

# FlyAway<sup>®</sup> Bus Network Bi-Annual Progress Report



Airports & Facilities Planning, Los Angeles World Airports



Board of Airport Commissioners Meeting  
January 11, 2010

# Presentation Outline

- Irvine FlyAway<sup>®</sup> - New Start-Up Service
- FlyAway<sup>®</sup> Network Changes
- FlyAway<sup>®</sup> Network Performance
- The Way Forward



Irvine Promotion

# Irvine FlyAway<sup>®</sup> - New Start-Up Service

- Service began on November 16, 2009.
- New Buses are LAWA-owned and CNG-fueled, and include wheelchair access, secure baggage storage and free Wi-Fi.
- Start-Up schedule is 12 trips a day, six each way.
- No-cost land lease agreement.
- 500 free parking spaces for FlyAway<sup>®</sup> users.

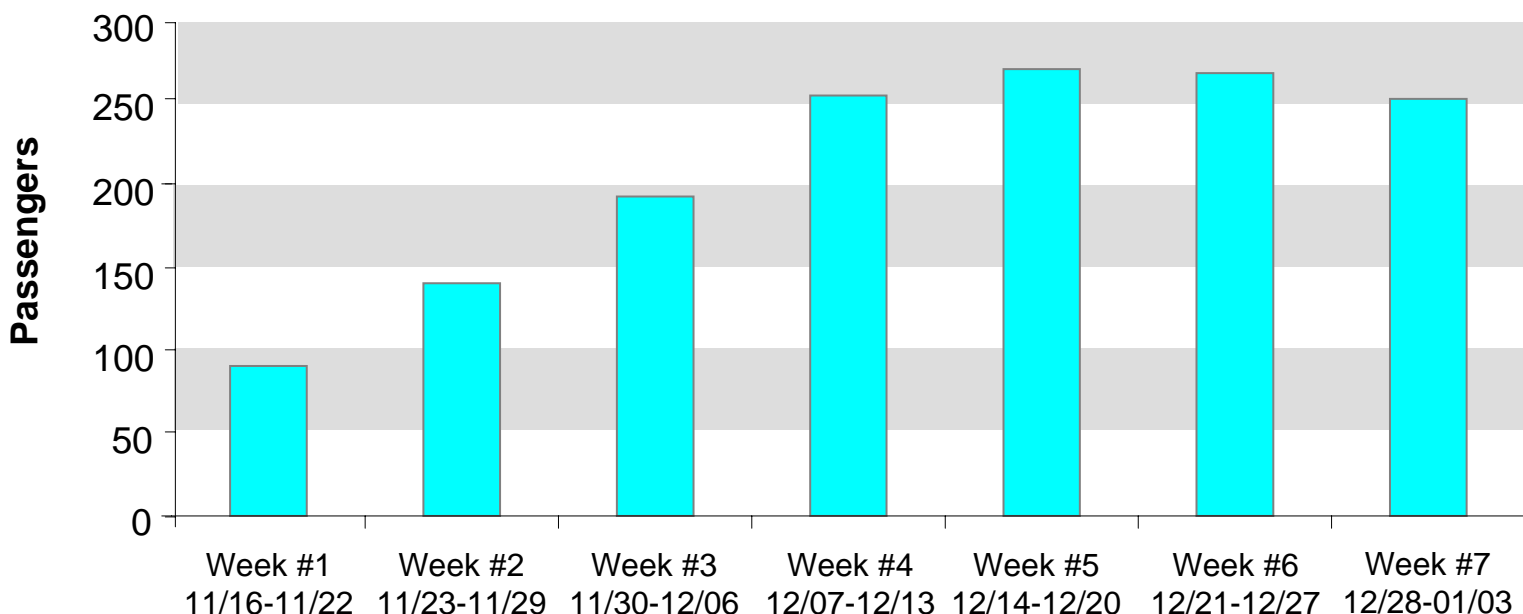
Bus Fare	Adult	Youth (Grades K-8)	Child (under age 5)
	\$25 one-way**	FREE* <i>(School ID Card or Proof of Age required)</i>	FREE*



**Irvine FlyAway Opening Event at LAX**  
Irvine Mayor Sukee Kang, L.A. Mayor Antonio Villaraigosa, Irvine board members Christina L. Shea, and Steven Choi

# Irvine FlyAway<sup>®</sup> Performance

- During the first 7 weeks of operation, the Irvine FlyAway<sup>®</sup>:
  - Carried 1,527 passengers, with an average load factor of 12.6% per bus.
  - 52% of bus operating costs recovered.
    - Revenue: \$38,175
    - Bus operating costs: \$73,105
- Irvine FlyAway<sup>®</sup> Weekly Count Summary:



# Irvine FlyAway<sup>®</sup> Marketing

- **LAWA Public Relations Division  
\$100,000 program for FY 2010**

- ✓ Appearances at local events
- ✓ OC Register page wraps & notes
- ✓ Orange County Business Journal
- ✓ Campus Circle weekly to six colleges
- ✓ KNX720/KFWB radio, web ads and email blasts
- ✓ Online: OC Register, Google, Business Journal, Travelocity
- ✓ Bus Shelter ads at 16 kiosks in south Orange County market area
- ✓ Promotion by local cities, Metrolink, Amtrak, and institutions
- ✓ Spring Upgrade for bus stop, 3 kiosks at Spectrum, and Travelocity
- ✓ Studying future discount coupons for off-peak travel periods



# FlyAway<sup>®</sup> Network Changes (August 2009)

- **Fare Increase**

- Union Station & Van Nuys one-way fare raised from \$6 to \$7. Westwood fare remains at \$5.
- Standardized fares for each route.
- Age for child free fare changed from 2 to 6 years old.

- **Schedule Adjustments**

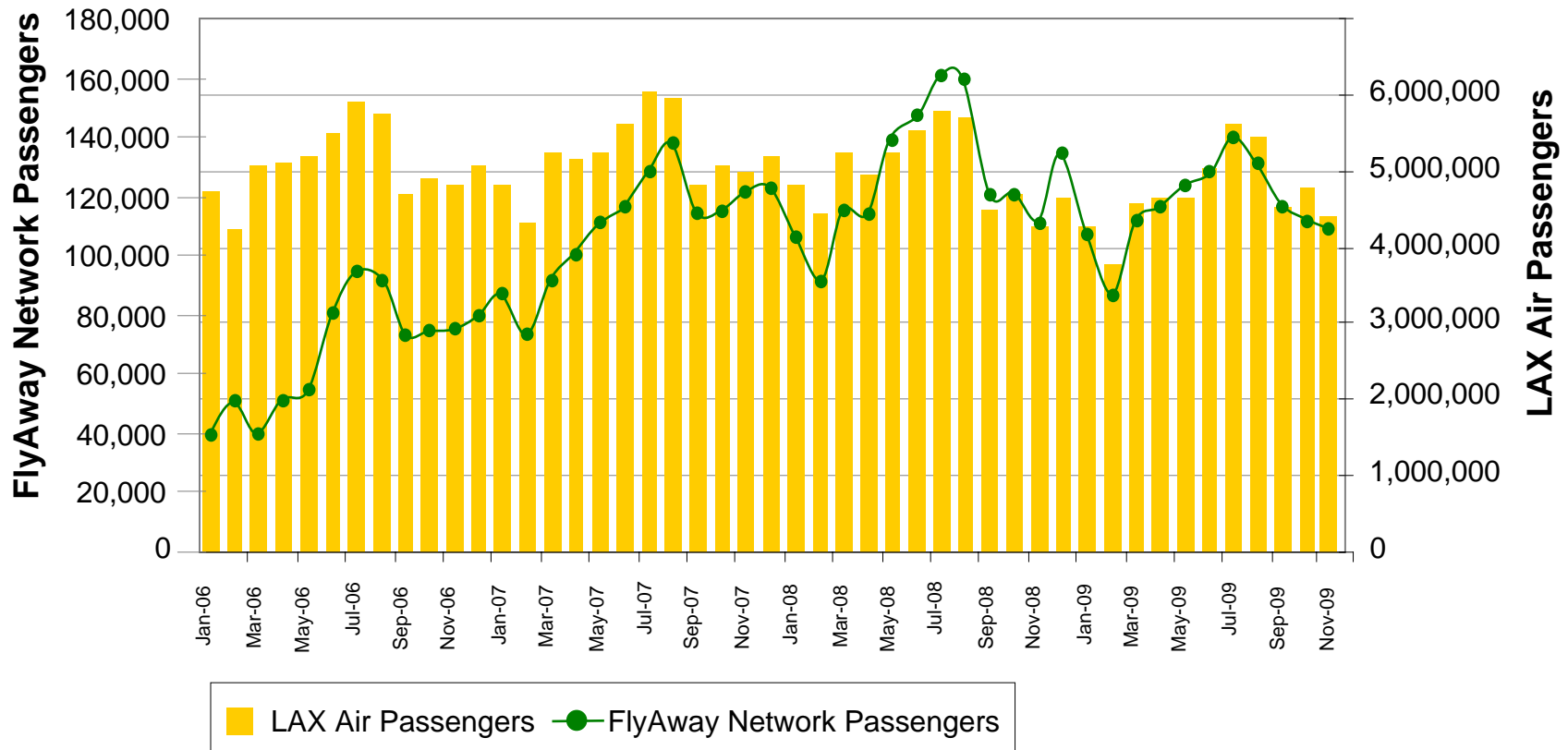
- Van Nuys service hours cut 6.4% netting \$25,000 savings per month.
- Westwood service hours cut 32.3% netting \$63,000 savings per month.



Van Nuys

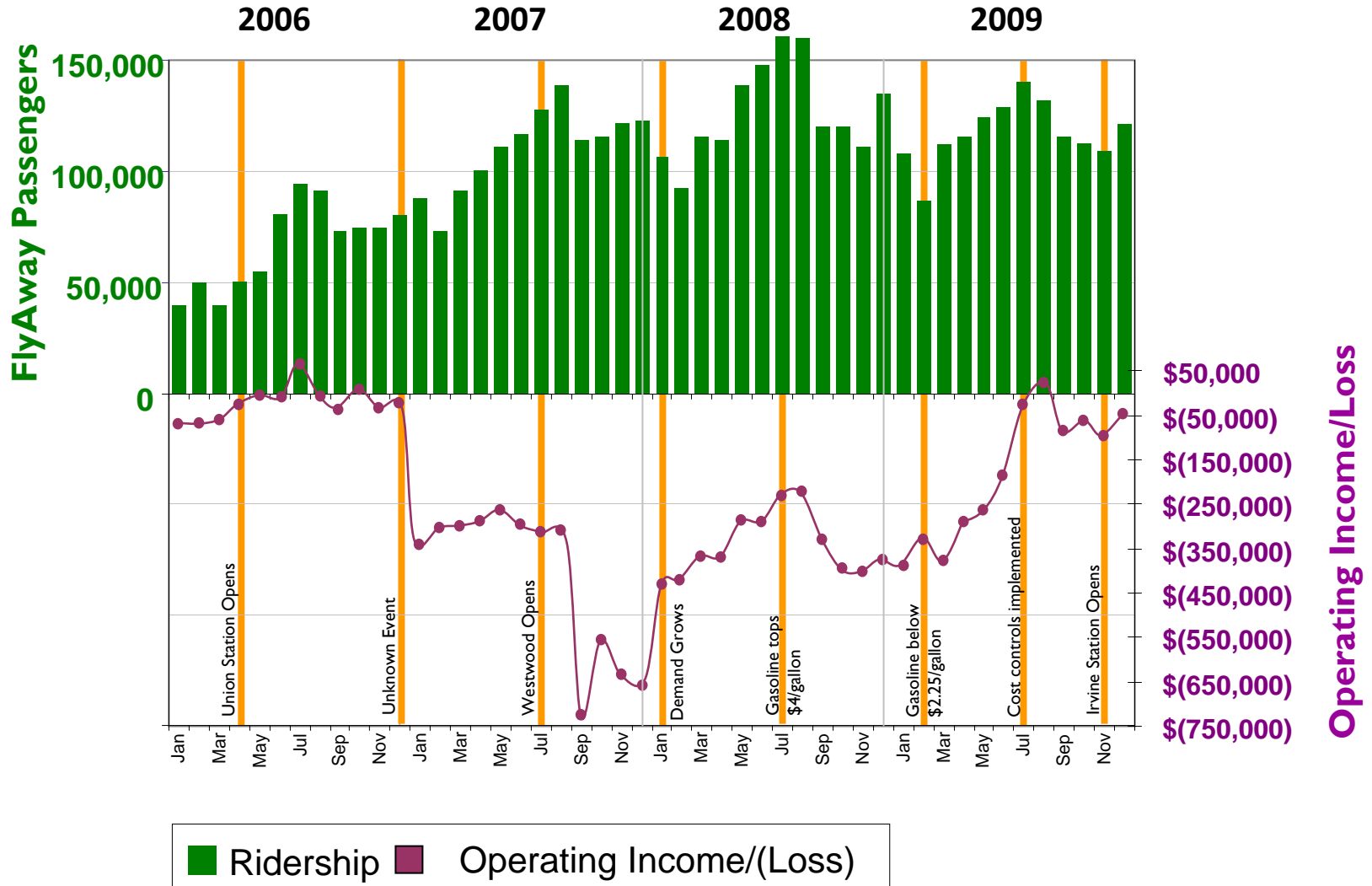
# FlyAway<sup>®</sup> Network Performance - Traffic

## Flyaway Volume Mirrors LAX Air Passenger Volume Jan. 2006 thru Nov. 2009



# FlyAway<sup>®</sup> Network Performance – Financial

2006 – 2009 Ridership and Net Income/Loss



## 2008 vs. 2009 Network Ridership and Bus Operating Costs

Route and Year	Passenger Ridership	Passenger Revenue	Bus Operating Cost	Deficit Reduced
<i>Van Nuys</i>	<i>2008</i>			
	<i>2009</i>			
<b>% Change:</b>	<b>-11%</b>	<b>55%</b>	<b>10%</b>	<b>127%</b>
<i>Union Station</i>	<i>2008</i>			
	<i>2009</i>			
<b>% Change:</b>	<b>- 0.5%</b>	<b>35%</b>	<b>1%</b>	<b>55%</b>
<i>Westwood</i>	<i>2008</i>			
	<i>2009</i>			
<b>% Change:</b>	<b>-6%</b>	<b>13%</b>	<b>-6%</b>	<b>10%</b>
<i>Irvine</i>				
<b>Totals</b>	<i>2008</i>			
	<i>2009</i>			
<b>Network Change:</b>	<b>-8%</b>	<b>46%</b>	<b>4%</b>	<b>50%</b>

# FlyAway<sup>®</sup> Network Performance

## 2008 vs. 2009 Network Ridership and Bus Operating Costs

Route and Year	Passenger Ridership	Passenger Revenue	Bus Operating Cost	Net Operating Cost	
<b>Van Nuys</b>	2008:	987,803	\$3,215,834	\$4,278,961	\$ (1,063,127)
	2009:	880,024	\$4,975,045	\$4,688,402	\$286,643
<b>% Change:</b>	<b>-11%</b>	<b>55%</b>	<b>10%</b>	<b>127%</b>	
<b>Union Station</b>	2008:	411,741	\$1,427,525	\$2,297,965	\$ (870,440)
	2009:	409,837	\$1,932,490	\$2,321,870	\$ (389,381)
<b>% Change:</b>	<b>- 0.5%</b>	<b>35%</b>	<b>1%</b>	<b>55%</b>	
<b>Westwood</b>	2008:	122,147	\$451,517	\$2,659,011	\$ (2,207,494)
	2009:	115,048	\$508,464	\$2,492,941	\$ (1,984,477)
<b>% Change:</b>	<b>-6%</b>	<b>13%</b>	<b>-6%</b>	<b>10%</b>	
<b>Irvine</b>	2009:	1,428	\$42,700	\$73,791	\$ (31,091)
<b>Totals</b>	2008:	1,521,691	\$5,094,876	\$9,235,937	\$ (4,141,061)
	2009:	1,406,337	\$7,458,699	\$9,577,004	\$ (2,087,215)
<b>Network Change:</b>	<b>-8%</b>	<b>46%</b>	<b>4%</b>	Deficit Reduced: <b>50%</b>	

- **2009 Ridership**

- Network ridership is down about 7.6%, similar to the decline in air passenger demand at LAX between 2008 and 2009.

- **Year Financial Comparison**

- Revenue has increased over 46%.
- Bus operating costs have increased 3.7%.
- Operating deficit has been reduced by 49.6% since 2008, but is still negative \$2.1 million

# The Way Forward

- **Continue to monitor network ridership and adjust schedules to best balance customer service and cost.**
- **Pursue grant funding opportunities for clean-fuel busses.**
- **Scout potential sites in high ridership demand areas, but erase the FlyAway deficit before starting additional routes.**
- **Continue discussions with Metro, public/private bus companies, and communities, to develop alternative strategies for network expansion.**
- **Continue new customer service program to monitor on-site service and provide passenger outreach.**
- **Monitor growth at Irvine and align schedules to meet demand as passenger trends are identified into mid-2010.**