

REVISED

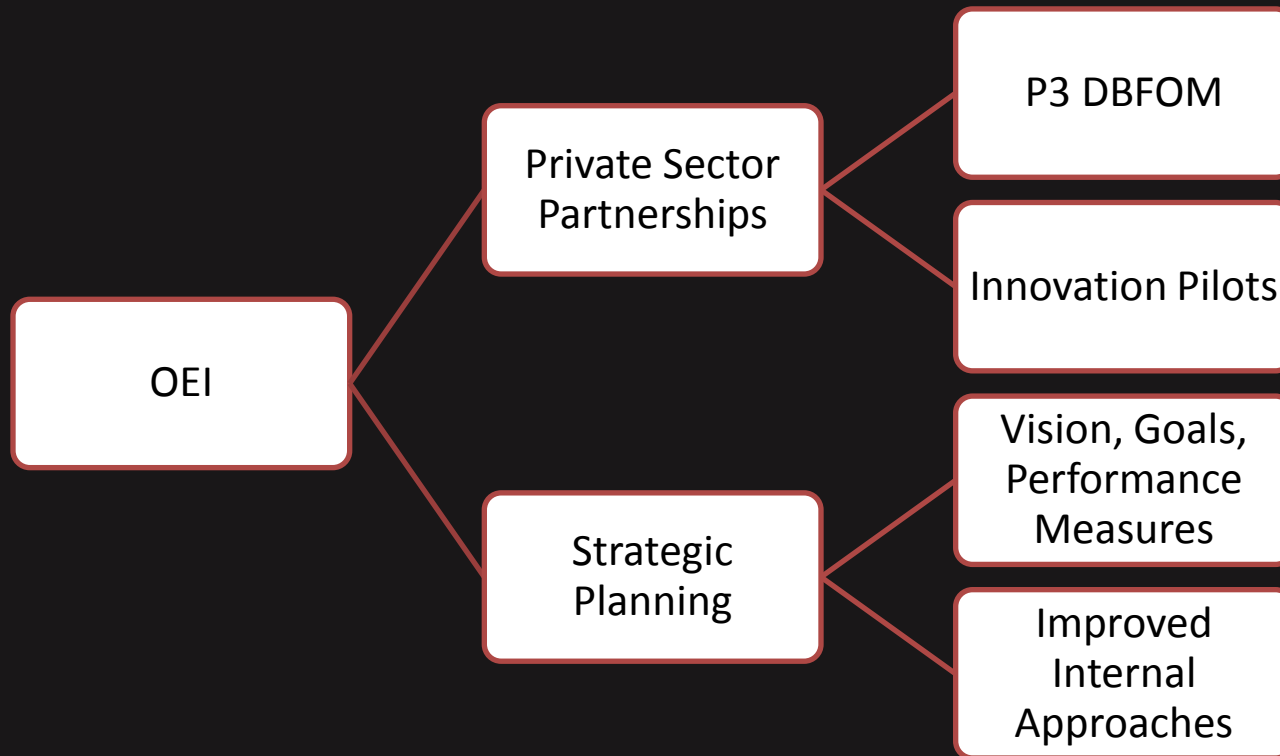
# Office of Extraordinary Innovation

## Los Angeles County Metro



Metro®

# Office of Extraordinary Innovation



# Vision



OEI is an incubator and implementer of innovative ideas for LA Metro

# Goals



- Improve mobility, environment, customer experience, and transportation safety in the Los Angeles region through innovative, low-cost approaches
- Improve internal processes and strategies and break down silos at Metro to create a more effective public agency

# Near-Term Objectives



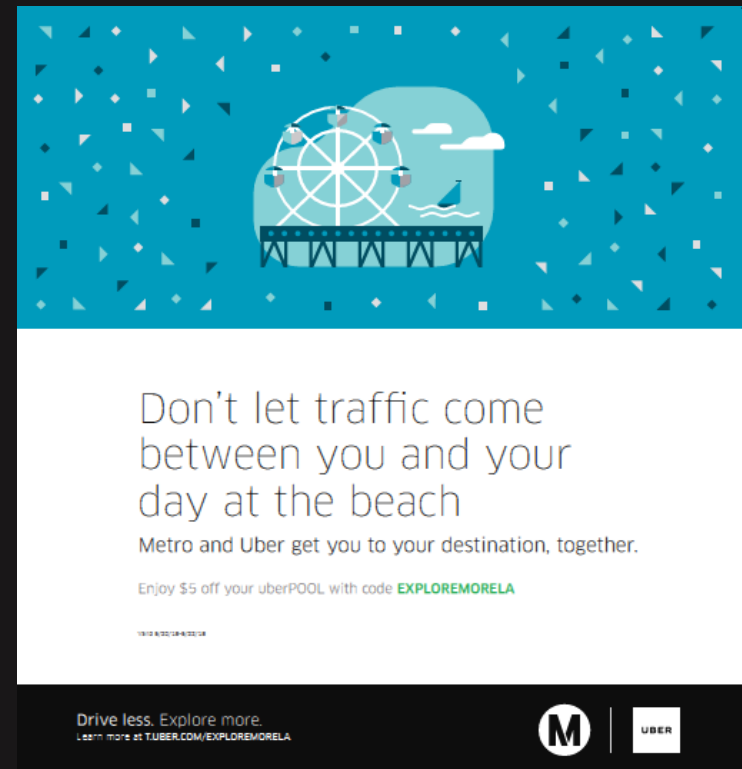
- Create an environment of innovation, openness, and experimentation
- Introduce pilot programs that can demonstrate the potential to improve mobility
- Develop at least one major P3 infrastructure project
- Begin an effective strategic planning process
- Complete internal and external benchmarking process

# Unsolicited Proposal Update

Originator	Summary
TransitVUE	Dynamic illuminator signage lets you know where you are on the Metro Orange Line
BYD	Buy back pilot electric buses; supply new ones with options
Southern AM	Retrofit of bus fareboxes with cellular
VIA	Utilize dynamic vehicle routing software to provide more demand responsive transportation
Uber	Uber to provide first last mile service and service in underserved/ low income areas
CanAM Enterprises	Innovative capital financing tool
TranspoGroupAV	Create autonomous vehicles working group to create leadership in this space
RideAmigos	Interdisciplinary pilot to change commuter behavior in Century City and incentivize switching away from Single Occupancy Vehicle travel
Optibus	Address delays before they impact customers by alerting operations about buses that might be late for next trips
Skybus	Pilot vanpool to a suburban business park to prove concept and technology
Green Commuter	Use Tesla Model Xs for Metro employee vanpool, with the option to use the buses for other things during the day
aUniform	Demo of self-illuminating safety vests

# UberPOOL + Expo Partnership

- **First successful partnership with a Transportation Network Company**
- **Completed in 6 weeks**
- **Spun off of an Unsolicited Proposal**
  - Over 10,000 people entered the Expo promotional codes offered by Uber (considered by Uber to be above average for events of this size and nature)
  - Uber brand ambassadors handed out 40,000 promo cards with the Metro logo
  - Cross promotional message reached customers across physical/ digital communication channels



The graphic features a blue header with a white Ferris wheel and a sailboat on a pier. Below the header, the text reads: "Don't let traffic come between you and your day at the beach. Metro and Uber get you to your destination, together. Enjoy \$5 off your uberPOOL with code EXPLOREMORELA." At the bottom, it says "Drive less. Explore more. Learn more at T.UBER.COM/EXPLOREMORELA" and includes the Metro and Uber logos.



*Deal ends on Friday, June 3<sup>rd</sup>, at which point Metro and Uber will begin to debrief and analyze the impacts*

# OEI Initiatives

- Strategic Plan
- Podcast / Metro Storytelling
- Transit Center Grant LOIs
- Mobility On Demand Sandbox
- Partner with NFL & Olympic Committee
- Legislative Advocacy / Research
  - P3 Authorization
  - Infrastructure Finance
  - Bus on Shoulder Ops
- Innovation Advisory Council
- Innovation Newsletter
- Ride Along with OEI
- Academic Fellowship
- Metro Internal Fellowships





# Areas of Exploration

- P3 Project Development
- Core service provision
- Autonomous / Connected Vehicles
- TNCs / Regulations
- Pre-emption / Expo Speed
- Strategic Planning
- Customer Facing Tech
- Payment Integration
- Wi-Fi / 4G LTE
- Bio Science Partnerships
- Regional Rail



# Most Pressing Challenge





Thank you



Metro®