Better Buses for LA

September 2019 Work Group meeting
Purpose

To come together with partners to begin to talk about improving bus service in LA City.

To anchor this effort in community organizations that have members ride the bus.

To support existing efforts now, and learn from past efforts to support and advocate with bus riders.

Objectives

Sharing perspectives and updates on the status of transit in LA Region

Sharing ideas and visions on what would better bus service look like/could look like in LA

Lifting up existing efforts and experiences and transit improvement organizing

Discussing opportunities for advocacy and change

Process

Building off Just Growth Meeting work group meetings and NextGen efforts

Feedback and ongoing discussions with ACT-LA and other partner organizations

Meeting with Metro Staff and City of LA staff
## Today’s Agenda

<table>
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<th>Topic</th>
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<td><strong>EVERYONE</strong></td>
<td>Introductions around the room</td>
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<td><strong>PRESENTATIONS</strong></td>
<td>Welcome</td>
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<td>Transit in LA Region - trends, challenges, opportunities</td>
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<td>Power of Community Organizations</td>
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<td><strong>BREAK OUT GROUPS</strong></td>
<td>Breaking into 3 groups</td>
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<td><strong>DISCUSSION</strong></td>
<td>Report backs from group break outs</td>
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<td><strong>NEXT STEPS</strong></td>
<td>What’s next and other spaces to engage</td>
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Most Trips are by Car
Trip Mode by Income, Los Angeles CBSA

Source: 2017 National Household Travel Survey and Dr. Evelyn Blumenberg, UCLA Luskin Center
Access to Jobs by Travel-Time Thresholds Los Angeles MSA

Owen, Andrew and Brendan Murphy (2018). *Access Across America*. Accessibility Observatory, University of Minnesota. And Dr. Evelyn Blumenberg, UCLA Luskin Center
Most Trips are for Non-Work Purposes
Trip Purpose, Los Angeles CBSA

- Social/Recreational, 24%
- Family/Personal Business, 18%
- Work/Work Related, 19%
- Shopping, 17%
- School/Church, 10%
- Visit Friends/Relatives, 6%
- Other, 4%
- Medical/Dental, 2%
- Refused / Don't Know, 0.1%

Source: 2017 National Household Travel Survey via Dr. Evelyn Blumenberg UCLA Luskin Center
L.A. Metro riders ditching the bus

Since 2009, trips on the West Coast’s largest bus system have fallen by more than 25%

Source: Metro | Los Angeles Times
NextGen Bus Network Redesign

Service Performance: Where People are Currently Using Metro
Bus Network Redesign (now - June 2020)

**Timeline**

**Spring/Summer 2018**
- Step 1: Market Demand & Travel Patterns, Existing Service Evaluation
  - Project awareness and listening to what the market tells us about how we travel, evaluate how existing bus service relates to the needs of the rider.

**Fall 2018/Winter 2019**
- Now thru September 2019
  - Step 2: Policy Choices for Service (or Market) Priorities, Service Characteristics, & Network Design
  - Policies to develop potential bus service priorities to better meet the needs of the rider.

**Fall 2019/Winter 2020**
- By November/December 2019
  - Step 3: Service Design Guidelines & Route/Schedule Changes
  - Redesign new routes and schedules based on guidelines and parameters reflecting the adopted policy choices.

**Starting June 2020**
- Step 4: Implementation & Marketing
  - Implement new routes and schedules that reflect the way people travel today. Market the new services to existing, former, and non riders through education and information sharing tools.
Study will look at how pricing can reduce congestion, improve equity, and cut emissions:

- Equity Strategy to specifically address impact to vulnerable population
- Research and analysis of three pricing models, including projected revenues and policy implications
- Selection criteria and process to identify potential pilot locations (Diverse areas are a consideration)
- Identification of transit service and improvements to provide mobility options in congestion pricing pilot
Flower Street Bus Lane Pilot - implemented in 6 months
Key Policy Makers
Metro Board of Directors

**LA County Supervisors**
- **Kuehl**
  - West LA/SF Valley
- **Barger**
  - North County/SF Valley
- **Solis**
  - East LA/SG Valley
- **Ridley Thomas**
  - Central/South LA
  - 2nd Vice Chair
- **Hahn**
  - South Bay

**LA City Representatives**
- **Garcetti**
  - 1st Vice Chair
  - Mayor
- **Dupont-Walker**
  - Mayor Appointee
- **Bonin**
  - Councilmember (West LA)
- **Krekorian**
  - Councilmember (East SF Valley)

**City Selection Committee Reps**
- **Najarian**
  - Glendale City Councilmember (North County/San Fernando Valley)
  - Chair
- **Butts**
  - Inglewood Mayor (Southwest Corridor)
- **Fasana**
  - Duarte Councilmember (San Gabriel Valley)
- **Garcia**
  - Long Beach Mayor (Southeast/Long Beach)

**NON-VOTING**
- **Governor's Appointee,**
  - Caltrans LA Director
  - **Bulinski**
City of Los Angeles Mayor and Councilmembers

- Cedillo CD 1
- Krekorian CD 2
- Blumenfeld CD 3
- Ryu CD 4
- Koretz CD 5
- Martinez CD 6
- Rodriguez CD 7
- Harris-Dawson CD 8
- Price CD 9
- Wesson CD 10 Council President
- Bonin CD 11
- Lee CD 12
- O’Farrell CD 13
- Huizar CD 14
- Buscaino CD 15

Garcetti Mayor
Metro and City of LA Work Group created recently created to....
Working Group - Metro + LA City

Directive

Metro and municipal buses operate on streets controlled by the City of Los Angeles and neighboring cities. Therefore, City agencies have a critical role to play in ensuring that residents and commuters have access to fast, frequent, and reliable bus service. Close coordination between Metro, LADOT, and the Public Works bureaus is essential to successfully implement infrastructure changes.

Outcomes

To report back with a list of priority bus-supportive infrastructure projects needed to support the NextGen bus service plan, with an emphasis on near-term improvements that can be implemented concurrently with each phase of NextGen.

Key Criteria

Identify 7-10 key corridors where Metro Buses are tied up in traffic by October 2019
What is Bus Supportive Infrastructure

Bus only lanes, que jumpers, signal priority, or boarding islands, all door boarding. It is estimated that these types of infrastructure improvements can cut stop times and improve bus speeds by 20% or more.

Locations? Likely bus routes North and South of Downtown Los Angeles.

Council Districts: 1, 8, 9, 13 and 14
Organized Groups & Community Members
What would be helpful for you in these meetings? Especially for community organizations/advocates - how could work group meetings like this best support your work?

How is this space a resource for organizers who support better transit options in the LA Region?

What changes would make a trip easier? What streets do you see as key for significant bus improvements? What neighborhoods?

Thoughts from people in the group who work in at a public agency or political office?

Anything else that comes up in your small breakout you want to share?
Report Backs
Next Steps

- List of Bus Routes/Corridors out Oct 11th
- Identifying key community organizations
- Fundraising for organizing capacity for community groups
- Next Better Buses for LA Workgroup meeting Tuesday Oct 15th
- Other key next steps?
Better Buses for LA

THANK YOU!
Better Buses for LA Work Group Meeting
Friday Sept 20th 9 - 10:30am
California Endowment, Sierra Room 1000 Alameda Street, LA 90012
Meeting Contact: jessica@investinginplace.org or 213-210-8136

Purpose
• To come together with partners to begin to talk about improving bus service in LA City.
• To anchor this effort in community organizations that have members who ride the bus.
• To support existing efforts now, and learn from past efforts to support and advocate with bus riders.

Objectives
• Sharing perspectives and updates on the status of transit in LA Region
• Sharing ideas and visions on what would better bus service look like/could look like in LA
• Lifting up existing efforts and experiences and transit improvement organizing
• Discussing opportunities for advocacy and change
  ○ City of LA/Metro Bus Working Group
  ○ Focusing on key priority areas in LA Council Districts 1,8,9,13,14
    ■ Corridors and busways that could benefit from significant bus improvements (lots of ridership, where we can increase frequency, multiple transit agencies)
    ■ Identifying key community organizations in these districts
  ○ Discussing what would make future work group meetings helpful to community partners

Process
• Building off Just Growth Meeting work group meetings and NextGen efforts
• Feedback and on-going discussions with ACT-LA and other partner organizations
• Meeting with Metro Staff and City of LA staff
**Agenda**

8:30am - 9am Room open and coffee/breakfast available

9am - 9:05am Introductions around the room (Facilitator: Jessica)

9:10am - 9:15am Welcome by Hector Huezo, Jobs to Move America

9:15am - 9:25am Overview of transit in LA County: issues, opportunities, Jessica Meaney, Investing in Place

9:25am - 9:30am Importance of Bus Riders and Community Organizers, Scarlett de Leon, ACT-LA

9:30am - 9:55am Group break outs/discussions
  
  Breaking into 3 groups - supported by Hector, Jessica and Scarlett
  
  Small group discussion questions:
  
  ● What would be helpful for you in these meetings? Especially for community organizations/advocates - how could work group meetings like this best support your work? How is this space a resource for organizers who support better transit options in the LA Region?
  
  ● What changes would make a trip easier? What streets do you see as key for significant bus improvements? What neighborhoods?
  
  ● Thoughts from people in the group who work in at a public agency or political office?
  
  ● Anything else that comes up in your small breakout you want to share?

9:55am - 10:10am Group Report Backs (Facilitator Hector)

10:15am - 10:30am Next steps (Facilitator Jessica)
List of RSVP's - Alphabetical by first name

<table>
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<th>Full Name</th>
<th>Organization</th>
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<td>Alex Freedman</td>
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<td>Alfonso Directo</td>
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<td>Alice Ziesing</td>
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<td>Alysia Humm</td>
<td>Metro</td>
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<td>Amanda Staples</td>
<td>American Heart Association</td>
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<td>Ana-Alicia Carr</td>
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<td>Areli Morales</td>
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<td>Barbara Lott-Holland</td>
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<td>Ben Russak</td>
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<td>Bryn Lindblad</td>
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<td>Carmina Calderon</td>
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<td>Caroline Torén</td>
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<td>Carter Rubin</td>
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<td>Dorothy Wong</td>
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<td>Doug Mensman</td>
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<td>Luis Cabrales</td>
<td>Inquilinos Unidos</td>
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<td>Ma'ayan Dembo</td>
<td>UCLA masters student</td>
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<td>Madeline Brozen</td>
<td>UCLA Lewis Center for Regional Policy Studies</td>
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<td>Margarita Lopez-Pelayo</td>
<td>Pacoima Beautiful</td>
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<td>Ms. C. Cleo Ray</td>
<td>Disabled Advocate</td>
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<td>Emerson &amp; Associates</td>
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<td>Scarlett De Leon</td>
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<td>Meaningful Goal Housing Shelter</td>
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<td>Stacy Weisfeld</td>
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<td>Estolano Advisors</td>
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<td>UN Women USA LA</td>
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<td>Wajenda Chambeshi</td>
<td>City of Los Angeles - Great Streets</td>
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Break out group notes:

Report back - full group discussion:
- Desire for Metro 101 Advocacy trainings
- What does success/failure in advocacy look like
- Service increased doing non-peak hours
- Increase in 700 level buses
- Bus only lanes - painted red
- Mapping areas where improvement going
- Language justice - holding work group meeting in multiple languages
- Education on how to use Metro - navigate buses
- Communication strategies - cultural shift
  - Messengers
- Experiential Advocacy
  - Councilmembers ride the bus + community + media
- Organizing on the buses

Scarlett’s group notes:
Specific opp - in Districts - who can we engage?
- $$ Foundations, outside of City + gov
- Language Justice
- US also go to org membership mtgs, political education
- Include City Family Source centers
- News/updates on BRT areas
- Case studies (talking points)
- Can Metro have a ride/tour on BRT lived experience
- Outreach to work source centers

Bus Lanes
- Metro construction blocking Metro Bus
- Metro’s: How Women Travel Survey (safety)
- Vermont!
- 30 bus on 1st street (ELACC members)
- 751 Vernon
- Need frequent stops
- Integration of bus services LA DOT/Metro
- Reliable Transportation
- Get more info from Metro on these topics. What are they doing? How can we help?
- App with real time - including transfers
- Studies real in time = increase in safety
- Safety + company = not always need enforcement but someone
- An app or someplace where you can get info on everything you need to know about your trip
- Family Source Center - Integrated service where community members can report issues
- Bring integration ideas to work group City + Metro
- 2 BRT lines have centered on white affluent communities - organize around these projects
- A lot of misinformation on BRT language to talk about this. Info on SB50

Hector's group notes:
What's helpful in these meetings:
- $7.2 billion budget - goes public 3 weeks before Metro Board adopts - impossible to engage as stakeholders
- Overemphasis on infrastructure/capital - lack of focus on providing quality service
- Focused messaging on "service"
- Decision points/timelines
- How corridors selected
- How we measure success
- Folks who don't talk/work on transportation but are affected
- Including EJ groups/enviro intersections
- Service Job Opportunities
- Understanding who opposition is/wht
- Less reactive campaign/messaging
- Clarity around what we want/deserve
- strengths/weaknesses with this group
- Power mapping the decision makers + staff
- Parse out our demands
- Identifying board champions
- Keeping up the momentum

What changes, trips, communities:

- Increase service not just at peak hours
- Network vs single corridors
- Downtown lines that speed up other routes
- E/W 700 routes
- Increase focus on North/South Travel
- Ensuring bus only lane use/red paint
- Metro’s equity focused communities
- Bus lanes of highways
- Shoulder driving for buses
- Amenities that make metro a comfortable ride
- Service for specific facilities (ie hospitals, parks)

**Jessica’s group notes:**

Strategies to engage
- Engage on the bus and at stops
- Pop up events - going to people
- Attending other organizing spaces - going to other groups instead of asking them to come here
  - Schools, Women + children, youth, universities and the success of the U-Pass
- Need for communication strategies - who are the messengers? What about the backlash on loss of car lanes/fear of change - of traffic getting worse if you are driving
- Experiential advocacy - policy maker ride alongs on the bus. And/or challenge - can an elected official make the trip one of their constituents on a bus makes - ie mom getting kids to school and to work.
- Map area of key corridors - identify assets, organizations, schools, stakeholders that influence
- Education - how to use the bus/the system