

MOTION BY MAYOR ANTONIO R. VILLARAIGOSA

**Customer-Oriented, Integrated Bus Service
Enhancements & Innovations**

August 4, 2011

The MTA bus system is the backbone of the County's transportation system with over 350 million bus boardings every year.

Many transit riders depend and use the bus system for work, to get to school or to get around town for their daily needs.

This diverse class of bus users – representing all income levels – should have a system that is safe, clean, convenient, efficient and dependable.

While Measure R and other funding sources include significant investment in expanding rail transit in the County, these projects will take time to build.

In the near term, the MTA must continue improving its transit services and the customer experience by investing in its bus system.

In the spirit of partnership, the MTA and County Municipal Bus Operator Agencies have discussed tools to provide fare structures that are convenient to transit and student riders.

This includes a universal fare system (UFS) so transit users can navigate the County bus system seamlessly.

In addition to a UFS system, creating a countywide Bus Rapid Transit (BRT) network that is fast, convenient, safe and affordable needs to be explored.

BRT has been defined by the Federal Transit Administration (FTA) as a "rapid mode of transportation that can provide the quality of rail transit and the flexibility of buses."

Cities across the world including Bogotá (TransMilenio), Lima (Metropolitano), Curitiba, Madrid, Johannesburg have implemented successful BRT systems that are used by millions of riders each year.

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While a higher percentage of future boardings will occur on more cost-effective fixed guideway lines, in the long-term bus service levels need to be maintained or even expanded to accommodate projected population growth and to make sure that they are convenient transit connections to and from the subway, light rail and busway lines.

MTA needs to make a commitment that it will continue to operate a robust, customer-oriented bus service and that it will continue to innovate.

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

1. Maintain bus revenue service hours on all Tier 1 and MTA Rapid Bus lines for FY12.
2. Regularly monitor passenger loads and on-time performance to ensure satisfactory bus service.
3. Direct the CEO to report on a strategy and timeline for the completion of the UFS, or Transit Access Pass (TAP), card by the October 2011 Board meeting.
4. Direct the CEO to provide an implementation plan for the quarterly bus service evaluation program that was outlined in the June 2011 report on bus service modifications to the Operations Committee.
5. Direct the CEO to appoint an internal compliance manager to report on all existing MTA bus services in coordination with the Service Councils at a monthly basis; the report should include but not be limited to the following:
 - A. Bus & station cleanliness
 - B. Graffiti free buses & stations
 - C. On-time performance & wait times
 - D. Walking distances to service
 - E. A thorough customer survey

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6. Direct the CEO to work with local jurisdictions to identify, analyze and recommend a minimum of five corridors in the County that can accommodate an effective Bus Rapid Transit system. The selection of the routes should include but not limited to the following:
 - A. Ridership
 - B. Station stops/spacing
 - C. Physical attributes of routes & limited transfers
 - D. Transfer convenience/demand
 - E. Congestion and Level of Service levels
 - F. General Public and community support
 - G. Economic development opportunities around stations
 - H. Partnerships with other transit agencies outside of the County

The CEO shall report back on the BRT system recommendations by the October 2011 MTA Board meeting.

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