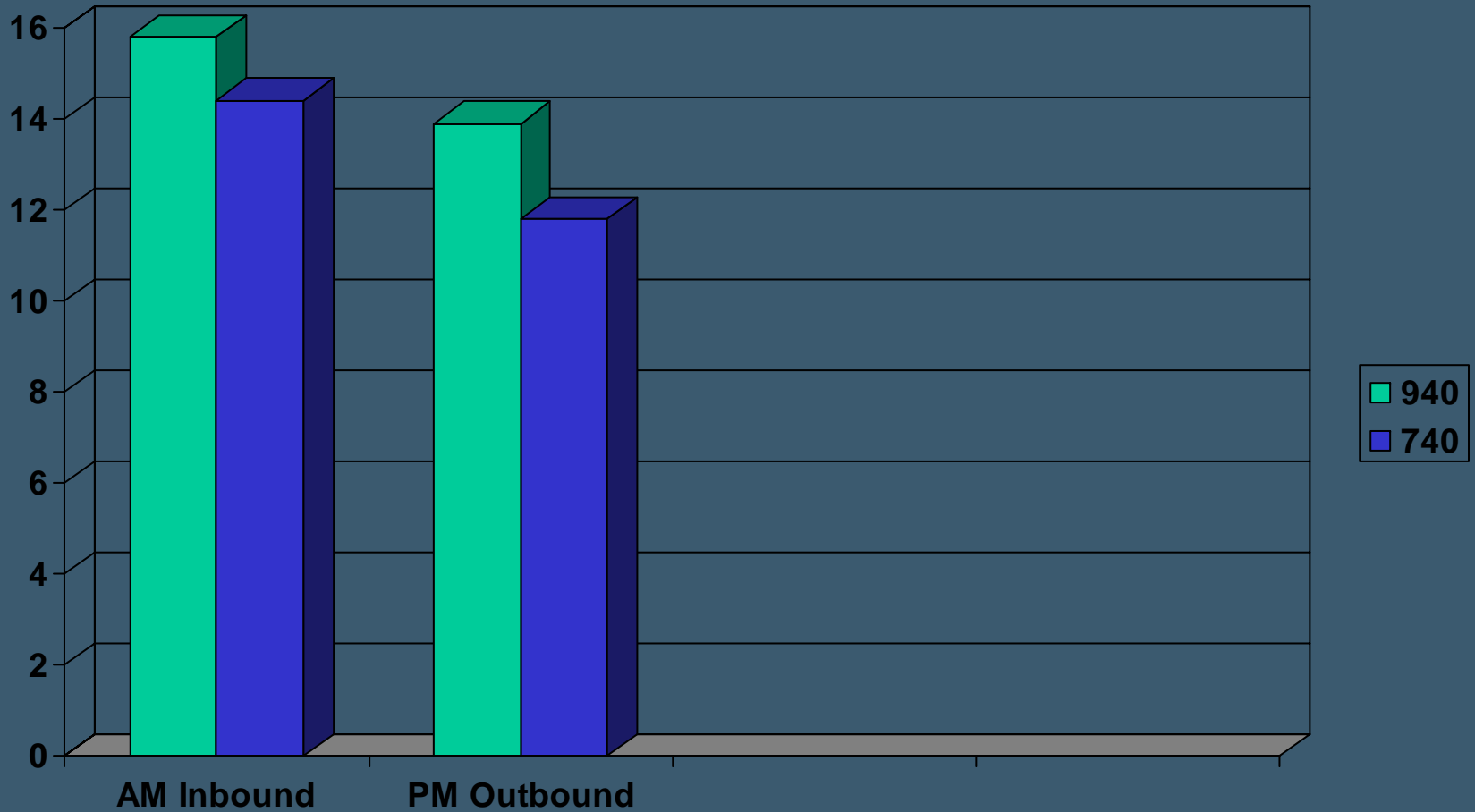
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# Wilshire Avg. Travel Speeds



# Hawthorne Avg. Travel Speeds



# Marketing/Outreach Efforts

- King ads on 600 buses
- Bus Bench ads along Rapid Express Corridors
- 72,000 Take-Ones distributed system-wide
- “Express” dashboard signage and customized purple headsigns
- Bus Cube Inserts
- Bus Interior ads
- Radio/Print ads

# Preliminary Findings

- The market for Metro Rapid Express service is limited primarily to a subset of the existing Metro Rapid riders.
- Metro Rapid Express offers a small travel time benefit that is solely the result of eliminating stops.
- Ridership needs to be concentrated at a few stops for candidate corridors.

# Next Steps

- Consider schedule adjustments and possible route extension on 940 in December 2007.
- Reassign 40 foot buses to the 920 and reduce the service frequency in the off peak direction in December 2007.
- Work with Marketing to promote these services to major employment centers along the alignments.
- Continue to monitor service performance.
- Complete passenger surveys and report back on results.