

AMENDMENT By Directors Fasana and Burke

The Board authorized the development of a Metro Ridership Plan in August 2006 with goals to outline a plan for 5% ridership growth per year. In January 2007, staff presented a "draft Plan" containing multiple concepts and was directed to further refine and prioritize such potential initiatives, plus expand this Plan to include system safety, the Transit Access Pass (TAP) system, destinations and youth marketing.

This Five Year Metro Ridership Plan as currently presented provides good strategies that address improvements to productivity of the system, outlines ideas for aggressive marketing, and presents means to improve exchange of information with our customers. However, it does not adequately address the expansion of the TAP system to fully market and promote ridership growth that has been evidenced in other areas of the nation and in other countries using this same technology.

This Five Year Plan also has embedded a multi-year Funding Plan (Attachment A) that in Year 1 requires \$2.15 million of labor and direct costs, which extends to Year 5 at \$1.1 million annually, for a total cost of \$6.55 million. An on-going Plan such as this should require annual, recurring examination of successes and achievements to meet the 5% ridership growth, as well as provide annual opportunities for modifications and amendments to fund such strategies.

We therefore move that, the Board authorize the CEO to:

1. Direct staff to return to the October 2007 full Board with an amended Ridership Plan that includes TAP technology options that clearly promote ridership growth opportunities. TAP staff are to include and discuss recognized examples in the Plan such as:
 - Opportunities for sponsorship from local and national businesses to underwrite cost of TAP cards with co-branding and advertising
 - Ability to implement multi-use TAP card with TOD (transit oriented development) projects at retail stores, parking, hotels, restaurants (site examples in operation in Europe & Asia)
 - Ways to implement TAP at senior centers, schools, recreation centers near TODs and Metro bus/rail hubs.
 - Strategies to work with theater chains, destination points such as theme parks, museums, etc. using TAP
 - Strategies for use of TAP for off-site parking to sporting and musical/entertainment events and to ride Metro to the venue, i.e. Rose

Bowl, Dodger Stadium, Staples, Coliseum, Convention Center, Hollywood Bowl, Long Beach Auditorium, etc.

- Strategies for implementing VISA/MasterCard/AMEX to use on TAP Metro bus/rail system
 - Strategies to implement cell-phone technology to work on TAP system
 - Strategies to implement low cost paper smart cards for ridership opportunities with tourism agencies, convention centers, etc.
 - Other TAP opportunities that present ridership growth potential.
2. Amend Attachment A Funding Plan to be limited to Year 1, including TAP initiatives, and to clearly define in the Plan an annual process to measure the progress of programs and their impacts to ridership growth. Staff are directed to identify additional yearly funding needed for continuation of initiatives undertaken after Year 1, or to add and amend the Funding Plan for new initiatives being recommended.
 3. Staff to return Quarterly to report on the progress of each adopted year's Ridership Plan to the Executive Management & Audit Committee and Operations Committee.