Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Metro

Board Report

File #: 2019-0249, **File Type:** Oral Report / Presentation **Agenda Number:** 36.

EXECUTIVE MANAGEMENT COMMITTEE
MAY 16, 2019

SUBJECT: MICROTRANSIT UPDATE

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the Status of the MicroTransit Project.

DISCUSSION

Overview of project planning and design study and next steps pertaining to service implementation.

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Phillip A. Washington
Chief Executive Officer

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MicroTransit

Project Timeline and Schedule

2016		Unsolicited Proposal Submitted to Metro
2017		Metro Issues RFP for Planning and Design (Part A)
2018		Metro Begins Feasibility Studies with RideCo, Via and Transdev
2019		
	April	Metro Issues RFP for Operations Contract (Part B)
	May	Executive Management Committee Project Update
	June	Life-of-Project to Metro Board
	Summer	Proposal Review of Part B
	Fall	Staff Recommendation on Part B
	Winter	MTP Operations Begin

Part A: Feasibility Study

MTP Contractor Teams have developed a work-up focused on:

- Market Positioning of Service
- Customer Experience Elements
- Vehicles
- Factors of Zone Selection

Market Positioning of Service

- MTP to offer short trips (20 mins in-vehicle, 1-6 mile distance)
- MTP to capture trips public sector does not capture today
- MTP short trips to replace single-occupancy vehicle trips
- MTP short trips to replace single-occupancy vehicle trips (by TNCs)
- MTP short trips can supplement, act as feed to the bus network

Customer Experience Elements

- Real-time information on trips available for booking and payment
- Planning tool which allows customer to compare available Metro options
- Option to order trips for others and/or monitor trips
- Payment embedded including validators and TAP mobile solutions
- Multi-modal trip planning and trip linking options (phased)
- Account with preferences stored for ease of use
- Hi-tech and low-tech options to access service

Vehicles

New, leased vehicles to be maintained and serviced by MTP Contractor

Vehicles may fit 4 to 14 customers

Top vehicles for analysis are:

- Chrysler (Pacifica)
- Dodge (Grand Caravan, Ram Promaster)
- Ford (Flex, Transit, Transit Connect)
- Honda (Pilot)
- Mercedes (Metris, Sprinter)
- Toyota (Sienna)

Portion of fleet to be retrofitted for side entry for wheelchair access

Part B Contract(s) allows for up to 90 vehicles in the operation

Factors for Zone Selection

Considerations may include:

- Customer Demand/Utilization of Service
- Priority Use Cases (retail, medical, commuting)
- Major Trip Generators (high schools, universities)
- Geographic Equity (variety of settings)
- Community Impact (increases access to jobs, educational resources)
- Network Connectivity (simpler transfers or reduced transfers)
- Community Partnerships (businesses, cities, community based organizations)

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