

**ITEM 20**

# **New Blue Update**

**May 16, 2019**

**Operations, Safety & Customer Experience Committee**



**Metro**

# New Blue Improvements Project

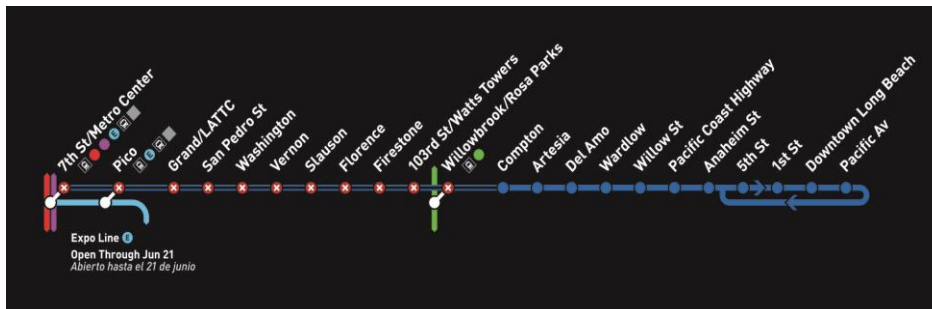
## Phase 1 and Phase 2

### South Segment (Phase 1)

- Scheduled to re-open between Downtown Long Beach and Compton Station on Saturday, June 1, 2019
- Construction and station improvements are in the final stages
- Test trains are now running between 103rd/Watts Towers and Downtown Long Beach and will continue through the end of May 2019
- Metro will continue to prioritize safety, service and reliability at all project stages, including the transition between the south and north segment closures

### North Segment (Phase 2)

- Blue Line: Out of service between Compton Station and 7th St/Metro Center starting **Saturday, June 1, 2019** through September 2019
- Expo Line: Pico and 7th St/Metro Center stations will close for 60-days starting **Saturday, June 22, 2019**
- Blue Line Willowbrook/Rosa Parks Station: Will remain out of service during the North Segment closure
- Green Line Willowbrook/Rosa Parks service will remain open



# New Blue Phase 2

## Blue Line Bus Shuttle Service Overview

### Blue Line **Local** Shuttle – 864 (Free)

- Serving all closed stations operating Blue Line hours
- Frequency: 6 -12 mins during peak, 12 mins during mid-day and weekends & 20 mins during late nights

### Blue Line **Select** Shuttle – 863 (Free transfer with TAP or \$1.75)

- Serving select closed stations, Monday through Friday, peak hours (5:30 am – 10am, 3–7:30pm)
- Frequency: 12 mins during peak

### Blue Line **Express** Shuttle – 860 (Free transfer with TAP or \$1.75)

- Express stops Monday through Friday (5am – 7:30pm); Saturday and Sunday (10am – 6pm)
- Frequency: 6 -12 mins during peak and 20 mins during mid-day and late nights

Starting Saturday, June 1, 2019 through  
September 2019



# New Blue Phase 2

## Expo Bus Shuttle Service & Alternate Route Service

### Expo Line Local Shuttle – 856 (Free)

Serving LATTC/Ortho Institute, Pico, and 7th St/Metro Center stations

Red/Purple Lines will remain open

Expo Line Bus Shuttle service will be provided in addition to Blue Line shuttles

Frequency: 6 -12 mins during peak, 12 mins during mid-day and weekends & 20 mins during late nights

### Alternate Route Service

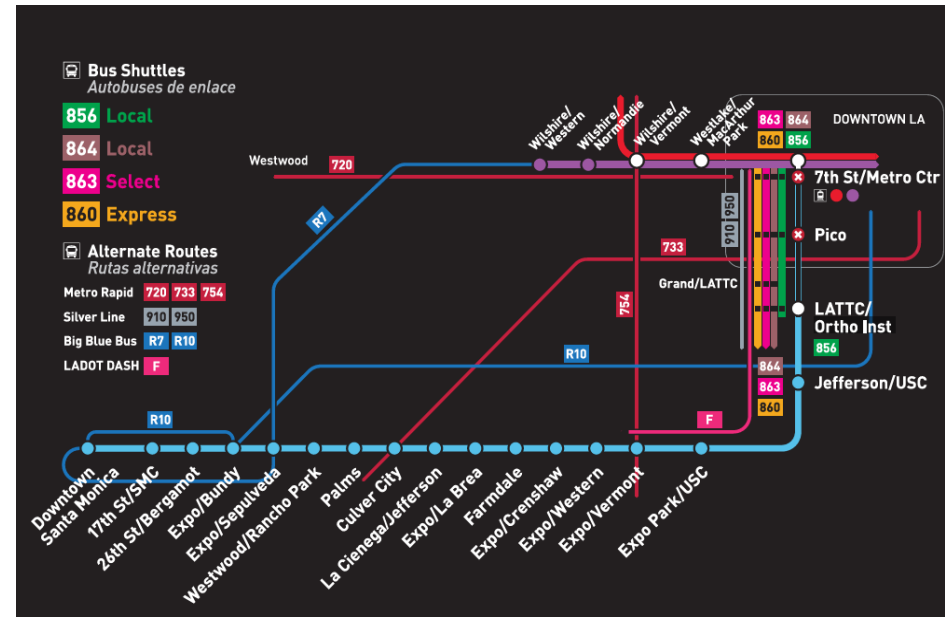
Metro Rapid: 720, 733 & 754

Metro Silver Line: 910 & 950

Big Blue Bus: R7 & R10

LADOT DASH: F

Starting Saturday, June 22, 2019 through September 2019

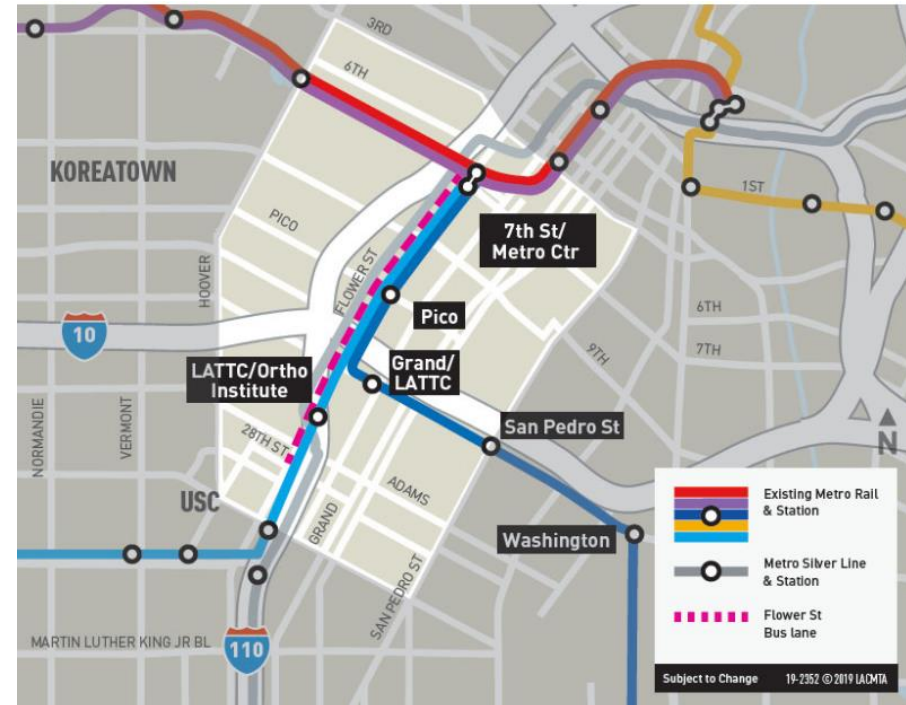


# New Blue Phase 2

## Flower Street Bus-only Lane

- Flower St from 7th to 28th St/I-110 ExpressLanes is utilized by multiple bus operators & thousands of riders
- New Blue North Segment closure is expected to increase the number of buses in the DTLA corridor (about 60 buses per hour travel the area during evening peak periods)
- Metro and LADOT will implement a temporary bus-only lane to reduce transit congestion and improve mobility during the New Blue Improvements Project (North Segment)
- Convert the curb lane on Flower St into a bus-only lane during weekday evening peak hours from 3pm-7pm
- Revise the “No Parking/Stopping” zone from 4pm-6pm to 3pm-7pm

Starting Monday, May 20, 2019 through September 2019



# New Blue Phase 2

## Communications Plan: Pre-Closure Outreach

### Briefings and Presentations to:

- Service Councils, Elected officials, Corridor cities, and Transit Operators (March - ongoing)
- Targeted community events, Town Halls, recreational centers, and schools (March - ongoing )

### Direct Customer Communication

- Rail posters and car cards (late April - ongoing)
- Direct-mail piece to Blue Line and Expo Line corridors (within .5 mile) (May)
- Station and Operator announcements (May - ongoing)
- Pre-closure temporary signage at stations (May - ongoing)
- Dedicated hotline and email (ongoing)
- In-person station outreach (Late April - ongoing)

### Traditional and Digital Media:

- News releases and Press Conference (May 29)
- Agency blogs and social media (April - ongoing)
- Advertisements: (May - ongoing)
  - Includes ethnic media: Spanish, Khmer, Korean, Filipino, Chinese, Japanese
  - Third party application coordination (May - ongoing)

# New Blue Phase 2

## Temporary Signage and Wayfinding Highlights

### Pre-closure:

- Station specific signs with: bus shuttle stop location map and directions, bus shuttle diagram, and closure information.
- General signage to notify customers about the closure.

### During the Closure:

- Station specific banners with bus shuttle location map and directions, bus shuttle diagram, closure information, TAP access information, and location of nearest vendor.
- Wayfinding signs from each station to the corresponding bus shuttle stop.
- Bus shuttle blades with bus shuttle information.
- Eye level signs accompanying the bus shuttle blades with bus shuttle diagram information.

# New Blue Phase 2 Temporary Signage and Wayfinding

## Pre-Closure Station Signage

**Blue Line**

**Station Closures**  
*Cierres de estacion*

**7th St/Metro Center to Compton**  
*Autobuses de enlace y rutas alternativas*

**Sat Jun 1 – Early Oct**  
*Sábado 1 de junio hasta los últimos de septiembre*

**Bus Shuttles & Alternate Routes**  
*Autobuses de enlace y rutas alternativas*

**Bus Shuttle Location**  
*Sitio de autobuses de enlace*

*metro.net/newblue*

## Closed Station Banners

**Blue Line**

**Station Closed**  
*Estación cerrada*

**Bus Shuttle Location**  
*Sitio de autobuses de enlace*

**Sat Jun 1 – Early Oct**  
*Sábado 1 de junio hasta los últimos de septiembre*

**This station is closed due to the New Blue Improvements Project. Please use bus shuttles and alternate routes.**  
*Esta estación está cerrada debido al nuevo proyecto de mejoras de Metro Blue Line. Por favor, utilice los autobuses de enlace y las rutas alternativas.*

[metro.net/newblue](http://metro.net/newblue)

## Wayfinding & Bus Shuttle Blades

**Shuttle Bus**

**Northbound**

**Southbound**

**Shuttle Bus**

**Northbound**

**Southbound**

**Metro**

**Metro**

**Shuttle Bus Northbound**

**860 Express Downtown Long Beach**

**861 Select Downtown Long Beach**

**862 Local Downtown Long Beach**



**No Trains**

**Shuttle Bus**

**Go to Long Beach Av/ Vernon Av**

**TAP vendor available at**  
Mundo Check Cashing  
1713 E. Vernon Av #113  
Gumbo Market  
1610 E. Vernon Av

**Metro**