



File #: 2021-0182, File Type: Oral Report / Presentation

Agenda Number: 19.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
JULY 15, 2021

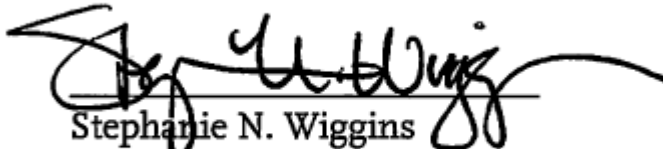
SUBJECT: ORAL REPORT ON COVID-19 TRANSIT UPDATE

RECOMMENDATION

RECEIVE oral report on COVID-19 Transit Update.

Equity Platform

Operations will collaborate with the Office of Equity and Race to identify and mitigate any concerns to ensure equitable outcomes relative to our service recovery efforts.



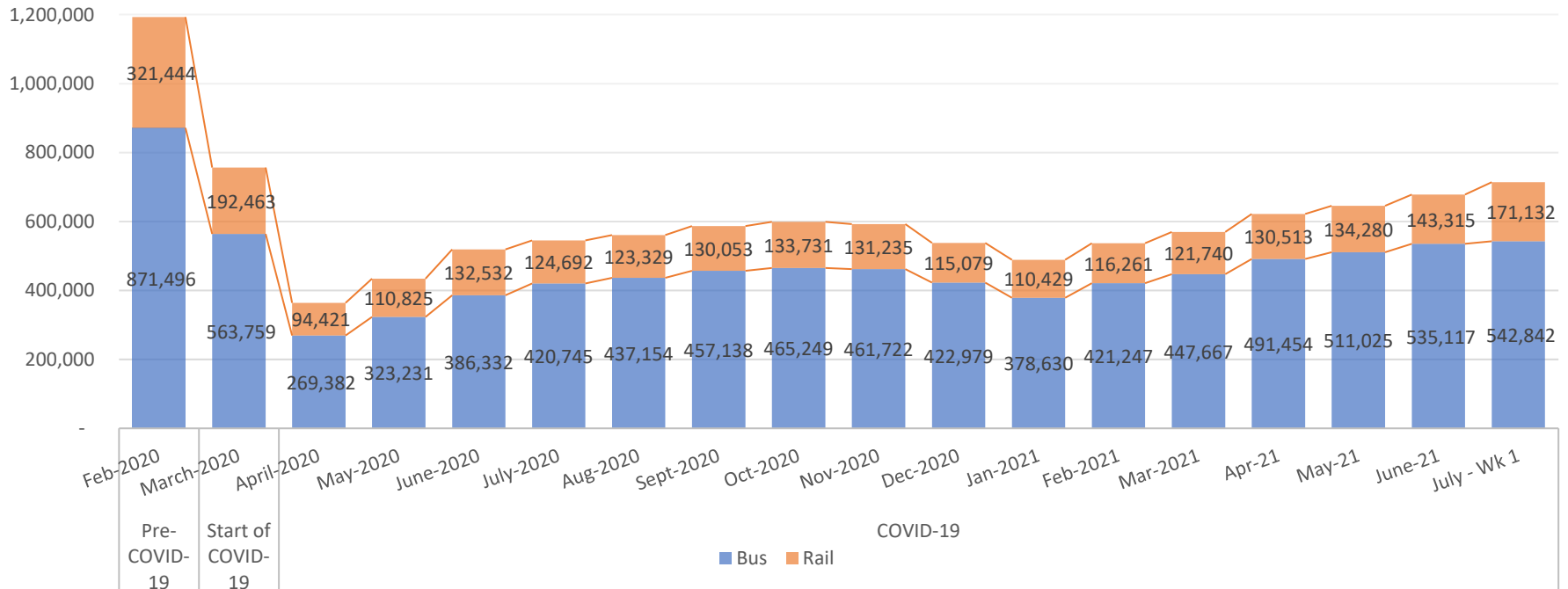
Stephanie N. Wiggins
Chief Executive Officer

**REVISED
ITEM 19**

**COO Oral Report
COVID-19 Operations Update**

Weekly Ridership Update

SYSTEMWIDE AVERAGE WEEKDAY RIDERSHIP



6/27/21

- Implemented Phase 2 of NextGen service changes as part of our Service Recovery Plan
 - Additional 2,073 trips weekdays (+18.9%), additional 1,491 trips Saturdays (+17.3%), and 1,622 trips Sundays (+19.5%)
 - Consolidated Metro Rapid & Local service on an additional eight key corridors
- Resumed front door boarding in addition to keeping rear door boarding
- Issued & clarified instructions to operators that buses are free
- Covered all bus fareboxes as of Sunday, July 11, 2021

Operator Hiring Update

Bus Operators

- 1,004 applications received to date
- 423 hires to date
- Two bus operator classes in July 2021 (7/7 & 7/21)
- Two classes scheduled every month throughout the summer
- Classes are 5 weeks long (about 60 students per class)

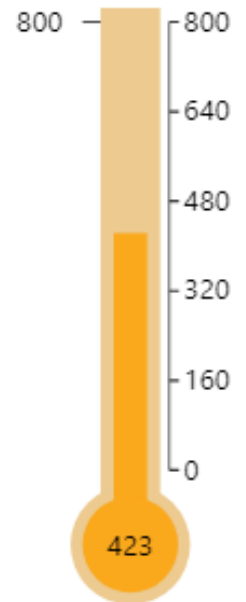
MicroTransit Operators

- 93 MicroTransit operators hired to date
- 1 class scheduled for July 12th and 1 class on August 9th, targeting a total of about 135 MT operators by this summer
- Classes are 4 weeks long (about 15-25 students per class)

Recruitment & Referral Incentive Tactics Include

- Launched Operator referral incentive program on July 12, 2021
- Continuation of media buy for external advertisement
- Bus/rail king ads and wraps
- In development: banners for Metro locations, bumper stickers for non-revenue vehicles & internal marketing campaign for operator referral program

Goal to 800 Operators



Operator Marketing Update

Bus



Light Rail Vehicles *(in development)*

