



**SYSTEM SAFETY AND OPERATIONS COMMITTEE
JANUARY 19, 2012**

SUBJECT: SILVER LINE STATION AND PARK & RIDE LOT REVITALIZATION PROGRAM

ACTION: APPROVE PROPOSALS TO IMPROVE SERVICE, FACILITIES, SECURITY, AND USE OF SILVER LINE FACILITIES

RECOMMENDATION

Authorize the Chief Executive Officer to:

- A. Proceed with proposals to revitalize the Silver Line service corridor (I-110 Harbor Transitway and I-10 El Monte Busway) in concept;
- B. Include additional allocation of \$1,155,000 in operating costs required for the Silver Line Revitalization Program into the FY13 and future budgets.
- C. Establish a life-of-project (LOP) capital budget for the Silver Line Revitalization Program in the amount of \$7,845,000;
- D. Amend the FY12 budget to add in \$550,000 of revenues and expenditures to be funded with Federal 5307 Bus Operations Subcommittee Transit Enhancements (TE) funds to begin implementation of the capital project in FY12.

DISCUSSION

The Metro Silver Line operates along a major Metro service corridor that connects the South Bay through Downtown Los Angeles to the San Gabriel Valley and serves as a nexus for new economic development and growth. The line utilizes carpool lanes on the I-110 Harbor Transitway (HTW) and the I-10 El Monte Busway and includes 19 stops, 10 passenger stations, and 8 park and ride lots along the corridor. This proposed program, which identifies 13 projects that will improve service, passenger experience, security, and revitalization efforts in the corridor, ensures maximum public benefit of the transit services, stations and park-and-ride lots. This program, coordinated in conjunction with the Artesia Transit Center Improvements

and Metro ExpressLanes projects, will provide much needed improvements along the I-110 Harbor Transitway and I-10 El Monte Busway corridors to further leverage Metro's investments along the service corridor and most importantly improve passenger service. This initiative also is an important step toward achieving four of the agency's budget themes including #1 "Enhance Our Bus & Rail System," #2 "Restore Our Key Transportation Assets," #3 "Clean Our Stations, Fleets, and Roadways," and #4 "Deliver Rail, Highways, and Private Sector Jobs."

The Harbor Gateway Transit Center (formerly Artesia Transit Center), Patsaouras Plaza/Union Station, and El Monte Station serve as major transit hubs along the corridor and represent the southernmost, central, and easternmost terminals for the Silver Line, respectively. These three stations have recently been the focus of much effort with funding specifically earmarked through the Artesia Transit Center Improvements and ExpressLanes Projects, including new public restrooms, signage and landscaping upgrades, security and lighting improvements, the new El Monte Station opening August 2012, and the new Patsaouras Plaza Silver Line Station. The ExpressLanes project also has funded security, lighting, and passenger improvements at the 5 other HTW stations, more frequent Silver Line service, and 41 new CNG (Compressed Natural Gas) 45-foot buses.

Ridership on the Silver Line has increased remarkably with the average daily ridership exceeding 11,000 boardings – an increase of 70% – since the service debuted in December 2009. The popularity and growth of the Silver Line is largely due to its one-trip express ride from San Gabriel Valley through Downtown LA to the South Bay via the I-110 Harbor Transitway at a flat rate of \$2.45 for reliable service with no transfers, and no zone checks and charges. The increasing ridership on the Silver Line and demand for more convenient service helps demonstrate the vitality of the corridor.

As efforts have largely focused to date on the larger terminals such as Harbor Gateway Transit Center, Union Station, and El Monte Station, the emphasis of this Silver Line revitalization program is to improve and upgrade Metro services and facilities throughout the remaining Harbor Transitway and El Monte Busway service corridor stations that will further improve security, service, and passenger experience with more security patrols, surveillance, enhanced service, cleaner stations and parking lots, better customer environments, improved passenger information and branding, physical station improvements, and community involvement.

Many of the Silver Line stations were built more than 15 years ago, are heavily used, and suffer from vandalism. Wayfinding signage is out of date, in ill-repair or inadequate. Materials, colors and architectural features are dated and the general atmosphere of the stations is lacking a sense of comfort or security. Environmental graphics/wayfinding, art enhancements, and security improvements will enhance station customer environments and bring them more into line with Metro's other fixed guideway stations and with the updated/current Metro BRT Design Criteria. FTA's

recent publication “Characteristics of BRT for Decision Making” states that “stations must provide more comfort and amenities than standard bus stops” and that “passenger amenities can make the experience of approaching and waiting in stations attractive, comfortable, and convenient.” Each of the Orange Line stations includes updated wayfinding signage and public art, only two of the existing Silver Line stations include public art.

The program includes the following elements, grouped into (1) budgeted, (2) cost neutral, (3) capital, and (4) operating, as follows:

Part of the program is already funded through the FY12 budget process and requires no additional funding:

- Transfer of Caltrans Park & Ride Facilities to Metro – Addition of 41 park-and-ride facilities (6 of them within the Silver Line corridor to Metro’s bus and rail network, \$3,463,000;
- Harbor Gateway Transit Center – Installation of new public restrooms, landscaping improvements, new passenger information equipment, wayfinding/signage design, public art, and Transit Passenger Information Systems (TPIS), \$1,500,000;
- Concessions Stand/Convenience Store at Select Locations – Develop a business plan to focus on a limited range of targeted revenue sources, such as licensing fees and advertising revenues, that will help service patrons and generate revenue, \$25,000 for a preliminary study; and
- Outreach at Key Destinations – Focus marketing and outreach to key communities and destinations to encourage the use of transit, approximately \$150,000 per year for Silver Line.

Part of the program is cost-neutral, however these projects are contingent on establishing strategic partnerships with external entities:

- Special Event Service: USC Football Service – Partner with USC to operate a park-and-ride service from the Harbor Gateway Transit Center (formerly Artesia Transit Center) to USC to connect fans who reside in Southern LA and Orange County and reduce commuter “drive alone” trips and overall vehicle miles;
- Special Event Service: Hollywood Bowl Service – Partner with LA County to operate service to the Hollywood Bowl from the Harbor Gateway Transit Center;

Part of the program includes new capital project funding:

- Environmental graphics, signage and wayfinding to help orient passengers and improve the overall customer environments at Silver Line stations (a portion of this is funded through the Federal 5307 Transit Enhancements (TE) grant);

- Creative art component – public art integration at Silver Line stations as has been done at other fixed guideway stations throughout the Metro system (a portion of this is funded through the Federal 5307 Transit Enhancements (TE) grant);
- TPIS installation at HTW and El Monte Busway Stations
- Additional CCTV cameras and surveillance systems at HTW and El Monte Busway Stations
- Automated Public Toilet and bike storage at El Monte Station
- Solar Lighting in Parking Lots – Install solar-lighting at select park-and-ride lots as a pilot project to evaluate cost-effectiveness and net savings in maintenance and operational costs, approximately \$350,000;
- “PARK” and Ride Community Partnership – Convert existing public, park-and-ride lots to a multipurpose community recreation space during non-peak hours (i.e. weekends), approximately \$550,000 to pilot at stations, including Slauson and Manchester.

Part of the program needs additional operational maintenance costs budgeted for the projects:

- Deployment of Uniformed Officers at Stations – Focused deployment of at least two LA Sheriff deputies and two additional contract security officers to patrol the entire length of the corridor, parking lots, stations and elevators, approximately \$520,000 per year;
- Station Beautification & Maintenance – Regularly scheduled maintenance and cleaning, including graffiti removal and elevators, to provide clean and safe access to public transportation services, approximately \$476,690 per year for Silver Line stations.
- Community “Adopt A Station” – Develop partnerships with individuals, organizations, or businesses interested in donating their services as volunteers for the maintenance and beautification of Metro stations, including litter cleanup, graffiti abatement, landscaping, approximately \$10,000 per year.
- Design, development and implementation of Silver Line marketing/promotion campaign, approximately \$150,000 per year.

Overall, these improvements provide a comprehensive strategy and working solutions to longstanding challenges along the Silver Line corridor. The improvements once implemented will help to ensure that Metro facilities offer a clean and safe environment for patrons and potentially new transit riders with convenient access to all public transportation services that will result in increased ridership, which are goals consistent with Metro’s Long Range Transportation Plan.

If this proposal and LOP budget request is approved, engineering and design work required to proceed with the project will commence immediately. In regards to the capital expenditures, it is expected that the physical station improvements such as CCTV and TPIS systems can be completed by Summer 2012. The environmental

graphic program can be completed by June 2014, and the art component can be completed by December 2014. The operating improvements, security patrols, and community proposals will commence immediately and continue indefinitely.

DETERMINATION OF SAFETY IMPACT

If approved by the Board, the program outlined in this report is expected to have a positive impact on safety with further improvements of service and quality for passengers

FINANCIAL IMPACT

For FY12, \$550,000 in capital funding required for FY12 activities will be added to the FY11 budget in Cost Center 8510. The additional annual operating costs of \$1,155,000 will also be added to the FY13 and future budgets. No funds have been expended on this project to date. The source of funds for implementing the project in FY12 and future fiscal years will be Federal 5307 Transit Enhancements (TE) grants in the amount of \$2,368,000 and other local funds (Prop C 40%, Prop A, TDA, etc.) that will be programmed to this project in FY13. Since this is a multi-year project, the Project Manager will be responsible for budgeting the project costs in future years.

Upon Board approval of this request, \$2,368,000 from the FTA TE grant and \$5,477,000 in new local funding and match funding will be allocated to the Silver Line Revitalization Program for a total LOP capital budget of \$7,845,000.

Impact to Budget

The current year capital funding for this action will come from \$550,000 in Federal 5307 TE funds received from the Bus Operations Subcommittee. No other sources of funds were considered for this activity since these funds are specifically set aside for transit passenger enhancements at bus stations and terminal facilities.

This action will impact ongoing operating costs in FY13 and future budget years, since approximately \$1,155,000 per year will be needed in order to accomplish the program elements described above.

ALTERNATIVES CONSIDERED

The Board could elect not to approve the Silver Line Revitalization program at this time. However, this alternative is not recommended since staff would not be able to implement the much needed improvements along the transitway to fulfill the agency's core goals to provide convenient access to public transit, increase ridership, and maintain safe, clean and convenient facilities and amenities to transit users. Further, the FTA TE grant is a discretionary grant specifically allocated for

this project, and without approval of this project staff would be unable to move forward on the grant.

NEXT STEPS

With Board approval of the recommendations, staff will begin implementing the needed improvements along the Silver Line corridor as outlined in this report.

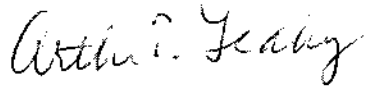
ATTACHMENTS

A. Silver Line Revitalization Program: Capital Funding/Expenditure Plan

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Lonnie Mitchell
Chief Operations Officer



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Attachment A
Silver Line Revitalization Program
Capital Funding/Expenditure Plan

Dollars in (000's)	FY12 Incurred to date	FY12 Forecast	FY13	FY14	FY15+	Total	%
Uses of Funds							
Project Admin	0	50	100	100	40.5	290.5	5%
Construction Mgmt.	0	0	150	140.5	0	290.5	5%
Design/Specs/Prof Svcs	0	50	400	131.2	0	581.2	10%
Construction/Equipment	0	450	4000	1361.2	0	5,811.2	65%
Contingency	0	0	0	871.6	0	871.6	15%
Total Project Cost	0	550	4,650	2,604.5	40.5	7,845.0	100%
Sources of Funds							
FTA Sec 5307/Local Match	0	550	600	800	418	2,368.0	30.0%
Local (PC40%/TDA/Prop A)	0	0	2,832	2604.5	40.5	5,477.0	70.0%
Total Project Funding	0	550	4,650	2,604.5	40.5	7,845.0	100%