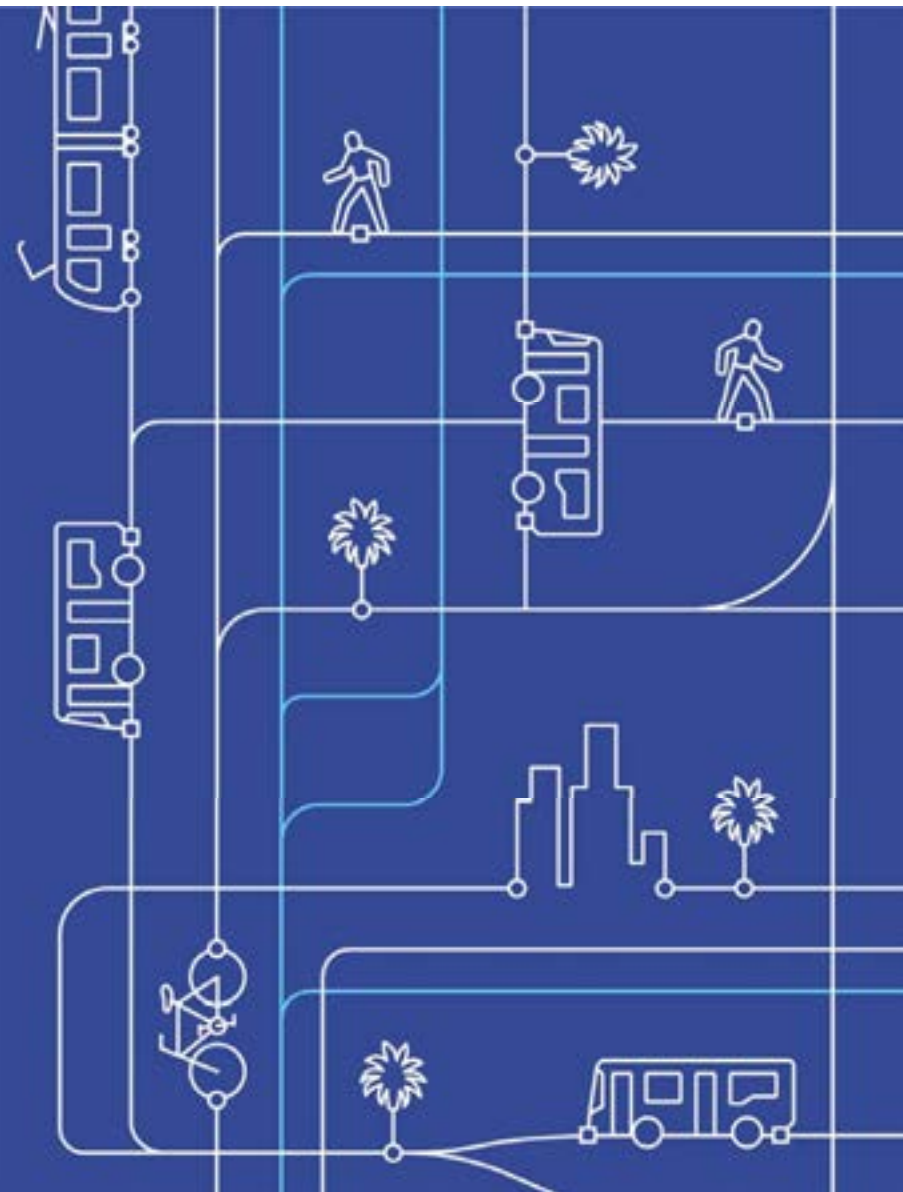
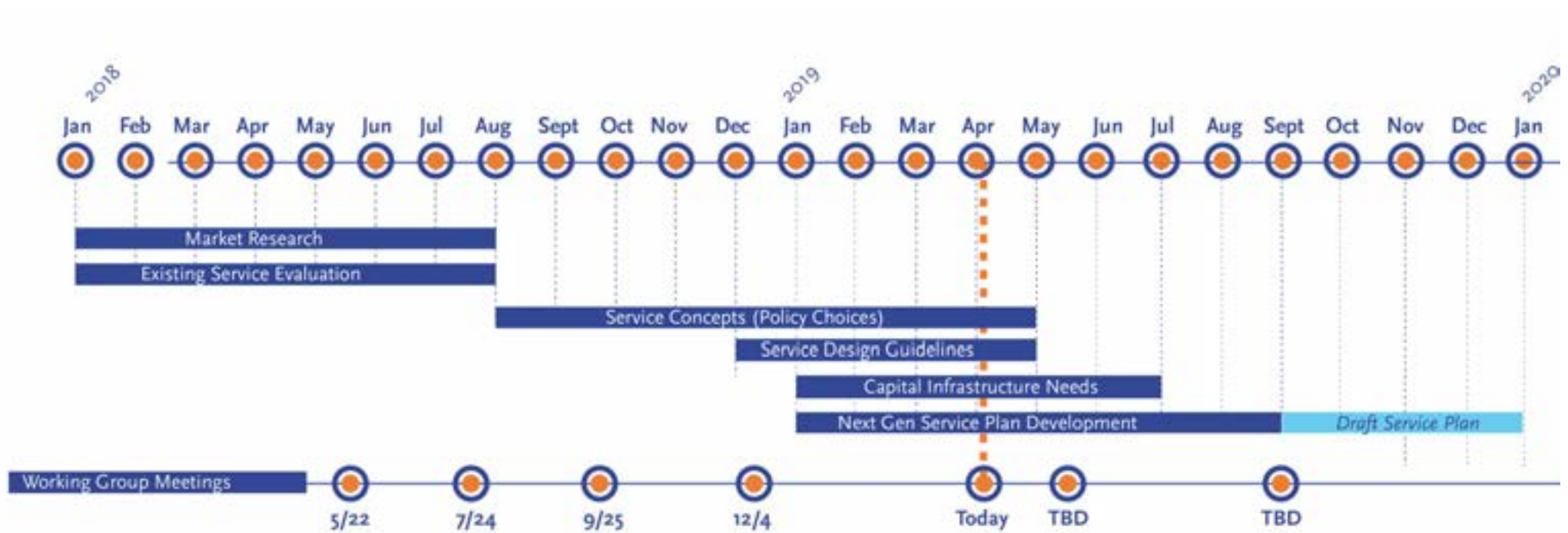


NEXTGEN Bus Study

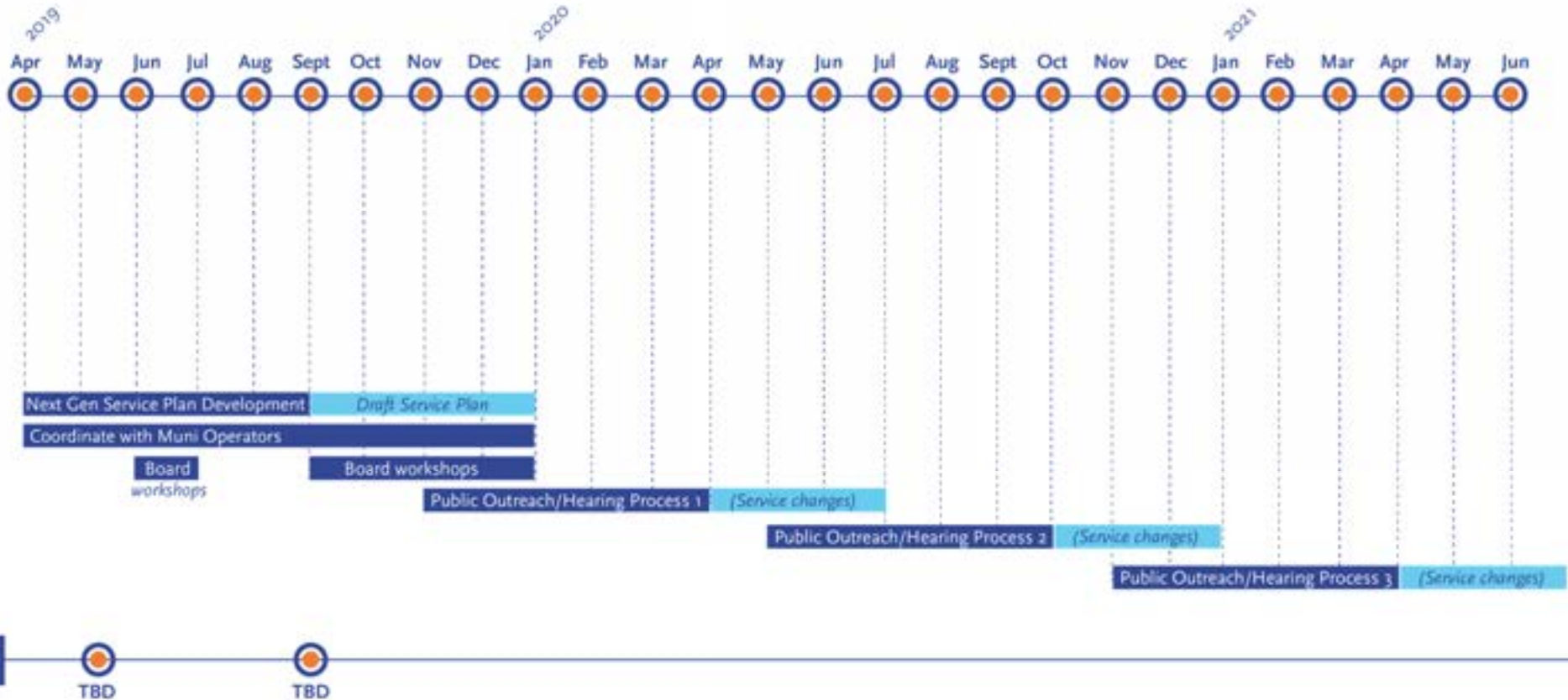
April 9, 2019

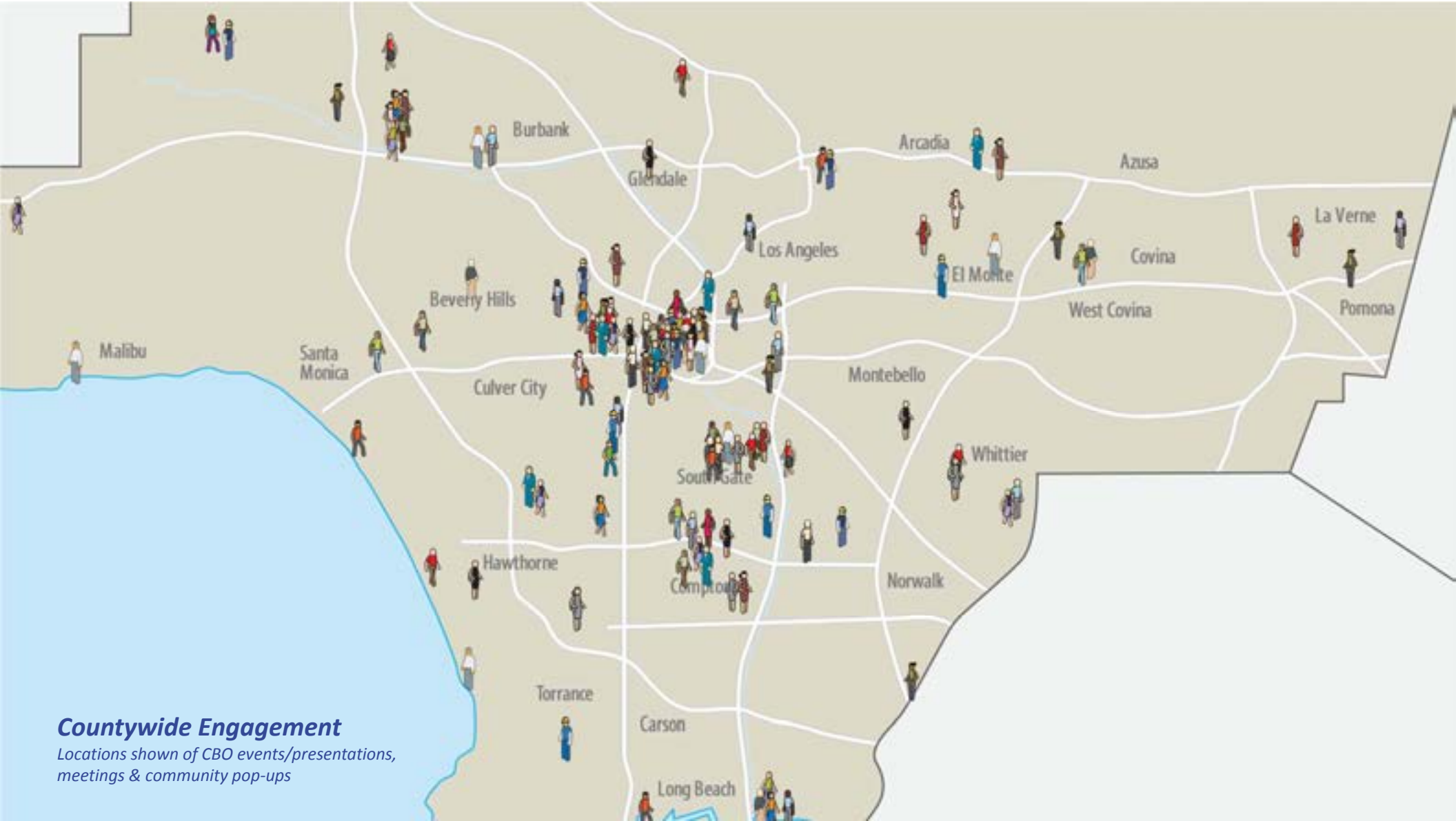


Schedule



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: **9million +**
- 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

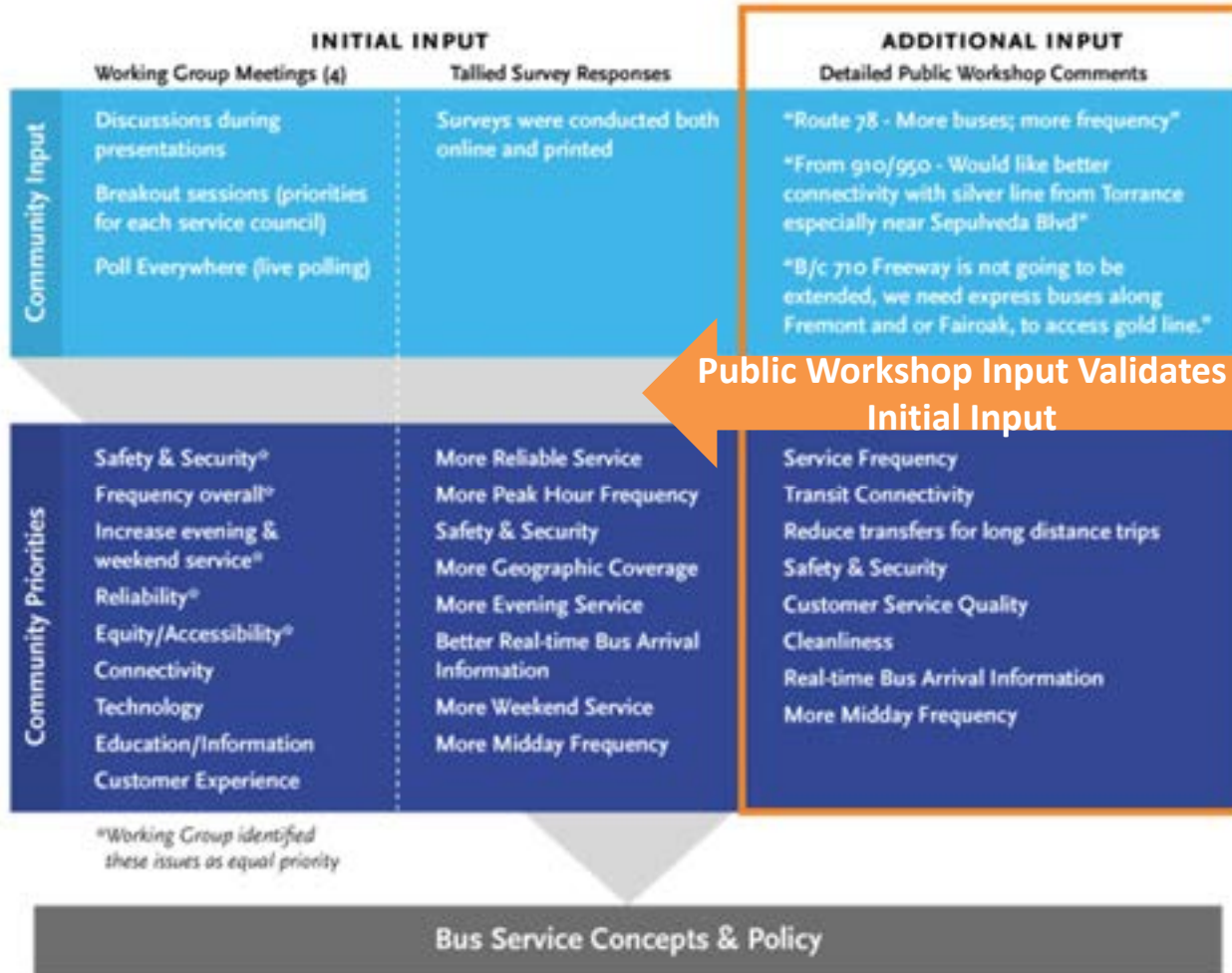
Public Workshop Series

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



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...



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

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?

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

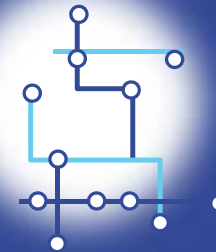
Performance
Productivity
Frequency
Bus stop spacing



Competitiveness

Market types

Design Considerations



Network Design

Existing Conditions

Transit Propensity: Willingness to Use Transit

What Transit Propensity Measures

Market Segments

- Commuters
- Transit dependency
- Choice riders

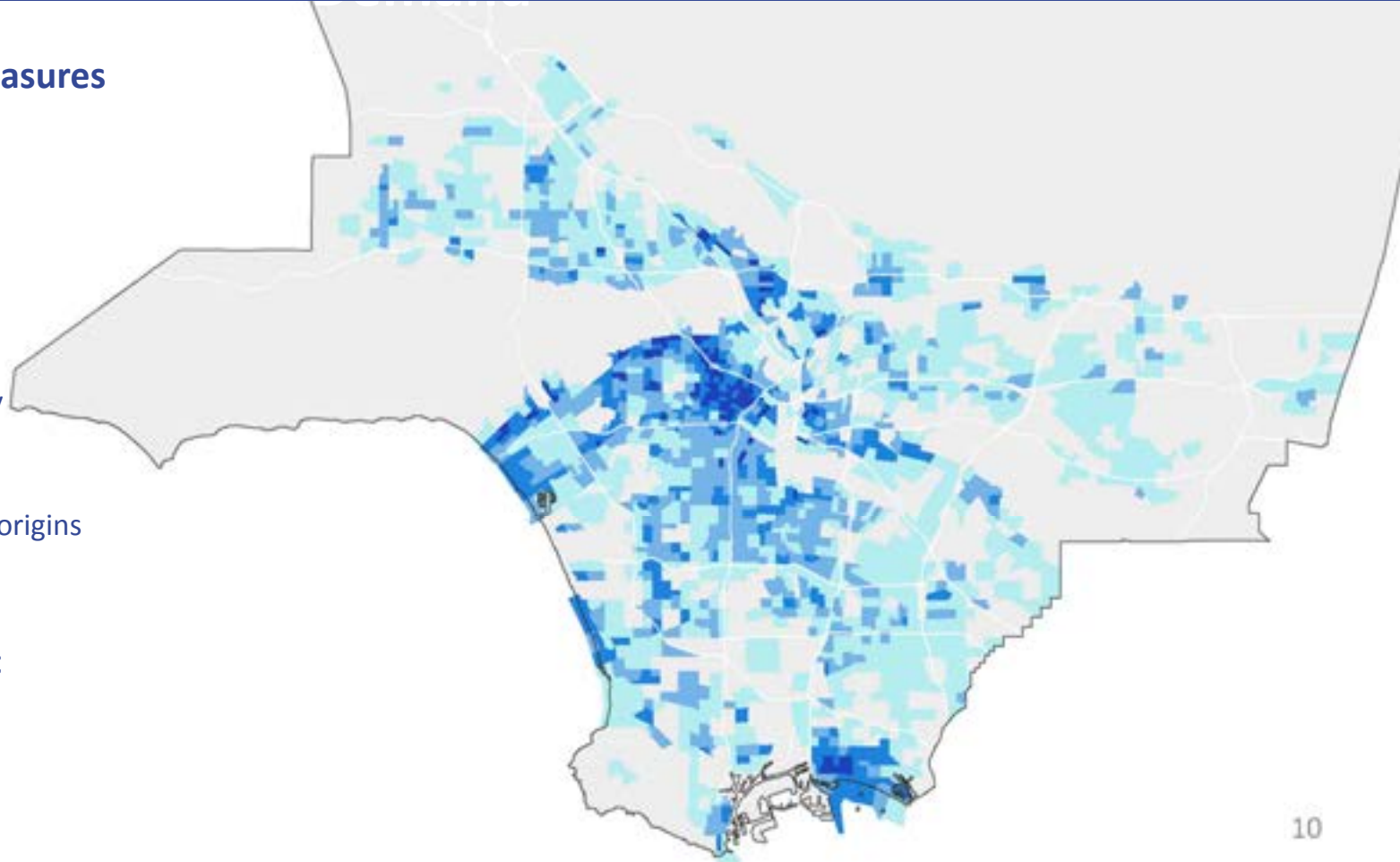
Built Environment

- Walkability
- Street network
- Development density
- Housing density

Travel Demand

- Number of daily trip origins

Willingness to Use Transit



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

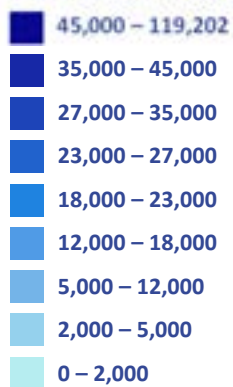
Does transit have priority over cars?

Existing Conditions

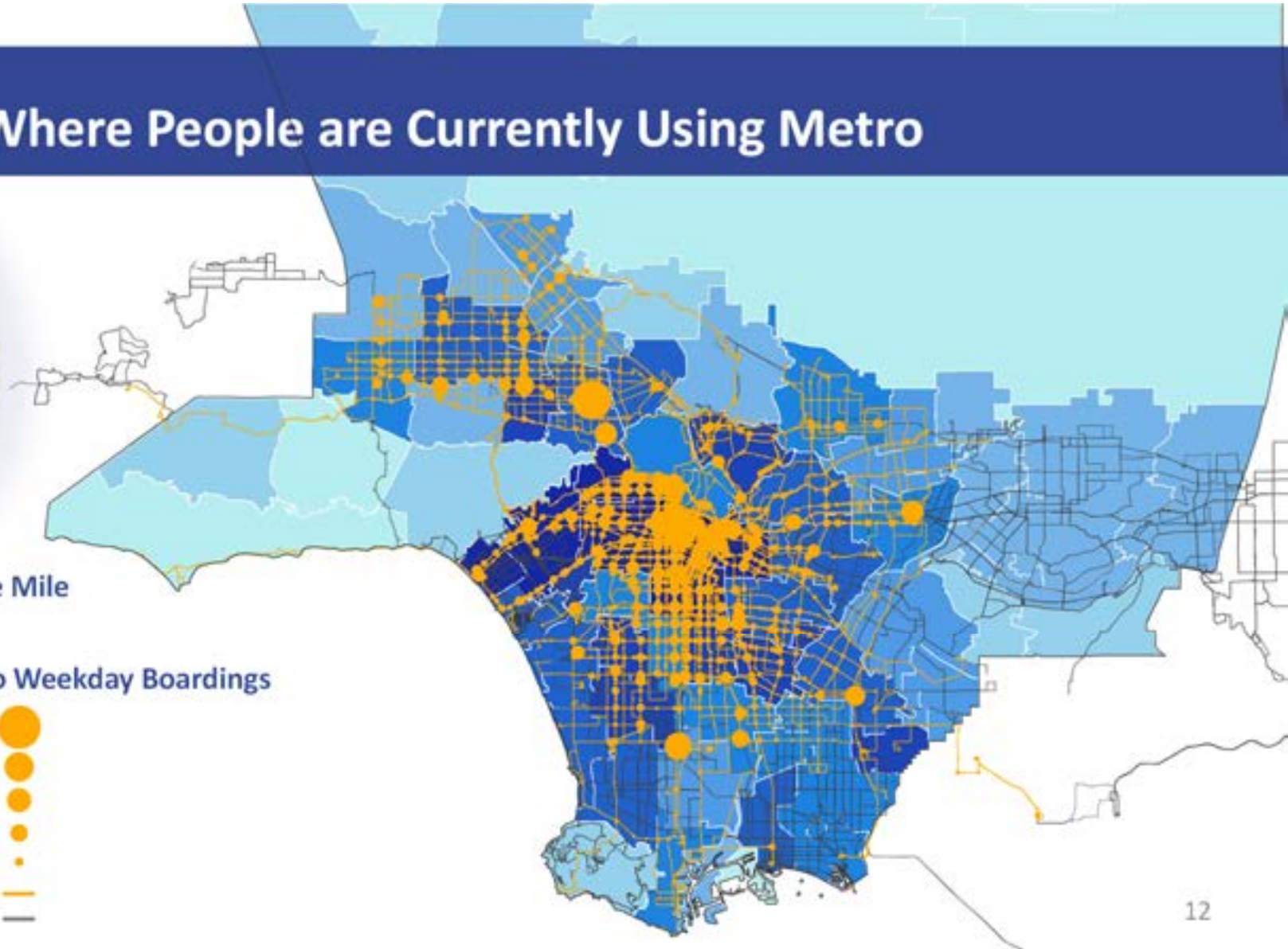
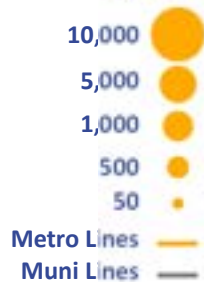
Performance: Where People are Currently Using Metro

Service is most successful where we have a strong, integrated bus/rail network and the right market conditions.

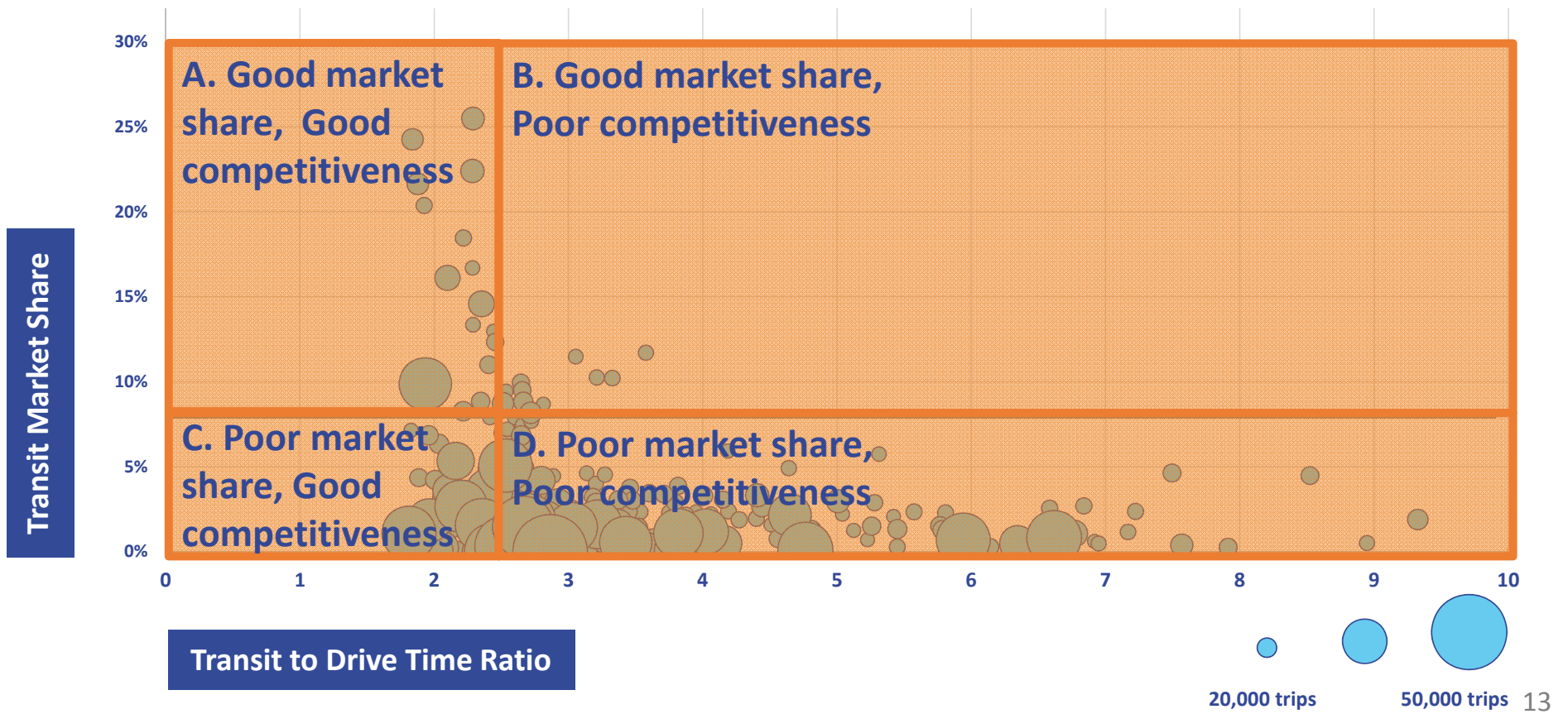
Trip Intensity Per Square Mile



Metro Weekday Boardings



Existing Conditions Market Types



Benefits of Good Design

Identify market demands with most potential

System is easier to understand & more convenient

More people ride transit

Metro has more fare revenue

Apply transit priority to key corridors

Buses are used more efficiently

Takes fewer resources

Metro has lower operating expenses

Metro can reinvest in more service



NEXTGEN Bus Study

April 9, 2019

