

FOR IMMEDIATE RELEASE

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PASSENGER COUNTS TOP 100,000 SINCE WATERFRONT RED CAR LINE INTRODUCTION LAST YEAR



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SAN PEDRO, Calif. – Since the launch of the Port of Los Angeles Waterfront Red Car Line on July 19, 2003 — the first time in 42 years that Red Cars have operated anywhere in the city — 107,664 passengers have taken a ride on the famed Los Angeles icons.

With a record-setting 50,000 attendees during last weekend's Lobster Festival at Ports O' Call Village, more than 11,000 Port visitors rode the Red Cars from the Festival grounds to downtown San Pedro and Cabrillo Beach.

Attracting visitors from as far away as the United Kingdom, the Waterfront Red Car Line moves about 5,000 riders a month, with a strong ridership from the international cruise terminal and the Line's north terminus.

Passenger Rachael White of Oldham, England, commented on the "very friendly staff" and said the Waterfront Red Car Line was . . . "a very informative experience I thoroughly enjoyed. It allowed me to explore San Pedro further and was an excellent value for the money."

"Not only is it exciting to be able to share with my grandchildren a part of my childhood, but it makes the Maritime Museum and Ports O' Call more accessible," said passenger Robin Mitchell of Torrance.

Throughout its one-year operation, the Waterfront Red Car Line has carried an average of 53 riders per operating hour. By comparison, McKinney Avenue Transit Authority in Dallas, which has been in operation since 1989, carried 30 riders per operating hour last year. This year, the Heritage Trolley in Charlotte, N.C. will carry an estimate of 28 riders per operating hour.

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More than 100,000 Red Car Passengers 2-2-2

Passengers appreciate the remarkable condition and authenticity of the Port's Red Cars. Port of Los Angeles craftsmen brought original Pacific Electric Red Car 1058 back to life, paying careful attention to detail, while adding some modern machinery features to improve safety and operational efficiency. Replica Red Cars 500 and 501 were each built from scratch, representing the look of the cars that ran on the San Pedro Pacific Electric system in the 1920s.

Running a 1.5-mile route, the Red Cars connect Port attractions such as the World Cruise Center, Los Angeles Maritime Museum, Ports O' Call Village and marina area. Free connections to Cabrillo Beach are available via transfer to the San Pedro Electric Trolley.

Fare for the Red Cars is only \$1, which includes one-day, unlimited rides during regular hours of operation, from 10 a.m. to 6 p.m., Friday through Monday. For more information about the Port of Los Angeles Waterfront Red Car Line, call the Red Car Information Line at (310) 732-3473, or visit the Port's Web site at www.portoflosangeles.org.

The Port of Los Angeles is America's premier port. As the leading containerport in the nation and a critical hub in the international supply chain, the Port generates thousands of stable, well paying jobs. It has also placed a high priority on smart growth initiatives combined with high security, environmental stewardship and community outreach. The Port of Los Angeles is a proprietary, self-supporting department of the City of Los Angeles. The Port of Los Angeles. . .Anchoring a bright future.

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