



## Board Report

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### OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE JANUARY 19, 2023

**SUBJECT: ORAL REPORT ON MICROTRANSIT**

#### **RECOMMENDATION**

RECEIVE oral report on MicroTransit service update.

#### **EQUITY PLATFORM**

During the summer of 2022, Metro conducted an On-Board Rider Survey which focused on understanding customer experience and demographics regarding age, gender, race and ethnicity, and household income. Data shows that Metro Micro serves 57% female and 3% non-binary customers, compared to 49% female and 1% non-binary bus customers. Micro customers trend younger than bus or Los Angeles County as a whole, with 72% of Metro Micro customers 18-44 (compared to 53% for Metro Bus and 39% for Los Angeles County). Like Metro Bus, Metro Micro disproportionately serves lower-income households, with 77% of riders coming from households making less than \$50,000/year.

Metro Micro Project Staff will work to gather disaggregated ridership data to identify and mitigate any inequities and ensure equitable outcomes relative to service.

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**Metro Micro** is a three-year pilot of On-Demand Rideshare in certain communities.

Users book rides **on demand** in one of three ways:

- App
- Website
- Metro Call Center

Rides are **shared** with up to eight passengers in one vehicle.

Software groups rides together.

Metro Micro operates in **eight zones**, up to 30 sq. mi. Rides start and end in the same zone.

# Metro Micro Pilot Goals



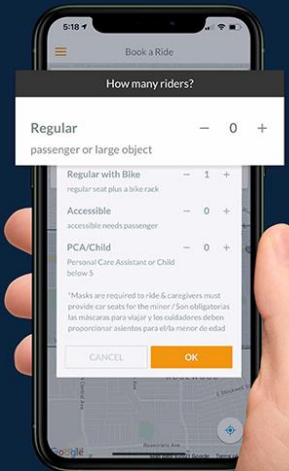
Metro Micro serves as an R&D lab for the transit agency.

Key questions at the heart of our experiment are as follows:

1. How does a large public agency operate an on-demand transit service that prioritizes customer experience and equity?
2. Can new management models (e.g., positive discipline) improve workforce retention, advance career pathways and establish workplace happiness?
3. How can an innovative Pre-Development Agreement Public-Private Partnership (PDA-P3) procurement tool be leveraged and improved upon to support testing emerging technology, risk sharing, and rapid iteration in service delivery models?
4. Can positive customer experiences on Metro Micro translate into increased ridership to the fixed-route services for both current and non-riders?
5. Can Metro Micro perform as a cost-effective alternative to underperforming fixed-route service?



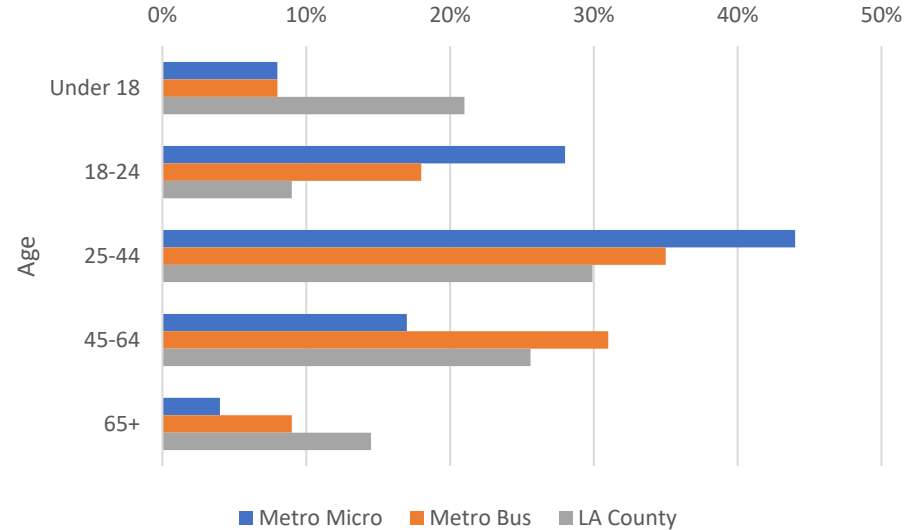
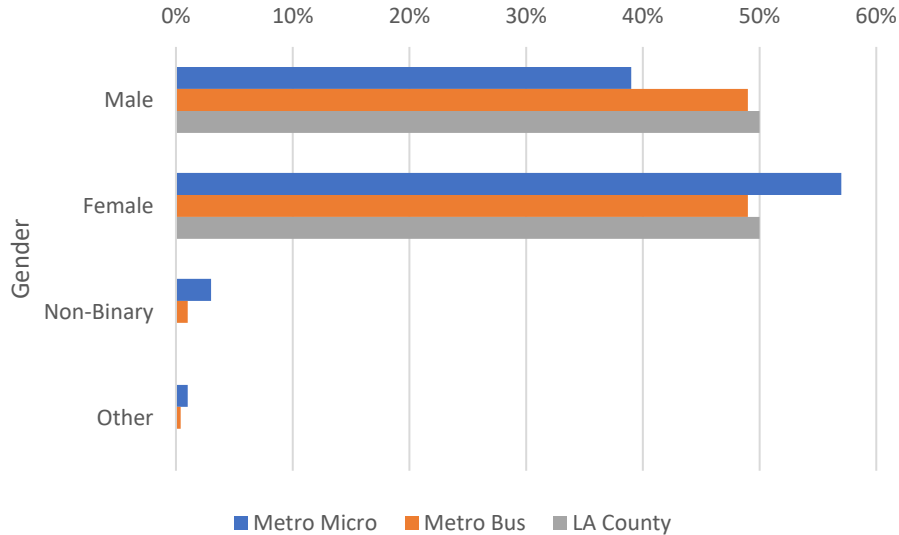
**ON-DEMAND  
MODERN Rideshare  
SERVICE WITHIN  
YOUR ZONE**



# Metro Micro Update - Initial Demographics Data



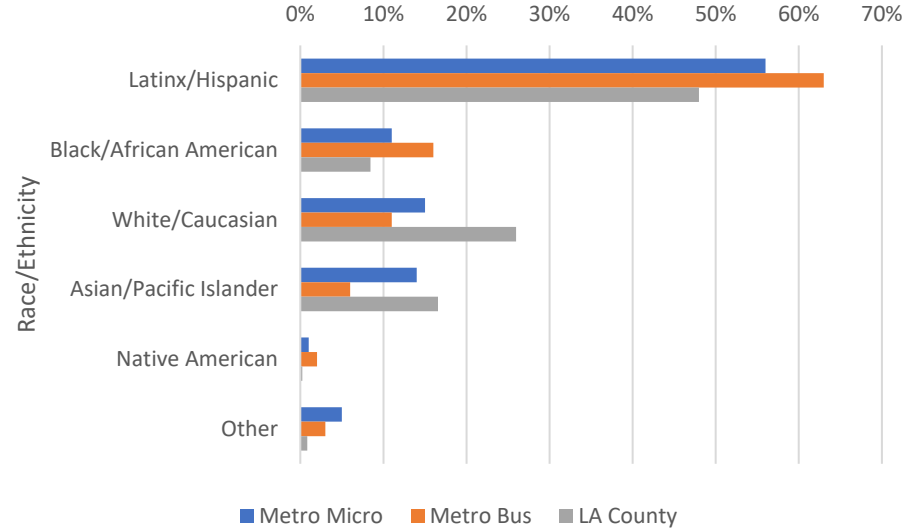
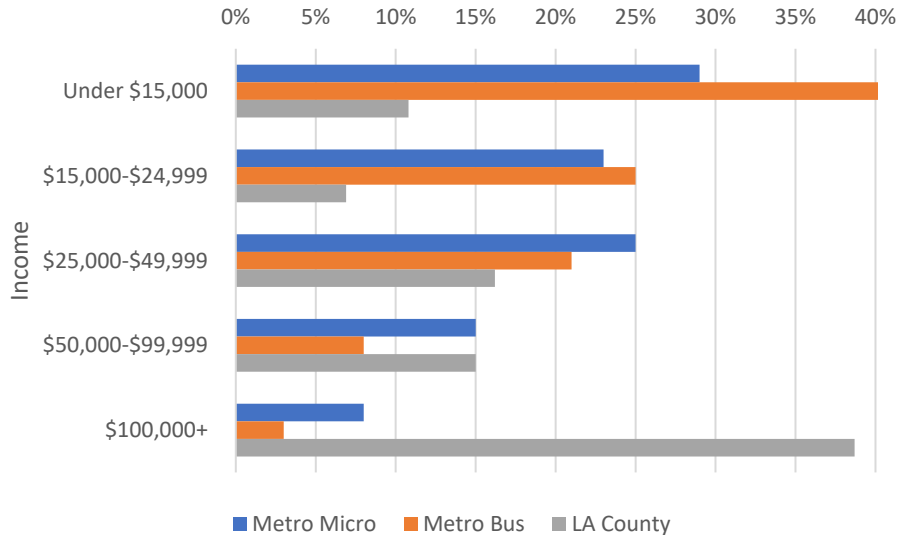
## Highlights from the On-Board Rider Survey conducted in Spring of 2022: Age and Gender



# Initial Demographics Data cont'd



## Highlights from the On-Board Rider Survey conducted in Spring of 2022: Race/Ethnicity and Household Income



# Efforts to Optimize the Service



In July/August 2022, we changed software parameters to attempt to optimize the service, by creating more opportunities for shared rides, less rejected trips:

Parameter	Description	Example
<b>On-Board Time</b>	Maximum onboard time allowed for trip reservations was increased slightly in order to maximize shared rides.	<ul style="list-style-type: none"><li>• Original calculation = Direct Drive time + 20 minutes</li><li>• Maximum onboard time = Direct Drive time + 25 minutes (POI trips) or + 30 minutes (non-POI trips)</li><li>• Changes were to add 5 minutes and 10 minutes respectively to the above two trip types.</li><li>• Note: POI = Point of Interest i.e. higher demand location</li></ul>
<b>Time Snapping</b>	For selected POIs (transit centers, schools) scheduled arrival or departure times were established to maximize shared rides.	<p>When a passenger requests a ride for 3:05, and rides are “snapped” to every 15 minutes, they will get trips offered at 3:00, 3:15, and 3:30, but not 3:05 or 3:20.</p> <p>1-2 POIs in each zone are being tested with Time Snapping</p>
<b>Frequency Variation</b>	Frequency of rides offered to/from lower demand areas on the edge of zones was limited to every 30 minutes to maximize shared rides to/from these areas and keep most resources in the higher demand core of each zone.	<p>When a passenger requests a ride from most locations, they will receive available trip times 10-20 minutes apart.</p> <p>In Frequency Variation areas, they would get available trip times 30 minutes apart.</p>

# Ridership by Zone



Zone	FY23 YTD*		% Shared Rides			Average Weekly Ridership		
	Pax	PVH	July	Sept	Nov	July	Sept	Nov
Alta./Pas./Sierra Madre	79,083	3.48	71.1%	76.5%	66.2%	3,040	3,076	2,744
Highland Pk/ER/Glendale	72,160	3.19	63.8%	63.3%	63.5%	2,764	2,764	2,634
Watts/Compton	66,002	3.12	53.9%	58.5%	49.3%	2,776	2,572	2,255
North Hollywood/Burbank	30,440	2.86	58.7%	59.4%	51.5%	1,179	1,291	1,125
NW San Fernando Valley	28,698	3.66	51.1%	58.3%	55.4%	1,005	1,171	1,071
El Monte	27,067	3.01	49.7%	50.4%	45.7%	1,056	1,067	968
LAX/Inglewood	18,907	2.63	52.4%	50.9%	48.4%	746	741	693
UCLA/WW/VA	14,820	2.81	46.7%	56.7%	53.7%	600	635	592

\*July 1, 2022 through December 31, 2022



# Key Performance Indicators & Measures



Zone-level	Measure	Target	10/2021	3/2022	7/2022	8/2022	9/2022	10/2022	11/2022
<b>Ridership</b>	Passengers per vehicle per hour	<b>3.00</b>	2.60	3.00	3.30	3.43	3.26	3.21	2.93
<b>Customer Experience</b>	Percentage of trips with a maximum wait time of 15 mins	<b>75.00%</b>	51.00%	70.00%	54.70%	45.79%	44.47%	45.00%	46.67%
	Percentage of excess demand (no ride available)	<b>&lt;10.00%</b>	9.40%	33.40%	26.71%	27.18%	38.08%	37.78%	35.23%
	On-Time Performance (pick ups and drop offs)	<b>75.00%</b>	--	64.0%	78.30%	74.56%	73.82%	74.36%	76.58%

Project-level	Measure	Target	10/2021	3/2022	7/2022	8/2022	9/2022	10/2022	11/2022
<b>Innovation</b>	% of flexible operators per SMART-TD side letter	<b>90.00%</b>	10.00%	31.00%	47.00%	47.9%	49.3%	47.4%	49.1%
<b>Customer Experience</b>	Star rating from customer in Metro Micro mobile application (completed rides)	<b>4.50/5</b> ☆	4.80	4.85	4.86	4.84	4.84	4.85	4.86
<b>Workforce Investment</b>	Percentage of Micro frontline team members promoting throughout Metro	<b>5.00%</b>	2.20%	4.80%	5.80%	5.81%	6.00%	5.88%	6.27%

- The FY23 Q1 Metro Micro cost per trip is down to \$32.49 (from \$47.23 for FY22). This compares to:
  - \$8.21 per trip for NextGen affected lines in Micro Zones
  - \$60.78 per trip for Access Services paratransit service
- By December 2023, Metro Micro's cost per trip target is \$25-\$30

# Program Evaluation, Timeline & Next Steps



**Evaluation** - Split into five categories in line with Metro Micro pilot goals, to leverage subject-matter expertise:

- ✓ KPIs and Service Delivery
- ✓ Demographics and Customer Experience
- ✓ PDA/P3 Contract Instrument
- ✓ Workforce Experiments
- ✓ Business Model/Finances
- Completion timelines in final development

## **Project Timeline**

- ✓ Completed two years of Revenue Service Operations for first two Micro Zones
- ✓ Return to Board in Spring of 2023 for approval of Option Term and implementation of lessons learned
- ✓ Current phase of pilot on target to be completed in April 2024

## **Next Steps**

- ✓ Ongoing external coordination with key partners and Metro stakeholders
- ✓ Working to improve the productivity and efficiency of day-to-day service delivery
- ✓ Continue optimization of on-board time, pick-up times at major hubs, and other software adjustments initiated in Summer 2022 (each zone)
- ✓ Next quarterly report to provide initial findings on NextGen service integration