

# System Overview



## ● Fixed Route Service

- BCT 102

- BCT 109



## ● Dial-A-Ride Service

Points of Interest: Redondo Beach Pier, Riviera Village, Hermosa Beach, Manhattan Beach and El Segundo restaurants and shopping plazas, LAX and bus and rail connections



# Fixed Route System Map



FY 2018-19 Ridership:

- 353,418

Bus Stops:

- BCT 102: 69

- BCT 109: 145

Fleet:

- 100% CNG

- 14 fixed route buses



# Fixed Route System Details

## ● BCT 102

- Local and school tripper service in Redondo Beach between the Pier, the Redondo Beach Green Line Station and the South Bay Galleria
- Neighborhood and business districts

## ● BCT 109

- Service along coastline from South Redondo to the LAX City Bus Center.
  - Redondo Beach, Hermosa Beach, Manhattan Beach and El Segundo
  - Douglas and Aviation Green Line Stations



# Multi Modal Connections

## ● BCT Connections

### ● Bike Connections

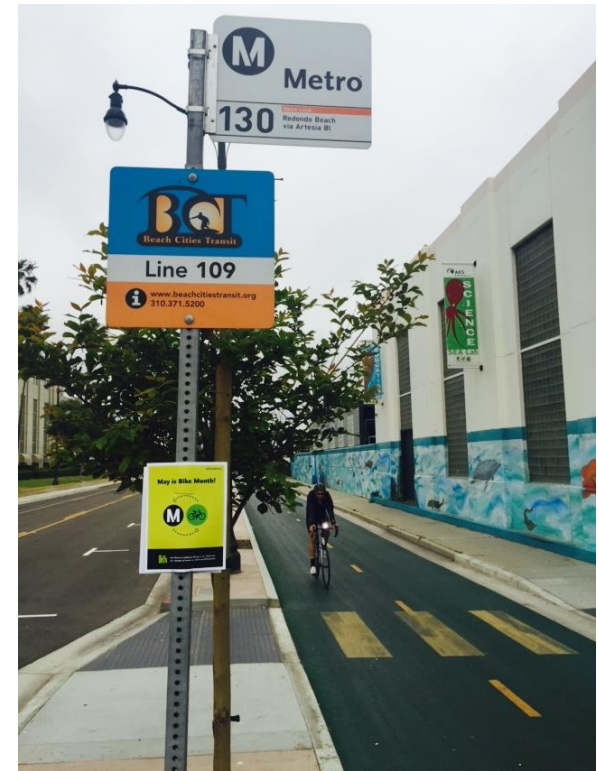
- Redondo Beach Cycle Track
- Sharrows in Manhattan Beach
- Marvin Braude Beach Path

### ● Rail Connections

- Green Line Stations

### ● Bus Connections

- Metro, Big Blue Bus, Culver City Bus, Gtrans, Lawndale Beat, Palos Verdes Peninsula Transit Authority and Torrance Transit



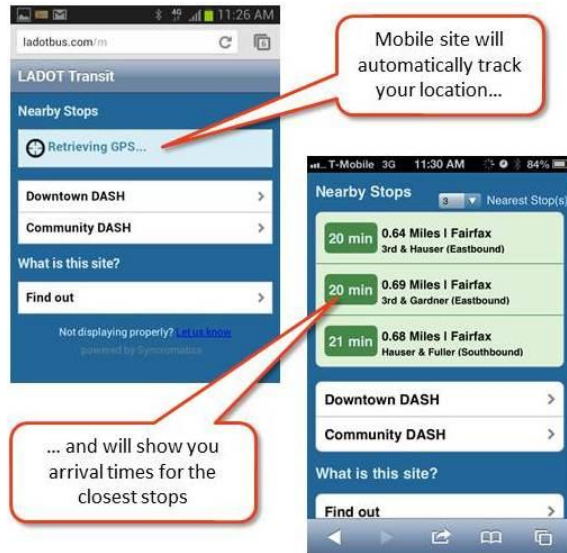


# Major Projects - Marketing

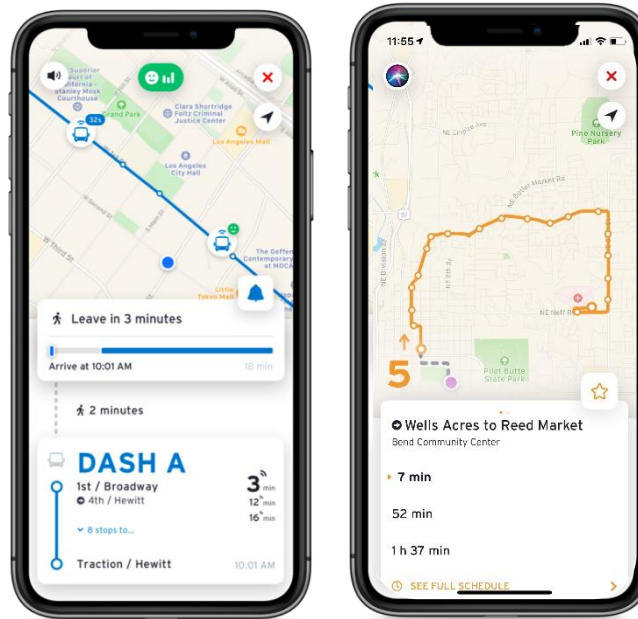
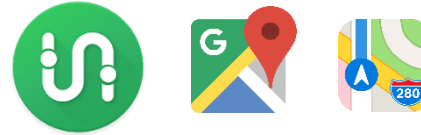
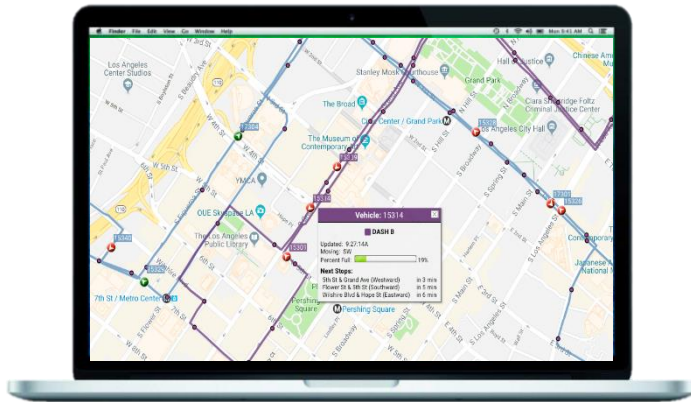
- Marketing Campaign
  - Social Media –Twitter Promotion Messages
  - Visibility of BCT with new bus stop signs
  - Nexus between bike/bus stop
  - Destination and multi-modal brochure
  - Real-Time Information service outreach



# Major Projects – Real Time Information



Mobile Website



Integration with 3<sup>rd</sup> party applications such as Transit App and Google Maps



Basic Phones – IVR (Phone) and SMS (Text Messaging)



# Goals through FY 2023

- Real-Time Information implementation
- Reinstate regular service hours
- Pursue recovery of costs and revenues via federal funding related to Coronavirus 2019
- Transit Program marketing for returning riders
- Social Media Outreach

