

Metro Ridership Plan

Taking ridership to the next level

Executive Management & Audit Committee

October 18, 2007

Plan Background

- Aug. 2006 - Board requested plan
 - grow ridership 5% annually
- Jan. 2007 - 66 Concepts presented
- Plan reviewed with sector councils
- Concepts refined and prioritized
- July 2007 – Implemented Fare Change
- September 2007 – Revised Plan
- TAP integration

What it takes to create a customer

Awareness

Perception

Consideration

Investigation

Trial

Evaluation

Plan Overview

- **Five-year plan**
- **Core strategies:**
 - 1) **Optimize service performance**
 - 2) **Target high ridership return areas**
 - 3) **Improve information exchange**

Challenges

- Limited resources
- Limited flexibility in modifying service
- Unknown impacts of fare change

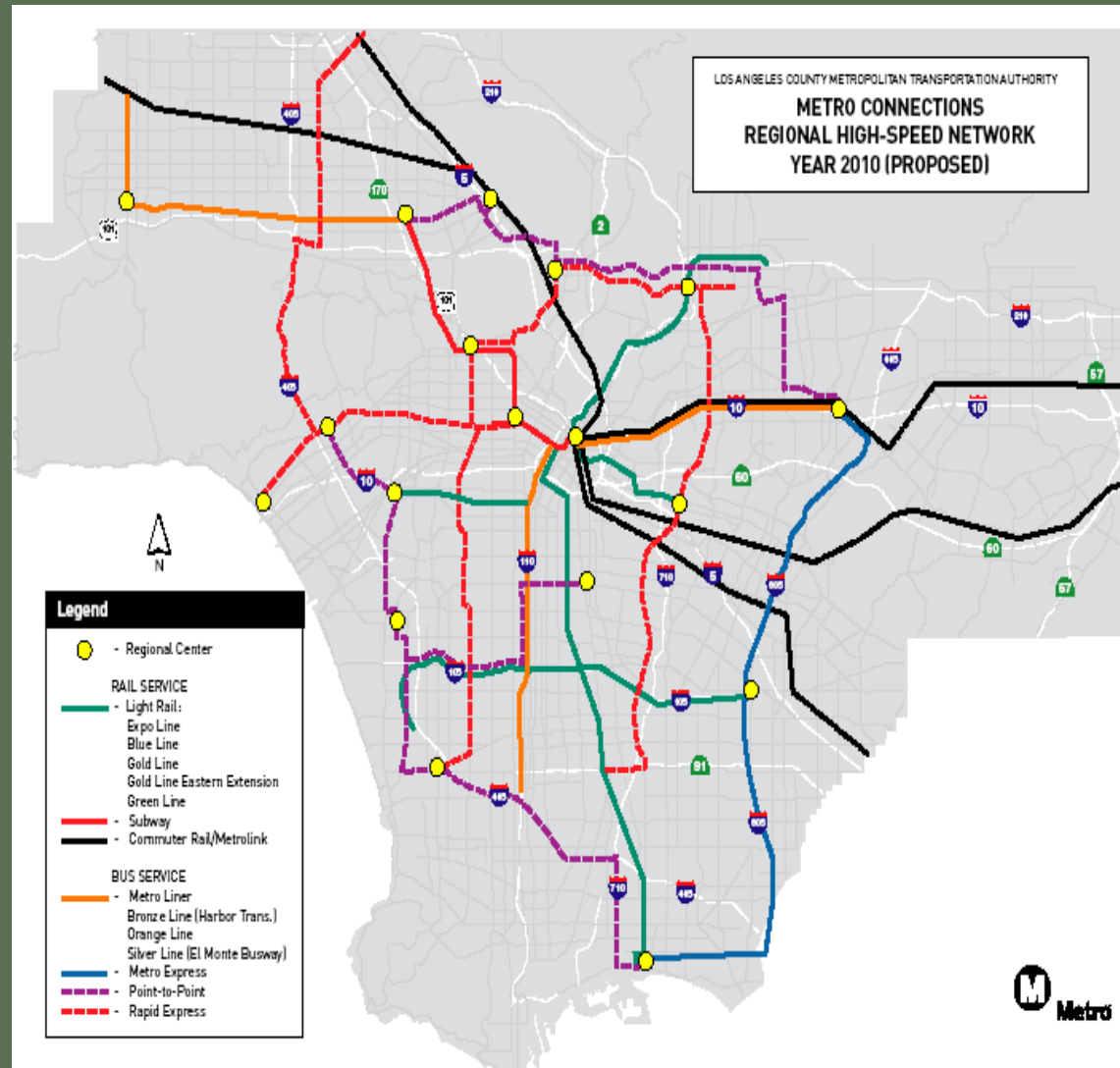
1) Optimizing Service performance

Metro Connections

- Reorienting system
 - From downtown to regional activity centers
- Expanding high speed network
 - Rail; Metro Liner; Express; Rapid/Rapid Express
 - Point-to-point
- Improving scheduling
 - Matching capacity to demand
 - Improving running times
- Reducing service duplication
- Increasing system seating capacity

Metro Connections in concept

- Serve activity centers
- High-speed linkages
- Frequent service
- New markets



Metro Connections in action

Marketing Great Service

- “12-Minute Map”
- 35% of Lines
- 70% Boardings

metro.net

Go Metro without timetables. 12-Minute Map

12-Minute Map

Service so frequent, you don't need a timetable.

Metro has about 100 lines throughout the county with service running every 12 minutes or less. They're easy to see in our new 12-Minute Map. Download the map online at metro.net or call 1.800.COMMUTE to request a copy.

For fast, frequent service, skip the timetables. Just check the map and Go Metro.

Metro America's Best

2) Target High-Ridership Return Areas

- Expand business participation in programs
- Enroll more schools in student pass programs
- Directly market to new residents
- Target discretionary riders in active corridors
- Expand EZ regional pass concept to Day Pass

3) Improve Information Exchange

- Improve system signage
- Implement information standards
- Provide 24-hr trip planning capabilities
- Explore technology for next-trip information
- Improve operator & customer service training
- Expand Internet capabilities

Potential Plan Impacts

- 5% ridership growth
- 11.6 million more boardings
- \$7.9 million in additional revenue

Next Steps

- Establish new ridership baseline
- Continue Metro Connections Implementation
- Build on current ridership efforts
- Integrate TAP implementation
- Implement plan as part of budget process
- Report to board with progress