

Item 14 – RIDERSHIP PLAN

MTA Executive Management and Audit Committee Meeting

October 18, 2007

I MOVE THAT the MTA Board approve the proposed Ridership Plan and further direct the CEO to report back to the Board at the first quarterly update in 90 days with the following:

- 1) Metro Connections criteria for aligning service hours with customer demand
- 2) How service hours could be reallocated to comply with the Plan's proposed 15-minute peak hour headways while adhering to the ten-year financial plan
- 3) A detailed implementation schedule for Metro Connections to include forecasts for increasing ridership at each stage
- 4) A report detailing all bus service, including that of municipal operators, that duplicates or competes with existing rail service or major bus lines
- 5) Make an additional investment in field supervision