

# NEXTGEN Bus Study

Streets and Freeways Subcommittee  
March 15, 2018





# Background



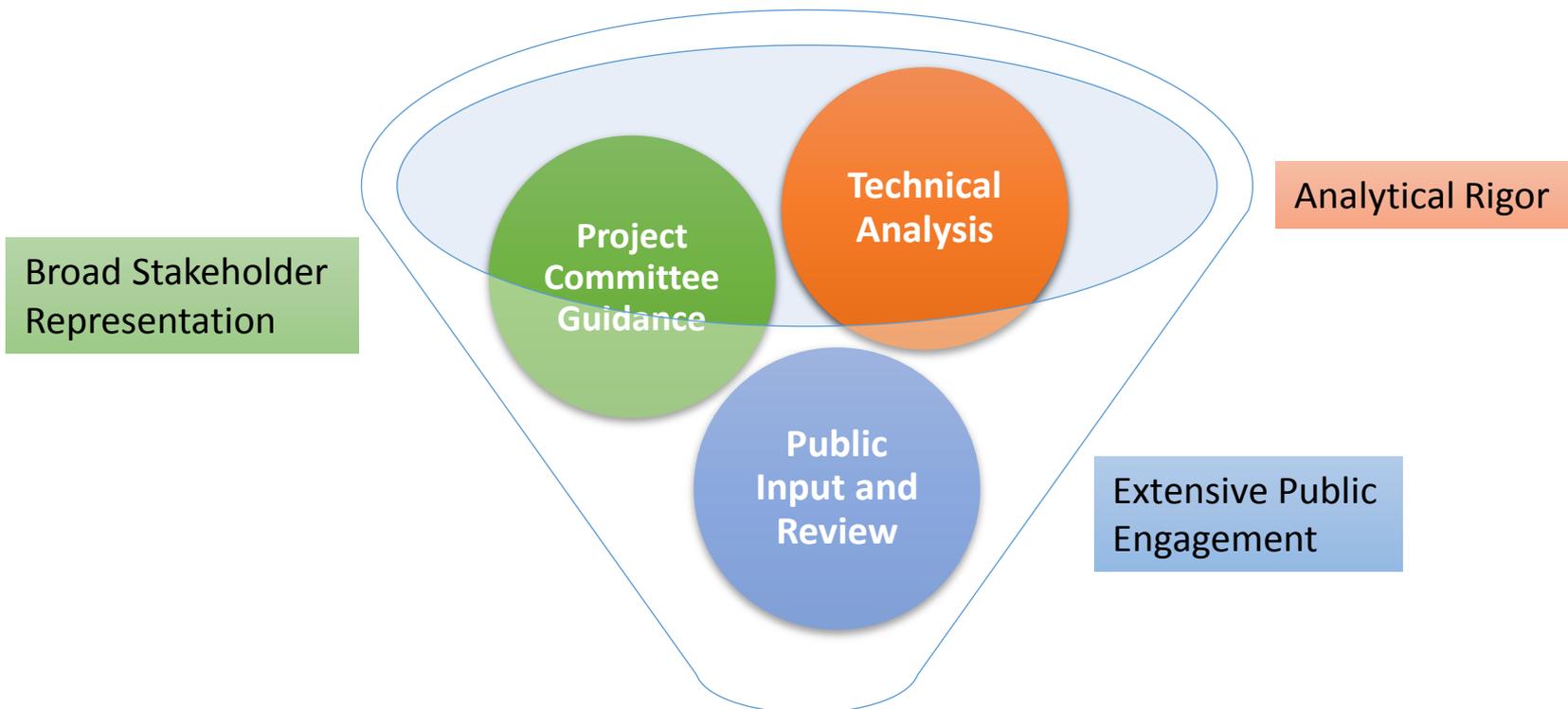
## So, what is NextGen?

- Design a new bus network – Relevant, reflective of, and attractive to LA residents
- Something for everyone – Redesigned network will improve service to current customers, attract new customers and win back past customers

## Why are we doing this?

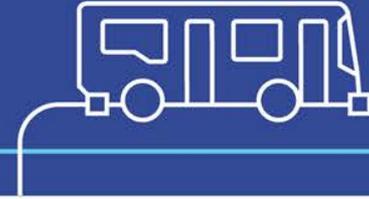
- Outdated bus network - Metro Bus comprises over 70% of total system ridership, but hasn't had a major overhaul in 25 years. Since that time, there are now...
- More people – LA County has added over 1 million new residents
- More places to go – New destinations and many communities have transformed
- More ways to get there – Travel patterns have changed alongside new transportation options such as ride hailing apps and bike share

# NextGen Guiding Principles



**NEXTGEN**  
Bus Study and Service Plan

# Consultant Team Expertise



	Market Analysis /Travel Demand	Existing Service Evaluation	Service Concepts	Design Guidelines	Transit Supportive Infrastructure	Service Restructuring Plan	Final Report/ Presentations
Cambridge Systematics (Prime)	●		●	●		●	
Transportation Management and Design		●	●	●		●	
Conifer Research	●						
HDR, Inc.					●		
Here LA						●	●

# Stakeholder and Public Involvement

## Project Standing Committees:

- NextGen External Working Group – provide policy guidance on Vision for Metro’s bus network, service priorities and tradeoffs, and measures of success. Broad cross-section of LA County representatives interests including environmental, low income and social equity groups, educational institutions, municipal operators, COGs.
- Technical Advisory Committee (TAC) – coordination with local jurisdiction mobility/land use plans and municipal operator service
- Internal Working Group – coordination with other Metro plans and programs (e.g. Strategic Plan, LRTP, BRT Planning, Active Transportation, Micro Transit, etc.)
- Metro Service Councils – Public forum, public hearings and service change approvals

## Other Public Engagement:

- General Public (current, former, and potential new customers)
- Metro Labor Representatives



Transit Advocates (e.g. Bus Riders Union, SOCATA, Transit Coalition)

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# Project Milestones



Project Phase	Objective	Deliverable	Activities
Travel Markets <i>Winter/Spring 2018</i>	Comprehensive understanding of current and potential riders, what travel attributes are important and what their travel patterns are	<b>Board approval</b> of service priorities based on market needs	<ul style="list-style-type: none"> <li>• Public input (e.g. surveys, focus groups)</li> <li>• Working group meetings</li> </ul>
Service Concept (network) <i>Spring/Summer 2018</i>	Establish service concepts and strategies that most effectively and efficiently address service priorities within available resources	<b>Board approval</b> of a Regional Service Concept and measures of success	<ul style="list-style-type: none"> <li>• Public feedback (e.g. telephone town hall, web based interactive page)</li> <li>• Working group meetings</li> </ul>
Service Plan (line by line) <i>Winter/Spring 2019</i>	Restructure routes and schedules based on the guidelines from the Regional Service Concepts	<b>Service Council approval</b> of specific route and schedule changes from the redesigned bus network	<ul style="list-style-type: none"> <li>• Public feedback (e.g. telephone town hall, web based interactive page)</li> <li>• Public hearings (Service Councils)</li> <li>• Working group briefings</li> </ul>
Implementation <i>Fall 2019</i>	Launch new bus network to current, potential and future riders	Provide information and support to customers navigating the new network	<ul style="list-style-type: none"> <li>• Targeted promotion (e.g. Take Ones, web based, brochures)</li> <li>• Ambassadors at key locations (e.g. Blue Shirts and other Metro staff)</li> <li>• Coordinate with partner agencies</li> </ul>



# Next Steps



## Technical Analysis:

- Market Segmentation/Travel Demand - Who are our customers? What are their travel needs?
- Existing Service Evaluation - Given our customer's needs, what are the strengths, deficiencies, gaps and opportunities of our existing bus network?

## Stakeholder Guidance:

- Establish Project Committees – Workshops with External Working Group to establish policy guidance on service priorities and trade offs. **Tuesday, March 27 is first working group meeting.** Coordinate efforts through TAC and other groups

## Public and Employee Engagement :

- Establish project website, telephone town hall, meetings and other forums to provide and solicit information
- Brief Metro bus operators, supervisors, customer care representatives, Internal Working Group



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# Thank You



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