

DEVELOPMENT OF THE SILVER LINE

Prior to the Silver Line, four express services operated from the South Bay through the Harbor/Gateway and on to Downtown LA on the Harbor Transitway. These services were poorly utilized, and headways were not coordinated on the Transitway. The 900 space park and ride lot at H/GTC was nearly empty, with only approximately 10% utilization on weekdays. In preparation for the Silver Line implementation in December 2009, staff analyzed the ridership patterns of each individual line. The conclusions were as follows:

- Previous Lines 444, 446 and 447 collectively carried 7,760 boardings per weekday. Of this number, 5,200 (67%) boarded and alighted on the local portion of the route, and 1,400 (18%) boarded between Downtown LA and the H/GTC. Patrons from the South Bay boarding before the H/GTC and riding to Downtown LA accounted for only 1,160 (15%) of the boardings.

In summary, the majority of the boardings and alightings took place along the local portions of the previous lines. Downtown LA was not a major attraction for local South Bay residents, and the low number of patrons parking at the Harbor/Gateway TC was an indication that the previous express services were not working.

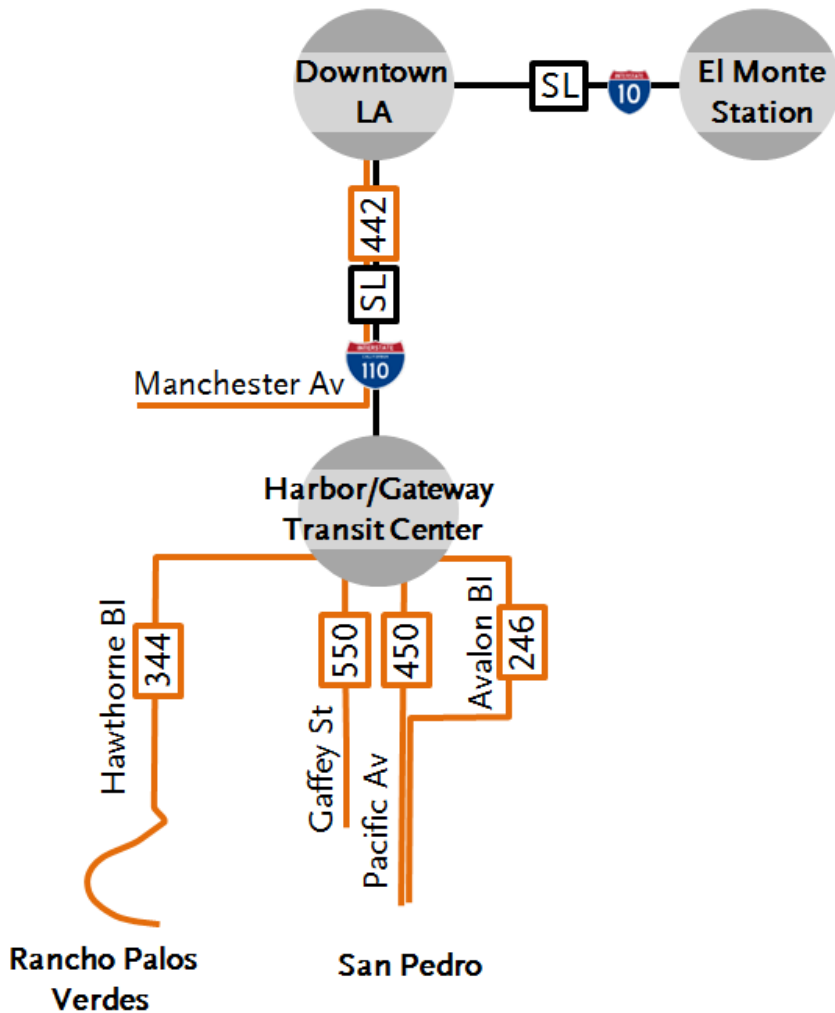
Customer Survey - Based on the data analysis above, Service Planning staff surveyed patrons of the three existing express lines prior to the implementation of the Silver Line with the following results:

- Provide more late night service. *The last Silver Line bus now leaves Downtown LA at 1:22AM.*
- Provide direct connection from South Bay to CSULA. *Silver Line buses are through routed in Downtown, eliminating a transfer to reach the college from the South Bay.*
- Improve on-time performance. *As noted below in Existing Service section, OTP has greatly increased on Lines 246 and 344, benefiting local patrons.*
- Cleaner buses, better A/C, faster speeds. *Express Lanes funding was provided to buy new buses dedicated to the Silver Line (dedicated buses for a line reduces graffiti and stay cleaner). Stops were reduced in Downtown LA to reduce travel time.*
- Lower fares, don't charge to transfer. *In order to reduce the "transfer penalty" of existing patrons and encourage new ones, a unique fare structure was established whereby Day Pass Tap users could ride the Silver Line at no additional charge.*

While this Motion is focused on the Harbor Transitway portion of the Silver Line, data for Lines 484 and 490 which eventually terminated at El Monte Station had similar

statistics. Only 12% of the total combined ridership continued west of El Monte Station to Downtown LA, showing that the core ridership was east of the station.

- The Silver Line has approximately 7,100 boardings at the H/GTC, and local replacement service, Lines 246 (ex-446) and 344 (ex-444) carry 5,100 (similar number prior to the Silver Line implementation). Therefore, combined South Bay ridership has increased by 57%, mostly due to the Silver Line.



The following lines also serve the H/GTC but are not part of this report: Metro Lines 51, 130, 205, 352, Torrance Transit Lines 1, 4 and 6, Carson Circuit, and G-Trans Lines 1, 2 and 4.

EXISTING SOUTHBAY SERVICES CONNECTING TO THE SILVER LINE

Line 246 – This line replaced express Line 446. Operating from the Korean Bell or Pacific Av and 21St in San Pedro to H/GTC, the line serves the communities of Wilmington and Carson. Previously, Line 446 operated in the peak only from the Korean Bell in San Pedro to Union Station. The travel time was up to one hour and thirty minutes from the Korean Bell to Union Station; on-time performance was 59%. Today, on-time performance is 73%.

During the base period, service terminated from San Pedro at the H/GTC. This was due to low demand from San Pedro to Downtown LA in the mid-day. Patrons transferred at the H/GTC to either Lines 444 or 445 and continued to Los Angeles.

Old Line 446 operated every 30 minutes in the peaks and hourly in the base period, seven days a week. Today, Line 246 operates every 20 minutes in the peaks and hourly in the base period.

Line 344 – This line replaced express Line 444. Operating from Palos Verdes, it travels through the areas of Rancho Palos Verdes, Rolling Hills Estates, and Torrance. The travel time when operating to Downtown Los Angeles was as high as one hour and thirty five minutes, with an on-time performance rating of 57%. Today the travel time from Palos Verdes to the H/GTC is approximately 60 minutes, with an on-time performance rating of 80%.

Service on old Line 444 was every 20-30 minutes in the peaks, and hourly in the base period. Today on Line 344, peak service is now every 10-30 minutes and base service remains at every 60 minutes.

Line 450 – Operating since June 2005, Line 450 operates as an express line from San Pedro to Figueroa and 5th St in the peak periods, and shortlines in the base period and on Saturday and Sunday at the H/GTC. Passengers may transfer to the Silver Line to complete their trip to Downtown LA.

Silver Line – The Silver Line from Downtown LA to the H/GTC operates every five minutes in the peak periods and every 15 minute in the base period. Travel time from the H/GTC to Downtown LA is 30 minutes, and to El Monte Station is one hour.

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