

# **Ridership Action Plan**

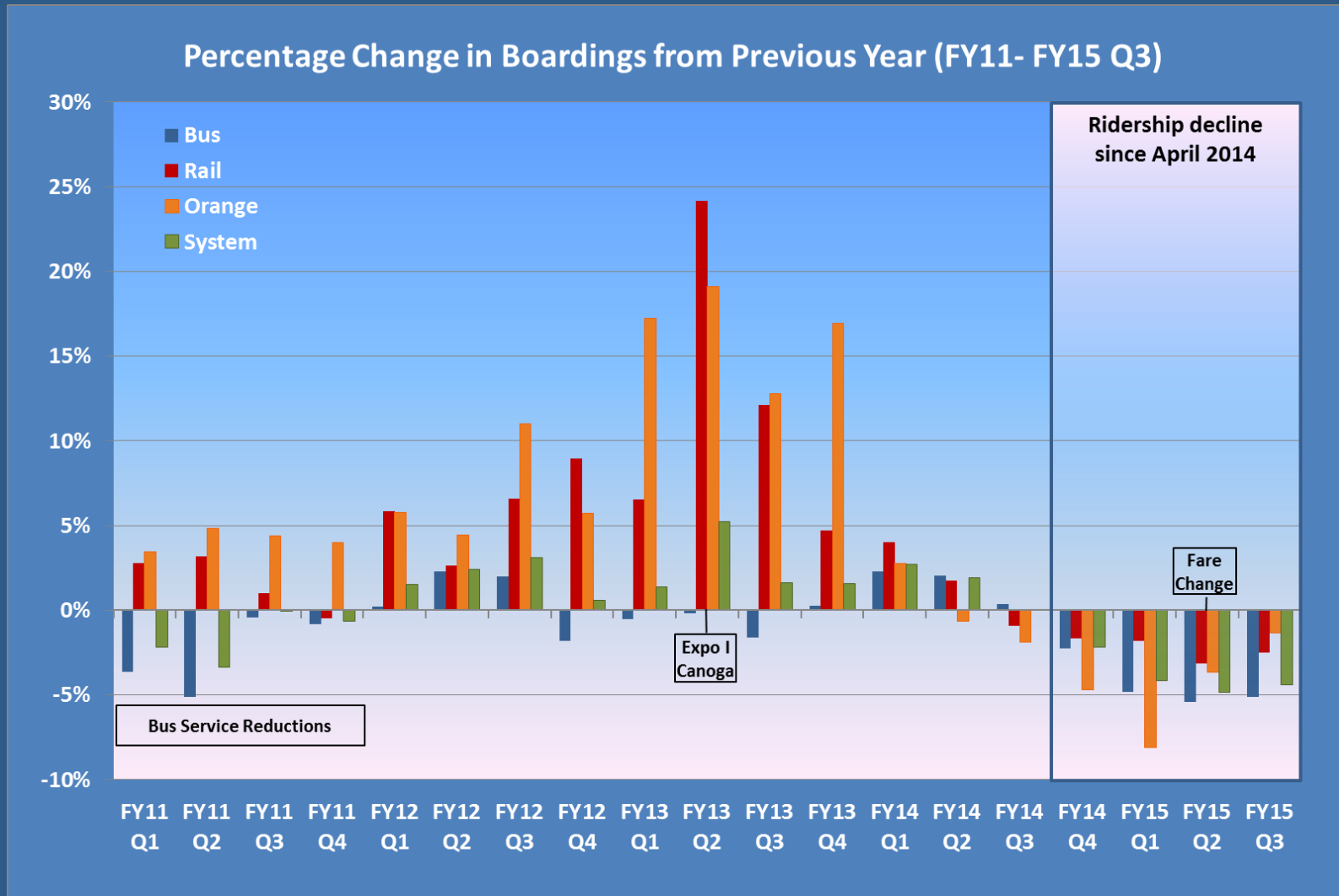
**Service Councils**

**September 2015**



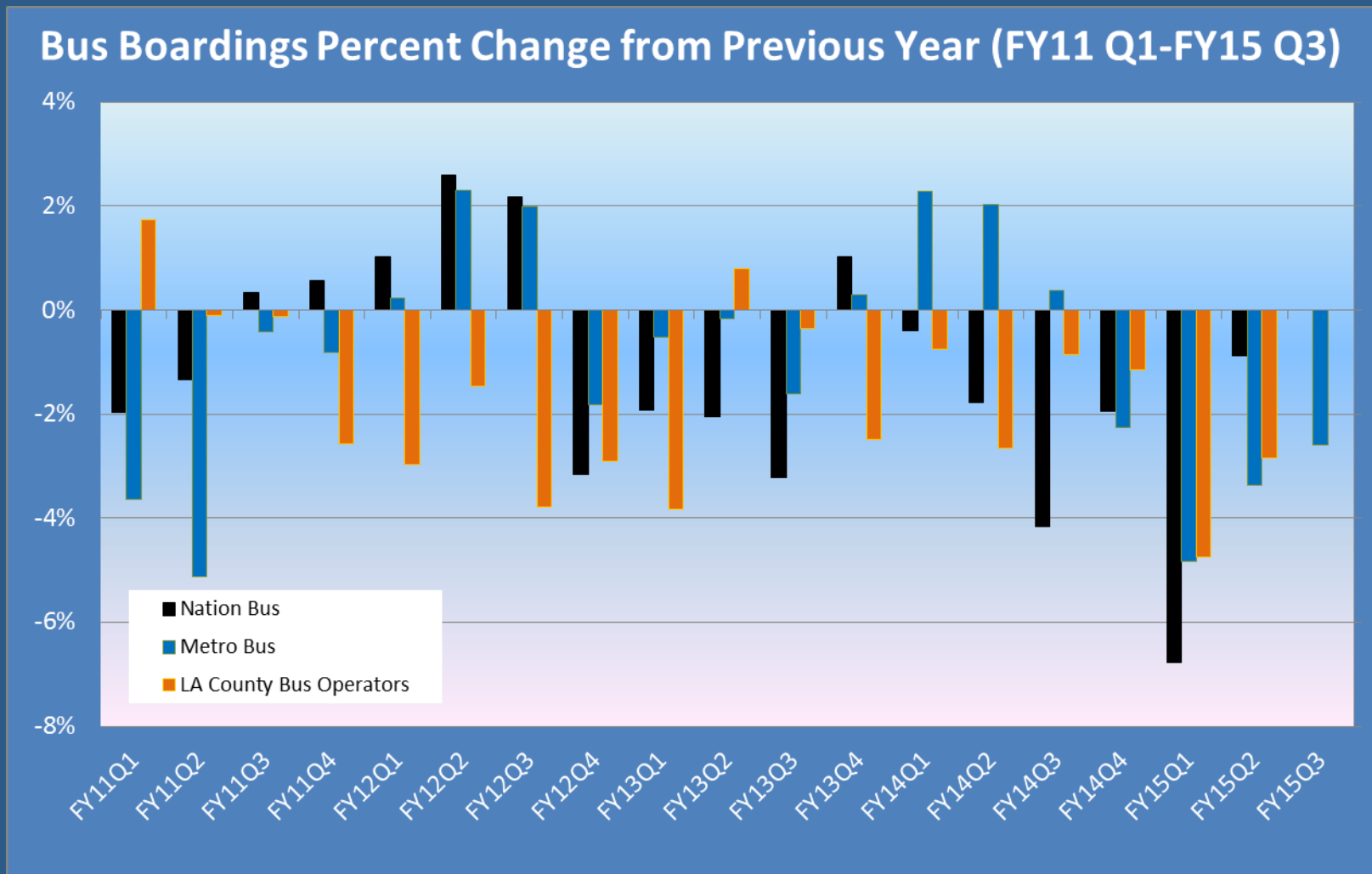
**Metro**

# Change in Boardings



Boardings decreased starting April 2014, before the fare increase

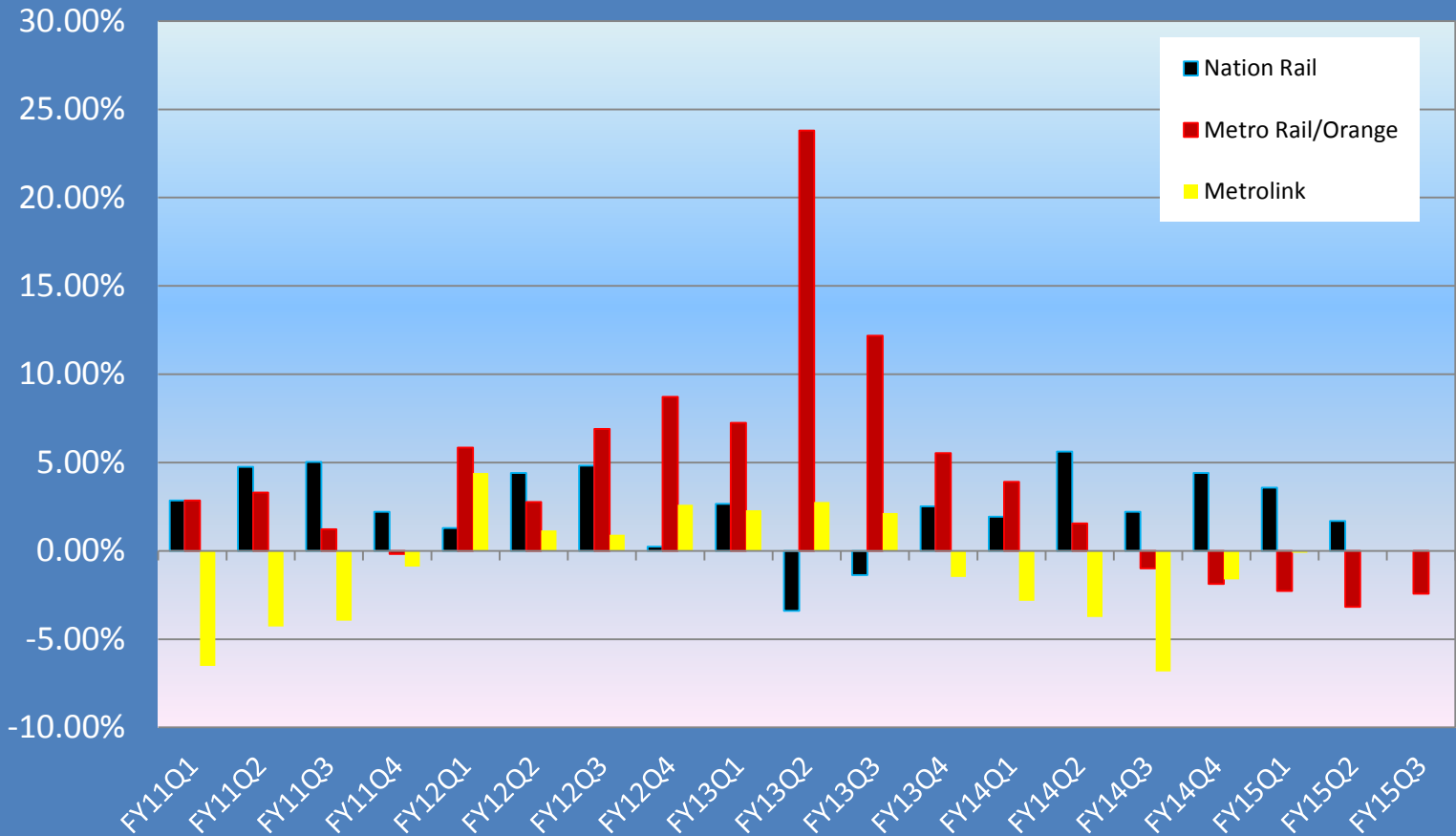
# National, Metro and Other LA County Bus Boarding Trends



Bus boardings are declining nationally and locally at greater rate than Metro.

# National, Metro and Metrolink Rail Boarding Trends




## Rail Boardings Percent Change from Previous Year (FY11 Q1- FY15Q3)



Metro rail boardings started to decline since FY14 Q4, while Metrolink and National rail boardings increased during the same time.

# External Factors

Correlation of External Factors	Bus	Rail/BRT	System
Gas price	0.18	0.07	0.18
Total Employment	0.24	0.47	0.44
Manufacturing Employment	0.43	0.78	0.76
Wholesale Trade Employment	0.33	0.71	0.66
Education/Health Services Employment	0.30	0.50	0.50
Leisure/Hospitality Employment	0.36	0.52	0.56
Financial Activities Employment	-0.02	0.64	0.35
School Enrollment	0.30	0.13	0.31
Car Sales	0.00	0.60	0.35
Other options (e.g, Uber/Lyft/Bikes)	N/A	N/A	N/A

-  - Strong correlation
-  - Weak correlation
-  - No correlation

Correlation between:

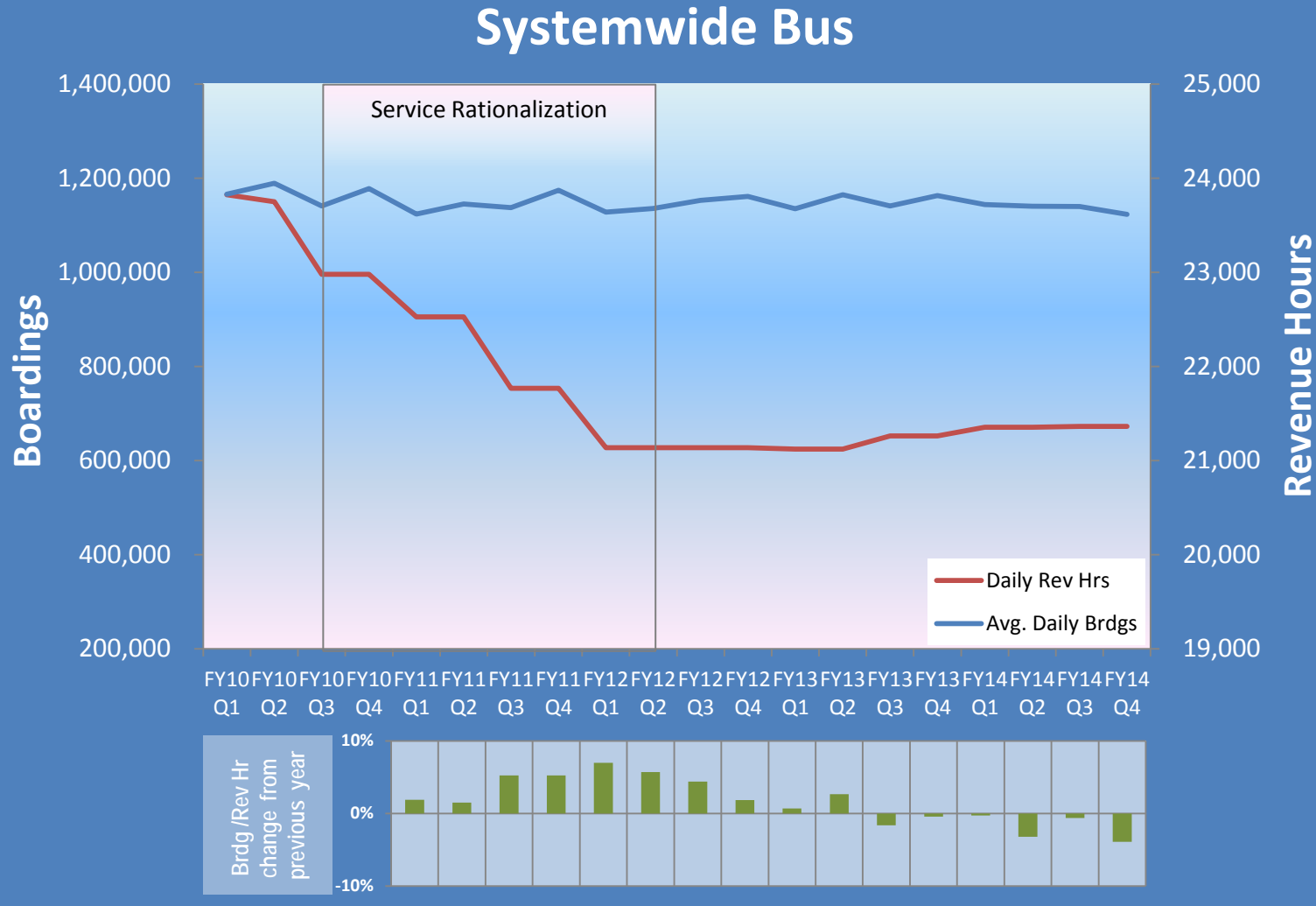
+1.0 = Positive Correlation

0.0 = No Correlation

-1.0 = Negative Correlation



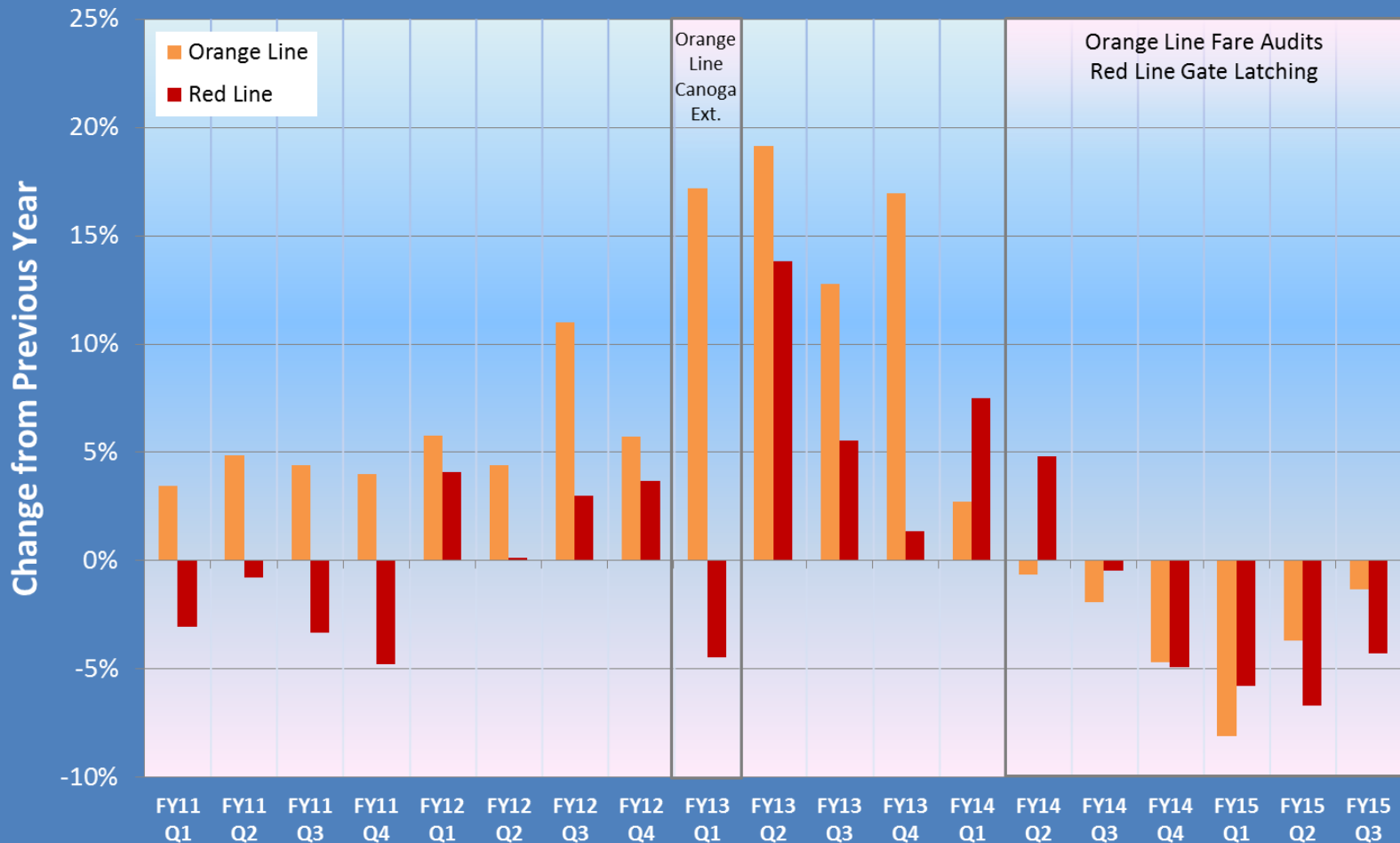
# Impact of Bus Service Changes



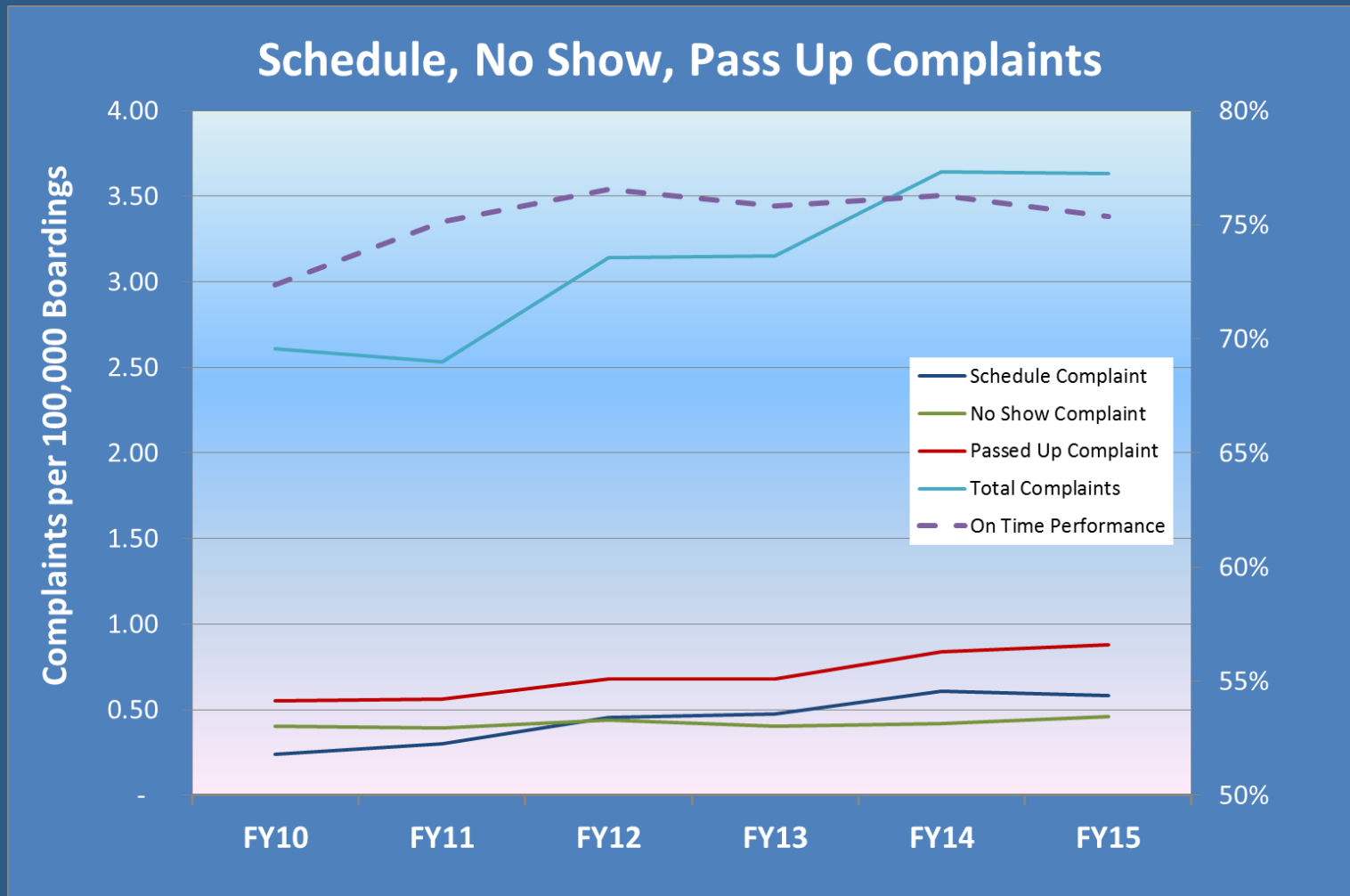
Revenue hours declined significantly more than boardings, resulting in increase productivity

# Impact of Fare Enforcement

## Impact of Fare Enforcement on Orange and Red Lines



# Impact of Service Reliability



Despite improvements to on time performance, service reliability complaints have increased, which may reflect perception or performance on a critical part of the system





# Ridership Task Force

- Response to Metro Board Motion #8 – MTA Ridership
- Multi-Departmental
  - Communications, Countywide Planning, IT, LAMPS, OMB, Operations, TAP
  - Foster cross-departmental team efforts
- Develop and coordinate an Action Plan to:
  - Retain existing ridership
  - Attract them to make more and different trips
  - Attract new markets
  - Incorporate recommendations from the APTA Peer Review on fares, ridership, and other revenue generation



# Immediate Action Plan

## Ridership Initiatives:

- **Attract New Markets**
  - Employment centers not currently well served
  - Recreational Markets (tourists, late night, events/attractions)
  - Social media market research
- **Customer Focused Service**
  - Strategic Bus Network Plan
  - Metro Rapid optimization
  - Real time service management
  - Minimize impacts of service delays and detours on customers
  - Safety and security improvements
  - All-Door Boarding
- **Remove Barriers to Service**
  - First/Last Mile
  - Technology enhanced fare payment and transit information
  - Fare subsidies (Off-peak downtown rail pass, employer/institution/residential TAP passes)



# Next Steps - continued

## Ridership Initiatives:

- **Get the Word Out**
  - Gamification (e.g. “Amazing Race” type of event)
  - Event based promotions (e.g. Red Line Speed Dating)
  - Public awareness campaigns
  - Metro as a brand
- **Partnerships**
  - Uber/Lyft/short distance employer vanpools
  - Venues and attractions
  - Metro stations as destinations/Transit Oriented Development
  - Peer agency coordination and collaboration
  - Transit priorities
  - Complete Streets

