

Metro Micro™

Operation Transition Update

Operations, Safety, & Customer Experience Committee Meeting

July 17 2025



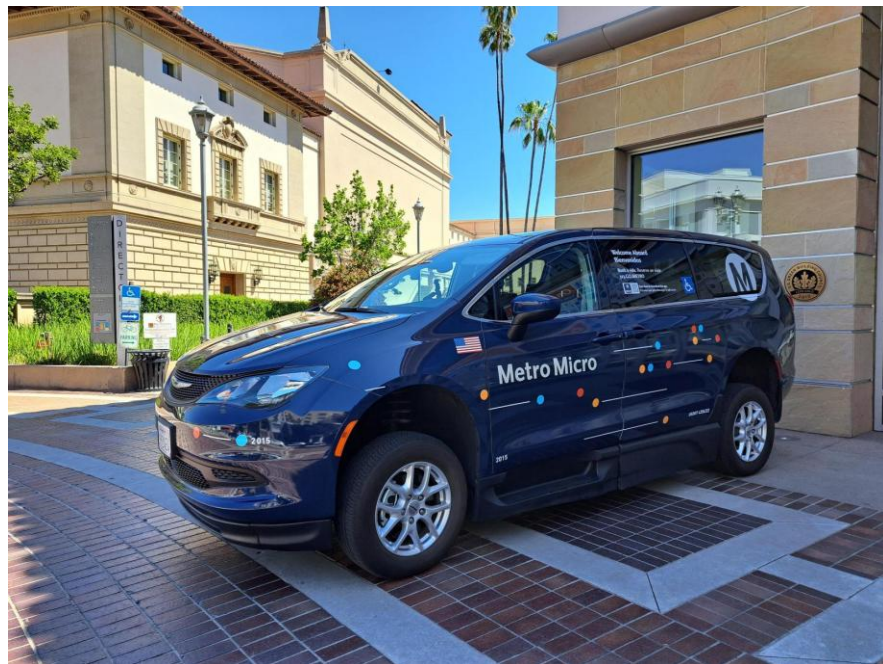
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INTRODUCTION



Metro Micro Program Update

- New Contractors
- Transition Summary
- Transition KPI Performance
- Cost Per Ride
- Customer Reviews
- Improvements
- Phase II Enhancements
- Public Awareness





ISSUE

The previous MicroTransit Pilot Program – Part B was awarded in 2020 and expired on March 31, 2025.

On March 16, 2025, Metro Micro (*formerly* MicroTransit) service operations transitioned to new contractors; **Crosby Street Transit LLC** (aka Via) as the operations contractor and **Spare Labs, Inc.** as the software provider under a new operating model.

TRANSITION SUMMARY



Employee Impacts:

- All 145 Metro Micro Operators successfully transitioned to the new Contractor or became Part-Time Bus Operators.
- All 16 Supervisors were transferred to Bus operations.

Rider Impacts – No Disruption

- Seamless service transition with no disruption.
- Over 10,000 registered riders were migrated to the new software, ensuring a smooth and continuous user experience.

TRANSITION KPI PERFORMANCE



CATEGORY	KPIs	KPI TARGETS	Prior Service 9-Mar	New Service 16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May
Efficiency	PVH (Average)	4	3.16	2.88	3.02	3.05	3.17	3.12	3.19	3.32	3.34	3.39
	Cost per Ride*	≤\$25	~\$29	~\$25	~\$25	~\$25	~\$25	~\$25	~\$25	~\$25	~\$25	~\$25
Quality	Combined OTP	≥85%	82%	85%	87%	88%	82%	85%	84%	78%	77%	78%
	Positive Reviews	≥95%	98%	94.00%	94.50%	95.40%	96.50%	95.60%	96.10%	95.80%	95.70%	95.20%
Ridership	Boardings**	15,000	11,076	12,020	12,743	13,166	13,652	13,208	13,762	14,447	14,755	14,685
	No Shows % **	10%	14.30%	19.60%	15.50%	14.60%	13.60%	13.10%	11.40%	10.90%	10.40%	10.00%
	ADA % **	1%	Not Avail.	0.64%	0.61%	0.67%	0.48%	0.60%	0.56%	0.50%	0.37%	0.50%



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* Estimated weekly ridership. Invoices pending.

**Provided as comparison. Not a contractual KPI.

COST EFFICIENCIES



Cost Per Trip

- Based on the contract proposal, the blended cost per revenue service hour is \$82.40. With an assumption of 3.3 passengers per vehicle revenue hour (PVH), the estimated Cost per Trip is \$24.90. The estimated Cost per Trip decreased by 14% from \$29.06 in Q2FY24
- Metro, along with contractors Crosby and Spare, continue to collaborate on optimizing system efficiency. The goal is to increase ridership, which will ultimately lower the cost per ride over time.

CUSTOMER FEEDBACK



95.41% Positive	4.59% Negative
"This service is incredible... getting more cars off the road by carpooling."	Lost Items: Passengers report not knowing who to contact for items left in vehicle.
"I love Metro Micro. Love the upgrades, drivers and convenience!"	Issues related to wrong pick-up/drop-off locations or inconvenient locations
"Both trips were super... I am on a walker and they get out of their vans to help me."	No Shows/Cancellations: Drivers marking passengers as "no-shows" prematurely or canceling rides without proper attempts to locate the passenger.

IMPROVEMENTS



Improvements Based on Information Received:

- Lost and Found Complaints: New Policy to address returning items quicker
- No Shows: Policy Implemented for Drivers to call Riders
- Drop-Off/Pick-Up Locations: Virtual Stop Optimizations
- Drop-Off/Pick-Up OTP: Google Traffic Data to be implemented

PHASE II ENHANCEMENTS



Phase II Enhancements – 90 Days After Launch:

- History of Booked Rides – Customer will have ability to search frequently searched locations for quick entry.
- Multiple Days Booked – Customer will have ability to select multiple days within 7 days to book recurring trips with identical parameters.

PUBLIC AWARENESS – New Metro Micro in the Media!



CBS KCAL highlights how simple it is to book a ride with the Metro Micro program.



TikTok: Viral Metro Micro clip racked up over 73K views in 5 days, leading to 10K+ app downloads and 3,793 new user sign-ups on Sunday, May 11 alone.



QUESTIONS?

