



Board Report

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Agenda Number: 27.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
SEPTEMBER 16, 2021**

SUBJECT: SEPTEMBER 2021 SERVICE CHANGE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on September 2021 Service Change.

EQUITY PLATFORM

The September 2021 service change includes improved frequency to 36 weekday transit lines and 13 weekend transit lines. The majority of these lines serve equity focused communities where ridership on Metro bus services is high. This increased service also provides additional capacity to accommodate returning riders as Metro ridership continues to recover.

Take One booklet information is available in Spanish and English, as required by Title VI and is available in other key languages on request. Information on the changes was also available on the agency website at that time. Targeted ads were also placed in print and radio media, including on stations that broadcast in other key languages.

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ITEM 27

September 2021 Service Changes



Metro

SEPTEMBER 2021

June 2021 Lessons Learned

June Lessons Learned	September Adjustments
Inadequate agencywide coordination	<ul style="list-style-type: none">• Ops Liaison Group assigned as overall Shake-Up Program Manager• Regularly scheduled coordination meetings• Gantt chart to track all activities by department
Unrealistic expectation to change out 5,000+ bus stop signs given resources and compressed timeframe	<ul style="list-style-type: none">• 1,700 bus stops changed out beginning two weeks in advance• Earlier install allowed for QC and correction of finished signs
Limited field ambassador presence	<ul style="list-style-type: none">• 35 person Operations team at key locations to assist customers• “Blue Shirt” riding lines and passing out information• CX team 360 degree “Secret Shoppers”
Inconsistent customer information provided	<ul style="list-style-type: none">• Marketing reviewed/standardized content and font on Service Change notices and info at bus stops
Timetables not printed	<ul style="list-style-type: none">• Timetables printed and distributed

Sept 2021 Service Changes



Metro Rapid and Local Consolidation for all day frequent service to all stops

- Santa Monica Bl
- Venice Bl



Network Changes

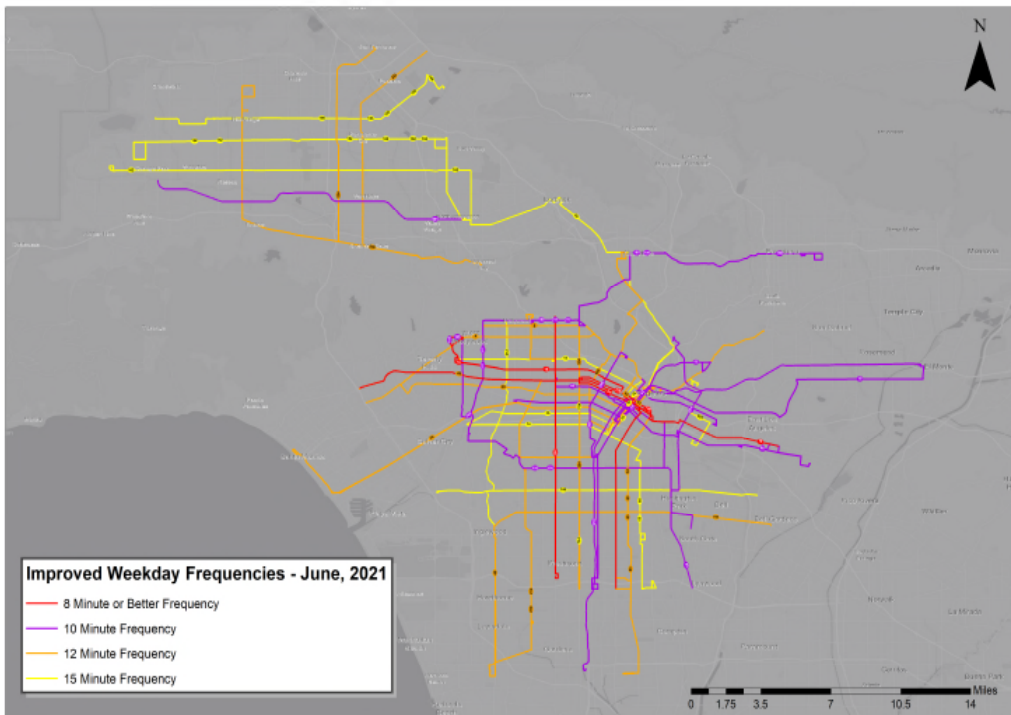
- Porter Ranch bus replaced with Metro Micro
- Line 106 connection to downtown LA
- Sun Valley and West Hills restructure in SFV for connectivity



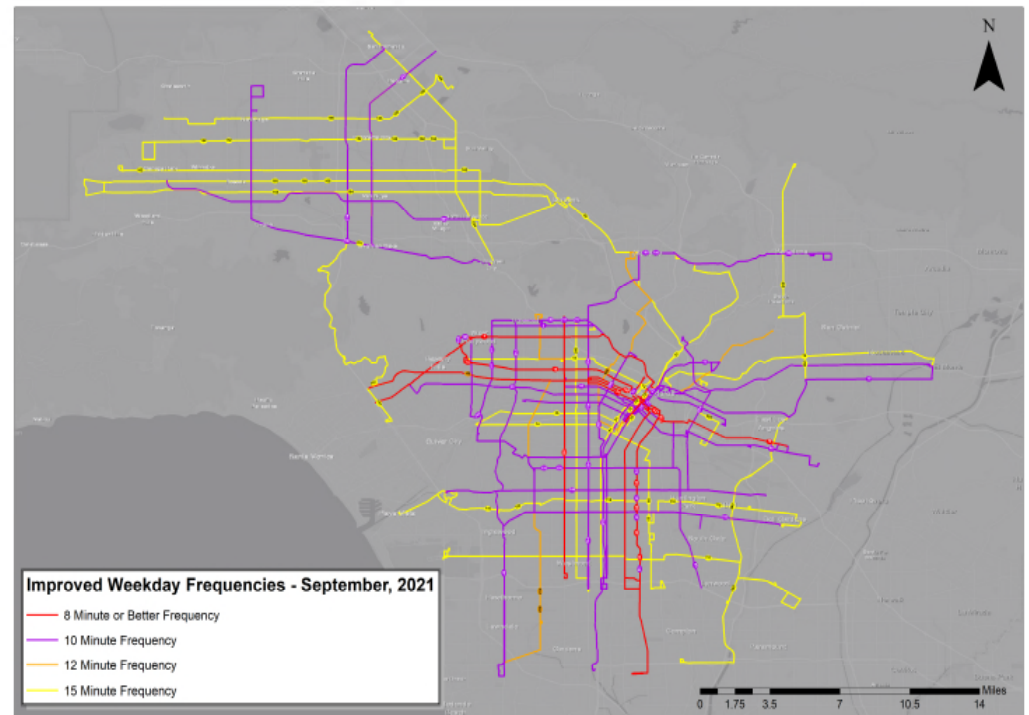
Added Capacity

- Additional 500K to restore 7.0M annual Revenue Service Hours
- Service increase on 36 weekday lines (inc. school trippers), 13 Sat lines, 13 Sun lines
- New weekend service on 5 lines
- New overnight Owl service on 3 lines

Frequent Network



June 2021



September 2021

Initial Observations

- Line 106 extension to Union Station well received linking with LAC/USC Med Center, Cal State LA, ELAC, City Terrace, Boyle Heights
- Significant cancellations affecting Line 4 on Sunday was remedied on Monday
- Only about 2-4 customer observed all day waiting for discontinued service in Porter Ranch and advised to use Metro Micro
- Appreciate customer support from ambassadors



Metro Micro Update

- Sunday, September 12th-Northwest San Fernando Valley launched
- Service is available daily from 5:30am-9:30pm
- Customers rated the service 4.7 stars
- The Watts/Willowbrook and Compton/Artesia zones have been merged to improve customer experience and operational efficiency
- Next Micro Zone is set to align with the final NextGen change in December: UCLA/Westwood/VA Medical Center



Thank You!



Metro

SEPTEMBER 2021