

Where have all
the riders gone?



CTA Fall Conference
Nov 8, 2017



Excellence in service and support



Why are customers leaving our bus and rail system?

- On-Line survey was conducted in May 2016 to better understand travel choices of Current Riders, Occasional Riders, Past Riders, and Non Riders;
- Defined audience segments using a customer list from past rider surveys, marketing database, Go Metro app users, and website visitors (Metro.net & The Source);
- The custom audience list was uploaded to Facebook which allowed us to target the surveys to 3 distinct audiences: likely riders, former riders and those who have never ridden. The profiles of each audience were also used to create “look alike” audiences of people with similar profiles but have never reached out to Metro;
- 10,631 surveys completed in just 4 days at a cost of \$4,400 (\$0.41/completed survey).

	Current Rider	Occasional Rider	Past Rider	Non Rider	Total
n =	4,596	3,422	2,006	607	10,631

Current Riders – Reasons for Riding

What is the main reason you ride Metro?			
	Bus	Rail/BRT	Systemwide
I do not own a car	36%	13%	28%
It is convenient for me to use	21%	25%	24%
It is cheaper driving/parking	13%	15%	13%
I do not have a driver's license	13%	5%	9%
I do not want to drive in traffic	12%	32%	19%
It is good for the environment	5%	5%	5%
Other	1%	6%	1%
Total	100%	100%	100%

- One third of Bus Riders use transit because they do not have another option, while 1/3 of Rail Riders see transit as a way to avoid driving in traffic.

Current Riders – Improvements Wanted

What improvements would make you ride Metro Bus/Rail more?		
	Top 3	Primary
New bus/rail lines to new places	19%	29%
More frequent service with better connections	17%	19%
More late-night service	15%	11%
More security on buses, trains, and stations	13%	15%
Cleaner buses, trains, and stations	9%	6%
More weekend service	8%	4%
Lower fares	8%	10%
Better information	5%	3%
More customer amenities	5%	3%
Other	1%	1%
Total	100%	100%


- The greatest improvements are to provide new services to more places, more frequency, improved safety, and later night service.

- Commuters and Recreational riders both want new services, more frequency, and more security;
- While Commuters are more sensitive to fares, Recreational riders want later night service.

What primary improvement would make your ride Metro Bus/Rail more?		
	Commuters	Recreational
New bus/rail lines to new places	23%	33%
More frequent service	22%	15%
More late-night service	7%	11%
More security on buses, trains, and stations	17%	19%
Cleaner buses, trains, and stations	8%	4%
More weekend service	3%	4%
Lower fares	13%	7%
Better information	3%	2%
More customer amenities	2%	3%
Other (please specify)	2%	2%
Total	100%	100%



Past, Occasional, Non Riders – Mode Choice

How do you travel throughout LA County now?	Past Rider		Occasional Rider		Non Rider	
	Primary	All Modes	Primary	All Modes	Primary	All Modes
Drive by myself 	79%	48%	78%	40%	85%	57%
Taxi or Ridehailing (e.g. Uber)	7%	17%	3%	15%	3%	13%
Carpool/Vanpool	6%	12%	6%	11%	5%	11%
Walk/Bike/Roll	4%	12%	4%	1%	3%	11%
Other Muni bus service	3%	6%	5%	15%	2%	5%
Metrolink	1%	3%	0%	10%	1%	1%
I no longer live in LA	1%	2%	3%	1%	1%	1%
Other (Access, etc.)	0%	0%	1%	7%	0%	1%
Total	100%	100%	100%	100%	100%	100%

- Past, Occasional and Non Riders predominantly travel by car, but not exclusively;
- While Past and Non Riders also use other non-transit modes such as taxi/ridehailing, ATP, and carpool/vanpool, Occasional riders use other transit service, indicating that they would use Metro services more if we better served their needs.

Past, Occasional, Non Riders – Reason for Mode Choice

What is the main reason you use your current transportation mode?		Past Rider		Occasional Rider		Non Rider	
Safety/ QoL	I do not feel safe using transit	29%	21%	13%	9%	19%	12%
	I am not comfortable on transit		8%		4%		6%
More Service	Doesn't go where I need/No rail near me	19%	-	3%	2%	4%	4%
	My travel pattern changed		19%		-		-
	Not enough frequency/span		1%		1%		-
Service Quality	Transit is not reliable	29%	11%	33%	5%	25%	6%
	Transit is too slow		18%		28%		19%
	Too crowded		1%		-		-
Network Integration	It is too hard to get to and from transit	13%	12%	36%	35%	36%	36%
	My trips are close by/I don't travel often		-		1%		-
	Not enough parking		2%		1%		-
Amenities	I don't know how to ride	-	-	-	-	2%	2%
Fares	Too expensive	2%	2%	1%	1%	-	-
Other	Bought a car	7%	3%	13%	-	14%	-
	I need my car for work or errands		-		1%		-
	Other		5%		12%		14%
Total		100%	100%	100%	100%	100%	100%

- Past Riders are concerned about safety, transit not taking them where they want to go, and when it does, it is slow and unreliable;
- Occasional and Non Riders are primarily concerned about first/last mile connections, slow speeds, and safety.

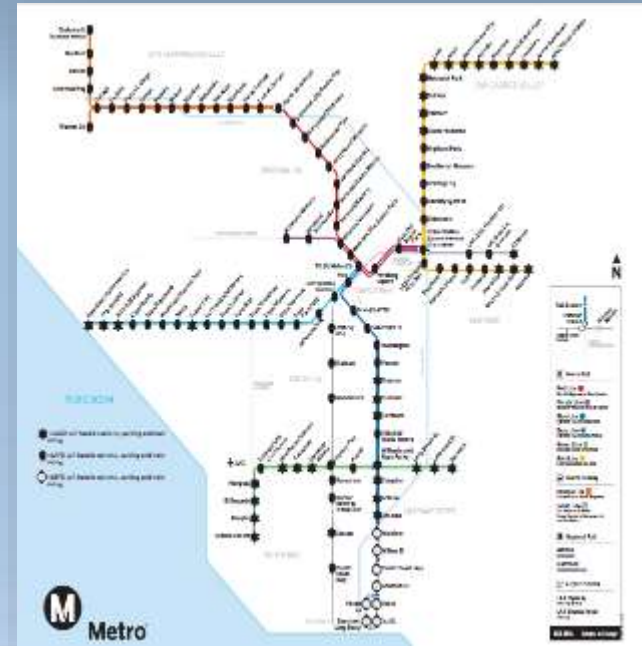
I want to feel safe and comfortable on my trip...

Multi-Agency Law Enforcement Approach

- ✓ Los Angeles Police Department
- ✓ Long Beach Police Department
- ✓ Los Angeles County Sheriff's Department
- ✓ Metro Transit Security Guards
- ✓ Contract Law Enforcement

This multi- agency deployment approach will allow for:

- ✓ Highly visible, proactive patrols as a tactic to deter crime and code of conduct violations
- ✓ Faster emergency response times – achieving an average of 6 minutes or better (from 11 minutes)
- ✓ Improve the customer and employee experience
- ✓ Deploy specifically trained officers to engage patrons with mental illness and/or homelessness



I want to feel safe and comfortable on my trip...

1. Metro Homeless Task Force

Spring 2016-CEO assembled this Task Force to address the growing homeless presence on Metro system and properties

- 58,000 people in LA County are homeless, 2/3 are without shelter and go on Metro system and properties

May 2017- Metro Launches Homeless Outreach Pilot Program.

- Homeless outreach teams to ride Metro exclusively to address the growing homeless presence on system and properties
 - ✓ Enhance employee and ridership experience
 - ✓ Improve safety and security
 - ✓ Connect homeless to coordinated services
 - ✓ Since May 2017- Metro has made approximately 1,400 homeless and gotten 10% of homeless into permanent housing solutions



Metro is exploring expanding the pilot program for:

- Additional internal system outreach AND
- Additional outreach teams through LA County on Metro property



I want to feel safe and comfortable on my trip...

2. It's Off Limits Campaign- Peace Over Violence

In 2016, Metro surveyed 20,000 of our riders and 22% said they were victims of sexual harassment on Metro

- Metro responded by partnering with the **Peace Over Violence**, a victim rights support group to:
 - ✓ Develop a Public enforcement campaign
 - ✓ Convey to our passengers that sexual harassment is “Off Limits” and will not be tolerated on Metro

January 2017, Metro Launched a 24/7 sexual harassment victims hotline to support those riders who have been victim while on Metro:

- English and Spanish counselors to offer support
- 1-844-OFF- LIMITS (633-5464)



I want to feel safe and comfortable on my trip...

3. System Security and Law Enforcement- Community Liaisons

Metro does direct outreach to the LA County community with the aid of department community liaison personnel:

- **TAP With Pride Campaign**
 - ✓ The Community Liaison works with schools, after school groups, faith based institutions etc. to educate and empower our patrons to be code of conduct compliant.
- **Youth Fare Resolution Program**
 - ✓ For those students with traffic citations, Metro has created a Youth Fare Resolution Program to work with youth and rectify their citations so that they do not have an administrative record.



Tap With Pride- Fare Compliance Through Education and Community Partnership



Youth Fare Resolution Program

Take me where I want to go...

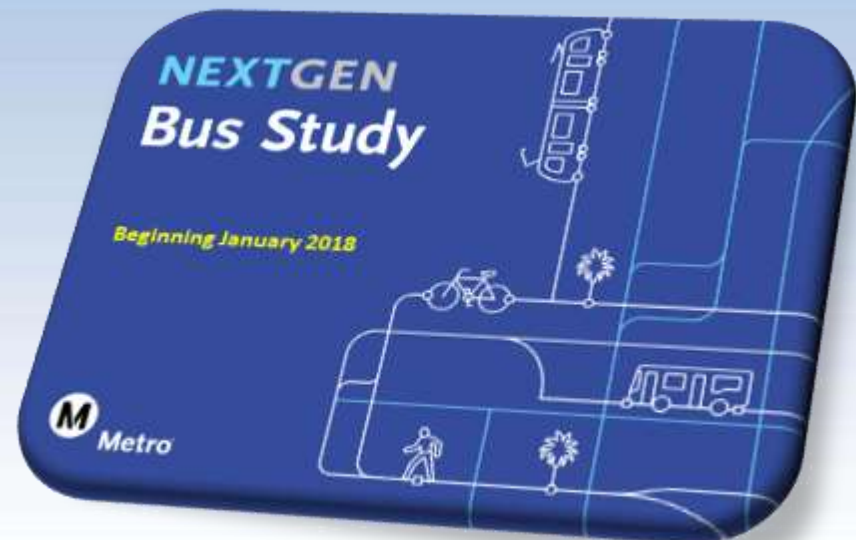
Goal: Reimagine Metro's bus network to be more relevant, reflective of, and attractive to diverse customer needs.

Existing bus network is misaligned with current travel demand:

- Changing travel patterns and access to and from transit
- Shifts in demographics/lifestyles and changing workforce travel behavior
- Slower overall travel times (including wait times) and reliability issues
- New travel options such as mobility on-demand

Outreach to various audiences is critical to success:

- General Public
- Service Councils
- NextGen Working Group
- Technical Advisory Committee
- Internal Working Group



Take me where I want to go...

Project Phase	Objective	Deliverable
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
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
Service Plan	Restructure routes and schedules based on the guidelines from the Regional Service Concept	Service Council approval of specific route and schedule changes from the redesigned bus network
Implementation	Launch new bus network to current, potential and future riders	Information and support to customers navigating the new network

I want to go faster and get there on time...

Transit Priorities



I want to go faster and get there on time...

All Door Boarding

