

CITY OF TORRANCE INTEROFFICE COMMUNICATION

DATE: February 24, 2011

TO: Members of City Council Transportation Committee
VIA: LeRoy J. Jackson, City Manager

FROM: Kim Turner, Transit Director

SUBJECT: Torrance Rapid Bus Program

Background/Analysis

The Los Angeles County Metropolitan Transportation Authority (LACMTA) is the main operator of the regional Rapid Bus Programs in the Los Angeles County region of Southern California. Santa Monica Big Blue Bus and Culver City Bus also operate a Rapid Program.

The LACMTA Rapid Program was implemented in June of 2000 with the goal of improving bus speeds within urbanized Los Angeles County. Studies have shown that average travel times can be reduced by as much as 29%. The LACMTA Rapid Program currently operates 26 routes across a network of 450 miles. Simple routes are designed to interface with the region's urban rail network.

By order of the 1996 Consent Decree and at the urging of the Bus Riders Union, LACMTA approved the creation of a new Rapid Bus Program in the South Bay Region of Los Angeles County in 2008. Because of our extensive service in the region, Torrance Transit was selected to be the operator of this new Rapid Bus Program. To address the operation and capital start up costs for this program, LACMTA allocated \$7,900,000 to Torrance Transit - \$1,500,000 for Operating Costs and \$6,400,000 for Capital for the purchase of eight alternative fuel buses. The funding has been approved in federal capital grant CA-95-X146.

The new service, to be named the "Torrance Transit 3R" (for Rapid), will run "East-West" from Redondo Beach to Long Beach, and vice versa. The 3R will run from the South Bay Galleria to the Long Beach Transit Center. (ATTACHMENT A). This service will have many desirable amenities such as more frequent service, shorter travel time, traffic signal prioritization and more buses that will be easily identified with a separate brand and clearly defined bus stops. Staff will bring forward a rebranding item for the Transportation Committee.

This proposed route almost completely replicates Torrance Transit Line 3. Line 3 is the most productive Torrance Transit service with approximately 2.25 million boardings per year which represents about 50% of our agency's fixed route service. Staff is currently working with metro to complete two (2) Memorandum's of Understanding (MOU) to implement the program. The first will detail the operating and financial elements of the program. The second will be for the signal priority system element of the program. The MOU will provide for the funding to create a priority system to increase the speed and attractiveness the program. Staff plans to come to council for approval of the MOU's by mid-year followed by a marketing and promotional campaign and implementation by fall of 2011.

Conclusion

The Metro Rapid service has proven to be very popular, servicing not only traditional, transit-dependent riders, but also those riders with a choice (taking transit instead of their own car). It portends to be a very attractive transportation alternative for Torrance residents and those traveling to Torrance for work, shopping, and other trips. We anticipate that it will help reduce car travel on congested corridors of Hawthorne Boulevard and Carson Street.

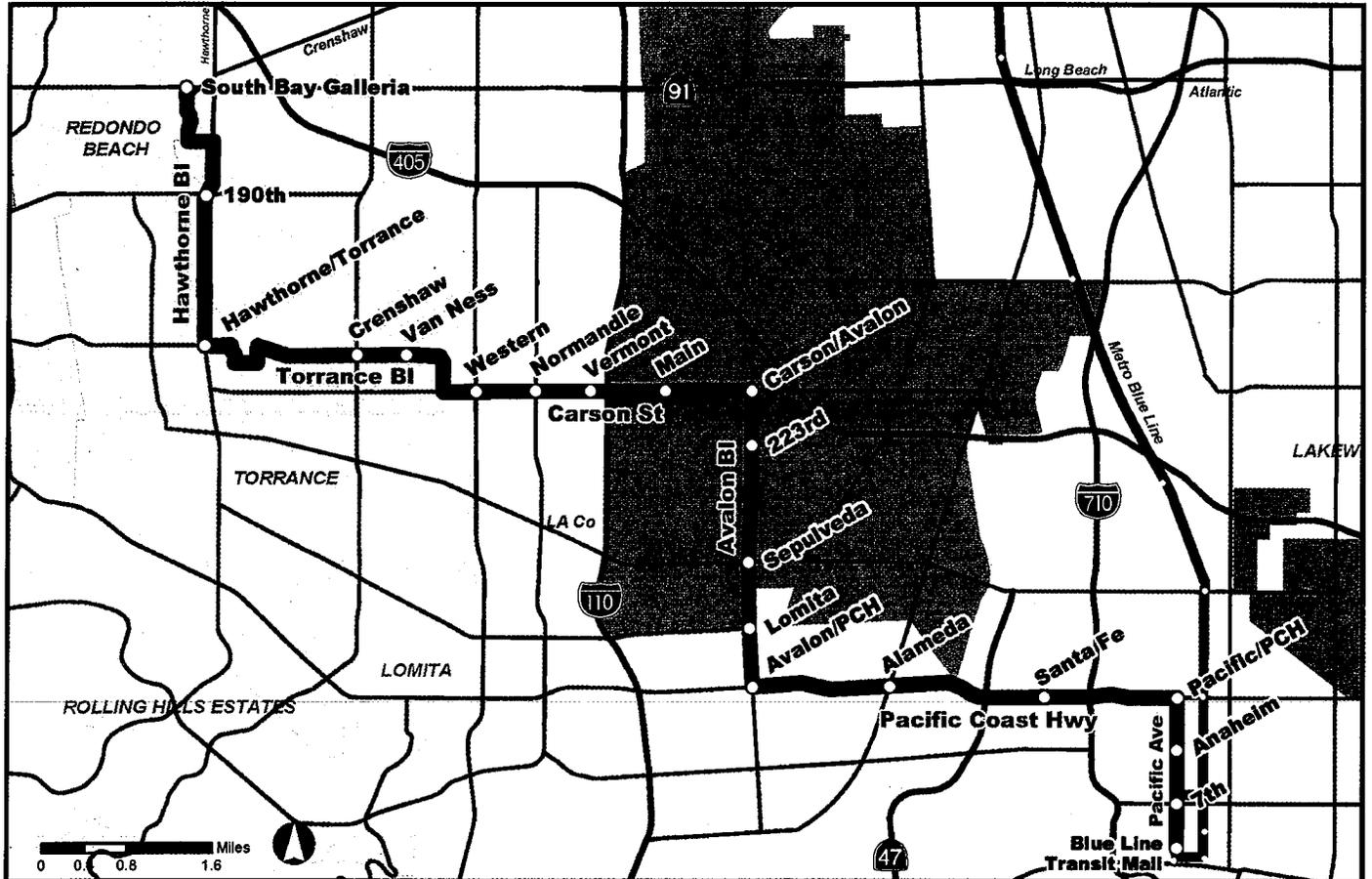
Roderick Goldman, a respected Transit Consultant in the region, reviewed and drafted a list of the potential attributes and benefits of a new Torrance Rapid Bus Service.
(ATTACHMENT B)


Kim Turner
Transit Director

ATTACHMENTS:

- A. System Map of Proposed Torrance Transit 3R
- B. Attributes of a Torrance Rapid Service

System Map of Proposed Torrance Transit 3R



Torrance-Long Beach Metro Rapid
Effective December 2008

Phase II-E

-  Torrance-Long Beach Metro Rapid and Stops
-  Other Metro Rapid Lines



Countywide Planning and Development
July 2006

ATTRIBUTES OF TORRANCE RAPID

Est. Total Revenue Hours	15,725 Annual Revenue Hours
Est. Total Revenue Miles	317,016 Annual Revenue Miles
Est. Net Revenue Hours*	6,545 Annual Revenue Hours
Est. Net Revenue Miles*	206,850 Annual Revenue Miles
Route Length	16.8 Miles
Peak Buses	6 Peak Buses
Service Frequency	20 Minutes (Peak and Off-Peak)
Span of Service	5:30 am – 5:30 pm
One-Way Running Time	50 Minutes
Avg. Operating Speed	20.2 Miles Per Hour
Daily Trips	74 One-Way Trips
Number of Stops	19 Eastbound Stops, 18 Westbound Stops
Avg. Stop Spacing	0.96 Mile
Total Est. Annual Operating Cost	\$2,164,817 (<i>Net Cost Approx. \$1,063,600</i>)
Est. Daily Passengers	2,775 Weekday Passengers