

A long-exposure photograph of a train at night, creating horizontal light trails in shades of blue, white, and red. The background shows dark trees and a building with some lit windows under a night sky.

OEI

OFFICE OF EXTRAORDINARY
INNOVATION



Metro®

MOBILITY ON DEMAND PILOT

Oct. 18, 2018

MOBILITY ON DEMAND

- \$1.35M FTA Sandbox Demonstration grantee
- First and last mile rides to and from 3 transit stations
- Partnership driven



VIA



King County



Metro®



Foothill Transit



PILOT GOALS

- Test new method to get customers to/from stations
- Open mobility benefits provided by TNCs to larger group of users
- Create a replicable business model



OVERVIEW

Rides will be

- Shared
- Affordable
- Accessible

Timeline

- January 2019 launch
- 12 month pilot with option to extend

KEY DIFFERENCES

Mobility on Demand

- Serving first and last mile rides to/from Metro stations
- 1 year of operation with option for one additional year
- 3 zones focused around Metro stations
- Testing a business model using independent contractors
- Mixed fleet of driver-owned vehicles, inspected and approved by Via
- Lite TAP integration for pilot period
- Rides are requested using Via's app or Via's call center

MicroTransit Pilot

- Serving all trip types
- Up to three years of operations in pilot phase
- Number and types of zones to be determined
- Testing a business model using Metro operators
- Mixed fleet of vehicles to be leased by private sector
- TAP Integration anticipated
- Rides are requested using an app and call center



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METHODOLOGY

Criteria Considered

- Geographic diversity
- Thresholds for percentage of low income and minority populations
- Current first and last mile access
- Compelling use-cases to test


Process

- Worked with service planning to shortlist stations based on criteria
- Worked with Via and analyzed list to determine where Via can provide the greatest value
- Negotiated total square mileage to maximize value of service

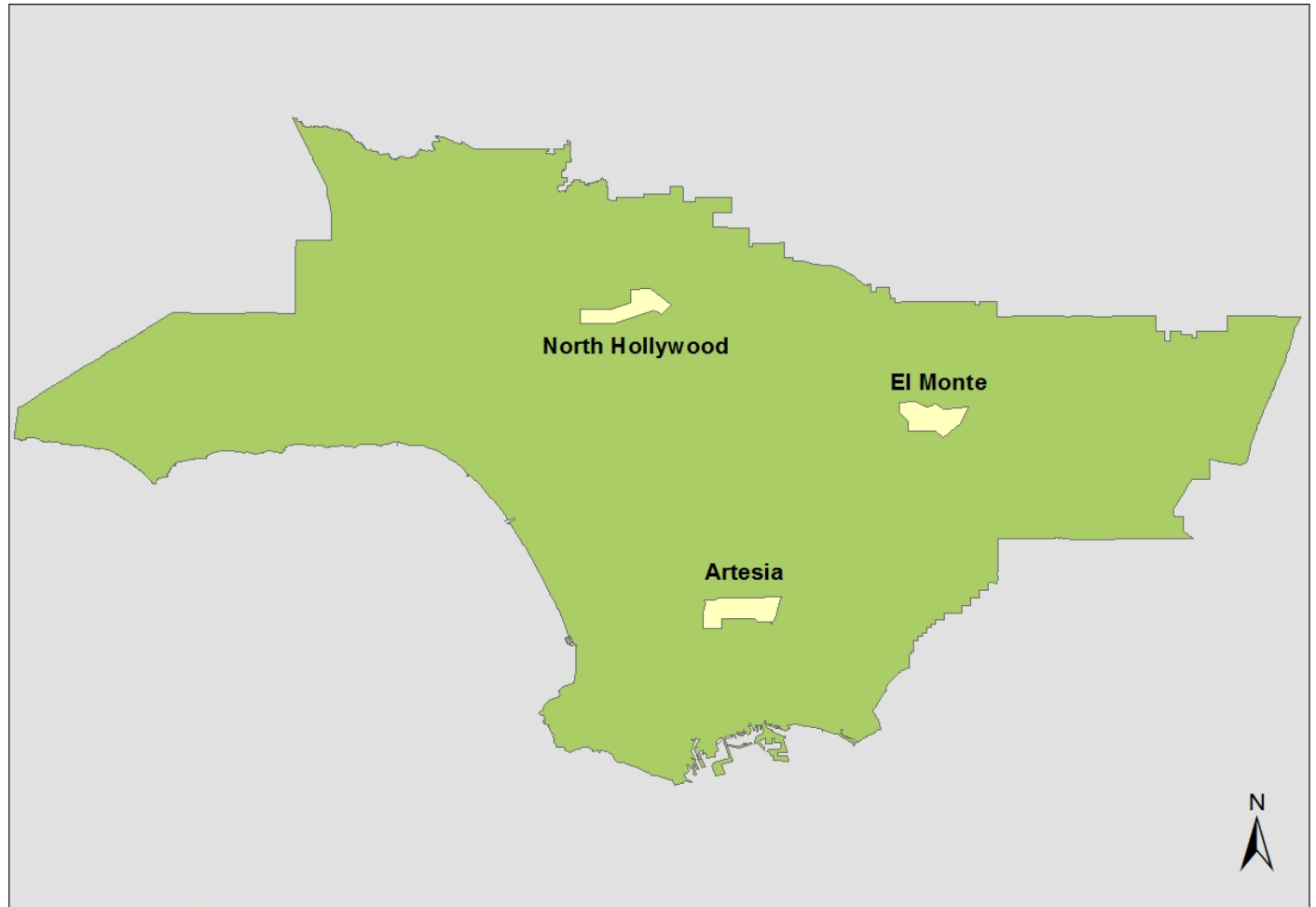
STATION SELECTIONS

Mobility on Demand Pilot Metro Service Area

Legend

 Catchment Area







* Catchment areas are subject to refinement.



NORTH HOLLYWOOD

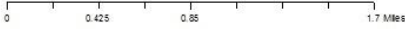
North Hollywood Catchment Area

Legend

-  Red Line Stations
-  Burbank Metrolink Station
-  Metrolink
-  Red Line
-  Orange Line
-  Catchment Area*

Catchment area = customers within this area can request rides to/from the North Hollywood station






*Catchment area is subject to refinement



EL MONTE

El Monte Catchment Area

Legend

-  El Monte Station
-  El Monte Metrolink Station
-  Metrolink
-  Silver Line
-  Catchment Area*

Catchment area = customers within this area can request rides to/from the El Monte station

*Catchment area is subject to refinement



ARTESIA

Artesia Catchment Area

Legend

- Blue Line Stations
- +—+—+ Blue Line
- Catchment area*

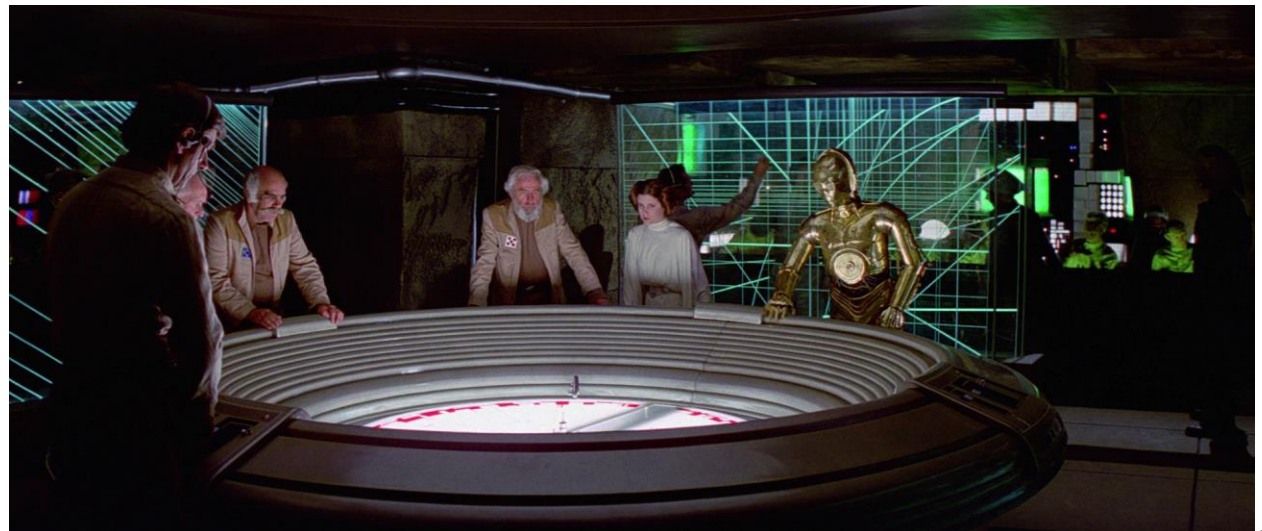
Catchment area = customers within this area can request rides to/from the Artesia station

*Catchment area is subject to refinement



OPERATION DETAILS

- Monday – Friday, 6:00am-8:00pm
- Via's mobile application and call center
- Credit cards or pre-paid debit cards
- Wheelchair accessible vehicles



BACKGROUND CHECKS

- Independent contractor drivers
- FTC accredited consumer reporting agency runs checks
- DMV's Employer Pull Notice Program
- Meets all CPUC requirements



FARES

Eligibility

Input TAP card number

No TAP card number provided

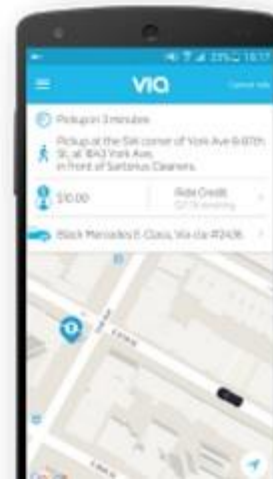
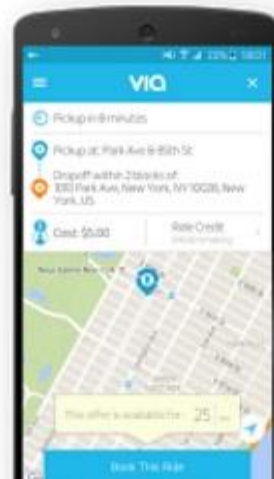
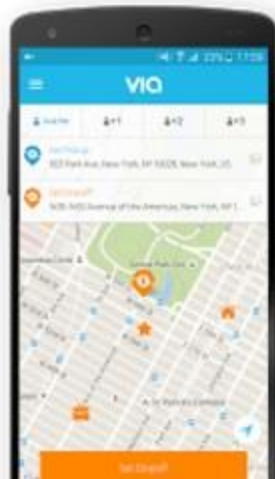
Registered LIFE Participants

Amount

\$1.75 base fare

Base fare + \$2

Free



PILOT COSTS

Project Costs	
12-month contract with Via	\$2,506,410
Pass through to grant partners	\$750,000
Admin., signage & striping	\$130,500
Total Project Costs	\$3,386,910
Funding Sources	
FTA grant (\$750k pass through and \$600k Metro allocation)	\$1,350,000
Via's risk sharing contribution	\$286,650
Metro's net local match	\$1,750,260
Total Funding Sources	\$3,386,910

MEASURING SUCCESS

Project Goals	Key Performance Indicator	Targets
1. Improve mobility by increasing ridership for the Agency through pilot service	Number of trips per week	1000 trips/week
2. Provide a reliable, high quality FLM customer experience	Average wait time	10 minutes or less
	Average ride feedback rating	Average ride rating of 4.5
	Percent demand met	80%
3. Increase vehicle utilization of FLM vehicles by aggregating multiple riders into single vehicles when possible	Average riders per driver per hour	2.5 rides per driver hour
4. Ensure access for disadvantaged populations through LEP enabled call center and affordability of service	Percent demand met; average wait times	80%; 10 minutes or less
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5. Ensure cost efficiency to the Agency and the Contractor	Utilization (Average rides per driver hour)	2.5 rides per driver hour

INNOVATIVE CHARACTERISTICS

- Via's risk-sharing contribution
- Data sharing
- Ability to iterate
- Insurance and indemnification



QUESTIONS?

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