



Board Report

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Agenda Number: 42.

AD HOC CUSTOMER EXPERIENCE COMMITTEE MAY 17, 2018

SUBJECT: METRO DRAFT STRATEGIC PLAN

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Metro's Strategic Plan.

DISCUSSION

The Metro draft Strategic Plan describes the actions Metro will take over the next ten years to improve security, ease-of-use, and access on the region's transit systems and improve customer satisfaction at all touch points. The oral presentation for the Ad Hoc Customer Experience Committee will focus on the customer-centric elements of the Plan. A link to the draft Metro Strategic Plan is provided here:

https://media.metro.net/about_us/vision-2028/Report_Metro_Vision_2028_Plan_2018-

The website for the Metro Strategic Plan can be found here:

metro.net/vision2028

ATTACHMENTS

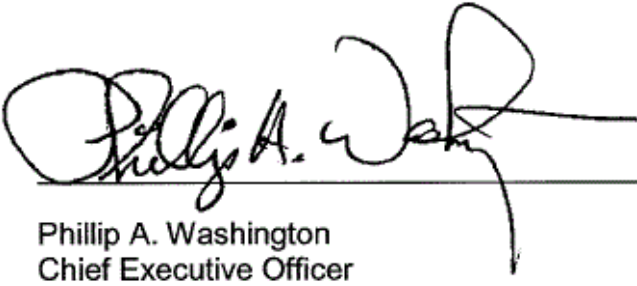
Attachment A - Presentation slides - Metro Draft Strategic Plan: Changing our relationship with the customer

Attachment B - Draft Metro Strategic Plan

https://media.metro.net/about_us/vision-2028/Report_Metro_Vision_2028_Plan_2018-

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Metro Strategic Plan: Changing our relationship with the customer

May 17, 2018



MISSION AND VISION

Mission

- Provide a world-class transportation system that enhances quality of life for everyone in LA County.

Vision

- Increase prosperity for all by removing mobility barriers
- **Swift and easy mobility** throughout LA County, anytime
- Provide more trips through a variety of **high quality mobility** options



VISIONARY OUTCOMES

- Double the total usage of transportation modes other than driving alone, including transit, walk, bike, shared-ride and carpool modes
 - Access to high-quality mobility options within a 10-minute walk from home
 - Reduce maximum wait times for any trip to 15 minutes any time of day
 - Improve average travel speeds on the County's bus network by 30 percent
 - Provide convenient and dependable options for bypassing congestion on streets and highways.

KEY TRENDS

- Continued growth in demand is straining an already oversubscribed transportation system.
- Challenges in meeting the mobility needs and expectations of a diverse County.
- Technological innovations are changing the mobility landscape.
- A shortage of affordable housing across the region exacerbates transportation challenges.
- Failure to reform policies that favor solo driving will continue to add to congestion and reduce mobility.

CUSTOMER SATISFACTION SURVEY

Common Issues

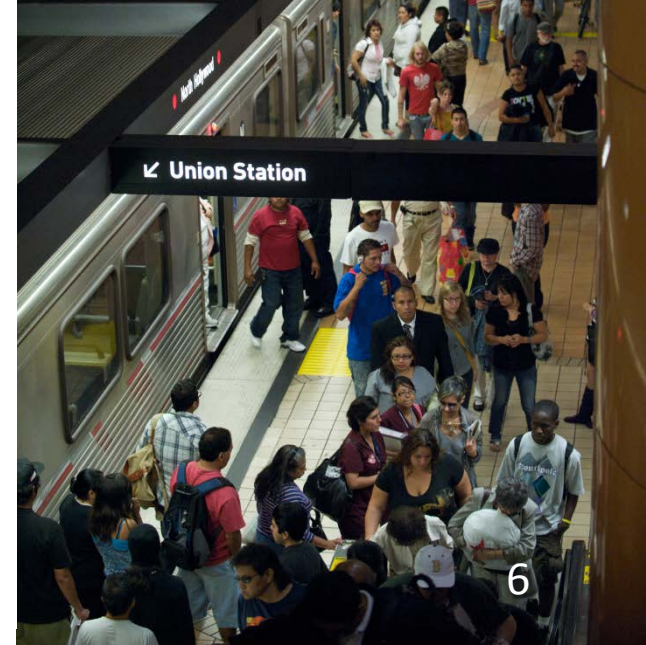
- Bus frequency, reliability, and total trip time
- Access to Metro rail
- New Metro rail lines to new places
- Security concerns
- Better Information



GOAL 1

Provide high-quality mobility options that enable people to spend less time traveling.

- 1.1 Expand transportation network and increase mobility for all users
- 1.2 Improve overall transit network and assets
- 1.3 Manage transportation demand through fair and equitable pricing structures



GOAL 1 (CONTINUED)

1.1 Expand transportation network and increase mobility for all users

- Target investments in areas of greatest mobility need
- Multimodal expansion projects (Measures R and M)

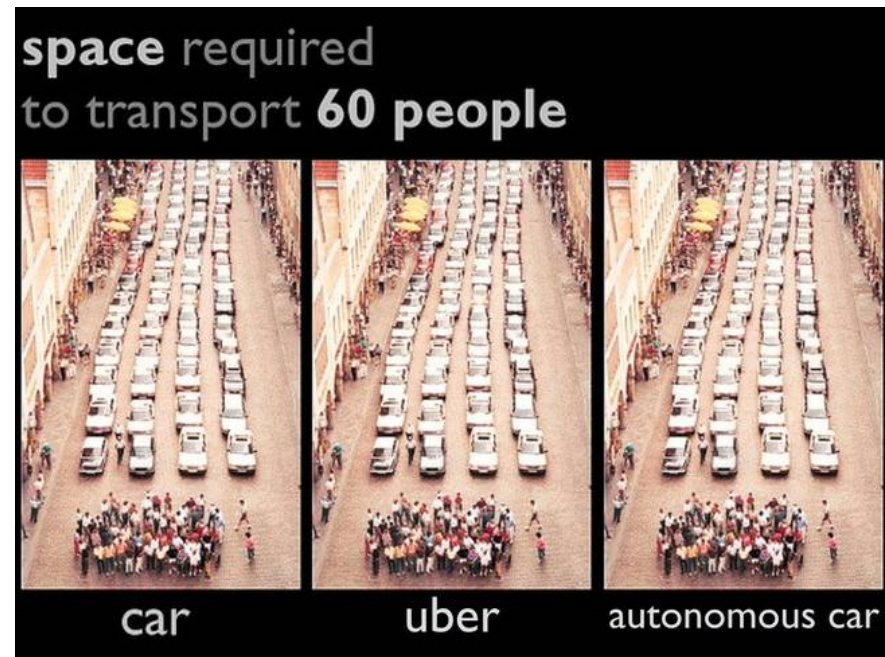
1.2 Improve overall transit network and assets

- World Class Bus
- Metrolink
- State of Good Repair
- System safety and connectivity

GOAL 1 (CONTINUED)

1.3 Manage transportation demand through fair and equitable pricing structures

- Pricing policies beyond transit fares (equity, affordability, revenue, security)
- Congestion pricing
- Goods movement
- Regulate new mobility providers



GOAL 2

Deliver outstanding trip experiences for all users of the transportation system.

- Improve security, focusing on prevention and partnerships
- Improve trip planning and trip taking experience
- Improve customer satisfaction at all touch points
 - Dedicated staff for customer experience
 - Performance metrics for customer satisfaction

GOALS 3-5

Goal 3: Enhance communities and lives through mobility and access to opportunity.

Goal 4: Transform Los Angeles county through regional collaboration and national leadership.

Goal 5: Provide responsive, accountable, and trustworthy governance within the LA Metro organization.

CONCLUSION

- Transform mobility to give people more time to focus on the things that matter most.
- **Put the customer at the heart of the journey** to build a better transportation future for Los Angeles County.



NEXT STEPS

April 27-May 24: Public review period

April-May: Stakeholder outreach

May 7: Stakeholder summit

May 17: Ad-Hoc Customer Experience Committee

June: Request Board approval of Metro Strategic Plan





THANK YOU

