

Agenda Report

TO: CITY COUNCIL

March 10, 2003

FROM: CITY MANAGER

SUBJECT: ARTS BUS SERVICE EXPANSION

RECOMMENDATION

It is recommended that the City Council receive and file this information item on the restructuring of bus service by the City's Pasadena Area Rapid Transit System (ARTS).

BACKGROUND

On October 28, 2002, the City Council approved a service and revenue plan to expand the ARTS program to increase transit service to the six Gold Line stations located in the City. Subsequently, staff has been working to develop new schedules that will improve service delivery. Joint meetings between staff and the City's contractor, Coach USA, are being held to ensure that there is a high level of awareness of the significance of the service and the partnership necessary to accomplish the goal of quality service delivery. These meetings include management staff, supervisors and bus operators.

City staff is also working cooperatively with the Los Angeles County Metropolitan Transportation Authority (MTA) to develop coordinated multi-agency transit service to the Gold Line stations. While the MTA is spearheading this effort, City staff has met with the City of Arcadia and has had discussions with the cities of San Marino and South Pasadena regarding additional transit service to the Gold Line. Staff will also be contacting private entities, such as the Huntington Library and Gardens, which have expressed an interest in shuttle service to the Gold Line.

The approved service plan for ARTS will be effective May 25, 2003. The new service includes the following:

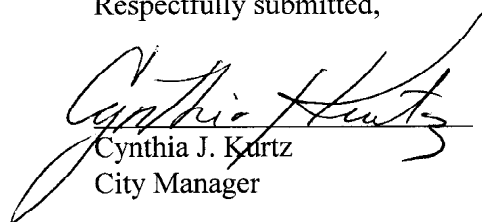
Begin Route 10 weekday service at 7 AM – Currently service on Route 10 begins at 11:00 a.m., the approved schedule change will improve service connections in the downtown area.

Extend weekday service on Route 40 to 8 PM – Currently service on Route 40 ends at approximately 6:00 p.m.. This approved change will improve commuter service.

Implement Route 50 during the weekdays – This is a new route intended to link the Linda Vista area with Gold Line stations and provide a needed link to the Rose Bowl area from the northwest. The new route will also provide increased coverage of important segments of Fair Oaks.

Implement Route 60 during AM and PM peak hours – This is a new route that will provide commuter links to the Sierra Madre Villa station between Altadena Drive on the west and the upper Hasting Ranch area on the east.

Respectfully submitted,




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City Manager

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Approved by:



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