



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

**NOVEMBER 23, 2011**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY** *[Signature]*  
**CHIEF EXECUTIVE OFFICER**

**FROM: LONNIE MITCHELL** *[Signature]*  
**CHIEF OPERATIONS OFFICER**

**SUBJECT: METRO CUSTOMER-ORIENTED BUS SERVICE MOTION**

**ISSUE**

In September 2011, the Board requested that staff suspend the cancellation of Line 442 and review five of the lowest ridership lines in the Metro system (Lines 126, 177, 202, 607 and 620) Table 1 provides information on the six lines identified in the motion. Staff was asked to examine these low performing lines and create case studies to develop strategies to ensure bus service is meeting the needs of the riders.

**Table 1  
Six Lowest Ridership Bus Lines**

	Daily Boardings	Subsidy per Boarding	Boarding per Rev Hr.
Line 126 (Manhattan Beach - Hawthorne Station via Manhattan Beach Bl)	240	\$6.85	17
Line 177 (JPL - Sierra Madre Villa Station via California & Foothill)	174	\$4.57	16
Line 202 (Willowbrook - Compton - Wilmington via Alameda St)	198	\$9.67	11
Line 442 (Downtown LA - Hawthorne Station via Manchester Bl.)	263	\$5.47	21
Line 607 (Windsor Hills - Inglewood Shuttle)	73	\$9.07	9
Line 620 (Boyle Heights via Cesar Chavez Ave & State St.)	302	\$5.60	20

## **DISCUSSION**

Staff was instructed to study items that might be affecting demand on the lowest performing lines. These items could include environmental factors along the bus routes (cleanliness, safety, and lighting), routing and service integration with other bus and rail lines, marketing efforts, on-time performance and service reliability factors.

A major component of the motion included a community outreach effort and a working group of community stakeholders along the impacted routes. To begin this process, a "Public Workshop on Improving Service" was conducted on November 15th at the Metro Headquarters building. In preparation for the workshop, Service Planning staff made several trips on all six lines, meeting the patrons and passing out brochures for the upcoming workshop, see attached. For those who could not attend the workshop, an email address was made available.

The workshop was held between 5 and 7pm in the Union Station Room, and was attended by approximately 50 patrons. Attendees came in greatest numbers to discuss Line 620. A smaller number had interest in Lines 177 and 442. Additionally, staff received 21 emails with input.

During the workshop, to better understand the patron's needs and suggestions, three smaller "break-out" groups were established. Large route maps were on display for discussion. Patrons were asked how they used their specific line, if the current routing met their needs, and how improvements might increase ridership. Also, input was received for the previously mentioned environmental issues.

## **NEXT STEPS**

As directed, staff will develop service recommendations from the working group and emails received, and present them to the Board for review and approval. One year after the recommendations have been implemented, a follow up report will be provided to the Board.

# Taller Publico sobre Mejorar Servicio

# Public Workshop on Improving Service

**Noviembre 15, 2011**

**November 15, 2011**

Estan invitados asistir a un taller para proponer sugerencias para posibles mejoras a Lineas 126, 177, 202, 442, 607 y 620. Hay mapas del edificio Metro Gateway y de Union Station Patsaouras Transit Plaza dentro este folleto.

You are invited to attend a workshop to provide suggestions for potential service improvements to Lines 126, 177, 202, 442, 607 and 620. Maps of the Metro Gateway Building and Union Station Patsaouras Transit Plaza are provided inside of this notice.

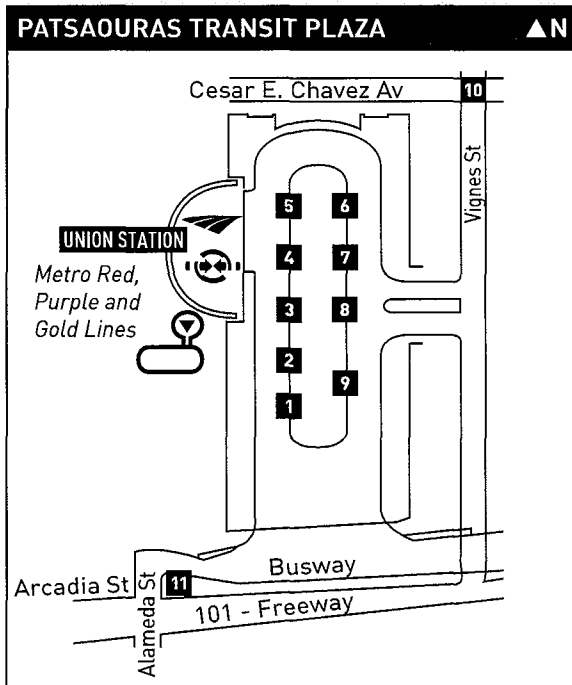
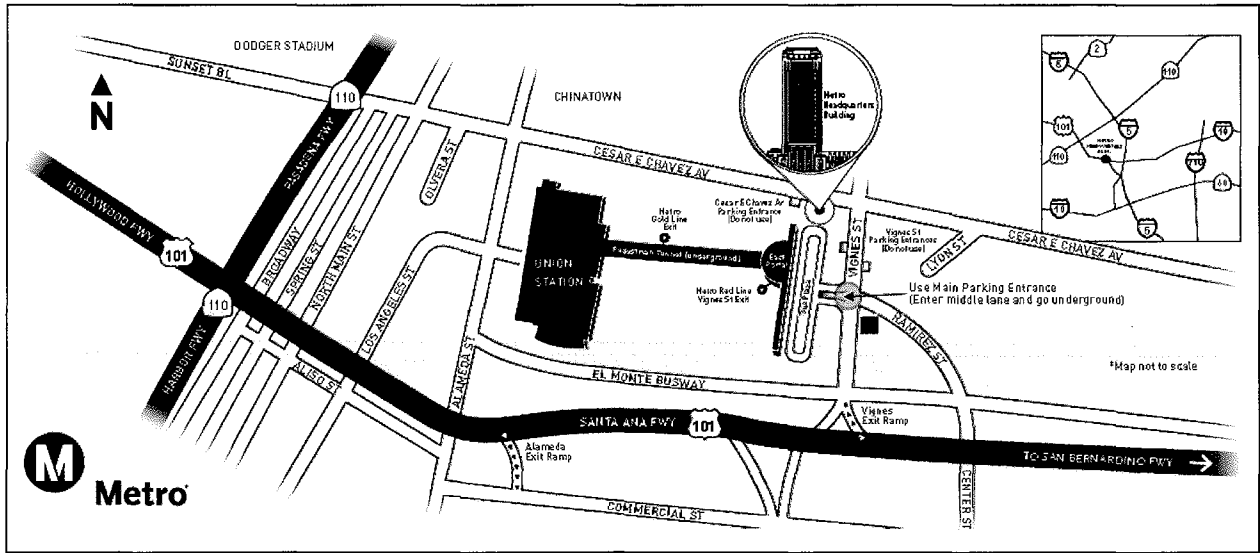
**Martes, Noviembre 15, 2011**  
5pm - 7pm  
Union Station Room, 3er Piso  
Metro Gateway Building  
One Gateway Plaza  
Los Angeles, CA

**Tuesday, November 15, 2011**  
5pm - 7pm  
Union Station Room, 3rd Floor  
Metro Gateway Building  
One Gateway Plaza  
Los Angeles, CA

Si no puede asistir a este taller, favor de mandar sus sugerencias á:  
servicechanges@metro.net  
antes de la medianoche de noviembre 15, 2011.

If you cannot attend this workshop, please feel free to forward suggestions to:  
servicechanges@metro.net  
no later than midnight, November 15, 2011.





- ### MAP NOTES
- 1** Metro 439; AV 785; OC 701, SC 794
  - 2** LADOT DASH D
  - 3** LADOT Commuter Express 431, 534; Bunker Hill Shuttle; Dodger Stadium Exp
  - 4** FT 699, LAC/USC County Hospital Shuttles: ICS, HCS, UPC
  - 5** Metro 40, 42, 442, 704, 740
  - 6** Metro 33 (Owl Trips), 728, 733
  - 7** Metro 485, 745
  - 8** Unused
  - 9** LAX Flyaway
  - 10** Metro 40, 42, 68, 70, 71, 78, 79, 378, 770; BBB 10
  - 11** Metro 487, 489, Silver Line  
FT 481, 493, 497, 498, 499 & Silver Streak