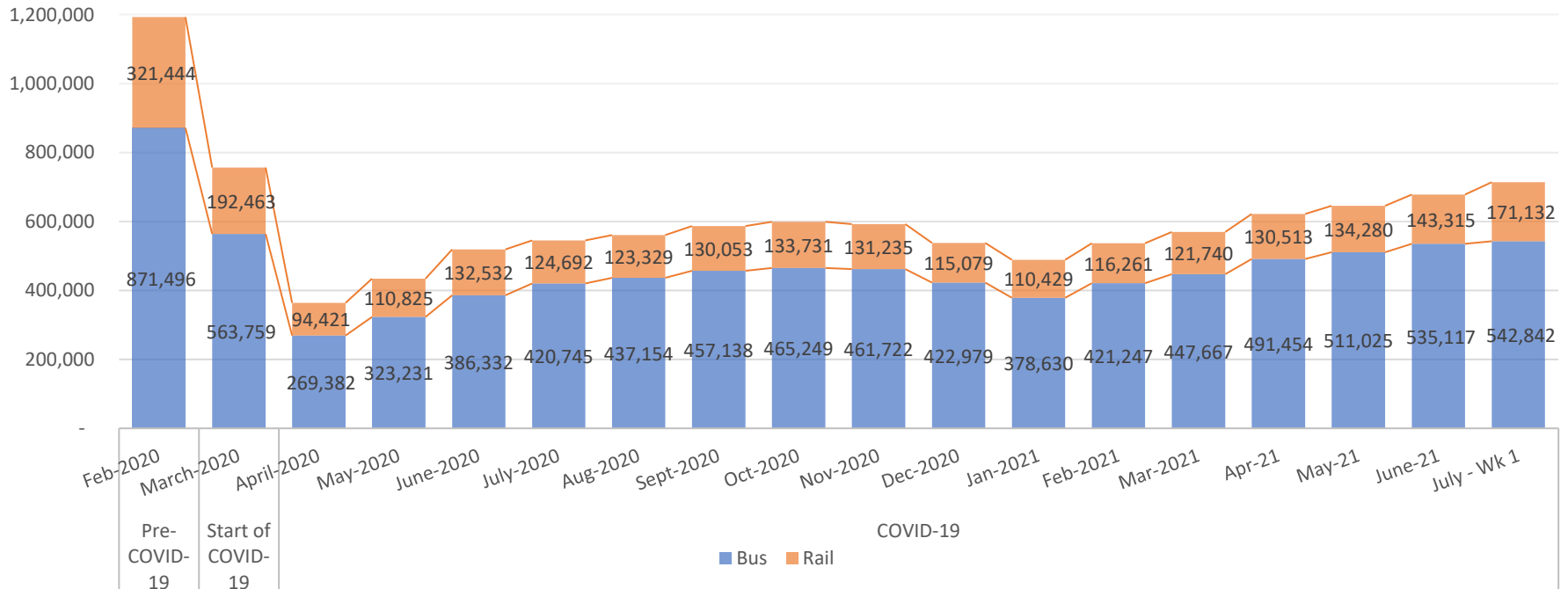


**REVISED  
ITEM 19**

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

# Weekly Ridership Update

## SYSTEMWIDE AVERAGE WEEKDAY RIDERSHIP



### 6/27/21

- Implemented Phase 2 of NextGen service changes as part of our Service Recovery Plan
  - Additional 2,073 trips weekdays (+18.9%), additional 1,491 trips Saturdays (+17.3%), and 1,622 trips Sundays (+19.5%)
  - Consolidated Metro Rapid & Local service on an additional eight key corridors
- Resumed front door boarding in addition to keeping rear door boarding
- Issued & clarified instructions to operators that buses are free
- Covered all bus fareboxes as of Sunday, July 11, 2021

# Operator Hiring Update

## Bus Operators

- 1,004 applications received to date
- 423 hires to date
- Two bus operator classes in July 2021 (7/7 & 7/21)
- Two classes scheduled every month throughout the summer
- Classes are 5 weeks long (about 60 students per class)

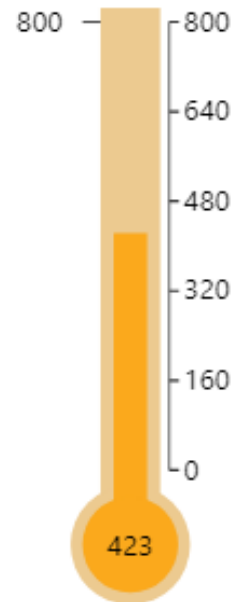
## MicroTransit Operators

- 93 MicroTransit operators hired to date
- 1 class scheduled for July 12<sup>th</sup> and 1 class on August 9<sup>th</sup>, targeting a total of about 135 MT operators by this summer
- Classes are 4 weeks long (about 15-25 students per class)

## Recruitment & Referral Incentive Tactics Include

- Launched Operator referral incentive program on July 12, 2021
- Continuation of media buy for external advertisement
- Bus/rail king ads and wraps
- In development: banners for Metro locations, bumper stickers for non-revenue vehicles & internal marketing campaign for operator referral program

Goal to 800 Operators



# Operator Marketing Update

## Bus



## Light Rail Vehicles *(in development)*

