

MOTION BY:

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MTA Regular Board Meeting

June 25, 2015

Item 50: MTA Ridership

MTA should set the standard for enhancing customer service with innovation and creativity.

MTA's current customers deserve an agency that constantly seeks to improve the customer experience.

Likewise, MTA's potential customers deserve an agency that constantly seeks to attract new customers into the MTA system.

To achieve these goals, MTA must renew its focus on customer service and ensure that its departments are coordinated and attentive to these issues.

According to MTA data, MTA's ridership continues to decline.

The most recent data confirms that MTA's Average Daily Boardings are down nearly 7% from May 2014 to May 2015.

This is a troubling trend that MTA must take steps to reverse.

I, THEREFORE, MOVE that the Board instruct the CEO to:

- A. Implement the Immediate Action Plan within existing budget resources as described by the Ridership Initiatives staff report, including but not limited to beginning implementation of a frequent bus network based on the Strategic Bus Network Plan currently under development.
- B. To complement the opening of the Expo Phase 2 and Gold Line Foothill Phase 2A rail lines, develop a bus service integration plan that takes advantage of new rail service.

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ATTACHMENT D

- C. Continue with further evaluation of cost, benefit, and implementation of Other Ridership Increase Strategies as described by the Ridership Initiatives staff report.
- D. Include the following additional programs in the study of Other Ridership Increase Strategies:
 - 1. A list of bus service bottlenecks that would benefit from strategically-placed bus-only facilities
 - 2. A specific plan to improve the accuracy and reliability and expand placement of real-time arrival countdown clocks at rail stations and high-volume bus stops
 - 3. A revenue-neutral residential TAP purchase program similar to the Denver Regional Transportation District's Neighborhood EcoPass program
 - 4. A customer loyalty reward program such as the Montreal *Merci*, Singapore *Travel Smart Rewards*, or Minneapolis-St. Paul *Ride to Rewards* programs
- E. Report to the Board with a quarterly Ridership and Customer Service Initiatives Report beginning in September 2015.

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