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Agenda Number: 37.

**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 17, 2019**

SUBJECT: UPDATE ON THE MICROTRANSIT PILOT PROJECT


ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the MicroTransit Pilot Project.

Prepared by: Rani Narula-Woods, Sr. Director, Special Projects, Office of Extraordinary Innovation,
(213) 922-7414

Reviewed by: Dr. Joshua L. Schank, Chief Innovation Officer, Office of Extraordinary Innovation,
(213) 418-3345



Phillip A. Washington
Chief Executive Officer



MicroTransit



It's reliable.



It's safe.

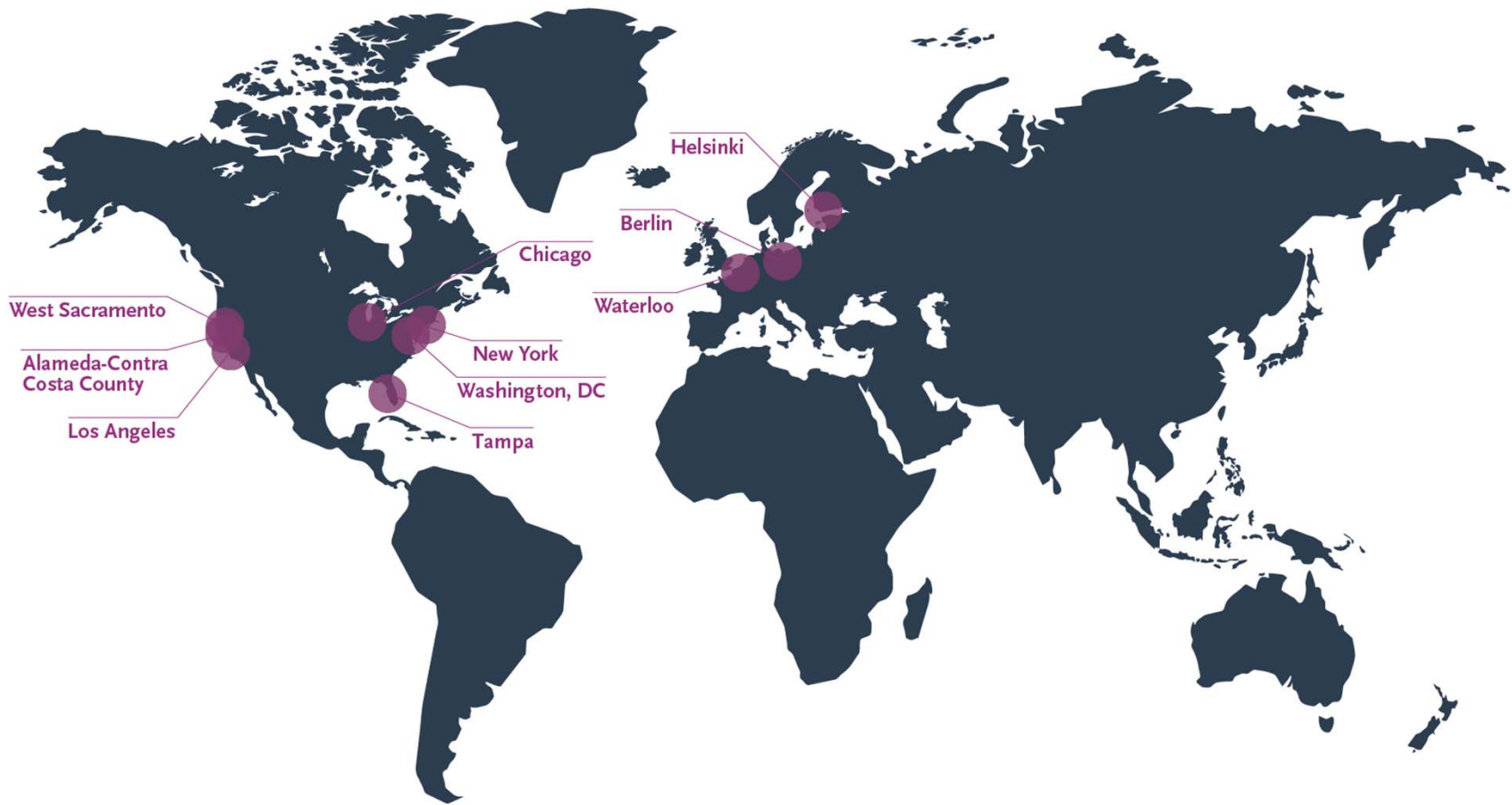


It's affordable.



It's customer-driven and customer-focused.





Harnessing the power of new technology.

New Mobility Pilots

Mobility on Demand

LAUNCH: 1/28/19

Serving first and last mile rides
to/from Metro stations

One year of operation with option
for one additional year

Three zones focused around
Metro stations

Testing a business model using
independent contractors

Mixed fleet of driver-owned vehicles,
inspected and approved by Via

Lite TAP integration for pilot period

Rides are requested using Via's app
or Via's call center

MicroTransit Pilot

LAUNCH: 2019

Serving all trip types

Up to three years of operations
in pilot phase

Number and types of zones
to be determined

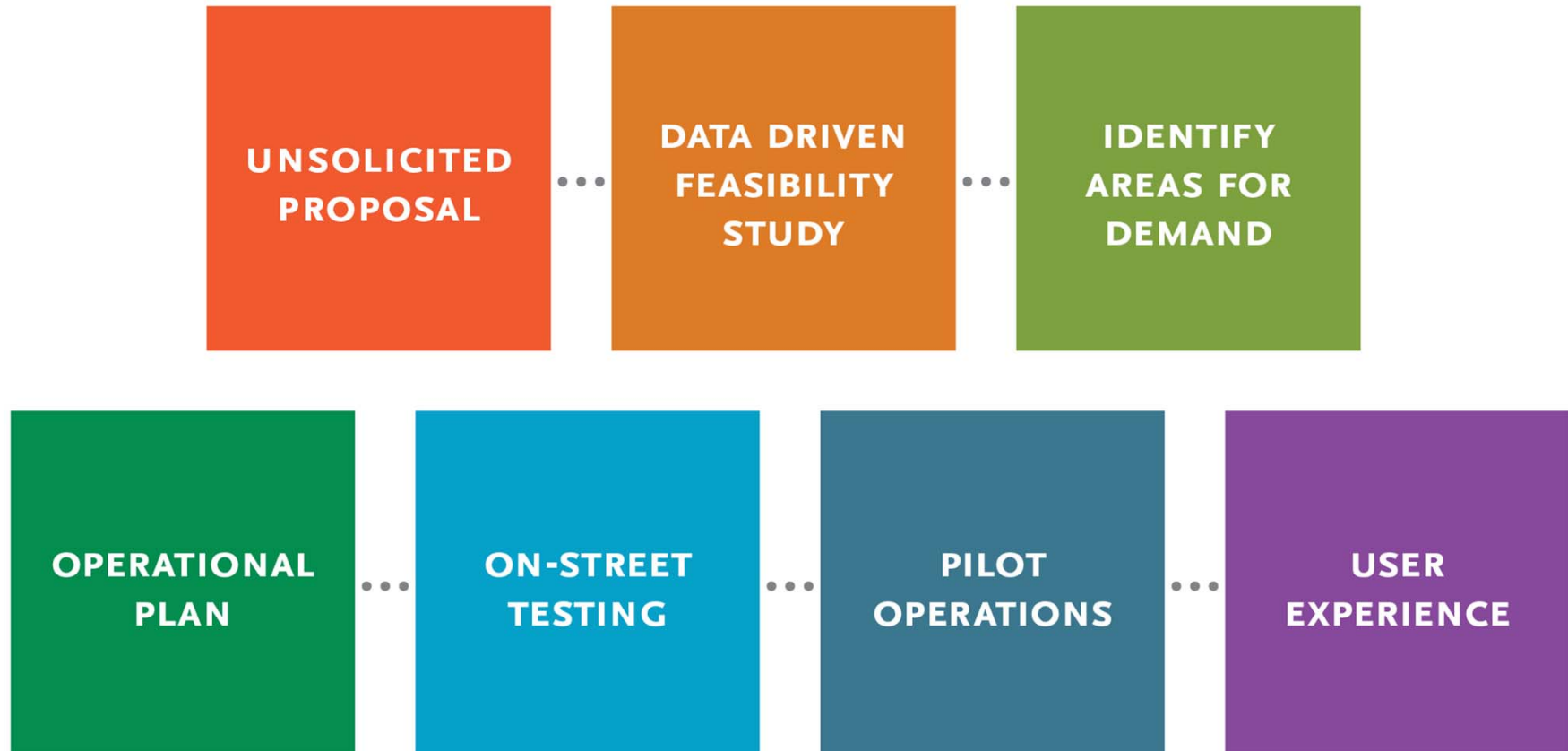
Testing a business model using
Metro operators

Mixed fleet of vehicles to be leased
by private sector

TAP Integration anticipated

Rides are requested using an app
and call center

Life of the MicroTransit Pilot Project







MicroTransit