

Southern California Regional Rail Authority Metrolink

DOT T-3 Webinar
April 26, 2012



Agenda

- Describe the Metrolink Service Area
- System Metrics
- Major Challenge
- Other Challenges
- A “Super-Users” Approach



METROLINK



System Metrics

- Metrolink operates as a Joint Powers Authority agency owned by 5 Southern California County partners.
- Metrolink operates 7 lines over 512 miles of track serving 55 stations. Average weekday ridership-43,000; weekends-12,000/day.
- Average monthly Metrolink ticket sales = 220,000 units-40,000 commutation tickets-180,000 one-way/roundtrip or “special” tickets through 129 TVMs.
- Metrolink Ticket Vending Machines (TVMs) sell/deliver an average of 35,000 Amtrak tickets per month.
- TVMs support 2 “special” ticketing options including Orange County day passes and Angel’s Baseball tickets along with Amtrak ticket sales. Los Angeles Airport ticketing option is currently under development.



Major Challenge

TVM Vended Printable/Smart Tickets-Interim Solution

- Metrolink maintains twenty five transfer agreements to ensure Metrolink passengers enjoy seamless transfer privileges throughout the 5 county region.
- Los Angeles County, one of 5 counties served by Metrolink is implementing a smart card fare system.
- 60% of Metrolink trips end within LA County and 40% of those passengers transfer to a last mile bus or light rail service that are or soon will be smart card enabled.
- Metrolink is currently working with LA Metro to develop printable smart tickets vended through TVMs. Allows passengers to transfer to either flash pass service or TAP onto Metro service with same ticket.



Other Challenges

- 1) Reduce manual processes-Implementation of Corporate Quick Card to serve 8,000 Corporate customers through the TVM system-stop print and ship method.
- 2) Determine next steps for TVM system-Replace now or support for 3 to 5 years and look at developing technologies.
- 3) Financial Challenges-Significant capital funding required for Metrolink projects such as coach replacement, Locomotive replacements/upgrades and PTC investment.



A “Super-Users” Approach

- 1) Metrolink interfaces with fare systems that include no fare, cash fare, tokens, paper tickets, magnetic media and soon smart cards. Transfer agreements have made a Metrolink ticket the “golden ticket” throughout the 5 county region.
- 2) Metrolink must spend significant time effort and money to convince the LA car culture to leave their cars behind. Maintaining seamless transfers and ease of use fare media is critical to Metrolink’s marketing and service strategy.
- 3) Exploring new technologies such as open payments, NFC ticketing options and back office accounts may offer opportunities to achieve true regional integration with all of Metrolink’s transit partners.

