



Board Report

File #: 2022-0424, **File Type:** Oral Report / Presentation

Agenda Number: 45.

**OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
SEPTEMBER 15, 2022**

SUBJECT: ORAL REPORT ON MICROTRANSIT

RECOMMENDATION

RECEIVE oral report on MicroTransit service update.

EQUITY PLATFORM

Operations will collaborate with the Office of Equity and Race to identify and mitigate any concerns to ensure equitable outcomes relative to service.

Prepared by: Rani Narula-Woods, Sr. Director, Special Projects, (213) 220-7940
Shahrazad Amiri, Deputy Chief of Operations, Shared Mobility, (213) 922-3061

Reviewed by:
Conan Cheung, Chief Operations Officer, Mobility Services & Development, (213) 418-3034

Stephanie N. Wiggins
Chief Executive Officer

The signature of Stephanie N. Wiggins is written in black ink above her name and title. The signature is a cursive, stylized script.

Metro Micro Overview



Item Number



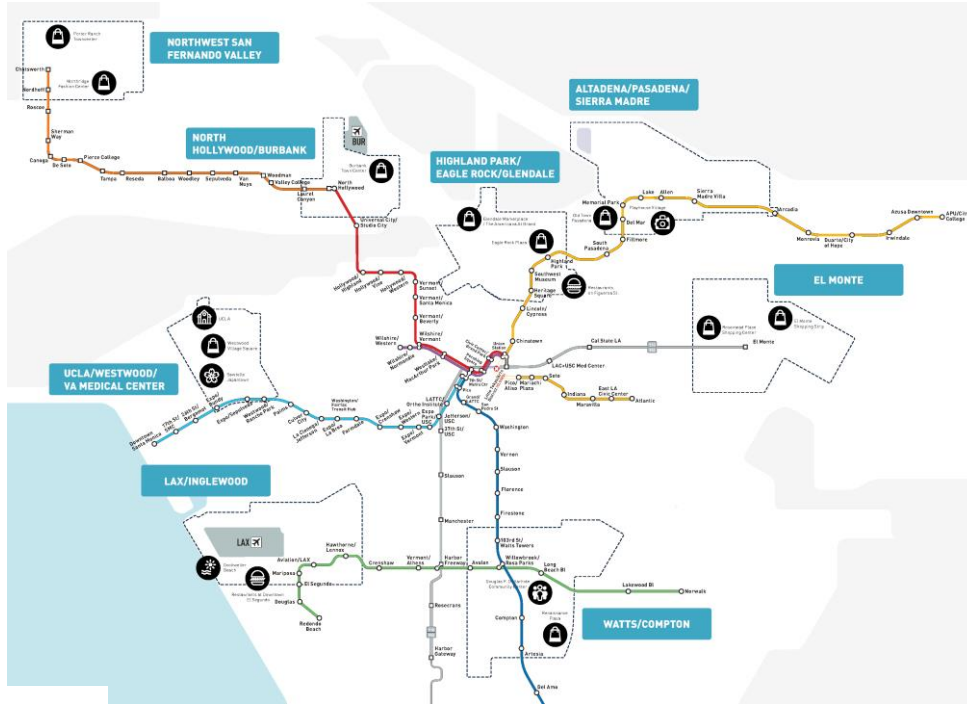
- Metro Micro launches at the peak of the COVID-19 pandemic

- Metro Micro expands, launching a total of 7 zones in a single calendar year

- Metro Micro exceeds a half million trips in FY22

- Metro Micro is the largest on-demand transit program in the U.S.

Metro Micro Zones



- ✓ With all initial Metro Micro Zones launched inclusive of 2022 Equity Focused Communities (EFCs), ongoing analysis is being conducted at the Zone level.
- ✓ Beginning in June 2022, business rules were adjusted on the software directly to help achieve KPIs, including: pooling trips to fixed-route stations and aggregating traffic at high-volume stops.
- ✓ As a result of Metro Micro prioritizing pooled rides and wait times to respond to excess demand, *In July 2022, excess demand was at 26.7%, down from 33.4% in March 2022.*

Key Performance Indicators & Measures



Zone-level	Measure	Y1 Target	10/2021	3/2022	7/2022
Ridership	Passengers per vehicle per hour	3	2.55	2.97	3.28
	Average number of trips per week on Micro by unique users	3	3.3	3.2	3.1
Customer Experience	Percentage of trips with a maximum wait time of 15 mins	75%	51%	70%	82.5%
	Percentage of excess demand (no ride available)	<10%	9.40%	33.40%	26.7%
	On-Time Performance (pick ups and drop offs)	75%	--	64.01%	78.3%

Project-level	Measure	Y1 Target	10/2021	3/2022	7/2022
Innovation	Launch six service zones testing a variety of use cases	6	8	8	8
	% of flexible operators per SMART-TD side letter	90%	10%	31%	47%
Customer Experience	Star rating from customer in Metro Micro mobile application (completed rides)	4.5 of 5 stars	4.80	4.85	4.86
Strategic Partnerships	Number of partnerships with health, transport and higher education institutions	2 per zone	1	5	6
Workforce Investment	Percentage of Micro frontline team members promoting throughout Metro	5%	2.2%	4.8%	5.8%
	Percentage of Micro frontline team members to stay with pilot for more than 1 year	50%	N/A	51.9%	65.8%

Initial Findings and Focus



- ✓ **Customer Satisfaction:** Metro Micro has been well received by customers with an average of 4.8 of 5 stars from those completing a ride. Collection of customer demographics and trip types is ongoing.
- ✓ **Iteration and Improvements:** Metro Micro has begun software adjustments to better respond to demand. Metro Micro is assembling a customer solutions team to prioritize improvements to the software. This will be comprised of frequent users and Metro Micro staff.
- ✓ **Workforce Retention and Satisfaction:** Metro Micro has trained and retained a frontline workforce through effectively establishing an innovative workplace culture which supports flexibility and career growth within the agency and the public sector. Surveys and focus groups show that 80% of Metro Micro Operators enjoy their work and 74% recommend seeking a job with the program to family and friends.
- ✓ **Cost Analysis:** In FY22, Metro Micro cost per trip was \$47.23, compared to FY22 Budget Book forecast of \$136.21. Of the 290,000 trips forecasted in FY22, Metro Micro exceeded these figures by delivering 503,122.
- ✓ **Pilot Evaluation:** Evaluation of the pilot will begin in Dec. 2022, at the two-year mark of service.