

Metro Board Approved Policy

Service Development Blue Ribbon Committee

Adopted: July 22, 2010

Historical Perspective

We established a Blue Ribbon Committee (BRC) represented by key stakeholders (Attachment B) to help guide the development of a regional transit service concept that defines the roles of Metro bus, rail, municipal, local return, and Metrolink operations, identifies and prioritizes service quality attributes, and recommends policy guidance on service coordination, bus/rail integration, and reduction/elimination of duplicative services. Ultimately, this service concept will serve as the blueprint for creating a better transit system and improving regional mobility using fewer resources.

Over the course of the past six months, the BRC debated issues related to governance and service coordination, service design, service priorities, and service quality attributes. Based on presentations from staff, interactive exercises, and discussion from various perspectives, the BRC established a set of policy statements listed in Attachment A that provide direction on service development for the Board's consideration.

If approved, the policy guidance will be translated into a set of service design guidelines, performance metrics and standards that provide the quantitative tools to evaluate the system and identify opportunities for service improvement. The policy guidance, design guidelines, and performance metrics will be incorporated into the Board adopted Transit Service Policy which will be used to restructure our bus service towards achieving the goals and objectives of the policy guidance. Specific service change proposals will be presented for Governance Council and Board consideration starting with December 2010 service changes.

Metro Blue Ribbon Committee

POLICY AND POSITION STATEMENTS

July 6, 2010 Committee Final Draft

Summary Position Statement

Increased regional coordination and integration of service, and improved reliability are essential to having a seamless system that is convenient, intuitive and of high quality – and provides maximum benefit in light of scarce resources.

Service Priorities: Service should be focused first in high-density areas and be scaled to fit the overall density and passenger demand in the service area.

- 1) Highest priorities include weekday services and basic weekend service in areas of high demand.
- 2) Later-night service in areas of higher demand is of secondary but still important priority to provide basic mobility.
- 3) Lowest priorities are owl service and service to low-density areas.

Service Design: The network should be coordinated and designed to be simple and intuitive to increase trip making by existing riders and attract new riders.

- 1) Rail, other fixed or exclusive guideway services (e.g. Metro Orange Line, Metro Silver Line), and Metro Rapid should serve as the backbone of the transit system, fed and complemented by a regional bus network of key travel corridors, that provide high-frequency service for easy transfers.
- 2) Less-frequent localized services should augment the regional network to provide geographic coverage.
- 3) Transfers should be as seamless as possible – high frequency on regional network, timed transfers for less frequent services; consolidate bus stops at same intersection, and implement a more liberal transfer policy.
- 4) Closely-spaced services should be consolidated into fewer, more frequent services at a one half to one mile route spacing.
- 5) Connectivity of services and alignment of schedules should be a high priority – coordinated planning and scheduling between Metro, Muni, Local Return, and Metrolink operations are essential.

Service Attributes: The system should provide high-quality service to better serve existing riders and attract new riders. Service quality priorities include:

- Reliability – “I can count on it”
- Fast travel options
- Real-time, readily-available information
- Clean and safe transit vehicles, stops, and all transit facilities (e.g. Park and Ride, Transit Hubs, Rail Stations, etc.).

- 1) Less frequent services must be held to a higher standard of on-time performance to minimize passenger waiting time for missed trips or connections.
- 2) Clear, accurate, and timely customer information is an important adjunct to service quality, especially when and where service is less available and when service is not provided as expected. (e.g. bus stop signage should include website, phone number, basic service characteristics)

Governance: Metro should serve as a facilitator to coordinate services among operators in the region.

- 1) Metro should develop a formal process for working with Muni, Local Return, and Metrolink operators to arrive at mutually agreed-upon service coordination plans.
- 2) Metro should offer technical assistance to local operators and facilitate more cooperative, coordinated funding approaches.
- 3) Metro Governance Councils should broaden their perspective beyond Metro bus to include all public operators that provide services within their jurisdictions, and provide a forum for the community to express needs and priorities, and operators to evaluate opportunities and issues with service coordination.

Unresolved Issues

Blue Ribbon Committee members have flagged some unresolved issues that could preclude certain BRC recommendations on service coordination, and need to be addressed in order to fully implement the regional transit vision.

- 1) Supporting coordination of service by facilitating a working group consisting of Metro, Muni, and included Operators to resolve any funding impediments to service coordination.
- 2) Achieving our desire for local system identity at the operator and city level, while providing seamless, coordinated services.
- 3) Addressing “first mile/last mile” issues by integrating other modes (e.g. bicycles, bikeshare/carshare systems, taxi, pedestrian networks, etc.).
- 4) Coordinating information among operators, keeping information current, maintaining signage, etc.
- 5) Developing the TAP program to achieve its full potential.
- 6) Working closely with labor to identify strategies, solutions, and agreements that result in better coordination and efficiencies of service provision.
- 7) Providing funding flexibility and addressing the need for increased advocacy efforts at the federal level to allow use of federal capital funding for operating purposes.

Next Steps

Blue Ribbon Committee members recommend the following actions for consideration by the Metro Board.

1. Update the Transit Service Policy to include specific service design guidelines, performance metrics and standards to reflect BRC policy recommendations by September 2010 for Metro Board approval.
2. Develop future service change proposals based on the updated Transit Service Policy.
3. Establish operator working groups to identify specific service coordination opportunities.
4. Revise Governance Council Bylaws to expand the scope of responsibility to include identification and recommendations for inter-operator and multi modal service coordination.
5. Clarify the mission and purpose of the Citizens Advisory Council and utilize the Council to further promote the vision of a seamless regional transit system.
6. Coordinate the efforts of Governance Councils and CAC.
7. Establish working group to resolve any funding impediments to service coordination.
8. Establish formal process for coordinating inter-operator service plans.
9. Convene the BRC on a periodic basis to review the status of BRC recommendations.