

MOTION BY:

**MAYOR ERIC GARCETTI, DIRECTOR PAUL KREKORIAN
DIRECTOR ARA NAJARIAN, AND SUPERVISOR HILDA SOLIS**

Executive Management Committee Meeting

March 19, 2015

Item 8: MTA Ridership

MTA should strive to achieve a continually expanding ridership base.

According to MTA data, transit ridership in Los Angeles County has grown by nearly 6.5 million boardings over the past 30 years.

However, recently, MTA has not enjoyed a growth in ridership.

MTA's boardings began to decline in April 2014 and MTA's boardings are down 5% in Fiscal Year 2015 so far.

This trend of declining ridership is troubling.

While there is no single factor that holds sway over MTA ridership, MTA can and should develop and implement strategies to reverse the downward trend in boardings.

Broadly, these strategies include market analysis, network improvements, promotion and outreach, on-time performance, and customer service.

WE, THEREFORE, MOVE that the Board instruct the CEO to:

- A. Develop an action plan to address the downward trend in ridership. The plan should include:
1. Evaluate existing travel demand and identify new ridership opportunities;
 2. Optimizing the existing transit network, including but not limited to: 1) Improving bus service between rail service and key destinations, 2) Establishing a frequent transit network, 3) Developing new types of bus service to attract discretionary riders, and 4) Better coordination with municipal operators and Metrolink;

CONTINUED

3. Develop a campaign to market, promote, and outreach to potential new and discretionary riders about MTA transit services, including but not limited to 1) a revenue-neutral residential TAP bulk purchase program, 2) an incentive to travel during times of excess capacity, and 3) exciting marketing programs such as MTA's recent Red Line Speed Dating event;
 4. Strategies to improve on-time performance, including but not limited to 1) testing all-door boarding, 2) installing stand-alone TAP validators, and 3) working with local jurisdictions to implementing bus-only lanes in key locations and at key times;
 5. Evaluate the reliability of existing rail station countdown clocks and installing countdown clocks at additional rail stations and high-use bus stops;
 6. Develop and utilize a frequent network map;
 7. Other innovative strategies to increase ridership.
- B. Report to the MTA Board in 90 days on the action plan.

###