

Westside Integrated Transit

The Big Blue Bus Embraces Expo Phase II

Metro Westside/Central Service Council
Wednesday, March 13, 2013



Big Blue Bus Goals

- Manage mobility at the stations
- Modify bus routes to serve new stations while preserving service to existing key destinations - UCLA, LAX, Century City, & others
- Connect local residents to the rail line, and incoming commuters & visitors to work, shopping & entertainment
- Follow industry best practices for interfacing bus & light rail
- Create public-private partnerships for integrating service, technology, infrastructure, fare payment, and fleet



Exposition Transit Corridor Phase 2

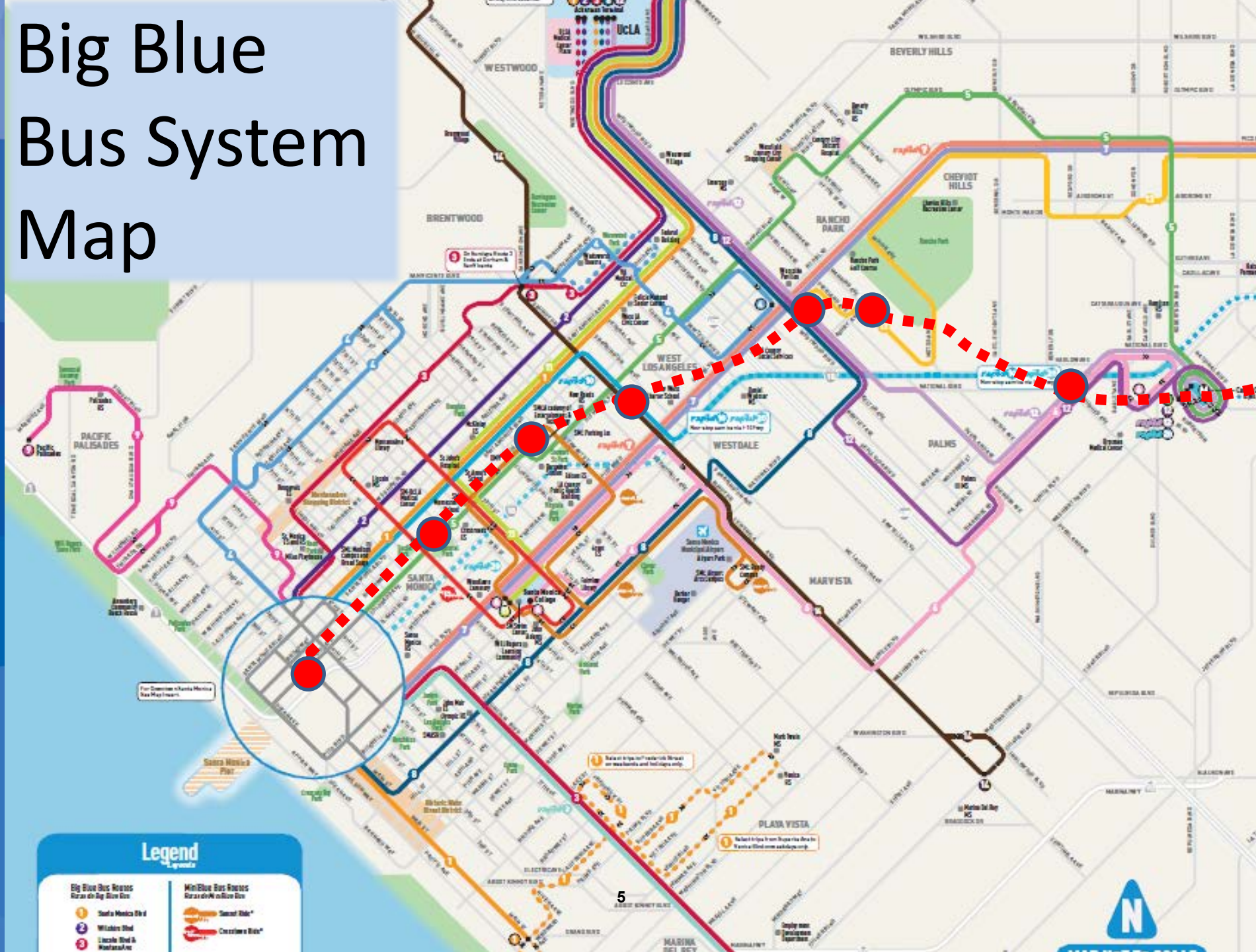


Expo Phase 2 Summary

- Current Expo Line operates between Culver City & downtown Los Angeles
- When completed, the line will operate between Santa Monica & Los Angeles
- 15.2 mile light rail extension along Exposition Blvd
- Seven new light rail stations, opening in 2015
- Western terminus is 4th St & Colorado Blvd, Santa Monica
- Total of 19 stations when completed
- Projected daily ridership of 64,000



Big Blue Bus System Map





Big Blue Bus / Expo

- BBB provides bus service to the West Side of Los Angeles on 20 routes carrying 70,000 customers daily
- Most of the new Expo stations have little to no parking
- The streets near the stations provide few opportunities to create bus only lanes
- The 2012 Santa Monica community survey ranked parking, congestion, & traffic in the top five concerns

Big Blue Bus / Expo

- BBB's Challenge
 - to economically and strategically provide feeder service to the new rail stations, while continuing to provide service to current customers, with no new funding



What's established to date:

Station
Locations

Community
Demographics

Budgetary
Constraints

Planned bus
stops at stations

Walk paths
from stations to
stops

Initial
stakeholder
input

Construction
Timetable

Dialog with Culver
City and LA Metro

Experience
in other
communities

Current ridership
patterns & profile



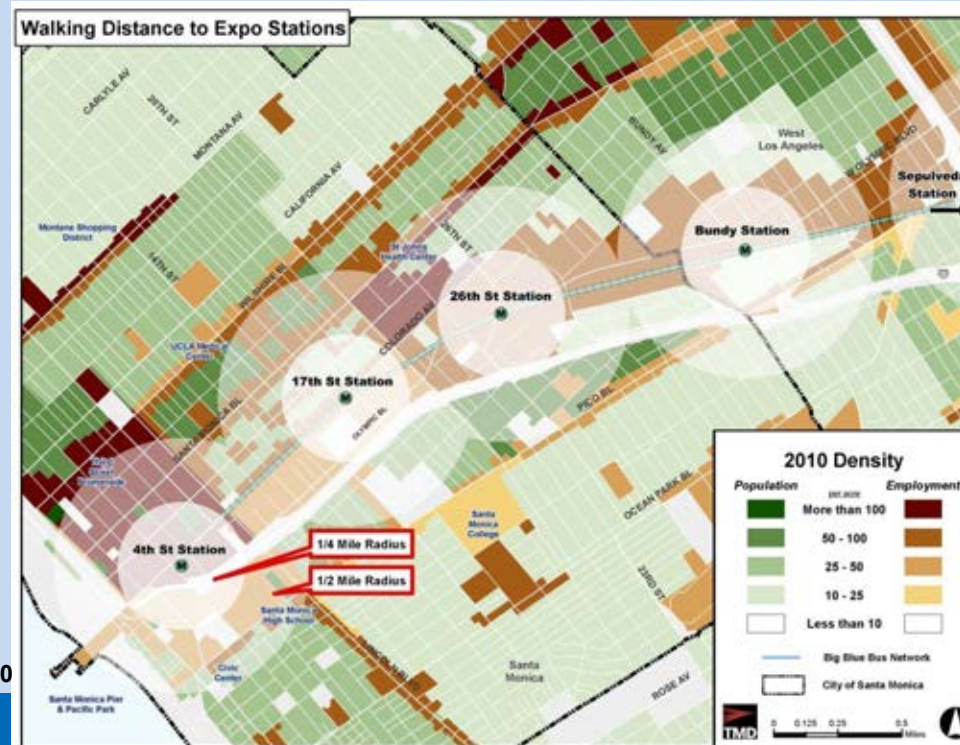


Bus / Rail Integration Planning Process

- Establish a baseline of existing conditions and performance using data & service standards
 - Demographic, zoning & land use review in the areas served by each station
 - Review of existing BBB routes & ridership patterns
 - Review of key destinations, & ridership potential
 - Outreach to stakeholders & the community to survey wants, desires & expectations regarding bus connectivity

Bus / Rail Integration Planning Process

- Create an anticipated demand model
 - Aggregate individual destinations into route alignments
 - Identify best connections to stations
 - Review physical constraints and test bus route ideas
 - Create ridership projections for bus route proposals
 - Formulate equipment and operations budget
 - Share plans & proposals with stakeholders & community
 - Conduct review for impacts on communities



Bus Rail Integration Planning Process



- Formulate design & implementation plan of new BBB services
 - Create final plan and implementation schedule
 - Acquisition of vehicles
 - Outreach to stakeholders
 - Creation of public materials
 - Follow up study to determine successes and failures

Reallocating Resources

Big Blue Bus will look for inefficiencies in order to free up resources for new services. Strategies may include:

- **Reduce less productive service**, where ridership is lower. Examine routes, segments, trips, times of day, & days of week
- **Reduce BBB duplication of service**, where multiple BBB lines run on the same street.
- **Reduce Inter-Agency redundancy**, where Big Blue Bus, Metro bus, Expo, Culver City bus, or other services overlap, and customers have other alternatives with a transfer.
- **Alter Service to Remedy Operational Issues**, where physical conditions cause traffic problems, and/or dangerous or difficult conditions for bus operations



Milestones	Start	Finish
Establish baseline of existing conditions	May-13	Aug-13
Expo Online Survey	Jun-13	Jul-13
Promotion of Community Meetings	Aug-13	
Creation of an anticipated demand model	Aug-13	Feb-14
Community Meetings	Sep-13	
Invite Community Feedback	Oct-13	
Post preliminary findings online	Nov-13	Dec-13
Design & Implementation plan of new BBB Services	Nov-13	Aug-14
Second round of Community Meetings	Mar-14	
Staff Report to City Council on Public Hearings	Sep-14	
Public Hearings	Oct-14	
Promote Council Decisions	Nov-14	
Implement service changes	Aug-14	Aug-15



For more information, please contact:

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