



MicroTransit Regional Readiness Operating Plan

What is MicroTransit?

- More than 50% of all trips in Los Angeles County are short (1-5 mile), solo trips using a private car service or driven alone.
- Metro captures few of these trips today.
- To increase ridership, Metro seeks to pair the best of public operations with the best of private technology.
- This new service will maximize new technology to improve the customer experience of Metro's current customers and support the use of Metro's existing suite of services.

	 VIA	 Metro
On-demand Ridesharing	✓	✓
Mobile Application	✓	✓
First/Last Mile	✓	✓
End to End Trips		✓
Metro Call Center		✓
40% Wheelchair Accessible Vehicles		✓
TAP Integration		✓
Transit Watch Integration		✓
Feasibility Studies Completed		✓
SMART Operators with Specialized Training		✓
Staff On-Location		✓

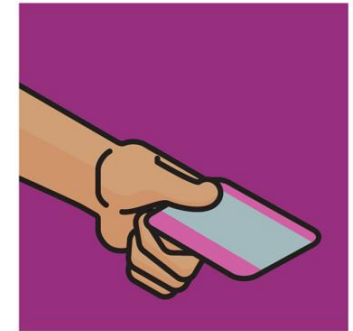
How does MicroTransit Work?

- Shared rides ordered through a regional call center, booked with a mobile application, and/or arranged using an internet browser.
- All MicroTransit operators are Metro employees.
- Service supplements the NextGen Bus Plan.
- Offers quick boards at priority transit stations and stops.
- Five types of vehicles are featured in mixed fleet: Transit 150, Transit 350 (electric), Grand Caravan, Metris and Sprinter.
- Provides customized features for individuals and families with all levels of mobility.

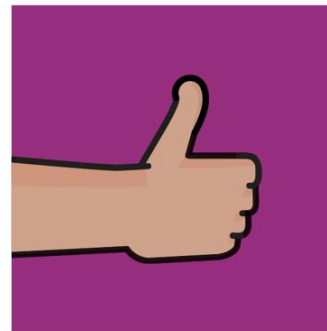
It's reliable.



It's affordable.



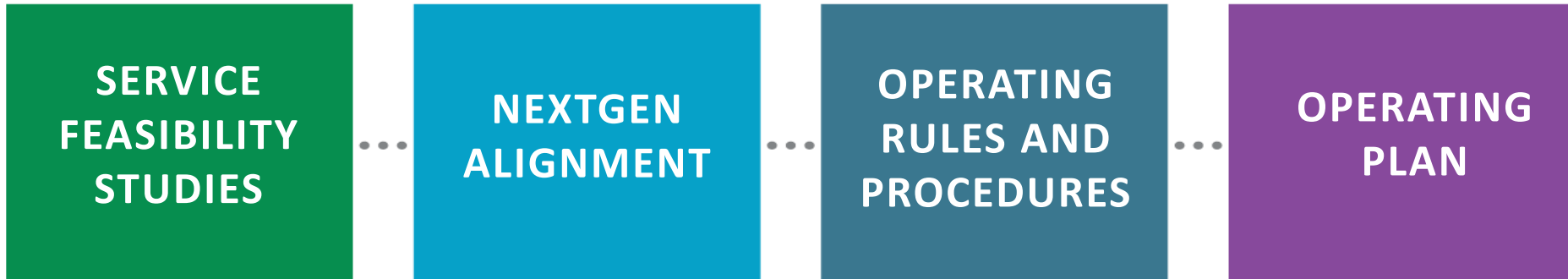
It's safe.



It's customer-driven
and customer-focused.



MicroTransit Roadmap



Prioritizing Safety First



- Metro employee operators will be vetted and trained with an emphasis on customer service and security.
- Up to 10 weeks of in-person operator training created in coordination with:
 - Women & Girls Governing Council
 - Government Alliance on Racial Equity
 - Office of Civil Rights
 - Access Services
 - Understanding How Women Travel Study Team
 - The Equity Platform Project Leads
- Real-time data on vehicle locations, drop offs and pick-up times.
- Security technology with live monitoring of vehicles.

Factors for Identifying Pilot Locations

Network Connectivity:

up to 2/3 of trips will be transfers to other public operations

Economic Mobility:

increases access to jobs, educational resources/institutions

Major Trip Generators:

supports employment centers, hospitals, universities, schools

Priority Use Cases:

medical, students, retail, commuting, child care pick-ups

Customer Demand:

can achieve moving 10 people an hour per vehicle

Shared Usage:

can achieve 70% shared rides

Geographic Equity:

tests variety of unique neighborhoods, communities

Vehicle Miles Traveled:

reduces solo occupancy short trips within the County

Community Partnerships:

has engaged businesses, cities, community based organizations

MicroTransit Operated by Metro

Service available 7 days a week
Initial soft launch (60 days) at 12 hour service span per day

Summer 2020	Watts/Willowbrook
Fall 2020	Northwest San Fernando Valley
Winter 2020	LAWA/Inglewood
Spring 2021	Highland Park/Eagle Rock/Glendale
Summer 2021	Altadena/Pasadena/Sierra Madre
Fall 2021	UCLA/VA Medical Center/Century City

Pilot recommendation allows for three years of Revenue Service Operations. The zones as identified on the map in pink are the anticipated maximum scale of the six service areas.

Proposed Metro MicroTransit Service Zones



Source: ©2020 Metro