

**Board Report**

File #: 2019-0731, **File Type:** Fare / Tariff / Service Change

Agenda Number: 24.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
OCTOBER 17, 2019**

SUBJECT: FREE METRO A LINE RIDES FOLLOWING COMPLETION OF THE NEW BLUE IMPROVEMENTS PROJECT

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

APPROVE providing three consecutive days of free Metro A Line (formerly Blue Line) rail service during the week of October 28, 2019 in recognition of completion of the New Blue Improvements Project and service restoration.

ISSUE

Metro's practice when opening new rail lines and in response to Director Garcia's request (September 2019 Committee Meeting) that Metro consider providing free A Line service for customer appreciation when the New Blue Improvements Project is completed, and rail service is restored to regular operating levels.

BACKGROUND

The New Blue Improvements Project is a \$350 million modernization project to improve the reliability, safety, and customer experience of the Metro Blue Line. The project required portions of the Blue Line to be closed in two phases and Metro has been providing three levels of bus shuttle service for customers. Project phases occurred as follows:

- Phase 1: The Southern Segment included service closures between Pacific Station and 103rd St/Watts Towers Station from January 26, 2019 through May 31, 2019
- Phase 2: The Northern Segment included service closures between Compton Station and 7th St/Metro Center from June 1, 2019 through the week of October 28, 2019; and service closures on the Expo Line between LATTC/Ortho Institute Station and 7th/Metro Center from June 1, 2019 through June 22, 2019
- The Willowbrook/Rosa Parks Station has been out of service since January 26, 2019 and will reopen the week of October 28, 2019.

DISCUSSION

The success and completion of the New Blue Improvements Project is largely attributed to critical input, coordination and support from multiple stakeholders including but not limited to: Metro customers, Metro Board Members, businesses, cities, local partner agencies, municipal operators, community and non-profit organizations, and Metro staff and contractors. In response to the collective support Metro received during this project, to thank inconvenienced commuters during the closure, and offer new customers the opportunity to experience our enhanced service at no cost, staff is recommending that the Metro Board approve providing free rail transit on the A Line for three consecutive days from 4:00 a.m. until the end of each service day, when the line resumes service to the public.

Community events hosted by Metro staff will also be held at specific stations to thank our customers for enduring construction and travel inconveniences, to roll out the new naming plan for our expanding system and to highlight Metro's reinvestment in our system as part of our State of Good Repair Program. In addition to offering free rides, Metro will also continue service on Line 860 for a six-month pilot period after normal rail service resumes. Metro will promote the reopening, free rides and benefits of the New Blue Improvements Project utilizing diverse communications tactics, including social and traditional media.

DETERMINATION OF SAFETY IMPACT

Approval of this item will have a positive impact on the safety of our customers and employees. Metro is committed to delivering service that is safe and reliable for all customers.

FINANCIAL IMPACT

All costs relative to providing free rail service on the A Line for three consecutive days will be tracked and reviewed by staff. Since this is a multi-departmental effort, the respective Departmental project managers will be responsible for budgeting internal expenses related to this effort.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of this recommendation supports the following Metro Strategic Plan Goal: 3) Enhance communities and lives through mobility and access to opportunity. Metro will continue working towards making Los Angeles County's transportation system more accessible, inclusive, and responsive to the needs of the diverse communities it serves.


NEXT STEPS

Metro will continue planning and coordination efforts in support of providing free A Line rail service for three consecutive days when this rail line re-opens to the public. Metro will also continue to plan community celebration events to thank riders for their support during the project and to educate riders on our new naming convention. Finally, Metro staff will monitor A Line and Line 860 on-time performance, safety and reliability as well as track customer and employee feedback to measure the overall effectiveness of our service.

Prepared by: Nancy Alberto-Saravia, Director Finance & Administration

Diane Corral-Lopez, Executive Officer, Operations Administration

Reviewed by: Yvette Rapose, Chief Communications Officer (213) 418-3154
James T. Gallagher, Chief Operations Officer (213) 418-3108



Phillip A. Washington
Chief Executive Officer