

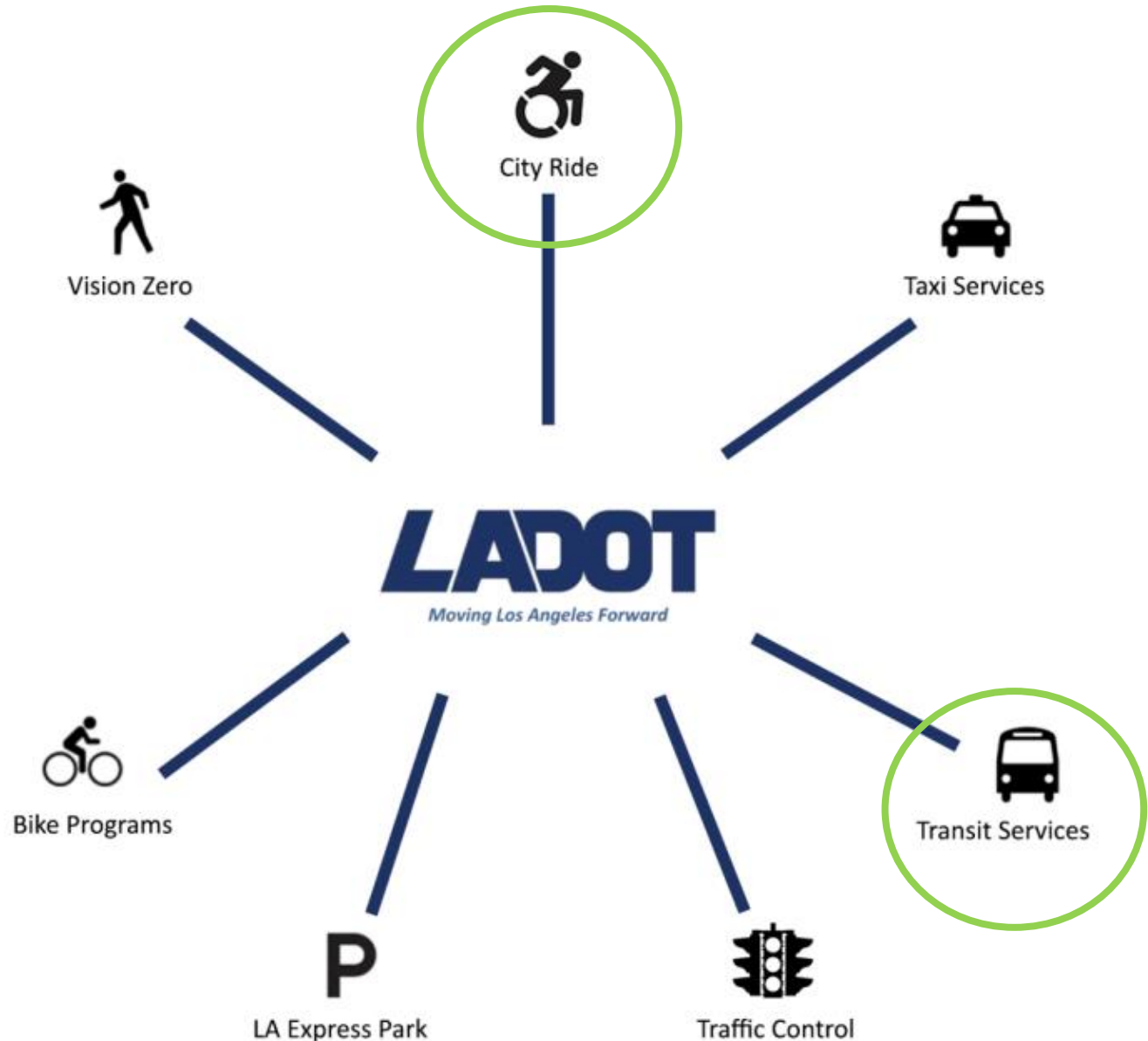
# LADOT Enhancing Transit Services through Competitive Bidding



Corinne Ralph, Chief of Transit Programs

# LADOT Vision

Los Angeles will have a transportation system that gives people choices to support a high quality of life and strong healthy communities, as well as continued prosperity and resilience for the region.



# Background

- Proposition A (1980)
  - County-wide ½ cent sales tax
  - Local return revenues initially used for special user group projects with social service agencies
  - Transit became an increasingly larger part of the City department's goals




# DASH

- 1984. LADOT began Fairfax Trolley service, first of what was to become the largest operation of community circulators in nation.
- 1985. SCRTD service is transferred to LADOT and renamed DASH, becoming LADOT's first downtown route.



**FAIRFAX TROLLEY**

*Easy, reliable access to shopping, medical, business and dining areas in the Fairfax District, the Melrose District, Park La Brea and the Beverly/ La Cienega area.*




Another Transportation Solution from the City of Los Angeles Department of Transportation

Tom Bradley, Mayor  
Zev Yaroslavsky, Councilman  
John Ferraro, Councilman

**(213) 666-7990**

1/87

**DASH ROUTE**

Parking and getting around downtown doesn't have to be expensive or difficult. Approximately every 10 minutes, the silver DASH shuttle stops at any one of dozens of major Central City entertainment centers. Take DASH to lunch, meeting, and to inexpensive parking on the outskirts of the Central Business District.

The DASH fare is only 25 cents, and it operates Monday through Saturday. For more information, call (800) 8-SHUTTLE.

**DASH: Downtown Area Short Hop.**

**DASH SCHEDULE**

7 a.m. to 11 a.m.	every 10 minutes
11 a.m. to 2 p.m.	every 6 minutes
2 p.m. to 6 p.m.	every 8 minutes

And on Saturday:  
10 a.m. to 5 p.m. every 15 minutes

No service on Sunday or legal holidays.

Times are approximate due to traffic, construction, etc.

DASH is a joint project of the City of Los Angeles Department of Transportation, the Los Angeles County Transportation Commission and the Los Angeles Community Redevelopment Agency.





1971. Southern California Rapid Transit District (SCRTD) inaugurates Minibus shuttle service in Downtown Central Business District



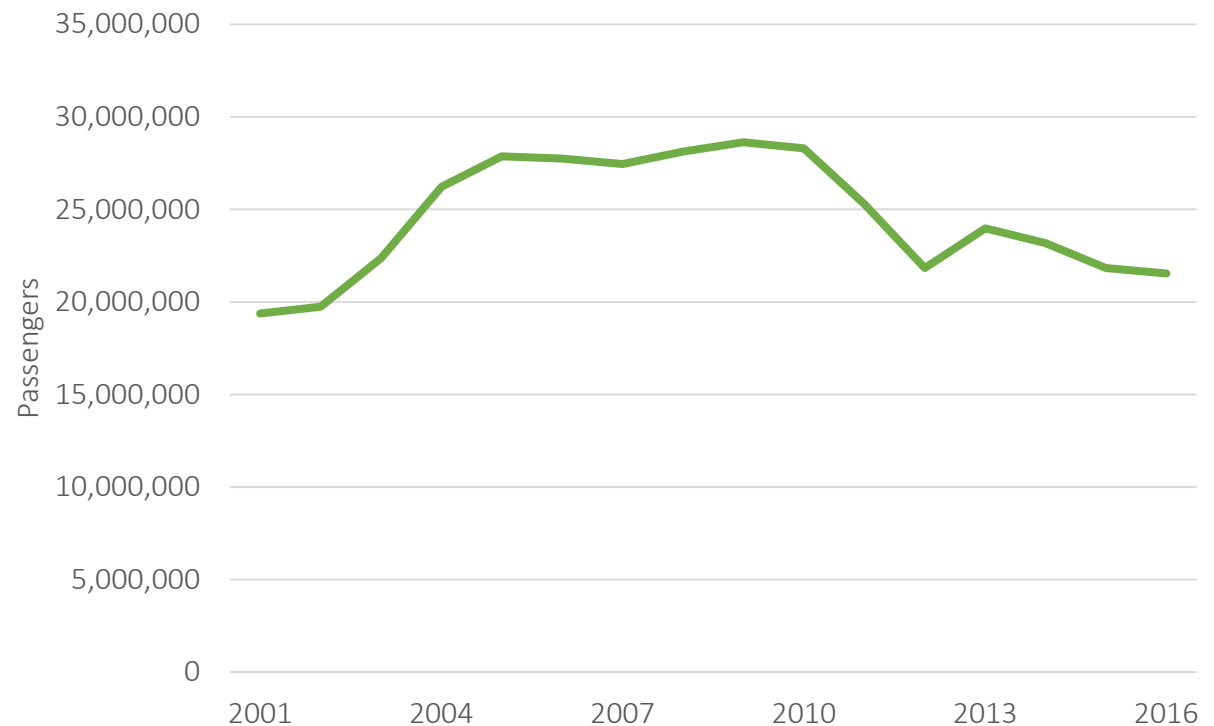
# Growth of DASH Services

32 DASH routes currently in operation

Year	DASH Services*
1985	1
1990	7
1995	16
2000	21
2005	28
2010	25
2015	27

\*DASH Downtown counted as one service, though it has consisted of 1-7 routes over time. Currently 5 routes.

DASH Annual Ridership



## Two Distinct Services Two Different Ridership Groups

# DASH



A unique network of neighborhood circulator services that are also first mile/last mile connectors to the regional bus and rail system. Short rides in distance and time. Vast majority of riders are low income and minorities.




# Commuter Express

- Mid 1980. LADOT took over SCRTD (successor to Metro) routes that were to be canceled, promptly expanding Commuter Express.
- Encino to Downtown was LADOT's first Commuter Express route

**NOW GOES TO USC**

**COMMUTER EXPRESS**  
LOS ANGELES  
San Fernando Valley to Downtown

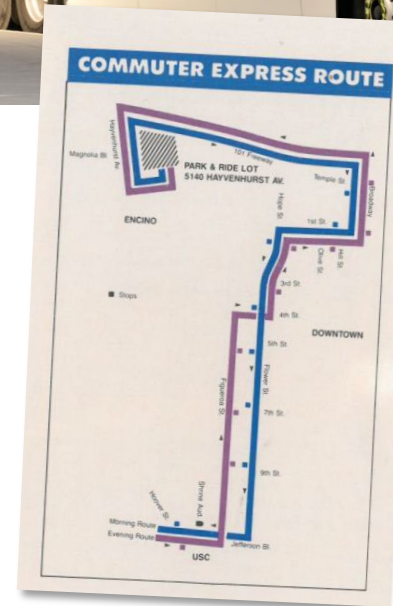
*Stress-free transportation for commuters between the San Fernando Valley and downtown Los Angeles.*



Another Transportation Solution from the City of Los Angeles Department of Transportation

Tom Bradley, Mayor  
Marvin Braude, Councilman  
Joy Picus, Councilwoman  
**(818) 782-8791**

1/87

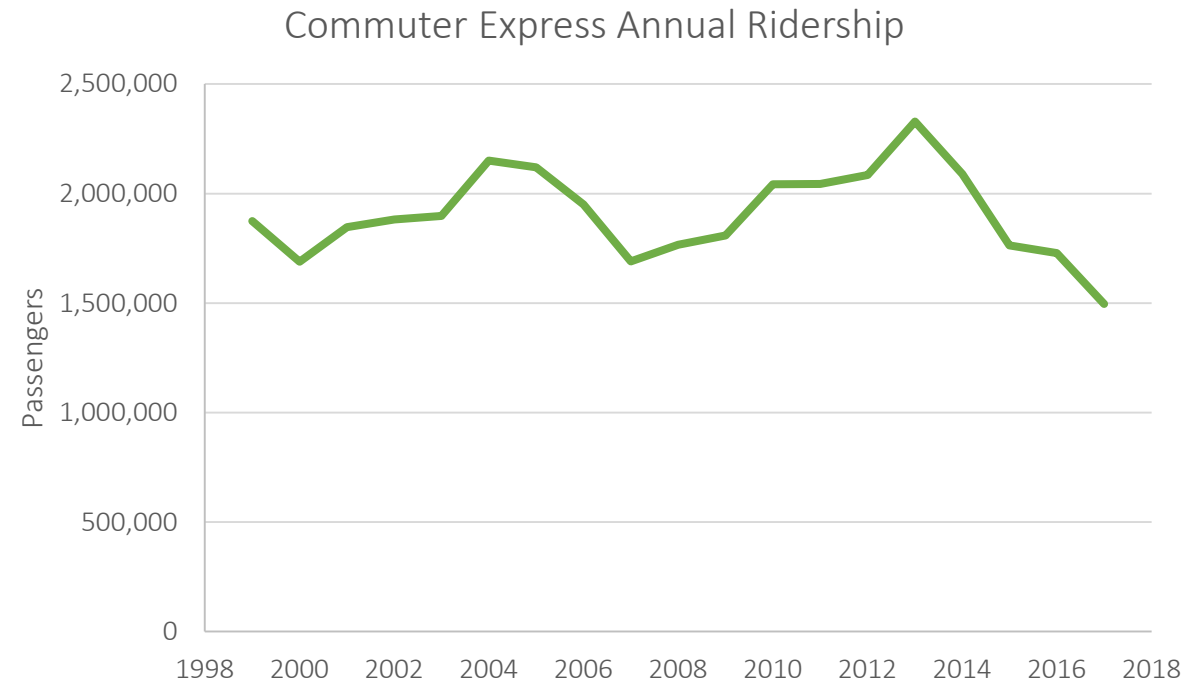




# Growth of Commuter Express

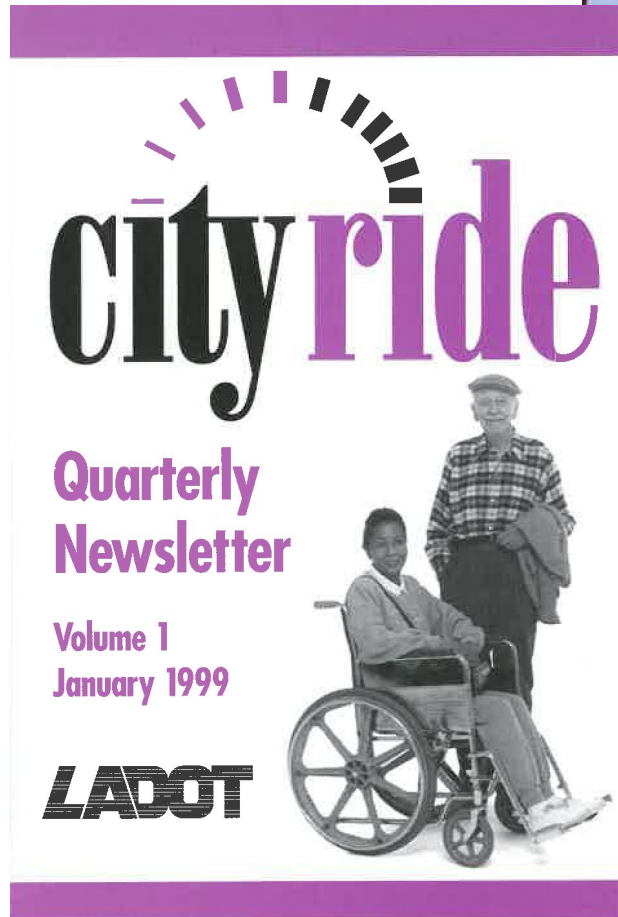
14 Commuter Express routes currently in operation

Year	Commuter Express Routes
1987	9
1997	10
2000	16
2010	17
2012	14



# Cityride

- First of LADOT transit programs
- Early 1990s. Cityride created by consolidating former transit programs:
  - Dial-a-ride
  - Taxi voucher
- Cityride is now the largest non-federal or state mandated program of its kind in the nation.







LADOT

10127

CITYRIDE

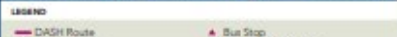
CITYRIDE

LA

Hill Street Pizza

NO PARKING  
TOW AWAY ZONE





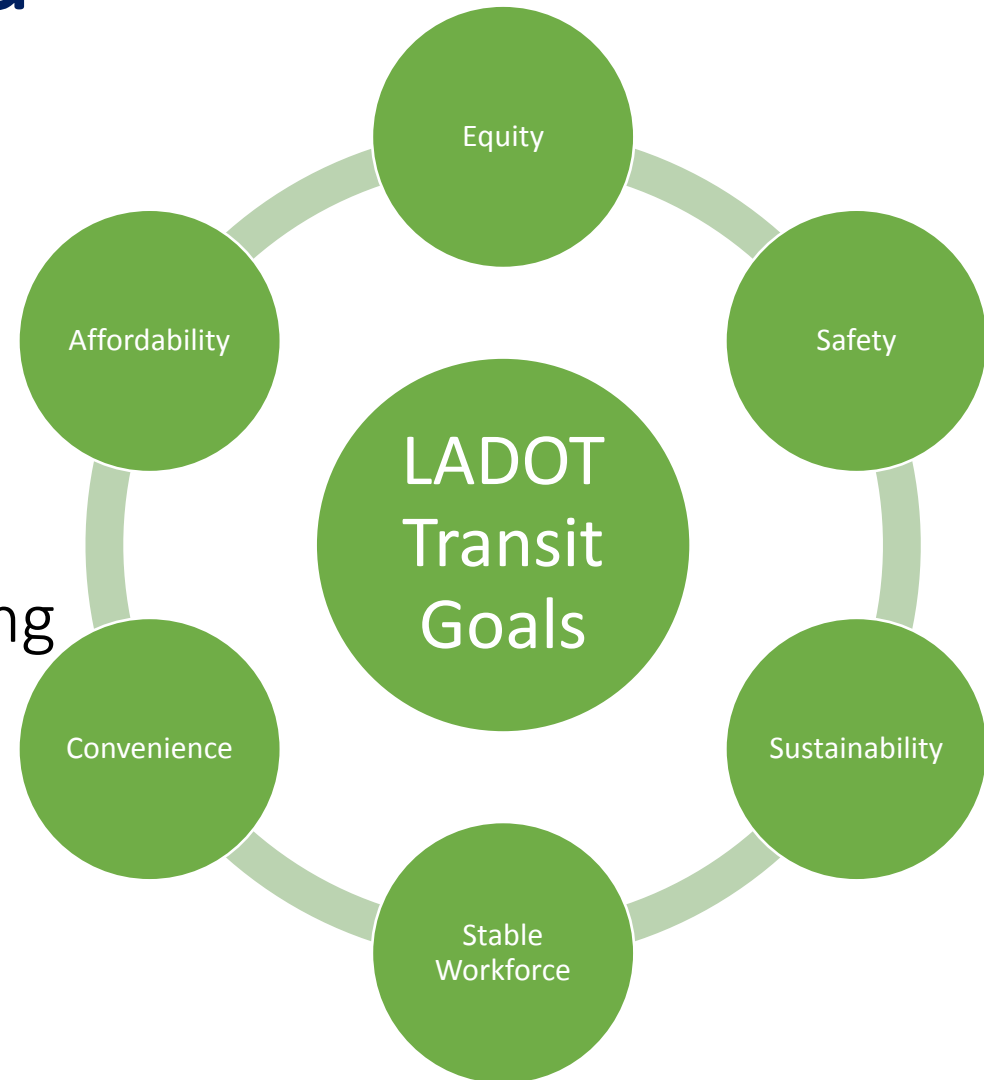




LADOT has contracted service to private contractors since its inception as a transit agency.

# LADOT Transit Background

- 371 vehicles in fleet
- 46 fixed route services
  - DASH
  - Commuter Express
- 21 M passengers/year
- Approximately \$76 M annual operating budget



# How It Works

- Request for Proposals (RFP) must be:
  - Thorough
  - Clearly articulate expectations and outcomes
  - Include incentives and disincentives
  - Encourage companies to propose innovation and new technology
  - Minimize risk and uncertainty
- Contracts are typically 5 years:
  - 3 years with 2 one-year options
  - 5 years with no option years
- Contractor paid a rolled up rate per revenue service hour (fuel is a pass through, reimbursable cost)



# Contractor Role



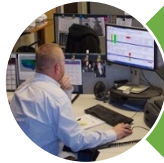
Day-to-Day Operations



Maintenance of City-owned Buses



Leasing of Facility



Administration



# What Does LADOT & the City Control?



Route Planning



Maintenance Oversight



Fare Setting



Customer Care



Safety Enhancements



Marketing & Outreach



Workforce Retention



Minimum Wage

# Performance Standards

- LADOT uses performance indicators to help measure and standardize service quality.
- Prior to 10 years ago, LADOT's focus was on performance penalties:
  - Vehicle cleanliness
  - Heating & air conditioning performance
  - Passenger compliments & complaints
  - Misuse of City vehicles
  - Early/late/missed trips



Safety



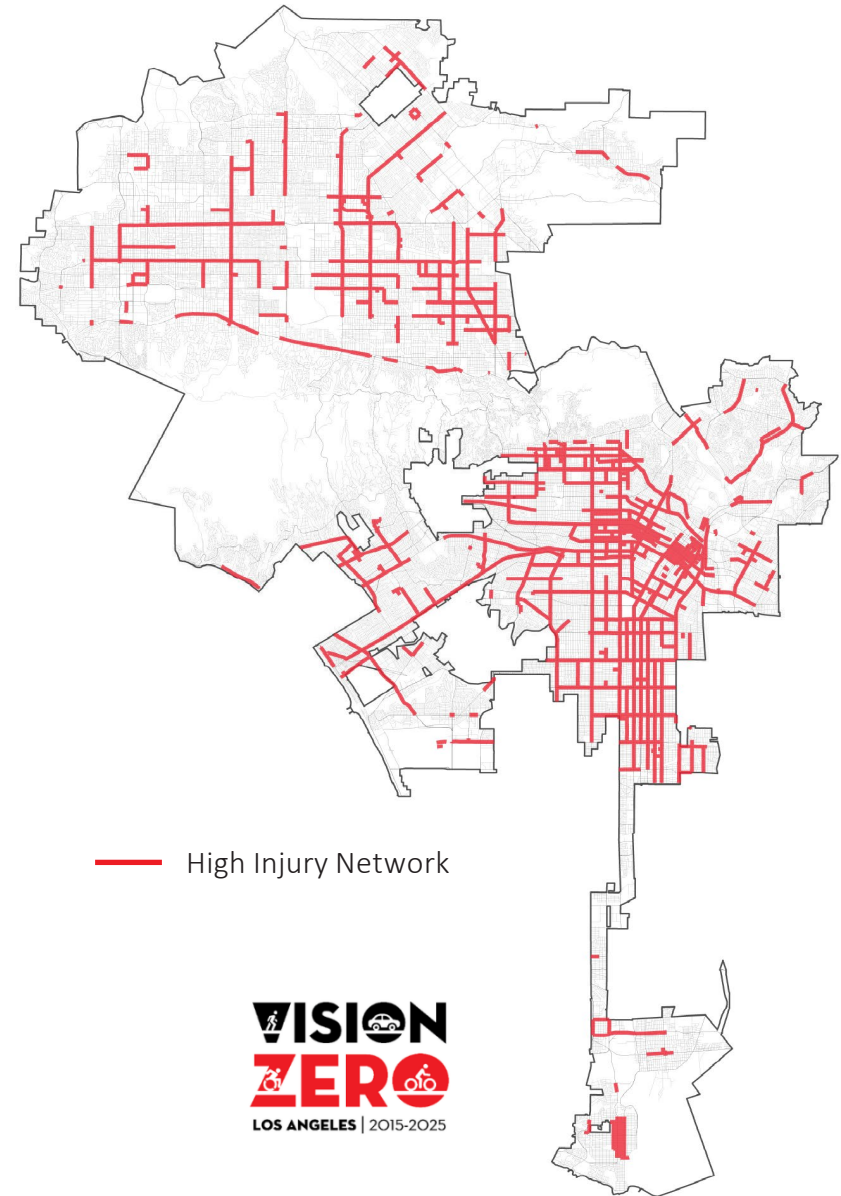
On-Time Performance



Customer Experience

# Safety

- Safety is measured by tracking and penalizing for a number of performance indicators including:
  - Preventable accidents per 100,000 miles
  - Zero tolerance for safety-related bus defects



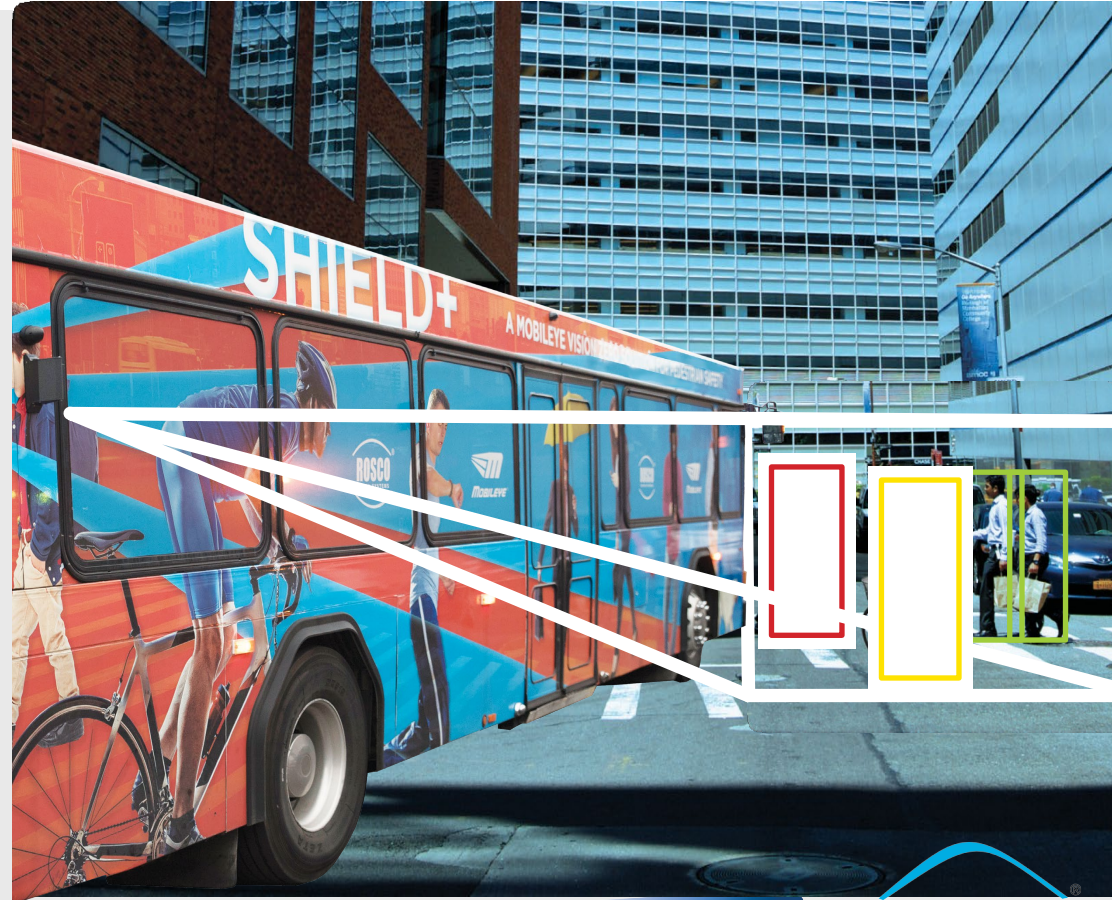
**VISION  
ZERO**  
LOS ANGELES | 2015-2025



MOBILEYE®

# SHIELD+

COLLISION AVOIDANCE SYSTEM



**LADOT**

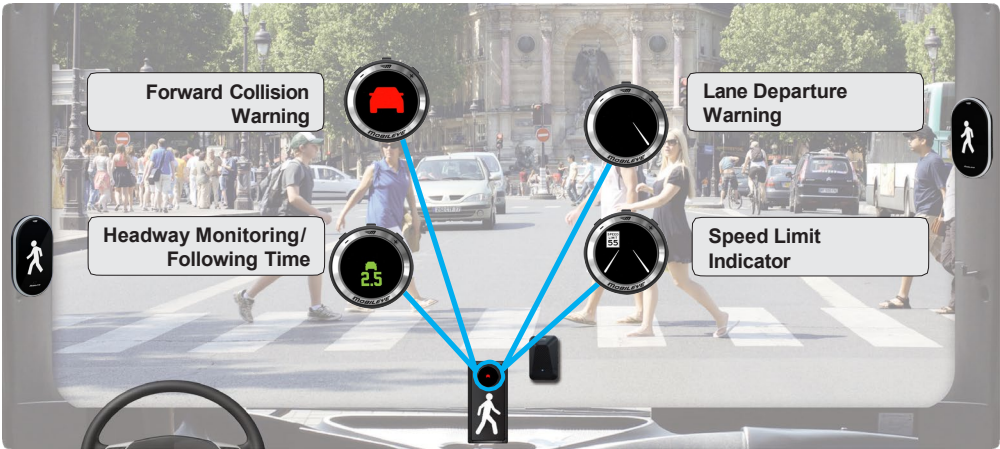
**MOBILEYE**  
OUR VISION. YOUR SAFETY.™

**ROSCO**  
COLLISION AVOIDANCE  
OFFICIAL MOBILEYE PARTNER





VIEW OF SMART SENSORS AND DRIVER DISPLAYS



The Shield+ System for commercial vehicles includes three (3) display modules that alert the driver, visually and audibly, when the bus is in motion, and a pedestrian and/or cyclist is in one of the danger zones around the bus.

DRIVER ALERT DISPLAY READOUTS

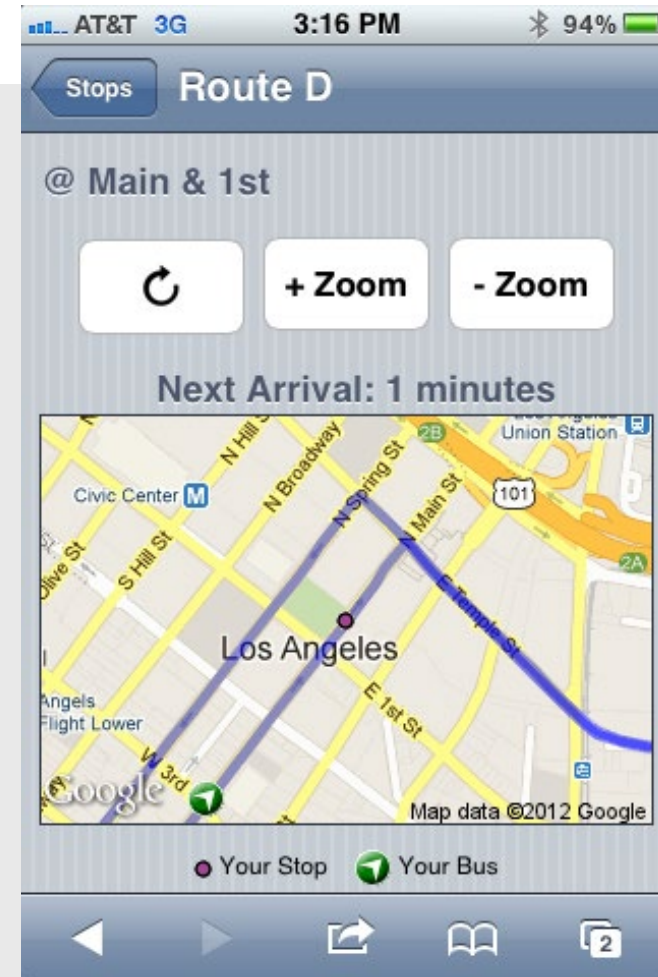
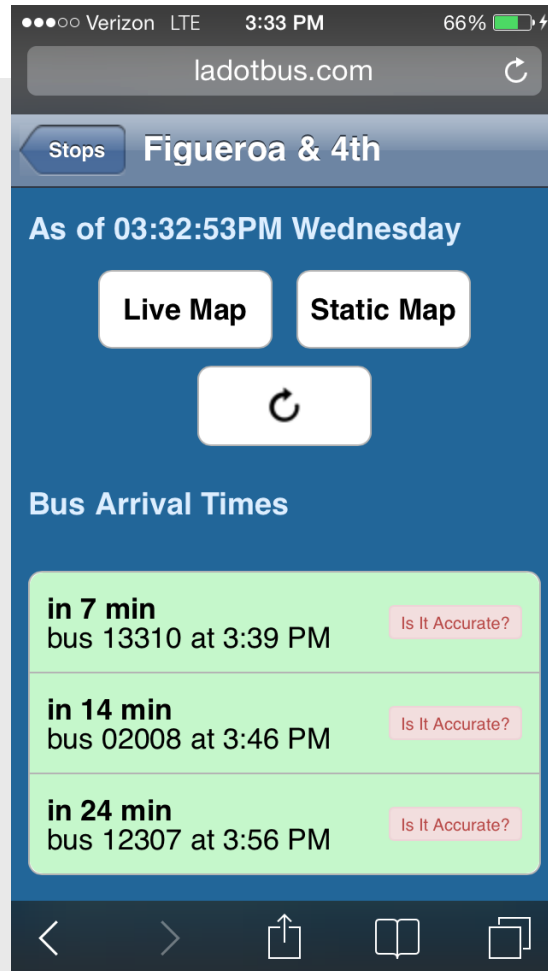
FEATURE		DESCRIPTION
Center Display Only	Lane Departure Warning	Alerts when vehicle departs from driving lane without turn signals. Right/ left lane icon as appropriate. Active above 34 MPH.
	Speed Limit Indicator	Alerts when the vehicle exceeds the posted speed limit. Notes the amount exceeding the posted limit. Active at any speed.
	Headway Monitoring/Following	Displays the amount of time in seconds, to the vehicle in front when that time becomes 2.5 seconds or less. Green vehicle icon signifies safe headway; red icon unsafe. Active above 19 MPH.
	Forward Collision Warning	Red vehicle icon warns of up to 2.7 seconds before an imminent rear-end collision. Active at any speed. Same red vehicle icon warns of a possible low speed collision, under 19 MPH.
	Solid Green	Solid green display indicates all the functions of the Shield+ System are operational. If the green center display is off, the pedestrian and cyclist detection is not operational.
Solid Amber		Solid amber display alerts the driver that a pedestrian or cyclist is detected around the truck, but is in a safe area. The driver may continue operating the truck with caution. Active under 31mph.
Blinking Red Alert		Blinking red display and audible beeping alerts the driver of a pedestrian or cyclist that is in the bus collision trajectory. Driver should stop the truck immediately. Active under 31mph.

# On-Time Performance

- On-time performance is an important aspect of service quality
- Performance measure
  - Schedule adherence of at least 85%



# Real Time Information System







# Customer Experience

- Customer experience is a key indicator of service quality
- Performance measures:
  - Complaints per 100,000 passengers
  - Late or inadequate response to a customer complaint
  - Completed revenue hours/missed trips
  - Fleet availability
  - Road calls



# What's Next for LADOT Transit?

- Increase DASH ridership by implementing a system-wide restructuring of our Transit Services
  - Reduce headways from 30 to 15 minutes on all routes
  - Extend service hours to weeknights & weekends on all routes
  - Restructure existing DASH routes to address changing demographics and densities
  - Implement four new DASH routes (Boyle Heights West, Canoga Park, Pacoima, Sylmar)
  - Pilot a microtransit demonstration on the westside of LA
- Transition the transit bus fleet to 100% zero emission vehicles by 2030





# Urban MOBILITY in a Digital Age

A TRANSPORTATION TECHNOLOGY  
STRATEGY FOR LOS ANGELES

