

**Metro**Los Angeles County
Metropolitan Transportation AuthorityOne Gateway Plaza
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metro.net**SYSTEM SAFETY & OPERATIONS COMMITTEE****JUNE 20, 2013****SUBJECT: SILVER2SILVER DEMONSTRATION PROGRAM SIX-MONTH
EVALUATION****ACTION: RECEIVE AND FILE****RECOMMENDATION**

Receive and file the six-month evaluation of the "Silver2Silver" demonstration program between Metro Silver Line and Foothill Transit Silver Streak.

ISSUE

In October 2012, Metro and Foothill Transit implemented the yearlong Silver2Silver Demonstration Program allowing Metro pass holders to ride Foothill Transit Silver Streak bus service and Foothill Transit pass holders onto Metro Silver Line. The goal of this program is to maximize the use of regional transit resources along the El Monte busway, and to provide Metro and Foothill Transit patrons access to additional transit options along the corridor at no additional cost to either agency.

As part of the Silver2Silver demonstration program, Metro and Foothill Transit agreed to jointly market the effort and periodically evaluate the impacts of the program on ridership and fare revenue based on TAP data. This report provides information on the initial marketing campaign, as well as a six month evaluation of the demonstration program.

DISCUSSION

Metro Silver Line was implemented in December 2009 to coordinate and consolidate services operating along the I-110 Harbor Transitway and I-10 El Monte Busway. Since inception, the service has gained in popularity as ridership doubled from 6,200 boardings per day in 2009 to over 12,500 boardings today. Much of the demand is during the peak hours, representing more than 60% of daily boardings. As a result, the Silver Line is operating near the Board approved maximum load factor along the El Monte Busway despite a 5-minute peak headway. In addition to Metro's Silver Line, Foothill Transit provides service along the El Monte Busway with the Silver Streak

running articulated buses every 10 minutes during the peak period with unused capacity.

To address the capacity needs on the Silver Line, Metro could continue to add service at significant cost and resources. Conversely, by combining the capacity on both Metro Silver Line and Foothill Transit Silver Streak through the Silver2Silver demonstration program, there is an opportunity to address the growing demand by allowing both Metro and Foothill Transit pass holders to board both Silver Line and Silver Streak with either a Metro pass, or Foothill Transit monthly pass. As a result, the Silver2Silver demonstration program provides additional transit service options and extra transit capacity for existing and new Metro passengers along the El Monte Busway at no additional cost to Metro operations.

The Silver2Silver demonstration program was implemented in October 2012 in conjunction with the opening of the new El Monte Transit Center. A joint marketing campaign between Metro and Foothill Transit was launched to familiarize the public with this program. Marketing materials included:

- On board brochure (Metro bus and Foothill Silver Streak, Transit Store in El Monte)
- Bus car cards (Metro bus and Foothill Silver Streak)
- Website (Metro, Silver Line, El Monte, Foothill Transit webpages)
- Social Media (Metro, Metro Silver Line, and Foothill Transit Facebook pages)
- Blogs (The Source, El Pasajero)
- Electronic communication to Metro Silver Line email subscribers
- On-site ambassadors at El Monte Station

Benefits of this Bus2Bus demonstration program include:

- More efficient regional transit system and more productive services for both Metro and Foothill Transit at no additional operating cost;
- Allows passengers to board the first bus departing El Monte Station or downtown LA regardless of carrier (Metro or Foothill Transit);
- Access to more destinations in downtown LA as the Silver Line and Silver Streak have slightly different alignments within downtown LA (Figure 2); and,
- Simplifies fare payment for passengers.

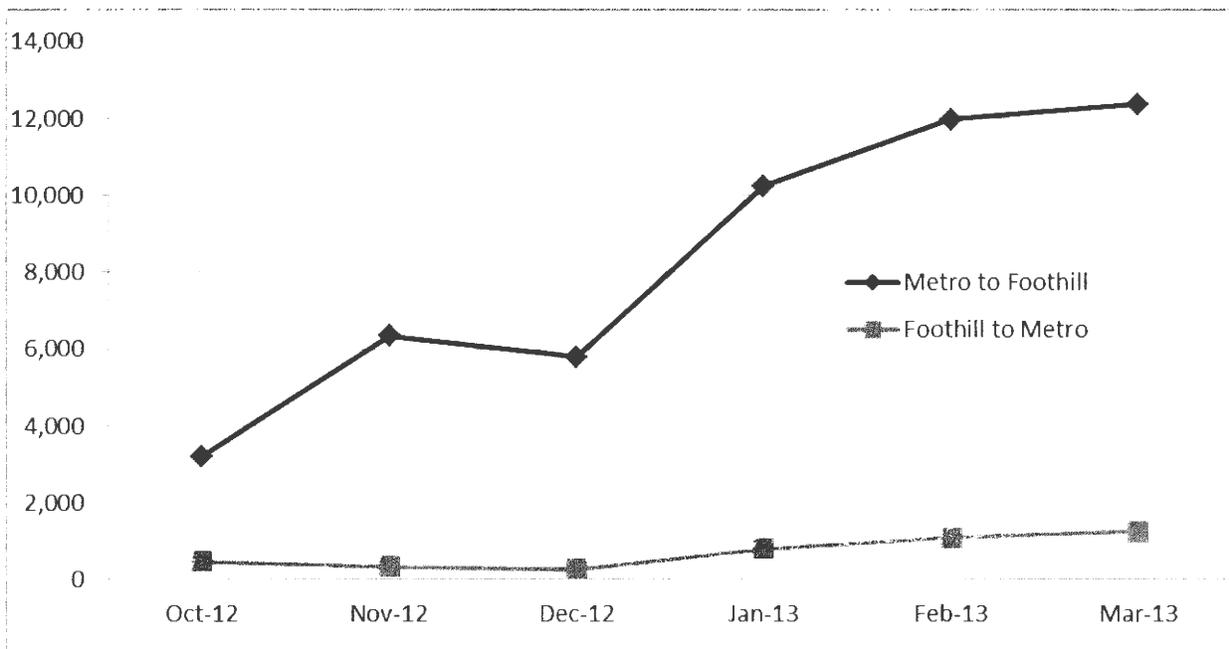
Six-Month Evaluation Results

TAP Data from the Metro Silver Line and Foothill Transit Silver Streak was collected from October 2012 through March 2013. Based on this information, a total of 4,221 Foothill Transit pass holders were carried on the Metro Silver Line during this period. 49,937 Metro pass holders were carried on Foothill Transit Silver Streak service. As a

result, for each Foothill Transit patron who boards a Metro bus, there are 12 Metro patrons who ride Foothill Transit.

Looking further into the data, Chart 1 shows that the Silver2Silver program has grown significantly over the past six months. Since inception in October 2012, use has increased from 3,676 to 13,617, or 270%. While usage by Foothill Transit patrons has been constant, the use of the program by Metro pass holders has increased significantly, from 3,208 in October 2012 to 12,367 in March 2012, or 285%. Since the Silver Line is currently operating near or at capacity along the El Monte Busway, the Silver2Silver program has allowed increases in ridership in the corridor without the need to add additional trips on the Silver Line.

Chart 1
Monthly Usage of Silver2Silver Demonstration Program



Based on an average fare of \$0.75 per boarding, Metro collected \$37,453 in fare revenue from Metro pass holders who were served by Foothill Transit. Foothill Transit collected \$3,166 from their pass patrons who were carried on Metro Silver Line. As a result, Metro collected a net of \$34,287 in fare revenue from patrons that were served by Foothill Transit Silver Streak. The demonstration program allows for each operator to collect up to \$250,000 in fare revenue from patrons carried by the other operator. Should this limit be exceeded within the one year demonstration period, reimbursements options would be explored. Given that only a net of \$34,287 in fare revenue has been collected by Metro from patrons served by Foothill Transit Silver Streak during the first half of the demonstration period, it is not anticipated that this threshold would be surpassed.

Table 1 shows that roughly half of Metro patrons carried on Foothill Transit Silver Streak are 30 day pass holders and about 40% are 7 day pass holders. Table 2 shows that 78% of Foothill Transit patrons served by Metro Silver Line were Silver Streak monthly Pass holders. These statistics indicate that the vast majority of patrons benefiting from this demonstration program are regular riders.

Table 1
Metro Patrons Carried on Foothill Silver Streak

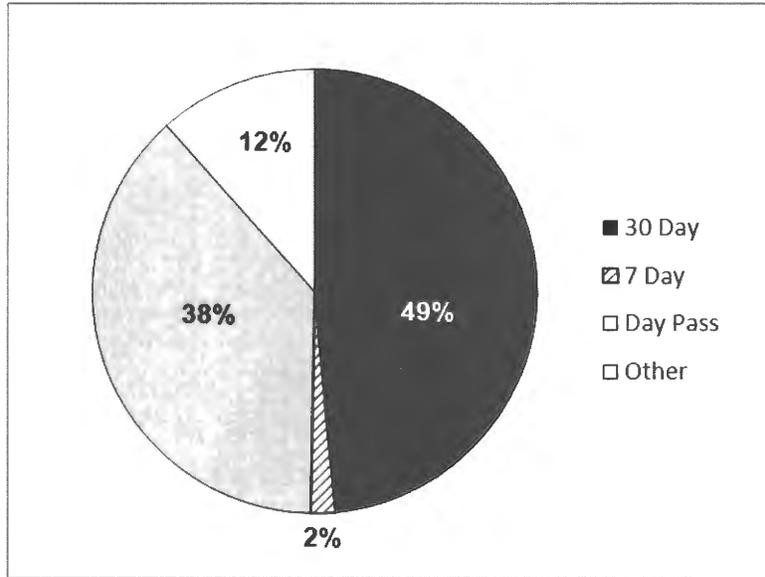


Table 2
Foothill Transit Patrons Carried on Metro Silver Line

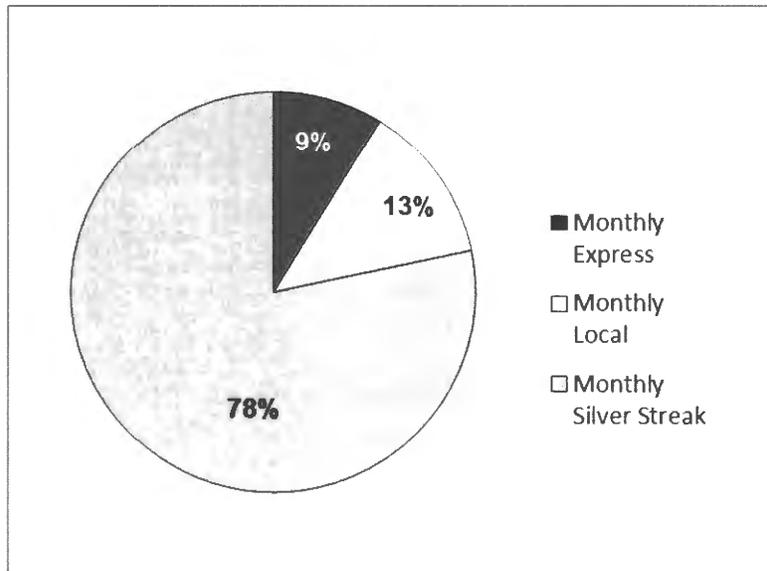
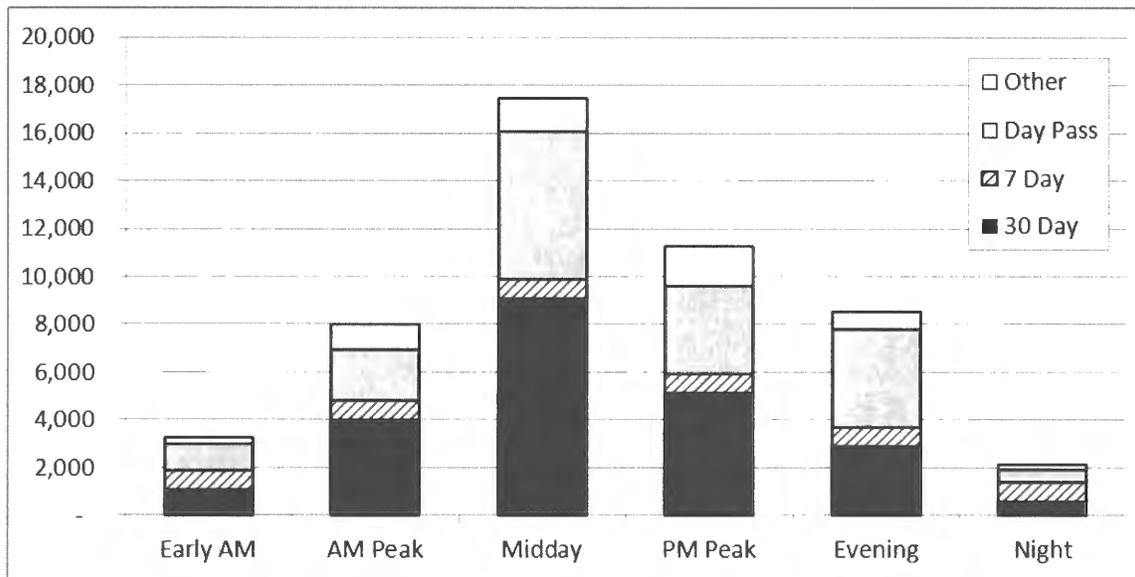


Table 3 shows that about 41% of Metro pass holders using Foothill Transit Silver Streak occurred during the peak hours. Sharing the capacity between Metro Silver Line and Foothill Transit Silver Streak, particularly during the peak hours, results in a more efficient overall corridor operation. In addition, since Metro Silver Line operates near or at capacity during the peak hours, having excess demand served by Foothill Transit Silver Streak alleviates the need to add additional peak hour trips on the Silver Line, potentially saving Metro about \$30,000 annually per added trip.

Table 3
Metro Patrons Carried on Foothill Silver Streak by Time of Day and Fare Type



TITLE VI / ENVIRONMENTAL JUSTICE IMPACT

The intent of the demonstration program is to reduce crowding on the Silver Line and provide our passengers with more frequent service options, ensuring an improved quality of service. This demonstration program should be viewed as a service change under Title VI because it is the functional equivalent of a new route to benefit riders. A Title VI and Environment Justice analysis was conducted and concluded there is neither a disparate impact nor a disproportionate burden from this program.

DETERMINATION OF SAFETY IMPACT

The Board of Directors receive and file of information on the Silver2Silver demonstration program presented in this report have no direct impact on the safety of Metro’s employees or customers.

FINANCIAL IMPACT

All associated program costs are including the FY14 adopted budget. The program addresses overcrowding by using additional capacity on El Monte Busway from the Silver Streak, resulting in a potential annual savings of \$30,000 per peak hour trip on Metro Silver Line.

Impact to Budget

Approval of this report is consistent with the FY2014 adopted budget.

ALTERNATIVES CONSIDERED

If the Silver2Silver demonstration program was not implemented, Metro would likely have to add additional peak hour trips on the Silver Line at additional operating cost. In addition, existing Silver Streak capacity, funded through Metro, would be underutilized. These alternatives are not recommended as they would have resulted in additional operating cost, and reduced regional productivity and efficiency along the El Monte Busway.

NEXT STEPS

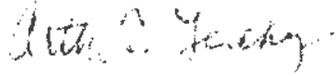
Metro and Foothill Transit will continue to monitor the impacts of the Silver2Silver demonstration program on ridership and fare revenues. A comprehensive evaluation report will be provided at the conclusion of the one year demonstration period, and will include at minimum, revenue impacts on both agencies, and implementation issues related to technology, operating procedures, and fare policy.

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