



# **FlyAway Program Update**

Westside/Central Metro Service Council  
L.A. County Metropolitan Transportation Authority

Presented by Patrick Tomcheck  
L.A. World Airports, Capital Programming & Planning

**July 9, 2014**

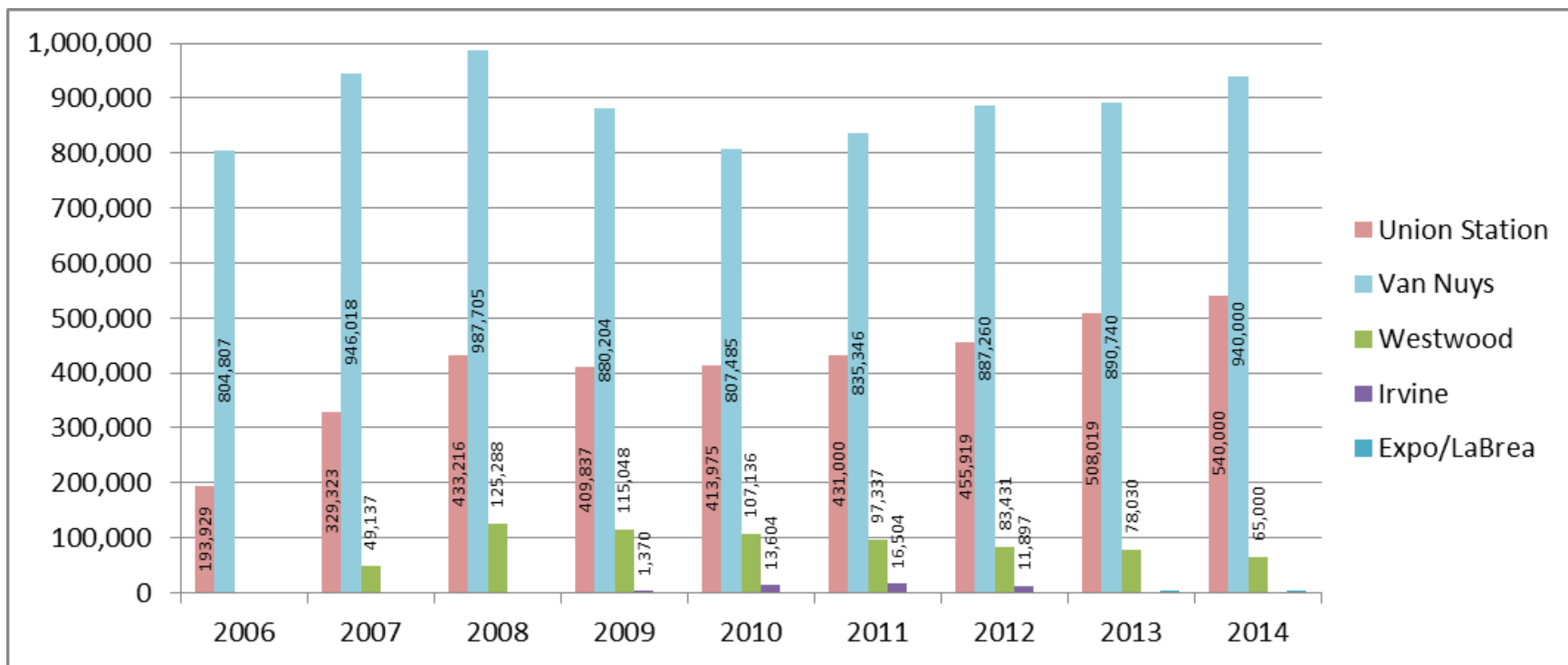
La Cienega Tennis Center, Beverly Hills, CA. 90211

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# Ridership

- Van Nuys and Union Station FlyAway ridership is projected to increase 5.5% and 6.2%, respectively, from 2013.
- Westwood FlyAway ridership is not expected to meet 2013 levels

## Annual FlyAway Ridership per Site



Note: 2014 ridership projected by extrapolating data from January through April

# Financial Status

- Union Station had higher contractual costs during the last two years; Fare increase (from \$7 to \$8) began March 1, 2014. There was a 3% reduction in ridership during March+April 2014 as compared to last year.
- Expo/LaBrea service ridership has been extremely low.

## Fiscal Year 13/14 (Projected)

	Van Nuys	Union Station	Westwood	Expo/LaBrea	Network
Ridership	917,225	519,729	73,604	1,176	1,510,558
Net Transportation Costs	\$1,735,689	(\$497,080)	\$335,515	(\$239,420)	\$1,334,704
Net Transportation Cost Per Bus Passenger	\$1.89	(\$0.96)	\$4.56	(\$203.59)	\$0.88
Van Nuys Terminal Operating Costs	(\$1,626,751)				(\$1,626,751)
Cost/Passenger	\$0.12	(\$0.96)	\$4.56	(\$203.59)	(\$0.19)

Notes: Net Transportation Costs = Fare Revenues minus Bus Operating Costs.

## FlyAway Network Operational Costs

	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY 13/14	5-Year Total
<b>FlyAway Site</b>						
Van Nuys	(\$2,115,133)	(\$2,553,126)	(\$2,566,574)	(\$253,012)	\$108,938	(\$7,378,907)
Union Station	(\$343,434)	(\$24,404)	\$312,349	(\$649,271)	(\$497,080)	(\$1,201,840)
Westwood (inc/ bus depreciation)	(\$1,232,363)	(\$787,824)	(\$298,836)	\$41,234	\$335,515	(\$1,942,274)
Irvine (inc/ bus depreciation)	(\$333,991)	(\$449,003)	(\$382,137)	(\$63,391)		(\$1,228,522)
Expo/LaBrea					(\$239,420)	(\$239,420)
Additional bus depreciation	(\$150,000)	(\$200,000)		(\$133,200)		(\$483,200)
<b>NETWORK</b>	<b>(\$4,174,921)</b>	<b>(\$4,014,357)</b>	<b>(\$2,935,198)</b>	<b>(\$1,057,640)</b>	<b>(\$292,047)</b>	<b>(\$12,474,163)</b>

Additional bus depreciation” represents depreciation costs for vehicles not assigned to a particular FlyAway route

# Site Development

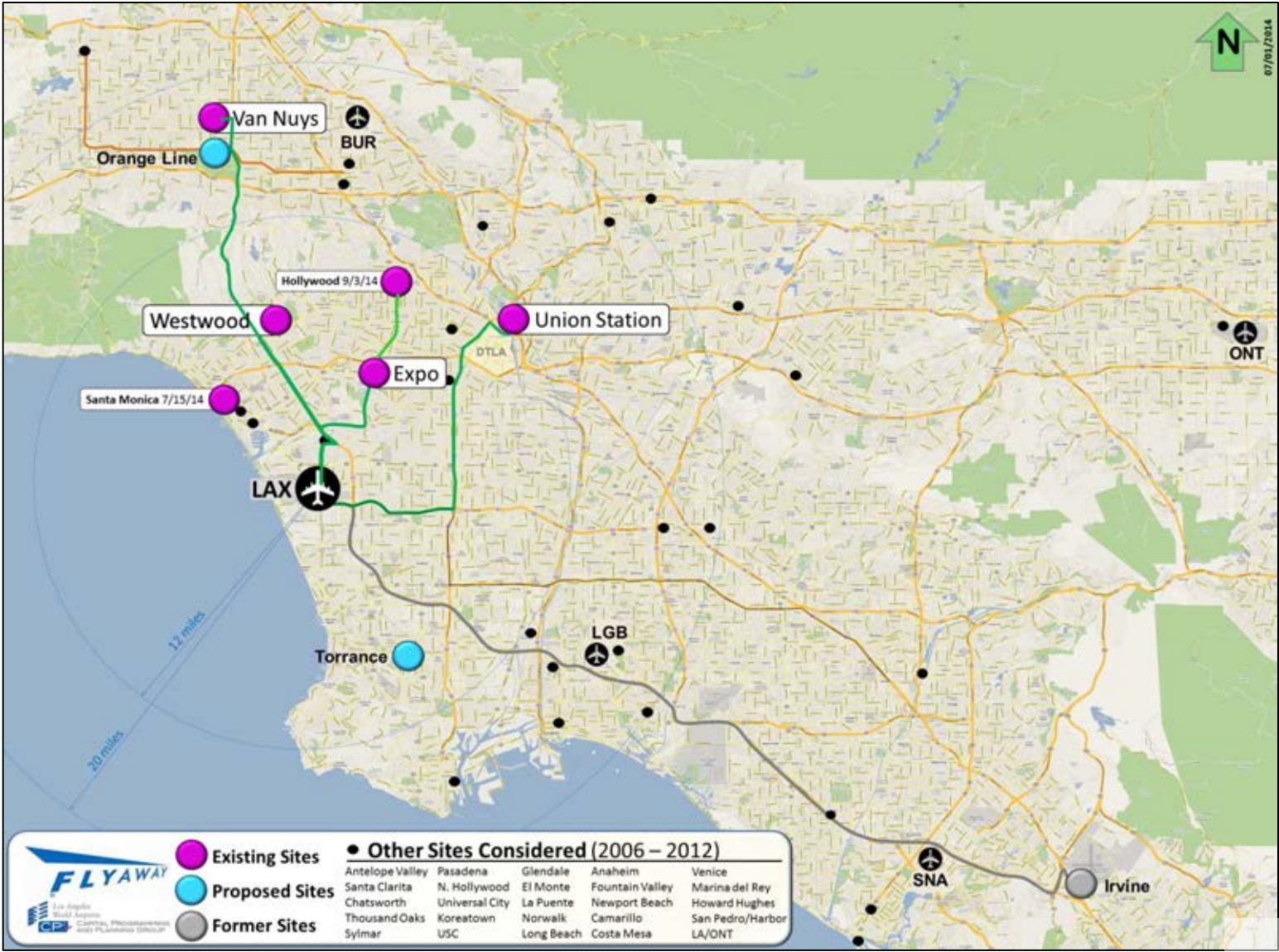
- LAX Passenger Survey data used to determine highest percentages of originating passengers
- Demographics considered for likelihood of population to use bus service
- Consideration of available transportation options

## Originating Passengers – Zip Codes with Highest Concentration of Air Passengers

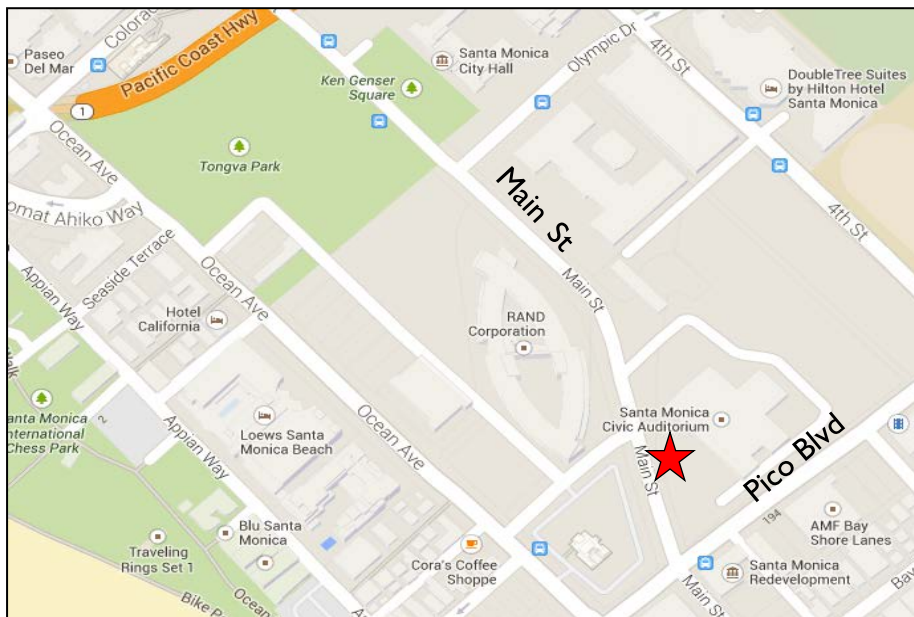
	Location	Zip Code	Origin (%)	Trip Purpose (%)		Mode to LAX (%)			
				Vacation	Business	Car	Shuttle	Taxi	Rental
1	LAX Vicinity	90045	6.69	38.4	45.3	19.1	27.5	8.5	16.7
2	Santa Monica	90404	2.39	57.7	23.8	23.6	10.5	23.9	36.0
3	Hollywood	90028	2.07	55.6	23.0	25.5	22.6	15.0	28.0
4	West LA	90025	1.76	32.4	24.2	43.4	13.5	13.6	18.4
5	Long Beach	90802	1.60	41.0	35.2	27.5	29.4	8.1	22.5
6	Beverly Hills	90210	1.59	39.5	32.7	34.1	9.1	20.0	27.7
7	Downtown LA	90013	1.50	20.8	53.6	20.8	21.2	29.5	17.9
8	West LA	90024	1.03	28.0	31.5	39.2	18.9	15.4	9.1
9	Disneyland	92802	0.79	63.3	23.0	12.8	52.3	2.8	26.6

From 2011 LAX Passenger Survey

# Site Development

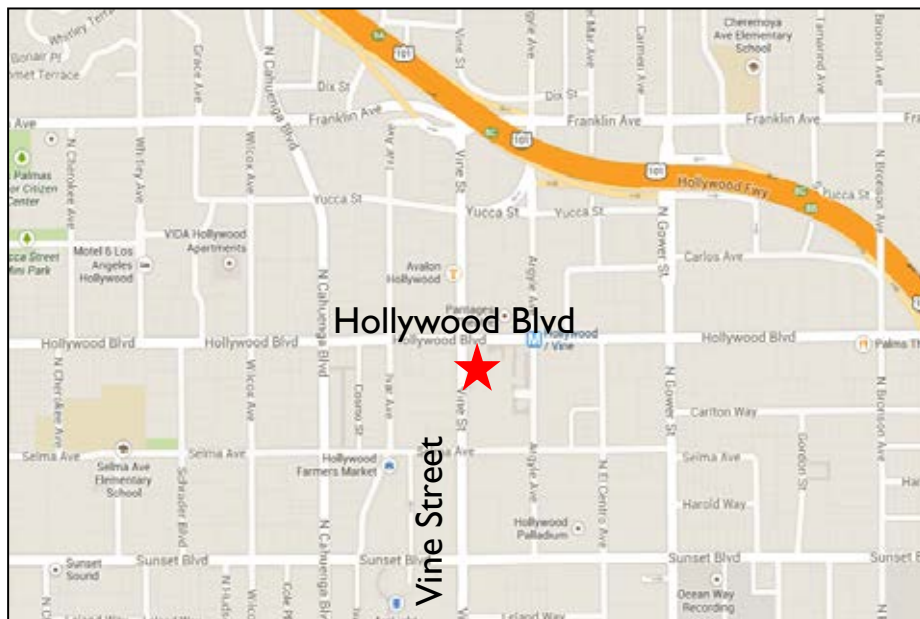


# Santa Monica FlyAway Stop Location



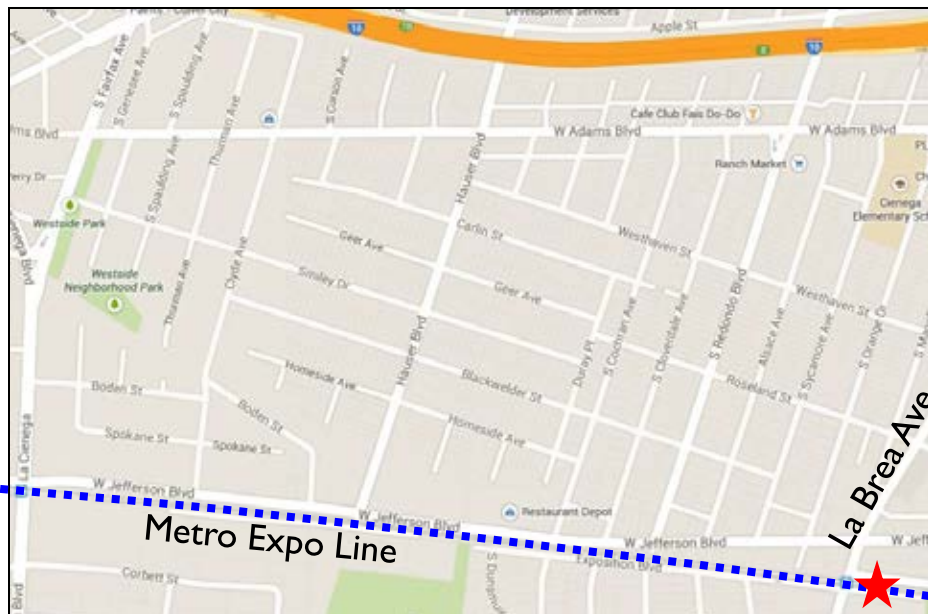
- Short walking distance to City Hall, Santa Monica Place, Third Street Promenade, area hotels, major office building
- \$8.00 one-way fare
- Schedule:  
 Departs LAX hourly between 6:45a & 11:45p (hourly: 45 minutes after the hour)  
 Departs Santa Monica hourly between 5:45a & 10:45p (hourly: 45 minutes after the hour)

# Hollywood FlyAway Stop Location



- One block for Hollywood/Vine Metro Red line rail station, across Vine Street from LADOT parking structure.
- \$8.00 one-way fare
- Schedule:  
 Departs LAX hourly between 5:15a & 10:15p (hourly: 15 minutes after the hour)  
 Departs Hollywood Pally hourly between 5:15a & 9:15p (hourly: 15 minutes after the hour)

# Expo/La Brea FlyAway Stop Location



- Direct connection to Metro Rail Expo line at La Brea Station.
- \$8.00 one-way fare
- Schedule:  
 Departs LAX hourly at 5:15a, 6:15a and between 8:15a & 7:15p (15 minutes after the hour)  
 Departs Expo at 5:45a, 6:45a, and between 8:45a & 7:45p (45 minutes after the hour)



# Expo/La Brea Upcoming Changes

On September 3, 2014, the La Brea/Expo schedule and stop locations will change to coordinate with the Hollywood service, using the same buses. This change will impact stop locations for the La Brea/Expo service.

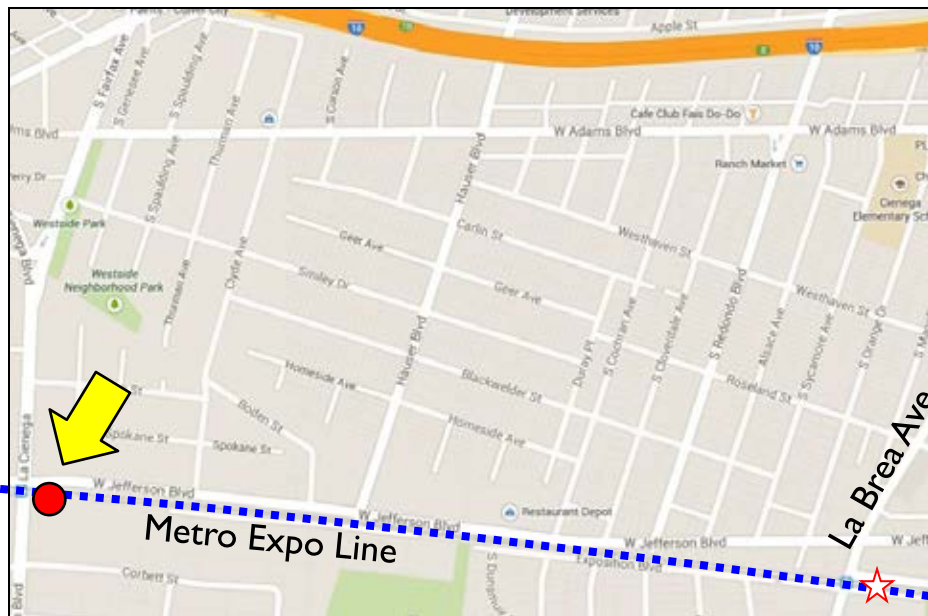
## New Operation Using Existing Passenger Pick-Up/Drop-Off Zones



## Operation Using Proposed New Passenger Pick-Up Zone and Existing Drop-Off Zone



# Expo/La Brea FlyAway Stop Location



LAWA considered other locations for an Expo Line FlyAway stop:

- USC
- Culver City
- La Cienega/Jefferson Blvd

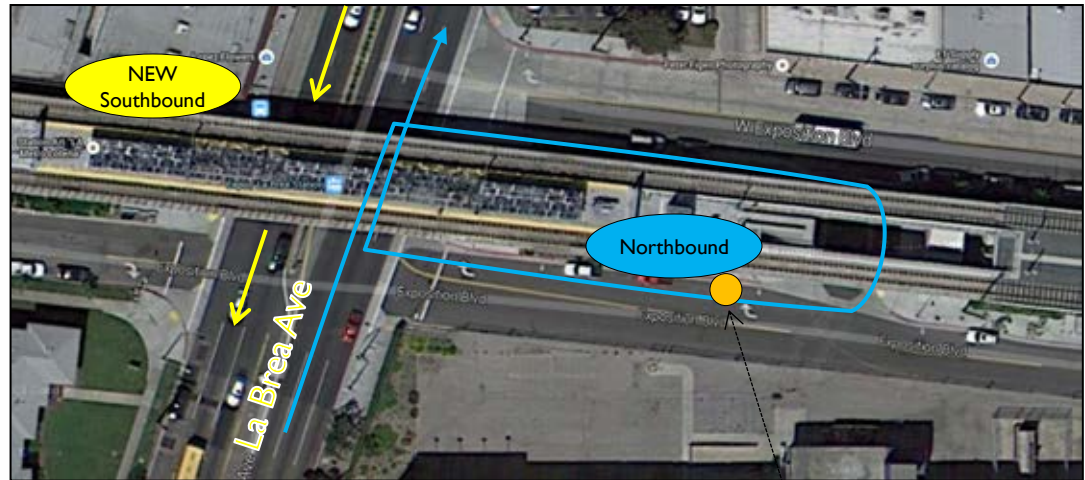
USC was proposed as an additional stop on the Union Station route, but the delay was found too be to long for Union Station passengers (the bus currently travels on the I 10 busway).

Concerns regarding FlyAway passengers using transit parking prevented development of sites in Culver City and at La Cienega.

If La Brea/Expo negatively impacts the Hollywood FlyAway, or if passenger volumes do not improve significantly, staff will recommend termination of service.

# Expo/La Brea Upcoming Changes

Another view of operations at La Brea/Expo after the Hollywood service starts on September 3, 2014.



# FlyAway Marketing

Ongoing marketing of the new services through:

- Transit Advertising
- Brochures
- Presentations (e.g., Chambers of Commerce)
- LAWA Webpage
- Community Events (e.g., LA Times Book Fair)
- Trade and Tourism shows

**FlyAway Connects You From TRAINS to PLANES**

Depart Expo/Le Brea Station  
 6:00 am - 10:00 pm  
 6:00 am - 10:00 pm  
 6:00 am - 10:00 pm

Depart LAX Terminal 1  
 6:00 am - 10:00 pm  
 6:00 am - 10:00 pm  
 6:00 am - 10:00 pm

For more information call 1.866.FLY.LAX or visit our website at www.flyaway.org

Expo train Rail Cards 2013

**FLYAWAY DIRECT TO LAX.**  
 Expo/Le Brea Station, Curbside drop-off at all LAX terminals

FlyAway® Bus Service from the Expo & Le Brea Station, Curbside drop-off at all LAX terminals. 2013 stops per year.

Depart Expo/Le Brea Station  
 6:00 am - 10:00 pm  
 6:00 am - 10:00 pm  
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 6:00 am - 10:00 pm  
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Expo Line Diorama (5) - 2013

**FlyAway Coming Soon**  
**SANTA MONICA → LAX**  
**HOLLYWOOD → LAX**

LAXFlyAway.org

Metro Bus Tails (40) - Spring 2014

**DASH**  
 NOW CONNECTS TO LAX FLYAWAY®  
 Expo Light Rail Line  
 La Brea Avenue Station

**Daily Departure Times to LAX:**

7:00 am	1:00 pm	7:00 pm
9:00 am	3:00 pm	9:00 pm
11:00 am	5:00 pm	11:00 pm

Dash Bus Pole Schedules 2013

**LA's Bus to LAX.**  
 Daily scheduled bus service to Los Angeles International Airport. Passenger drop-off and pick-up at front of all airline terminals.

**NEW STOPS**

- Expo Station
- Westwood/USC
- La Brea Station on the Expo Line

**STANDARD STOPS**

- Hollywood & Vine
- Santa Monica Civic Center
- Westwood Station on the Orange Line
- Terrence Threat Center

LAXFlyAway.org  
 1.866.FLY.LAX

Expo & Subway Line Diorama (5) Spring 2014

**Now Open**  
**SANTA MONICA ↔ LAX**  
 Coming September 3  
**HOLLYWOOD ↔ LAX**

LAXFlyAway.org

Metro Bus Tails (40) - Summer 2014

**LA's Bus to LAX.**  
 Daily scheduled bus service to Los Angeles International Airport. Passenger drop-off and pick-up at front of all airline terminals.

**NEW STOPS**

- Expo Station
- Westwood/USC
- La Brea Station on the Expo Line
- Santa Monica Civic Center

**STANDARD STOPS**

- Hollywood & Vine (Expo Extension 2015)
- Westwood Station on the Orange Line
- Terrence Threat Center

LAXFlyAway.org  
 1.866.FLY.LAX

Expo & Subway Line Diorama (5) Summer 2014

# Schedule

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- July 14 Proposed date for news conference in Santa Monica
- July 15 Santa Monica FlyAway® begins service (Site #5)
- Sept. 3 Hollywood/Vine FlyAway begins service (Site #6)
- 2015 Orange Line FlyAway begins service (Site #7)  
Torrance FlyAway begins service (Site #8)
- Completes FlyAway mitigation pursuant to LAX Settlement Agreement