Key Challenges at Outset of RGAP

• Ridership declined in Los Angeles County between 2012-2016
• All agencies in the region affected
• Little known about which subregions, classes of service, agencies, and customer profiles most affected & most stable
• New mobility services proliferated – providing more choices than ever before to entice customers away from transit
Collaboration to Collectively Address Challenges
Analytical Approach

People + Data

Customer Survey & Focus Groups
Market Segments

Non-Customer Survey & Focus Groups
Market Segments

Multi-Year Trends Analysis
Ridership, Demographic, Travel

Travel Pattern Analysis
Cellphone data

Multi-Scale Data Analysis
Region, Sub Region, Agency
Top 3 Customers Feedback

1. A seamless and consistent experience across agencies, so collaborative implementation is vital.
2. Dynamic information available in TNC type apps provide the standard customers expect and agencies must strive to provide.
3. Building infrastructure for direct communication with individual customers through technology is critical for targeted marketing and enhanced customer service.
Data Analysis

- Ridership Change (first comprehensive assembly of time series data at stop & line level)
- TAP regional usage patterns (millions of trips)
- Subregional, activity center, corridor travel patterns analysis with cellular data (millions of trips)
- Subregional & corridor demographic trends
RGAP - Goals, Themes & Actions

Goals - 3R's
- Retain Existing Customers
- Reclaim Past Customers
- Recruit New Customers

Themes
- Information
- Collaboration
- Quality of Life
- Service Quality

Collaboration Levels
- Regional
- Subregional
- Agency

Action Categories
- Process & Coordination
- Employees
- Systems/Technology
- Quality of Life
- Customer Information
- Marketing/Promotions
- Fares & Payments
- Service Delivery
RGAP Recommendations

Working Together for the Future of LA Transit
Information Strategies

Make it easy to pay, reward frequent use, and market dynamically to people based on their individual usage data

1. Seamless Fare Payment Options
2. TAP Distribution & Direct Marketing
3. Expanded Access to TAP Cards
4. Guaranteed Best Fare
5. Frequent Rider Rewards
6. Price Passes to Increase Market Demand
7. Dynamic Customer Experience Ratings
8. Enhance College Pass Programs
9. Engage Major Employers
10. Life Transition Marketing
11. Unified Transit Marketing
12. Culturally Aware Communication
Collaboration Strategies

Share data and collaborate across agencies to unify efforts and ensure a consistent customer experience

13. Regional Uniform Data Standard
14. Agency Collaboration at Every Level
15. Cooperative Skills Development
16. Develop Customer Experience Program
17. Support High-Quality 3rd Party Apps
18. University Data Partnerships
19. Leverage Operating Data
Quality of Life Strategies

Enhance perceptions of safety through engagement with customer-minded staff and technology

20. **Enhanced Customer Facing Operator Role**
21. **Supportive Fare Enforcement**
22. **Integrated Incident Reporting App**
23. **Enhance Incident Response Communication**
24. **Data-Driven Security**
25. **Social Service Outreach**
26. **Consistent Community Policing**
Service Quality Strategies

Develop a unified customer-focused system

27. Standardized Stop Amenities and Design
28. Data Driven Stop Improvements
29. Reliably Clean Stops
30. Service Updates by App
31. Display Best Available Information
32. Optimize Fixed-Route Network
33. Frequent, Reliable Service
34. Reduce Transfers
35. Expand Express Service
36. Enhance Demand-Based Night Options
37. New Mobility Partnerships
38. Align Service with New Development
Measuring RGAP Success

Collective Customer Focus

- Ridership and Trip-Making
- Customer Understanding
- Market Capture
- Customer Perception
- Non-Customer Perception
Interagency Coordination

• Individual agency actions (marketing, incentives) occur but are only partially coordinated – often with neighboring agencies, but less so countywide.
• Collaboration forums (like the RRITF) is critical, as customers want a seamless and consistent experience across agencies.
• Subregional working groups is a key to success through collective shared effort, combined funding, agency representation.
Ridership Growth Action Plan

Thank You