Metro

Board Report

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

File #: 2018-0229, **File Type:** Oral Report / Presentation

Agenda Number: 38.

SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE
AD HOC CUSTOMER EXPERIENCE COMMITTEE
JUNE 21, 2018

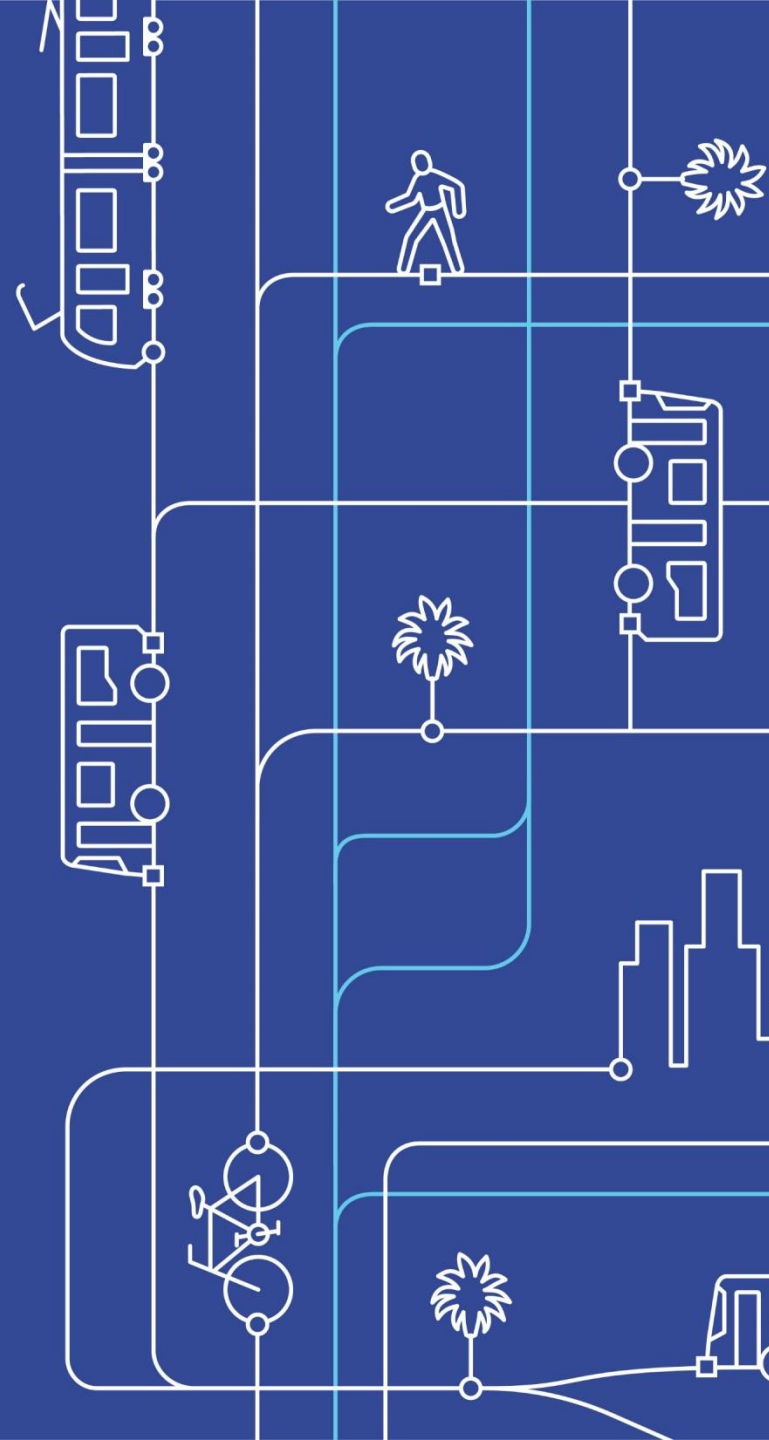SUBJECT: ORAL REPORT ON NEXTGEN BUS STUDY SERVICE
PARAMETERS

RECOMMENDATION

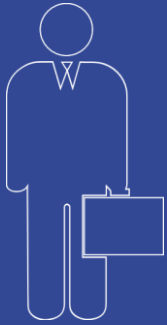RECEIVE oral report on NextGen Bus Study Service Parameters Update.
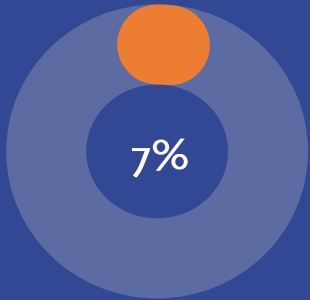
NEXTGEN Bus Study

Bus Service Parameters

System Safety, Security & Operations Committee
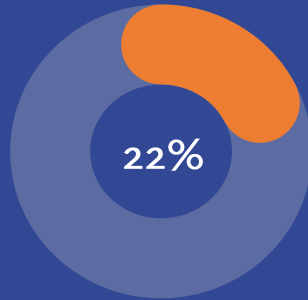
6.21.18

Metro

Four Types of Customers

Frequent
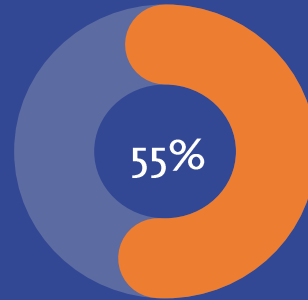
7%

Occasional

22%

Infrequent

55%

Non-Rider

16%
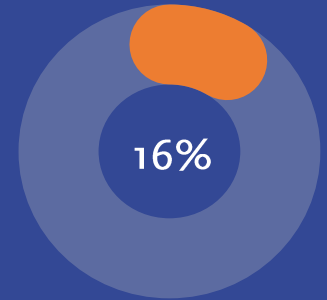
As a % of all LA County residents

Service Parameters

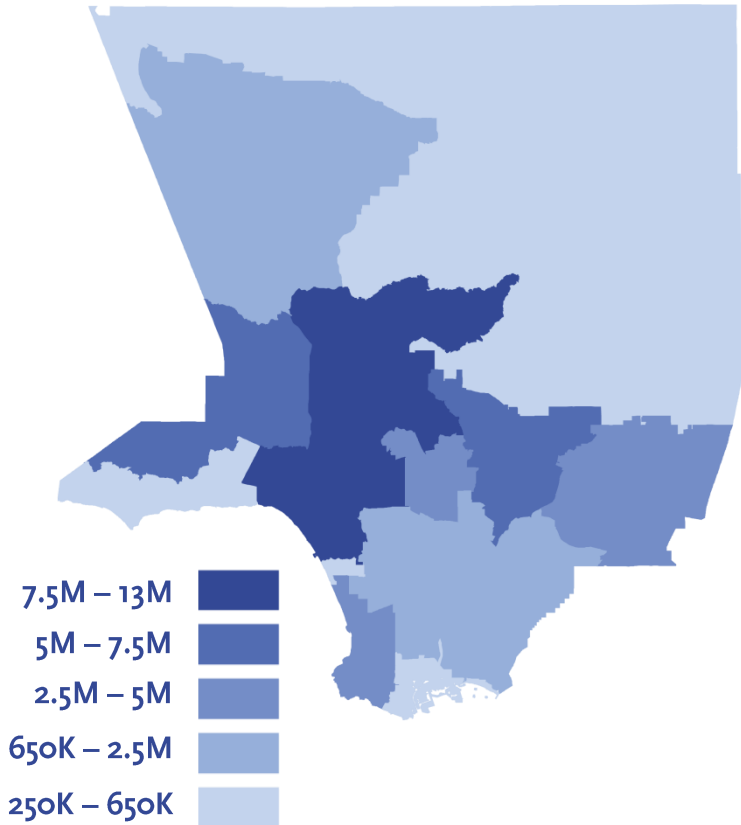| All Riders	Current	Former	Infrequent/Non-Rider
Travel Speed	More Service	Security (women, certain geographies)	Information (non-riders)
Frequency	Fares	First/Last Mile (elderly, higher income)	First/Last Mile (women, youth, elderly)
Reliability	Information	Comfort (odors, crowding)	Comfort (odors, crowding)

Transit Speed Competitiveness

Run all trips made in LA County through trip planning tools

Trip Origins Total vs Transit Trips

**All Trip Origins
Location Based Services (LBS)**

**Transit Trip Origins
(TAP Data)**

7.5M – 13M
5M – 7.5M
2.5M – 5M
650K – 2.5M
250K – 650K

50K – 100K
30K – 50K
15K – 30K
5K – 15K
0 – 5K
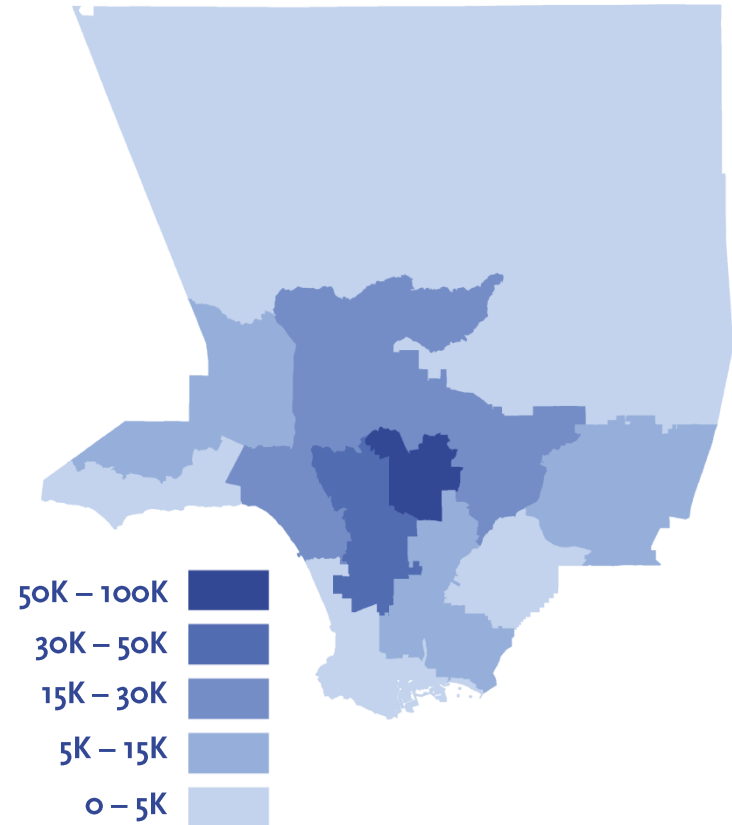
Source: TAP data - Metro and Municipal Operators & LBS Data (July through October, 2017)
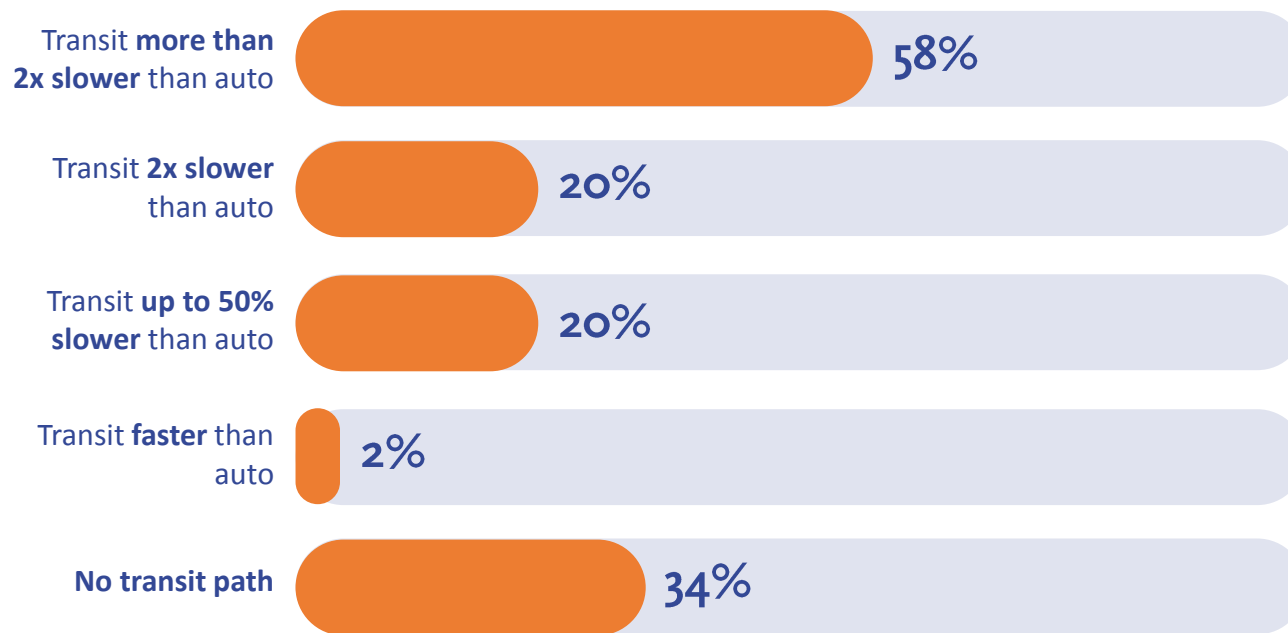
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Downtown LA | Where They Work

**Work Location of
DTLA/Northeast LA Residents**

Competitiveness of transit

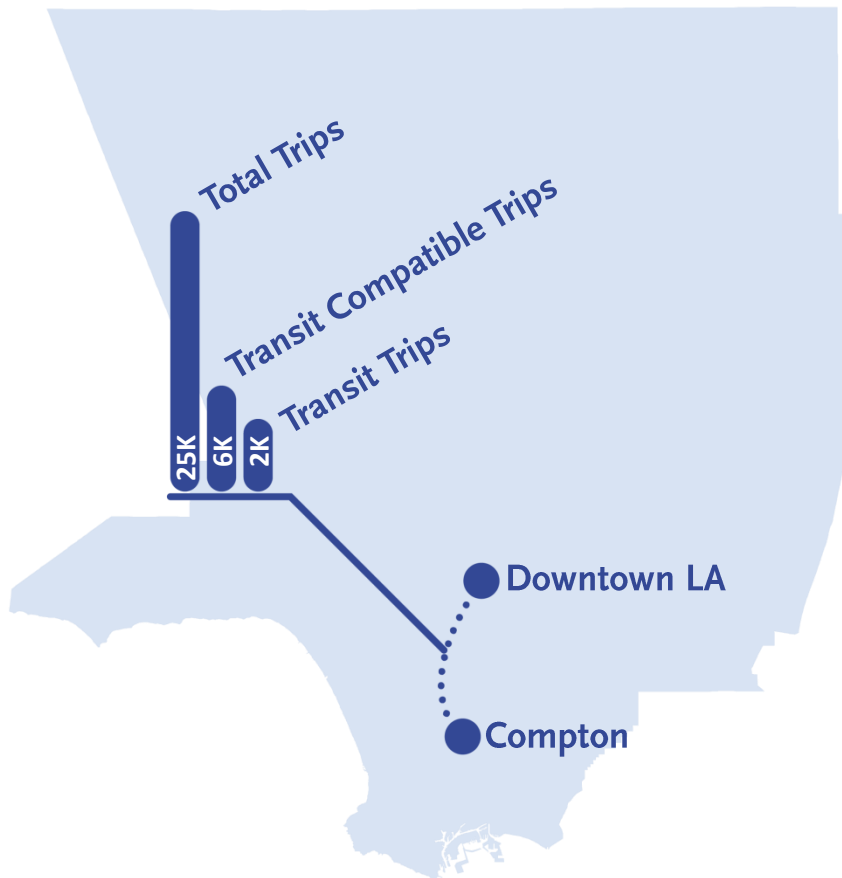## Competitiveness of 2,500 trips made by DTLA/Northeast LA residents

Transit **more than 2x slower** than auto — 58%

Transit **2x slower** than auto — 20%

Transit **up to 50% slower** than auto — 20%

Transit **faster** than auto — 2%

No transit path — 34%

Transit Competitiveness

How the analysis will be extended…

Total Trips
Transit Compatible Trips
Transit Trips

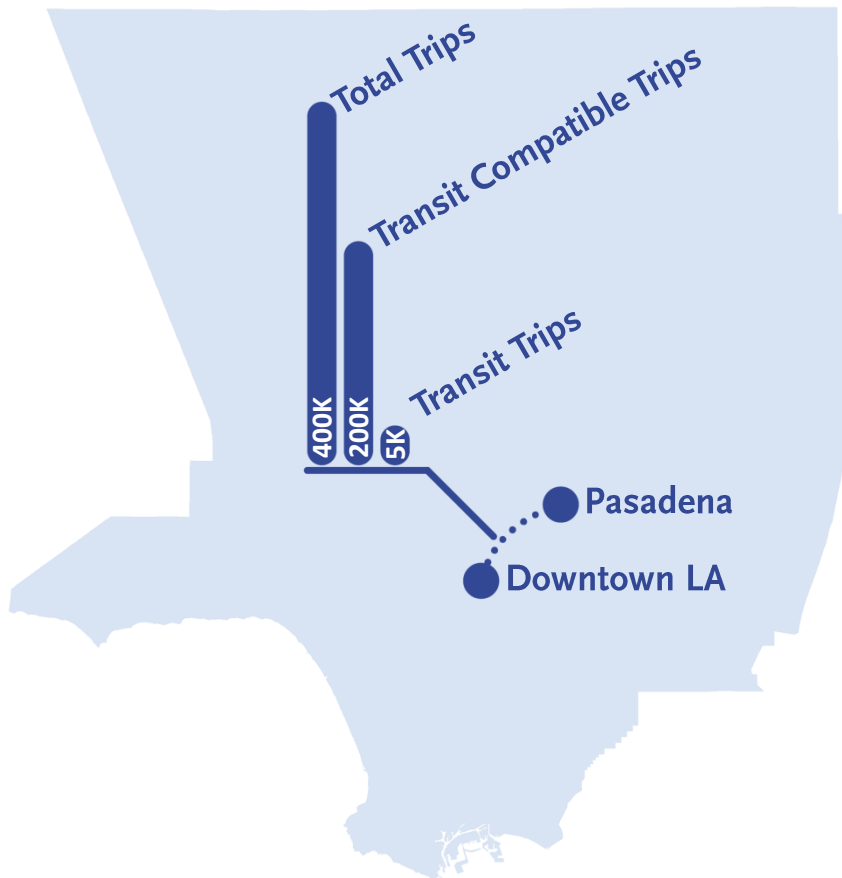25K 6K 2K

Downtown LA

Compton

- **Small travel market**
- **Transit competitiveness is low**
- **Among competitive trips, transit share is reasonably high**

Should we invest to improve transit speed & frequency to increase compatible trips?
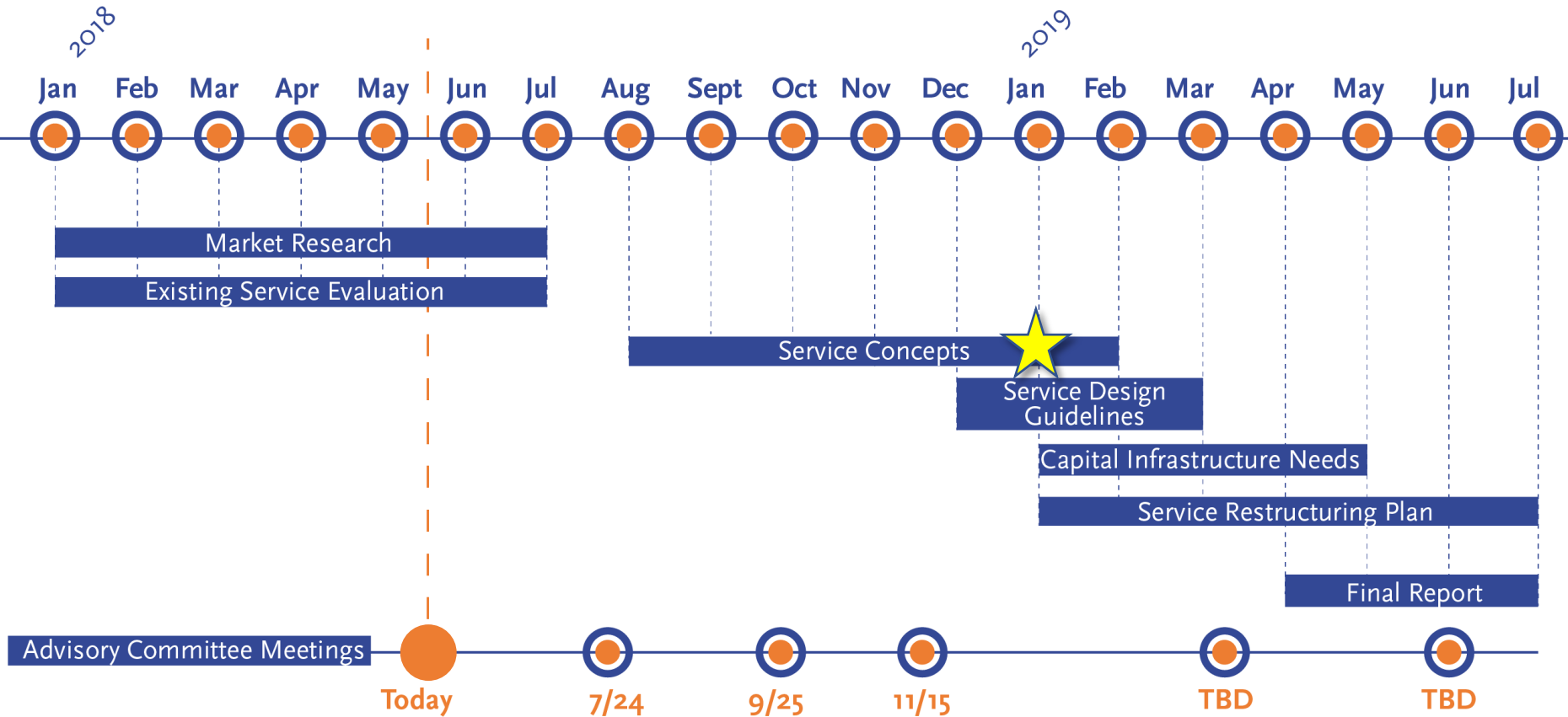
Transit Competitiveness

How the analysis will be extended...

- **Large travel market**
- **Transit competitiveness is high**
- **Among competitive trips, transit share is low**

Should we invest to improve service quality & amenities to capture larger share of compatible trips?

Schedule

2018

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |

2019

Market Research

Existing Service Evaluation

Service Concepts

Service Design Guidelines

Capital Infrastructure Needs

Service Restructuring Plan

Final Report

Advisory Committee Meetings

Today   7/24   9/25   11/15   TBD   TBD

⭐ Board approval of Service Concepts and Parameters

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Questions?