

Metro South Bay Service Council Monthly Meeting Review for October 13, 2023
Overview Compiled by David Mach, Vice-Chair

Meeting began with Vice-Chair, David Mach calling meeting in order and roll call.

A Safety Tip was given by Transportation Planning Manager Scott Green for National Pedestrian Safety Month, reminding drivers to not pass other vehicles that are stopping at crosswalks because a pedestrian might be in the crosswalk.

Minutes from the September 8, 2023 Council meeting was approved.

A report about Taylor Swift Special Event Service was provided by Joe Forgiarini, Senior Executive Officer from LA Metro. As the Swifties create major transit ridership boost in other cities like Chicago, Atlanta and Philadelphia, LA Metro also saw an opportunity to tap into this market of high volume transit riders. LA Metro had a goal of providing service for 5,000 Taylor Swift fans per night (or 8% of the crowd), for the 6-night event. The service resulted in a 25% increase in ridership for the system during those 6 nights. The K-Line saw 250% ridership increase, or nearly 5,000 extra boardings each night, while the C-Line saw 35% ridership increase, or 6,000 extra boardings each night. Both the A & E-Lines saw nearly 20% increase with nearly 15,000 extra boardings each night.

Metro staff provided the reasons why Taylor Swift concert and the NFL games were one of the few events that they provided the shuttle and additional bus and rail service. These events have a minimum of 50 thousand attendees for City of Inglewood to open up a transit facility exclusively for buses. Because of this, the City of Inglewood also provides priority access for buses on Arbor Vitae directly to the venue by creating traffic control measures, which makes transit a more attractive and competitive alternate to driving.

The Metro Regional Update began with Joe Forgiarini, Senior Executive Officer, reporting that bus ridership for August was up 12% and rail ridership was up 17% from 2022. He also reported that Metro is now fully staffed with bus drivers and have full restored scheduled bus service to 7 million revenue service hours. There are no lines with cancelation rate above 5% in the Metro System. Mr. Forgiarini also discussed preparation LA Metro made prior to tropical storm Hilary to avoid service disruption, the Regional Connector Overhead Conductor Rail (OCR) Service Disruptions. Metro staff also provided a brief update on recent board motion regarding Metro Micro to extend the pilot to September 2024, move forward with a different operational business model, proposing zones to be discontinued, and conduct a feasibility study to increase Metro Micro fare to \$1.75 and report back in 6 months.

Mark Dierking, Community Relations Director, concluded the update with C-Line Extension to Torrance Project's Locally Preferred Alternative (LPA) to go to the Metro Board in early 2024.

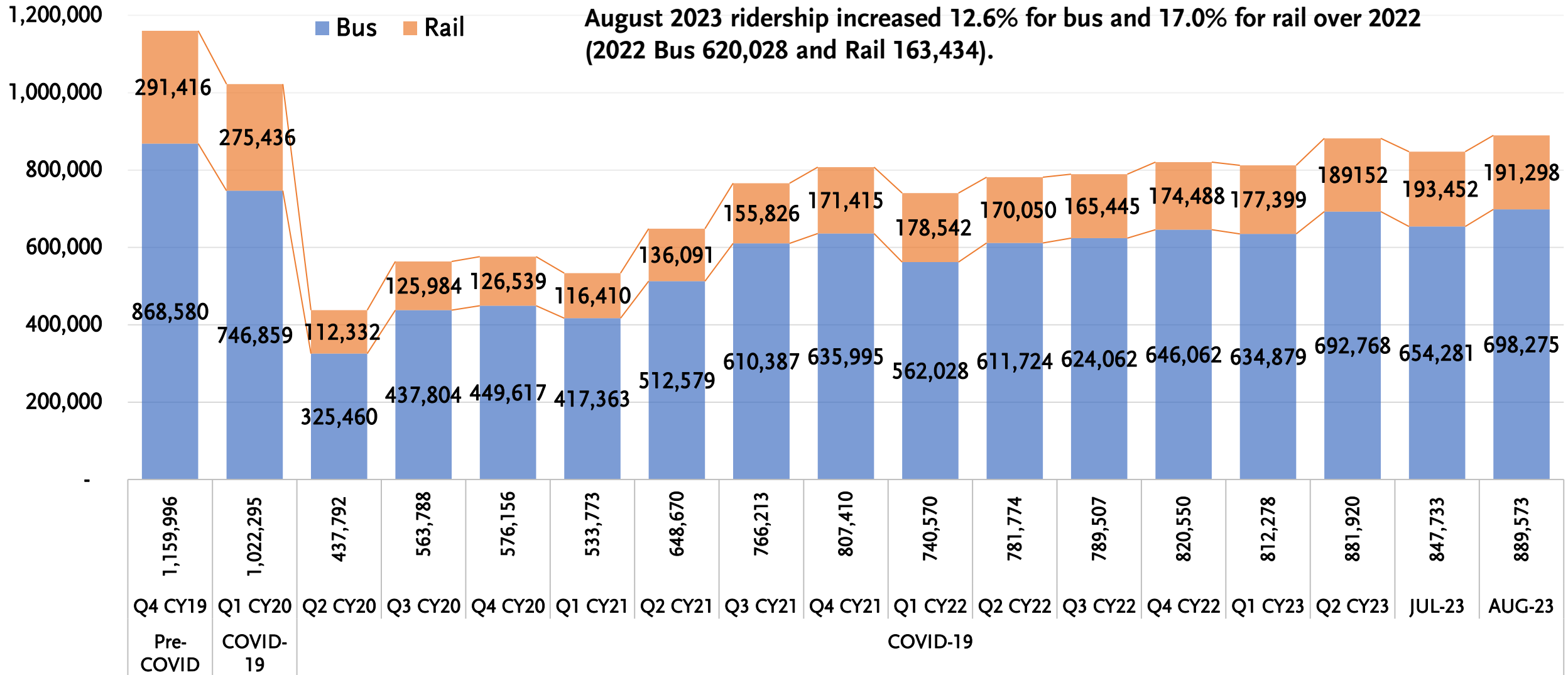
Supervisor Mitchell requested additional time to visit the project, hold meetings with the public to receive feedback and meet with state and federal partners on financial opportunities. Mr. Dierking also provided information about Metro's Telephone Town Hall meeting on October 19, Metro's presence at the Taste of Soul on October 21, upcoming Sepulveda Pass Projects Joint Community Meetings, City of LA Bus Stop Design meetings and CicLAvia Heart of LA on October 15.

The meeting concluded following Council Member Comments and Public Comments on Non-agenda items.

Respectfully submitted on October 18, 2023

David Mach
Vice-Chair - Metro South Bay Service Council

Systemwide Average Weekday Ridership Update by Quarter



Ridership Analysis Relative to Equity Focused Communities (Metro 2022 EFC Map):

- Bus – Percent of all weekday bus activity within Equity Focus Communities increased from 73% in Oct 2019 to 80% in August 2023 (bus stop data available month to month)
- Rail – Percent of all weekday rail activity within Equity Focus Communities increased from 51.7% to 71.2% from FY19 to FY22 (rail station data available Fiscal Year level)