# Study Process

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
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<tbody>
<tr>
<td><strong>Market Demand and Travel Patterns, Existing Service Evaluation</strong>&lt;br&gt;Project awareness and listening to what the market tells us about how we travel, evaluate how existing bus service relates to the needs of the rider.</td>
<td><strong>Policy Choices for Service (or Market)</strong>&lt;br&gt;Priorities, Service Characteristics, and Network Design&lt;br&gt;Policies to develop potential bus service priorities to better meet the needs of the rider.</td>
<td><strong>Service Design Guidelines and Route/Schedule Changes</strong>&lt;br&gt;Redesign new routes and schedules based on guidelines and parameters reflecting the adopted Policy Choices.</td>
<td><strong>Implementation and Marketing</strong>&lt;br&gt;Implement new routes and schedules that reflect the way people travel today. Market the new services to existing, former, and non-riders through education and information sharing tools.</td>
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## Continuous public engagement

**Spring/Summer 2018**
- Telephone Town Hall Meetings
- Community Pop-up Events
- Community Based Organization Briefings
- Service Council/Board Briefings

**FALL 2018/WINTER 2019**
- Community Pop-up Events<br>Working Group & Stakeholder Briefings<br>Public Meetings & Webcasts<br>Service Council/Board Briefings<br>Metro Board Approval

**SPRING/SUMMER 2019**
- Telephone Town Hall Meetings<br>Muni Operators & Local Jurisdictions Collaboration<br>Formal Public Hearings<br>Service Council/Board Briefings

**FALL 2019/WINTER 2020**
- Marketing & Messaging<br>Community Pop-up Events<br>Public Meetings & Webcasts<br>Service Council/Board Briefings<br>Metro Service Council/Board Approval

**Continuous online engagement tools: questionnaire, interactive survey and map**
Stakeholder Engagement

183,000 townhall and multi-lingual take-ones printed and distributed on Metro buses, Metrolink, LA County libraries, city & elected offices, community events

75+ CBO, faith-based, stakeholder & community presentations/events with a reach of over 5,000 survey participants to date

Map represents CBO events/presentations, meetings & community pop-ups
Four Types of Customers

- Frequent: 7%
- Occasional: 22%
- Infrequent: 55%
- Non-Rider: 16%

As a % of all LA County residents
With existing levels of service, we can’t be fast, frequent, reliable all day, every day, everywhere...
We need to develop **policy choices** that balance the **trade-offs** in route and network design for different market needs.
Trade-Offs

- Speed
- Frequency
- Peak Hour
- Full buses in high demand areas
- Focus on current frequent riders

Vs.

- Geographic Coverage
- Hours of Operation
- Off Peak
- Few people on board in low demand areas
- Pursue occasional and new riders
Measuring Transit Competitiveness

Service Parameters

All Riders
- Travel Speed
- Frequency
- Reliability

Current
- More Service
- Fares
- Information

Former
- Security (women, certain geographies)
- First/Last Mile (elderly, higher income)
- Comfort (odors, crowding)

Infrequent/Non-Rider
- Information (non-riders)
- First/Last Mile (women, youth, elderly)
- Comfort (odors, crowding)
Transit is accessible to 85% of all trips made in the region.

Metro Transit Lines by Tier
- Express
- Rapid
- Local
- Limited
- Shuttles
- Busway
- Muni (non-Metro service)
All day frequent service is concentrated in Central LA County

Midday Bus Frequency
- Super Frequent (5 mins or better) (none)
- Very Frequent (6-10 mins)
- Frequent (11-15 mins)
Current transit service is not always competitive.
Competition of Relative Travel Times

Transit Market Share

Transit is most competitive when no more than 2x slower than auto

Travel Time Comparison with Auto

Transit to Drive Time Ratio
Understanding Trip Purposes

**Commute Trips**
Travel from home to a regular destination at an employment center during peak hours

**Work Trips**
Travel from home to a regular destination nearby anytime during the day or week

**Other Trips**
Occasional travel from a changing origin to a changing destination
The Transit Journey

The **walk/wait** and **on-board** time are the two factors that make up total transit travel time.
When is **Travel Speed** important?

*For Long Distance Trips: 10 to 12.5 Miles*

- **30% of time** getting to/from transit  
  - *e.g. 10 mins*
- **70% of time** on-board transit  
  - *e.g. 25 mins*

**Travel Speed** is the key factor for longer trips.
When is **Frequency** important?

**For Short Distance Trips:** 0 to 2.5 Miles

50% of time getting to/from transit

*e.g. 10 mins*

50% of time on-board transit

*e.g. 10 mins*
Competitiveness and Market Potential

Transit Market Share by Distance & Percent of Total Trips

Transit Market Share

Increasing our transit share of short distance trips to 6% means 500,000 new trips.

% of total trips

0-1 miles: 46%
1-5 miles: 22%
5-10 miles: 6%
10+ miles: 16%

Trip Distance

16% 16% 16% 16%
More Frequent Service for Non-Commute Trips

Travel and Operations by Time of Day

Share of all trips and service by time of day

Current service does not match midday and evening travel demand.

Note: Bar chart shows data by time period while area plot shows hourly data.
Market Priorities

Commute Trips
- Peak Hour
  - Short Distance: 60% of all trips, 5% transit market share
  - Long Distance: 2% transit market share

Other Trips
- All Day
  - Short Distance: 8% of all trips, 5% transit market share
  - Long Distance: We are successful here and should continue to focus on this travel market.

- Other Trips: 24% of all trips, 4% transit market share
  - We are not competing well in our biggest potential market and need to rethink our service to better capture short trips.
<table>
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<tr>
<th>Date</th>
<th>Stakeholder</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan 2019, Jan-Feb 2019</td>
<td>Service Councils, Public Meetings</td>
<td>Service Concepts, Tradeoffs &amp; Policy Choices</td>
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<tr>
<td>Late February 2019, March 2019</td>
<td>NextGen Working Group, Metro Board</td>
<td>Recommend Service Concepts</td>
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<tr>
<td>April 2019</td>
<td>Metro Board</td>
<td>Present Draft Service Concepts (Policy Guidance)</td>
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Thank You

Metro.net/nextgen