

Influencing Ridership: Communications and Campaigns

CTA Fall Conference - Nov 8, 2017



Metro

Excellence in service and support

Transit Ridership Trends

NATIONAL ESTIMATED UNLINKED TRANSIT PASSENGER TRIPS

MODE	2017		2016		% Change YOY	
	APR-JUN	JAN-JUN	APR-JUN	JAN-JUN	Q2	YTD
	(000's)	(000's)	(000's)	(000's)	(000's)	(000's)
Heavy Rail	984,825	1,913,851	998,488	1,950,147	-1.37%	-1.86%
Light Rail	136,735	267,872	139,843	269,911	-2.22%	-0.76%
Commuter Rail	127,750	250,885	128,870	250,082	-0.87%	0.32%
Trolleybus	21,286	41,866	22,055	45,790	-3.48%	-8.57%
Bus Total	1,191,312	2,386,506	1,244,017	2,495,966	-4.24%	-4.39%
Demand Response	57,684	113,293	57,233	112,938	0.79%	0.31%
Other (a)	51,644	95,293	50,530	94,840	2.20%	0.48%
United States Total	2,571,238	5,069,565	2,641,035	5,219,673	-2.64%	-2.88%
Canada	623,608	1,254,601	620,007	1,247,434	0.58%	0.57%

CALIFORNIA ESTIMATED UNLINKED TRANSIT PASSENGER TRIPS

MODE	2017		2016		% Change YOY	
	APR-JUN	JAN-JUN	APR-JUN	JAN-JUN	Q2	YTD
	(000's)	(000's)	(000's)	(000's)	(000's)	(000's)
Heavy Rail	44,219	87,430	45,602	90,854	-3.03%	-3.77%
Light Rail	45,243	89,557	45,907	90,433	-1.45%	-0.97%
Commuter Rail	8,713	16,876	8,944	17,356	-2.58%	-2.76%
Trolleybus	13,725	26,908	14,891	31,458	-7.83%	-14.46%
Bus Total	190,572	374,364	201,249	402,369	-5.31%	-6.96%
Demand Response	2,817	5,442	2,826	5,584	-0.30%	-2.54%
Other (a)	3,330	5,897	3,239	5,871	2.81%	0.44%
California Total	308,620	606,474	322,657	643,926	-4.35%	-5.82%
United States	2,571,238	5,069,565	2,641,035	5,219,673	-2.64%	-2.88%

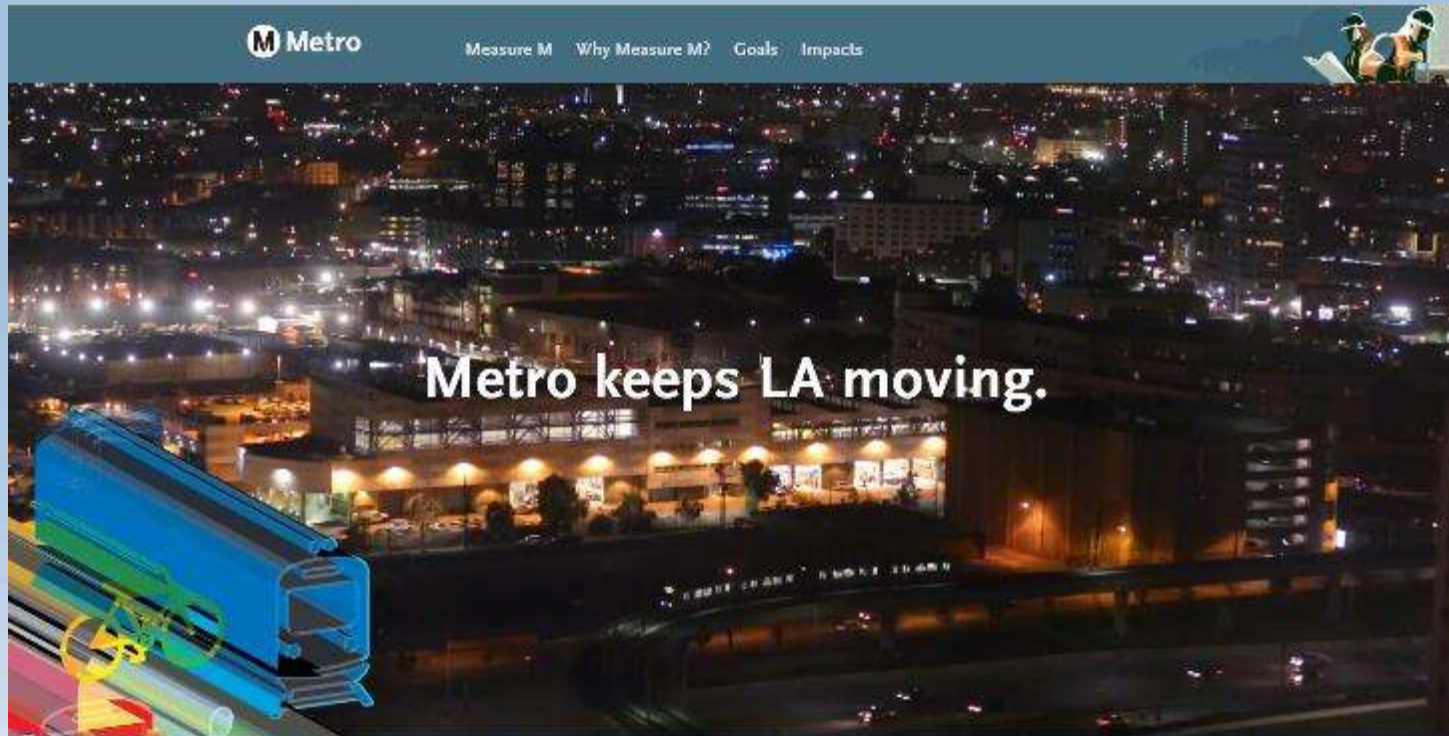
(a) Includes aerial tramway, automated guideway, cable car, ferryboat, inclined plane, monorail, and vanpool.



Metro

Source: APTA

Los Angeles County Measure M



Despite the drop in ridership, LA County voters approved Measure M in 2016 by a resounding 71.2%

Delivering on our promise – Gold Line to Azusa

Before the extension, did you ride the Gold Line regularly (3 times or more weekly)?

Existing Riders	29%
New Riders	71%

Two thirds of new riders previously drove

How did you usually make this trip before the Gold Line Extension?

Drive by myself	66%
Bus	14%
Carpool/vanpool	8%
Metrolink	8%
Other	4%

70% Foothill Transit
25% Metro

Delivering on our promise – Expo Line to DTSM

Before the extension, did you ride the Expo Line regularly (3 times or more weekly)?

Existing Riders	30%
New Riders	70%

Almost half of new riders previously drove and one quarter took the bus

How did you usually make this trip before the Expo Line Extension?

Drive by myself	44%
Bus	23%
Walk/Bike/Roll	13%
Carpool/Vanpool	8%
Taxi/Ridehailing	6%
Other	6%

60% Metro
40% BBB

Why is our ridership dropping?

- 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

What do current customers want?

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%



What do future customers want?

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.

We're working to make the system safer

Metro Homeless Task Force

- 58,000 people in LA County are homeless, 2/3 live on Metro system and properties.
- Since May 2017 Outreach teams have connected 1,400 homeless with services and 10% into permanent housing.



It's Off Limits Campaign

- In 2016, 22% customers surveyed said they were victims of sexual harassment on Metro
- Metro partner with Peace over Violence to develop "Off Limits" campaign
- Jan 2017, Metro launched 24/7 sexual harassment hotline in English and Spanish



Community Liaisons

- Direct outreach to schools, faith based organizations, etc. on Customer Code of Conduct



We're making the system more relevant

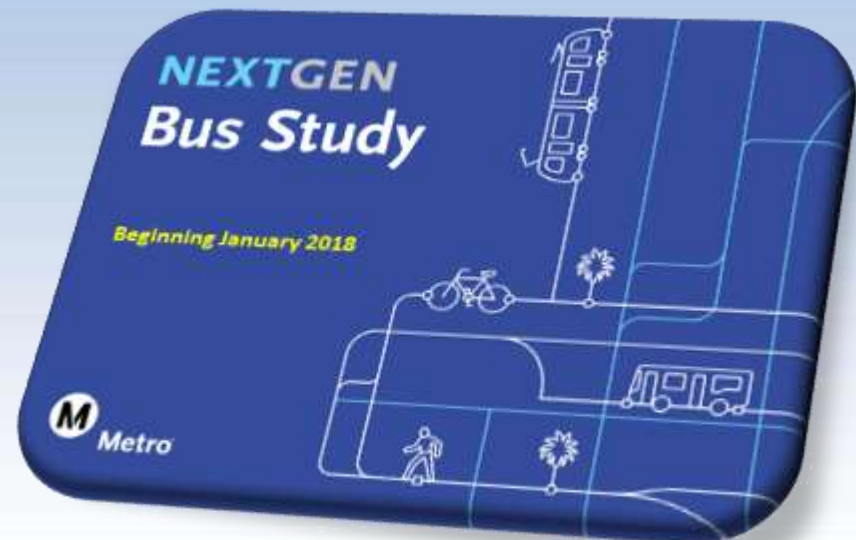
Goal: Reimagine Metro's bus network to be more relevant, reflective of, and attractive to diverse customer needs.

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



So how should we measure our success?

- Is **Ridership** what is most important?
- Are we measuring what's most important to customers or to ourselves?
- What is the value we provide to each of our customers?
 - The commodity of **Time**
 - **Access** to jobs and destinations
 - Competitive travel **Choices**
- **What else are we missing?**