



Information Item

Date: September 21, 2010

To: Mayor and City Council
From: Stephanie Negriff, Director of Transit Services
Subject: BBB Detours During Glow 2010

Introduction

Glow will take place on Saturday, September 25, 2010. This report describes Big Blue Bus service detours (Attachment A) that will be in effect beginning at 6:00 p.m. on September 25, 2010 to the end of the service day at half past midnight on September 26, 2010.

Background

Glow 2008 was a hugely successful event for the City of Santa Monica and the arts community and attracted an unprecedented number of visitors to the City. However, transit services were unable to operate effectively due to solid gridlock on all streets in the area bounded by 14th Street, Ocean Avenue, Wilshire Boulevard, and Pico Boulevard. Because of complete traffic immobility in this one square mile, buses on the nine BBB routes that pass through downtown on Saturdays were unable serve the other 51 square miles of our service area despite an extra deployment of buses outside downtown. More importantly, those on board as buses were entering the downtown area were unable to travel to their destinations. The customers were forced to deboard and walk to their final destinations or connecting transit routes outside of the downtown area.

While 11th Street is relatively distant from the regular routing through downtown, the only alternative detour closer to downtown would be Lincoln Boulevard which is anticipated to be heavily congested by cars and impassible during the event. In order to maintain service reliability and system connectivity for transit users, Big Blue Bus will detour downtown service beginning at 6:00 p.m. on September 25 to 11th Street, as shown in Attachment A. Operation of a connector shuttle between 11th St. and downtown was considered, however, staff is not confident that a connector shuttle would be able to be reliably operated to and from the event area due to the anticipated congestion. The only viable alternative to re-routing bus service away from the downtown area is to establish travel lanes for the exclusive use of buses and emergency vehicles to allow these vehicles to travel more freely through the event area. Staff studied this alternative but determined that the cost of traffic enforcement would be prohibitive.

Discussion

Regular BBB passengers and the public at large will be informed of the detours through the following channels:

- Information at all impacted bus stops directing passengers to the nearest alternative temporary bus stop
- Route Information at all temporary bus stops
- Live and phone-in customer service available at the “Blue, the Transit Store” on Broadway until 9 p.m. the evening of the event
- Information sent to City web sites and publications
- “Take One” fliers in all buses prior to the event
- Pre-recorded announcements on all buses prior to and during the day of the event
- Information on bigbluebus.com including a detour route map
- Email blast to the entire BBB mailing list beginning one week leading up to the event
- Press Release sent to local papers

Summary

BBB will implement the attached detours to ensure that buses operate reliably and safely during Glow, from 6:00 p.m. Saturday, September 25, 2010 until half past midnight the following morning, or as directed by the Police. It is anticipated that this approach will allow for continuous transit services outside of downtown and through the rest of BBB's service area.

Prepared By: Paul Casey, Senior Transit Programs Analyst

Attachment A: BBB Detours for Glow 2010

Attachment A

BBB Detours for Glow 2010

Line 1 Southbound

Regular route From UCLA to 11th St

- L- 11th
- R- Pico
- L- Lincoln
- R- Rose
- L- Main, via regular route

Missed Southbound Stops

- Santa Monica: Lincoln, 6th
- Broadway: 4th, 3rd
- Ocean: Broadway, Colorado
- Main: Bay, Pacific, Hollister, Ocean Park, Hill, Ashland, Marine

Temporary Replacement Stops

11th and Santa Monica, , 11th and Broadway , 11th and Pico, Pico and Lincoln, Lincoln and Ocean Park, Main and Rose

Line 1 Northbound

Leaving Venice Circle to Rose

- R- Rose
- L- Lincoln
- R- Pico
- L-11th
- R- Santa Monica Blvd, via regular route

Missed Northbound Stops

- Main St: Marine, Ashland, Hill, Ocean Park, Hollister, Pacific, Bay
- Ocean Ave: Pico, Colorado, Broadway, Santa Monica
- Santa Monica: 3rd, 4th, 6th, Lincoln

Temporary Replacement Stops

Main and Rose, Lincoln and Ocean Park, Pico and Lincoln, 11th and Pico, 11th and Broadway, 11th and Santa Monica Blvd.

Line 2 Southbound (to Downtown SM Only)

Leaving Ackerman, regular route to Wilshire and 5th

- L- 5th Street
- R- Arizona, layover by T.J. Maxx at 4th

Missed Southbound Stops

- 4th St: Wilshire, Arizona, Santa Monica, Broadway, Colorado, Civic Center, Pico, Bicknell, Hollister, Ocean Park, Hill
- Hill Street: 4th, Main
- Neilson/Pacific: Hill, Ashland, Barnard, Navy, Rose, Sunset

Temporary Southbound Stops

For the Venice Beach Connection, go to 11th at Santa Monica, Broadway, or Pico and connect with Lines 1 or 3, or walk to Pacific southbound at Brooks

Line 2 Northbound (from Downtown SM Only)

Leaving layover at Arizona and 4th

- R- 4th
- R- Wilshire, via regular route to UCLA

Missed Northbound Stops

- Westminister/Abbot Kinney, Riviera/Windward, Main/Venice Way, Pacific/Neilson: Windward, Westminister, Brooks, Sunset, Rose, Navy, Pier, Ashland
- Hill Street: Main, 4th
- 4th Street: Ocean Park, Hollister, Bicknell, Pico, Civic Center, Colorado, Broadway, Santa Monica, Arizona

Temporary Northbound Stops:

For the Santa Monica connection, go to Main/Rose, 11th/Pico, 11th/Broadway or 11th/Santa Monica Blvd.

Line 2 Venice Shuttle (Venice Blvd. at Walgrove to Pacific Ave. at Brooks)

Leaving layover on Venice Blvd. at Walgrove via Regular Route to Abbott Kinney at Westminister

- Continue straight on Abbot Kinney
- L-Brooks
- L- Pacific, via Regular Route to Venice Blvd. at Walgrove

Line 3 Northbound

Leaving Green Line Regular Route to Lincoln and Pearl

- R-Pearl
- L-11th
- L-Wilshire
- R-Lincoln, via regular route

Missed Northbound Stops

- Lincoln: Pearl
- Pico: Lincoln, 6th (Samohi)
- 4th St: Pico, Civic Center, Colorado, Broadway, Santa Monica, Arizona, Wilshire
- Wilshire: 6th

Temporary Northbound Stops

11th and Pico, or 11th and Santa Monica

Line 3 Southbound

Leaving Ackerman Terminal

- L- Wilshire
- R-11th st
- R-Pearl
- L- Lincoln via regular route

Missed Southbound Stops:

- Wilshire: 6th street
- 4th Street: Pico, Civic Center, Colorado, Broadway, SM/Blvd, Arizona, Wilshire
- Pico: 4th, 6th, Lincoln
- Lincoln: Pearl

Temporary Southbound Stops

11th and Santa Monica, 11th and Pico, or Lincoln and Pearl

Line 4 Westbound

Leaving from VA Hospital, Regular route to San Vicente and 4th St

- L- 4th
- L-Arizona

(Layover with lines 3 and 5)

Missed Westbound Stops

- 4t St: Arizona, Santa Monica, Broadway, Colorado
- Olympic: Mazatlan

Temporary Westbound Stops

Arizona and 5th

Line 4 Eastbound

Leaving from Arizona and 5th

- L-6th
- L-Wilshire
- R- 4th

Missed Eastbound Stops:

- Olympic: Mazatlan
- 4th Street: Colorado, Broadway Santa Monica, Arizona

Temporary Eastbound Stops:

Arizona and 5th

Line 5 Eastbound

Leaving Big Blue Bus Yard exit 6th Street Gate

- R- Colorado via regular route

Missed Eastbound Stops

Arizona: 5th

4th: Wilshire, Arizona, Santa Monica, Broadway

Colorado: 4th

Temporary Eastbound Stops:

6th and Colorado, before the right turn

Line 5 Westbound

Leaving Rimpau Terminal regular route to 6th and Colorado

BBB Detours, GLOW 2010

- L- 6th Street Gate BBB Yard

Missed Westbound Stops

Colorado: 4th

4th: Broadway, Santa Monica

Arizona: 5th

Temporary Westbound Stops:

6th at Colorado, after the left turn

Line 7 Westbound

Leaving Rimpau Terminal continue regular route to Pico and 11th Street

- R-11th
- L- Broadway (layover 6th and Broadway)

Missed Westbound Stops

Pico: 10th, Lincoln, 6th (Samohi), 4th (civic parking lot), Main St,

Ocean Ave: Pico (Viceroy Hotel), Colorado, Broadway, Santa Monica

Santa Monica Blvd: 3rd, 4th, 6th

Temporary Westbound Stops

11th and Santa Monica, 11th and Pico

Line 7 Eastbound

Leaving Broadway and 6th continue Broadway to 5th street

- R-5th
- R-Santa Monica
- R-11th
- L-Pico

Missed Eastbound Stops

Broadway: 4th, 3rd,

Ocean Ave: Broadway, Colorado,

Pico Blvd: Main, 4th, 6th, Lincoln, 10th

Temporary Eastbound Stops

11th and Santa Monica, 11th and Pico

Line 8 Westbound

Leaving Ackerman Terminal, regular route to Ocean Park Blvd and 11th Street

- R-11th
- L- Broadway (layover at 6th and Broadway)

Missed Westbound Stops

- Ocean Park Blvd: 11th, Lincoln, Beverly, 5th, 4th, Main
- Main: Hollister, Pacific, Bay, Pico, City Hall
- 2nd St: Santa Monica
- Santa Monica Blvd: 3rd, 4th,
- 6th: Santa Monica

Temporary Westbound Stops

Ocean Park and 11th (nearside), 11th and Pico

Line 8 Eastbound

Leaving 6th and Broadway continue to 5th Street

- R-5th
- R-Santa Monica Blvd
- R-11th
- L- Ocean Park

Missed Eastbound Stops

- Broadway: 4th
- 2nd St: Broadway
- Main St: City Hall, Pico, Bay, Pacific, Hollister
- Ocean Park: Main, 4th, 5th, Highland, Lincoln, 11th

Temporary Eastbound Stops:

11th and Pico, Ocean Park and 11th (far side)

Line 9 Southbound

Leaving Marquez and Sunset continue regular route to 6th Street

- R- Arizona
(Layover between 4th and 5th on Arizona)

Missed Southbound Stops:

- 4th St: Arizona, Colorado
- Olympic Dr.: Mazatlan (Public Safety Building)

Temporary Southbound Stops

Arizona and 4th

Line 9 Northbound

Leaving 5th and Arizona continue to 4th Street

- R-4th
- R- Wilshire
- L-6th St via regular route

Missed Northbound Stops:

- Olympic Dr.: Mazatlan,
- 4th St: Colorado, Broadway, Santa Monica, Arizona

Temporary Northbound Stops

Arizona and 4th

Line 10 Westbound

Leaving MTA Terminal 31 continue regular route to Santa Monica Blvd and 11th St.

- L-11th
- R- Broadway
- L-6th layover in the yard

Missed Westbound Stops:

- Santa Monica: 11th, Lincoln
- 6th St: Santa Monica Blvd
- Broadway: 4th
- 2nd St: Colorado

Temporary Westbound Stops:

6th and Colorado

Line 10 Eastbound

Leaving the yard 6th street gate to Broadway

BBB Detours, GLOW 2010

- L- Broadway
- R-4th
- R- Santa Monica via regular route

Missed Eastbound Stops:

- 2nd: Colorado
- Ocean Ave: Broadway, Santa Monica
- Santa Monica Blvd: 3rd

Temporary Eastbound Stops:

6th and Colorado