

REVISED

Motion by Supervisor Mark Ridley-Thomas and Supervisor Don Knabe

September 15, 2011

Metro Operations Committee

Metro Customer-Oriented Bus Service

Customer-Oriented Bus Service is a baseline need for our diverse class of bus riders. Metro must continue improving its transit services and the customer experience by investing in its bus system so that its customers experience a system that is consistently safe, clean, convenient, efficient, and dependable.

Metro's recent bus service reduction proposals largely target lines with declining ridership. This demand-based method, however, has not fully examined a fundamental question: How is demand reduced by problems with on-time performance, routing, scheduling, safety and cleanliness?

In August, the Board approved a motion that maintains current bus service capacity for all Tier 1 lines for FY2012. Board discussion on the item raised questions of the quality of bus service on lines with the lowest ridership. It remains unclear whether declining ridership on low-performing lines is due solely to a naturally-occurring drop in public demand, or whether poor service discourages riders. It is appropriate, therefore, to examine some of the lowest performing lines in the Metro system as case studies to develop strategies to ensure bus service is meeting the needs of riders.

WE THEREFORE MOVE that the Metro Board instruct the Chief Executive Officer to:

1. Suspend the cancellation of line 442 and study this line with five six of the lowest performing lines in the Metro system (Lines 126, 177, 202, 442, 607 and 620) ~~and study the lines~~ as case studies for performance in meeting the needs of the rider.
2. The study should examine subjects including, but not limited to:
 - a. Cleanliness, safety, lighting and other environmental factors in the buses and at stations
 - b. Effectiveness of routing and service integration with other bus lines, rail lines and other transportation modes
 - c. The potential for increasing ridership through effective marketing, and
 - d. On-time performance and reliability of service.

3. With regards to Line 442, consider methods for increasing the operating load factor on buses by reducing the number of daily service runs, modifying schedules and other adjustments.
4. Assemble a working group of community stakeholders that are impacted by the lines to solicit recommendations for service improvements.
5. Report back to the Board in 90 days on the implementation plan for the case studies with a follow up report to the Board one year after recommendations from the working group and Metro staff have been implemented.