NEXTGEN
Bus Study

Project Kickoff
Technical Advisory Committee
March 7, 2018
**Background**

**So, what is NextGen?**

- Design a new bus network – Relevant, reflective of, and attractive to LA residents
- Something for everyone – Redesigned network will improve service to current customers, attract new customers and win back past customers

**Why are we doing this?**

- Outdated bus network - Metro Bus comprises over 70% of total system ridership, but hasn’t had a major overhaul in 25 years. Since that time, there are now...
- More people – LA County has added over 1 million new residents
- More places to go – New destinations and many communities have transformed
- More ways to get there – Travel patterns have changed alongside new transportation options such as ride hailing apps and bike share
NextGen Guiding Principles

- Project Committee Guidance
- Technical Analysis
- Public Input and Review

- Analytical Rigor
- Extensive Public Engagement

Bus Study and Service Plan
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<tr>
<th>Consultant Team Expertise</th>
<th>Market Analysis / Travel Demand</th>
<th>Existing Service Evaluation</th>
<th>Service Concepts</th>
<th>Design Guidelines</th>
<th>Transit Supportive Infrastructure</th>
<th>Service Restructuring Plan</th>
<th>Final Report / Presentations</th>
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Stakeholder and Public Involvement

**Project Standing Committees:**

- NextGen External Working Group – provide policy guidance on Vision for Metro’s bus network, service priorities and tradeoffs, and measures of success. Broad cross-section of LA County representatives interests including environmental, low income and social equity groups, educational institutions, municipal operators, COGs.

- Technical Advisory Committee (TAC) – coordination with local jurisdiction mobility/land use plans and municipal operator service

- Internal Working Group – coordination with other Metro plans and programs (e.g. Strategic Plan, LRTP, BRT Planning, Active Transportation, Micro Transit, etc.)

- Metro Service Councils – Public forum, public hearings and service change approvals

**Other Public Engagement:**

- General Public (current, former, and potential new customers)

- Metro Labor Representatives

- Transit Advocates (e.g. Bus Riders Union, SOCATA, Transit Coalition)
## Project Milestones

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<th>Project Phase</th>
<th>Objective</th>
<th>Deliverable</th>
<th>Activities</th>
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| Travel Markets        | Comprehensive understanding of current and potential riders, what travel attributes are important and what their travel patterns are | **Board approval** of service priorities based on market needs | • Public input (e.g. surveys, focus groups)  
• Working group meetings |
| Winter/Spring 2018    |                                                                           |                                                       |                                                                                                 |
| Service Concept       | Establish service concepts and strategies that most effectively and efficiently address service priorities within available resources | **Board approval** of a Regional Service Concept and measures of success | • Public feedback (e.g. telephone town hall, web based interactive page)  
• Working group meetings |
| (network)             |                                                                           |                                                       |                                                                                                 |
| Spring/Summer 2018    |                                                                           |                                                       |                                                                                                 |
| Service Plan          | Restructure routes and schedules based on the guidelines from the Regional Service Concepts | **Service Council approval** of specific route and schedule changes from the redesigned bus network | • Public feedback (e.g. telephone town hall, web based interactive page)  
• Public hearings (Service Councils)  
• Working group briefings |
| (line by line)        |                                                                           |                                                       |                                                                                                 |
| Winter/Spring 2019    |                                                                           |                                                       |                                                                                                 |
| Implementation        | Launch new bus network to current, potential and future riders             | Provide information and support to customers navigating the new network | • Targeted promotion (e.g. Take Ones, web based, brochures)  
• Ambassadors at key locations (e.g. Blue Shirts and other Metro staff)  
• Coordinate with partner agencies |
| Fall 2019             |                                                                           |                                                       |                                                                                                 |
Next Steps

Technical Analysis:
• Market Segmentation/Travel Demand - Who are our customers? What are their travel needs?
• Existing Service Evaluation - Given our customer’s needs, what are the strengths, deficiencies, gaps and opportunities of our existing bus network?

Stakeholder Guidance:
• Establish Project Committees – Workshops with External Working Group to establish policy guidance on service priorities and trade offs. **Tuesday, March 27 is first working group meeting.** Coordinate efforts through TAC and other groups

Public and Employee Engagement:
• Establish project website, telephone town hall, meetings and other forums to provide and solicit information
• Brief Metro bus operators, supervisors, customer care representatives, Internal Working Group
Thank You