

## **Board Report**

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

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OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
JUNE 17, 2021

SUBJECT: ORAL REPORT ON COVID-19 TRANSIT UPDATE

#### **RECOMMENDATION**

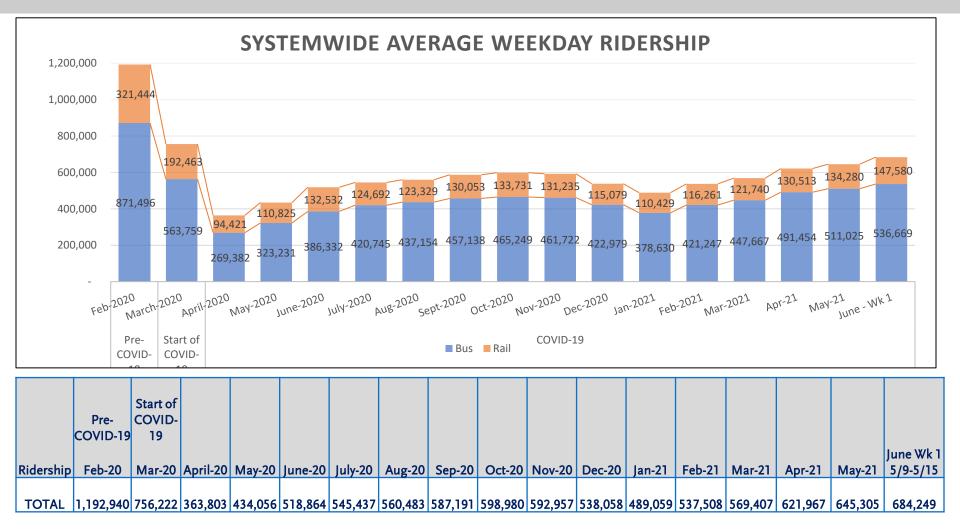
RECEIVE oral report on COVID-19 Transit Update.

## **ITEM 25**

# COO Oral Report COVID-19 – Operations Update



# **Weekly Ridership Update**



#### **Notes**

4/12/21 - Extra 47 weekday, 86 Saturday, and 48 Sunday trips added to high demand lines to accommodate heavier passenger loads

6/15/21 - State Reopening

6/27/21 - Bi-Annual Service Changes/NextGen Phase 2 Implementation to 6.5M RSH

## **Operator Hiring Update**

## **Bus Operator Applications**

• 1,693 applications as of June 16, 2021

## **Bus Operator Hires & Classes**

- 344 as of June 16, 2021
- Two bus operator classes in June 2021 (6/8 & 6/22)
- Two classes scheduled every month throughout the summer
- Classes are 5 weeks long (about 60 students per class)

## MicroTransit (MT) Operator Hires & Classes

- 45 MT Operators hired to date
- 3 classes scheduled for June 2021 targeting 45 additional MT operators by this summer
- Classes are 4 weeks long (about 15-20 students per class)

### **Recruitment Tactics Include**

- Bus Operator Specific Landing Web page
- Recruitment Flyer
- Social media & source posts and external/internal job posting emails
- Paid Search, social media, Indeed advertising
- Metro-owned Bus and Rail ads including bus/rail car wraps & car cards
- Paid Radio Ads (ESPN, Ellen K Radio Blog & LA Kings Newsletter and Local News Channels)
- Bus Operator Hiring Video



metrolosangeles We are hiring dedicated people to become Metro bus operators. Earn full benefits.

#### Goal to 800 Operators

