

Operations Committee
January 18, 2007
Item #49: Metro Ridership Plan

MOTION

Director Antonovich

The Metro Ridership Plan should combine the best concepts and practical suggestions for implementation in order to meet the aggressive ridership improvement goal. Metro staff has developed seven 'paths' toward greater ridership with several program concepts each that need to be explored and fleshed out into practical policies.

To create specific policies in increasing ridership will require a strong partnership with the Service Sectors to provide detailed comments on the proposed plan which will yield practical means of implementing these concepts in their respective service areas.

The Metro Board of Directors ("Board") will benefit by having this report come back to the Board with detailed input, commentary, and additions from the Service Sector staffs and boards.

I THEREFORE MOVE that the CEO request on behalf of the Board that all Metro Service Sector Governance Council Boards and General Managers report back to the Operations Committee and Executive Management Audit Committee by April 2007 on their additional suggestions, specific policies, and practical applications of the Metro Ridership Plan that would generate greater ridership within each of their respective sectors, for Board discussion.