

ATTACHMENT A

MOTION BY DIRECTORS ANTONOVICH AND NAJARIAN

System Safety, Security and Operations Committee

August 18, 2016

Amendment to Item #30: Performance Updates on Line 501 Pilot Express Bus Service

MTA's 501 Pilot Express Bus (Line 501) began service March 1, 2016, providing a quick connection between the Orange and Gold Lines. While Line 501 has yet to meet its anticipated performance measures, ridership appears to be slowly but steadily increasing. The Los Angeles Department of Transportation runs a similar line that serves an additional 300 daily peak riders. If combined, weekday ridership between the two lines has reached 1371. MTA staff is recommending that the Line 501 Pilot be extended an additional 180 days and that service modifications be approved to improve scheduling efficiencies and increase service.

We believe, in addition to the staff recommendations above, that new wayfinding signage, an expanded marketing plan, and a reduction in fares may result in Line 501 exceeding its anticipated performance measures.

WE THEREFORE MOVE THAT, the CEO direct staff to:

1. Place wayfinding signage at stops along Line 501, including North Hollywood station, Burbank, Glendale, Del Mar station and Memorial Park station to ensure that riders can easily locate Line 501; and
2. Ensure that Line 501 is included on existing informational signage at each stop that lists connections and destinations;

WE FURTHER MOVE THAT, the CEO report back to the board at the October 2016 board meeting with:

An expanded plan to increase Line 501 ridership that includes, but is not limited to:

1. A feasibility study for reducing fares to match MTA's regular fare and transfer structure and/or promotional programming that offers free or discounted fares;
2. Identification of weekend sporting, concert, holiday, cultural and other major events in the City of Los Angeles and the cities along the SR-134 and I-210 corridors, coupled with a cost-effective marketing plan that promotes Line 501 service as a preferred mode of transportation to those events;
3. New eye-catching marketing materials such as seat drops and signage on the Orange and Gold Lines that promote destinations by way of Line 501 connections, such as Hollywood Burbank Airport; and
4. A cost estimate and the feasibility of including Line 501 on system map kiosks.