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# Information Item

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Date: February 23, 2011

To: Mayor and City Council  
From: Stephanie Negriff, Director of Transit Services  
Subject: Community Meetings on Big Blue Bus' Five-Year Plan

## Introduction

Big Blue Bus is announcing its annual community meeting series to review the results of its triennial line-by-line ridership study and present its five-year service plan for public comment.

## Discussion

The Big Blue Bus will be conducting its annual community meeting series March 2-10, 2011 to garner public feedback on service improvements being considered as part of the department's three-year service plan. Staff will also present findings from the department's line-by-line triennial ridership study that examines how the system is being used, rider demographics, changing community needs, and each line's productivity and usage patterns.

Several important service changes are proposed as Big Blue Bus plans for Expo Light Rail Phases I and II, to help improve downtown circulation, and to create operating efficiencies. Many of the proposed service adjustments would modify routes and schedules to allocate resources to the most productive services and to new transit corridors that will interface with Expo. Proposals include extending the Rapid 7 route to Red Line Station at Wilshire and Western and increasing frequency over local Route 7 service due to popular demand, converting the Express 10 to a Rapid 10, eliminating

Route 13 due to low ridership and service duplication along Pico Blvd, and elimination of Route 2 service south of Santa Monica's Civic Center.

Meetings are scheduled throughout the Big Blue Bus service area on the following dates:

- Wednesday, March 2, Ken Edwards Center 6-8 pm
- Thursday, March 3, Palms/Rancho Park Library 6-8 pm
- Saturday, March 5, Santa Monica Main Library 2:30-4:30 pm
- Tuesday, March 8, Virginia Avenue Park, Thelma Terry Center 6:00-8:00 pm
- Wednesday, March 9, UCLA Ackerman Union 12-2 pm
- Thursday, March 10, Santa Monica College Main Campus Library 11-1 pm

All meetings will be held in handicapped accessible facilities near routes served by Big Blue Bus.

At the City Council Meeting scheduled for Tuesday, May 10, 2011, Council will hold a study session to review the line-by-line data and results of the on-board surveys. At the same meeting, a staff report will be presented requesting Council's approval of the services changes to be implemented in August 2011 as well as approval of the three-year service plan where the public comment from the community meetings will be noted.

**Prepared By:** Dan Dawson, Customer Relations Manager, Big Blue Bus