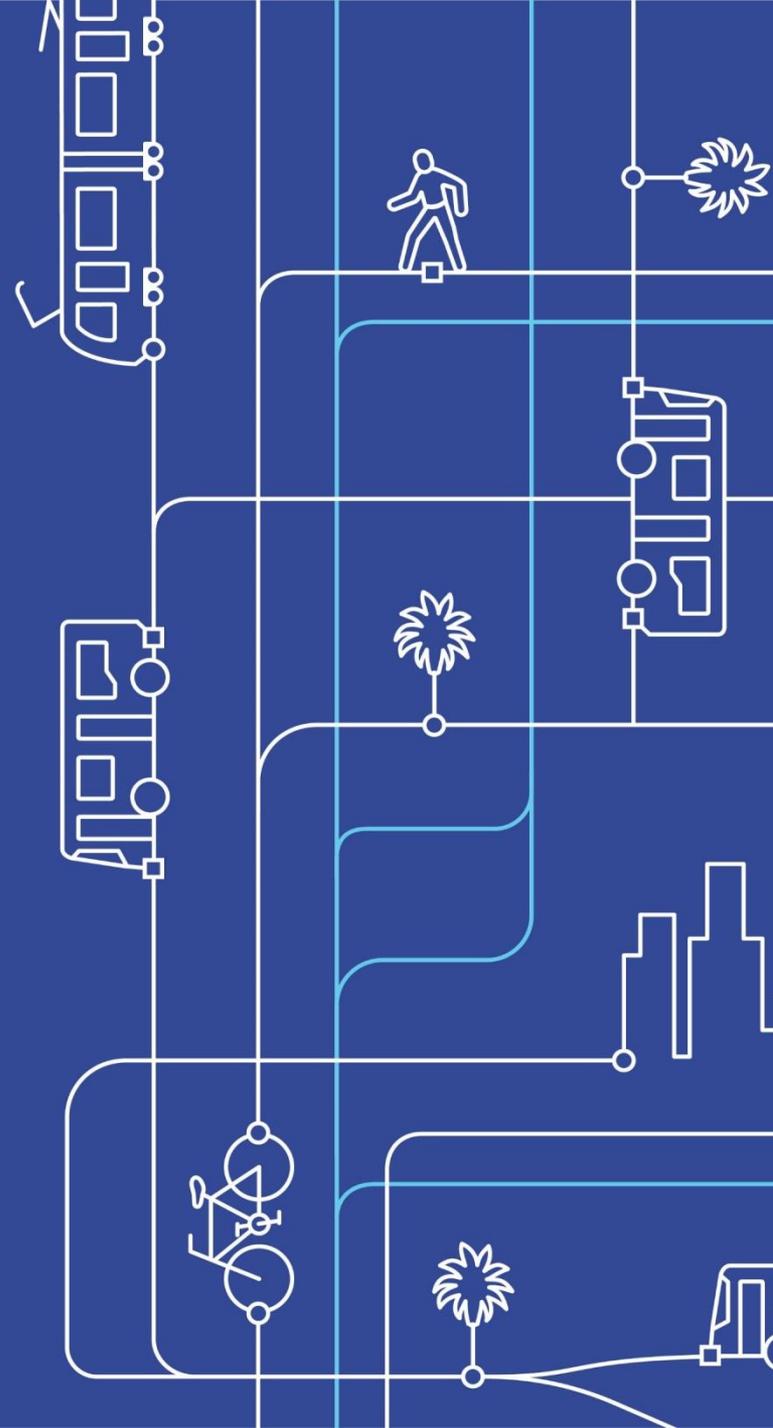


NEXTGEN Bus Study

Bus Service Parameters

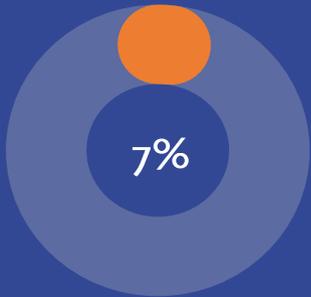
System Safety, Security & Operations
Committee
6.21.18



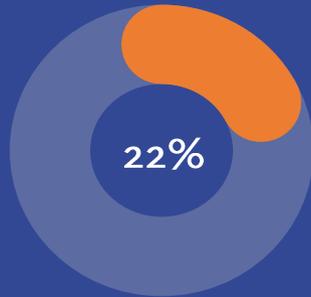
Four Types of Customers



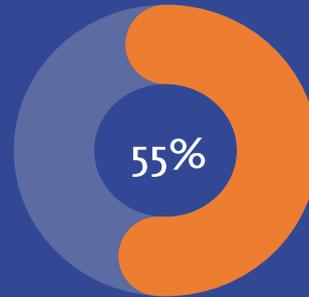
Frequent



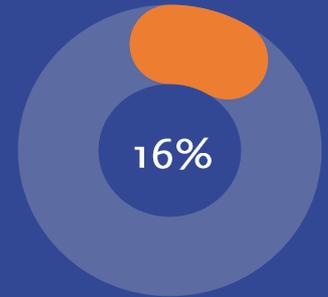
Occasional



Infrequent



Non-Rider



As a % of all LA County residents

Service Parameters

All Riders

Travel Speed

Frequency

Reliability

Current

More Service

Fares

Information

Former

Security
(women, certain geographies)

First/Last Mile
(elderly, higher income)

Comfort
(odors, crowding)

Infrequent/ Non-Rider

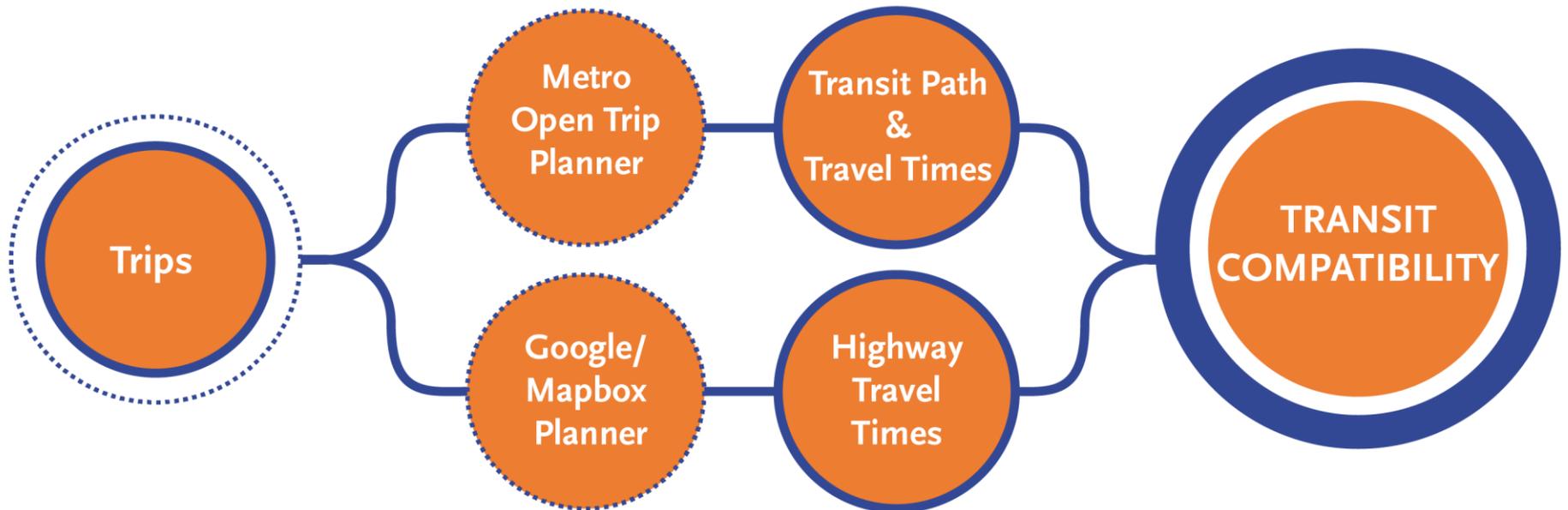
Information
(non-riders)

First/Last Mile
(women, youth, elderly)

Comfort
(odors, crowding)

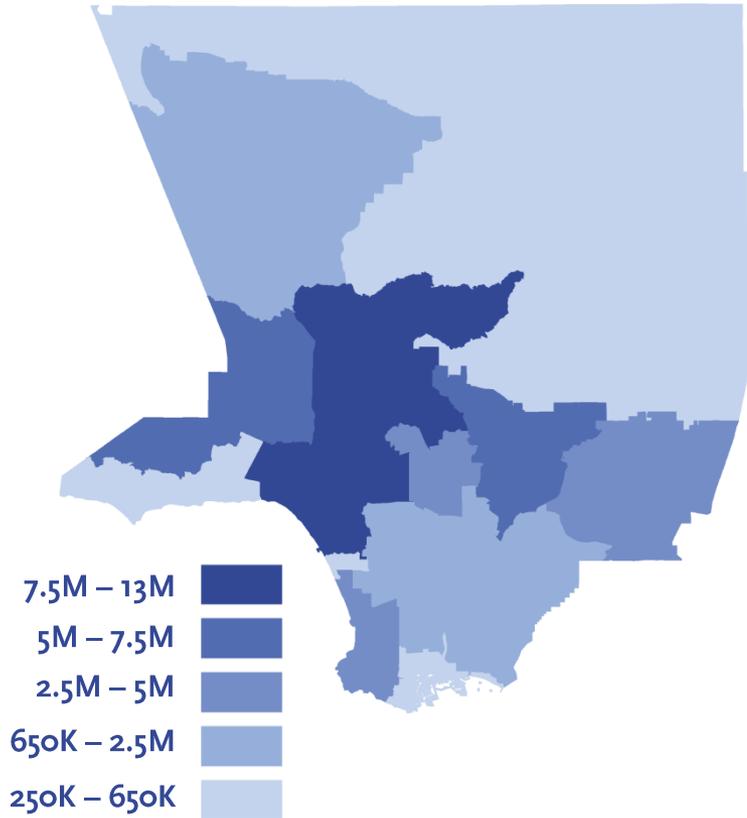
Transit Speed Competitiveness

Run all trips made in LA County through trip planning tools

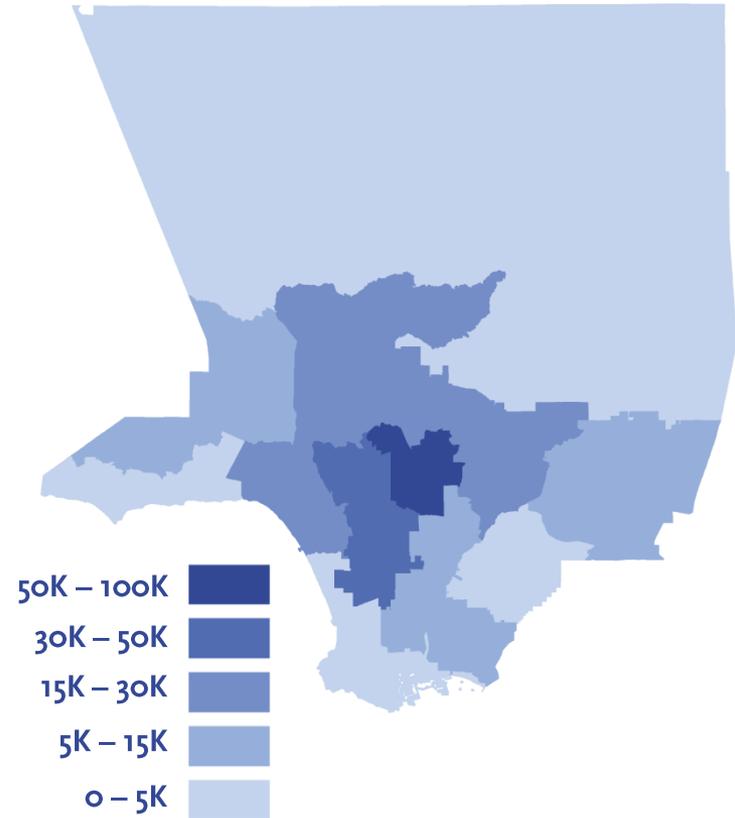


Trip Origins Total vs Transit Trips

All Trip Origins
Location Based Services (LBS)



Transit Trip Origins
(TAP Data)



Downtown LA

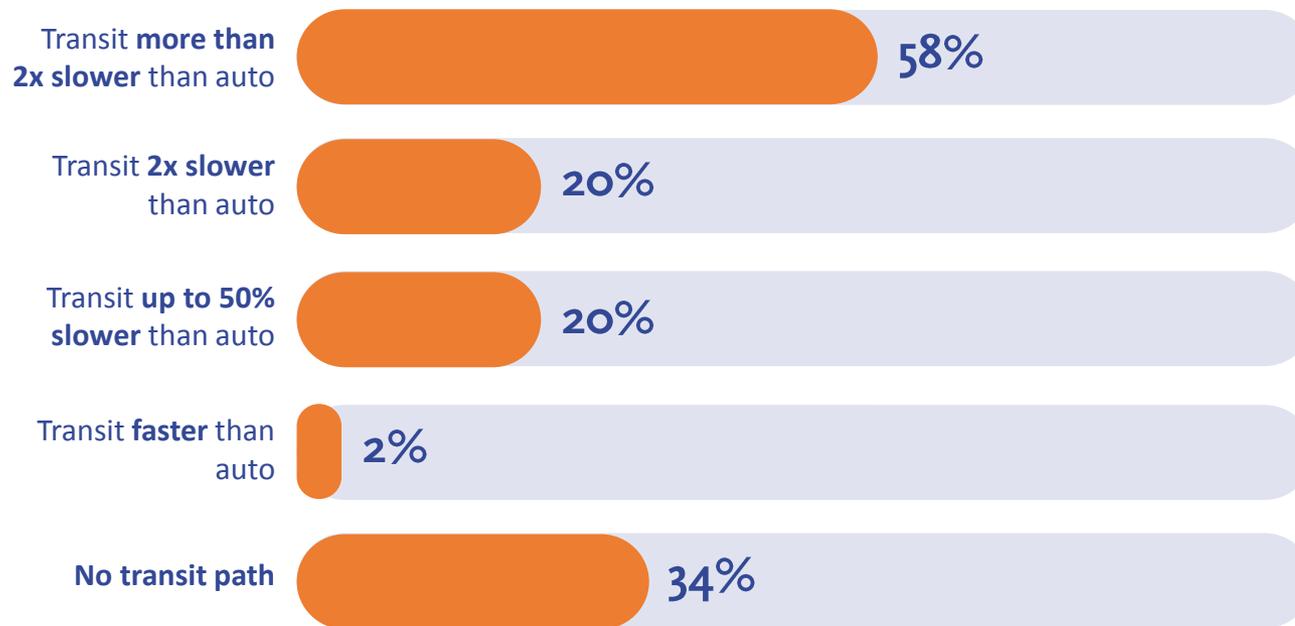
Where They Work

Work Location of
DTLA/Northeast LA Residents



Competitiveness of transit

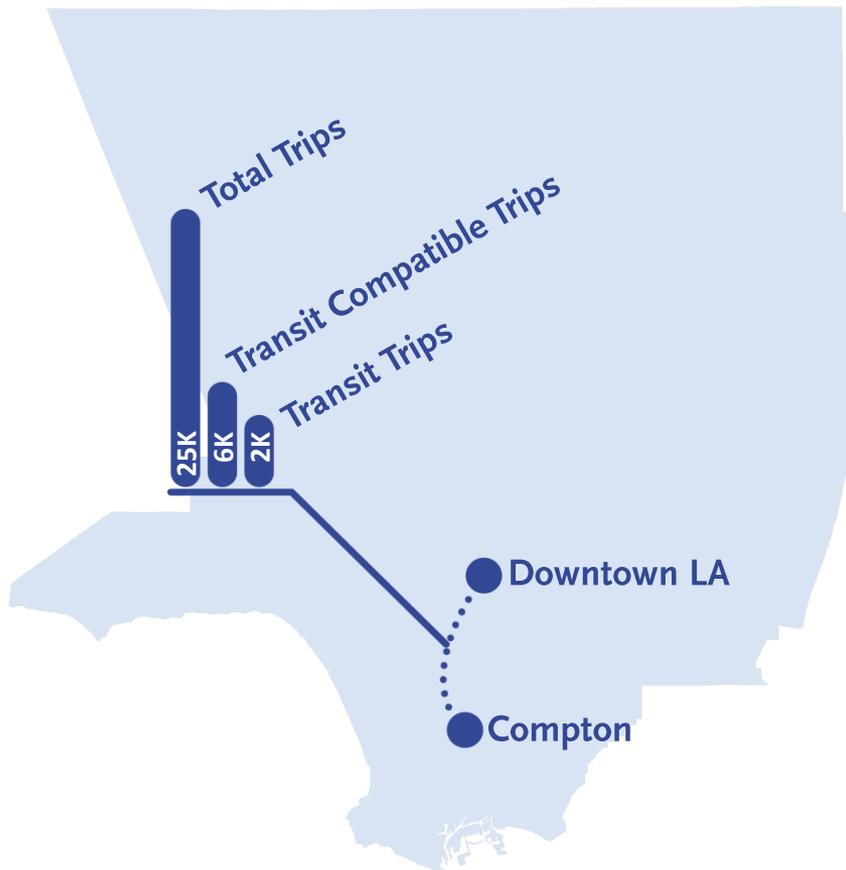
Competitiveness of 2,500 trips made by DTLA/Northeast LA residents



Transit

Competitiveness

How the analysis will be extended...



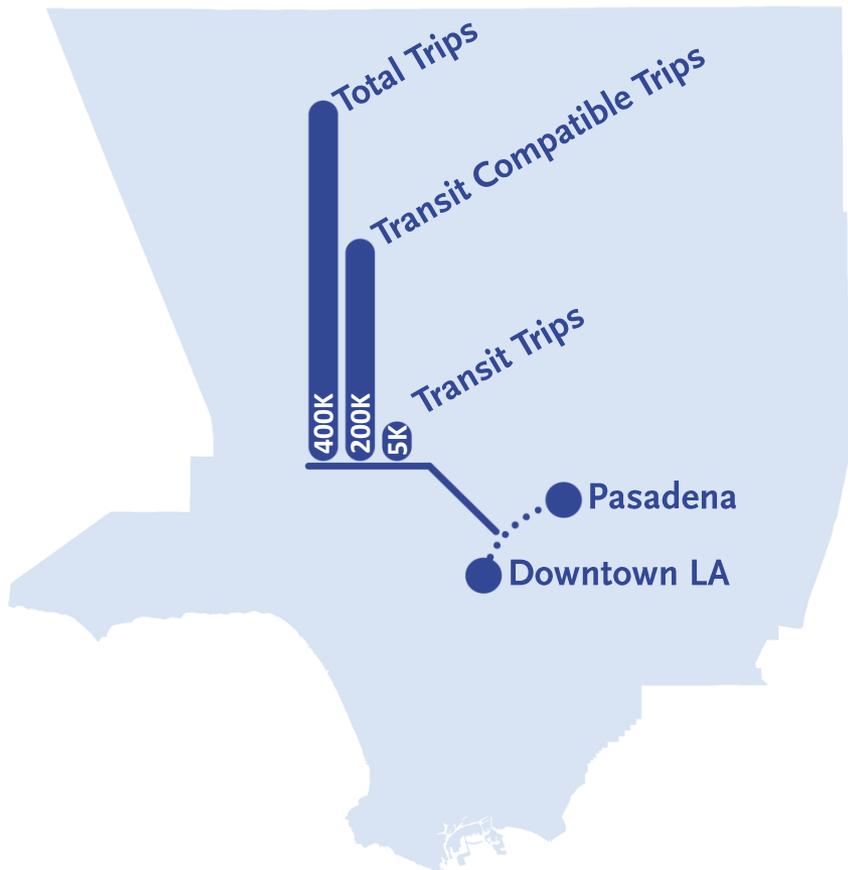
- Small travel market
- Transit competitiveness is low
- Among competitive trips, transit share is reasonably high

Should we invest to improve transit speed & frequency to increase compatible trips?

Transit

Competitiveness

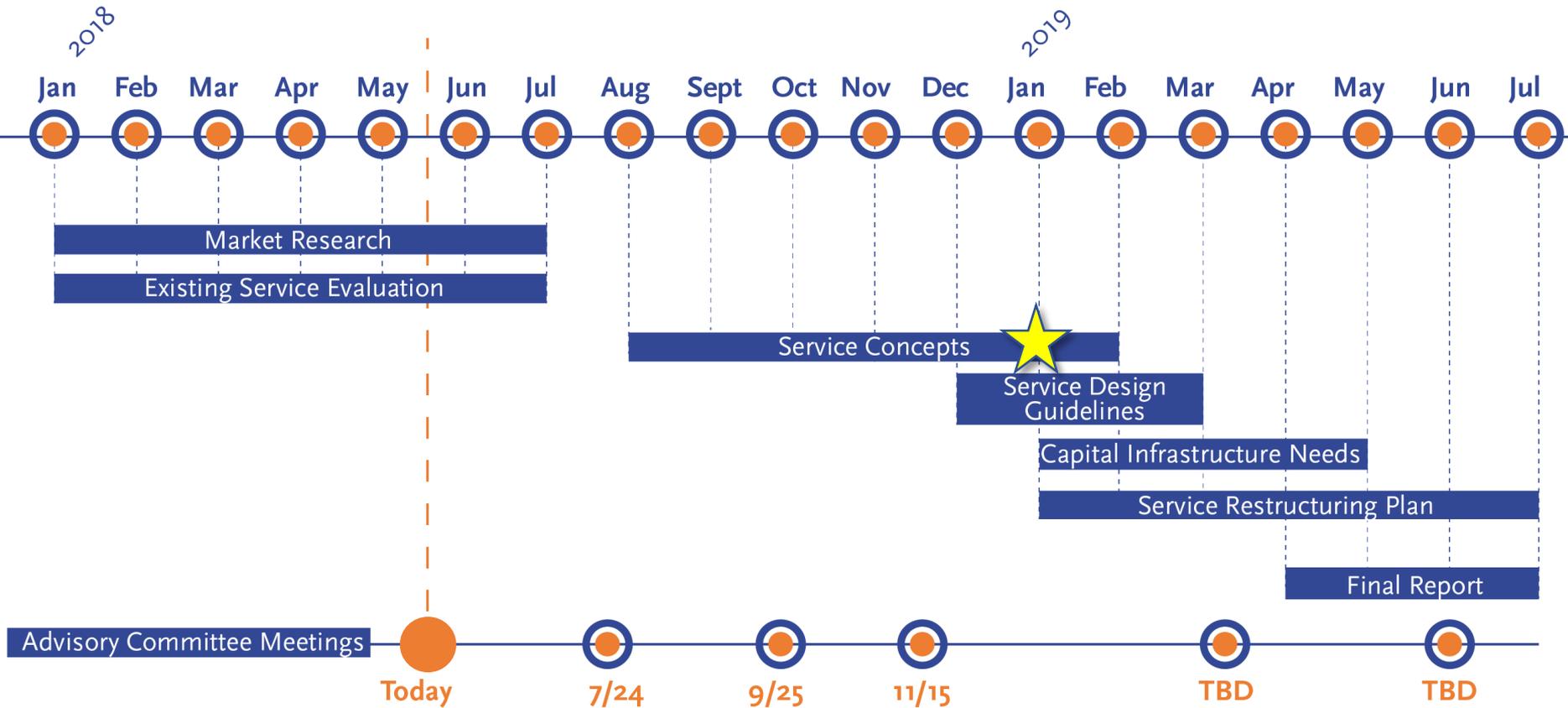
How the analysis will be extended...



- Large travel market
- Transit competitiveness is high
- Among competitive trips, transit share is low

Should we invest to improve service quality & amenities to capture larger share of compatible trips?

Schedule



Board approval of Service Concepts and Parameters

Questions?