



Date: 2/11/2009
Submitted in Transportation Committee
Council File No: 08-2119
Item No.: 3
Deputy: _____

JOSE HUIZAR
COUNCILMEMBER, 14TH DISTRICT

Feb. 11, 2009

Dear Colleagues:

I am pleased that the Metro Late Night Red Line Pilot Program service, offered between November 21, 2008 and December 27, 2008, was a great success. My thanks go to all of the business sponsors, Metro and the City Council of Los Angeles for making this program, initiated through Bringing Back Broadway, a success on a very short timeline and within very limited resources.

This privately-funded pilot program attracted over 2,000 riders between 1am and 3am each weekend, with almost no lead time for marketing and outreach. Performing well despite time and outreach constraints illustrates great demand and interest in late night transit for our City.

For example:

- Metro's ridership in the last three trips of regular Friday service averages 543 people from 11:37-12:17am.
- The Red Line Holiday pilot performed 70% as well from 12:37-1:17am on the Friday it was studied, drawing 383 riders.
- Other comparisons of ridership during the regular last three trips of Metro service, compared to the first three trips of the pilot program show the pilot performed at least 45% as well as Metro's regular last hours service during each study window.

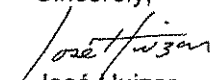
Metro Rail Transit Operations Supervisors noted in their report that approximately 20 – 25% of passengers during the pilot program survey hours were round trip riders with no specific destination. Metro has indicated regular evening service yields a similar result.

We knew, of course, that farebox revenues would not be a good basis for determining the success of this program, since public transit in general is not a profit-making venture. As predicted, pilot program farebox revenue, as captured for single, one-way tickets during the program hours, was low. However it should be noted round trip and single ticket transactions related to the pilot program but occurring before pilot hours were not included in the computation, nor were daily or weekly passes purchased because riders were able to access late night transit. Ultimately, a survey comparing standard Metro farebox recovery for single, one-way tickets between 10pm and 12am hours of regular service may provide a more accurate "apples to apples" comparison of how the pilot program's farebox capture truly compares.

Considering the short launch time, limited time to utilize the fantastic Metro marketing materials, and other constraints under which the pilot program operated, I feel this pilot program served as an excellent example of how the public and private sectors can work together to address a growing demand among shoppers, entertainment patrons and workers alike for late night transit in Los Angeles.

I look forward to working with you, Metro, businesses and entertainment destinations from all along the Red Line on the 2009 pilot program. Thank you for your support.

Sincerely,


José Huizar