NEXTGEN

Bus Study

April 9, 2019

Metro
Schedule
Implementation Schedule
Countywide Engagement
Locations shown of CBO events/presentations, meetings & community pop-ups
Community Engagement Highlights

10 million + touchpoints in LA County

- Including nearly 7,000 residents through an online survey. Over 60% were people of color with a balance of genders, age groups, zip codes, & income levels equitably representing the diversity of LA County.
- Bus rider outreach: **300,000**
- Digital engagement touchpoints: **9 million +**
- Print advertising & collateral: **1.4 million +**
- Community events & stakeholder briefings: **200 +**
- Input received will help refine services changes
- Meetings & workshops were geographically balanced within Metro’s service area, included a broad & diverse focus, & targeting hard to reach communities

Mobile Unit
On-board Bus Surveys
ADA-Focused Workshop
Parent Group Meeting
Public Workshop Series

18+ public workshops, 950+ attendees & 1,650+ comments

- **Round 1:** 10 meetings organized by Service Council Area
- **Round 2:** 8 additional targeted stakeholder meetings (including 1 ADA-focused meeting)
- **1,650+ quality comments** related to the technical aspects of the system & personal needs/experiences
- **950+ residents** engaged in a dialogue between Metro staff and the system serves
- Utilized interactive & visually appealing workshop stations
- Received requests for additional presentations/workshops
- After meeting series, emailed all attendees who signed in workshop highlights and information on next steps of process
# Recurring Themes

<table>
<thead>
<tr>
<th>Community Input</th>
<th>Initial Input</th>
<th>Additional Input</th>
<th>Detailed Public Workshop Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poll Everywhere</td>
<td>Surveys were conducted both online and printed</td>
<td>&quot;Route 78 • More buses; more frequency&quot;</td>
<td></td>
</tr>
<tr>
<td>Breakout sessions (priorities for each service council)</td>
<td></td>
<td>&quot;From 910/950 • Would like better connectivity with silver line from Torrance especially near Sepulveda Blvd&quot;</td>
<td></td>
</tr>
<tr>
<td>Discussions during presentations</td>
<td></td>
<td>&quot;B/C 710 Freeway is not going to be extended, we need express buses along Fremont and or Fairoak, to access gold line.&quot;</td>
<td></td>
</tr>
</tbody>
</table>

## Community Priorities

- Safety & Security
- Frequency overall
- Increase evening & weekend service
- Reliability
- Equity/Accessibility
- Connectivity
- Technology
- Education/Information
- Customer Experience

*Working Group identified these issues as equal priority*
Bus Network Goals and Objectives

Provide high quality mobility options that enable people to spend less time traveling (Metro Vision 2028)

• Target infrastructure and service investments towards those with the greatest mobility needs

• Invest in a world class bus system that is reliable, convenient, and attractive to more users for more trips

• Endorse travel speed, service frequency, and system reliability as the highest priority service design objectives for the NextGen Bus Study (Motion 38.1)

• Optimize system performance to maximize benefit to the public
How Can Metro Help Equitably Grow Transit Ridership?

Balanced within the Metro Equity framework, how do we ensure customers...

**FIND**

How well do people understand how effectively transit can serve their needs? Is the system easy to understand & find?

**TRY**

How can we encourage people to try transit? Does transit go where & when they need it to? Is transit competitive with other options? Is the service attractive?

**RELY**

Once people have tried transit, how can we attract them to use it more often? Is service fast, frequent & reliable enough to retain riders & entice occasional/infrequent riders?
Existing Conditions

**Transit Propensity**
- Market segments
- Built environment
- Travel demand

**Service Environment**
- Typologies

**Service Performance**
- Performance
- Productivity
- Frequency
- Bus stop spacing

**Competitiveness**
- Market types

Design Considerations

Network Design
Areas with Greatest Travel Demand

Transit Propensity: Willingness to Use Transit

What Transit Propensity Measures

Market Segments
- Commuters
- Transit dependency
- Choice riders

Built Environment
- Walkability
- Street network
- Development density
- Housing density

Travel Demand
- Number of daily trip origins

Willingness to Use Transit

Low  High
Existing Conditions

Service Environments

- **Demographics / Population**: Do households have limited mobility options?
- **Land Use**: Is the built environment transit friendly?
- **Parking Supply**: Is there too much free parking?
- **Travel Time**: Does transit have priority over cars?
Service is most successful where we have a strong, integrated bus/rail network and the right market conditions.
Benefits of Good Design

- Identify market demands with most potential
- System is easier to understand & more convenient
- More people ride transit

- Apply transit priority to key corridors
- Buses are used more efficiently
- Takes fewer resources

- Metro has more fare revenue
- Metro can reinvest in more service
- Metro has lower operating expenses

- Metro has more fare revenue
- Metro can reinvest in more service
- Metro has lower operating expenses