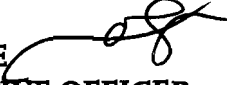





Metro

September 30, 2008

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: MATTHEW RAYMOND 
CHIEF COMMUNICATIONS OFFICERS

SUBJECT: METRO RIDERSHIP PLAN REVISION

ISSUE

In May 2008, the Board approved modifications to the Metro Ridership Plan. A motion presented by Directors Burke, Lowenthal and Parks, was adopted regarding on-time performance and on-road supervision for Metro Bus operations. Staff was directed to: revise the Five-Year Metro Ridership Plan to incorporate on-time performance as a funding priority; allocate two additional Transit Operations Supervisor (TOS) positions per sector in the FY09 budget; and submit a phased plan to increase on-time performance levels commensurate with achieving goals.

As part of the budget process, Operations added ten Transit Operations Supervisors and in October 2008, will be presenting a phased plan to increase on-time performance.

This report revises the Five-Year Metro Ridership Plan to incorporate improving on-time performance as a funding priority.

DISCUSSION

Section II.1 of the Ridership Plan addresses monitoring of service and the need for additional field supervisors if funding becomes available. As part of the FY09 budget, funding was made available to add ten additional Transit Operations Supervisors to monitor service. This section of the plan (attached) was modified to reflect these changes and establish improved on-time performance as a funding priority.

NEXT STEPS

Future versions of the Metro Ridership plan will incorporate modifications and include section 1H which references improved on-time performance as a funding priority

ATTACHMENT

A. Revised II.1 of Metro Ridership Plan

II.1 REALIGNMENT OF SERVICE

- **Realign budgeted service hours to improve productivity of system**

It is critical that the transit service provided by Metro and the municipal operators is maximized and structured to best meet the needs of Los Angeles County residents and employees. The purpose of this strategy is to ensure that service hours deployed on the street are as productive as possible, are effective in getting people where they want to go and therefore are cost effective. The other key to this strategy is to modify service in a manner that does not require additional service hours but continues to increase ridership. This will require tactics that reduce redundancy in service, eliminate unused capacity, simplify routes, improve fleet speed and increase system connectivity. In addition, staff will monitor transit service at the line level to determine whether it is operating as planned. The plan recommends the following eight tactics under this strategy:

1A) Expand Metro Rapid beyond current plans

Rapid service has proven to attract discretionary riders. Metro's aggressive expansion plan to have 28 lines in operation by 2008 will further ridership growth. If service hours could be redeployed from less productive existing transit services, then additional Rapid corridors could be implemented along high volume routes not currently served by Rapid today and do so within existing service hours. Additional funds would need to be identified for related capital costs on new lines, including transponders, signal coordination and Metro Rapid bus shelters.

1B) Enter into new markets to accommodate the region's current travel patterns

Metro will look beyond its current line configurations and venture into new territory. To do this, the agency will look at current residential and business commute patterns and realign service to serve new corridors and diverse markets. As part of this effort, staff will examine data on the destinations most frequently requested by customers when calling to receive transit trip itineraries from the Metro customer information call center. Staff will also review original/destination data on Metro Commute Services employer clients. Finally, staff will work with business and developers to determine whether transit services are needed to serve new employment centers and whether other transportation options might be more attractive such as vanpooling, carpooling and subscription bus service.

Deleted: If staff identifies additional resources are required to ensure effective service implementation such as increasing the number of field supervisors to correct uneven service deployment, budget can be transferred from other budgetary line items to support this activity as appropriate. During plan development, Operations staff indicated a need for approximately 25 additional field supervisors to ensure effective transit service operations. Adequate on-time performance is an inherent characteristic for implementing this strategy.

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1C) Expand an Express Service network that utilizes carpool, rail and bus lanes where possible

Ridership on Express service is growing at a rate three-times faster than all other service. On transitways like the Orange Line, El Monte and Harbor Freeway year-over-year ridership has increased as much as 29%. Additionally, success stories like the 450X will be duplicated. Each of these lines connects (or feeds) patrons to high frequency rail and bus hubs. Running true express service from major transit centers to major employment centers is a feasible way to attract discretionary riders. Staff will look at enhancing our current express service by reconfiguring routes to provide more “point-to-point” service. Municipal operators will also be contacted to determine whether partnerships in developing new express lines are feasible in areas currently not served. This tactic will speed up the transit system and improve connectivity.

1D) Only operate service with less than 15 minute headways in the peak

Metro boasts a multitude of high-frequency lines. In fact, customer surveys have found that riders that use service with 15-minute or less frequencies are consistently more satisfied with the service. The goal of this tactic is to establish a network of 15-minute service in the peak through reallocation of existing service. This will encourage “no-thought” transfers, thereby attracting new riders as a result of a more simplified and convenient system. The biggest challenge in this endeavor is resources. Under the current service model, staff projects the more realistic approach is a 20-minute peak headway. This tactic will be implemented gradually over the life of the plan.

1E) Make routes marketable to new customers – i.e. simple, frequent, easy connections

This tactic aims to realign its service to accommodate the region’s current travel patterns. The Metro Connections service plan will be implemented over the next five years, including upgrades to existing customer facilities, to improve connectivity and better serve the region. Routes will be simple, frequent and have easy connections in order to attract new riders.

1F) Work with municipalities to improve service, signalization and busways to improve fleet speed

Signal synchronization and routing of buses is critical to improving fleet speed. Metro will look at some of the slower segments of the transit system (such as downtown Los Angeles) to see if services could be better routed or capital improvements could be put into place to improve operating speeds. Critical to making this tactic a success is working closely with municipalities to ensure these improvements are implemented expeditiously and effectively. Metro must work with cities to implement improvements. Many of the recommended improvements, such as street widening and right-turn lanes, are included in the Bus Speed Improvement Plan.

1G) Operate a well-maintained fleet in clean and safe facilities

Metro’s fleet is the most visible asset this agency possesses – and the appearance and performance of the vehicles are critical to the agency’s success. Investment will be made to maintain the fleet at current levels (or better) to optimize fleet appearance and minimize service disruptions. Additional mechanics have been budgeted to help maintain Metro’s fleet.

1H) Improve on-time performance

Metro's service reliability is critical in attracting and maintaining riders. Street supervision should be utilized to ensure on-time performance is achieved to the greatest extent possible and that service disruptions are mitigated. Operations should work to continually improve on-time performance where controllable and make street supervision a funding priority when budgeting service.

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