



Metro™

Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

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**OPERATIONS COMMITTEE
SEPTEMBER 18, 2008**

SUBJECT: LINE 442
ACTION: RECEIVE AND FILE

RECOMMENDATION

Receive and file report on Line 442 (Union Station – Inglewood – Hawthorne Station).

ISSUE

The Board previously approved a motion in June 2007 to continue express bus service on Line 442. The motion included a unique performance standard indicating Line 442 would not continue if less than 60% of the seats were occupied. Line 442 has not attained this level of ridership despite an extensive advertising campaign to attract more riders.

BACKGROUND

Following a public hearing and comment period, the South Bay Governance Council approved the discontinuation of Line 442 in March 2007. The Council took this action based on low ridership on Line 442 and the abundance of alternatives including local and Rapid bus service, plus fixed guideway alternatives such as the Harbor Transitway and the Metro Green Line.

The motion also called for Line 442 route promotion. Staff implemented an extensive marketing campaign including newspaper advertising, bill boards, bus benches, and brochures. A sample of the promotion material is included in Attachment B.

According to the Automatic Passenger Counters, the ridership has increased slightly over a year ago, although Line 442 still does not carry enough passengers to meet the required 60% load factor. To meet the required 60% load, Line 442 would need to carry 24 passengers on average (60% of the 40 seats filled). Instead, Line 442 carries less than 15 average maximum passengers on-board per trip. Attachment B shows the average maximum load for Line 442. For comparison purposes, Attachment B also shows the 60% load factor specified in the Board motion, and the total number of seats provided in the AM peak period.

In response to the staff assertion in 2007 that ample alternatives exist, Line 442 riders pointed out that the transfer point from Manchester Avenue to the Harbor Transitway was not safe due to crime and homeless encampments. In the past year, the security and

cleanliness of the Manchester Transitway Station has improved. Law enforcement agencies, including the California Highway Patrol and the Los Angeles Police Department, in addition to the contracted Los Angeles County Sheriff Transit Bureau, have increased presence in the vicinity. The homeless encampments at Manchester Station are not as prevalent as they were one year ago. While the problem has not gone away completely, the homeless have moved away from station facilities including elevators and stairs. Also, Facilities Maintenance has made concerted efforts to replace lighting fixtures and to keep the station area clean.

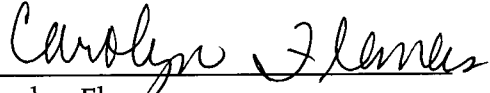
NEXT STEPS

Upon Board direction, staff will return with a recommendation to either cancel or continue operation of Line 442. The Board could recommend continuing the service in full or approve continuation of only the most productive trips, i.e., operating six or eight trips per day to meet the peak demand instead of the 12 trips that operate today. Loads by trip are shown in Attachment C.

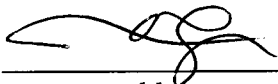
ATTACHMENT

- A. Line 442 Maximum Average Loads January – June 2008
- B. Line 442 Promotional Material
- C. Line 442 Loads by Trip

Prepared by: Dana Coffey, General Manager – Metro South Bay

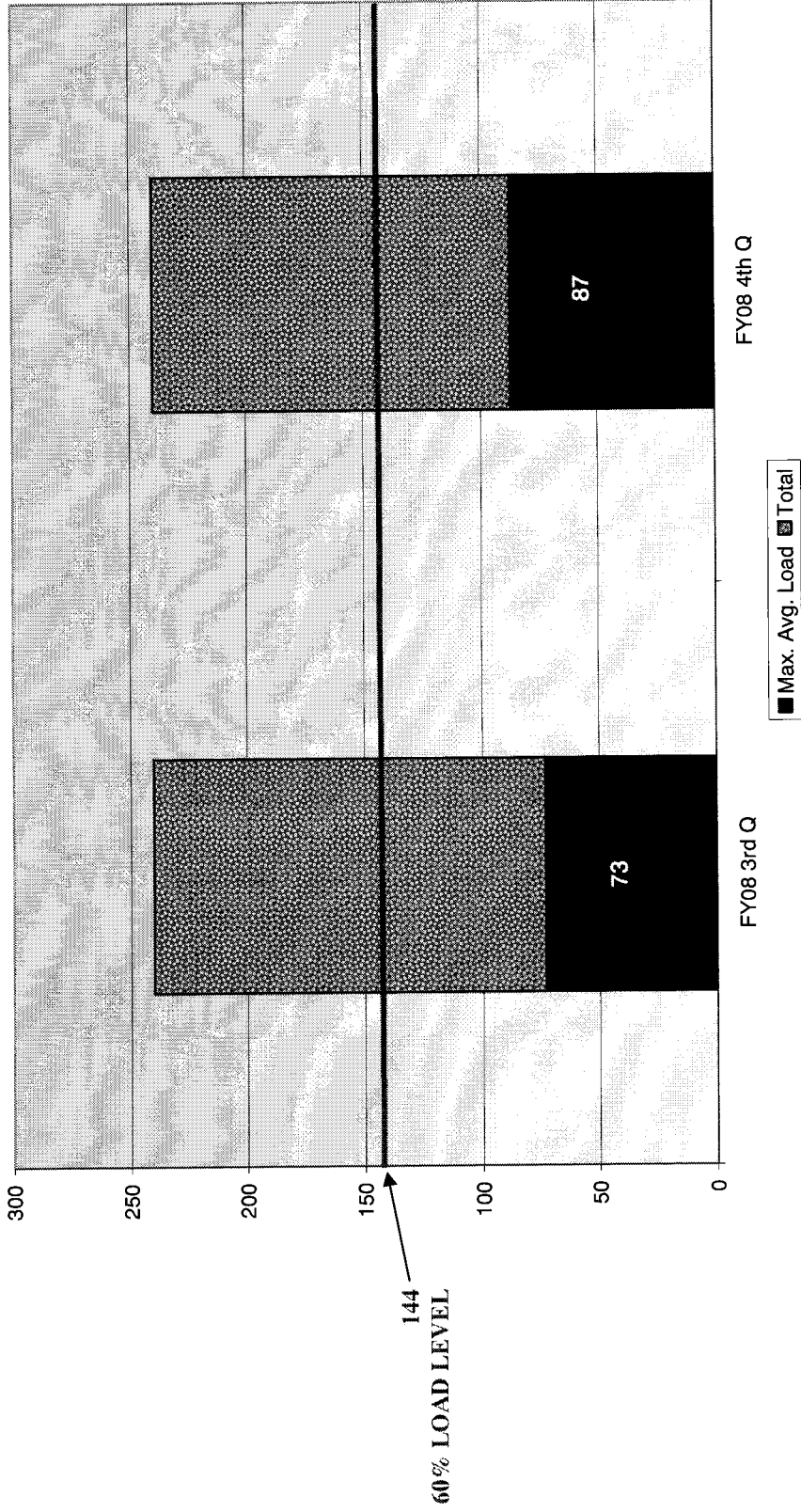


Carolyn Flowers
Chief Operations Officer



Roger Snoble
Chief Executive Officer

Line 442 Maximum Average Loads Jan - Jun 2008



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**No, no, please.
Don't get up.
Line 442 direct to
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