

Office of the Inspector General -

Increasing Public Transit and Congestion Reduction Study

Agenda Item 25



Metro Executive Management Committee
Ad-HOC Customer Experience Committee
March 15, 2018

OIG/TransLink

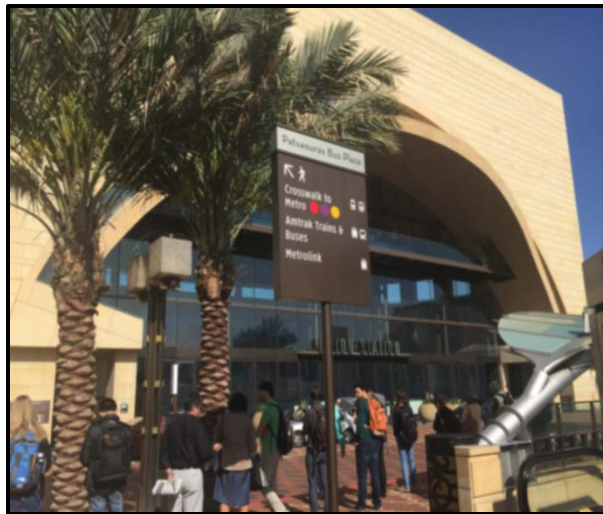


Metro

Study Overview

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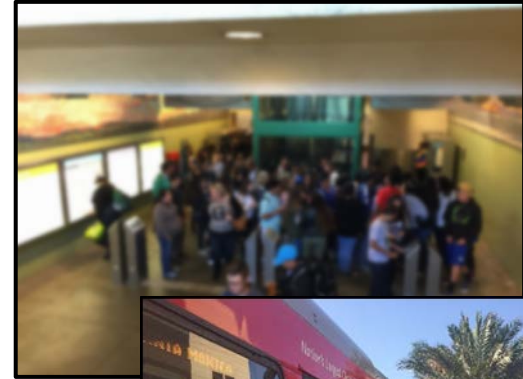
- Purpose of the study
 - Research ways to improve ridership and reduce congestion in LA County
 - Provide recommendations for potential changes to programs and policy
- Approach
 - Research Metro business partners and L.A. County public entities
 - Interview Metro, various business partners, SCAQMD, and municipalities staff
 - Review national trends and industry best practices for increasing ridership



Addressing Ridership Trends

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- Declining ridership trends due to:
 - Economy, rideshare companies (Uber/Lyft), perception of safety, convenience, decreased gas prices, and increased purchase of cars
- Metro programs and policies to address customer experiences:
 - Improved stations, plans to increase operational performance, new safety and security strategy, First/Last Mile programs, TAP technology improvements, and new buses to improve reliability



Key Findings

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- Marketing, program awareness, and transit promotion to Metro private sector partners and by them to their employees could encourage congestion reduction and improved ridership in L.A. County
- Government agencies and Metro private sector partners could provide better transit subsidies to cover transit costs and policies that encourage use of transit or other congestion reduction methods

Metro Public Sector Partners Survey (Government Agencies)

| # | No. of Employees | No. of Employees Using Public Transit | No. of Employees Using Vanpool or Carpool | No. of Employees Biking/Walking | No. of Employees Driving Alone | Amount of Monthly Transit Subsidy | Amount of Monthly Parking Subsidy | Aware of Metro Employer Annual Pass Program | Using Metro Annual Employer Pass Program |
|-----|------------------|---------------------------------------|---|---------------------------------|--------------------------------|-------------------------------------|-----------------------------------|---|--|
| #1 | 2,200 | 252 (11%) | 220 | 176 | 1,276 | up to \$110 | Free Parking | Yes | No |
| #2 | 550 | 55 (10%) | 0 | <10 | 505 | \$0 | \$0 | No | No |
| #3 | 2,400 | 480 (20%) | 1,150 | 93 | 1,240 | up to \$50 | Free Parking | Yes | No |
| #4 | 2,000 | 60 (3%) | 140 | 100 | 1,240 | Free for Transit Agency Usage | \$0 | Yes | No |
| #5 | 980 | 2 (<1%) | 160 | 6 | 812 | up to \$50 | \$0 | No | No |
| #6 | 3,500 | 350 (10%) | 448 | No Data | 1,800 | up to \$50 | up to \$25 | Yes | No |
| #7 | 600 | 30 (5%) | 30 | 10 | 540 | \$0 | \$0 | Yes | No |
| #8 | 480 | 1 (<1%) | 11 | 4 | 464 | \$0 | Free Parking | Yes | No |
| #9 | 750 | 50 (7%) | 40 | 26 | 634 | 50% of Metro Pass or Metrolink Pass | Free Parking | Yes | No |
| #10 | 200 | 5 (3%) | 5 | 6 | 184 | up to \$110 | \$0 | Yes | No |
| #11 | 3,600 | 189 (5%) | 504 | 7 | 2,900 | up to \$110 | \$0 | Yes | No |
| #12 | 200 | 5 (3%) | 10 | 7 | 178 | up to 75% of receipts submitted | Free Parking | No | No |
| #13 | 365 | 45 (12%) | 130 | 10 | 180 | up to \$60 | Free Parking | No | No |
| #14 | 15 | 3 (20%) | 0 | 0 | 10 | \$0 | \$45 | Yes | No |
| #15 | 100 | 41 (41%) | 0 | 10 | 50 | up to \$110 | Free Parking | Yes | No |
| #16 | 570 | 62 (11%) | 222 | 73 | 213 | up to \$110 | \$12 | Yes | No |

Metro Private Business Partners Survey

| # | No. of Employees | No. of Employees Using Public Transit | No. of Employees Using Vanpool or Carpool | No. of Employees Biking/Walking | No. of Employees Driving Alone | Amount of Monthly Transit Subsidy | Amount of Monthly Parking Subsidy | Aware of Metro Employer Annual Pass Program | Using Metro Annual Employer Pass Program |
|-----|------------------|---------------------------------------|---|---------------------------------|--------------------------------|-----------------------------------|-----------------------------------|---|--|
| #1 | 615 | 252 (41%) | 5 | 15 | 342 | \$0 | Free Parking | Yes | No |
| #2 | 300 | 20 (7%) | 20 | 25 | 235 | \$0 | \$0 | No | No |
| #3 | 600 | 35 (6%) | 25 | 10 | 530 | \$0 | Free Parking | No | No |
| #4 | 45 | No Data | No Data | No Data | No Data | \$0 | N/A | Yes | No |
| #5 | 20 | 5 (25%) | 0 | 0 | 15 | \$0 | \$0 | No | No |
| #6 | 3,760 | 405 (11%) | 5 | 10 | 3,342 | up to \$100 | \$45 | No | No |
| #7 | 10 | 9 (90%) | No Data | No Data | No Data | \$0 | \$0 | Yes | No |
| #8 | 25 | No Data | No Data | No Data | No Data | \$0 | \$0 | No | No |
| #9 | 60 | 5 (8%) | 0 | 0 | 52 | \$0 | \$0 | No | No |
| #10 | 60 | 25 (42%) | 0 | 15 | 20 | up to \$110 | \$215 | Yes | Yes |
| #11 | 60 | 30 (50%) | 0 | 3 | 27 | up to \$100 | up to \$100 | No | No |
| #12 | 35 | 5 (14%) | 0 | 0 | 30 | \$0 | \$0 | Yes | No |
| #13 | 15 | 3 (20%) | 0 | 4 | 8 | up to \$110 | up to \$60 | No | No |
| #14 | 290 | 30 (10%) | 5 | 5 | 250 | up to \$150 | Free Parking | No | No |

Metro Private Business Partners Survey – Cont.

| # | No. of Employees | No. of Employees Using Public Transit | No. of Employees Using Vanpool or Carpool | No. of Employees Biking/Walking | No. of Employees Driving Alone | Amount of Monthly Transit Subsidy | Amount of Monthly Parking Subsidy | Aware of Metro Employer Annual Pass Program | Using Metro Annual Employer Pass Program |
|-----|------------------|---------------------------------------|---|---------------------------------|--------------------------------|--|-----------------------------------|---|--|
| #15 | 20 | 7 (32%) | 0 | 2 | 13 | up to \$100 | up to \$100 | No | No |
| #16 | 460 | 90 (20%) | 50 | 10 | 308 | \$0 | \$0 | No | No |
| #17 | 35 | 25 (71%) | 0 | 5 | 5 | Free Metro Annual Pass. Up to \$120 per month. | \$215 | Yes | Yes |
| #18 | 20 | 0 | 0 | 0 | 20 | \$0 | \$100 | Yes | No |
| #19 | 55 | 0 | 0 | 5 | 50 | \$0 | N/A | Yes | No |
| #20 | 50 | No Data | No Data | No Data | No Data | up to \$250 | Free Parking | No | No |
| #21 | 10 | 6 (60%) | 0 | 1 | 3 | up to \$50 | up to \$60 | No | No |
| #22 | 30 | 25 (83%) | 0 | 4 | 1 | up to \$200 | Free Parking | No | No |
| #23 | 4 | 0 | 0 | 0 | 4 | \$0 | \$0 | No | No |
| #24 | 25 | 0 | 0 | 0 | 25 | \$0 | \$0 | No | No |
| #25 | 15,000 | 1,100 (7%) | 3,500 | 970 | 9,430 | 50% up to \$80 | Free Parking | Yes | No |
| #26 | 75 | 45(60%) | No Data | No Data | 20 | up to \$250 | up to \$300 | Yes | No |

Recommendations

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1. Marketing programs for key user groups such as Metro private sector partners
 2. Encourage L.A. County municipalities to increase participation in rideshare programs, review their policies, and maximize transit subsidies to be closer to monthly transit cost
 3. Improvements to Metro's Employer Annual Pass Program
 4. Better publicize the Guaranteed Ride Home Program
 5. Encourage transit use at Metro meetings and events
 6. Consider programs to address contractors' use of public transit while performing Metro transit projects



Next Steps for Metro Management

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Metro management could:

- Assign an individual to be responsible for promoting transit use with local agencies and Metro contractors
- Track success of implementation of agreed upon recommendations
- Report to Metro Board on status of actions and levels of success