

MOTION BY MAYOR ANTONIO R. VILLARAIGOSA**Operations Committee**

May 20, 2010

Item 45 – Customer Convenience Initiative

According to the most recent State of the Commute survey by the Southern California Association of Governments, convenience ranks as the number one concern among commuters.

Our countywide transit network is run by a partnership of many operators, including the MTA, municipal operators, and Metrolink.

MTA provides a significant portion of the funding used by the municipal operators and Metrolink to run their service and has a compelling interest and responsibility to coordinate the county's transit service.

To make our system more convenient for our customers, we should have a universal countywide transit pass available on a monthly, weekly, and daily basis; an improved customer service web presence; and better coordination of bus routes.

I THEREFORE MOVE that the MTA Board direct the CEO to:

1. Meet with the municipal operators and Metrolink to develop a weekly and daily EZ pass usable on all transit services operated within Los Angeles County
2. Develop an enhanced distribution system so that passes are more readily available to the public
3. Create a customer-oriented website and smart phone/personal digital assistant (PDA) applications that enable patrons to receive rider information, schedule trips, etc. for all transit services operated within Los Angeles County
4. Meet with the municipal operators and Metrolink to identify service duplication, recommend to the MTA Board service restructuring that maintains service in the most cost effective manner, and identify other service restructuring that will make the transit system more convenient

###