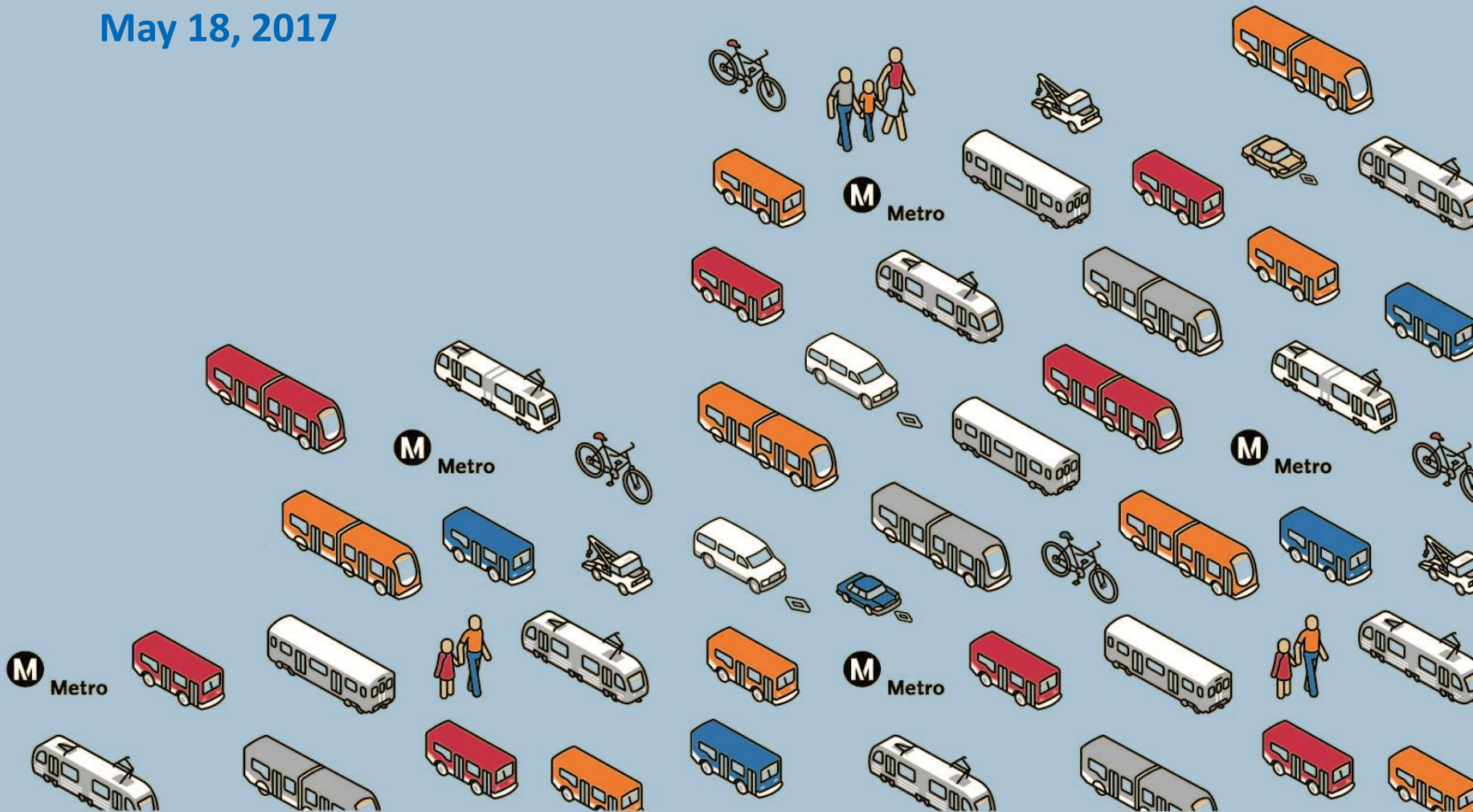


Metro MOVES

Maximizing Opportunities Via re-Envisioned Service

May 18, 2017



Purpose and Need

Position Metro's bus network to be relevant and reflective of the transforming landscape of transportation and travel demand within the region

- Consistent with local and national trends, Metro bus ridership began declining in FY14
- CEO established an internal, multi-departmental Task Force to study the issue
- Task Force identified several county-wide trends
 - Changing travel patterns and access to and from transit
 - Shifts in demographics/lifestyles and changing workforce travel behavior
 - Slower overall travel times (including wait times) and reliability issues
 - New travel options such as mobility on-demand
- Conclusion: Metro's existing bus network is misaligned with current travel demand
- Internal Task Force transformed into the Regional Ridership Improvement Task Force (RRITF) with Metro and Muni operators collaborating to develop an action plan to increase ridership
- RRITF consultant effort will begin with a market segmentation analysis to understand transit riders, travel patterns and important service attributes
- This market research will provide a significant starting point for realigning Metro's bus network



Purpose and Need

Set the foundation for future growth from transportation investments provided through Measure M

- LA County voters resoundingly passed Measure M, signifying their commitment to transit
- As the rail system expands, the bus network will play an important role with enhancing travel options and opportunities through greater connectivity
- The restructured bus network will provide the foundation to support other Measure M programs such as Active Transportation, First/Last Mile, BRT and bus system improvements



Keys to Success

Inclusive, Integrated, Innovative

- Early buy-in and understanding of tradeoffs from Board and key stakeholders
- Inclusive of LA County's diverse communities (extensive public input, outreach and education throughout the project)
- Integration and coordination with Metro's Strategic Plan and LRTP update
- Collaborative process with local jurisdictions and other key stakeholders (implement service improvements in conjunction with transit supportive infrastructure and programs)
- Openness to creativity and innovation



Next Steps

- Develop and implement a public engagement plan that generates excitement and support among policy makers, key stakeholders, transit riders and the public
- Project Schedule:

Activity	Duration	Dates
Consultant Procurement	6 months	June 2017 – Dec 2017
Project Duration	16 months	Jan 2018 – Apr 2019
Public Hearing/Board Adoption Process	4 months	May 2019 – Aug 2019
Implementation	10 months	Dec 2019 and June 2020
Total	36 months	



Thank you

