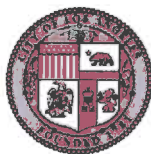


CITY OF LOS ANGELES

CALIFORNIA

Seleta J. Reynolds
GENERAL MANAGER



ERIC GARCETTI
MAYOR

DEPARTMENT OF TRANSPORTATION

100 South Main Street, 10th Floor
Los Angeles, California 90012
(213) 972-8470
FAX (213) 972-8410

May 27, 2015

Neighborhood Councils
Chambers of Commerce
Business Improvement Districts
Other Stakeholders

LADOT Transit Service Analysis – Moving Forward...Together

Dear Stakeholder:

The City of Los Angeles Department of Transportation (LADOT) began its transit service program over 30 years ago. LADOT Transit now operates the second largest bus fleet in Los Angeles County (next to Metro) and serves approximately 26 million passenger trips annually. LADOT Transit operates five DASH routes in Downtown Los Angeles and 26 Community DASH routes, 14 Commuter Express routes and the senior and disabled Cityride program to meet the travel needs of city residents, workers and visitors. Every three to five years, LADOT Transit performs a comprehensive line-by-line analysis (Transit Service Analysis) of its services to assess their performance as well as to identify unmet transportation needs in the city.

LADOT Transit has begun a new Transit Service Analysis we are calling Moving Forward...Together. While the analysis will study technical aspects affecting route planning such as new development, demographic changes, current and potential ridership, cost effectiveness and mobility needs, a key factor in the analysis is input from riders, potential riders, employers, social service agencies as well as other major stakeholders who represent targeted populations throughout the City of Los Angeles.

The analysis will be a three-phase effort. In the first phase, research and information will be collected and the public outreach effort will begin with the gathering of public and stakeholder input. That research and public and stakeholder input will be analyzed resulting in an initial set of recommendations. Phase Two will be the release of these draft recommendations as well as another round of public and stakeholder outreach efforts to gather reactions to proposed recommendations. Once again, the input will be analyzed resulting in a final set of recommendations. The last phase of the project will be the preparation of those recommendations for presentation to the Los Angeles City Council.

Neighborhood Councils
Chambers of Commerce
Business Improvement Districts
Other Stakeholders

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May 27, 2015

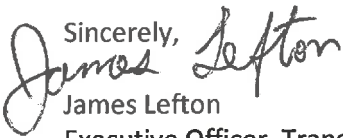
LADOT is requesting the assistance of your organization to notify your members about Moving Forward...Together and to encourage them to submit their suggestions in one of several ways:

1. **Internet**-Go to <http://ladottransit.com/Movingforwardtogether>. Information and surveys are available. Translations are available on the site.
2. **Public Workshop Sessions** – Will take place during the second & third week of June 2015
(See attachment for more information)
3. **Telephone**-Call the LADOT Transit Moving Forward...Together Suggestion line at 213-995-4545 and leave a recorded message. Callers may leave their suggestions in 11 different languages.
4. **Mail**-Send suggestions to the LADOT Transit Store at 201 N Los Angeles Street, Space #18B Los Angeles, CA, 90012
5. **Social Media**-Twitter@ladottransit or facebook.com/ladottransit

Attached to this letter is additional information about the analysis, including a Fact Sheet, frequently asked Q&A Sheet and details on the public workshops. Contact information in multiple (ten) non-English languages is also attached.

If you have questions regarding the analysis please call Phil Aker of LADOT at 213-928-9779 or email him at phil.aker@lacity.org.

Thank you again for your support of LADOT Transit.

Sincerely,

James Lefton
Executive Officer, Transit Services

Attachments

c: City Council Offices
Mayor's Office
Department of Neighborhood Empowerment
CAO
CLA
Department of Aging
Department on Disability
Metro



Attachment—Multilingual Contact Information

Ամբողջ ինֆորմացիան/կիրց փաստաթղթերը առկա են հայերենով: Խնդրում ենք այցելել ladottransit.com/movingforwardtogether Ձեր լեզվի համար կամ գրեք հետևյալ հասցեին phil.aker@ladottransit.com.

所有資訊和附件都提供中文版本。請訪問ladottransit.com/movingforwardtogether 查看您所使用的語言版本，或聯絡phil.aker@ladottransit.com。

すべての情報/添付物は日本語でご利用頂けます。詳しくは、ladottransit.com/movingforwardtogether までご参照頂くか、phil.aker@ladottransit.com までご連絡下さい。

Ճշտացրե՛ք, ճակատագրի օգնությունները որտեղ կան: Խնդրում ենք այցելել ladottransit.com/movingforwardtogether խոսակցության համար կամ գրեք հետևյալ հասցեին phil.aker@ladottransit.com.

모든 정보 및 첨부파일은 한국어로 제공이 가능합니다. ladottransit.com/movingforwardtogether 에서 귀하의 언어를 선택하거나 phil.aker@ladottransit.com으로 연락하십시오.

Вся информация/вложения доступны на русском языке. Пожалуйста, посетите вебсайт ladottransit.com/movingforwardtogether, чтобы получить информацию на Вашем языке, или отправьте электронное сообщение на адрес phil.aker@ladottransit.com.

Toda la información/anexos están disponible en español. Visita ladottransit.com/movingforwardtogether para tu idioma o contacta a phil.aker@ladottransit.com.

Ang lahat ng impormasyong/mga attachment ay handang makuha sa Tagalog. Mangyari lang magpunta sa ladottransit.com/movingforwardtogether para sa inyong wika o makipag-ugnayan sa phil.aker@ladottransit.com.

ข้อมูล/เอกสารแนบทั้งหมดมีให้ใช้ได้สำหรับภาษาไทย โปรดเข้าไปที่เว็บไซต์ ladottransit.com/movingforwardtogether สำหรับภาษาของคุณหรือติดต่อ phil.aker@ladottransit.com.

Mọi thông tin/phụ đính đều có bằng tiếng Việt. Hãy vào trang ladottransit.com/movingforwardtogether để đọc tiếng Việt hoặc liên hệ phil.aker@ladottransit.com.



Workshop Dates & Locations

Six Public Open Houses will occur during Phase I. They will occur during the second and third week of June.

- **Marvin Braude Constituent Service Center** JUNE 8 • 6-7pm
6262 Van Nuys Blvd., Van Nuys
- **Henry Medina West LA Parking Enforcement Facility** JUNE 9 • 6-7pm
11214 W. Exposition Blvd., Los Angeles
- **Caltrans Building** JUNE 15 • 12-1pm
100 South Main, Los Angeles
- **South Los Angeles Activity Center** JUNE 15 • 6-7pm
7020 South Figueroa, Los Angeles
- **Harbor Commission Board Room** JUNE 16 • 6-7pm
425 South Palos Verdes, San Pedro
- **Ramona Hall Community Center** JUNE 17 • 6-7pm
4580 North Figueroa, Los Angeles

If you need an interpreter to be at the meeting, please notify us 72 hours in advance of the meeting by calling 213-473-7749.

MOVING FORWARD... TOGETHER



Fact Sheet

WHAT IS THE LADOT TRANSIT SERVICE ANALYSIS?

The City of Los Angeles Department of Transportation (LADOT)'s Transit Service Analysis will be a thorough line by line analysis designed to shape the future of Commuter Express, DASH and Cityride Services.

- Analyze current transit services
- Determine whether the existing services are meeting expectations
- Identify service expansion opportunities
- Identify new transit routes
- Evaluate Commuter Express and DASH to improve their efficiency and cost effectiveness, increase ridership and revenue
- Review LADOT's Cityride Program to examine service options, methods to make the van and taxi services more productive, and identify new approaches to delivering these services.

WHY IS THE LADOT TRANSIT SERVICE ANALYSIS NEEDED?

Los Angeles is an ever-changing city. Its population is one of the most diverse of any city in the US and the transportation needs of its residents are just as diverse. The LADOT Transit Services Analysis will take into consideration changes around Los Angeles such as new residential pockets and new employment growth in opportunity areas.

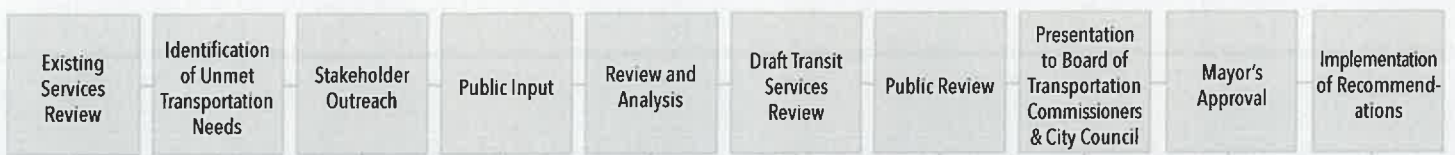
The goals for the study are consistent with the 2014 LADOT Strategic Plan entitled "Great Streets for Los Angeles." Related goals include:

- **Meet Growing Demands:** The growing regional rail network and expanding bus rapid transit networks will also increase the demand for transit connectivity within LADOT Transit services. LADOT intends to improve regional connectivity and expand the network of bus services.
- **Optimize Resources:** Insure that LADOT Transit is providing the right types and levels of service and at the most reasonable prices for riders and taxpayers.
- **Complement Other Transportation Initiatives:** LADOT Transit's future plans are tied to the expansive commitments made by the City of Los Angeles to projects like bicycle lanes, the Great Streets Program to support neighborhood growth and the Mayor's Initiative to use data to improve all city services.

HELP US MAKE YOUR TRANSIT SERVICE BETTER

LADOT Transit wants your input!

- **Participate in Meetings, Workshops and Surveys:** LADOT will hold special meetings and workshops that will be open to the public. Times and locations will be announced on line, in the media and on the bus.
- **Other Opportunities:** Provide us with feedback from the start of the review until the final report by going to ladottransit.com/movingforwardtogether and providing us with your comments. Use the dedicated telephone line at 213-995-4545 to leave us your comments. Use social media to contact us anytime—we're on Twitter @ladottransit or facebook.com/ladottransit



IT ALL GOES TO MAKING LADOT TRANSIT'S SERVICE BETTER FOR YOU

MOVING FORWARD... TOGETHER



LADOT Transit Moving Forward... Together—Frequently Asked Questions

What is LADOT Transit's Moving Forward... Together project?

- A thorough transit service analysis designed to shape the future of LADOT Transit's Commuter Express, DASH, and Cityride services.
- The study that will provide recommendations that improve existing LADOT transit services and also address unmet transit needs.

What are the goals of the study?

- To meet the growing demand for transit by optimizing resources, and collaborating with other transportation initiatives.
- To recommend improvements to existing LADOT Transit services, and identify new service opportunities

What is the project timeframe?

- The Transit Service Analysis is a one-year study with a target completion date of December 2015. The project is broken down into three phases:
 - Phase I (April to June): Assess existing conditions and develop key findings
 - Phase II (July to September): Develop draft recommendations
 - Phase III (October to December): Develop final recommendations

How can I get more information about the study? How can I participate in the study and provide recommendations for new and existing services?

- **Public open houses:** Attend an open house to learn more about the study, ask questions, and provide comment or input. Two rounds of open houses are planned at six locations during Phases I and II.

- **Website:** Project updates, reports, and opportunities for feedback can be found at ladottransit.com/movingforwardtogether. Translation is available via Google Translate.

- **Social media:** Twitter, Facebook, and YouTube posts will provide notice of upcoming events and the availability of new information. Follow us at: @ladottransit

- **Email blasts:** You can sign-up to receive updates via e-mail at ladottransit.com.

- **Call-in portal:** You can also submit opinions, comments, and suggestions to the LADOT call-in portal: 213-995-4545. Callers can leave their feedback using one of 11 languages.

Why is it important to participate in this study?

- Receiving input from the public is crucial to improving transit service in the City of Los Angeles. LADOT wants to hear from its riders and members of the community to better understand their mobility needs. Public input will help shape the changes recommended in the Transit Service Analysis. Participating will also help you stay current on key project updates and recommendations.

I live in an area that doesn't have any DASH or Commuter Express bus service. How do we get service to my area?

- If you have a suggestion for a new route, please let us know your ideas. LADOT will use a combination of these ideas plus where transit has worked elsewhere in the City in evaluating suggestions.

Will every area in the City have DASH service?

- LADOT uses its resources to meet the mobility needs of those who live, work and visit the city. Those services are regularly evaluated using City standards for performance. Over the past 20 years, LADOT has introduced a number of new services and is hoping to recommend new routes as part of this analysis.

What are key upcoming dates and locations for public outreach?

- Six Public Open Houses will occur during Phase I
 - Henry Medina West LA Parking Enforcement Facility (11214 W. Exposition Blvd., Los Angeles)
 - South Los Angeles Activity Center (7020 South Figueroa, Los Angeles)
 - Caltrans Building (100 South Main, Los Angeles)
 - Ramona Hall Community Center (4580 North Figueroa, Los Angeles)
 - Harbor Commission Board Room (425 South Palos Verdes, San Pedro)
 - Marvin Braude Constituent Service Center (6262 Van Nuys Blvd., Van Nuys)

Who can I contact for more information?

- ladottransit.com/movingforwardtogether