

# California Transit Association Webinar: Declining Transit Ridership



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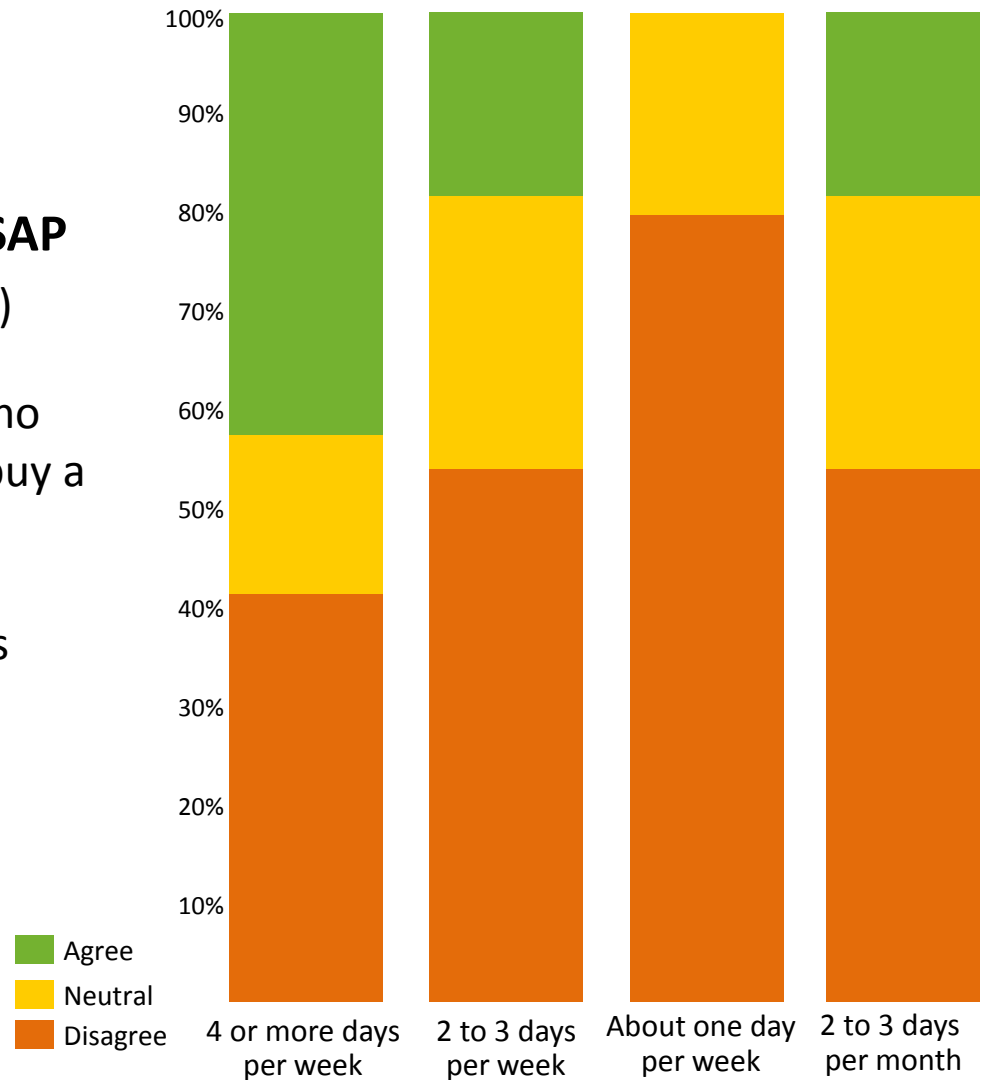
*Excellence in service and support*



# TransitCenter “Who’s On Board 2016”

## Key attitude: **I’m going to buy a car ASAP** (By frequency of transit use in Los Angeles)

- More than 40% of the respondents who use transit almost every day want to buy a car as soon as possible
- Desire declines for less frequent riders

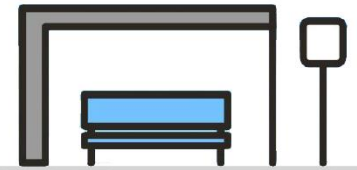
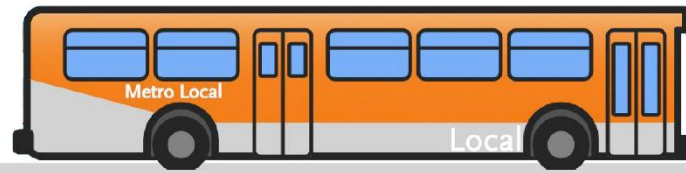


# TransitCenter “Who’s On Board 2016”

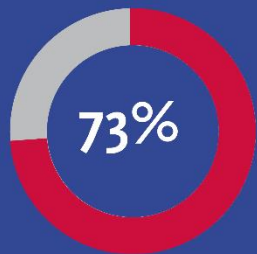
	Segment of Respondents	Percent Total Trips
All Purpose (2+ Days/Week)	32%	56%
Commuter (Work only)	14%	32%
Occasional (1 Day/Month)	53%	13%

- One All Purpose Rider makes the same number of trips as Seven Occasional Riders
- If 1 out of 4 Infrequent/Non-Riders used transit once every 2 weeks, ridership loss would be erased – SCAG/UCLA

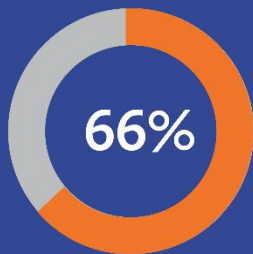
# What we've heard from Current Customers



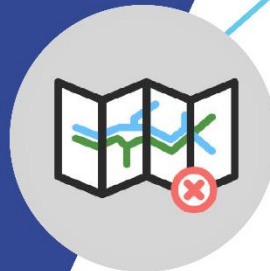
## RELIABILITY



Buses are unreliable



Provided information not reliable & not enough

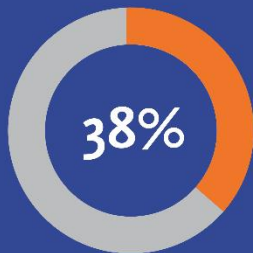


## IMPROVEMENTS WANTED

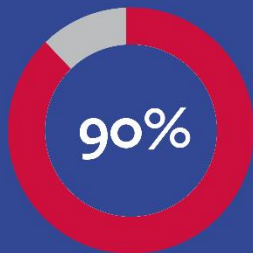


Top 3 over 50%:  
Frequency  
Reliable Service  
More Weekend Service

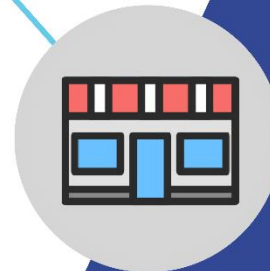
## FREQUENCY



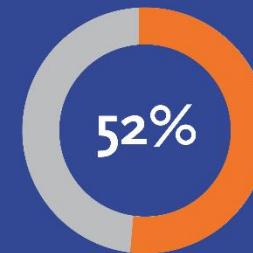
5 minutes or less



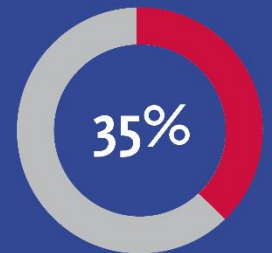
10 minutes or less



## TRIP PURPOSE

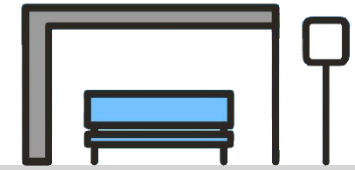
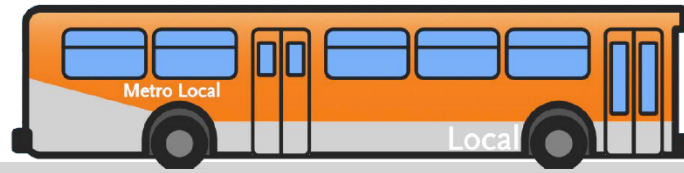


Trips to and from work



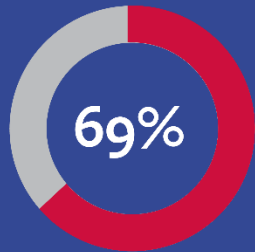
Personal Errands

# What we've heard from Past, Infrequent, Non-Customers

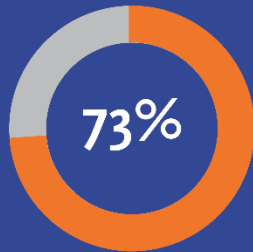


## SPEED

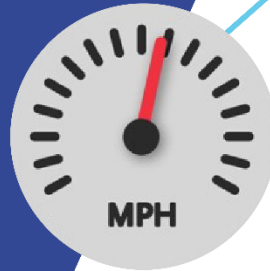
Buses take too long or are too slow



Too many transfers

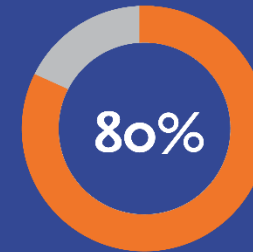


Stuck in same traffic as cars

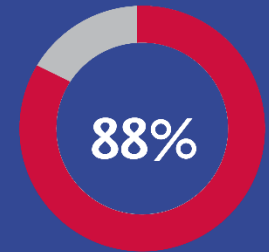


## UNRELIABLE

Agree or strongly agree that buses are unreliable or very unreliable



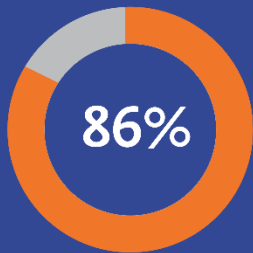
Infrequent or non-riders



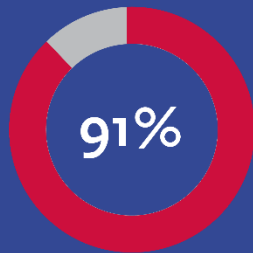
Former riders

## SAFETY

Verbal harassment affects how I feel



Infrequent or non-riders

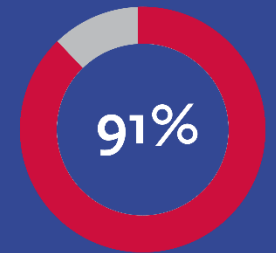


Former riders



## KNOWLEDGE

Don't know where Metro Bus lines connect or what corridor bus lines are running on



Infrequent or non-riders



# NextGen Bus Network Redesign

Project Phase	Deliverable
<b>We are here</b> Understand Our Travel Markets (Spring/Summer 2018)	<b>Board approval</b> of service priorities based on market needs
Develop Bus Service Concepts (system) (Fall/Winter 2018)	<b>Board selection</b> of Regional Service Concept and measures of success
Prepare New Bus Service Plan (line by line) (Spring/Summer 2019)	<b>Service Council approval</b> of specific route and schedule changes
Implement New Bus Service Plan (Fall 2019)	Provide information and support to customers using the new network

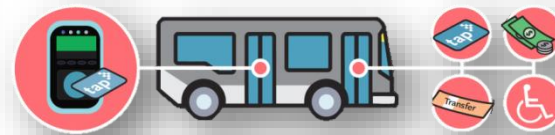
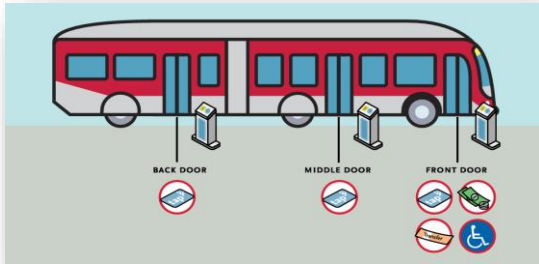
# Speed/Reliability – In Service Time

## Transit Priorities



# Speed/Reliability – Dwell Time

- All Door Boarding currently on Line 910 (Silver Line)
- Expanding to Lines 720 (Wilshire) and 754 (Vermont) starting June 2018





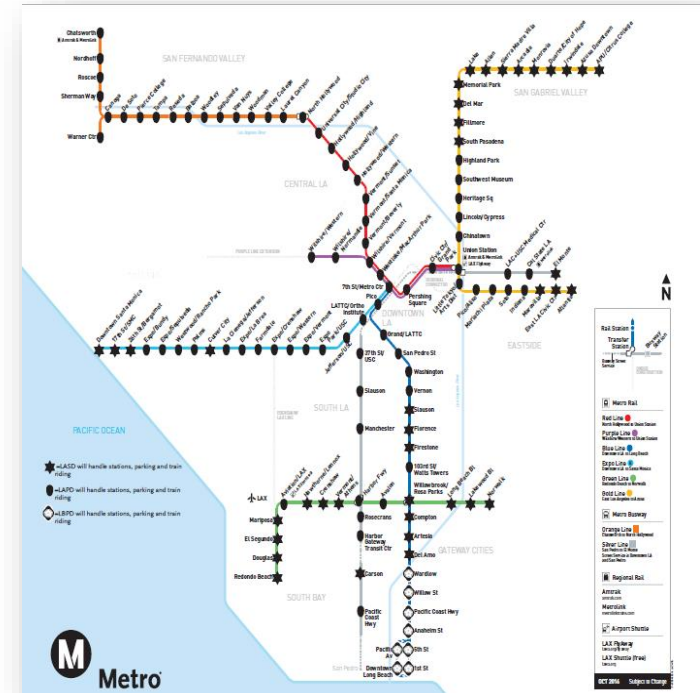
# Safety/Security

## 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

## Multi-Agency deployment approach allows for:

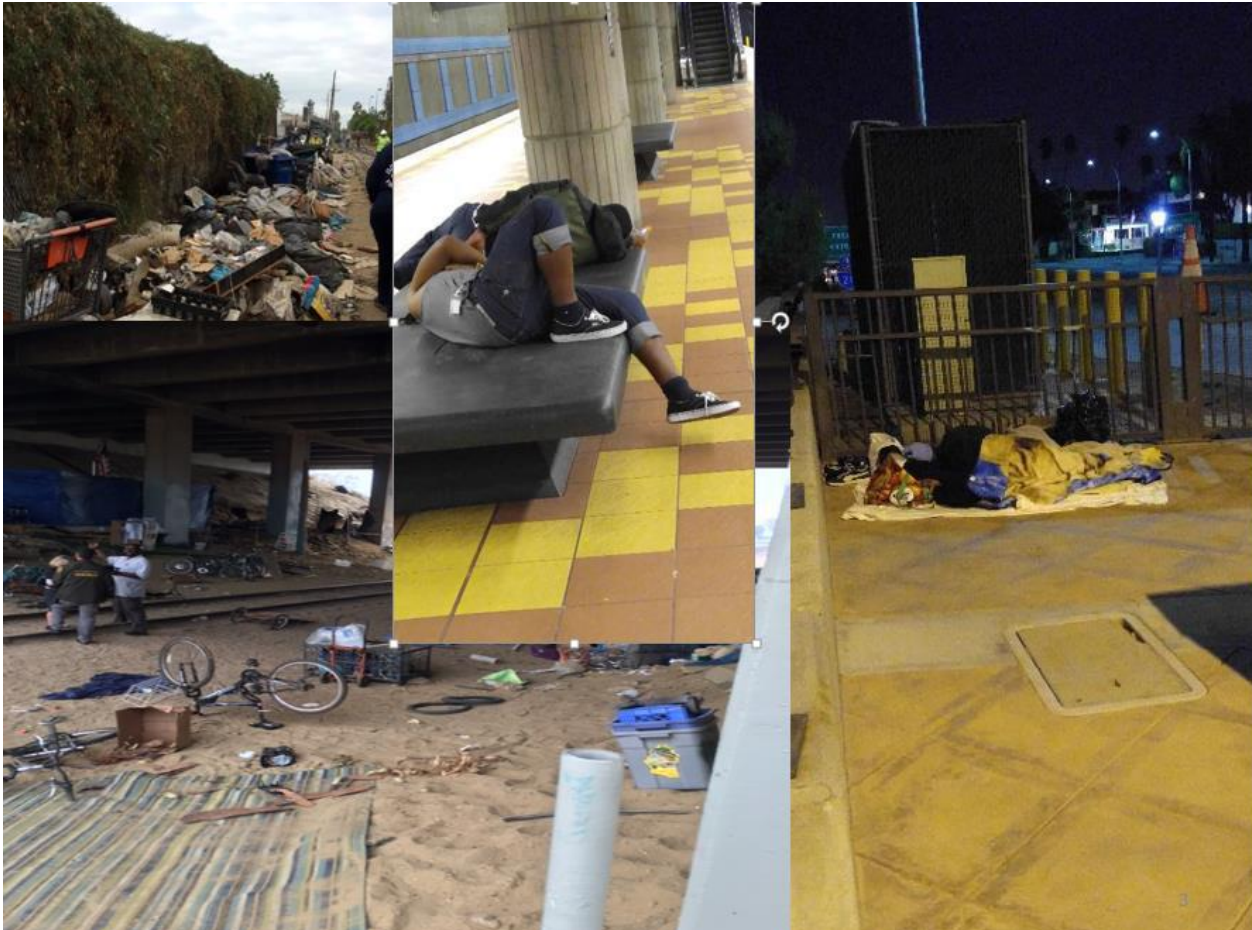
- ✓ Highly visible, proactive patrols as a tactic to Deter crime and code of conduct violations
- ✓ Faster emergency response times – achieving an average of 6 minutes or better (from 11 minutes)
- ✓ Improve the customer and employee experience
- ✓ Deploy specifically trained officers to engage patrons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



# Homelessness Outreach

## Homelessness in LA County

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



# Homelessness Outreach

## May 2017- Metro Launches Homeless Outreach Pilot Program

- Homeless outreach teams (C3 Teams) ride Metro exclusively to address the growing homeless presence on system and properties



## C3 Homeless Outreach May 22, 2017 through January 5, 2018

	Monthly Number Served	Fiscal YTD Number Served
Unduplicated individuals initiated contact	134	2,284
Unduplicated individuals engaged	67	1,539
Unduplicated individuals who are provided services or who successfully attained referrals	67	821
Unduplicated individuals engaged who successfully attained an interim housing resource (this includes crisis and/or bridge housing)	34	208
Unduplicated individuals engaged who are successfully linked to a permanent housing program	24	237
Unduplicated individuals engaged who are permanently housed	2	19

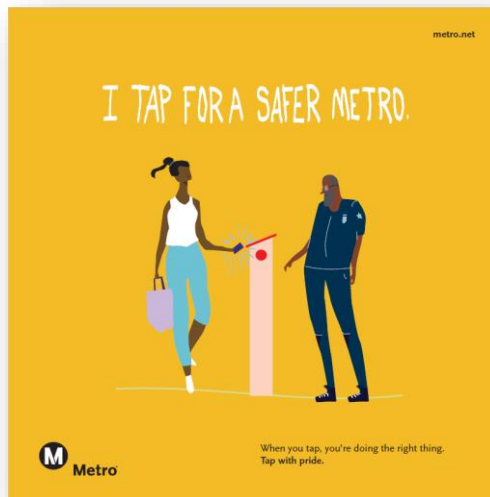
**20% of 2,284 homeless contacted are now in housing**

# Customer Service Campaigns

## 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

- 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)



## 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.



Questions?



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