Overview of Draft Metro Vision 2028
May 2018
• Foundation that aligns all plans, programs, and services to achieve a common vision
• Establishes mission, vision, and goals to be adopted by other plans (e.g. Long Range Transportation Plan, NextGen Bus Study, etc.)
• Sets principles for making decisions and conducting business
OUR STORY

• Population and economic growth are increasing travel demand on a congested system.
• GHG and environmental impacts of transportation grow with travel demand.
• Transportation inefficiencies limit the region’s and individuals’ prosperity.
• Lack of quality mobility perpetuates inequities across County.
• We must focus on high-quality alternatives to solo driving.
**Mission and Vision**

**Mission**
- Provide a world-class transportation system that enhances quality of life for everyone in LA County.

**Vision**
- Increase prosperity for all by removing mobility barriers
- Swift and easy mobility throughout LA County, anytime
- Accommodate more trips through a variety of high quality mobility options
Double the total usage of transportation modes other than driving alone, including transit, walk, bike, shared-ride and carpool modes

• Access to high-quality mobility options within a 10-minute walk from home
• Reduce maximum wait times for any trip to 15 minutes any time of day
• Improve average travel speeds on the County’s bus network by 30 percent
• Provide convenient and dependable options for bypassing congestion on streets and highways.
• Stakeholder and internal outreach
  • 130 meetings with partner agencies; community and advocacy organizations; private sector businesses; transportation researchers; key influencers and community leaders; Metro Board Members; and internal Metro departments

• Customer Satisfaction Survey
  • Over 18,000 participants

• Metro Team Survey
  • 4700 employees participated
**Key Trends**

- Continued growth in demand is straining an already oversubscribed transportation system.
- Increasing challenges in meeting the mobility needs and expectations of a diverse County.
- Technological innovations are changing the mobility landscape.
- A shortage of affordable housing across the region exacerbates transportation challenges.
- Failure to reform policies that favor solo driving will continue to add to congestion and reduce mobility.
CUSTOMER SATISFACTION SURVEY

Common Issues

• Bus frequency, reliability, and total trip time
• Access to Metro rail
• New Metro rail lines to new places
• Security concerns
• Better Information
Putting the customer at the heart of the journey
Provide high-quality mobility options that enable people to spend less time traveling.

1.1 Expand transportation network and increase mobility for all users
   - Target investments in areas of greatest mobility need
   - Multimodal expansion projects (Measures R and M)

1.2 Improve overall transit network and assets
   - World Class Bus
   - State of Good Repair (bus and rail)
   - System safety and connectivity (bus and rail)
   - Metrolink
1.3 Manage transportation demand through fair and equitable pricing structures

- Pricing policies beyond transit fares (equity, affordability, revenue, security)
- Congestion pricing
- Goods movement
- Regulation of new mobility providers
GOAL 2

Deliver outstanding trip experiences for all users of the transportation system.

2.1 Improve security, focusing on prevention and partnerships

2.2 Improve trip planning and trip taking experience

2.3 Improve customer satisfaction at all touch points
   - Dedicated staff for customer experience
   - Performance metrics for customer satisfaction
Goal 3

Enhance communities and lives through mobility and access to opportunity.

3.1 Create jobs and career pathways (WIN-LA and Transportation School)

3.2 Leverage investments to catalyze transit-oriented neighborhoods and stabilize communities

3.3 Genuine community engagement based on equity framework
Goal 4

Transform Los Angeles County through regional collaboration and national leadership.

4.1 Collaborate to achieve Plan goals
   • Prioritize funding for policies and projects that achieve goals

4.2 Develop legislative strategies to advance mobility agenda
   • Enact supportive policies
   • Shape regulatory framework for new technologies
   • Collaborate on common policy issues
**Goal 5**

*Provide responsive, accountable, and trustworthy governance within the LA Metro organization.*

5.1 Allocate resources to achieve Plan goals
5.2 Exercise good public policy and fiscal stewardship.
5.3 Apply prudent business practices
5.4 Expand opportunities for businesses to work with Metro
5.5 Strengthen programs for workplace safety, security, and wellness
5.6 Establish Metro as a workplace of choice
CONCLUSION

• Transform mobility to give people more time to focus on the things that matter most.
• Put the customer at the heart of the journey to build a better transportation future for Los Angeles County.
Next steps

April 27-May 24: Public review period
April/May: Stakeholder outreach
May 7: Stakeholder summit
June 28: Request Board approval of Metro Vision 2028 Plan
THANK YOU

VISIT US ONLINE: Metro.net/vision2028

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