

Metro Micro Overview



Item Number



2020

- Metro Micro launches at the peak of the COVID-19 pandemic

2021

- Metro Micro expands, launching a total of 7 zones in a single calendar year

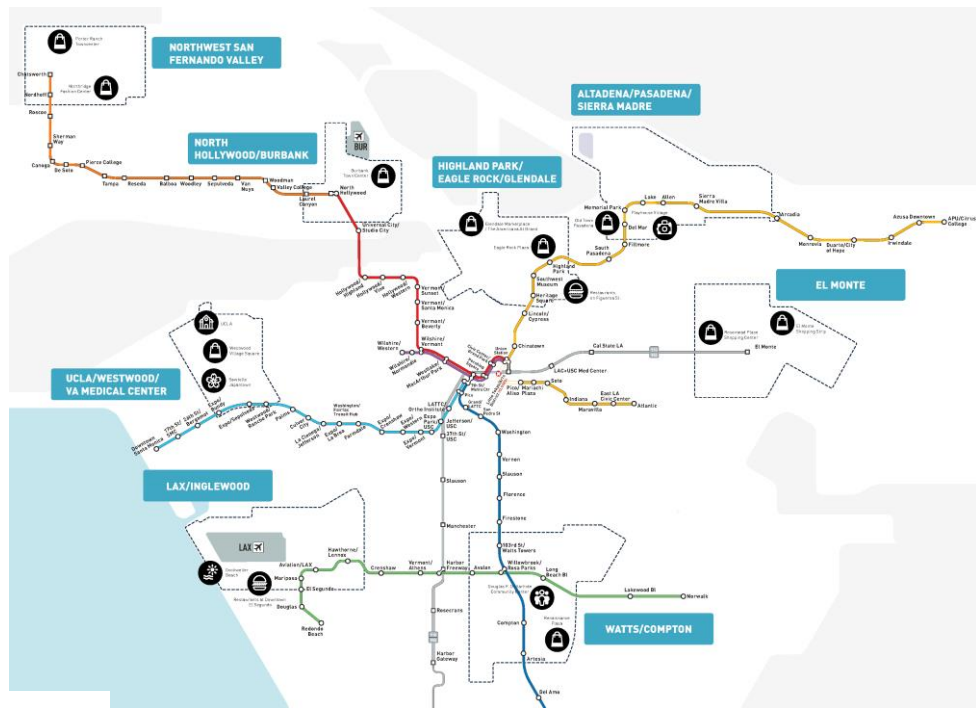
2022

- Metro Micro exceeds a half million trips in FY22

Today

- Metro Micro is the largest on-demand transit program in the U.S.

Metro Micro Zones



- ✓ With all initial Metro Micro Zones launched inclusive of 2022 Equity Focused Communities (EFCs), ongoing analysis is being conducted at the Zone level.
- ✓ Beginning in June 2022, business rules were adjusted on the software directly to help achieve KPIs, including: pooling trips to fixed-route stations and aggregating traffic at high-volume stops.
- ✓ As a result of Metro Micro prioritizing pooled rides and wait times to respond to excess demand, *In July 2022, excess demand was at 26.7%, down from 33.4% in March 2022.*

Key Performance Indicators & Measures



| Zone-level | Measure | Y1 Target | 10/2021 | 3/2022 | 7/2022 |
|---------------------|---|-----------|---------|--------|--------|
| Ridership | Passengers per vehicle per hour | 3 | 2.55 | 2.97 | 3.28 |
| | Average number of trips per week on Micro by unique users | 3 | 3.3 | 3.2 | 3.1 |
| Customer Experience | Percentage of trips with a maximum wait time of 15 mins | 75% | 51% | 70% | 82.5% |
| | Percentage of excess demand (no ride available) | <10% | 9.40% | 33.40% | 26.7% |
| | On-Time Performance (pick ups and drop offs) | 75% | -- | 64.01% | 78.3% |

| Project-level | Measure | Y1 Target | 10/2021 | 3/2022 | 7/2022 |
|------------------------|--|----------------|---------|--------|--------|
| Innovation | Launch six service zones testing a variety of use cases | 6 | 8 | 8 | 8 |
| | % of flexible operators per SMART-TD side letter | 90% | 10% | 31% | 47% |
| Customer Experience | Star rating from customer in Metro Micro mobile application (completed rides) | 4.5 of 5 stars | 4.80 | 4.85 | 4.86 |
| Strategic Partnerships | Number of partnerships with health, transport and higher education institutions | 2 per zone | 1 | 5 | 6 |
| Workforce Investment | Percentage of Micro frontline team members promoting throughout Metro | 5% | 2.2% | 4.8% | 5.8% |
| | Percentage of Micro frontline team members to stay with pilot for more than 1 year | 50% | N/A | 51.9% | 65.8% |

Initial Findings and Focus



- ✓ **Customer Satisfaction:** Metro Micro has been well received by customers with an average of 4.8 of 5 stars from those completing a ride. Collection of customer demographics and trip types is ongoing.
- ✓ **Iteration and Improvements:** Metro Micro has begun software adjustments to better respond to demand. Metro Micro is assembling a customer solutions team to prioritize improvements to the software. This will be comprised of frequent users and Metro Micro staff.
- ✓ **Workforce Retention and Satisfaction:** Metro Micro has trained and retained a frontline workforce through effectively establishing an innovative workplace culture which supports flexibility and career growth within the agency and the public sector. Surveys and focus groups show that 80% of Metro Micro Operators enjoy their work and 74% recommend seeking a job with the program to family and friends.
- ✓ **Cost Analysis:** In FY22, Metro Micro cost per trip was \$47.23, compared to FY22 Budget Book forecast of \$136.21. Of the 290,000 trips forecasted in FY22, Metro Micro exceeded these figures by delivering 503,122.
- ✓ **Pilot Evaluation:** Evaluation of the pilot will begin in Dec. 2022, at the two-year mark of service.