

Ridership Action Plan

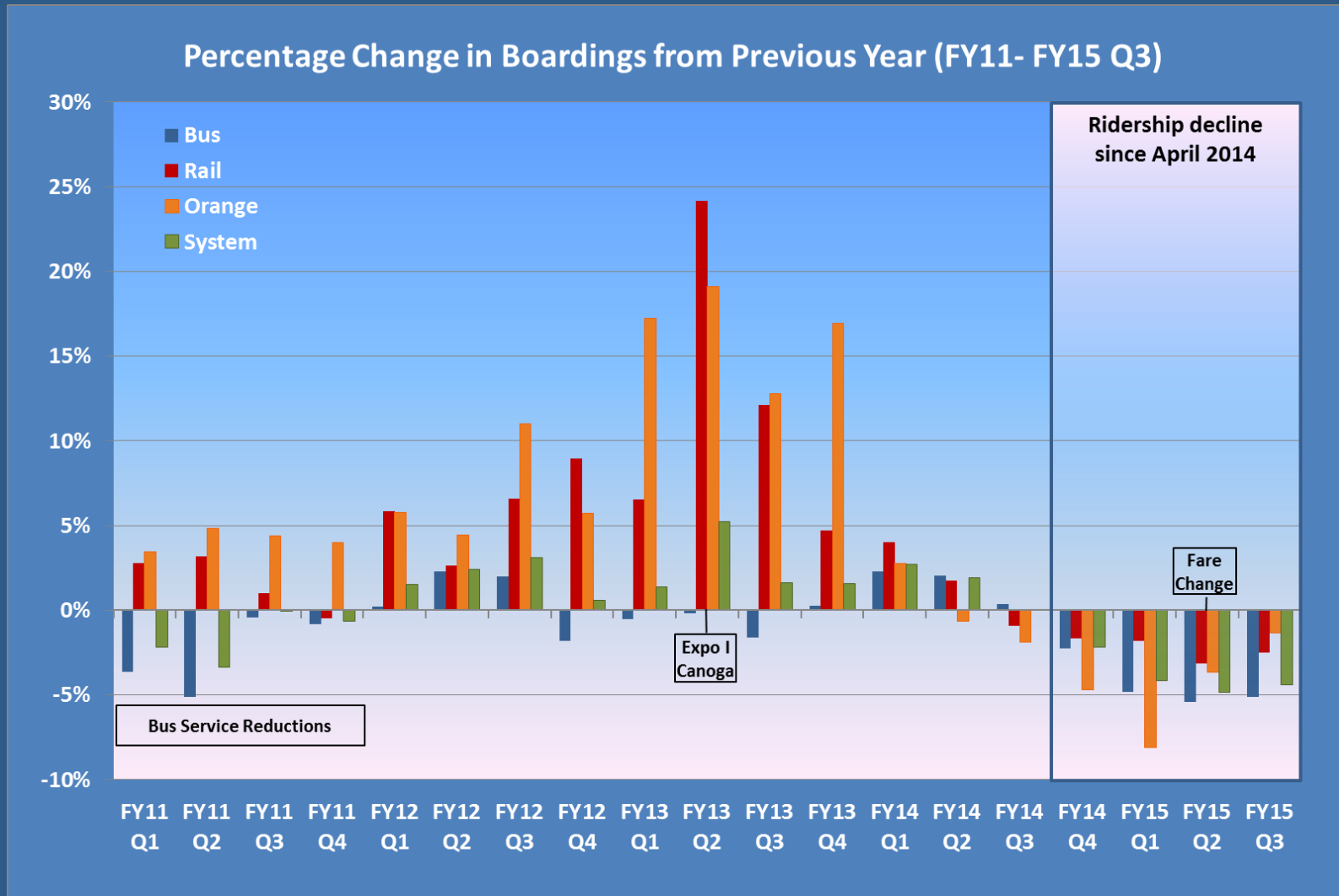
Service Councils

September 2015



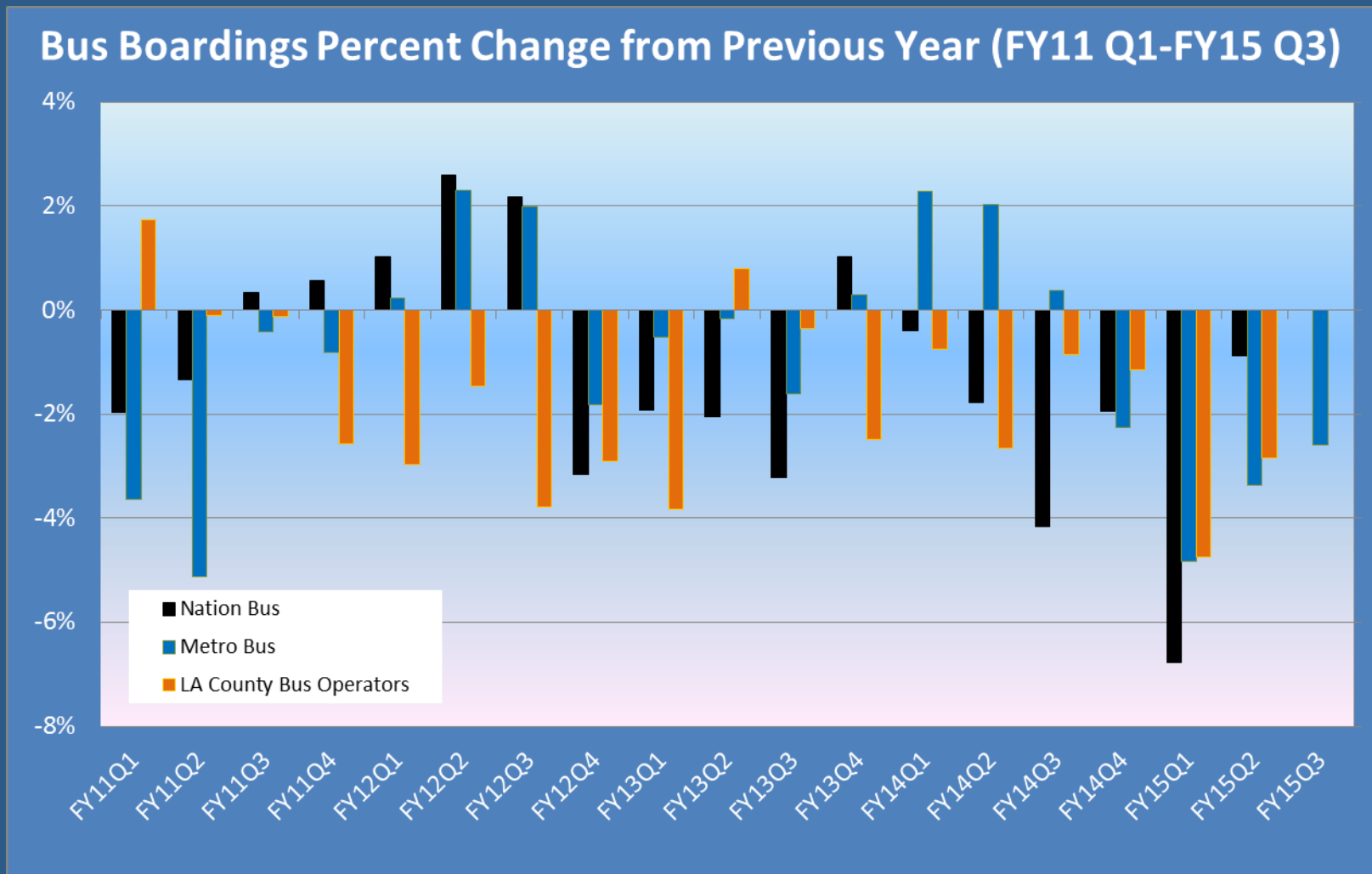
Metro

Change in Boardings



Boardings decreased starting April 2014, before the fare increase

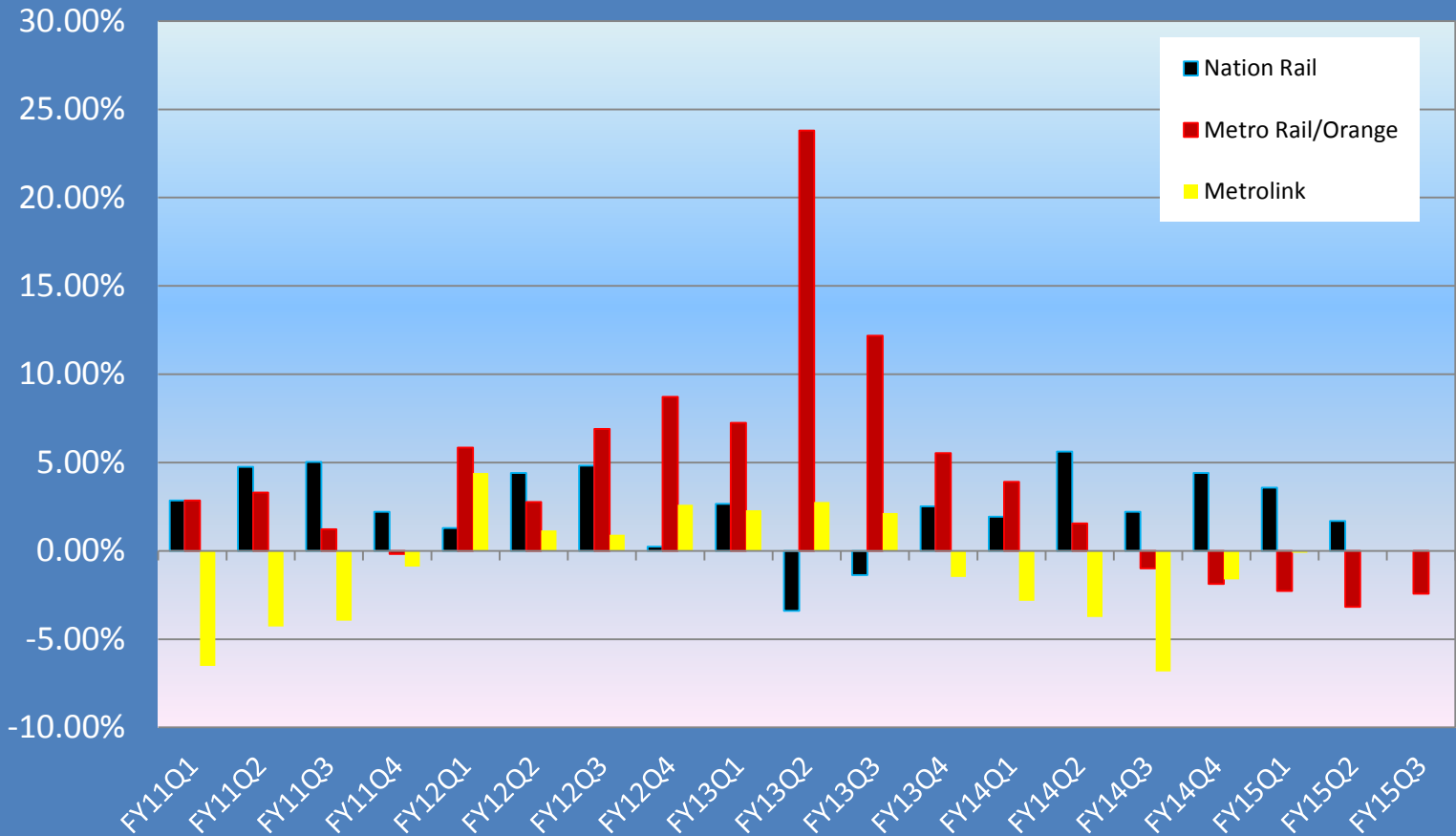
National, Metro and Other LA County Bus Boarding Trends



Bus boardings are declining nationally and locally at greater rate than Metro.

National, Metro and Metrolink Rail Boarding Trends




Rail Boardings Percent Change from Previous Year (FY11 Q1- FY15Q3)



Metro rail boardings started to decline since FY14 Q4, while Metrolink and National rail boardings increased during the same time.

External Factors

Correlation of External Factors	Bus	Rail/BRT	System
Gas price	0.18	0.07	0.18
Total Employment	0.24	0.47	0.44
Manufacturing Employment	0.43	0.78	0.76
Wholesale Trade Employment	0.33	0.71	0.66
Education/Health Services Employment	0.30	0.50	0.50
Leisure/Hospitality Employment	0.36	0.52	0.56
Financial Activities Employment	-0.02	0.64	0.35
School Enrollment	0.30	0.13	0.31
Car Sales	0.00	0.60	0.35
Other options (e.g, Uber/Lyft/Bikes)	N/A	N/A	N/A

-  - Strong correlation
-  - Weak correlation
-  - No correlation

Correlation between:

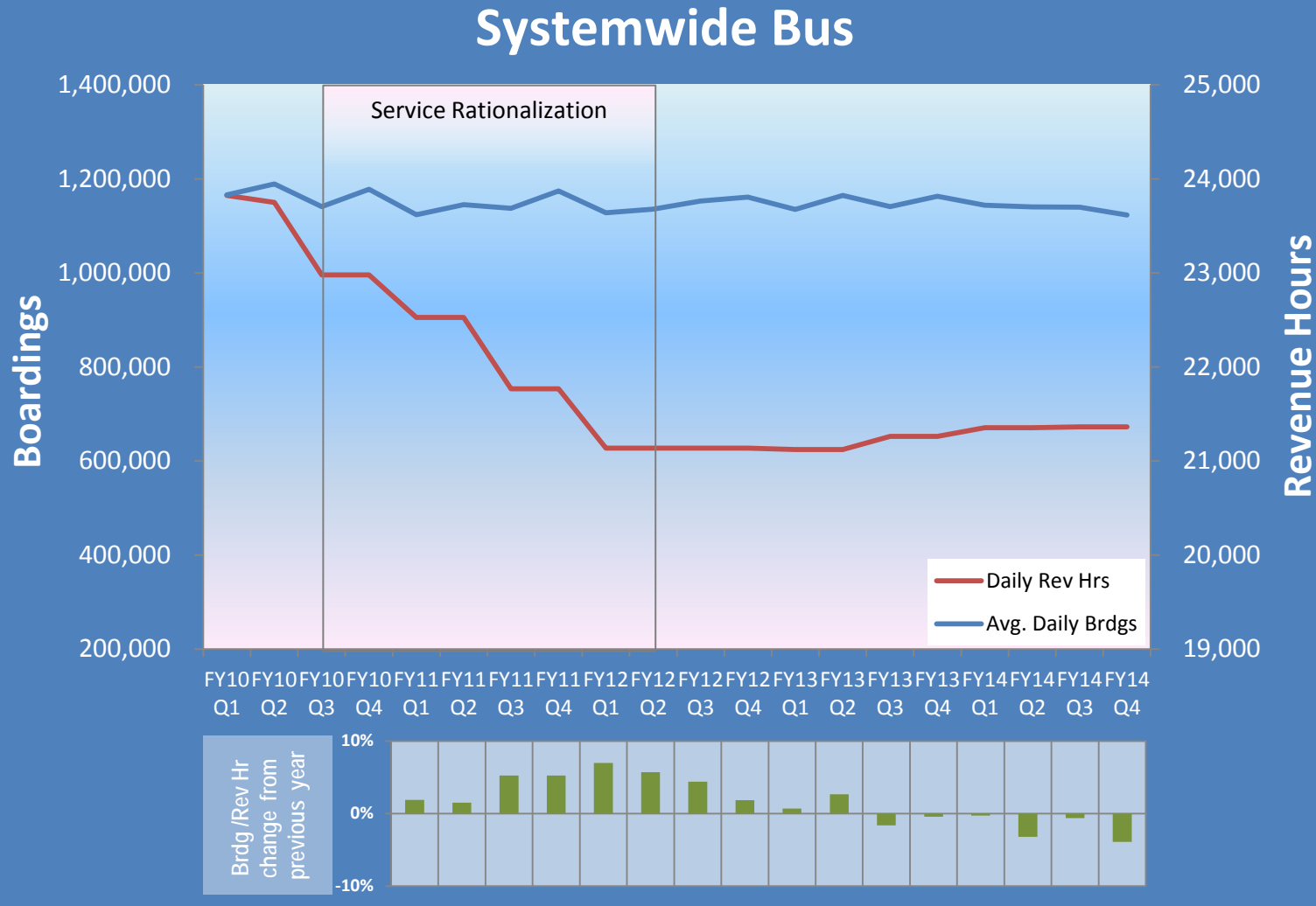
+1.0 = Positive Correlation

0.0 = No Correlation

-1.0 = Negative Correlation



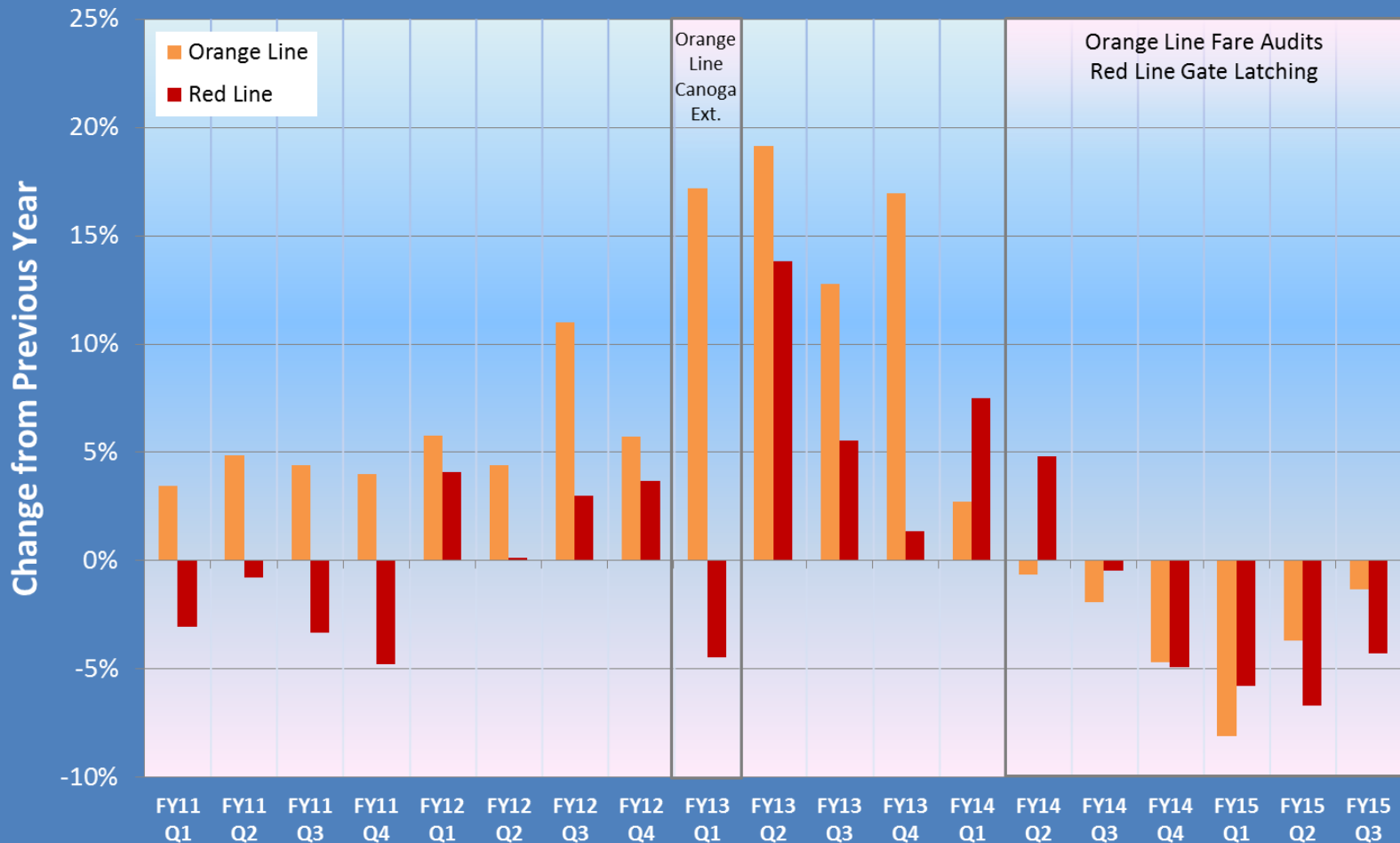
Impact of Bus Service Changes



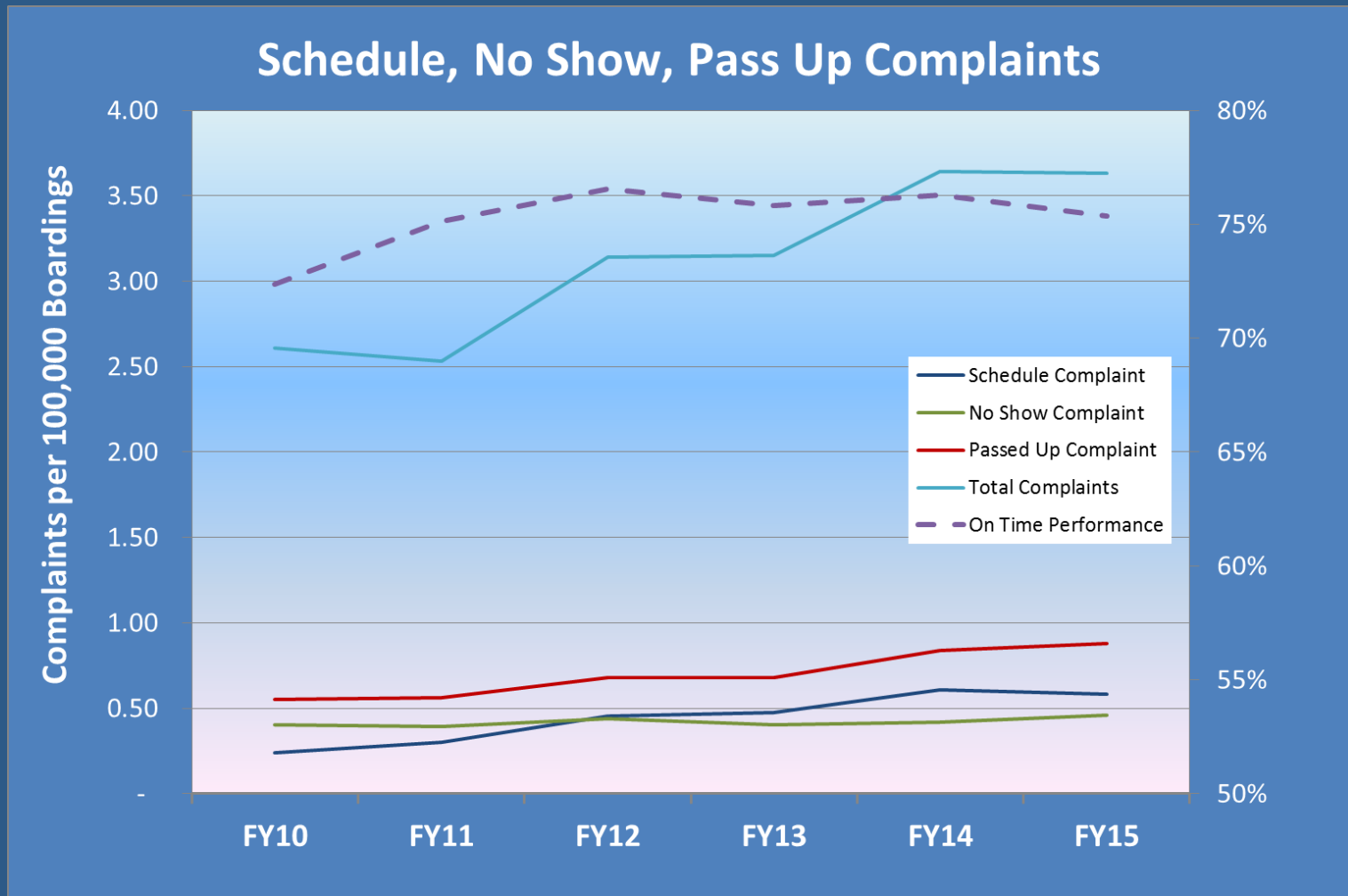
Revenue hours declined significantly more than boardings, resulting in increase productivity

Impact of Fare Enforcement

Impact of Fare Enforcement on Orange and Red Lines



Impact of Service Reliability



Despite improvements to on time performance, service reliability complaints have increased, which may reflect perception or performance on a critical part of the system



Ridership Task Force

- Response to Metro Board Motion #8 – MTA Ridership
- Multi-Departmental
 - Communications, Countywide Planning, IT, LAMPS, OMB, Operations, TAP
 - Foster cross-departmental team efforts
- Develop and coordinate an Action Plan to:
 - Retain existing ridership
 - Attract them to make more and different trips
 - Attract new markets
 - Incorporate recommendations from the APTA Peer Review on fares, ridership, and other revenue generation



Immediate Action Plan

Ridership Initiatives:

- **Attract New Markets**
 - Employment centers not currently well served
 - Recreational Markets (tourists, late night, events/attractions)
 - Social media market research
- **Customer Focused Service**
 - Strategic Bus Network Plan
 - Metro Rapid optimization
 - Real time service management
 - Minimize impacts of service delays and detours on customers
 - Safety and security improvements
 - All-Door Boarding
- **Remove Barriers to Service**
 - First/Last Mile
 - Technology enhanced fare payment and transit information
 - Fare subsidies (Off-peak downtown rail pass, employer/institution/residential TAP passes)



Next Steps - continued

Ridership Initiatives:

- **Get the Word Out**
 - Gamification (e.g. “Amazing Race” type of event)
 - Event based promotions (e.g. Red Line Speed Dating)
 - Public awareness campaigns
 - Metro as a brand
- **Partnerships**
 - Uber/Lyft/short distance employer vanpools
 - Venues and attractions
 - Metro stations as destinations/Transit Oriented Development
 - Peer agency coordination and collaboration
 - Transit priorities
 - Complete Streets

