

# Metro Micro™

Operations, Safety, and Customer  
Experience Committee  
October 21, 2021



# Overview



## Meet Metro Micro

On-demand rideshare service in your neighborhood!

[metro.net/micro](https://metro.net/micro)



1. Launching in COVID-19
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## 2. Launching in COVID-19



Six major changes were implemented in the agency's approach to operationalizing Micro:

- Hiring Freeze
- Reallocation of Existing Ops Resources
- Reduction in Fleet Size
- Operator Shortage & Hiring Challenges
- NextGen Alignment
- Introductory Fare

# 2. Launching in COVID-19



## Operator Shortage & Hiring Challenges

- Staffing runs short of 3:1 operator to vehicle ratio as anticipated pre-pandemic in Year One
- Micro now has 139 active operators (60 vehicles are in revenue service today across 8 Micro Zones)
- By 12/12, Micro will have 82 vehicles in revenue service including Electric Vehicles
- To support Micro program-wide, 5 classes need to be held by the end of the calendar year
  - Class 14 (10/25 start date, in revenue service on 11/21)
  - Class 15 (11/1 start date, in revenue service on 11/28)
  - Class 16 (11/8 start date, in revenue service on 12/5)
  - Class 17 (11/22 start date, in revenue service on 12/19)
  - Class 18 (11/29 start date, in revenue service on 12/26)
- Classes consist of up to 12 participants, with some running with as few as 6 participants
- With 154 operators at the start of Year Two, Micro will achieve at 2:1 operator to vehicle ratio

# 3. Evaluating Young Micro



Zone-Level Measures	Measure	Target	Current	Vision 2028 Goal
Ridership	Passengers per vehicle per hour	3	2.55	
	Average number of trips per week on Micro by unique users	3	3.04	
Customer Experience	Percentage of trips with maximum wait time of 15 mins	75%	51%	Yes
	Percentage of failed searches	<10%	7%	
Connectivity	Percentage of linked trips to fixed-route services	50% of trips are linked	20%	Yes
Financial Viability	Cost per trip in comparison with regional paratransit	75% of average trip cost per trip in comparison with Access Services (2021)	120%	

# 3. Evaluating Young Micro



Project-Level Measures	Measure	Target	Current	Vision 2028 Goal
Innovation	Launch six service zones testing a variety of use cases	6	8	
	% of flexible operators per SMART-TD side letter	80%	20%	
Customer Experience	Star rating from customer in Metro Micro mobile application	4.5 of 5 stars	4.8	Yes
Strategic Partnerships	Number of partnerships with health, transport and higher education institutions	2 per zone	4	Yes
Workforce Investment	Percentage of Micro Operators promoting to full-time positions throughout Metro	5%	4%	
	Percentage of Micro Supervisors that reach a 1 year anniversary with Micro	80%	100%	

# 4. Performance by Zone



Micro Zone Name	Service Hours	Launch Date	# of Trips	Avg. Weekday Boardings (September)	Average Star Rating	Average Wait Time (minutes)
Watts/Compton*	5 am - 11 pm	12/13/20	45,464	246	4.80	15.32
LAX/Inglewood	5 am – 10 am; 2 pm – 7 pm M-F	12/13/20	6,367	45	4.85	8.33
Compton/Artesia*	9 am – 9 pm	1/25/21	(see Micro Watts/Compton Zone)			
El Monte	9 am – 9 pm M-F; 10 am – 10 pm S-S	1/25/21	17,010	106	4.86	15.83
North Hollywood/ Burbank	10 am – 10 pm	1/25/21	13,852	89	4.92	16.03
Highland Park/ Eagle Rock/ Glendale	5:30 am – 9:30 pm	6/27/21	13,711	182	4.92	17.61
Altadena/ Pasadena/ Sierra Madre	5:30 am – 9:30 pm	6/27/21	20,198	287	4.84	16.00
Northwest San Fernando Valley	5:30 am – 9:30 pm	9/12/21	927	57	4.80	13.43

According to a survey of Micro customers in August 2021, nearly half (47%) say limited Revenue Service Hours are keeping them from riding more.

# 5. Financials



- Today, Micro has three Reporting Locations and a team of 154 active staff, including 139 operators.
- Of the \$22,741,210.15 spent on the Micro to-date (including pending invoices), approximately \$9.3 million or 41% of the total budget was used for Start-Up Costs
- In September 2021, many Micro Zones show increasing ridership. The current cost per Revenue Service Hour across the project is \$140.84. This cost varies by Micro Zone, as some Micro Zones perform better than others.
- The cost of a trip on Micro can run between \$44 and \$70 depending on the Micro Zone and allocations of vehicles, staffing and Revenue Service Hours. For reference, the most recent data for cost per trip for Access Services is \$51.
- If by the end of the 3-year pilot term Micro moves five passengers per vehicle hour at the regular fare of \$2.50 per trip, the cost of a trip on Micro will be approximately \$26. This assumes no adjustments as outlined in the Next Steps section of the Board Report are implemented in Year Two.

\*Figures will be audited by independent contracted auditors as part of Metro's Annual Financial Audit.



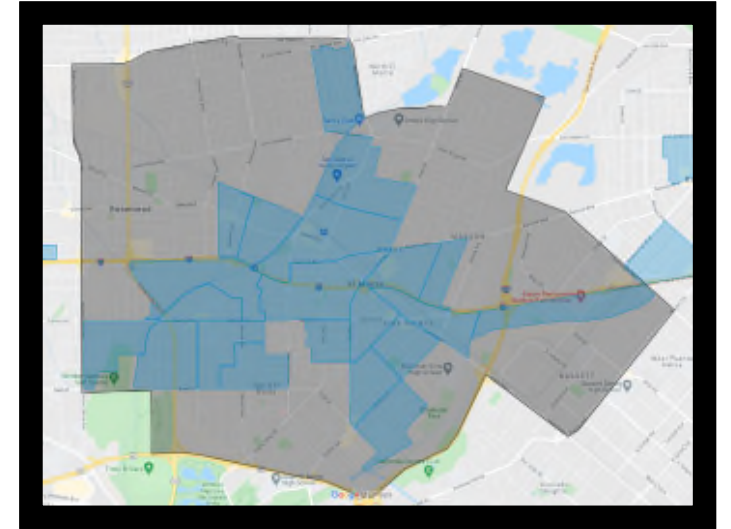
# 6. Equity Platform



- A survey conducted during August of 2021 found that nearly half of Micro customers are using the service to connect to other transit modes; 42% are using it to get to stores (including grocery, clothing, and other essential shopping), a third are using it to get to work, and 16% have used it to get to a medical appointment.

\*Customers were able to select more than one option in this section, so this doesn't reflect a cumulative proportion of the population.

- In line with the maps, the survey of Micro customers found that Micro Watts/Compton Zone (left) had the highest proportion of riders who report an income under \$35,000 per year, at 74.9%, with the Micro El Monte Zone (right) next at 55%.



**Equity Focused Communities (EFCs) are located in all Micro Zones.**

- The Micro El Monte Zone had a higher proportion of customers with an annual income between \$35-75,000, resulting in a similar proportion with an income below \$75,000 per year.

# 7. Next Steps: Year 2



At this juncture, Micro staff will continue to adjust service design to improve customer experience and increase workforce retention within Micro's FY22 budget of \$39.5 million.

