




# Overview of Draft Metro Strategic Plan

June 11, 2018

## OUR STORY

- Population and economic growth are increasing travel demand on a congested system.
- GHG and environmental impacts of transportation grow with travel demand.
- Transportation inefficiencies limit the region's and individuals' prosperity.
- Lack of quality mobility perpetuates inequities across County.
- *We must focus on high-quality alternatives to solo driving.*



## ROLE OF METRO STRATEGIC PLAN

- Foundation that aligns all plans, programs, and services to achieve a common vision
- Establishes mission, vision, and goals to be adopted by other plans (e.g. Long Range Transportation Plan, NextGen Bus Study, etc.)
- Sets principles for making decisions and conducting business



## MISSION AND VISION

### Mission

- Provide a world-class transportation system that enhances quality of life for everyone in LA County.

### Vision

- Increase prosperity for all by removing mobility barriers
- Swift and easy mobility throughout LA County, anytime
- Provide more trips through a variety of high quality mobility options



## VISIONARY OUTCOMES

Double the total usage of transportation modes other than driving alone, including transit, walk, bike, shared-ride and carpool modes

- Access to high-quality mobility options within a 10-minute walk from home
- Reduce maximum wait times for any trip to 15 minutes any time of day
- Improve average travel speeds on the County's bus network by 30 percent
- Provide convenient and dependable options for bypassing congestion on streets and highways.

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## KEY TRENDS

- Continued growth in demand is straining an already oversubscribed transportation system.
- Increasing challenges in meeting the mobility needs and expectations of a diverse County.
- Technological innovations are changing the mobility landscape.
- A shortage of affordable housing across the region exacerbates transportation challenges.
- Failure to reform policies that favor solo driving will continue to add to congestion and reduce mobility.

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## GOAL 1

*Provide high-quality mobility options that enable people to spend less time traveling.*

1.1 Expand transportation network and increase mobility for all users

- Target investments in areas of greatest mobility need
- Multimodal expansion projects (Measures R and M)

1.2 Improve overall transit network and assets

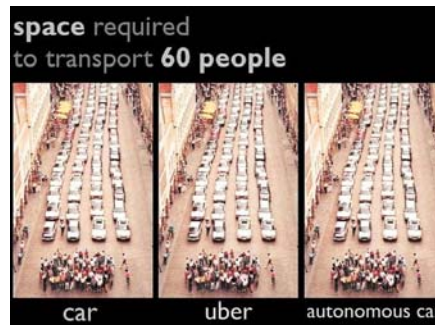
- World Class Bus
- State of Good Repair (bus and rail)
- System safety and connectivity (bus and rail)
- Metrolink

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## GOAL 1 (CONTINUED)

1.3 Manage transportation demand through fair and equitable pricing structures

- Pricing policies beyond transit fares (equity, affordability, revenue, security)
- Congestion pricing
- Goods movement
- Regulate new mobility providers



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## GOAL 2

***Deliver outstanding trip experiences for all users of the transportation system.***

- 2.1 Improve security, focusing on prevention and partnerships
- 2.2 Improve trip planning and trip taking experience
- 2.3 Improve customer satisfaction at all touch points
  - Dedicated staff for customer experience
  - Performance metrics for customer satisfaction

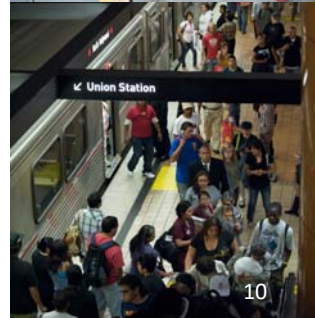


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## GOAL 3

***Enhance communities and lives through mobility and access to opportunity.***

- 3.1 Create jobs and career pathways (WIN-LA and Transportation School)
- 3.2 Leverage investments to catalyze transit-oriented neighborhoods and stabilize communities
- 3.3 Genuine community engagement based on equity framework



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## GOAL 4

***Transform Los Angeles County through regional collaboration and national leadership.***

4.1 Collaborate to achieve Plan goals

- Prioritize funding for policies and projects that achieve goals

4.2 Develop legislative strategies to advance mobility agenda

- Enact supportive policies
- Shape regulatory framework for new technologies
- Collaborate on common policy issues

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## GOAL 5

***Provide responsive, accountable, and trustworthy governance within the LA Metro organization.***

5.1 Allocate resources to achieve Plan goals

5.2 Exercise good public policy and fiscal stewardship.

5.3 Apply prudent business practices

5.4 Expand opportunities for businesses to work with Metro

5.5 Strengthen programs for workplace safety, security, and wellness

5.6 Establish Metro as a workplace of choice

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# CONCLUSION

- Transform mobility to give people more time to focus on the things that matter most.
- Put the customer at the heart of the journey to build a better transportation future for Los Angeles County.

