



**Metro**

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Metropolitan Transportation Authority

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**AUGUST 12, 2020**

**TO: BOARD OF DIRECTORS**

**THROUGH: PHILLIP A. WASHINGTON** *PAW*  
**CHIEF EXECUTIVE OFFICER**

**FROM: JAMES T. GALLAGHER** *JTG.*  
**CHIEF OPERATIONS OFFICER**

**SUBJECT: NEXTGEN PUBLIC HEARINGS AND SYNCHRONIZATION  
WITH MICROTRANSIT**

**ISSUE**

Operations staff seek to provide an update to the Board of Directors regarding NextGen.

**DISCUSSION**

Six virtual public hearings have been scheduled to review and solicit feedback on the bus service changes proposed in NextGen. Five of the public hearings will focus on specific changes within each of the five service council areas. The sixth public hearing will be systemwide, inclusive of all changes in all areas. While each of the public hearings will have a different focus, comments can be submitted on any proposal to any of the public hearings. The public hearings are scheduled as follows:

- San Fernando Valley - Wednesday, Aug. 19 at 6:30 p.m.
- South Bay Cities - Friday, Aug 20 at 6 p.m.
- All Regions - Saturday, Aug. 22 at 10 a.m.
- San Gabriel Valley - Monday, Aug. 24 at 6 p.m.
- Westside Central - Wednesday, Aug. 26 at 6:00 p.m.
- Gateway Cities - Thursday, Aug. 27 at 6:00 p.m.

The public will be able to watch online, listen or participate in the public hearings by clicking the link posted on the agenda or calling 877-422-8614 and entering the corresponding extension for the meeting. Comments can also be submitted online at metro.net, via US Mail, email at [servicechanges@metro.net](mailto:servicechanges@metro.net), fax at 213-922-6988. The public hearings will also be recorded and posted on the metro.net

website. The video stream link and phone-in options will be available 72 hours before each meeting.

The public hearings were advertised using the following means:

- Local and equity community language newspapers:
  - Armenian Media Network
  - Asian Journal (L.A.)
  - Korea Times
  - La Opinión
  - Los Angeles Times
  - Los Angeles Sentinel
  - Panorama (Russian)
  - Pasadena Star News
  - Rafu Shimpo (Japanese)
  - South Bay Daily Breeze
  - Watts Times
  - World Journal (Chinese Daily News)
  
- Paid Facebook ads
- Facebook events
- Nextdoor events
- Metro’s blog, The Source and other Metro social media channels such as Twitter
- Car and bus cards
- take one brochures distributed aboard Metro buses and at major transit hubs.
- A press release has also been distributed, resulting in coverage from various media outlets including mynews1a.com and la.streetsblog.org

Some of the service changes proposed have been developed in conjunction with our new demand-responsive service, MicroTransit. As such, the changes will be synchronized with the implementation of the MicroTransit Service Zones.

#### NextGen and MicroTransit Synchronization

In response to the Board’s Direction to approve and operate a new demand-responsive service, Metro staff has entered software pre-revenue testing for MicroTransit.

By design, MicroTransit is a flexible transit service built in alignment and synchronization with NextGen. The goals of the service are to retain and to grow ridership for Metro while improving the customer experience for current and future riders of the Metro network.

As approved in February 2020, the agency’s demand-responsive service will

allow Metro customers to order trips on the new service and to connect to our bus routes and train lines using internet browsers, mobile applications and our in-house call center. This new mode of public transit will offer shared rides, the majority of which are anticipated to link customers to Metro's fixed route services.

MicroTransit has been planned to address systemic ridership losses by investing and prioritizing customer experience elements such as public safety, cleanliness, and responding directly to the needs of how women and girls travel on our system.

MicroTransit Service Zones include:

- Watts/Willowbrook
- LAX/Inglewood
- Northwest San Fernando Valley
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- UCLA/Westwood/Century City

Five of the six zones where Metro will launch MicroTransit will include neighborhoods where realignments in coverage are proposed as a result of NextGen. Initial operations for MicroTransit will consist of a 12-hour service span and will operate up to 7 days per week.

MicroTransit is slated to be implemented in Watts/Willowbrook and LAX/Inglewood with the first NextGen service changes. On-street testing begins this month and will continue through September.

## **NEXT STEPS**

After the public hearings, the Service Councils will consider the comments received and deliberate on the final service proposals at their September meeting. The proposals will then be presented to the Board for approval in October. The MicroTransit fare integration plan will also be presented to the Board in October. If approved, the first phase of NextGen service changes will be implemented starting December 2020.