

ITEM 22

**COO Oral Report
COVID-19 – Operations Update**

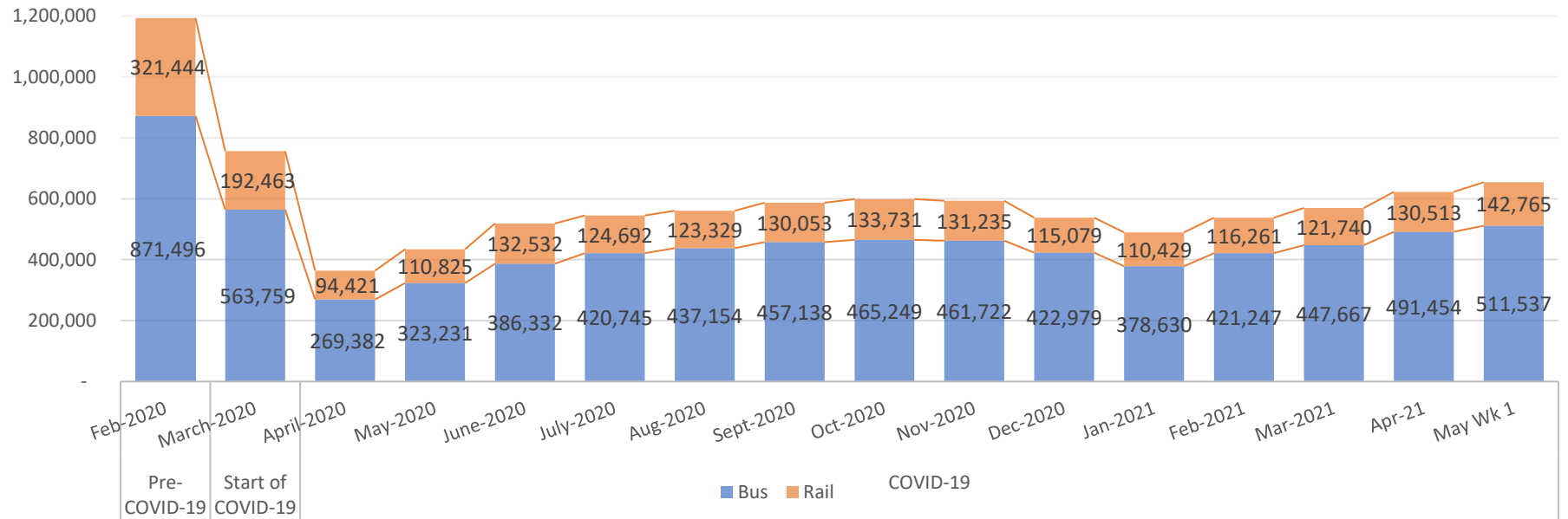


Metro

Operations, Safety & Customer Experience Committee Meeting
May 20, 2021

Weekly Ridership Update

SYSTEMWIDE AVERAGE WEEKDAY RIDERSHIP



Ridership	Pre- COVID- 19 Feb-20	Start of COVID- 19 Mar-20	April-20	May-20	June-20	July-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May 5/2-5/8
TOTAL	1,192,940	756,222	363,803	434,056	518,864	545,437	560,483	587,191	598,980	592,957	538,058	489,059	537,508	569,407	621,967	654,302

Notes

2/26/21 - Safer L.A. Order Issued

3/19/21 - Reopening Safer at Work and in the Community Order Issued

4/12/21 - Extra 47 weekday, 86 Saturday, and 48 Sunday trips added to high demand lines to accommodate heavier passenger loads

6/27/21 - Bi-Annual Service Changes/NextGen Phase 2 Implementation to 6.5M RSH

Bus Operator Hiring Initiative Update

Applications

- 1,407 bus operator applications as of May 18, 2021

Bus Operator Hires

- 237 as of May 18, 2021

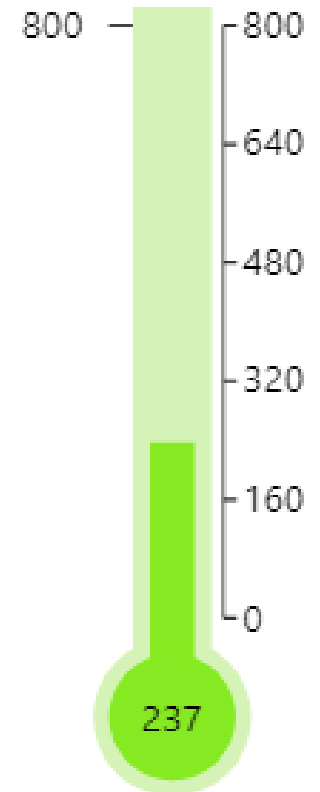
Classes & Training

- We had two classes in April 2021 (4/14 & 4/28) and two classes in May 2021 (5/3 & 5/24)
- Two classes will be scheduled every month throughout the summer
- Classes are 5 weeks long (about 60 students per class)

Recruitment Tactics Include:

- Bus Operator Specific Landing Web page
- Recruitment Flyer
- Organic Social media and source posts
- Paid Search, social media, Indeed advertising
- Metro-owned Bus and Rail ads including bus wraps & car cards
- Paid Radio Ads (ESPN, Ellen K Radio Blog & LA Kings Newsletter and Local News Channels)
- Bus Operator Hiring Video
- Bus Operator Hiring Featured on external and internal job posting emails

Goal to 800 Operators



Bus Operator Hiring Initiative – Bus Wraps

