

March 23, 2012

To: Executive Board

Subject: **Silver Streak and Silver Line Coordination**

Recommendation

Provide direction to staff related to possible modifications to Foothill Transit's Silver Streak fare structure and other coordination efforts with Metro's Silver Line service.

Analysis

Foothill Transit's Silver Streak service was implemented in March 2007 as a restructuring of Line 480 into a regional community connector service between the downtown Los Angeles business district and communities in the eastern San Gabriel and Pomona Valleys. In its first three years, ridership grew steadily and the Silver Streak was established as Foothill Transit's first BRT-style service, providing quick commuter style access from Montclair, Pomona, and West Covina through the El Monte Station to destinations in Los Angeles' central business district.

Approximately three years ago, Metro introduced their Silver Line service between the El Monte Bus Station and the Artesia Transit Center through downtown Los Angeles. That service mirrors Foothill Transit's Silver Streak service along the busway and serves destinations in downtown Los Angeles two blocks to the west of the Silver Streak. Metro's Silver Line service has grown rapidly and is now at capacity along the El Monte Busway portion of the route.

In August of this year, the new El Monte Bus Station is scheduled to open and the new station will include an updated Foothill Transit *Store* and a completely revamped two-level bus terminal. As part of the opening of the new El Monte Station and *Store*, there is an opportunity for Foothill Transit and Metro to coordinate on the provision of seamless and truly regional "Silver Corridor" service whereby customers traveling between the El Monte Station and downtown Los Angeles would be able to board either a Foothill Transit or a Metro bus for a common fare, using either Foothill Transit's or Metro's fare media.

Discussions have been underway at the staff level to look into how this might be implemented, and whether it might be best to approach this on a one-year trial basis subject to evaluation at the end of the year. The discussions have centered on the issues below:

- Would the appropriate common Silver Corridor cash fare be Metro's current \$2.45 fare?
- What are the implications to Foothill Transit's Silver Streak pass prices?



- What are the Title VI civil rights issues to be addressed?
- How would both agencies be made whole from a financial perspective?
- How would the coordinated service be marketed?

Should the Silver Streak fare be reduced from \$2.75 to \$2.45 to match Metro's Silver Line fare, the annual revenue reduction could be as much as \$230,000. Additionally, it may be necessary to change the Silver Streak EZ Transit Pass Zone requirement west of El Monte Station from a Zone 3 to a Zone 2 pass to mirror the Metro EZ Transit Pass zone requirement. If this is implemented, the annual revenue impact could be as much as \$60,000. These figures, however, do not take into account any increased ridership that is likely to result from the Silver Streak/Silver Line coordination efforts.

It should also be noted that the Los Angeles County ExpressLanes project provided capital funding for additional buses and operating funding for service frequency to be increased during the one-year demonstration project. It is not anticipated that any service beyond the added ExpressLanes service will be needed to accommodate any added demand.

Before taking the discussions further, general policy direction from Foothill Transit's Executive Board is needed.

Fiscal Impact

There is no fiscal impact related to this item. Should the Board direct that coordination efforts and discussions continue, the possible fare structure and fare revenue implications will be further investigated and those figures presented to the Board.

Sincerely,

LaShawn King Gillespie
Director of Planning

Doran J. Barnes
Executive Director