

MicroTransit Pilot Update



Metro Micro™



The Innovation: P3 Ridesharing

Design, implement and iterate to deliver a ridesharing service which improves customer experience, regional connectivity and local mobility



Customer Experience

Workforce Investment

Equity

Safety

Connectivity

Congestion Reduction

Vision 2028 Strategic Plan

Technical Innovation

Resourcefulness

Essential Trip Service Model



metro.net/micro

Say hello to Metro Micro.

Introducing Metro's new app-based, shared ride service. Our newest fleet is coming to several zones around LA County, starting December 13. It's ideal for short trips and local errands, and we've designed service areas for easy connections to Metro buses and trains. Introductory rides are just a buck!

To get the scoop on Metro Micro, visit metro.net/micro.

App available for download December 2020.

Download on the App Store | GET IT ON Google Play

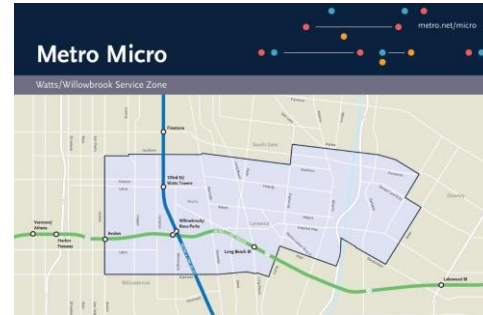
You can also call 311 GO METRO to book a ride.

Metro

Initial Zones:

- Watts/Willowbrook: Daily 5am-11pm (18 hours)
- LAX/Inglewood: M-F 5am-10am and 2pm-7pm (10 hours)

Launched on 12/13/20 with first NextGen shake-up



Customer Experience



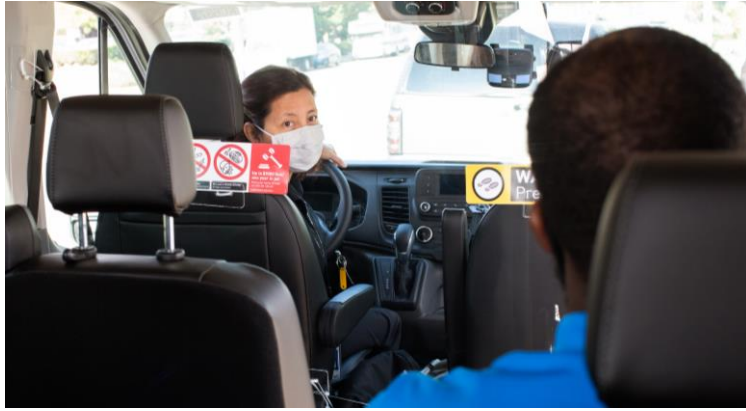
- ✓ +1,800 downloads of Metro Micro Mobile App (Google and Apple Stores)
- ✓ +600 rides since launch
- ✓ Average rating from customer is 4.8 of 5
- ✓ Average wait time for pick-up is 8 mins
- ✓ Average walk distance is 300ft to virtual stop
- ✓ On time performance is +95%

Direct comments from the Community:

- ✓ “On time. Efficient ride”
- ✓ “Id tip if i could”
- ✓ “Dear Metro, This (Metro Micro) was a fabulous idea and a great ride! The van was clean, safe and comfortable. I love the entrepreneur spirit!! I Im like what you are doing in the community and look forward to the new partnership with the school(s). Keep up the greatwork.”



Getting out the word



- ✓ Bus cards on lines impacted by NextGen
- ✓ Community outreach at key destinations
- ✓ Marketing materials at +30 essential trip destinations
- ✓ Direct communications, briefings with key partners
- ✓ Targeted digital advertising campaign
- ✓ Tailored promotional codes
- ✓ Channel 35 Special
- ✓ Early look with Spectrum News
- ✓ How to Video (www.metro.net/micro)
- ✓ Virtual media briefing
- ✓ Virtual kick-off event with NextGen launch
- ✓ Vehicle as advertisement in the community
- ✓ Direct emails & in-app ads to existing Mobility on Demand Customers for retention

Expansion with MOD



- ✓ In two years, + 250,000 on-demand trips were provided under the Mobility on Demand research pilot
- ✓ Project provided key insights to inform service delivery model for Metro Micro
- ✓ Service zones are: El Monte, Compton/Artesia and North Hollywood/Burbank
- ✓ Contract modification at \$5,970,870 to RideCo will allow seamless transition to Metro Micro
- ✓ 2 years at a 12 hour service span aligns with soft launch of Micro zones

Launch Schedule

December 2020:

- ✓ Zone 1: Watts/Willowbrook
- ✓ Zone 2: LAX/Inglewood

January 2021:

- ✓ Zone 3: El Monte
- ✓ Zone 4: North Hollywood/Burbank
- ✓ Zone 5: Compton/Artesia

June 2021:

- ✓ Zone 6: Northwest San Fernando Valley
- ✓ Zone 7: Highland Park/Eagle Rock/Glendale
- ✓ Zone 8: Altadena/Pasadena/Sierra Madre
- ✓ Zone 9: UCLA/Westwood/Century City

September 2021:

- ✓ Zone 9: UCLA/Westwood/Century City

