



Metro Strategic Plan: Changing our relationship with the customer

May 17, 2018



MISSION AND VISION

Mission

- Provide a world-class transportation system that enhances quality of life for everyone in LA County.

Vision

- Increase prosperity for all by removing mobility barriers
- **Swift and easy mobility** throughout LA County, anytime
- Provide more trips through a variety of **high quality mobility** options



VISIONARY OUTCOMES

- Double the total usage of transportation modes other than driving alone, including transit, walk, bike, shared-ride and carpool modes
 - Access to high-quality mobility options within a 10-minute walk from home
 - Reduce maximum wait times for any trip to 15 minutes any time of day
 - Improve average travel speeds on the County's bus network by 30 percent
 - Provide convenient and dependable options for bypassing congestion on streets and highways.

KEY TRENDS

- Continued growth in demand is straining an already oversubscribed transportation system.
- Challenges in meeting the mobility needs and expectations of a diverse County.
- Technological innovations are changing the mobility landscape.
- A shortage of affordable housing across the region exacerbates transportation challenges.
- Failure to reform policies that favor solo driving will continue to add to congestion and reduce mobility.

CUSTOMER SATISFACTION SURVEY

Common Issues

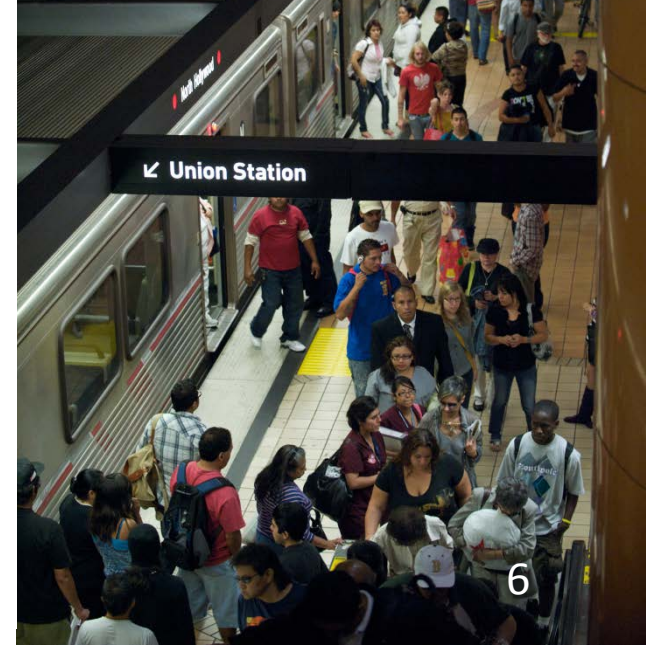
- Bus frequency, reliability, and total trip time
- Access to Metro rail
- New Metro rail lines to new places
- Security concerns
- Better Information



GOAL 1

Provide high-quality mobility options that enable people to spend less time traveling.

- 1.1 Expand transportation network and increase mobility for all users
- 1.2 Improve overall transit network and assets
- 1.3 Manage transportation demand through fair and equitable pricing structures



GOAL 1 (CONTINUED)

1.1 Expand transportation network and increase mobility for all users

- Target investments in areas of greatest mobility need
- Multimodal expansion projects (Measures R and M)

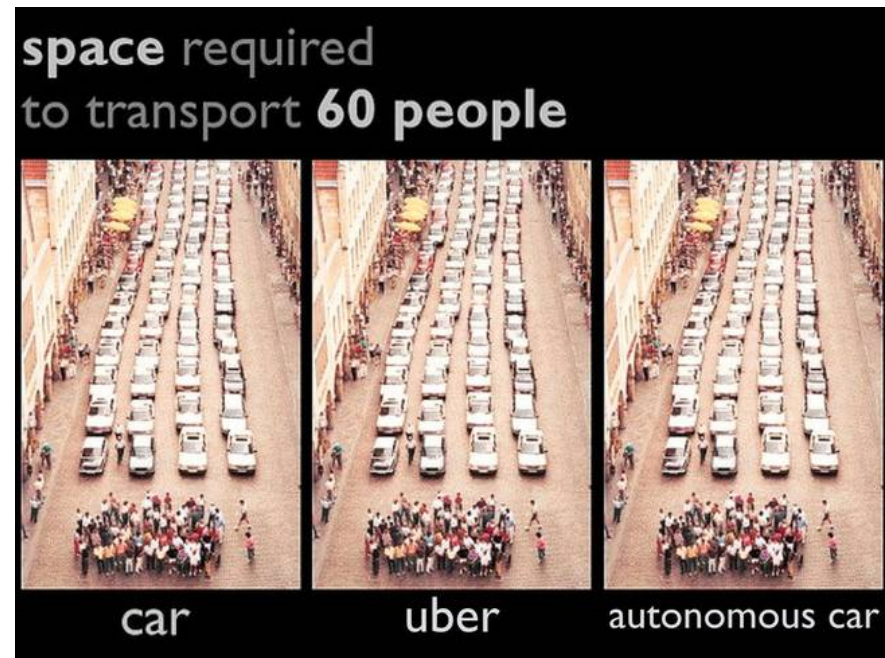
1.2 Improve overall transit network and assets

- World Class Bus
- Metrolink
- State of Good Repair
- System safety and connectivity

GOAL 1 (CONTINUED)

1.3 Manage transportation demand through fair and equitable pricing structures

- Pricing policies beyond transit fares (equity, affordability, revenue, security)
- Congestion pricing
- Goods movement
- Regulate new mobility providers



GOAL 2

Deliver outstanding trip experiences for all users of the transportation system.

- Improve security, focusing on prevention and partnerships
- Improve trip planning and trip taking experience
- Improve customer satisfaction at all touch points
 - Dedicated staff for customer experience
 - Performance metrics for customer satisfaction

GOALS 3-5

Goal 3: Enhance communities and lives through mobility and access to opportunity.

Goal 4: Transform Los Angeles county through regional collaboration and national leadership.

Goal 5: Provide responsive, accountable, and trustworthy governance within the LA Metro organization.

CONCLUSION

- Transform mobility to give people more time to focus on the things that matter most.
- **Put the customer at the heart of the journey** to build a better transportation future for Los Angeles County.



NEXT STEPS

April 27-May 24: Public review period

April-May: Stakeholder outreach

May 7: Stakeholder summit

May 17: Ad-Hoc Customer Experience Committee

June: Request Board approval of Metro Strategic Plan





THANK YOU

