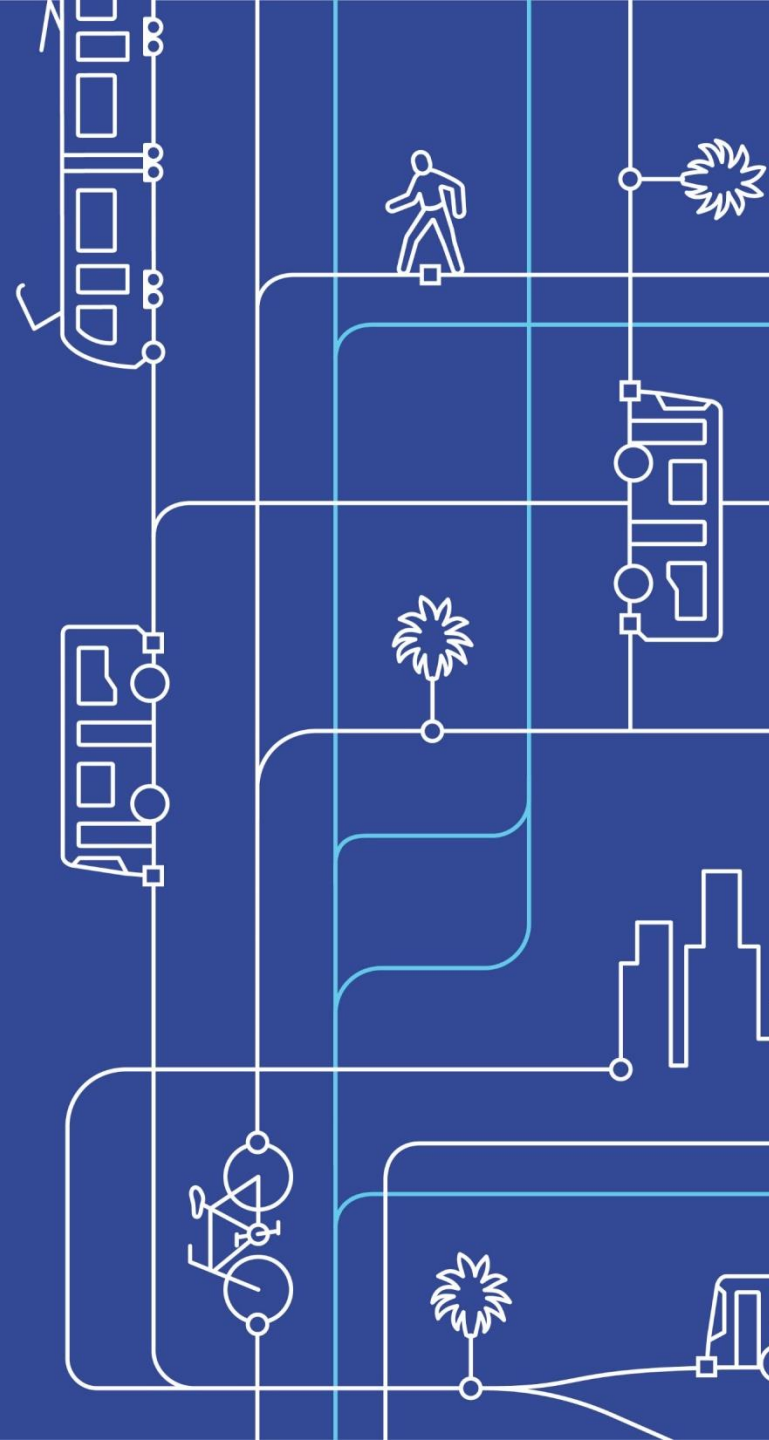


NEXTGEN Bus Study

Transit Competitiveness and Market Potential

Operations, Safety, and
Customer Experience Committee
Executive Management Committee
10.18.18



Study Process

SPRING/SUMMER 2018

FALL 2018/WINTER 2019

SPRING/SUMMER 2019

FALL 2019/WINTER 2020

Step 1

Market Demand and Travel Patterns, Existing Service Evaluation

Project awareness and listening to what the market tells us about how we travel, evaluate how existing bus service relates to the needs of the rider.

Step 2

Policy Choices for Service (or Market) Priorities, Service Characteristics, and Network Design

Policies to develop potential bus service priorities to better meet the needs of the rider.

Step 3

Service Design Guidelines and Route/Schedule Changes

Redesign new routes and schedules based on guidelines and parameters reflecting the adopted Policy Choices.

Step 4

Implementation and Marketing

Implement new routes and schedules that reflect the way people travel today. Market the new services to existing, former, and non-riders through education and information sharing tools.



Continuous public engagement →

Telephone Town Hall Meetings



Community Pop-up Events



Community Based Organization Briefings



Service Council/Board Briefings



Community Pop-up Events



Working Group & Stakeholder Briefings



Public Meetings & Webcasts



Service Council/Board Briefings



Metro Board Approval



Telephone Town Hall Meetings



Muni Operators & Local Jurisdictions Collaboration



Formal Public Hearings



Service Council/Board Briefings



Marketing & Messaging



Community Pop-up Events



Public Meetings & Webcasts



Service Council/Board Briefings

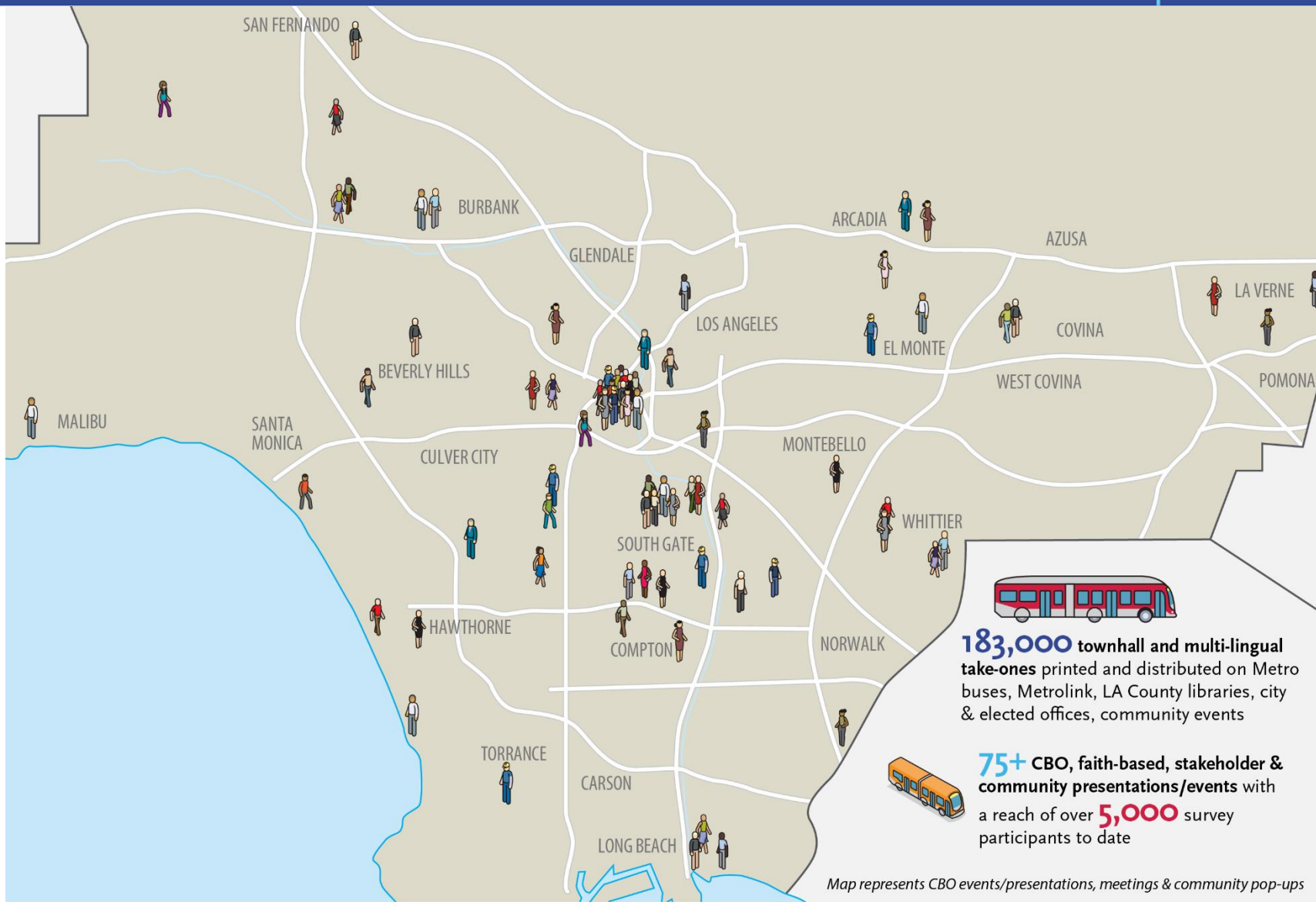


Metro Service Council/Board Approval



Continuous online engagement tools: questionnaire, interactive survey and map →

Stakeholder Engagement



183,000 townhall and multi-lingual take-ones printed and distributed on Metro buses, Metrolink, LA County libraries, city & elected offices, community events

75+ CBO, faith-based, stakeholder & community presentations/events with a reach of over **5,000** survey participants to date

Map represents CBO events/presentations, meetings & community pop-ups

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)

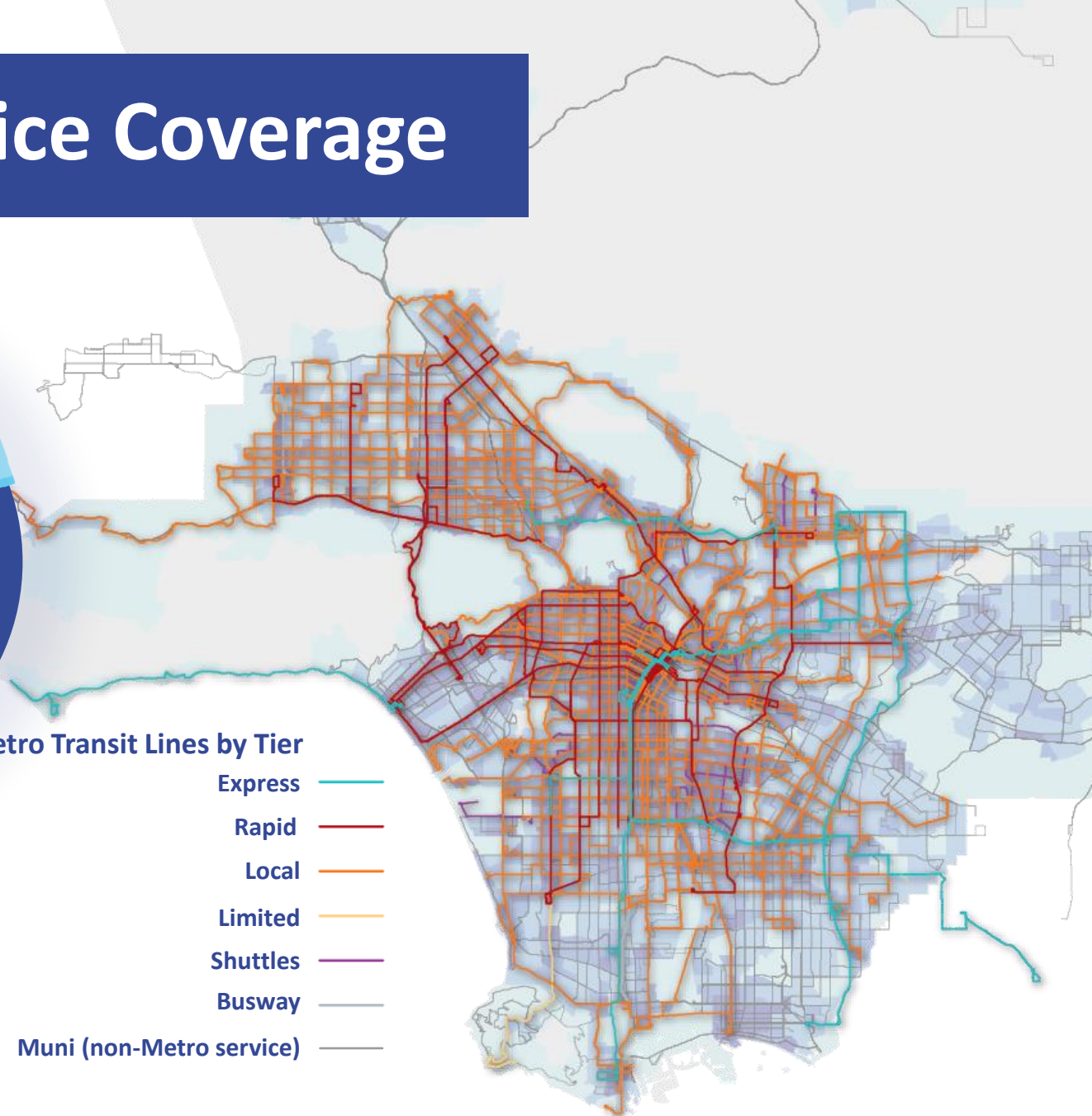
Comfort
(odors, crowding)

Transit Service Coverage

Transit is accessible to 85% of all trips made in the region.

Metro Transit Lines by Tier



- Express —
- Rapid —
- Local —
- Limited —
- Shuttles —
- Busway —
- Muni (non-Metro service) —

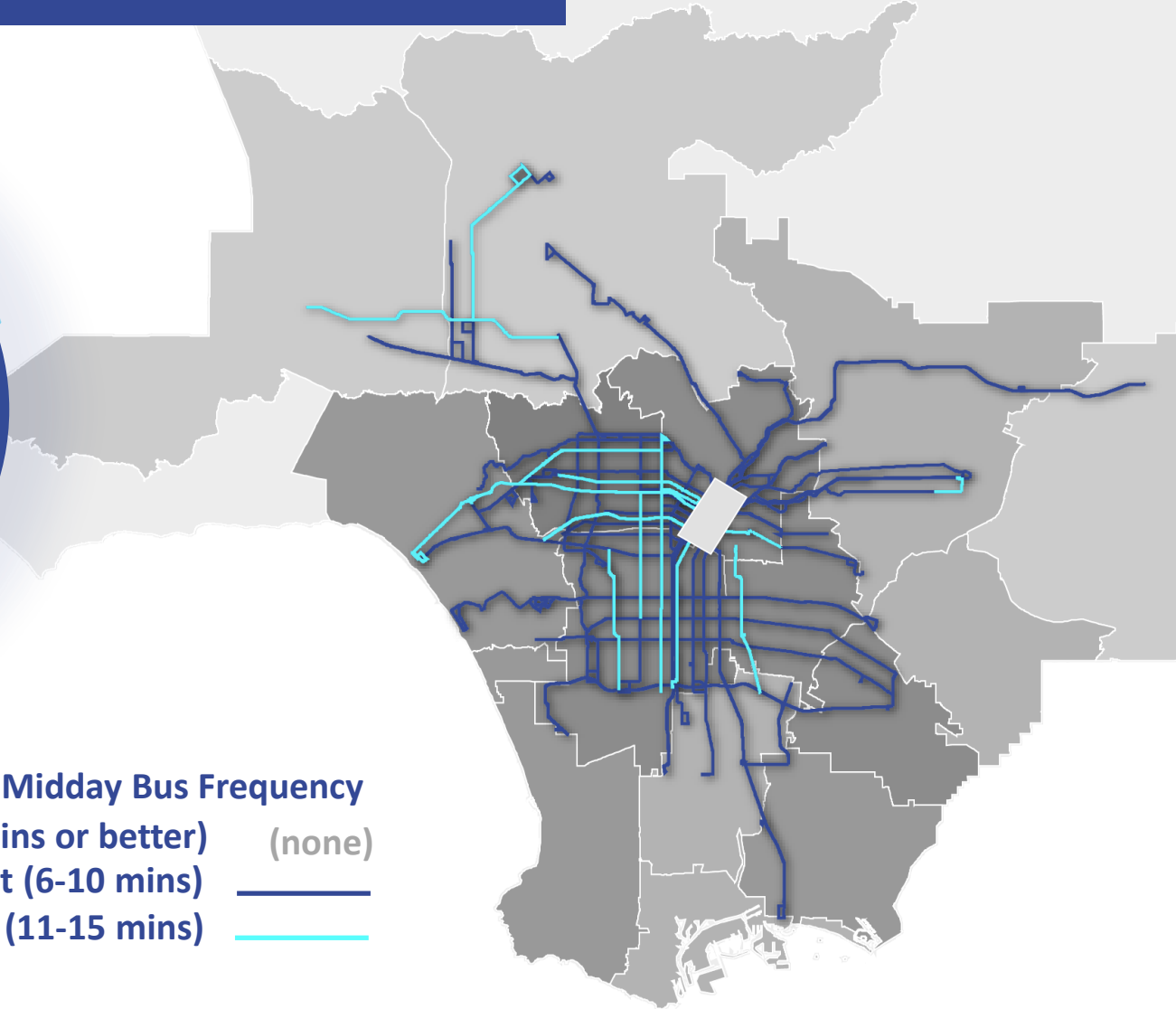


Transit Service Density


**All day
frequent service
is concentrated
in Central LA
County**

Midday Bus Frequency

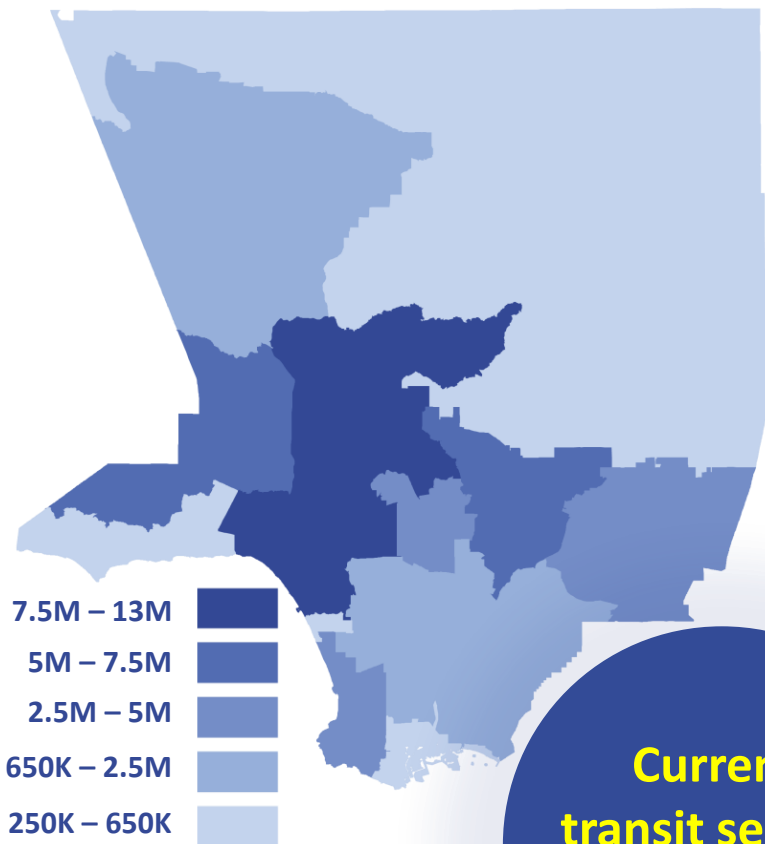
- Super Frequent (5 mins or better) (none)
- Very Frequent (6-10 mins) 
- Frequent (11-15 mins) 



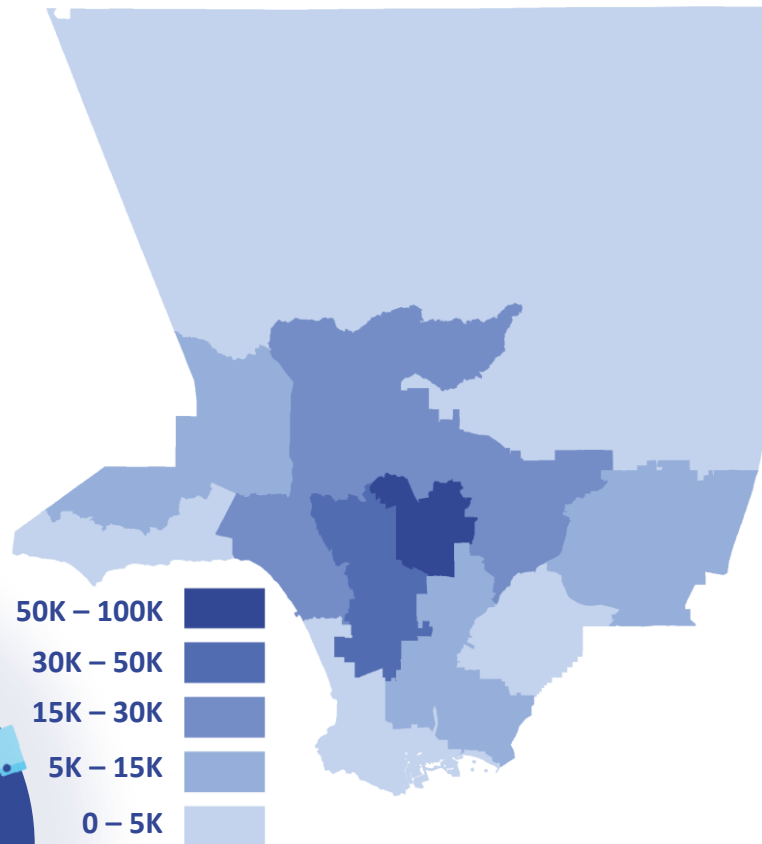
Trip Origins

Total vs Transit Trips

All Trip Origins (cell phone data)



Transit Origins (TAP data)



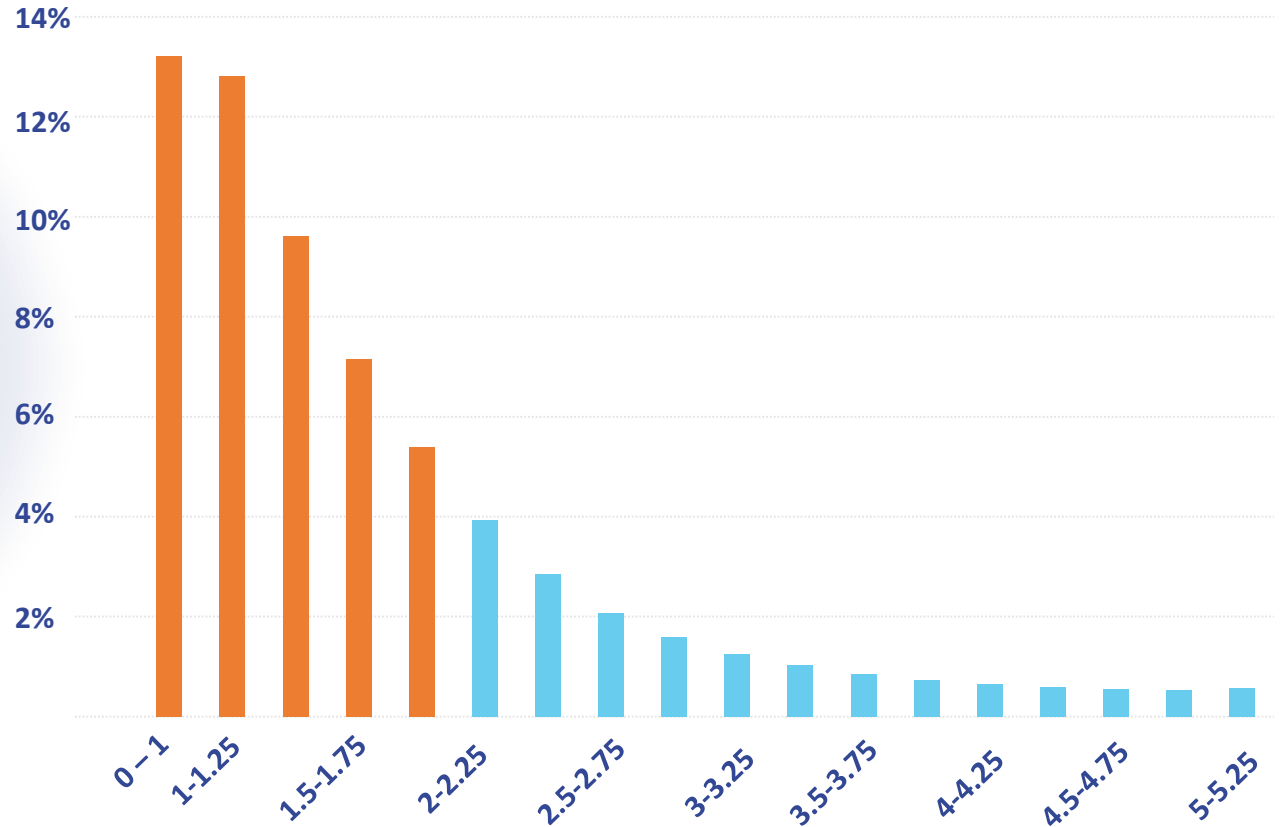
**Current
transit service
is not always
competitive**

Competitiveness of Relative Travel Times

Travel Time Comparison with Auto

Transit Market Share

Transit is most competitive when no more than 2x slower than auto



Transit to Drive Time Ratio

Understanding Trip Purposes

Commute Trips

Travel from home to a regular destination at an employment center during peak hours



Work Trips

Travel from home to a regular destination nearby anytime during the day or week



Other Trips

Occasional travel from a changing origin to a changing destination



When is Travel Speed important?

For Long Distance Trips: 10 to 12.5 Miles

Travel Speed is the key factor for longer trips.



30% of time getting to/from transit

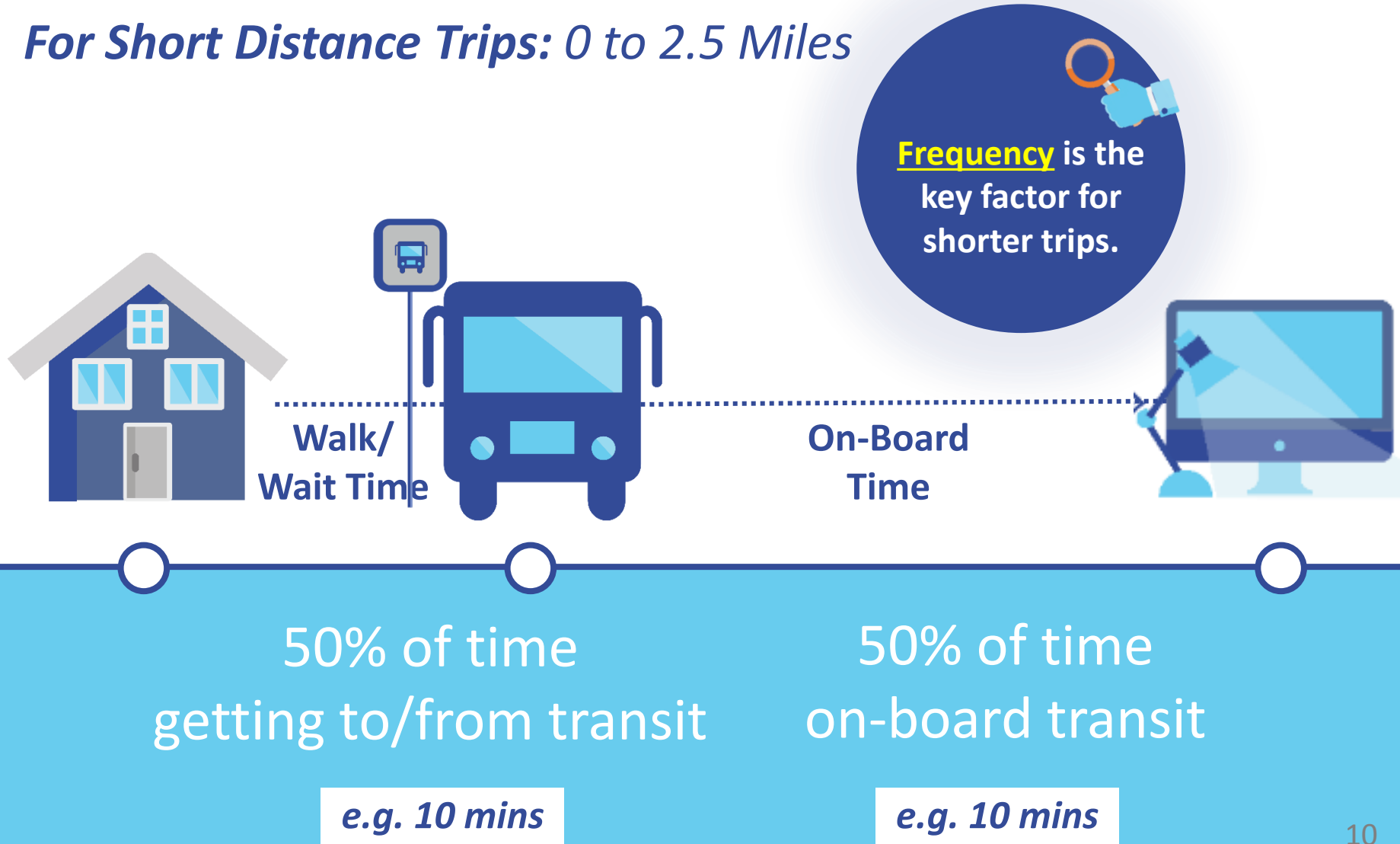
e.g. 10 mins

70% of time on-board transit

e.g. 25 mins

When is Frequency important?

For Short Distance Trips: 0 to 2.5 Miles



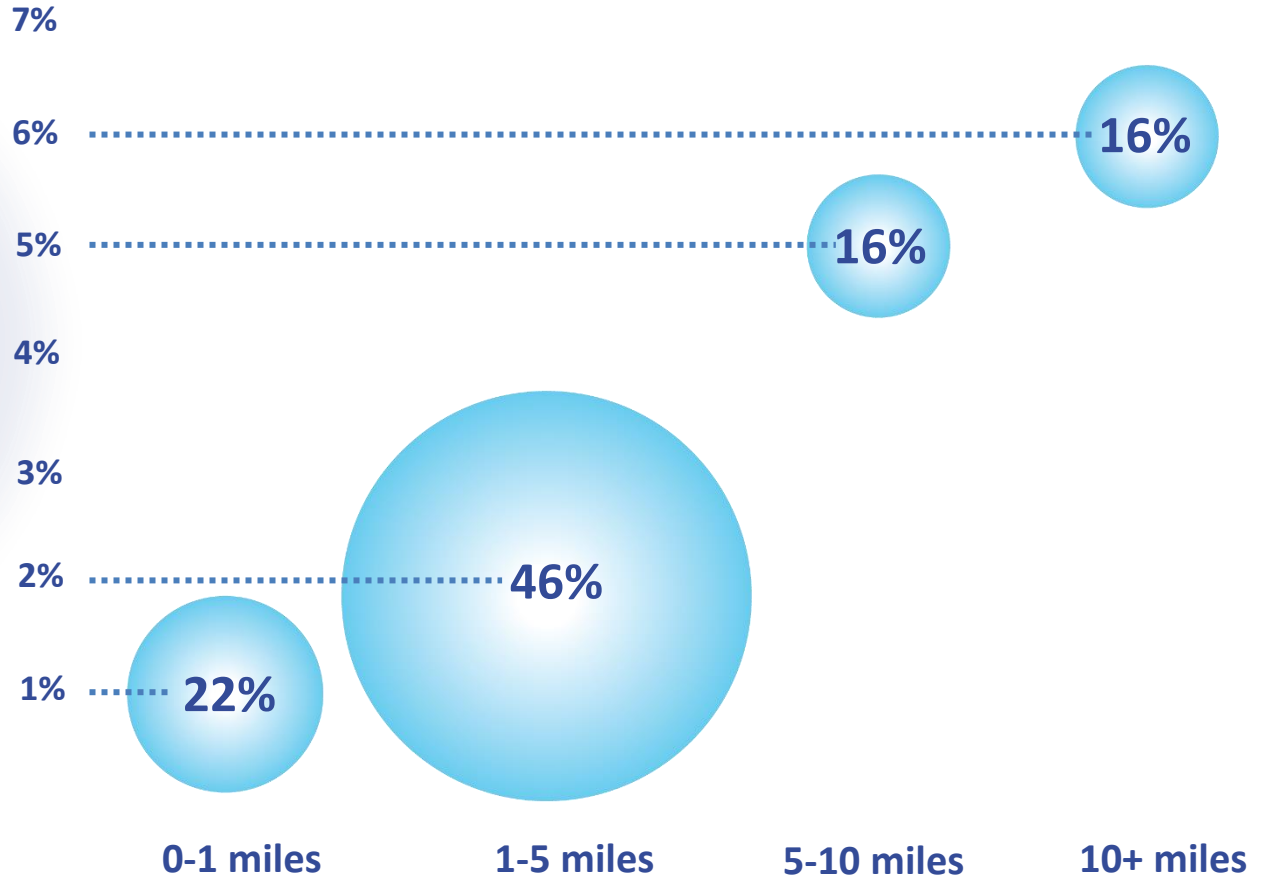
Competitiveness and Market Potential

Transit Market Share by Distance & Percent of Total Trips

Transit Market Share

Increasing our transit share of short distance trips to 6% means 500,000 new trips

% of total trips



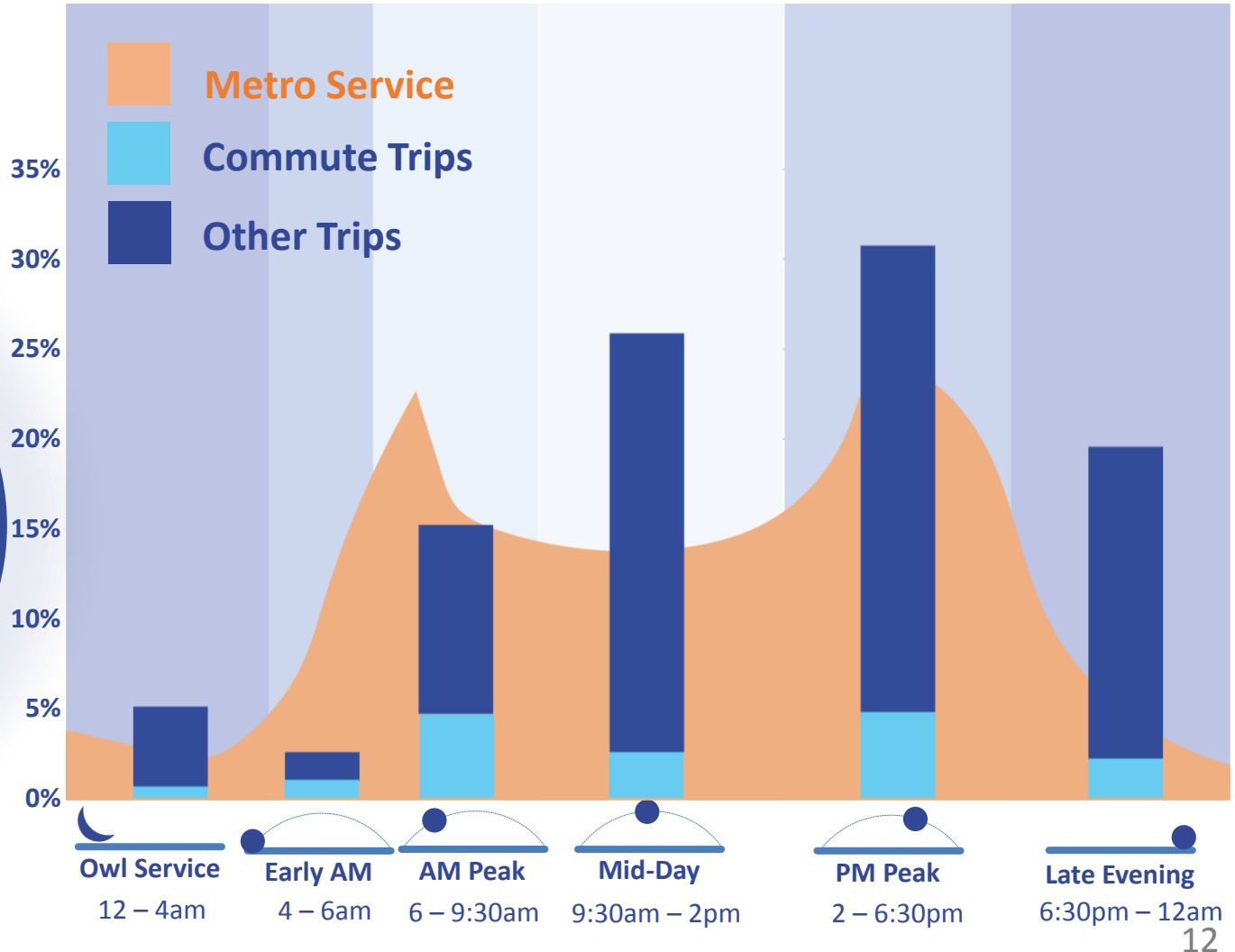
Trip Distance

More Frequent Service for Non-Commute Trips

Travel and Operations by Time of Day

Share of all trips and service by time of day

Current service does not match midday and evening travel demand.



Note: Bar chart shows data by time period while area plot shows hourly data

Market Priorities

Short Distance



Frequency

Long Distance



Speed

Commute Trips



Peak Hour

8% of all trips
5% transit market share

We are successful here and should continue to focus on this travel market.

Other Trips



All Day

We are not competing well in our biggest potential market and need to rethink our service to better capture short trips.

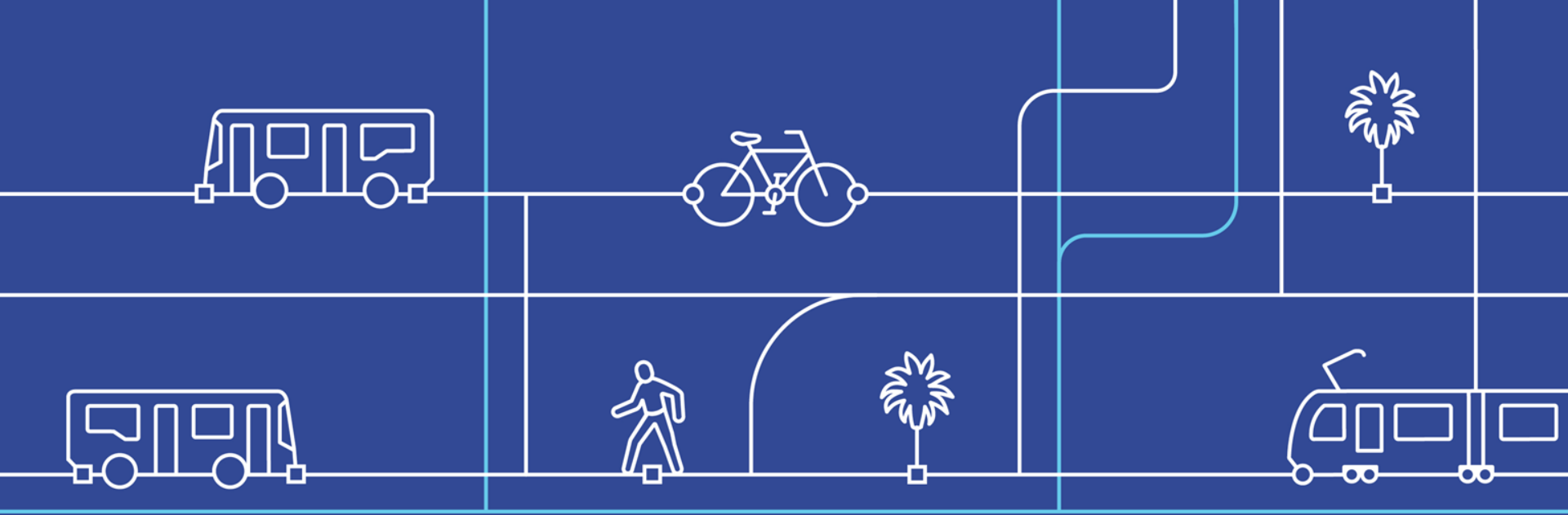
24% of all trips
4% transit market share

Next Steps on Service Concepts

| Date | Stakeholder | Topic |
|---|--|--|
| Sept 2018 Sept 6, 2018 Oct 15, 2018 | Service Councils Board Staff Metro Board | Transit Competitiveness & Market Potential |
| Sept 25, 2018 Jan 2019 Jan 2019 | External Working Group Service Councils Public Workshops | Tradeoffs & Service Concepts |
| Jan-Feb, 2018 TBD | External Working Group Board Staff | Recommend Service Concepts (for Board approval) |
| Mar 2019 | Metro Board | Draft Service Concepts (Policy Guidance) |
| Apr 2019 | Metro Board | Final Service Concept* (Policy Guidance) |



*Beginning of detailed route and schedule planning based on Service Concept



Thank You



Metro

[Metro.net/nextgen](https://metro.net/nextgen)