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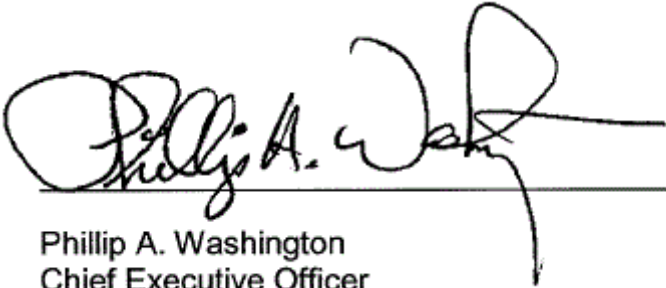
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**OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE  
FEBRUARY 18, 2021**

**SUBJECT: ORAL REPORT ON MICROTRANSIT PILOT UPDATE**

**RECOMMENDATION**

RECEIVE oral report on Microtransit Pilot Update.



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Phillip A. Washington  
Chief Executive Officer

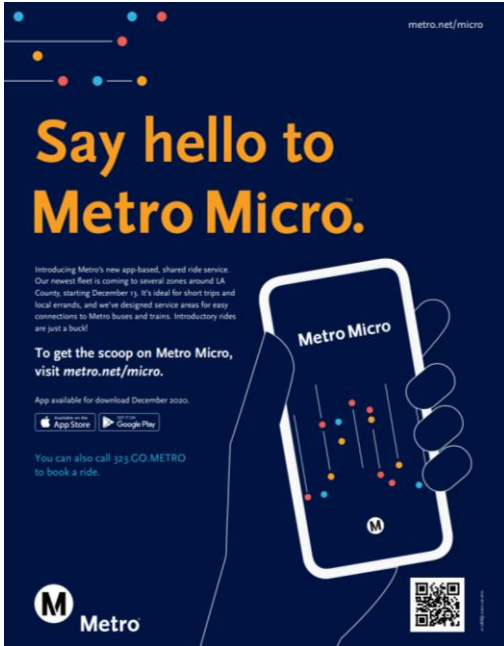
# MicroTransit Pilot Update

# Metro Micro™



Metro®

# Essential Trip Service Model



metro.net/micro

## Say hello to Metro Micro.

Introducing Metro's new app-based, shared ride service. Our newest fleet is coming to several zones around LA County starting December 13. It's ideal for short trips and local errands, and we've designed service areas for easy connections to Metro buses and trains. Introductory rides are just a buck!

To get the scoop on Metro Micro, visit [metro.net/micro](https://metro.net/micro).

App available for download December 2020

Download on the App Store | GET IT ON Google Play

You can also call 311 GO METRO to book a ride.

**M** Metro

The advertisement features a hand holding a smartphone displaying the Metro Micro app interface. The app screen shows a map with colored dots and lines, and the text 'Metro Micro' at the top. A QR code is located in the bottom right corner of the advertisement.

Private sector technology meets public sector operations

- Industry's first for Pre-Development Agreement (PDA-P3)
- Designed within the agency's systemwide bus restructure
- Uses an employee workforce for drivers (under SMART-TD)
- Can flex to grow into new neighborhoods in real-time
- Fleet size is 100+ when fully operational
- Integrated payment for TAP card, debit, credit, online accounts
- Initial cost per trip is \$1 for customers
- Trips to be reported in NTD as 5307 paratransit
- 3 year pilot, fully scaled will be largest deployment in U.S.

# Launch Schedule

December 2020:

- ✓ Zone 1: Watts/Willowbrook
- ✓ Zone 2: LAX/Inglewood

January 2021:

- ✓ Zone 3: El Monte
- ✓ Zone 4: North Hollywood/Burbank
- ✓ Zone 5: Compton/Artesia

June 2021:

- ✓ Zone 6: Northwest San Fernando Valley
- ✓ Zone 7: Highland Park/Eagle Rock/Glendale
- ✓ Zone 8: Altadena/Pasadena/Sierra Madre

September 2021:

- ✓ Zone 9: UCLA/Westwood/Century City



# Initial KPIs and Data Collection Methods



| Customer Experience   | Essential Travel  | Cost  |
|---|---|---|
| Ride rating (out of 5-stars)<br>% of late pick-ups or drop-offs | # of trips by essential workers<br>% of trips for a health care use case                          | # of customers per vehicle revenue hour<br># of new Metro customers |
| Vision 2028 Strategic Plan                                      | Connectivity  | Congestion Reduction  |
| Average wait time<br>Average walk/roll distance to stop         | % of rides to a transit hub / rail / bus<br># of linked trips to local, regional transit services | % of shared rides<br># of quick board trips<br>(*when implemented*) |

| Surveys and Interviews | Focus Groups                                 |
|------------------------|--|
| Equity<br>Safety       | Workforce Investment<br>Technical Innovation |