

Women & Girls

GOVERNING COUNCIL

SERVICE PROVIDER **December 20, 2017 Meeting Minutes**

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MEETING SUMMARY

Call to Order: At 2:45pm Meghna Khanna called the meeting to order.

Purpose: To narrow down ideas to one specific recommendation.

Goal: To understand the travel patterns for women and determine if we need our own needs assessment.

Business Case Team Breakdown:

1. Purpose
2. Problem Statement
3. Background Context
4. Recommendation Analysis
5. Management Implementation

The Issue: Travel Patterns

The Feedback:

- This will be our first recommendation followed by bus stop design.
- The first thing we need to do is figure out the purpose for our recommendation.
- How focused are we in travel patterns and inequities in society?
- Is our system designed with women in mind? Do they meet the needs of women?

- When we build new lines, bus stops etc., we set up a criteria about who we are going to serve by looking at the travel demand model but they don't show sex.
- Do we have enough research to change anything or do we want to use this opportunity to collect the data?
- Do you think Metro as an agency needs a specific needs assessment survey to determine women travel patterns in LA County? Everyone agreed that we do.

The Issue: Needs Assessment

The Feedback:

- We need to learn how women travel. There might be things we already know but there might be other things that we will learn with our own assessment.
- We need to find out how many women use the bus to take their kids to school or daycare? Do they take them to public or private school?
- What time do women go to work? Do women work full time or part time? How many women trip chain?
- Can we collect gender specific data when someone purchases a tap card? We must think creatively to find this information.
- Our data results will show real numbers that we could use to suggest a change in operating services that will consider women travel patterns.

The Issue: Existing Research

The Feedback:

- What can we do with the existing research methods on ridership?
- We are limiting ourselves if we only focus on data from other cities.
- We have asked Jeff Boberg if he could find any data on what we want to focus on.
- We can use some of the existing research but some of the data is not the data we need.
- Our current demand models are not gender sensitive so we need data to support that case.
- We need to focus on where the opportunities are with our current surveys and methods to determine what data is gender specific and what is not. This should happen before we do our own needs assessment to determine our focus.

The Issue: Recap

The Feedback:

- Purpose – Why do we need this? How will having our own assessment help us understand women travel patterns?
- Background – After doing our research, our justification can be that our current Metro studies do not reflect how women travel which is why we need our own data.
- Problem – What we have doesn't understand travel patterns.
- Do we need a consultant team to find the data for us? No, this has to come from Metro.

Action Items

Next Meeting

The next meeting will be held on January 30, 2017.