



Board Report

File #: 2023-0729, File Type: Fare / Tariff / Service Change

Agenda Number: 31.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
JANUARY 18, 2024

SUBJECT: METRO MICROTRANSIT FARE CHANGE

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. IMPLEMENT the approved base fare of \$2.50 for Metro’s MicroTransit program, Metro Micro;
- B. INTEGRATE transfers with bus and rail services into the MicroTransit service; and
- C. INCORPORATE the Low Income Fare is Easy (LIFE) program and other Metro discount programs into the Metro Micro fare structure.

ISSUE

The pilot MicroTransit service began in late 2020 with a \$1.00 introductory fare, which was intended to be a short-term promotion for the new service. However, since it launched during the height of the pandemic, the introductory promotional fare has been in place for more than three years. Now that the pandemic has ended, it is time to implement the previously approved regular base fare of \$2.50.

Per the October 2020 Metro Board Motion #23 by Director Bonin (Attachment A), this action satisfies the requirement for staff to return to the Board prior to ending the Metro Micro introductory fare.

BACKGROUND

At its October 2020 meeting, the Board approved the Pilot MicroTransit program with a \$2.50 permanent base fare and a promotional introductory fare of \$1.00. Metro Micro was launched in December 2020 as a three-year pilot program to test use cases for on demand MicroTransit services. At its May 2021 meeting, the Board authorized the extension of the introductory fare through the end of 2021 in response to the COVID-19 pandemic (Attachment B). The introductory fare was scheduled to end by January 2023, and per Motion 23 by Director Bonin (Attachment A) staff was to return to the Board prior to ending the \$1.00 promotional fare.

DISCUSSION

The cost per trip on Metro Micro is currently \$43. At its September 2023 meeting, the Board approved extending the pilot program contingent upon operational changes to approve the overall performance and support a more sustainable on demand transit service program of \$20-\$25 per trip. One of the operational changes identified is implementation of the approved permanent base fare of \$2.50. Implementing the base fare is the first step in improving the cost efficiency of the service while staff continue to work on other strategies to reduce operating costs and optimize the service design. This base fare recognizes the added value of the extra flexibility and semi customized trip offered by Metro Micro. In addition, fares are an important tool for moderating demand in the face of finite service supply, and a fare that reflects the increased cost and benefit of the MicroTransit service will help align Metro customers with the most cost-effective mode that is most appropriate for their individual trip.

Incorporating Metro Micro into Metro’s discount fare programs is an important step to enable vulnerable populations who rely on this service to receive discounted fare, ensuring that this change maintains Metro’s commitment to equity. There is also an important opportunity to provide a more seamless transfer experience between Metro Micro and other public transit that has not been previously available.

Consistent with the Board’s direction, a proposed framework for a revised Metro Micro fare structure is summarized in the following table:

Base Fare	\$2.50
Transfers to Metro Bus and Rail	Free
Transfers from Metro Bus and Rail	75¢ upcharge
LIFE Program free rides (90-day & 20/month)	Accepted on Micro
Senior/Disabled Fare Program Base Fare	\$1.00
GoPass & Student Reduced Fare Program Base Fare	\$1.00
E-Z Transit Pass Zone 0 Base Fare	75¢ upcharge
E-Z Transit Pass Zone 1+	Free
Transfers from Municipal Bus Lines	\$1.25 (50¢ transfer charge + 75¢ upcharge)

More detail on the proposed framework is described below:

- Allow LIFE participants the option to use their benefits on Metro Micro with no upcharge, and once exhausted, pay the base fare of \$2.50
- Allow GoPass and Reduced Fare (Student, Senior/Disabled, and Access Services) cardholders to continue to ride Metro Micro at the \$1.00 rate per boarding
- Offer free transfers to Metro Bus and Rail from Metro Micro, with transfers to Metro Micro from Metro Bus and Rail available for a 75¢ upcharge (for a total base fare of \$2.50)
- LIFE riders will also be offered free transfers between Metro Bus/Rail and Metro Micro.

Upcharges will only be applied after their benefits are exhausted

- Allow EZ Transit Pass Base riders to ride Metro Micro with a 75¢ upcharge, with EZ Transit Pass Zone 1 or higher riders able to ride Metro Micro at no additional charge
- Passengers transferring from partner agencies to Metro Micro (interagency transfers) would pay \$1.25 (50¢ transfer fee plus 75¢ upcharge)
- Recognize interagency transfers from Metro Micro based on each carrier’s existing interagency transfer agreements and the fees applicable for transfers with existing Metro bus and rail services

As shown above, this recommendation is also responsive to the September 2023 Board Motion from Directors Najarian, Butts, Dutra, Hahn, and Barger (Attachment C) as follows:

- Incorporating Micro Transit services into the existing discount programs, including, but not limited to, Low Income Fare is Easy (LIFE), GoPass, Seniors, etc. prior to raising fare to \$2.50. The recommended fare structure incorporates Metro’s discount fare programs.
- The proposed permanent fare structure framework achieves transfers with other modes through a top-up fare that brings the total paid by the rider from the \$1.75 base fare for bus and rail to the \$2.50 base fare proposed for MicroTransit.

Throughout the process of determining a permanent fare structure, staff remained committed to understanding and equitably mitigating the impacts on vulnerable populations. Customer survey data informed the team’s approach and proposed fare structure, recognizing that a single base fare required a range of fare discounts consistent with Metro’s efforts with such programs already established with the fixed route transit network.

Metro Micro surveyed customer experience and behavior in the Spring of 2023, results from which have previously been presented to the Metro Board. This survey, conducted online, onboard, and via phone in both English and Spanish, also asked riders what their response to a \$2.50 fare would be.

Of the 2,671 Metro Micro passengers who responded to this question, 15.3% said they would not ride Metro Micro anymore if the fare went to \$2.50, and another 40.7% answered that they would ride less often. The demographic trends in the data of those who said they would no longer ride the service demonstrated the importance of ensuring affordable access for Metro Micro riders from various target populations and Equity Focus Communities. This is especially important in cases where Metro Micro replaced fixed route bus services.

Population	All Respondents	Would Not Ride	Would Ride Less
Female	52.7%	56.0%	40.7%
Income under \$15k	19.2%	27.4%	22.7%
Disabled	10.6%	13.2%	10.1%
Latinx/Hispanic	42.4%	50.6%	45.7%
Under 25	23.3%	30.3%	31.4%
Over 65	5.0%	5.6%	4.9%

Less than one quarter of respondents indicated that they participate in a fare program (LIFE, Senior/Disabled, GoPass, E-Pass, etc.), while a third had household incomes under \$25k (some of this group may be enrolled in LIFE). Data for FY23 indicates that only 5.3% of Metro Micro riders using TAP payments also had a LIFE transaction during the period. This indicates that at least some Metro Micro riders are LIFE-eligible but not currently enrolled. The proposed Metro Micro fare structure will hopefully further incentivize riders to enroll in the LIFE program.

Respondents who are part- or full-time students account for 21.2% of the sample, and most would be eligible for GoPass or Student Reduced Fare programs; however, only 5.1% of sampled TAP transactions on Micro were with any sort of Student fare card. This data implies that while fare program inclusion can mitigate the price sensitivity of vulnerable populations, outreach about the permanent fare structure to Metro Micro riders can also include information about reduced-fare programs that riders may qualify for. Once approved, messaging to customers regarding the fare increase (via email, in-app messaging, literature distribution, and verbal notification to users who book by phone) will include information on applying to LIFE and other discount fare programs.

Operations assembled an internal working group to determine a path toward implementing the base fare and incorporating transfers and discount fare programs that advance equity. The proposal presented in this report is a direct result of this team's work. Participants represented the following departments and business units:

- Office of Civil Rights, Racial Equity and Inclusion
- Customer Experience Office
- Transit Access Pass (TAP) (Both for technical and programmatic expertise)
- System Security and Law Enforcement

In addition, feedback was solicited from the Metro Youth Council (MYC), and the Office of Management and Budget (OMB) reviewed this proposed framework prior to its presentation to the public. MYC representatives generally advocated for the inclusion of GoPass in Metro Micro as a free or discounted fare, while some felt that the inclusion of LIFE was a higher priority from an equity standpoint.

Staff also consulted Metro's Office of Civil Rights, Racial Equity, and Inclusion to determine the requirements to meet Title VI requirements. Metro Micro is considered a Demand Response service and thus is exempt from Chapter 4 Requirements of FTA's Title VI Circular for Service and Fare Equity Analysis. As such, Title VI does not require a formal public hearing process to adopt the proposed permanent fare structure. Nevertheless, Staff conducted an extensive outreach campaign to inform Metro customers who would be affected to provide the public with multiple opportunities to review and comment on this fare structure.

Take-one brochures were distributed to Metro Customer Service Centers and provided to Metro Micro operators to share with customers. The take-one brochures included information on the proposed Metro Micro fare structure, an email address to submit comments and questions, information on the five Metro Service Council meetings where an overview presentation would be provided, and public comments gathered. A copy of the take-one brochure is provided in Attachment D. This information was disseminated via e-blasts to registered TAP accounts, the Metro Micro app,

and Metro's social media channels. Those channels included Metro's blogs, The Source and El Pasajero, and Metro's Nextdoor, Facebook, and Instagram accounts.

An update on the Metro Micro Pilot and the proposed Metro Micro fare structure was shared at the following January 2024 Service Council meetings:

- Wednesday, January 3, 2024, 6:30 p.m.: San Fernando Valley Service Council
- Monday, January 8, 2024, 5:00 p.m.: San Gabriel Valley Service Council
- Wednesday, January 10, 2024, 6:00 p.m.: Westside Central Service Council
- Thursday, January 11, 2024, 5:00 p.m.: Gateway Cities Service Council
- Friday, January 12, 2024, 9:30 a.m.: South Bay Cities Service Council

A log of comments received during this process is provided in Attachment F. Of 147 commenters, 138 addressed Metro Micro in some way (the remainder were about other Metro services or actions). Of the remaining, nearly half of the comments were questions about the proposal or more generally about Metro Micro and did not provide an opinion on the fare proposal. Of those who commented on the fare proposal, 66% were in favor of the change, and several stated that they would approve of an even higher fare than \$2.50. Some of the comments opposing the fare proposal expressed support for a smaller increase in fare. Of the 33% who opposed the fare change, many expressed concerns for target groups such as people with low incomes or seniors and students.

FINANCIAL IMPACT

Implementation of the approved base fare is one of a range of strategies intended to make the Metro Micro program more sustainable through both improving revenues and other changes intended to reduce the cost of delivering the Metro Micro service. The recommended discount fare program participants are expected to have a low impact on fare revenues while promoting utilization of this service for improved mobility for vulnerable populations.

EQUITY PLATFORM

The proposed new fare structure for Metro Micro incorporates a range of discounts applicable to existing Metro discount fare program participants, such as LIFE, GoPass, seniors, people with disabilities, and students. The proposed discounted Metro Micro fares for higher need populations will be very beneficial, as many are transit-dependent riders who, in some cases, lack alternative transit services. The survey results discussed in this report help support the decision to incorporate Metro's discount fare programs, as they address the needs of the most price-sensitive riders. The new fare structure will result in lower total journey prices for all customers using Metro Micro in combination with Metro Bus and Rail, and the incorporation of the discounts ensures that transit-dependent riders who rely on Metro Micro to get where they need to go continue to find it within their means. More details on the responses to this survey are provided in Attachment E.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The MTP supports strategic plan goals #1.2 and 2.3: Metro Micro is an investment in a world-class

transportation system that is reliable, convenient, and attractive to more customers for more trips. Metro Micro was designed to improve customer satisfaction at customer touchpoints by offering an accessible, flexible service that better adapts to customer demand and needs. The achievement of these goals will be enhanced through the framework for a permanent Metro Micro fare structure.

NEXT STEPS

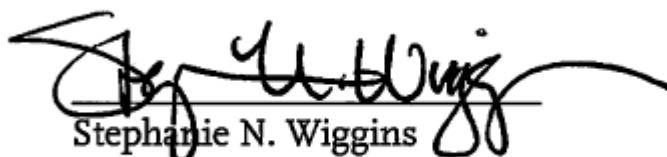
Should the Board approve the permanent Metro Micro fare structure, staff will implement the new fare structure in the first quarter of CY2024. The implementation plan will include a marketing campaign to notify riders electronically, through printed information distributed to Metro Micro riders by Metro Micro operators, and verbally through the Metro Call Center which makes Metro Micro reservations for some riders. Care will be taken to reach out to populations that benefit from the inclusion of various discount programs, leveraging Metro's existing partnerships with schools, other public agencies, and CBOs. Outreach will include specifically outreaching to riders to ensure they are aware of LIFE and GoPass options for fare discounts. A study of zone footprint and operating hours will follow the fare implementation and staff will return to the Board to share any recommendations for changes.

ATTACHMENTS

- Attachment A - October 2020 Director Bonin Motion on Item 23
- Attachment B - May 2021 Item 41 MicroTransit Operations Fare Structure and Service Zones
- Attachment C - September 2023 Directors Najarian, Butts, Dutra, Hahn, and Barger Motion on Item 42
- Attachment D - Metro Micro Fare Restructuring Take One
- Attachment E - 2023 Metro Micro Rider Survey Results
- Attachment F - Public Comment Log

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Stephanie N. Wiggins
Chief Executive Officer



Metro

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Metropolitan Transportation
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Board Report

File #: 2020-0745, **File Type:** Motion / Motion Response

Agenda Number:

**REGULAR BOARD MEETING
OCTOBER 22, 2020**

Amending Motion by:

DIRECTOR BONIN

Related to Item 23: Microtransit Operations

SUBJECT: AMENDMENT TO MICROTRANSIT OPERATIONS

RECOMMENDATION

APPROVE Amending Motion by Director Bonin that the Board direct the Chief Executive Officer to:

Return to the Board prior to ending the \$1.00 promotional fare.



Board Report

File #: 2021-0228, **File Type:** Project

Agenda Number: 41.

**EXECUTIVE MANAGEMENT COMMITTEE
MAY 20, 2021**

SUBJECT: MICROTRANSIT OPERATIONS FARE STRUCTURE AND SERVICE ZONES

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

CONSIDER:

- A. APPROVING the proposed MicroTransit Fare Structure with the introductory rate of \$1 for the remainder of calendar year 2021 and adopt the \$2.50 full fare effective January 1, 2022 for zones 1-8. Additional zones will be set to full fare once the first six months of Revenue Service Operations has concluded.

- B. APPROVING the service maps for MicroTransit Zones (6-8)

ISSUE

In October 2020, the Board of Directors approved an introductory fare of \$1 for the first six months of Revenue Service Operations for all MicroTransit (Micro) zones. June 13, 2021 will mark the sixth month of operation for our first two Micro zones (Watts/Willowbrook and Inglewood/LAX).

BACKGROUND

By design, MicroTransit is a flexible transit service built in alignment and synchronization with our NextGen Bus Plan. The goals of the service are to retain and grow ridership, to improve customer experience and to invest in workforce training and skill-building.

To date, Metro operates MicroTransit in 5 of 9 zones. Metro staff is on track to stand up an additional 4 zones later this year. The zone launch schedule for the three-year pilot is outlined below.

December 2020

- Watts/Willowbrook
- LAX/Inglewood

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January 2021

- Compton/Artesia
- El Monte
- North Hollywood/Burbank

June 2021

- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre

August 2021

- Northwest San Fernando Valley

September 2021

- UCLA/Westwood/Century City

The agency's on-demand service has been planned to address systemic ridership losses by investing and prioritizing customer experience elements such as public safety, cleanliness, and responding directly to the needs of how women and girls travel on our system.

DISCUSSION

In 2020, MicroTransit Operations assembled an internal working group to develop a recommendation on the MicroTransit Fare Structure. The working group aimed to identify a fare structure that was consistent with Metro's family of services and similar to regional operators such as our paratransit provider Access Services. MicroTransit trips are reported as National Transit Database 5307 demand-responsive.

Participants represented the following departments and business units:

- Office of Civil Rights
- Office of Marketing and Commute Services
- Office of Equity and Race
- Office of Management and Budget
- Transit Access Pass (TAP)
- System Security and Law Enforcement
- Women and Girls Governing Council

As such, Metro staff recommended the full price to be set at \$2.50 per trip, aligned with the fare structure of the Silver Line. As a new on-demand service, MicroTransit is similarly priced to Access Services rates which are \$2.75 per trip for trips up to 19.9 miles and \$3.50 for trips more than 20 miles. In light of the pandemic, the working group recommended an initial introductory rate of \$1

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per trip which was approved by the Board in October 2020 (Attachment A).

As part of current Board action, Metro staff seek an extension of the current introductory rate of \$1 through December 2021 and a roll out of the full fare of \$2.50 in January 2022. A transfer to Metro's fixed-route network (bus and/or rail) will be honored within the full fare of the trip, unless otherwise directed.

To ensure that community members are served in areas that have seen reductions in bus service under NextGen, passengers in Equity Focused Communities in Metro Micro zones will continue to be charged the \$1 rate through December 31, 2022.

Service Maps

Operations staff has closely monitored the impacts of COVID-19 pandemic and has adjusted the MicroTransit service model to support the needs of essential workers as well as new and emerging travel patterns resulting from the rapid growth in telecommuting.

Metro Micro has developed an avid following, with the average user having taken approximately 10 rides on the service since our December launch. As such, Metro staff seeks approval for the three service maps and hours of operations in Attachment B.

DETERMINATION OF SAFETY IMPACT

Customer and operator safety are core to maintaining the highest standards of security and the optimal service design for MicroTransit.

FINANCIAL IMPACT

Moving to the originally proposed fare of \$1.00 per trip will decrease revenue during the promotional rate period. In addition, subject to Board approval of the FY22 Budget, funding of \$39.5M is allocated under cost center 3595 - in support of operations and maintenance activities for the MicroTransit pilot program. Since this is a multi-year project, the cost center manager, Sr. Director, Special Projects will be accountable for budgeting the cost in future years.

Impact to Budget

The current source of funding for this action will come from Proposition C 25% funding. Using this funding source will maximize fund use given designated provisions and guidelines.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This recommendation supports the following goals of the Metro Strategic Plan:

Goal 1: Provide high quality mobility options.

This contract modification increases the amount of service zones for the pilot project, thus providing access to MicroTransit for a larger part of the population. This service will increase the number of customers to the Metro system by offering more entry points to Metro's family of services.

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Goal 3: Enhance communities and lives through mobility and access to opportunity.

The expansion of the MicroTransit pilot will supplement the agency's bus service and ensure our customers maintain mobility and access to major trip generators including employment centers, health services, parks and schools across Los Angeles County.

NEXT STEPS

Upon Board approval, Metro staff will prepare announcements of coming fare changes, maps for Micro zones, including execution of a comprehensive customer acquisition plan comprised of paid, digital and in-person activities in all Micro zones.

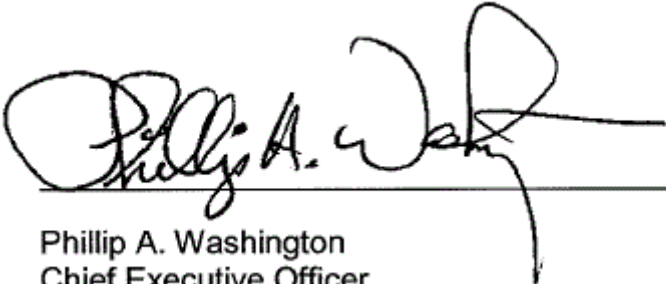
ATTACHMENTS

Attachment A - October 2020 Item # 23 (MicroTransit Fare Structure)

Attachment B - Microtransit Service Zones (Maps and Hours of Operations)

Prepared by: Rani Narula-Woods, Sr. Dir. Special Projects, (213) 922-7414

Reviewed by: James T. Gallagher, Chief Operations Officer, (213) 418-3108



Phillip A. Washington
Chief Executive Officer

Metro



Board Report

File #: 2020-0122, **File Type:** Plan

Agenda Number: 23.

**OPERATIONS, SAFETY & CUSTOMER EXPERIENCE COMMITTEE
OCTOBER 15, 2020**

SUBJECT: MICROTRANSIT OPERATIONS

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. APPROVE the proposed MicroTransit Fare Structure
- B. APPROVE adjustments to Service Zones per the NextGen Bus Plan

ISSUE

- A. Approve the proposed MicroTransit Fare Structure

Metro staff seeks approval of the proposed fare structure including introductory pricing for our new on-demand service, MicroTransit.

In May 2020, Operations assembled an internal working group to develop a recommendation on the MicroTransit Fare Structure.

Participants represented the following departments and business units:

- Office of Civil Rights
- Office of Marketing and Commute Services
- Office of Equity and Race
- Office of Management and Budget
- Transit Access Pass (TAP)
- System Security and Law Enforcement
- Women and Girls Governing Council
- MicroTransit Operations

The working group aimed to identify a fare structure that was consistent with Metro's current offerings and similar to regional operators such as our paratransit provider Access Services.

As such, Metro staff recommends the full price to be set at \$2.50 per trip, aligned with the fare

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structure of the Silver Line. As a new on-demand service, MicroTransit is similarly priced to Access Services rates which are \$2.75 per trip for trips up to 19.9 miles and \$3.50 for trips more than 20 miles. MicroTransit trips have been deemed as eligible for National Transit Database 5307 demand-responsive reporting.

In light of the impacts of COVID-19 on our communities, Metro staff recommends a discount be applied for the first six months of Revenue Service Operations for each service zone launched in calendar years 2020 and 2021. As such, the introductory cost of each MicroTransit trip will be \$1.00 for all customers and will not include a transfer. MicroTransit passes will be sold at the introductory price in all MicroTransit service zones.

Operations staff will report back on a proposed timeline for the implementation of full fare 120 days following the launch of Revenue Service Operations.

B. Approve adjustments to Service Zones per the NextGen Bus Plan

MicroTransit Service Zones as approved at the February 2020 Board Meeting continue to be adjusted to support the buildout of Metro's NextGen Bus Plan.

Initial operations for MicroTransit will consist of up to a 12-hour service span, up to 7 days per week. Upon launch, hours of operation will be 7am-6pm Monday to Friday and 8am to 4pm on Saturday and Sunday in the Watts/Willowbrook service zone and 5am to 10am and 2pm to 7pm Monday to Friday in the LAX/Inglewood service zone.

MicroTransit is featured within Metro's NextGen Bus Plan recommendations and was presented as part of Metro's public hearings held in August 2020.

BACKGROUND

In light of the COVID-19 pandemic, which has resulted in new travel patterns across our fixed-route transit network, Metro staff is preparing for the roll out of MicroTransit Operations in alignment with Metro's NextGen Bus Plan.

By design, MicroTransit is a flexible transit service built in alignment and synchronization with our NextGen Bus Plan. The goals of the service are to retain and to grow ridership for Metro while improving the customer experience for current and future riders of the Metro network.

As approved in February 2020, the agency's on-demand service will allow Metro customers to order trips on the new service and to connect to our bus routes and train lines using internet browsers, mobile applications and our in-house call center. MicroTransit has been planned to address systemic ridership losses by investing and prioritizing customer experience elements such as public safety, cleanliness, and responding directly to the needs of how women and girls travel on our system. MicroTransit will make rideshare a viable mode for many communities which may not be able to afford the cost of privately operated services.

Metro staff is currently preparing to launch MicroTransit in the six unique service areas listed below:

- Watts/Willowbrook
- LAX/Inglewood

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- Northwest San Fernando Valley
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- UCLA/Westwood/Century City

Operations staff has closely monitored the COVID-19 pandemic and has adjusted the MicroTransit service model in order to safely operate while still serving the transportation needs of vulnerable populations and disadvantaged communities. Operations will fully comply with all safety protocols to ensure that the risk of COVID-19 is minimized for both employees and customers.

In an effort to adjust and respond to evolving State and County directives, Operations staff ran on-street testing in this new operating environment. Testing was run with virtual customers and Metro employees in partnership with technology partner RideCo and vehicle partner Access Services in the summer of 2020. Additional testing will be conducted throughout the fall.

The technology being utilized and developed in this pilot continues to be a highly effective means to adjust public transit to be responsive to an evolving operational environment, including essential trips.

Revenue Service Operations remain on track to launch in December 2020 in the Watts/Willowbrook and LAX/Inglewood service zones.

FINANCIAL IMPACT

The revenue and funding sources will be finalized during future budget processes.

NEXT STEPS

MicroTransit Operations will continue to advance at pace with our NextGen Bus Plan. As a tool of NextGen, MicroTransit will be reviewed and service zones potentially reconfigured to best support the roll out of our systemwide changes to transit operations

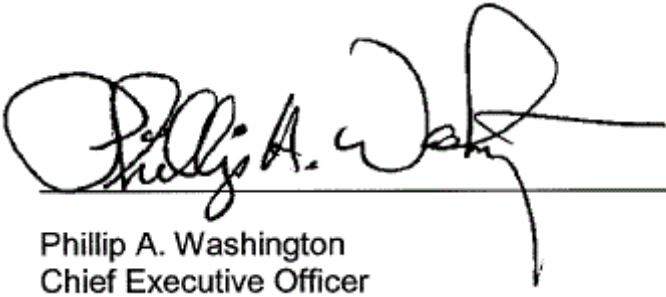
Metro staff will continue to pursue funding at local, state and federal levels as well as sponsorship, private financing and related methods for revenue generation.

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

Reviewed by: James T. Gallagher, Chief Operations Officer, (213) 418-3108

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Phillip A. Washington
Chief Executive Officer

MicroTransit Pilot

Overview

By design, MicroTransit is a flexible transit service built in alignment and synchronization with our NextGen Bus Plan.

The goals of the service are to:

- retain ridership
- grow ridership
- improve the customer experience for current and future riders

Per approval by the Board in February 2020, Metro staff is currently preparing to launch

MicroTransit in the six unique service zones listed below:

- Watts/Willowbrook
- LAX/Inglewood
- Northwest San Fernando Valley
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- UCLA/Westwood/Century City



Metro

Fare Working Group

In May 2020, Operations assembled an internal working group to develop a recommendation on the MicroTransit Fare Structure.

The working group aimed to identify a fare structure that was consistent with Metro's current offerings and similar to regional operators such as our paratransit provider Access Services.

Participants represented the following departments and business units:

- Office of Civil Rights
- Office of Marketing and Commute Services
- Office of Equity and Race
- Office of Management and Budget
- Transit Access Pass (TAP)
- System Security and Law Enforcement
- Women and Girls Governing Council
- MicroTransit Operations

MicroTransit Fare Structure

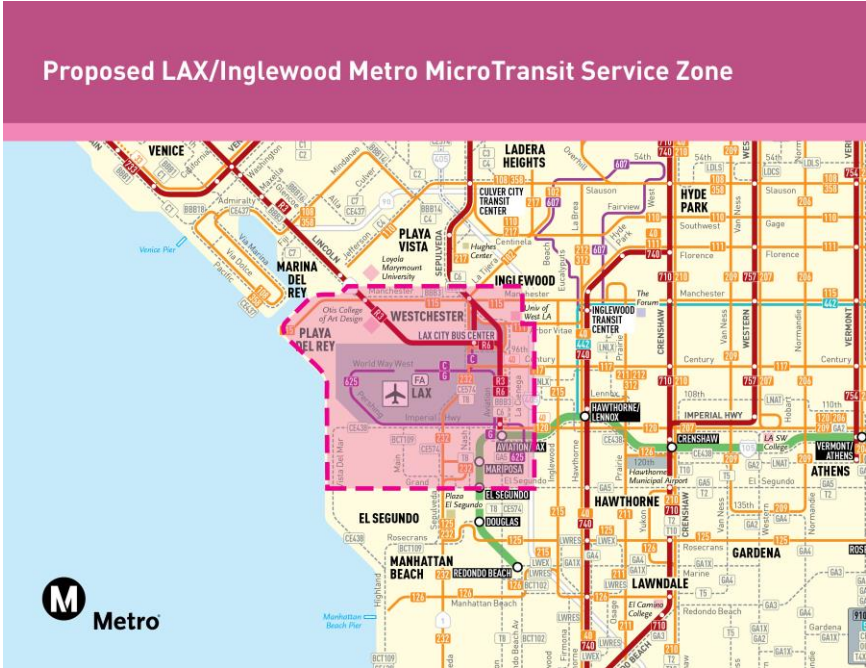
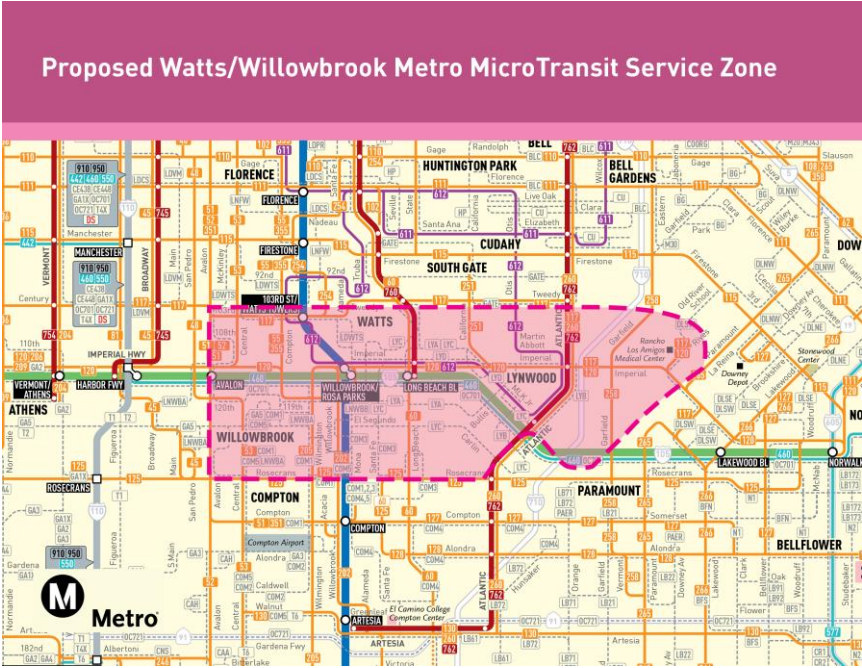
Description	Cost
Full Fare	\$2.50 per trip
Introductory Fare	\$1.00 per trip

Service Zone	Introductory Fare
Watts/Willowbrook	December 2020-May 2021
LAX/Inglewood	December 2020-May 2021

*Introductory fare to apply for first six months of operation in each service area in calendar years 2020 and 2021.

Service Zone Maps and Hours of Operation

Service Zone	Monday-Friday	Saturday and Sunday
Watts/Willowbrook	7am to 6pm	8am to 4pm
LAX/Inglewood	5am to 10am and 2pm to 7pm	



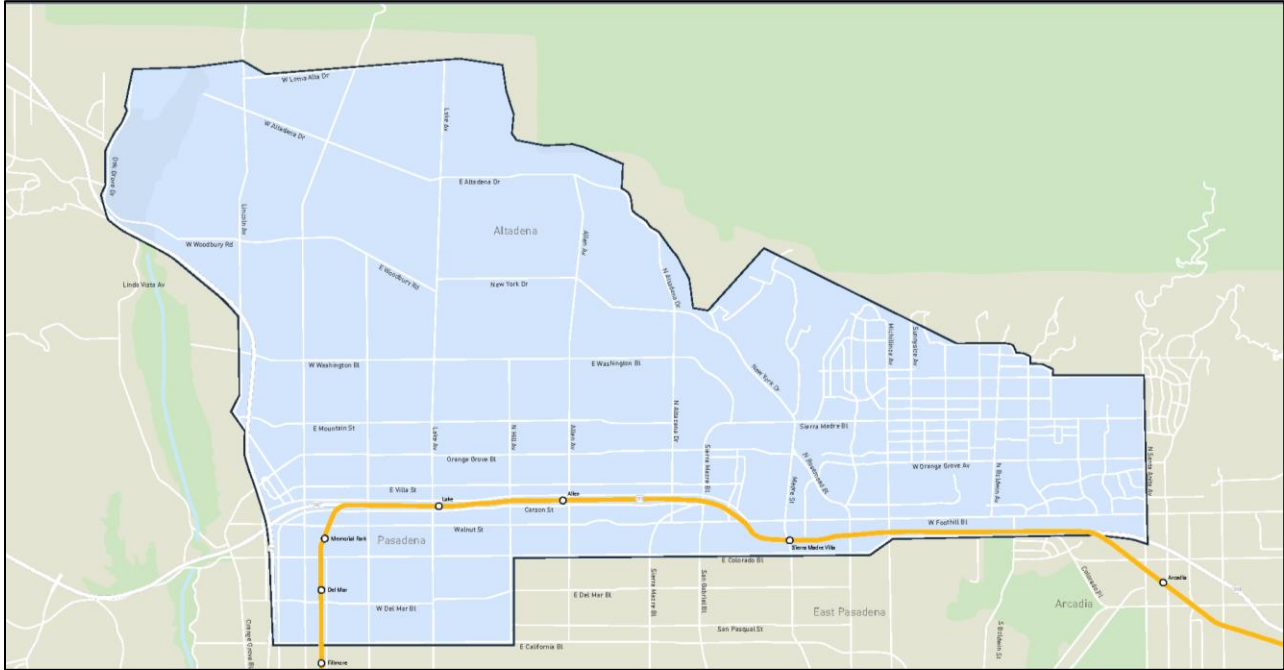
Zone boundaries and hours of operation will be adjusted based upon customer demand and utilization of the new service



Attachment B1

Zone 6: Altadena / Pasadena / Sierra Madre

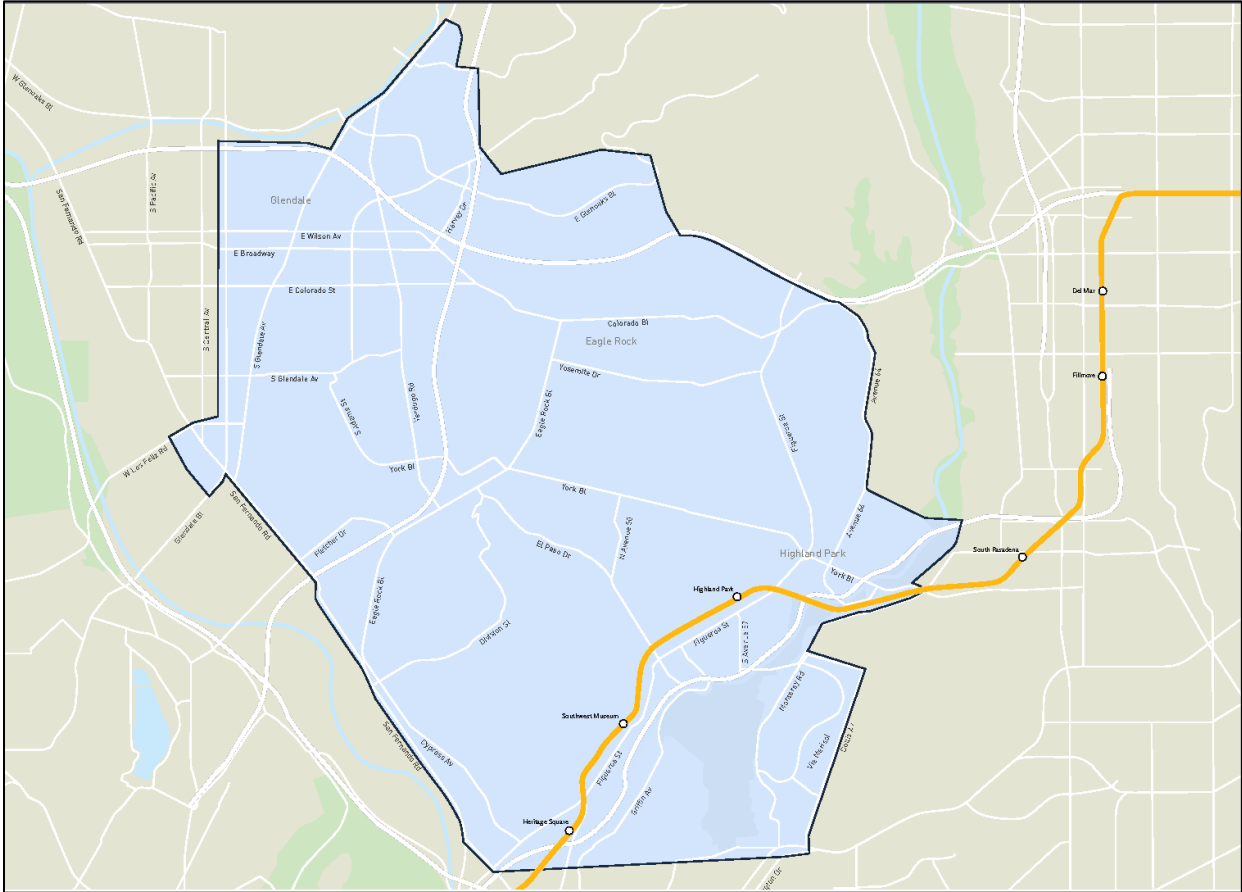
Daily Hours of Operation: 5:30 am to 9:30 pm



Attachment B2

Zone 7: Highland Park / Eagle Rock / Glendale

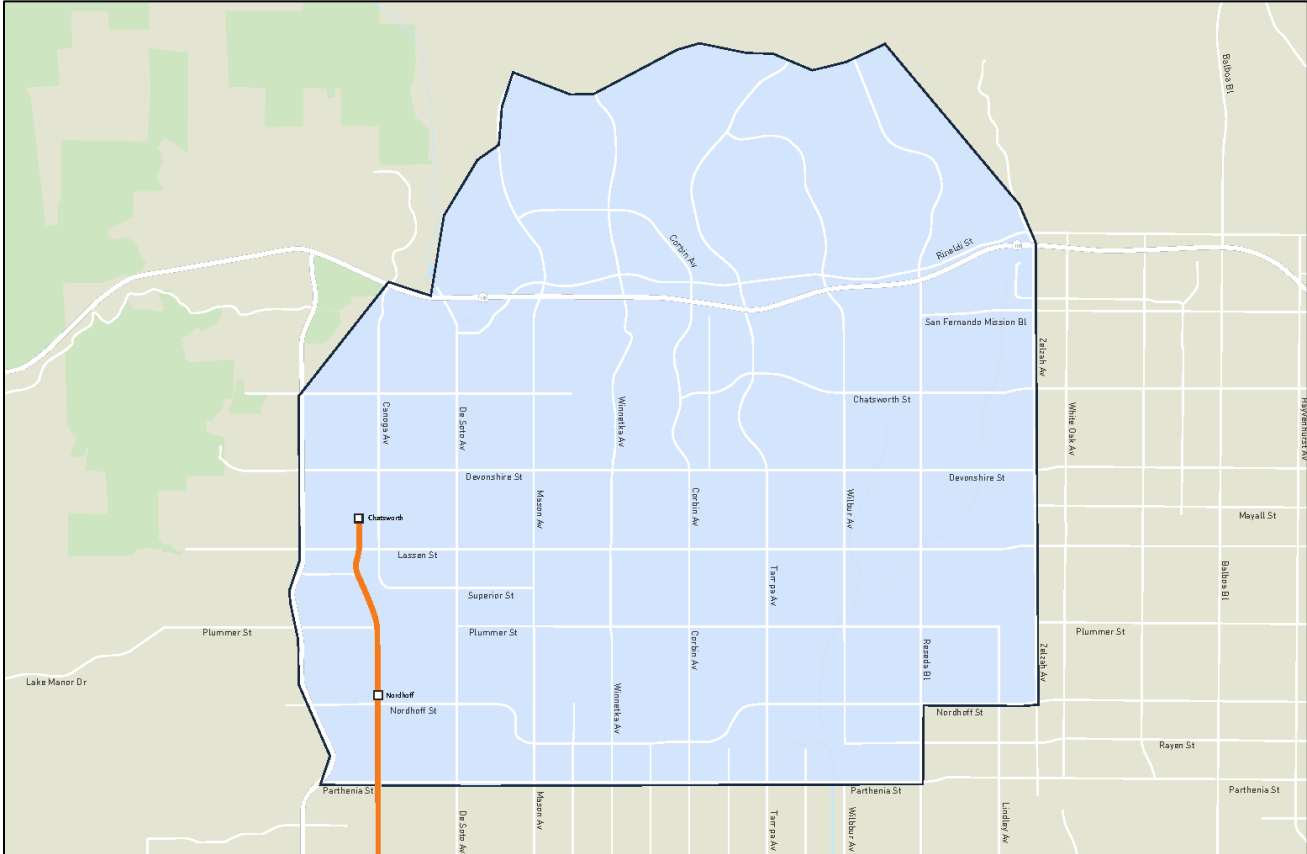
Daily Hours of Operation: 5:30 am to 9:30 pm



Attachment B3

Zone 8: Northwest San Fernando Valley

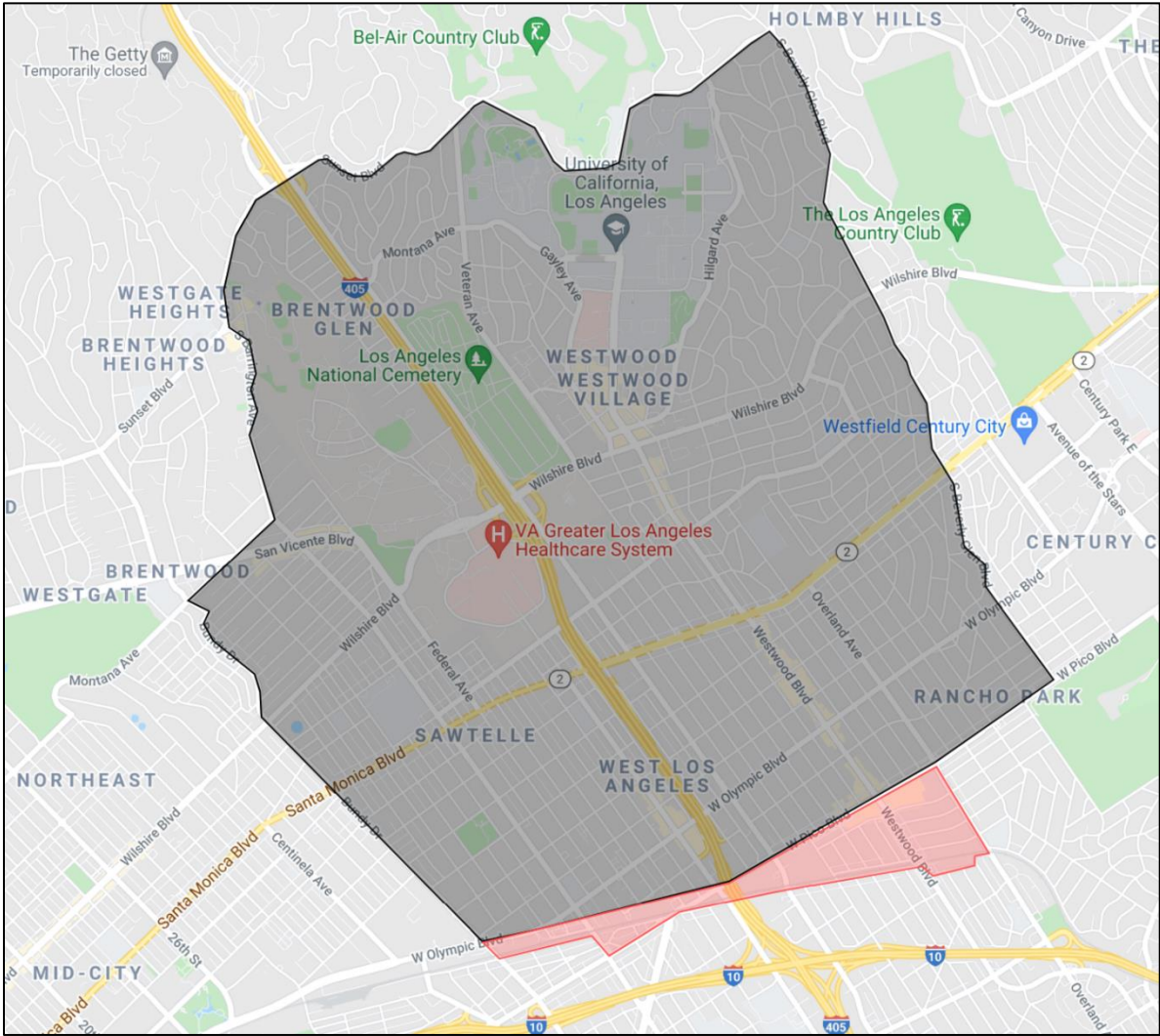
Daily Hours of Operation: 5:30 am to 9:30 pm



Attachment B4

Zone 9: UCLA / Westwood / Century City (Currently in Development)

Daily Hours of Operation: Currently in Development





MicroTransit

Operations Fare Structure and Service Zones

Executive Management Committee
May 20, 2021

Micro 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: Altadena/Pasadena/Sierra Madre
- ✓ Zone 7: Highland Park/Eagle Rock/Glendale

August 2021:

- ✓ Zone 8: Northwest San Fernando Valley

September 2021:

- ✓ Zone 9: UCLA/Westwood/Century City

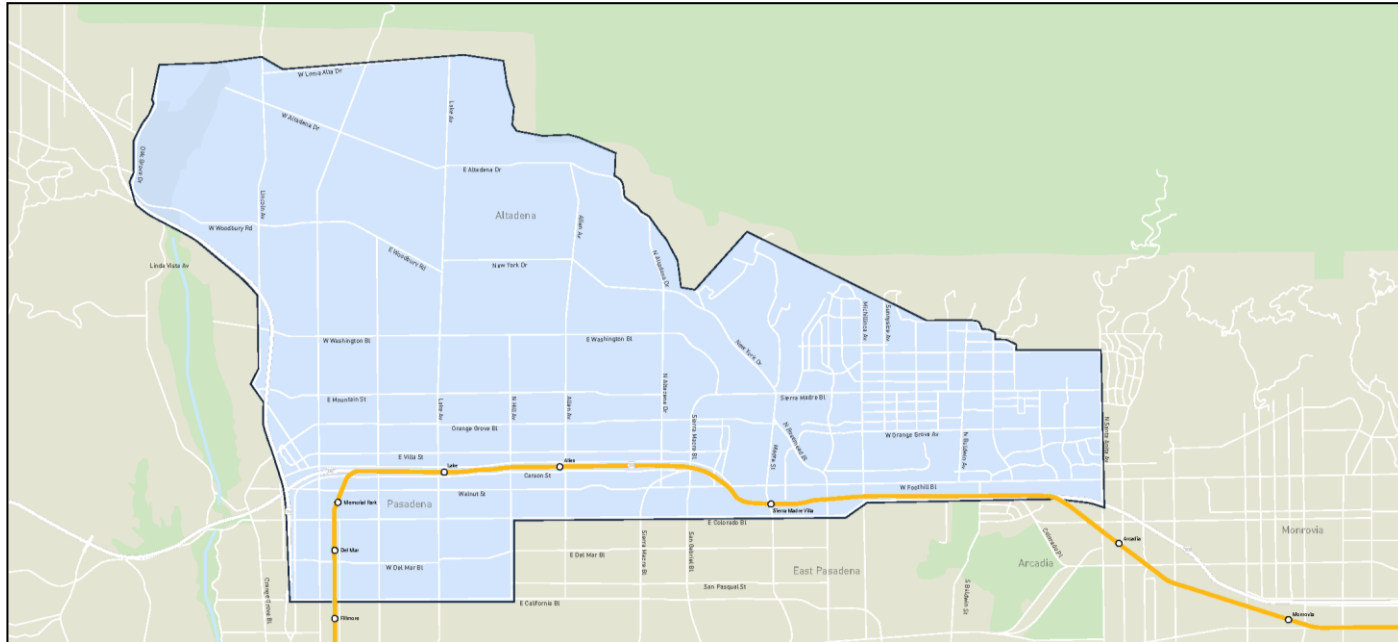


Recommendation

- ✓ In 2020, MicroTransit Operations assembled an internal working group to develop a recommendation on the MicroTransit Fare Structure.
- ✓ Metro staff recommended the full price to be set at \$2.50 per trip, aligned with the fare structure of the Silver Line. As a new on-demand service, MicroTransit is similarly priced to Access Services rates which are \$2.75 per trip for trips up to 19.9 miles and \$3.50 for trips more than 20 miles.
- ✓ In light of the pandemic, the working group recommended an initial introductory rate of \$1 per trip which was approved by the Board in October 2020.
- ✓ As part of current Board action, Metro staff seek an extension of the current introductory rate of \$1 through December 2021 and a roll out of the full fare of \$2.50 in January 2021. A transfer to Metro's fixed-route network (bus and/or rail) will be honored within the full fare of the trip, unless otherwise directed.

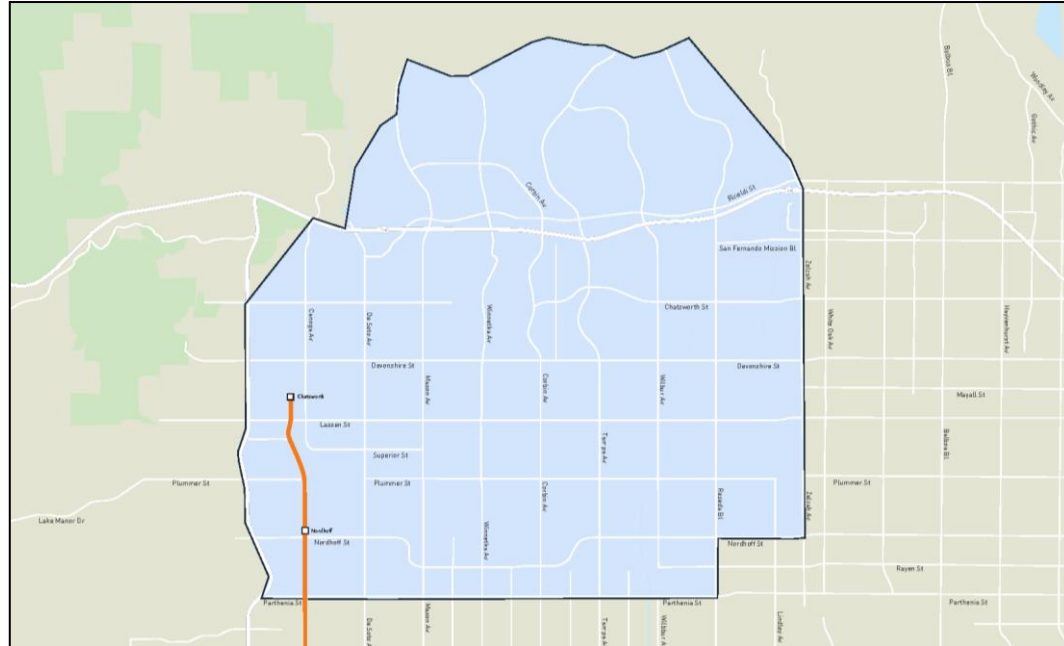
Zone 6: Altadena/Pasadena/Sierra Madre

Daily Hours of Operation: 5:30 am to 9:30 pm



Zone 8: Northwest San Fernando Valley

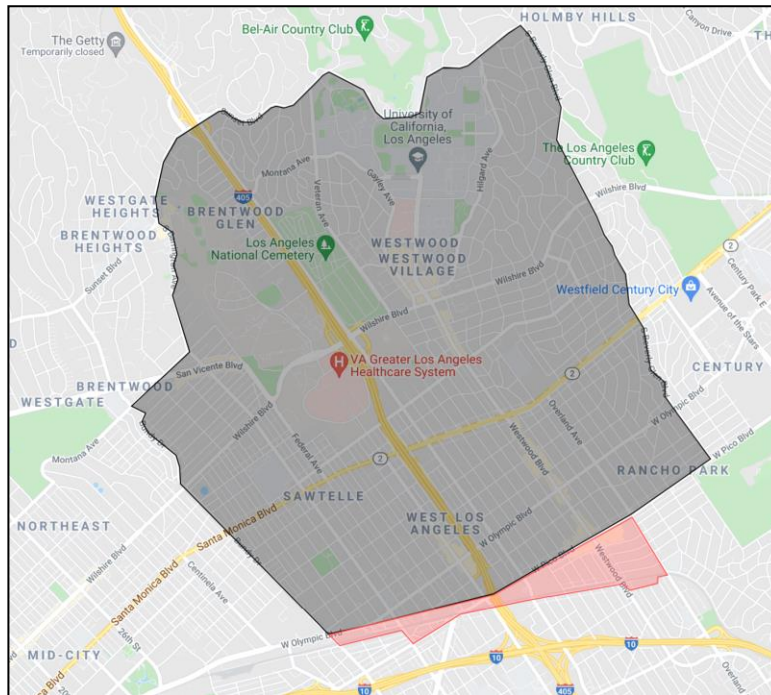
Daily Hours of Operation: 5:30 am to 9:30 pm



Zone 9: UCLA/Westwood/Century City

(Currently in Development)

Daily Hours of Operation: Currently in Development





Board Report

File #: 2023-0638, **File Type:** Motion / Motion Response

Agenda Number:

**REGULAR BOARD MEETING
SEPTEMBER 28, 2023**

Motion by:

DIRECTORS NAJARIAN, BUTTS, DUTRA, HAHN, AND BARGER

Related to Item 42: MicroTransit Pilot Project - Part B

Launched in 2020, the Micro Transit Pilot Program provides flexible, on-demand transit service in 8 Micro Transit Zones throughout Los Angeles County. The goal of the program includes focusing on the customer experience and ease of use, improving connections to the larger Metro system and local and regional operators by providing improved 1st mile/last mile connections, providing better service where fixed routes performed poorly, as well as addressing inequities in the availability and affordability of on-demand ride-hailing services in communities of color and areas with lower median incomes. The program is a quality option that is safe, clean, and comfortable in areas with more limited transit options, especially in Equity Focused Communities (EFCs).

When initially proposed, the goal for the cost per ride was \$20.00-25.00. The current cost is an average of \$42.00 per ride - more than 4 times the cost per rider on our fixed-route bus lines. At \$42.00 per ride, the program's sustainability becomes a challenge. Ridership performance by zone ranges from a high of just over 500 per day to a low of 115 per day. If the goal is to continue this service, the program must be sustainable and operational changes are necessary.

A driving factor in the cost per ride is Passengers per Vehicle per Hour (PVH). The PVH is based on demand which impacts performance and cost. The PVH program goal is 5-7 riders per vehicle per hour to meet the cost goals of \$20.00-\$25.00 per ride. The current average PVH for the program is 2.5-3.9.

The current request is for a one-year contract extension with an additional 6-month extension, if necessary. Staff is recommending making several operational changes to improve performance and address costs including streamlining operating hours, raising fares to \$2.50, (currently at \$1.00 - lower than Metro's base fare) shifting operating costs to capital costs and discontinuing or curtailing service in low performing zones in June 2024. Factors that need to be considered when discontinuing or curtailing a line should be based on data driven metrics and Key Performance Indicators (KPI) such as: PVH, average daily trips per week, maximum wait time, on-time performance, first/last mile connection rates, vehicle no-shows/excess demand, length of trips, percentage of stand-alone trips, and trips transferring to/from fixed-route services. Additionally, between now and June, information is needed on the characteristics of those zones which perform well and those that do not.

File #: 2023-0638, **File Type:** Motion / Motion Response**Agenda Number:**

SUBJECT: MICROTRANSIT PILOT PROJECT MOTION**RECOMMENDATION**

APPROVE Motion by Directors Najarian, Butts, Dutra, Hahn, and Barger that the Board direct the CEO to:

- A. Return to the Board by June 2024 with the recommendation of which zones are proposed to be discontinued or curtailed and to request the additional 6-month extension. The recommendation should include a thorough analysis of all zones with data driven metrics and KPIs outlined above, including data on demographics, as well as a plan of action that would address how service would be provided in discontinued zones where fixed bus routes were discontinued, and how the cost savings would be reinvested in operations including improving Micro Transit service in the remaining zones. Additionally, a review of the program should be presented which includes key characteristics of high performing and poorly performing zones, and how to increase the number of passengers linking Micro Transit and fixed route service.
- B. Implement those operational changes that could improve performance in low performing zones as soon as possible and increase marketing efforts to bolster community awareness of the program.
- C. Prior to raising fare to \$2.50, report back on the feasibility of incorporating Micro Transit services into the existing discount programs, including but not limited to Low Income Fare is Easy (LIFE), GoPass, Seniors, etc.

HORVATH AMENDMENT:

- A. Report back at six-month intervals with an update on the MicroTransit program, including but not limited to the effectiveness of the proposed cost and performance enhancements and the status of the new solicitation package.
- B. Report back on the feasibility of establishing a \$1.75 rate for riders connecting to other fixed-route Metro services.

Metro llevará a cabo una serie de cinco reuniones desde el miércoles 3 de enero hasta el viernes 12 de enero para recibir comentarios de la comunidad sobre los cambios propuestos a la tarifa de Metro Micro. Las recomendaciones de tarifas se presentarán en las reuniones del Consejo de Servicio de enero y las recomendaciones se llevarán a la reunión de la Junta de Metro de enero. La implementación de la estructura de tarifas aprobada se producirá en el primer trimestre de 2024.

Para más información sobre la reunión de la Junta de Metro de enero, visite boardagendas.metro.net.

Todas las reuniones de Metro son accesibles para personas con discapacidades. Se proporciona traducción al español, mandarín y ruso según lo indicado.

Requisitos de la ADA y el Título VI: Hay adaptaciones especiales disponibles para el público para reuniones patrocinadas por Metro. Todas las solicitudes de adaptaciones razonables y traducción deben realizarse al menos tres días hábiles (72 horas) antes de la fecha programada para la reunión, llame a la línea de información del proyecto al 213.922.1282 o al Servicio de Retransmisión de California al 711.



- 323.466.3876
- x2 Español (Spanish)
- x3 中文 (Chinese)
- x4 한국어 (Korean)
- x5 Tiếng Việt (Vietnamese)
- x6 日本語 (Japanese)
- x7 Русский (Russian)
- x8 Հայերեն (Armenian)

Cambios propuestos

La estructura tarifaria permanente propuesta para Metro Micro es:

- > Concluir la tarifa introductoria de \$1.00 e implementar la tarifa base permanente de \$2.50.
- > Ofrecer transbordos gratuitos a los autobuses y trenes de Metro desde Metro Micro, con transbordos a Metro Micro desde los autobuses y trenes de Metro disponibles con una tarifa adicional de 75¢ (para una tarifa base total de \$2.50).
- > Permitir a los participantes del programa Low Income Fare is Easy (LIFE) la opción de utilizar sus 20 viajes gratuitos en Metro Micro sin tarifa adicional y, posteriormente, pagar la tarifa base de \$2.50.
- > Permitir que los pasajeros con una tarjeta GoPass o Tarifa Reducida (estudiantes y personas mayores) con discapacidades continúen viajando en Metro Micro pagando \$1.00 (establecida como tarifa permanente para este grupo), con el mismo recargo de 75¢ por transbordos.
- > Permitir que los pasajeros con un pase de EZ Transit se transfieran a Metro Micro con una tarifa de 75¢ y los pasajeros de un pase de EZ Transit Zone 1 o superior podrán viajar en Metro Micro sin cargo adicional.
- > Los pasajeros que se transfieran desde agencias asociadas a Metro Micro (transbordos entre agencias) pagarán \$1.25 (tarifa de transbordo de 50¢ más recargo de 75¢).
- > Aceptar los transbordos entre agencias de Metro Micro, con base en los acuerdos de transbordo entre agencias existentes de cada agencia y las tarifas aplicables para los transbordos con los servicios existentes de autobuses y trenes de Metro.
- > Los transbordos y descuentos requerirán el uso de una tarjeta TAP. Los pasajeros que paguen con tarjeta de crédito o débito en la aplicación *Metro* pagarán la tarifa completa de \$2.50 sin transbordo.

Para obtener más información sobre Metro Micro, visite metro.net/micro.

Como participar

Los comentarios públicos se pueden hacer por correo electrónico a servicecouncils@metro.net o en persona en una de las siguientes reuniones del Consejo de Servicio:

Miércoles, 3 de enero de 2024, 6:30pm

San Fernando Valley Service Council
Marvin Braude San Fernando Valley Constituent Center
6262 Van Nuys Bl, Van Nuys, CA 91401

Participe por Zoom:

En línea: <https://usozweb.zoom.us/j/84486864773>
Por teléfono: 213.338.8477

or 888.475-4499 (número gratuito)
ID del seminario web: 844 8686 4773

Lunes 8 de enero de 2024, 5pm

San Gabriel Valley Service Council

Metro El Monte Edificio División 9, Tercer piso
Sala de conferencias del Consejo de Servicio
3449 Santa Anita Av, El Monte, CA 91731
(Santa Anita Av y Rarmona Bl)

Participe por Zoom:

En línea: <https://usozweb.zoom.us/j/87695457647>
Por teléfono: 213.338.8477

or 888.475-4499 (número gratuito)
ID del seminario web: 876 9545 1647

Miércoles 10 de enero de 2024, 6pm

Westside Central Service Council

Metro Headquarters Building
1 Gateway Plaza, sala de juntas del tercer piso,
Los Angeles, CA 90012

Participe por Zoom:

En línea: <https://usozweb.zoom.us/j/86800724592>
Por teléfono: 213.338.8477

or 888.475-4499 (número gratuito)
ID del seminario web: 868 0072 4592

Jueves, 11 de enero de 2024, 5pm

Gateway Cities Service Council

Salón del centro comunitario de Salt Lake Park
3401 E Florence Av, Huntington Park, CA 90255

Participe por Zoom:

En línea: <https://usozweb.zoom.us/j/87839129126>
Por teléfono: 213.338.8477

or 888.475-4499 (número gratuito)
ID del seminario web: 878 3912 9126

Viernes 12 de enero, 9:30 am

South Bay Cities Service Council

Sala de conferencias del Residence Inn
2420 Marine Av, Redondo Beach, CA 90278

Participe por Zoom:

En línea: <https://usozweb.zoom.us/j/8745163517>
Por teléfono: 213.338.8477

or 888.475-4499 (número gratuito)
ID del seminario web: 874 5516 3517

El periodo de comentarios públicos se cerrará a la medianoche del viernes 12 de enero.



Metro will hold a series of five meetings beginning Wednesday, January 3 through Friday, January 12 to receive community input on proposed changes to Metro Micro fare. Fare recommendations will be presented at January Service Council meetings, and recommendations will be taken to the January Metro Board meeting. The implementation of any approved fare structure would occur in the first quarter of 2024.

For more information on the January Metro Board meeting, visit boardagendas.metro.net.

All Metro meetings are accessible to persons with disabilities. Spanish, Mandarin and Russian translation provided as listed.

ADA and Title VI Requirements: Special accommodations are available to the public for Metro-sponsored meetings. All requests for reasonable accommodations and translation must be made at least three working days (72 hours) in advance of the scheduled meeting date. Please call the project information line at 213-922.1282 or California Relay Service at 711.

 323.466.3876

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- x3 中文 (Chinese)
- x4 한국어 (Korean)
- x5 Tiếng Việt (Vietnamese)
- x6 日本語 (Japanese)
- x7 русский (Russian)
- x8 Հայերեն (Armenian)

Proposed Changes

The proposed permanent fare structure for Metro Micro is:

- > Conclude the introductory fare of \$1.00 and implement the original base fare of \$2.50.
- > Offer free transfers to Metro bus and rail from Metro Micro, with transfers to Metro Micro from Metro bus and rail available for a 75¢ upcharge (for a total base fare of \$2.50).
- > Allow Low Income Fare is Easy (LIFE) participants the option to use their 20 free rides on Metro Micro with no upcharge, and thereafter pay the base fare of \$2.50.
- > Allow GoPass and Reduced Fare (Student and Senior/Disabled) cardholders to continue to ride Metro Micro at the \$1.00 rate (established as a permanent fare for this group), with the same 75¢ upcharge for transfers.
- > Allow EZ Transit Pass Base riders to transfer to Metro Micro with a 75¢ upcharge, with EZ Transit Pass Zone 1 or higher riders able to ride Metro Micro at no additional charge.
- > Passengers transferring from partner agencies to Metro Micro (interagency transfers) would pay \$1.25 (50¢ transfer fee, plus 75¢ upcharge).
- > Recognize interagency transfers from Metro Micro, based on each carrier's existing interagency transfer agreements and the fees applicable for transfers with existing Metro bus and rail services.
- > Transfers and discounts will require the use of a TAP card. Passengers who pay with a credit or debit card in the Metro app will pay the full fare of \$2.50 with no transfer.

For more information on Metro Micro, visit metro.net/micro.

How to Participate

Public comment can be made through email at servicecouncils@metro.net or in person at one of the below Service Council meetings:

Wednesday, January 3, 2024, 6:30pm

San Fernando Valley Service Council
Marvin Braude San Fernando Valley Constituent Center
6262 Van Nuys Bl, Van Nuys, CA 91401

Participate by Zoom:

Online: <https://us02web.zoom.us/j/84486864773>
Phone dial-in: 213.338.8477
or 888.475.4499 (toll free)
Webinar ID: 844 8686 4773

Monday, January 8, 2024, 5pm

San Gabriel Valley Service Council
Metro El Monte Division 9 Building
Third Floor Service Council Conference Room
3449 Santa Anita Av, El Monte, CA 91731
(Santa Anita Av & Ramona Bl)

Participate by Zoom:

Online: <https://us02web.zoom.us/j/87695451647>
Phone dial-in: 213.338.8477
or 888.475.4499 (toll free)
Webinar ID: 876 9545 1647

Wednesday, January 10, 2024, 6pm

Westside Central Service Council
Metro Headquarters Building
1 Gateway Plaza, 3rd Floor Board Room,
Los Angeles, CA 90012

Participate by Zoom:

Online: <https://us02web.zoom.us/j/86800724592>
Phone dial-in: 213.338.8477
or 888.475.4499 (toll free)
Webinar ID: 868 0072 4592

Thursday, January 11, 2024, 5pm

Gateway Cities Service Council
Salt Lake Park Community Center Lounge
3401 E Florence Av, Huntington Park, CA 90255

Participate by Zoom:

Online: <https://us02web.zoom.us/j/87839129126>
Phone dial-in: 213.338.8477
or 888.475.4499 (toll free)
Webinar ID: 878 3912 9126

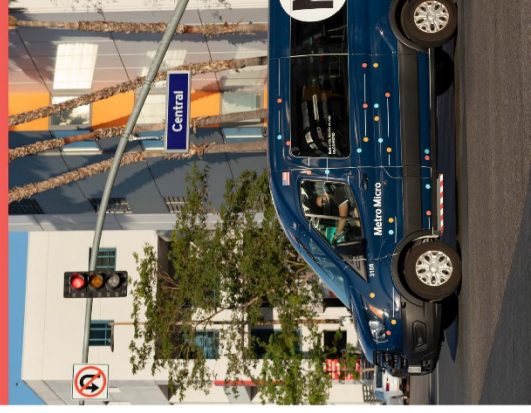
Friday, January 12, 9:30am

South Bay Cities Service Council
Residence Inn Conference Room
2420 Marine Av, Redondo Beach, CA 90278

Participate by Zoom:

Online: <https://us02web.zoom.us/j/8745163517>
Phone dial-in: 213.338.8477
or 888.475.4499 (toll free)
Webinar ID: 874 5516 3517

The public comment period will end at midnight on Friday, January 12.



2023 Metro Micro Rider Survey Results

A survey was conducted in March and April 2023 among Metro Micro riders which also gathered input on the future decisions around the Metro Micro fare structure. This survey fulfilled a contract requirement to complete a Mode Shift Analysis and to gather demographic data on ridership. Respondents had the option to complete the survey online, onboard, or by phone.

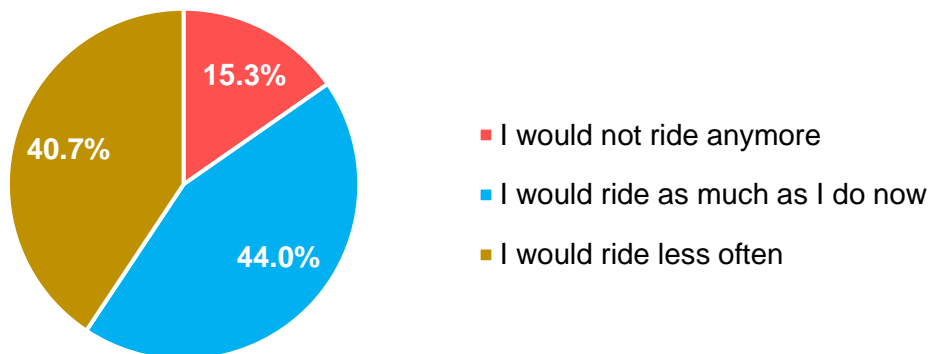
A total of 2,875 surveys were completed. Overall:

- 95% of surveys were completed in English and 5% were in Spanish, which is similar to the proportion of language use in the Metro Micro app
- The highest response rate relative to ridership occurred in the North Hollywood/Burbank and UCLA/Westwood/VA Medical Center zones
- A total of 21.19% of respondents stated that they are students. Of those respondents, 5.65% identified as part-time students and 15.54% as full-time students
- 10.6% stated they have a disability and 7.8% preferred not to answer this question
- 23.2% of respondents state they participate in a fare program (LIFE, Student, Senior/Disabled, Employer/University)
- 33.3% of respondents have household incomes under \$25,000

To support future decisions about the Metro Micro fare, the following question was asked: “How much would you ride Metro Micro if the fare was \$2.50?” The survey response options provided were:

- I would not ride anymore
- I would ride as much as I do now
- I would ride less often

A total of 2,671 of those riders who completed the survey (92%) responded to this prompt. Responses were as follows:



Based on the responses, at a \$2.50 fare:

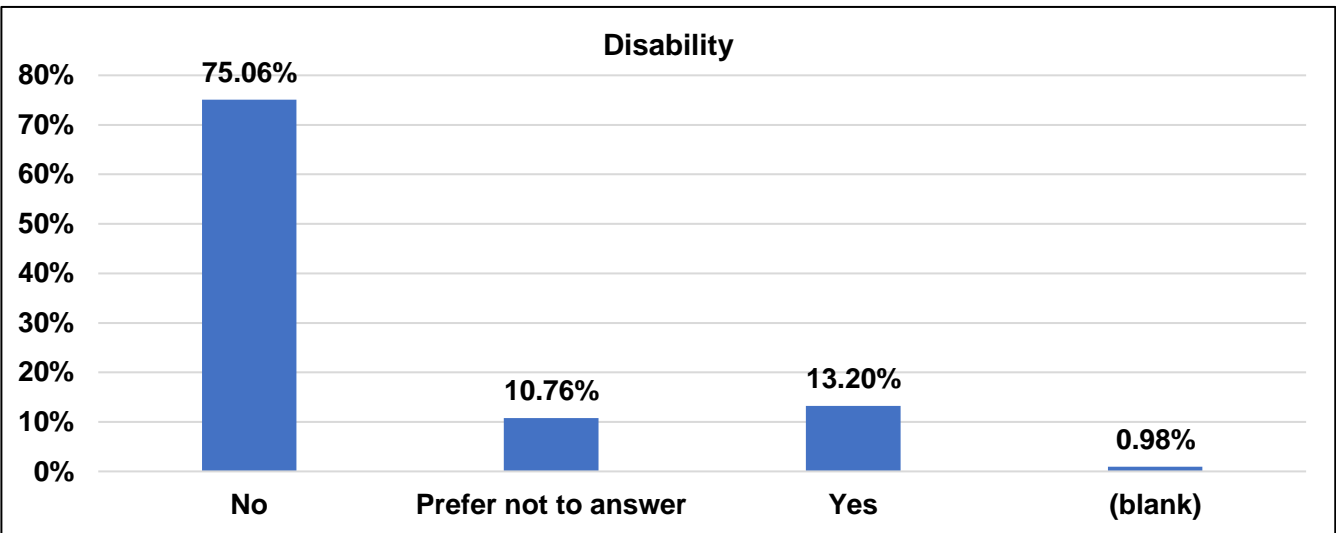
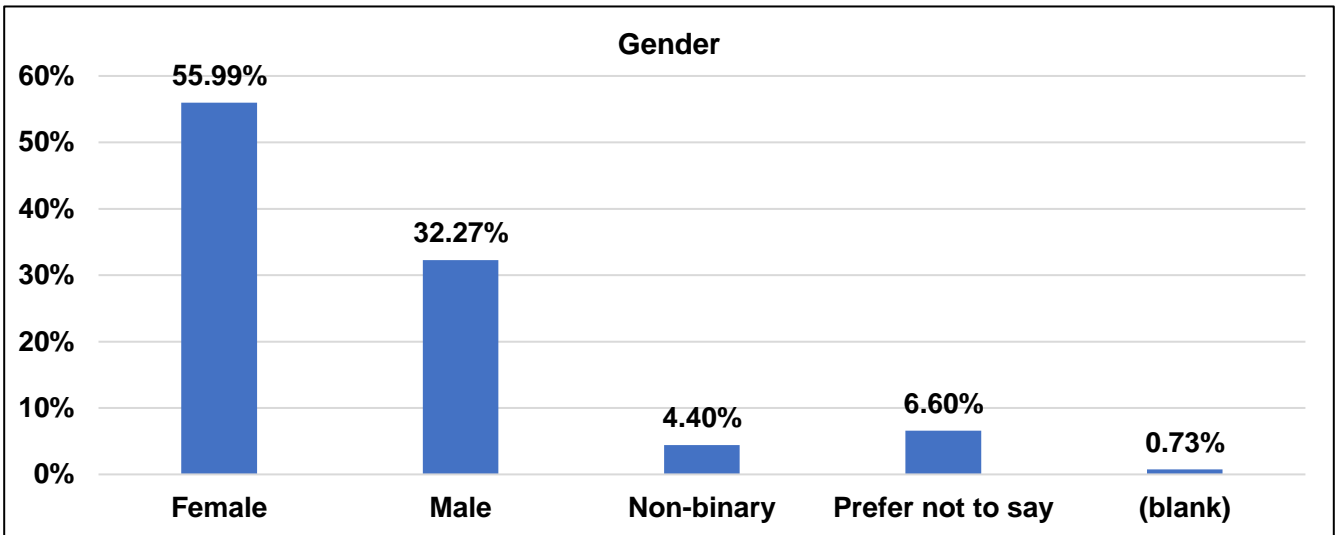
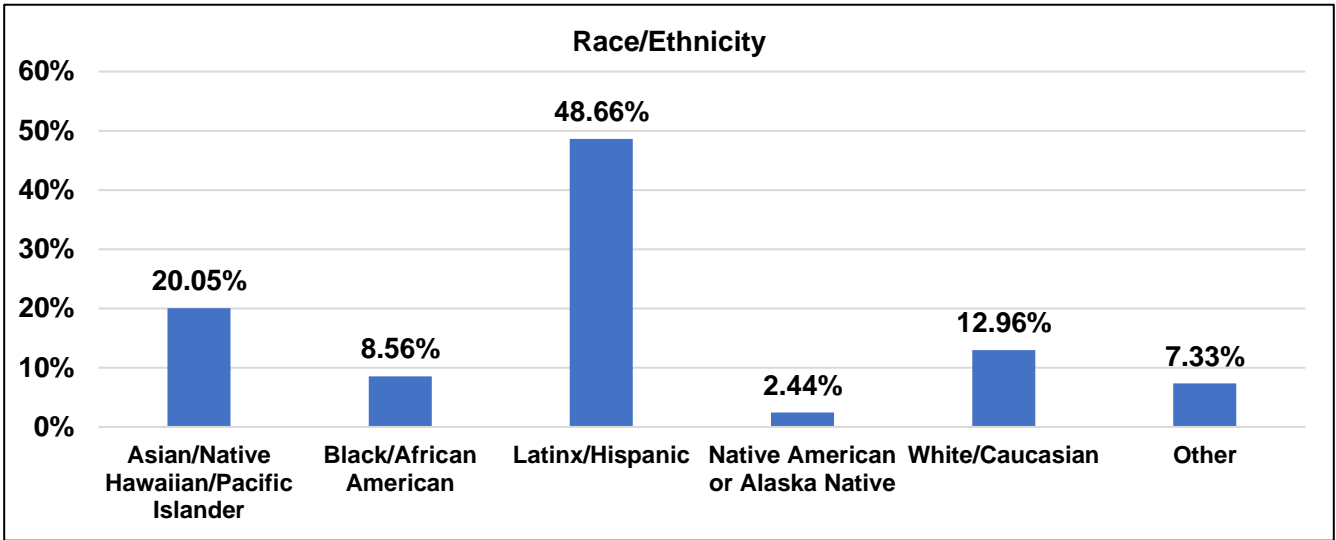
- Younger riders (under 18, 18-24) indicated that they are most likely to reduce (58.4%, 54.1% respectively) or stop use (18.8%, 20.2%)
- 25% of respondents who identified as disabled said they were more likely to stop riding Metro Micro if the fare was increased to \$2.50
- 52% of full-time students said they would ride less often, and 20% said they would stop altogether. Part-time students were less price-sensitive, but still more so than the overall sample (only 80% as likely to maintain riding habits). There was a high similarity in sensitivity for the 18-24 age group and full-time students
- The responses from the Discount Fare Program participants indicated that they would be 18% more likely to stop riding than the overall sample, and 8.9% more likely to ride less often

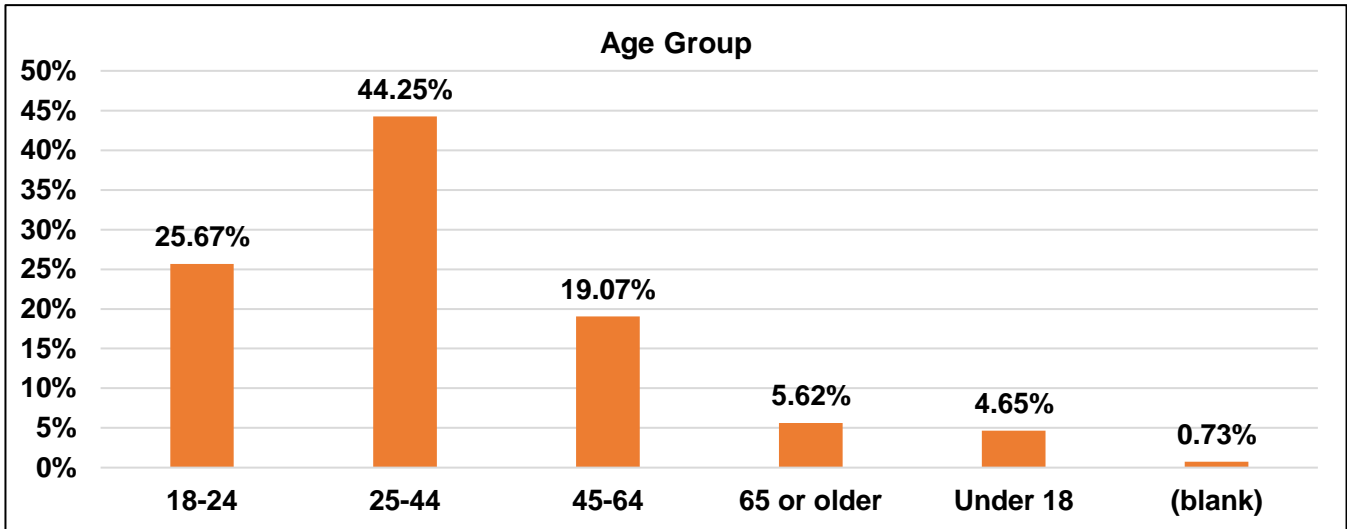
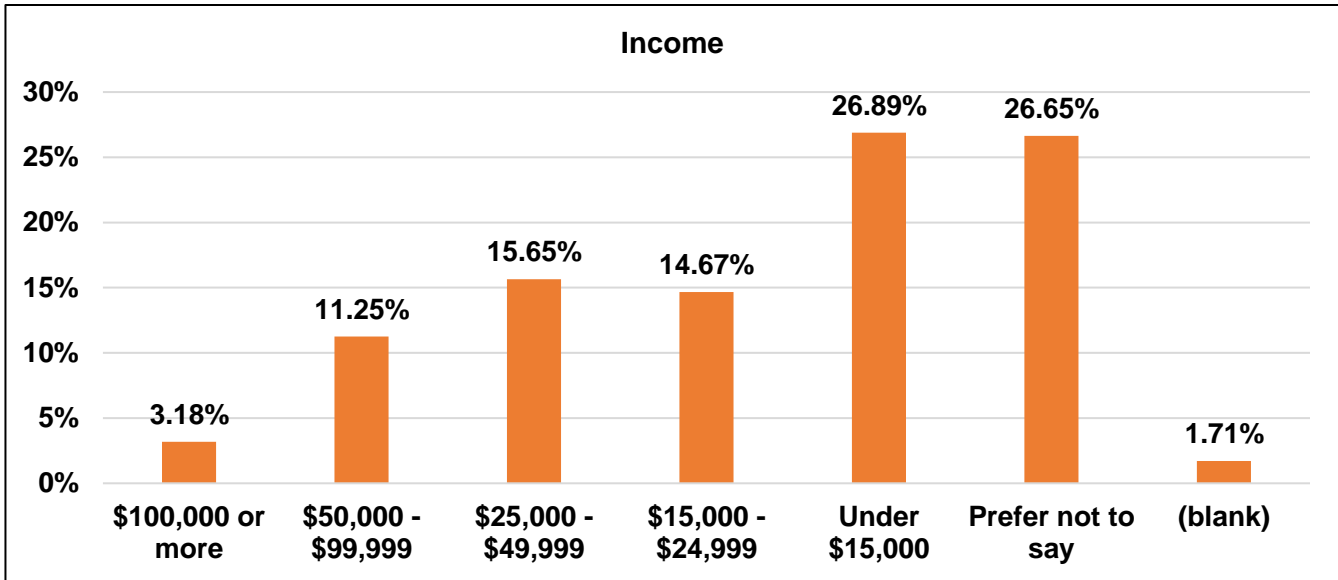
Other observations regarding the 15.3% (409) of survey respondents who stated that they would no longer ride Metro Micro if the fare was raised to \$2.50 include:

- A much higher proportion of women responding that they would not ride any more as compared to responses from men (56% versus 32%)
- A younger market indicating that they would no longer ride (70% were 18-44 years)
- Over 68% of these respondents were of Hispanic or Asian ethnicity
- Those who responded that they would no longer ride came from lower-income households (over 55% had an income under \$50,000)

This clearly points to the importance of offering access to lower fares for groups such as those with lower incomes and young people. Most of the groups that indicated a higher level of price sensitivity (students, those with a disability, and those participating in a discounted fare program) would not be affected by the proposed framework for a permanent fare structure, as their current price would not be affected or would be covered by the discounted fare program they participate in.

Demographic information on the 15.3% of respondents who said they would not ride anymore if the fare for Metro Micro was raised to \$2.50 is provided in the following charts:





**Metro Micro Proposed Fare Structure
Comments Received**

Source of Comment	Date Rec'd	Commenter	Comments	Summary
1. servicecouncils@metro.net	1/2/2023	Barbara Asada	Hi. I love the bus system in Honolulu. I feel it is more complicated riding the metro here. Using the tap card should be so simple by just tapping your card and let the system do the job of figuring out transfer fees etc . Have a system a senior rider can go all day without paying after two transfers. This way a senior can travel more without any worries. Just hop on and off to go explore and make sure it is a safe ride. Thank you.	Question/comment regarding Metro service
2. servicecouncils@metro.net	1/2/2023	Bob Guzzi	I'm a senior citizen who uses Metro Micro and the Metro Rail to get to and from work. I appreciate the senior citizen rate on Metro Rail. Is there any way you can incorporate the senior rate on Metro Micro to carry over to the transfer on Metro Rail? Just a thought that if I was catching the train within a certain allotment of time (say, between 15 minutes to half an hour) from booking my Metro Micro to the Metro Rail station, perhaps the fee would be waived on Metro Rail since I just spent \$1.00 on Metro Micro. Or perhaps your companies can have a discussion about integration of fees/services? Also, if there were verified options for a drop off at the particular Metro Rail station, that would be a benefit. Take for example, the Pasadena Memorial Park Metro Micro stop. There IS an option for Pasadena Memorial Park Station, but that is the same as just Pasadena Memorial Park, and it's about 2 blocks away. Just a thought about making things more seamless. I know it's a difficult process of putting different travel services together, but on most situations, there is somewhat of success. One of the biggest let downs was getting notifications on my phone to be at the pick up spot, and once I was there, I'd receive a message saying "Your pickup will be late but you will be dropped off on time", only to be followed by "Your drop off time will be late, but we are doing everything we can to get you there on time", to be followed by "Your ride cannot be serviced at this time." Which at that point I either had to walk to the train station (about a half an hour walk) or use Uber or Lyft. And then once I did start walking or get a Lyft, 10 minutes later I'd get a message that my Metro Micro is on its way! It's when things work out like that, that it gets frustrating. Good luck with integration and taking others' opinions into review. Best,	Requests scheduling/routing improvements
3. servicecouncils@metro.net	1/2/2023	Candice Holman	While the adjustments to fares is welcome, I thought my feedback on changes to routes and stops is equally if not more important to the ongoing sustainability of Micro use. I am a senior with limited ability to walk distances. About a year ago (since my car died) I was excited to use the Micro to get to my local CVS and back to pick up prescriptions. The CVS ON York Blvd and Eagle Rock Blvd is 1.1 miles from my home. It turns out I would have had to walk down to York Blvd from 1837 Phillips Way to York Blvd and another couple of blocks just to reach the pickup location on York. In other words, the Micro would only "help" me about 1/2 mile in total per trip (2.2 miles total). Ridiculous. For decades, LA City buses have been stopping every 3-4 blocks for passenger pickup and drop off. Why is this model of reasonable convenience not available with the Micro? Target consumers of the Micro are primarily older people, those without alternative transport options, and those not able to walk long distances. Come on! If those busses stopped every 3-4 blocks on thorough fares, I would use them several times a month. Instead, I have been, and will continue to rely on a friend with a gas-guzzling SUV to get me to my pharmacy and grocery stores. Price isn't your issue for sustainability; convenience is! I hope you will rethink your route stops.	Supports proposed fare structure Requests scheduling/routing improvements
4. servicecouncils@metro.net	1/2/2023	Douglas Lundell	I'm in El Sereno. Metro Micro doesn't serve there. Sounds like a nice service, if it were available to me.	Requests expanding region(s)
5. servicecouncils@metro.net	1/2/2023	Eliva Alvarez	Yo lo e empezado a usar lo seguiré usando mientras sea un dólar ho que pueda usar mi tarjeta tap de mis 20 viajes gratis!! (I've started using it. I will continue using as long as it is \$1 and while I can use my 20 free trips on my TAP card)	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
6. servicecouncils@metro.net	1/2/2023	Ellen	Please add more pick-up and drop-off locations. The closest location to my house is a 15 minute walk uphill.	Requests scheduling/routing improvements
7. micro@metro.net	1/2/2023	Howard Male	Hello, 1. Does Micro's \$2.50 fare (or the \$1.75 base fare) count toward fare capping? 2. If I have hit the daily or weekly fare cap, is there still a Micro up charge? Thank you	Question regarding Micro proposal (fare capping)
8. servicecouncils@metro.net	1/2/2023	Joe Linton	To whom it may concern: I support Metro's proposal to charge \$2.50 fare for Metro Micro. The current disparity in fares - with Metro charging \$1.75 for fixed-route transit and charging less - \$1 - for premium MicroTransit service - is unfair and unacceptable. Metro subsidies should encourage equity, environment and health. Metro should encourage efficient high-ridership mass transit, not inefficient low-ridership MicroTransit. Thank you for your attention to this important matter.	Supports proposed fare structure
9. servicecouncils@metro.net	1/2/2023	Linda Ogata	Hello, I live in the El Monte service area for Metro Micro and I would like it to continue. I understand if the price needs to be increased, even to \$5/ride, which would still be a bargain compared to Lyft or Uber. Thanks for considering this.	Supports proposed fare structure or higher fare
10. servicecouncils@metro.net	1/2/2023	Lyanne Garcia	Hello, I received an email regarding the new Metro Micro rate. I had a question regarding saved money we have in our account. I used the Metro Micro last year often to take me to my doctor appointments. Towards the beginning of October I had reserved my time in advance to ensure I made it to my doctor appointments on time. However, my son was born early and I had to cancel my Metro Micro reservations. Is there any way to get the amount in my account refunded to me, as I have not used the Metro Micro since the birth of my son. I will likely not use the Metro Micro anytime soon while my son is a newborn either. I would appreciate assistance and information on this. Thank you	Other question/comment
11. servicecouncils@metro.net	1/2/2023	mcamargo386	Dear Metro Micro, I'm all for the new fare as long as it comes with improvements in the service of Metro Micro. There has been a couple of instances in the past month where I was a 5 minute drop off from my location and the eta on the app said I was 25 minutes away because a couple of riders were to be picked up. Another time I was a block away from my location and the app wanted the driver to head back south instead of driving a block north to drop me off because more riders were to be picked up. Ideally, the app would make sure that the riders who are being picked up should ride with others who are within the same route. I hope this aspect of the service improves. Thank you	Supports proposed fare structure Requests scheduling/routing improvements
12. servicecouncils@metro.net	1/2/2023	mkheeren12	We loved using micro bus when we lived in LA, but we moved back to WI this past April. Thanks & Happy new year! M& P	Question/comment regarding Micro service
13. servicecouncils@metro.net	1/2/2023	Nathali Avila	Hello, will Metrolink monthly passengers be able to transfer to metro micro for an additional transfer fee or would it cost the new fare fee \$2.50?	Question regarding Micro proposal (transfers)
14. servicecouncils@metro.net	1/2/2023	Pam Walls	I've only seen Micro Metro in Burbank, but not in Los Angeles. Will Micro Metro expand to cities other than Burbank and El Monte? I enjoyed taking it in Burbank, but I'd like to ride it all the time and everywhere. Go Micro Metro!	Requests expanding region(s)
15. micro@metro.net	1/2/2023	Paul Covelli	The proposal is fine. It's still a bargain and adding transfers is a great idea to take the bus into another zone. I'll gladly pay 2-2.50.	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
16. servicecouncils@metro.net for San Fernando Valley Service Council meeting/	1/2/2023	Peter Wei	Dear Service Council, I would like present the following three comments: 1. From the perspective of our fellow passengers, the biggest challenge for riders using Metro Micro is when transferring from Metro bus to Metro Micro, if the bus is running late or cancelled, it will result in missing the Micro pick up time. It's really not the rider's fault, but the system will consider it as the rider not showing up. I hope in the future, the Metro Micro app can be improved to link the pick up with the status of the bus or train (including Metrolink) the rider is transferring from, so if the bus or train is running late, the Micro driver and system will be notified, and pick up time can be automatically adjusted based on the estimated arrival time of the bus or train. 2. Even up to this date, I'm still confused how much time in advance do I need to reserve the Metro Micro. Is it the day before, two hours before, or any time that I'm ready to go? I couldn't find this information anywhere. Knowing the answer to this question is so important for the passengers. 3. On the new fare plan for Metro Micro, one of the bullet points says "LIFE participants can use their 20 free rides to take Metro Micro. But it's unclear if transferring to or from bus or rail, it will be considered as 1 ride or 2 rides out of 20 free rides? Thank you	Question/comment regarding Micro service Question regarding Micro proposal Requests scheduling/routing improvements
17. servicecouncils@metro.net	1/2/2023	Peter Wong	Please extend the Metro micro service south to California Street and Rosemead in East Pasadena	Requests expanding region(s)
18. servicecouncils@metro.net	1/2/2023	Steve Berman	Micro sounded like what my senior friend needs in order to attend senior meals in Arcadia. However, she lives in El Monte. Please expand the areas served by mileage or perhaps an extra fare to serve her needs.	Requests expanding region(s)
19. servicecouncils@metro.net	1/2/2023	Therese Shellabarger	Since I am one of those with no cell phone, I don't really care about Metro Micro, and seeing how expensive it is to run, don't feel it is a good use of my fares and other funding. I do like the new Dash lines and would like to see more of that instead of the Micro, which seems more like an elite service to me. Dash is a step up from Metro, but I haven't heard of it being extra expensive, even though the fares are at zero at the moment. I live in North Hollywood near Laurel Canyon Blvd. and Sherman Way.	Supports discontinuing Metro Micro service
20. servicecouncils@metro.net	1/2/2023	V	Hello, Would the Micro bus allows free transfers to and from the Metrolink? Or would it be an additional cost?	Question regarding Micro proposal (transfers)
21. servicecouncils@metro.net	1/2/2023	Wilki W. Tom	Hi What about green Access TAP card holders? Is there a discount / free component to riders with an Access TAP Card? Thanks	Question regarding Micro proposal
22. San Fernando Valley Service Council meeting	1/3/2023	Brenda Ramirez	She has been using the service since March of last year. She has enjoyed it and finds it to feel safer. People don't ride who haven't paid or reserved a ride don't ride. An article said that female ridership is down 50%. If female ridership is down, it affects the economy. There are people who think it is a waste of time and resources and that it takes away bus service. For her, she has been harassed and assaulted on the bus, she has heard stories about other women seeing men doing things on the bus to other women or themselves. That doesn't happen on Metro Micro. Getting a ride can be a challenge, but she would have been fine paying \$5 for the service. At the end of the day, she feels it is a very valuable resource and a matter of safety. She hopes it extends to Panorama City, Van Nuys, and the Arleta area; she feels those would be useful zones to have the service.	Supports proposed fare structure or higher fare
23. San Fernando Valley Service Council meeting	1/3/2023	Eugene Salinsky (phone)	He generally would agree with the proposal; however, he thinks the program is money being taken from buses. If Metro did not have Metro Micro, Metro could use the funds to run more buses and run them more frequently. Which are especially needed in the San Fernando Valley. Also, if Metro Micro was held to the same standard of ridership as a bus	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			line, the proposal would be to discontinue the service. Some of the Metro Micro vans could be used on bus lines that Metro used to run such as on former Line 201. At 2,500 riders a day across 8 zones is not much in terms of ridership.	
24. San Fernando Valley Service Council meeting	1/3/2023	Glenn Bailey (Zoom)	He thinks that north of Devonshire with exception of Zelzah to Chatsworth St is a Metro desert now and even when the lines ran up to Rinaldi it was still not very good. Not sure if Metro is purposely restricting the northern boundary of the zone to only be in City of Los Angeles, thinks Metro have lost opportunity by cutting the zone off where it angles on Topanga Canyon Bl up to 118 Fwy. There are residents in mobile home park, a lot of seniors. There are new developments of hundreds of new homes by the 118 Fwy. He recommends expanding the zone along Topanga up to 118 Fwy, would expand even more if Metro could. Putting a stop on Topanga and 118 Fwy point of intersection, would at least help people. Also recommends working with Simi valley, Santa Clarita, and Antelope Vallet transit as they are all serving from their respective jurisdictions and coming down respectively on Topanga.	Requests expanding region(s)
25. San Fernando Valley Service Council meeting	1/3/2023	Hector Ramirez (Zoom)	Caller lives in Chatsworth and is a commissioner with the LA Commission on Disabilities. He loves Metro and uses it to go to school and work. He has been riding since the 1990's to get to know his community. From an accessibility point of view, it is an incredible new way for Los Angeles County to be accessible for the largest community of people with disabilities in the United States. He lives in a Chatsworth area with residents who are primarily seniors and people with disabilities, and there has been a resurgence in using public transit. Safety, accessibility, broader choices, access, and the dependability on where they can get to and from on the bus. He requests that when Metro rolls out information, it is provided in plain language so that people can learn as there is a lot of interest, but some of the materials also develop lots of confusion. Those who are using it are finding it to be a reason to love living in Los Angeles County. As a person with disability, it allows the opportunity to go different places with his toddler, the connectivity with other systems and allows him to utilize transit as his main mode of transportation throughout la county. It is significantly beneficial to seniors and members of the disabled community.	Question/comment regarding Micro service
26. San Fernando Valley Service Council meeting	1/3/2023	Jeffrey Umoye	He has been riding Micro in Northwest in San Fernando Valley for about 3 weeks. He finds it to be a quality service. He asked why the proposed fare is higher for Metro Micro than for the rest of Metro services. He used to ride Lines 242/243 bus until it was discontinued; he wants to know why Lines 242/243 were removed and if those lines were cancelled because it was more of an effort now to travel north of Devonshire to Rinaldi. He heard that Metro Micro is going to cover that area now that Line 242/243 does not.	Question regarding Micro proposal Question/comment regarding Metro service
27. San Fernando Valley Service Council meeting	1/3/2023	Konstantin (Zoom)	He does not understand why this program was implemented under the public transportation umbrella. Metro Micro is designed to serve a very limited group of people: the elderly, disabled, low-income, and those who do not have to be on time. He tried to use Metro Micro but it adds a lot of time to his trips. He can only use it when he does not have to be on time because it is unpredictable; if he takes the bus, he can tell within 10 minutes what time he'll arrive. He thinks it's improper to discuss fare changes because if the program is implemented for those specific populations, he thinks it should operate under a different umbrella, not under the umbrella of public transportation. Ridership numbers are misleading because as many fixed route buses were removed, he bets 90% of full fare paying passengers of those buses started to drive. Once the full fare is implemented, he will keep driving for his commute. He tries to use the service but it is difficult for him to do so.	Supports keeping \$1 fare Question/comment regarding Micro service
28. San Fernando Valley Service Council meeting	1/3/2023	Lionel Mares	He would like to see Metro Micro expand to Sun Valley, Pacoima, Arleta, Mission Hills, Sylmar, and possibly Sunland Tujunga. Where he lives in Sunland Tujunga is an underserved community and Metro buses take a long time. He is also a cyclist and taking public transit right now due to his car being in the body shop. Currently he is using Metro to go to work at the City of Los Angeles Personnel Department. For example, the Line 152 and 230 buses take a long time early in the morning to arrive. Metro Micro would help because it is cheaper than Uber and Lyft which are very expensive. If the plan	Requests expanding region(s)

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			is to increase fare for Metro Micro, he would support the proposal if Metro expanded the routes and areas as well. Expanding the areas would encourage more people to use it as it is also more secure to ride. He also likes that the Metro Micro vehicles also have bike racks which is very incentivizing for cyclists and transit users. He hopes Metro will increase service to other parts of the Valley to provide better mobility and transit for everyone. There are low income people who use public transit to run errands, and he thinks Metro Micro will be very useful for low income communities.	
29. San Fernando Valley Service Council meeting	1/3/2023	Lorenzo Mutia (email)	I have reservations about the cost of Metro Micro (MM) relative to the amount of people it actually serves. A low performing bus line is cheaper and serves more people than demand-responsive transit typically does. That said, if MM is to be retained, I am supportive of raising fares and integrating transfers to other Metro services. That should have been a part of the service from the start. Westwood/UCLA should be eliminated for being duplicative and the LAX weekend service should be pulled back-- but not without surveying riders. As an occasional rider of MM in the SFV-- I am unsatisfied with its level of service. Lots of rejection because of too much demand and the stats seem to show it.	Supports proposed fare structure Requests modifying program hours Question/comment regarding Micro service
30. San Fernando Valley Service Council meeting	1/3/2023	Mykel (Zoom)	He has an Access card and did have Access service. He was discontinued service last year and he was told he had to submit all the information by June 20 which he did. He misses using Access. He is disabled and has church once a week in La Cañada Flintridge; Access was great for that. He uses his card on the bus and would like to know if he can get Metro Micro from Balboa once a week back and forth to La Cañada Flintridge.	Question/comment regarding Micro service
31. San Fernando Valley Service Council meeting	1/3/2023	Sergio (Zoom)	He thanked the Metro Micro team for the service provided and the presentation. He works in the San Fernando Valley. When gas prices were continuing to increase, he was looking for ways to cut down, Metro Micro was perfect way to enter Metro services. He thinks Metro Micro services have been good, and the comments that have been made are good to improve Metro Micro services.	Question/comment regarding Micro service
32. San Fernando Valley Service Council meeting	1/3/2023	Vince Vicari	He is in support of the proposed fare structure. He takes the service to Burbank Airport quite a bit. He lives on the edge of the zone next to Barham Bl. The price of Uber and Lyft have gone up since the pandemic. Living 10-12 minutes from the airport, it was costing \$20-30 to get to the airport. He is grateful that it is in service and continuing to operate. Also, he is grateful for the sense of community that Metro Micro provides his rides. He shares rides with people going to school, work, and to pick up their kids. It's been great to see in neighborhood in a way would not be able to see that normally. The drivers are very familiar and friendly and he wanted to voice support for them as well. He fully supports that program and thanked Metro for continuing trying to optimize the service for all users across the LA region.	Supports proposed fare structure
33. San Fernando Valley Service Council meeting	1/3/2023	Wayne Wright	He thinks in North San Fernando Valley, Metro Micro should run until 11PM or midnight because of the Porter Ranch shopping center. When Metro had Lines 242/243 Lines there was no Sunday or holiday service. The problem is if someone is coming from the shopping center at 9-10 PM, there are no buses or Micro buses running after that time. If want to connect to Line 240 which runs 24 hours, it is impossible to connect at night. He would like to see the hours expanded if the new fare is going to be increased until \$2.50. People that work up there need to make bus connections, it is unacceptable to stop the service at 10 PM. He suggested Metro consider expanding the operating hours.	Requests modifying program hours
34. San Gabriel Valley Service Council meeting	1/8/2023	Akim (Zoom)	He is from Pasadena and has been using the service since 2022. He is concerned about people who ride Micro with service dogs. There have been two incidents when he rode a Micro van with passengers who had pit bull service dogs. When inside such a small van, the dogs would sometimes jump on the neighboring seat next to him, which made him very nervous. He would suggest that travelers with service dogs use the vehicles specifically designated for them. The operator would know whether they are riding with the service animal.	Question/comment regarding Micro service
35. San Gabriel Valley Service Council meeting	1/8/2023	Dan Jeffries	He commended staff on the Metro Micro presentation. He came to the meeting as part of the general public. He was surprised out of the thousands who received an email from TAP that he was the only person that showed up in person. He	Other question/comment

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			hopes there are at least a thousand people joining online. He asked what the Service Council is, and if the San Gabriel Council is only for the San Gabriel area or if it.	
36. San Gabriel Valley Service Council meeting	1/8/2023	Gabriella Cohen Herrera (Zoom)	He requested that Metro please keep the fare at \$1 for those with disabilities. She is calling from Burbank but missed the San Fernando Valley meeting last week.	Supports keeping \$1 fare
37. San Gabriel Valley Service Council meeting	1/8/2023	Jon Lang (Zoom)	Caller asked if anything is being done cost related opportunities. He rides 2-3 times x a week for commuting purposes as his bus line only runs once per hour. He has noticed that the route takes sometimes will drive 3-4 times over the same street and often will drive past the requested stop, then drive past his stop. There should be some attention to make the service more efficient. It would also help reduce costs in gas and labor and retain customers. He pays for his Micro rides with a TAP card and has noticed that close to 50% of the time, the TAP machine is broken which means it's a free ride to him which also increases the cost of providing the service.	Requests scheduling/routing improvements
38. San Gabriel Valley Service Council meeting	1/8/2023	Xana Hermosillo (Zoom)	She finds the program frustrating because the Metro Micro vans are being housed in Alhambra but being used in Altadena and Pasadena. She's in a high-need area with very limited bus service. Her experience has been frustrating; Micro is not reliable because Metro buses are already unreliable, she can't schedule a connection from Line 260 to Pasadena. The east-west buses run infrequently and she can't schedule a Micro trip accordingly because her bus line gets delayed. She has used it at times to go further north to Altadena to visit friends. She has heard that NIMBYism stopped the service from going further north to Farnsworth Park and thus she has to walk up a steep hill to reach her destination. It doesn't seem to be increasing accessibility. She would also rather see the funds for the program be spent instead on more frequent bus service.	Requests expanding region(s) Requests scheduling/routing improvements Supports discontinuing Metro Micro service
39. Gateway Cities Service Council	1/11/2023	Marisol Barajas (Zoom)	She is the Manager of Government Relations for Long Beach Transit. She listened to the presentation on Metro Micro and appreciates the thoughtful questions and comments. Long Beach Transit appreciates partnering with Metro to remind customers that it's also important to think about fixed route and identifying making sure increasing ridership there. In reference to Micro in LBT has been having that conversation with the City which is running their own smaller transportation program. They are currently looking at what financial investment would be needed; the idea is still being explored.	Other question/comment
40. South Bay Cities Service Council	1/12/2023	Adrian (Zoom)	She is from Inglewood. She wanted to encourage the Inglewood Micro zone. Personally, she has missed a couple of rides because she was on the wrong corner or they left because there's no wait time. She encouraged Metro to keep the service because is beneficial to residents of Inglewood and they would use it if they knew how to access the service.	Question/comment regarding Micro service
41. South Bay Cities Service Council	1/12/2023	Jeff Korpa	He is from Inglewood. He has seen literature on the program and the proposed fare increase. He asked what the number most expensive costs are to providing Metro Micro service. He suggested that to integrate fare capping with Micro service, the fare increase could initially start without it. Then later maybe it could be limited to providing credit towards weekly instead of daily fare caps. If the Micro fare is \$2.50, people would hit the \$5 daily cap right away.	Question/comment regarding Micro service
42. South Bay Cities Service Council	1/12/2023	Michael Marabe (Zoom)	He lives in Eagle Rock and works in Inglewood. Metro Micro has issues with cancellations. The app features were recently changed to allow cancellations from up to 4 hours before to 1 hour before. His personal Micro account has been affected with cancellation fees and the pickups by the drivers. He asked if that will that stay the same or if that feature be changed because it affects cancellation fees. Sometimes the routes the drivers take are picking up someone 4 miles in the opposite direction of where the other rider is going, and the trip takes longer than it has to. He wonders if there will be changes to the algorithm to make it more efficient.	Requests scheduling/routing improvements
43. servicecouncils@metro.net	12/28/2023	Adriana Navarrete	Good Morning, My name is Adriana and I am an active Metro Micro and Metro rider. When I first heard about this program, I thought it was great and convenient, especially for the low income communities. With that being said, it is no surprise that the majority of the population riding public transportation are LOW INCOME INDIVIDUALS who heavily rely	Supports keeping \$1 fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			on public transportation and other public resources to quite literally survive in this inflation nation. All the unfair and unnecessary surcharges that Metro wants to implement are quite unfair. I don't believe that there should be different surcharges depending on what public transportation they are coming from or how they choose to pay. These surcharges just sound like a RIDICULOUS way of abusing from the low income community. With homelessness and mental illnesses increasing, the buses have now felt VERY UNSAFE AND UNSANITARY, especially for female and children. Riding Metro Micro has given me some peace of mind knowing that I will not get mugged or spit at. Moreover, let's not forget that Metro has the capacity and resources to afford it. Given that they receive MILLIONS of dollars from the government annually and owns PROPERTY, I think it is fair to say that Metro has the funds to continue keeping the charge at \$1. If the charges go up for Metro Micro, then it will cause a decrease of riders using it. I know I will definitely be using it less than I already do (because of the lack of inaccessibility). Since it is always on high demand, it is always busy and therefore, I have to find other means to get around. PLEASE CONSIDER KEEPING IT AT \$1 BECAUSE METRO CAN AFFORD TO CONTINUE FUNDING FOR IT. Thank you and Happy 2024!!!	
44. servicecouncils@metro.net	12/28/2023	Ali Anderson	Dear Council members, I was happy to learn that options are being explored to make the Metro Micro program sustainable for the long term. Metro Micro is a fantastic service that benefits many including those who have trouble accessing more traditional forms of public transportation! I fully support the proposed increase in fees to keep Metro Micro available. Thank you, Alina Ambrosino Burbank, CA	Supports proposed fare structure
45. servicecouncils@metro.net	12/28/2023	Angelica Hale	Hi, I use the service and I hope it doesn't go away. But also expand the regions. Angelica	Requests expanding region(s)
46. servicecouncils@metro.net	12/28/2023	Cynthia Hu	I have taken the Micro three times. Once one way and once round trip. I was not going out during the pandemic. I am still learning about ins and outs of the system. On that note it would be good to know where the designated pick up and drop off locations are on a map and what the icon is used. I think a senior rate is great. If it's \$1 for seniors it would be worth it to me to pay more than Metro if it means convenience. I have to walk uphill approx. 15 minutes to take the 180. The 182 is a block away but it doesn't go where I want to go ie Glendale. I'm wondering how many people would take Micro if it's a higher rate than Metro. Would Micro have its own card or can we still use the Metro tap card. I would like to go from Silverlake to Japanese/china towns but understand we have to travel within a certain area. Maybe in the future. I do like the Micro being a smaller vehicle and seem safer than the bus. Good luck with finding a solution for all. I hope the Metro Micro continues to operate.	Supports proposed fare structure Requests expanding region(s) Question/comment regarding Metro service
47. servicecouncils@metro.net	12/28/2023	Danny Duong	The planned increase in Metro Micro base fare from the introductory \$1 to the planned \$2.50 sounds good to me. The increase would not reduce how often I use Metro Micro. How I use Metro Micro today: - Work commutes: Transfer between the Sierra Madre Villa Station (Rail) and my house in Sierra Madre. I take the A and E lines from/to Santa Monica. - Personal shopping/dining: Travel between Pasadena (Old Town, South Lake, Hastings Ranch) and my house in Sierra Madre. FYI, I am in a high income bracket.	Supports proposed fare structure
48. servicecouncils@metro.net	12/28/2023	David Mastros	As an intermittent user of Micro I love the service and would support a fare increase.	Supports proposed fare structure
49. servicecouncils@metro.net	12/28/2023	E Dlp	I am unemployed and disabled. The fare raise would be excessive for me. I guess I will have to ride the bus again. Micro at \$1 was to good to be true. Thank you	Supports keeping \$1 fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
50. servicecouncils@metro.net	12/28/2023	Jacki Moonves	Hello! Metro Micro has been a really helpful addition to the public transit landscape in LA. It's unfortunate that the Northeast LA zone doesn't include Frogtown though. I know so many people (myself included) who have complained that they would be using the service way more if the service zone included that neighborhood. The demand for residents living there, as well as people nearby who are trying to go to Elysian Valley, is incredibly high. The bus lines barely go near Frogtown, and that's been a challenge for those of us without cars. Especially given the increase in destinations near the river path (and the opening of popular hotspots like the Elysian Theater), it seems like a huge oversight to exclude this neighborhood from Metro Micro's map. Hoping for more affordable transit access to Frogtown in the near future! Thank you!	Requests expanding region(s)
51. servicecouncils@metro.net	12/28/2023	Kai	Hello, My opinion on the Metro Micro fare is that it isn't worth it unless it's \$1.00. The waits are long, and the amount of time a journey takes is incredibly unreliable. These are all things that make the bus better, so it makes sense that the Micro must cost significantly less than the bus. Please do not reply to this email.	Supports keeping \$1 fare
52. servicecouncils@metro.net	12/28/2023	Kathy Sihavanh	Hello, I'm a current user of Metro Micro. This program has been a tremendous benefit for me in getting to areas in Burbank where buses don't run. The vehicles are always clean and air-conditioned, and the drivers have always been friendly. I wanted to make a comment on the new base fare of \$2.50. I believe this is high compared to the normal metro fare of \$1.75. If the fare can be the same cost or at least \$2 to ride, I'll be happy with continuing to ride Metro Micro. I can't see myself paying \$5 for a round trip visit especially with the short distances and if there are no free or reduced transfers from continuous Metro Micro rides. I also wanted to know if more areas will be included with this program? Best regards, Kathy S.	Suggests alternate fare structure
53. servicecouncils@metro.net	12/28/2023	Luis Reyes	Dear Committee Members, My name is Luis Reyes. I am a current rider of Metro Micro. I want to thank you for providing this service to me and my fellow Angelenos. I'm writing you to urgently plead that you not increase the current fare of \$1 to the proposed \$2.50. This would currently triple my current transportation costs, an increase I can't afford at this time. Perhaps this is selfish, but it is my current truth financially. Please consider extending the \$1 fare or at the very least consider a lesser fare. Thank you for your time and consideration. Best regards, Luis Reyes	Supports keeping \$1 fare
54. servicecouncils@metro.net	12/28/2023	MAYRA GUERRA	I totally agreed with the transfer proposition, I was expecting any arrangement in between Metro bus and trains and Micro, I will be a very happy user when I can transfer seamless in between them. Thanks for all your hard work	Supports proposed fare structure
55. micro@metro.net	12/28/2023	meelameela01	To whom it may concern, I'm writing in regards to the fare increase for metro micro. Me and friends of mine who use metro micro feel that the fare increase from \$1 to \$2.50 is overpriced. That is more than the fare for traditional public transit which gets you further and relatively within the same amount of time. Metro micro is also often late or does not show up at all, with that being said, if the fare does end up increasing it should be capped at \$1.50 for what it offers. Should the fare increase to \$2.50, metro micro would absolutely be loosing mine and my friend's business. Thank You, Metro Micro Customer	Supports keeping \$1 fare or alternate fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
56. servicecouncils@metro.net	12/28/2023	Melissa Durazo	Hello, I'm a metro bus and micro mini metro bus rider from El Monte, and the knowledge that the mini metro bus is going to raise their fare to \$2.50 is a bit much for those of us who ride the metro mini for most of their week. The fair is more than the Foothill transit and way more than riding the local trolley. Keeping the fare under \$2 seems way faster, than price gouging us riders. But, if this is what needs to be done, then, at the very least, with the price hike, adjust the routes and expand them to include routes that are not on the map. Like adding the route between Santa Anita and Peck Rd to include ALL of Live Oak Ave. That's just my opinion and my concern, that it may be cheaper to take Foothill transit and the local trolley in the neighborhood than to take the micro mini bus, if the price change doesn't include routes that aren't on the map. Sincerely, Melissa Durazo	Supports keeping \$1 fare or alternate fare Requests scheduling/routing improvements
57. servicecouncils@metro.net	12/28/2023	Michael Dias	I think it'll lot be better if the \$1 fare of the rideshare is raised to the current fare (\$1.75) that Metro currently has on their rail, local, rapid, and most recently, express lines, rather than raising the proposes fare to \$2.50. This is my personal opinion. 🙏	Suggests alternate fare structure
58. servicecouncils@metro.net	12/28/2023	Noella Moon	Hello! As a person with no car in the los angeles area, metro micro has been critical with helping me get around to places! I think keeping the fare at 1 dollars would be best, or at most increasing it to 1.50! I feel like there will be a drastic decrease in my usage of the service as well as for others if the fare gets increased to 2.50! Especially compared to the metros other services such as the bus and light rail for 1.75. Please consider the working class people who will be offset by this decision. Thank you! Noella	Supports keeping \$1 fare
59. servicecouncils@metro.net	12/28/2023	Pasquale Bartoli	I'm a constant rider on Metro Micro vans in El Monte. This is the best service for transportation I've had used. Always on time, drivers are friendly and excellent driving skills. I personally would pay an increase to continue your services. I hold a senior tap card and lifetime ridership. Best Regards, Mr. Patsy Bartoli	Supports proposed fare structure
60. servicecouncils@metro.net	12/28/2023	Ramsay Goyal	Hello! I would love to see a transfer from Metrolink included as an option in the fare. I would like to be able to use metro micro free with my Metrolink ticket, as I often take the Metrolink into the Burbank area and then transfer to metro micro. Or just pay a 75 cent upcharge when transferring from Metrolink.	Request to add interagency transfer with Metrolink
61. servicecouncils@metro.net	12/28/2023	Susan A. Suh	Hi, Thank you for informing the public and asking for input. Metro Micro has been very helpful, especially when the passenger has mobility issues. It has meant the difference in being able to go somewhere, when without the service the existing bus routes would have made it too difficult to go at all. Making the fare comparable to existing Metro fare structures is a good idea, since to date it has been too heavily subsidized to continue this needed service. My main concerns are: 1) Figure out a way to keep the Micro service and promote it more especially to more vulnerable and in need targeted audiences. It is a needed service. 2) Figure out a way to expand the service to more geographic areas, especially ones most in need (higher proportion low income, no car households, elderly). Thank you, Susan Suh	Supports proposed fare structure Requests expanding region(s)
62. servicecouncils@metro.net	12/28/2023	Waverly C	Hello Service Council, I am a disabled citizen of Simi Valley that frequently uses the ECTA Intercity Dial a Ride service to navigate Ventura county. This is currently the only service that allows me to leave my city. As we know, many services that are attractive to Ventura county residents are in Los Angeles county. This includes medical providers, entertainment centers, and more. With the current zones available and lack of availability from Los Angeles' Dial a Ride services, I can't	Requests expanding region(s)

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			yet use Micro Metro. So, i am requesting that Metro Micro partner with LA and Ventura County's Dial a Ride services. Thank you, Waverly C.	
63. servicecouncils@metro.net	12/29/2023	Estar Park	I think the proposed fare schedule is fair. Interagency transfers will be much appreciated! Micro is a great service. Thank you.	Supports proposed fare structure
64. servicecouncils@metro.net	12/30/2023	Rebecca Sculler	Hi Metro! I've used metro micro a handful or more times and have been very satisfied with this service. I appreciate that it's cheaper than the ride fares while also more clean and comfortable than the main lines. I use the northwest San Fernando valley slice of your service and my main complaint is that I wish this area would expand. Using this service gives me independence but the available area is so limiting. I would be more than willing to pay the suggested \$2.50 fare. I hope that you continue to expand the service areas. Thank you!!	Supports proposed fare structure or higher fare Requests expanding region(s)
65. servicecouncils@metro.net	12/30/2023	wendy c	Hello, While I understand the introductory \$1 fare may not be enough to balance your supply and demand, the \$2.50 fare seems high for low-income residents. If this \$2.50 goes into effect, it will definitely decrease my use of the service. Can you please consider other fare options like \$1.50 or \$1.75 that can count towards the fare cap? Thank you.	Suggests alternate fare structure
66. servicecouncils@metro.net	12/31/2023	Bonnie Skolnik	As a senior in Pasadena -ok a little old lady from Pasadena- I am grateful for the use of the Micro, especially for medical appointments. I expect to use it more this coming year, due to a shoulder injury which has made driving uncomfortable. I appreciate the price- not as expensive as Uber/Lyft- yet, punctual.	Supports proposed fare structure
67. servicecouncils@metro.net	1/2/2024	Bích Ngọc Cao	I don't mind the fare increase for Metro Micro but would like the service to extend to Echo Park, Silver Lake, Chinatown, Downtown, Little Tokyo. Thank you!	Supports proposed fare structure Requests expanding region(s)
68. servicecouncils@metro.net	1/2/2024	Bin Lee	Hi, Just wanted to voice my support for the proposed plans to Metro Micro. \$2.50 cost is very reasonable for me (I'm high-middle income level). Being able to transfer from Micro to Metro (and vice versa) was sorely lacking and I look forward to being able to use that. The only thing that I wish can be clarified/addressed is being able to use my TAP card to tap in people in my party. If I order a Micro for me and a friend, and I'm the only one with a TAP card (friend is out of town etc), I get mixed results about being able to tap my card twice so my friend is counted. Usually it gives an error when I tap a second time, or I don't get any notifications that the tap was for more than my fare. Thanks and keep up the good work!	Supports proposed fare structure Question/comment regarding Micro service
69. servicecouncils@metro.net	1/2/2024	Brian Blank	I am a frequent MicroMetro user. I have been almost since the inception of the program. The service is great and getting better. It would not bother me if they raised the fare to \$2.50 per ride. It would still be a bargain. The biggest limitation to the success of the program is that no one knows about it! I tell everyone about the service and almost to a person their response is "I've never heard of it!" Metro needs to advertise the service if they want it to be a success. And don't hand out leaflets; create digital ads and target them to Facebook, Google, Instagram, etc.	Supports proposed fare structure
70. servicecouncils@metro.net	1/2/2024	Christina Renteria	I am a constituent from North Hollywood, CA and I do not support Metro Micro prices being raised. They should stay at \$1 for all fares in order to make the service accessible for the communities that use Micro. DO NOT RAISE FARE PRICES.	Supports keeping \$1 fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
71. servicecouncils@metro.net	1/2/2024	Dayle Diamond	Hello Service Council staff, Metro Micro is being warped from its original purpose of serving ultra-low demand areas for cheaper than a bus into a free-taxi ride program that competes with the bus. Money spent on Metro Micro isn't being spent on adding bus lanes or fancy European electric buses or anything that could improve ridership and boost demand for mass-transit. Right now everyone wants to be part of the nearly free taxi service, because it's wildly underpriced. \$2.50 is still underpriced. Metro should commit to NOT expanding Micro service beyond areas of last resort, with the possible exception of supplementing owl service.	Supports proposed fare structure or higher fare
72. servicecouncils@metro.net	1/2/2024	Debbie Lawrence	I will attend the January 8 meeting on ZOOM. I am in favor of these increases. It is totally reasonable to charge \$2.50 a ride for most, and \$1 for students and Seniors. This is a great service for a single Senior who feels more safe using this service than Uber and Lyft. Please don't stop the service. I can use it from Marengo to Huntington Hospital to get to doctor's appointments, and to get around the City very easily	Supports proposed fare structure
73. servicecouncils@metro.net	1/2/2024	Eloisa Ruano	Para que edad son estos buses de metro micro (What age are these Metro Micro buses for?)	Question/comment regarding Micro service
74. servicecouncils@metro.net	1/2/2024	Lulu Serrano	To the Service Councils, I agree to your changes. Question if Seniors does it automatically charge \$1.00 thru the Senior Card when tapped upon riding the Micro Metro vehicle.? Please reply. Thank you.	Supports proposed fare structure
75. servicecouncils@metro.net	1/2/2024	Max Weisz	Hi, My name is Max, I use Metro Micro whenever I can. I love the service. Would it be possible to cap the fee at \$1.50 or \$2? Also can you please expand the service areas?	Suggests alternate fare structure Requests expanding region(s)
76. servicecouncils@metro.net	1/2/2024	mccguerry	Please discontinue this service and direct the money to making other services better. This service serves a small number of riders and mostly riders who are overall more affluent than the rest of the Metro customers. In addition, families with young children find this service hard to use since young children have to ride in a car seat. Furthermore, it does not operate in an efficient manner. The money spent on this service would be more beneficial going toward another one of the Metro's services.	Supports discontinuing Metro Micro service
77. servicecouncils@metro.net	1/2/2024	Veronica Gmail	To Whom it May Concern, Metro Micro is a great service and should be used more to solve the last mile problem from bus stops and rail stops to a specific destination. I have used Metro Micro when I couldn't or didn't want to use my car because it is easy to use, reliable, and much cheaper than Lyft. And to and from my local rail stop at Sierra Madre Villa. Even at \$2.50 / ride this is a great value. Especially with transfer credits using TAP. Plus, I read various articles about the need to increase the balance of costs and revenue to KEEP this important service. The app works great. Thanks for creating this service.	Supports proposed fare structure
78. servicecouncils@metro.net	1/2/2024	WEI, YVONNE	Hello Metro, Thank you for opening up public comments regarding the Metro Micro service. I am Yvonne Wei and I oversee the Transit Program benefits programs for both LAWA and LAX employees, representing approximately 25,000 employees in the LAX/Inglewood area. Here are my comments on some of the proposals: AGREE with implementation of the \$2.50 base fare. AGREE with free transfers to Metro Bus & Rail, since many employees use it to connect to LAX via the Aviation/LAX C Line stop. Same for the \$1.25 fee for transfers from other agencies. The changes don't affect how much employees spend, as we subsidize many of their commute trips. However, I'm hoping that the shift in demand for Micro would benefit employees as they use this to connect to their jobs. LAX is a 24/7 operation and many employees RELY on Micro to get to work, and better service means we can reduce the traffic congestion at LAX. Our programs have	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			lost participation due to the unreliability of Micro as a first-last mile option to get to work, and I'm hoping that changes to service will ultimately bolster participation in our programs again. Let me know if you have any questions. Thank you	
79. servicecouncils@metro.net	1/3/2024	Alejandro J. Urrutia-Gámez	Metro Micro, Over the past few years, this service has helped me get to school and work in a seamless and comfortable manner. I have loved it (for the most part), but it needs quite a few upgrades: Connecting the Northwest Valley (Chatsworth area) with the South Valley (Reseda, North Hollywood, or anywhere near Ventura Boulevard). I have lived in Tarzana, North Hills, and Canoga Park, and none of them have connections with the Metro Mico, given this zone only goes as far south as Parthenia Street. <u>Availability on-demand</u> : Currently, the low volume of drivers makes it hard to get a ride unless you schedule days (or even weeks) in advance. This should be a service that competes with Uber/Lyft, which are on-demand. The app should allow for payment with the TAP card . Currently, the buses have the TAP card pad on-board, but I don't know how one can request a ride without first paying. It would be good if the TAP app could be synced with the Metro Micro app, or if I could add my digital TAP card value to the Metro Micro app. <u>Proximity pick-ups and drop-offs</u> : Currently, the Micro only picks up and drops off at existing bus stops , no exceptions. Yet many times these are more cumbersome to navigate to, or more dangerous, than the actual destination. Riders should be able to be picked up or dropped off at other points within a reasonable distance from the bus stop (e.g., within 200-300 feet). I understand some of these are more challenging due to street logistics, or even improving software capabilities, but I think it is doable in one of the strongest economies in the world that is Los Angeles, and California in general. Thank you for listening. Regards	Requests scheduling/routing improvements
80. servicecouncils@metro.net	1/3/2024	Alex Alben	Hi, Quick note to lend my support for the proposed micro pricing structure. I take the micro to the metro, and a single \$2.50 fare that pays for my use of both is the right way to do it in my opinion. Thanks!	Supports proposed fare structure
81. servicecouncils@metro.net	1/3/2024	ana gomez	Hola soy ana gomez y para mi se me hace mucho que cobren \$2.50 es la razon que no estoy de acuerdo es porque yo lo uso 7 días ala semana y yo ya no podría seguirlo usando porque se sale de mi presupuesto además uso 3 buses cada día de ida de venida espero que tomen cuenta mi opinión yo soy una persona de 59 anos y soy de bajos recursos. y yo uso microbus todos los días 7 días ala semana y no podría pagar \$2.50por raite ami me gustaría que continuarán cobrando \$1.00 porque yo pago el bus también todos los días tomo 3 buses y un micro imagínense cuanto gastaría al mes espero que tomen en cuenta mi opinión. <i>Hello, I'm Ana Gomez and charging \$2.50 seems like a lot to me. The reason I don't agree is because I use it 7 days a week and I couldn't continue using it because it's out of my budget. I also ride 3 buses every day round trip, I hope you take my opinion into account. I am a 59-year-old person and I am low-income. And I use a Micro every day, 7 days a week, and I couldn't pay \$2.50 per ride. I would like them to continue charging \$1.00 because I also pay for the bus. Every day I take 3 buses and a Micro. Imagine how much I would spend per month. I hope you take my opinion into account.</i>	Supports keeping \$1 fare
82. servicecouncils@metro.net	1/3/2024	Arnulfo Ramirez	I like this service only on weekdays. Because on weekends, I was very disappointed. Had to wait more than 45 minutes to an hour. If you are going to fix this problem I definitely going to try it again .I'm a disabled person. Need it to go and come back from church. Thanks for the opportunity to express myself to you. Good bless you all.	Requests scheduling/routing improvements

Source of Comment	Date Rec'd	Commenter	Comments	Summary
83. servicecouncils@metro.net	1/3/2024	Arthur Thompson IV	How about this if metro micro picks people up from there houses for free.	Question/comment regarding Micro service
84. servicecouncils@metro.net	1/3/2024	Grant Blakeman	Hi, I cannot easily attend the upcoming meetings so I am submitting a public comment on Metro Micro via email: In short, I do not understand why Metro is invested in this project. I can understand the desire for Metro to provide a wide array of services, but given the state of our climate emergency—and as a regular public transit user—I would appreciate that Metro focus on services that lower the number of low-occupancy motor vehicles on the road, not increase them. And I would expect this to be an urgent focus. Focus on improving existing bus/train service. Focus on bus lanes and BRT—these seem like the easiest/quickest way to expand service. Work with local communities to add more cycling/ebike infrastructure to help connect to bus/train safely/equitably. Use the money to add more ebikes to the Metro Bike system (it really is the best way to use that system), and expand its geographic coverage. There are many, many ways to help encourage people to connect to (and use) transit, even if they happen to be in an underserved neighborhood. Mimicking Uber and Lyft does not seem to be the best (economical) or most climate focused solution. And where equity of service is a question, Metro should use funds to partner with Uber/Lyft/similar and subsidize “last mile” rides in the way cheaper/free transit passes are available to those who need them. Rather than building out and maintaining its own network of (effectively) taxi vehicles, I would much prefer to see Metro help provide equitable connections and access to existing services in ways that still promote general public transit use. Grant Blakeman, Boyle Heights resident (90033)	Supports discontinuing Metro Micro service
85. servicecouncils@metro.net	1/3/2024	Henry Fung	Here are my comments on the Metro Micro fare change. I think the \$2.50 fare is fine. I recognize that the Metro proposal makes it not subject to fare capping but it should be made clear. The fare should be programmed as a \$1.75 base fare plus 75 cent surcharge. Therefore the \$1.75 fare would be subject to fare capping, the 75 cent surcharge would not. Also, if someone was capped for the week and didn't have a tap on Metro within two hours of their Micro ride, they would not be charged 75 cents but \$2.50. This can be a problem when Micro wait times reach 30-60 minutes due to unavailable vehicles, and someone started their trip on fixed route some time ago. An example might be someone riding from Azusa to Compton to transfer to Micro, their last tap was when they boarded the A Line train 90 minutes prior to getting to the station. If they rode fixed route it would be fine, as they could likely board in the 30 minutes remaining, but with Micro their "transfer" may or may not expire by the time they get there. To account for this there should be some grace period or buffer built into Micro fare readers so that an additional 30-60 minutes are allowed for transfers to account for vehicle wait times. I recognize Metro got rid of their monthly pass so they are using the EZ Transit Pass as a baseline, which is fine. I do not think anyone should get to use unlimited Metro Micro, even at the relatively expensive \$132 monthly pass amount, because of the huge cost per ride that it has. Having EZ Transit Pass plus 75 cents would be fine and consistent with how other passes and transfers are treated. It could also cause equity concerns with those who can afford \$132 prior to knowing the number of trips they plan to take, contra to the point of fare capping. I would oppose free Micro rides with purchase of a \$132 Zone 1 EZ Transit Pass. I think \$1 base fare for senior/disabled and Go Pass is fine, I would extend the \$1 fare to student passholders for consistency. I think using free rides on LIFE for Micro is fine, however LIFE program users of the free ride should be able to use the transfer privileges to ride for 75 cents if they are coming off Metro fixed route, similar to how LIFE program rides count as paid rides for purposes of transferring. Also on transfers, it is stated Metro Micro transfers are only available on TAP, however Metro Micro is used to connect from Metrolink, which doesn't use TAP and the TAP chips do not contain stored fare value. There should be some way for Metrolink riders coming off the train to access the discounted rate. If it is impossible to do via the TAP reader it could be geocoded that pickups at	Supports proposed fare structure Requests scheduling/routing improvements Request to add interagency transfer with Metrolink

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			Metrolink stations qualify for a discount code when paid online. This would only apply to Glendale, Chatsworth/Northridge, and El Monte Metro Micro and would not apply for re-transferring to Micro off fixed route when it was not a direct transfer off Metrolink to Micro.	
86. servicecouncils@metro.net	1/3/2024	Jacqui Harper	I refuse to use Metro because you all took my money because I didn't use my tap card for a month. If I ever get my \$100 back maybe I'll get another tap card and ride but y'all are thieves!	Question/comment regarding Metro service
87. servicecouncils@metro.net	1/3/2024 &	John Lloyd	Dear SGV Service Council members, I am writing in support of Metro's proposed \$2.50 fare for the Micro Metro service. I have used the service a number of times and my adult son, who is transit dependent and lives at home, uses it regularly. It is his lifeline and access to educational opportunities at Pasadena City College. Since our city (Sierra Madre) no longer has fixed route transit service, the Micro Metro is our only transit service and many members of our community rely on it. The proposed fare will help Metro maintain this vital service while still maintaining discounted fares for low income, students, seniors, and people with disabilities. I also appreciate that the new fare includes free transfers to Metro buses and rail, which is especially useful insofar as access to the A Line is important for our community.	Supports proposed fare structure
88. servicecouncils@metro.net	1/3/2024	Kathy Castrejon	Out of curiosity, will there be a Metro Micro in the Northeast San Fernando Valley?	Requests expanding region(s)
89. servicecouncils@metro.net	1/3/2024	Keith Walker	Hi, Apologies for this late email. I am a disabled veteran (70%) and I have business in Van Nuys, where I work, as well as the west side and I live in Sherman Oaks/Studio City. Furthermore I am without a car. Will you be providing service to the Sepulveda VA and the West LA VA at all? If so, when? And will there be discounts for veterans? Thank you. All the best	Question/comment regarding Micro service
90. servicecouncils@metro.net	1/3/2024	Mike Harper	Please consider expanding your program to cover uptown Whittier. It currently takes me 40 minutes to get to the El Monte bus station, and the bus to El Monte only comes hourly and never on Sundays. It would be wonderful to be able to use Micro between Whittier and El Monte.	Requests expanding region(s)
91. servicecouncils@metro.net	1/3/2024	Nancy Hoven	My husband and I have used Metro Micro on several occasions and feel that the proposed fare schedule is an affordable option for riders. We are pleased to see the ability to transfer to other Metro modes, and that Reduced Fares will be included.	Supports proposed fare structure
92. servicecouncils@metro.net	1/3/2024	Paola Herrera	I do not think it's fair that you guys are raising your pricing. We are a low income community here in Los Angeles.	Supports keeping \$1 fare
93. servicecouncils@metro.net	1/3/2024	Rebecca Overmyer-Velazquez	Hello: I support this program and a fare increase to keep it going for folks who really need it. Why don't you move \$\$ around so that this important service is better funded? You might get even more people to use it and pay for it!	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
94. servicecouncils@metro.net	1/3/2024	Sandra Penrod	Good afternoon, I would like to know what has been done about Metro Micro pick-up reliability improvement? I ask this as I was stranded many times, when I was riding Metro Micro 5 days a week. I did send in my concerns or complaints about some of those times because I would sometimes wait for over an hour in 100 degree weather for a ride that I had reserved days ahead of time. Only to get a last minute cancellation, after the trip had been previously confirmed and I patiently waited. Because I am a female senior rider, I voiced my concern some of those times, as I thought it a health issue for people, especially for older riders and was hoping for an improvement in reliability. I continued to support the program, even with that huge flaw, and I dealt with it until one day last February, knowing that it was a "beta" program! I do want to be sure that the record shows that the service has been unreliable regarding pre-scheduled pick-ups and that makes the program unsafe for users, both physically and mentally. For context: I was riding Metro Micro 5 days a week for 18 months until I got stranded one last time near Huntington Hospital in Pasadena. Because I was not picked up after an over hour wait, I ended up walking to the Del Mar train station to see if I could get part way home (to east Pasadena) before dark via the light rail. I was attacked in daylight while on the train platform, by an unhinged rider, also waiting on the platform, resulting in requiring the Sherriff department and paramedics to come to my aid. Fortunately for me, good-Samaritans (able bodied men) on the opposite side of the platform jumped into the tracks to come over to get the attacker away from me and called 911. As the Sherriff officers took some time to arrive from LA, these kind souls also waited with me until professional help arrived. I have not yet gone back to riding public transportation, but hope to some day if reliability has improved. Thank you and hope to hear back,	Requests scheduling/routing improvements
95. servicecouncils@metro.net	1/3/2024	Valerie Coleman	When will Micro Metro Transit extend to Los Angeles?	Requests expanding region(s)
96. servicecouncils@metro.net	1/4/2024	Adela Flores Gomez	EL SERVICIO DE METRO MICRO ES CONVENIENTE PARA MI PARA IR ATRABAJAR Y CUANDO ME DIRIJO A CASA, PARA MI UN DOLLAR ES BUENO. GRACIAS POR EL SERVICIO Y AMABILIDAD DE LOS CHOFERES. <i>Metro Micro service is convenient for me to go to work and home. For me, a dollar is good. Thank you for the service and the friendliness of the drivers.</i>	Supports keeping \$1 fare
97. servicecouncils@metro.net	1/4/2024	Aram Hacobian	Hi, LA metro fares are cheap enough as they are. Plus the LIFE program is there for those who need the help. 2.50/ride is fine. Heck, I wouldn't mind being charged more for this. I would however, like to see more service zones (particularly in areas frequented by tourists that are not covered by metro) and much shorter waits to pick up.	Supports proposed fare structure or higher fare Requests expanding region(s) Requests scheduling/routing improvements
98. servicecouncils@metro.net	1/4/2024	Bobby Kay	Hello. I understand you're accepting suggestions to improve service. It would be very helpful and seem reasonable to have a route from North Hollywood near Tujunga Ave and Camarillo St that goes to Van Nuys FlyAway which offers shuttles to LAX. Thank you	Requests expanding region(s)
99. servicecouncils@metro.net	1/4/2024	diane zimanski	I am a senior (80) and have been enjoying the micro service for more than a year. I have a tap card, but have been happily paying the dollar and will just as happily pay 2:50 (to offset the cost for riders who cannot afford to pay) The drivers drive safely are courteous, the service app reliable, and the vehicles have been clean and distinctive. I stopped	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			driving January 2022 and this service has made getting around town easy and affordable. If I had to pay for Uber or Lyft I would probably not be leaving the house except for doctor's appointments.	
100. servicecouncils@metro.net	1/4/2024	Haunted Mansion	With inflation being now a part of our daily lives. Some of us depend on the fare of metro to ease some of the costs of living/transportation. 2.50 is a huge spike, please consider this when making your decision. Thank you.	Supports keeping \$1 fare
101. servicecouncils@metro.net	1/4/2024	Katherine Gfeller	Hello, I'm a Pasadena resident and want to provide feedback that allowing Metro Micros to use bus stops seems disruptive to traffic flow. I've witnessed several near accidents caused by Metro Micros in bus stops. Please revoke this privilege. Thank you	Question/comment regarding Micro service
102. servicecouncils@metro.net	1/4/2024	Keisha Ramdhanie	Please keep the fare for Micro Metro at \$1. \$2.50 is a huge increase, especially for short distance rides in these vehicles. Thanks!	Supports keeping \$1 fare
103. servicecouncils@metro.net	1/4/2024	Mary Stanford	Hello. I'm writing to share my thoughts about updates to Metro Micro. I have no objection to the cost increase; however, I think it's important to tell you that in my neighborhood of Adams Hill, Glendale, Metro Micro is effectively unusable in most situations. To reach the designated stop for my building, I have to walk 2 long blocks up a steep hill (not easy if I've got anything more than a light purse with me). To get the app to suggest the closest stop in the other direction - where the path is flat - I have to enter a starting address that's a block away from my own. That alternative pick up spot is over 0.3 miles away from my residence & across a major road. That makes it difficult to use that stop in hot weather, rain, when I'm buying something at the mall area or grocery store, if I need to catch the train to the airport & have a small suitcase, or if I'm just trying to commute to work with my laptop & a packed lunch in a rolling briefcase. There are also no bike lanes that would allow me to safely ride to it instead of wading. I therefore urge you to study the stops for metro micro to see if there are opportunities to increase ridership by shifting some stop locations. Increased ridership may mean less need to pass on costs to the people who are currently able to use the system. Thank you	Supports proposed fare structure Requests scheduling/routing improvements
104. servicecouncils@metro.net	1/4/2024	Paul Brown	Hi - Unfortunately I am unable to attend the public consultation on Metro Micro pricing. However, I want to express a comment. I believe the pricing increase is good, but just a step in the right direction. Metro Micro, as a special service that enables patrons to avoid walking or otherwise going to a transit stop and using a regular transit mode, should be regarded as a PREMIUM services with a PREMIUM price. Pricing should be much closer to the cost of providing the service and to competitive private sector options, like Lyft or Uber. Both the present pricing -- and the proposed new pricing - are still unsustainable. Rather than prioritize subsidies to specialized services like Metro Micro, Metro should prioritize subsidies to increasing service on regular transit and providing necessities like benches and shelters. Increased transit frequencies and appropriate amenities is the key to getting more people out of cars and onto transit. I know that is the case for me. No one wants lengthy waits at the bus stop. Thank you for the chance to express my opinion.	Supports proposed fare structure or higher fare Question/comment regarding Metro service
105. servicecouncils@metro.net	1/4/2024	SusyQ Cano	Good morning, I was wondering if you can provide me with a link as to where I can apply to become a metro micro driver? Thank you!	Question/comment regarding Micro service
106. servicecouncils@metro.net	1/4/2024	Victoria Puente	Hello, I can't attend the virtual meetings, but would like to put in my suggestion to expand the service (once the fee has been raised) to include the Van Nuys Airport/Flyaway Shuttle. It's between the service areas of the North San Fernando	Requests expanding region(s)

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			Valley and North Hollywood/Burbank, and a lot of people in these areas would find it helpful to get to & from the Flyaway to get to LAX. Thank you,	
107. servicecouncils@metro.net	1/4/2024	Vinny Hall	Council, I heavily rely on the metro micro as my main method of transportation across town almost daily. I originally dedicated myself to it because of its convenience, its reputation so far, and most importantly, the fare cost. I currently make just enough to cover daily living for myself and my partner, so the idea of a \$1 fare for a scheduled bus to my place of work and home was a miracle. The proposed fare increase would make a major impact to my ability to use this service, even though it only seems like a few cents more. This service is helping me, even as I write this in the convenience and care of one of your vans. I hope you consider my comments today. I understand the metro is an expensive service to provide to our many areas, I study in urban planning and GIS mapping technology- which can involve a lot of understanding of things like metro systems and public transport layouts- as well as their costs per area. However, due to the current situation of many families and homes in the Southern California area, economic hardship can make a raise in fare a scary situation for someone with an already struggling pocket. Many can't rely on cars for countless factors, but the most concerning factor is the cost of keeping and maintaining a car. This is where the metro and its many services can come in handy for many, and this proposed change in fare cost can unfortunately lead to a make or break in relationship between the metro and its people. I do not want to stop using the metro micro service, it has done me many favors and has helped me get back to work after a period of struggle. I do not want to see my fellow service users lose this access either, as through my many trips to and from places, I have heard and seen so many different stories from people riding with me. In addition, I don't want to see the jobs of metro micro van drivers to be at risk, if there were to be a fall in app use after the change. And finally, this proposed fare change, taking in consideration a possible fall in ride bookings and eventual loss from people not using TAP assumed from my comments above, would make this already expensive to run service an eventual flop (taking in mind this is hypothetical, but possible). Again, I do not want to lose the metro services, especially metro micro, but an increased change in fare from \$1 to \$2.50 would make an unfortunate loss of my relationship, and I assume many others as well. Please keep this wonderful service alive and consider either a lower fare cost from \$2.50, or no change at all to the present cost of \$1. With your consideration, I have high hopes that this service can be a service that will continue to serve the people not only in my area, but the many other areas you service as well. I will continue to use this service as long as it remains \$1 fare, and hope you all consider not only my comments here, but my fellow riders comments as well. Thank you for your time, <i>Canoga Park Resident and Metro User</i>	Supports keeping \$1 fare or alternate fare
108. servicecouncils@metro.net	1/7/2024	Joanna Baker	Hi, I am writing to express my support for increasing the cost of metro micro! In fact, I don't even think this should be a service provided unless the cost is covered. Metro should focus on improving bus and train service including making riders feel safe. My entire family (children, parents, siblings) and many of my friends used to ride metro trains but none of us feel safe anymore. There should not be any drunk, drugged, screaming, smelly people allowed on the trains or buses. Everyone should have to pay for the fare and use turn styles to prove it. There should be more police and other safety officers. Please make metro safe and usable again!	Supports proposed fare structure or higher fare Question/comment regarding Metro service
109. servicecouncils@metro.net	1/8/2024	Beatriz Davalos	I am opposed to the fare increasing from \$1.00 to \$2.50. I think that's too expensive because the zone distances are very short and i have to walk about 5 blocks to my pick up stop. Also many people will stop riding Micro once the fare increases because it will not be affordable. It's already expensive due to the short distances covered. It's a shame that	Supports keeping \$1 fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			they want to do that because I truly think it has been a great project. Also, please consider the people with low income, this is just another blow to their pocket.	
110. servicecouncils@metro.net	1/8/2024	Elle Schneider	<p>Really glad to hear that the price is going up and that it will be properly integrated with the transfer system. Will Metro Micro fares apply to the \$5/day cap then? Since you are looking for suggestions, mine would be: - Unless an applicant has an access/mobility issue (that they can denote in app), pickup and dropoff points should be limited to points of interest/community hubs within a zone (libraries, schools, museums, shopping district, metro stations, etc.) to reduce number of stops needed to be made by drivers. I don't think this service will ever replace Uber or Lyft, nor should it attempt to. It best functions in between bus service and rideshare, as an option for neighborhoods with fewer/infrequent bus or metro options, but does not need to be as door-to-door as it is to be useful. For example, sometimes at night I have been forced to use rideshare in areas where bus service ends relatively early in the evening. Walking at night is not always safe in certain areas, and sometimes it can be a mile or more to reach the next serviced bus stop. Metro Micro can bridge the gap when there aren't enough riders to justify a bus line operating at certain hours, and keep people from being stranded. - There are a lot of issues with backtracking and how the system prioritizes the rider dropoff queue. The navigation system needs to be redesigned to better prioritize dropoffs so that the next passenger slated to be dropped off has a dropoff point situated between the vehicle's current location and the farthest dropoff point of any current rider. This would eliminate a common and frustrating situation where a driver passes (or comes within a few blocks of passing) the second dropoff point in the queue en route to the first queued dropoff, unnecessarily extending the second rider's trip and requiring the driver to backtrack to the same point they just passed once the prioritized dropoff is complete, wasting gas and time. I have been in a situations where I missed a time-sensitive bus or train connection even though my MM vehicle passed the station that was my requested dropoff—they just didn't stop because some other dropoff was prioritized above mine. For efficiency, the system should know to let me out if my dropoff is en route to another dropoff. While this change would extend the ETAs of trips that cover a geographically longer distance, that should be expected if requesting a long ride, and maybe with a caveat that an ETA can only be bumped X number of times once the rider is already in a vehicle. Uber's shared option shows a range of dropoff times depending on how many new passengers join your trip, so this is already standard rideshare behavior and expectation. - Reserve some vehicles for riders going to the Metro only—and maybe restrict this to one or two specific stops. I live in West Altadena, an area underserved by buses and public transportation in general. It typically takes 35-55 minutes to get from my house to a Metro station in Pasadena via the 662 line (depending on bus schedule) or Metro Micro (because of long wait times and circuitous passenger routes)—roughly the same amount of time it would take to walk. Even though it's only 3 miles between my house and the Metro Station, this trip segment accounts for 1/2 to 1/3 of my commute to other parts of Los Angeles—which is significant when it only takes ~70 minutes to get from the Del Mar Metro station in Pasadena to the Santa Monica Metro station—a distance of 25 miles. A Metro Micro that picks up passengers from underserved zones specifically to drop them all at a Metro station would be hugely time saving. This would also be a huge benefit in the Burbank/North Hollywood area. - Integrate with the official TAP app and require a TAP fee to be deducted in order to book a MM ride. Passengers who have prepaid are more likely to be at their pickup on time and would be unable to call a vehicle and then not pay, so this would cut down on no shows and nonpaying riders.</p>	Supports proposed fare structure Requests scheduling/routing improvements

Source of Comment	Date Rec'd	Commenter	Comments	Summary
111. servicecouncils@metro.net	1/8/2024	Jennifer H.	Hi! My husband has taken Metro Micro in the Pasadena/JPL area a few times (once with his bike) and he really enjoyed the service. The wait times could be improved , but it was overall a convenient and affordable option . We live in La Crescenta and would love the service to be expanded to this Foothills area . We are a one-car family, and it helps so much to have an affordable transportation option to be able to run local errands. Thanks for creating affordable, convenient transportation options for Angelenos! Best,	Requests expanding region(s)
112. servicecouncils@metro.net	1/8/2024	Jose Bastidas	To the Metro Service Council, I always pay my fare and I understand it is expensive to operate. How about you enforce fare? I always pay my dollar and for whoever rides with me via the app, yet I've seen people "scan" their TAP cards and then cancel the ride and still get dropped off to their original requested location. It is not as if these individuals only do it once, since they GREET the drivers and the drivers know their names implying they are customers who are constantly abusing the public transit service. Now I come to find out the fare is increasing to fund the cost. But if I'm going to pay more I expect EVERYONE to pay their share now. I ask to have to option to pay in person to be removed to eliminate the option of abuse of the system and have them pay before they ride. I didn't mind it as much when I paid a dollar, it's just a dollar. But like I said, if I'm going to pay more to upkeep the cost of operations so should everyone else. Thank-you and have a good day.	Question/comment regarding Micro service
113. servicecouncils@metro.net	1/8/2024	Mario "MJ" Anderson	Hello Metro, I wanted to provide feedback on the Metro Micro fare increases as follows. I support making the increase to 2.50 with a transfer and making the service permanent. It boosts connectivity especially in areas with hourly bus service. However, reliability with high demand makes it an iffy option sometimes. I have been stranded waiting 30 minutes while the app says it is still 5 min away. A promise to increase fares and fix this would be great. Sincerely,	Supports proposed fare structure Requests scheduling/routing improvements
114. servicecouncils@metro.net	1/8/2024	Ozzy W. Cox	Dear Metro Micro Associates. I am writing to express my concerns regarding the proposed increase in the fare for Metro Micro services from \$1.00 to \$2.50. As a frequent user of these services in the Glendale-El Sereno area or Burbank. I am apprehensive that this significant hike in fees may not be justifiable, considering the quality and efficiency of the service currently provided. To offer a comparison, let's consider the cost of a bus journey from Downtown Los Angeles to Culver City, which is approximately 9.01 miles. The fare for this bus service is only \$1.75, offering a direct and time-efficient route. In contrast, for a car journey from Glendale Americana to Collis/Huntington - El Sereno, about 6.13 miles, the gasoline cost is roughly \$1.17. These examples highlight a disparity when considering the proposed fare for Metro Micro. The Metro Micro service, in my experience, often necessitates about an hour of travel for what should ideally be a 20-minute journey, primarily due to its operation of picking up passengers within the designated zones. Given that the Metro Micro service covers a limited zone (around 6 or 7 miles) and often involves extended travel times, the proposed fare increase to \$2.50 seems disproportionately high. This is especially striking when compared to longer bus routes offering lower fares and more direct travel. I would like to suggest a more moderate increase in the fare, if necessary, that better aligns with the service's efficiency and quality. A reasonable fare adjustment would not only meet the financial requirements of the service but also ensure it remains an affordable and viable option for our community. Thank you for considering my concerns. I look forward to your response and hope for a positive outcome. Sincerely,	Supports keeping \$1 fare or alternate fare
115. servicecouncils@metro.net	1/8/2024	Yesenia	Dear Metro Micro Council, <i>Please see my updated email below, as I made a correction:</i>	Supports keeping \$1 fare or alternate fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			<p>As an LA native who has used public transportation for years, I find various issues/challenges with the current public transportation system. Specifically, I don't agree with the raise in price for metro micro in the West LA zone. After seeing your January 3rd and 8th presentations with the data you provided, I suggest the following: 1. Charge appropriate fees per zone. For example, the WLA location is the "least" on demand (for reasons listed below) and smallest out of the rest of the service zones. Keep the \$1 fee for this location and apply a different fee for the other zones depending on how much demand there is and the size of the zone. 2. If you strongly believe the \$2.50 is fair, then be fair to the riders by opening a testing period where the WLA location starts servicing from 6am-10pm Monday-Friday and 9am-9pm Saturday-Sunday. Your prime customers are UCLA students (and students in general) yet you haven't met THEIR demand. I also suggest exploring the idea of expanding the size of this zone to justify the price — expanding to Santa Monica College for example. Should you see improvement, make the hours of operation and zone expansion permanent for this location. 3. Expanding the hours and days of operation for the WLA zone will tremendously help close the transportation gap in this area. How do you expect riders to use metro micro when the hours don't even make sense? For example, students/workers have class or a job to be at by 8am in most cases. If metro micro starts running at 9am, these individuals had to rely on a different method (such as Lyft or an electric scooter) to transport themselves to their next connecting bus/train. In all, you shouldn't be charging the same price for each zone knowing that the demand and size for each zone is very different from one another. Those are my recommendations. Thank you! Best,</p> <p>(Previous comment) Dear Council Team, As an LA native who has used public transportation for years, I find various issues/challenges with the current public transportation system. Specifically, I don't agree with the raise in price for metro micro in the West LA zone. After seeing your January 2nd presentation with the data you provided, I suggest the following: 1. Charge appropriate fees per zone. For example, the WLA location is the "least" on demand (for reasons listed below) and smallest out of the rest of the service zones. Keep the \$1 fee for this location and apply a different fee for the other zones depending on how much demand there is and the size of the zone. 2. If you strongly believe the \$2.50 is fair, then be fair to the riders by opening a testing period where the WLA location starts servicing from 6am-10pm Monday-Friday and 9am-9pm Saturday-Sunday. Your prime customers are UCLA students (and students in general) yet you haven't met THEIR demand. I also suggest exploring the idea of expanding the size of this zone to justify the price — expanding to Santa Monica College for example. Should you see improvement, make the hours of operation and zone expansion permanent for this location. 3. Expanding the hours and days of operation for the WLA zone will tremendously help close the transportation gap in this area. How do you expect riders to use metro micro when the hours don't even make sense? For example, students/workers have class or a job to be at by 8am in most cases. If metro micro starts running at 9am, these individuals had to rely on a different method (such as Lyft or an electric scooter) to transport themselves to their next connecting bus/train. In all, you shouldn't be charging the same price for each zone knowing that the demand and size for each zone is very different from one another. Those are my recommendations. Thank you! Best</p>	<p>Requests expanding region(s) Requests modifying program hours</p>
116. servicecouncils@metro.net	1/9/2024	Bob Aronoff	<p>Dear Council Members - Whatever you do, make it simple. Simplicity is a key element of a public, municipal fare system. Might not be the fairest system but certainly simplicity will attract riders. Riders are not for poor, middle class or well-off. All riders are welcomed independent of their economic status. In other words, the city / municipalities / county exists to service the entire population. Number 1 priority is safety of the riders. Having security people is a necessary cost of the providing public transit. And don't cover windows will advertising. Riders want to be able to see in and out of riding MTA vehicles. If you can't serve the public, the public will not support Metro. It is as simple as that. I wish you all well!</p>	<p>Question/comment regarding Metro service</p>

Source of Comment	Date Rec'd	Commenter	Comments	Summary
117. servicecouncils@metro.net	1/9/2024	Claudia Correa	I agree with the new fares, they are reasonable and affordable.	Supports proposed fare structure
118. servicecouncils@metro.net	1/9/2024	John Meyer	Metro Micro: I would like to use this service residing on Chase Street. However, I have to use a Metro Bus 240 to get beyond Parthenia Street in order to get picked up or dropped off. Any changes coming on the coverage area? Thanks.	Requests expanding region(s)
119. servicecouncils@metro.net	1/9/2024	Kiran Gupta	I'd rather you keep it free. LA public transit is so bad, this is a vital service to fill the gaps. Do not increase the prices.	Supports keeping \$1 fare or alternate fare
120. servicecouncils@metro.net	1/9/2024	Mehmet Berker	Hello, Metro Micro poses a problem to the Metro system. Whereas with typical transit, more riders taking the system can help lower costs, that is not exactly the case with Metro Micro. Providing Metro Micro to more areas of LA County will continue to increase operating costs for the service. These on-demand van services all start running into the same problem, if they need to provide rides to more people in one trip, to stay efficient steps are taken such as trying to nudge people to walk to certain pick up locations, and other measures that eventually make the service resemble, well, a bus. In other countries, jitneys and other smaller transit options can rely on cheaper labor to have more vehicles. In Istanbul, the city I'm most familiar with, dolmuşes operate as fixed flexible routes. They operate on fixed routes, but will stop on demand and let people off on demand along the route. If the plan is not to provide a service like that, and to continue to provide on demand, door-to-door service, then Metro needs to increase fares. This service is not feeding people into our system. It should be priced to compare favorably to a cab or TNC trip. While free transfers to the Metro system is a good idea, the fares need to be higher than the regular metro fare, enough to reduce the subsidy through fare recapture alone. Ultimately I think the resources dedicated to Metro Micro should be rededicated to core Metro bus service. But if that won't happen, please increase the fares higher than regular Metro fare. Best Mehmet Berker, Metro rider since 2012	Supports proposed fare structure or higher fare Supports discontinuing Metro Micro service
121. servicecouncils@metro.net	1/9/2024	Paul Hennessy	Metro Micro is a great program and I highly encourage expansion. However, I ask Metro to do more for clean air improvements. To help fight against air pollution and airborne illnesses, I encourage you to upgrade air filtration on not just metro micro, but also on Metro trains and buses. This means mask mandates, MERV 14 filters, and air changes every 70 seconds or less. BART in SF did this and has the cleanest air of any public transit system. Metro Micro, and by extension, Metro transit can easily implement these and keep riders of all ages and abilities healthy. Angelenos deserve clean air in these cars, especially since multiple riders are sharing a small space.	Question/comment regarding Metro service
122. Westside Central Service Council	1/10/2024	Alexander Hui (Zoom)	He also has problems with Line 176 that was cancelled with no real explanation. It covered lots of area where seniors need rides and went through areas where there are people in need. It served low-income populations in Rosemead, Monterey Park, and South San Gabriel. If possible, he would like Metro to reconsider either modifying a line like Line 176 to cover South San Gabriel, or expanding the El Monte service zone to cover those areas. Right now, the zone stops at Walnut Grove, if possible, it should extend at least to Del Mar, Hill Dr or Arroyo to cover some of the hill area mentioned earlier. He does not have a problem with raising the fee, but instead of paying the fare each time they ride, he asked if there could be a cap to make it more usable. Otherwise it only works 1 way or the other.	Supports proposed fare structure Requests expanding region(s)
123. servicecouncils@metro.net	1/10/2024	Anastasia Barry	Dear Metro Micro Team, I hope this message finds you well. My name is Anastasia, and I am a regular user of Metro Micro for my daily commute to work and running errands. I rely on this service due to the challenges with the unreliable bus schedules and the considerable distances one often has to cover. I want to express my concern regarding the planning of price increase. This seems like a step in the wrong direction. Los Angeles lacks a public transport system, which is often unreliable, unsafe, and inconvenient. Metro Micro has been a relief for me, but it is not without its flaws.	Supports keeping \$1 fare or alternate fare

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			<p>Drivers are consistently late, vehicle assignments are delayed, and the accuracy of the vehicle location on the map is questionable. Moreover, there are instances where drivers do not make a proper stop and drive away without ensuring passenger pick-up. While Metro Micro isn't perfect, it has been a better alternative compared to waiting for hours for a conventional bus. To encourage more people to switch from private cars to public transport, it is essential that the service remains affordable, reliable, clean, and safe. Currently, Metro Micro satisfies three out of these four criteria. However, an increase in the price could compromise this balance, reducing it to only two out of four. I urge you to reconsider the recent price hike and strive to maintain the qualities that make Metro Micro a preferred choice for commuters like me. A reliable and reasonably priced public transport option is crucial for promoting sustainable and efficient transportation in our city. Additionally, as a public transportation service, it is essential for the organization to operate as a non-profit entity. Even if a price adjustment is deemed necessary, it should be a gradual increase, perhaps starting at \$1.5, rather than a drastic 2.5 times more than the original price. I have observed instances where the validators are frequently out of order, leading to passengers not paying for their rides. Upon inquiring with the drivers, they mentioned not receiving guidance on fixing these machines, resulting in revenue loss for the service. Enforcing proper payment procedures could address this issue and prevent financial losses. In conclusion, there are numerous avenues to enhance the Metro Micro service without resorting to a substantial price increase. Exploring these improvements could lead to increased efficiency and financial stability. I appreciate your attention to these concerns and hope you consider my suggestions for the betterment of the service. Thank you for your time and consideration.</p>	
124. Westside Central Service Council	1/10/2024	Andrew Montealegre	<p>He lives in Glassell Park. His neighborhood began an effort to get seniors down from the hills to the senior center and Glendale and Kaiser, back in 2015. When the City of Los Angeles DOT was first proposing DASH in the area, they created a petition, collected signatures, revised maps. The Neighborhood council approved it,, but nothing happened to the DASH proposal to expand the service in Glassell Park. Line 176 Metro was discontinued; it served the hills in Glassell Park and brought people down to use public transit and access commercial areas. The neighborhood finally got the attention of City Council District 1, in May 2021, CD1 supported Motion 21-0492 to have the area be served by transit, but they lost that Councilmember, so they do not have that service. When he has tried to use Metro Micro it does not go all the way up the hill; the zone stops halfway up. There was no good explanation for why it won't go further and entered comments and he would like to see it continue up the hill like Line 176 used to. It does them no good if they have to walk up the hill.</p>	Requests expanding region(s)
125. Westside Central Service Council	1/10/2024	Bill Lam (email)	<p>I strongly oppose increasing the base fare to \$2.50. Retain the current \$1 base fare for all riders because people can afford \$1 instead of \$2.50 when using a TAP card or paying by credit or debit card. I prefer offering free transfers from Metro Micro to Metro Bus and Rail and from Metro Bus and Rail to Metro Micro instead of \$0.75 upcharge. Strongly support the LIFE participants on Metro Micro usage, the GoPass and Reduced Fare cardholders to use Metro Micro for \$1. Include Regular Fare cardholders for \$1 and the Green Access Services TAP cardholders to ride for free. Support the EZ transit Pass usage on Metro Micro. How many zones does the EZ transit pass have? Is there an EZ Transit Pass zone map? Which zone does it cover? Support accepting interagency transfers on Metro Micro regardless of the cost of transferring between these two. One of the main issues is that people are having a hard time trying to book a ride because of high demand in one service area. Will there be enough Metro Micro vehicles for people who need to catch Metro Micro? If not, then it's very frustrating for people who were unable to book a ride. Please keep every existing service area boundary as is and do not modify to subtract a portion of the area. If you are planning to modify service area boundaries, like adding service to a new area, then you should send a notice in advance by posting it on the website or</p>	<p>Supports keeping \$1 fare Question/comment regarding Metro service Question/comment regarding Micro service</p>

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			the app indicating that you are planning to modify the service area boundaries by adding it into a new area because people are unaware of the boundary change and had no idea when the Metro Micro service area changed. These are my points regarding Metro Micro. I would like a follow up response in terms of these points that I made. Thank you very much for your time.	
126. servicecouncils@metro.net	1/10/2024	Caillin Puente	Hello, Thank you for providing the opportunity for the public to comment on metro micro. I have greatly enjoyed the service since I am trying to travel around the city more without a car, and the bus and train system has been a little difficult to navigate (required very long walks in areas with no sidewalk!). My comment is that since metro micro is filling in the gaps of bigger public transit (shorter rides where the bus doesn't go) it seems too expensive to be the full normal fair. I understand it's an expensive service but perhaps there are ways to make it less expensive and have it be a medium fair. Like \$1.75 perhaps. Thank you for your consideration! Best,	Supports keeping \$1 fare or alternate fare
127. servicecouncils@metro.net	1/10/2024	Chai Kertenian	I'm a Resident of Glendale for 23yrs now. I had a stroke 13yrs ago and I may Not Seem and look like I have a Disability since because I look young and walking normal. It's a hidden Disability...and I have challenges walking and being on my Foot for a long time...Having Micro van Helps me a lot to Navigate around the City... I don't mind paying \$2.50 ..it's better than Uber. And Besides, it's very comfortable for Me and especially with someone that has some medical and mobility issues.. Would Love to have Micro For Life. 🙏👉	Supports proposed fare structure
128. Westside Central Service Council	1/10/2024	Eugene Salinsky (phone)	He agrees with raising the cost of the service. He heard that it costs Metro \$50 to provide each ride, and he wonders if that's taking revenue service hours. The service does not come close to the cost of Metros worst running lines that Metro discontinued maybe 20 years ago. As far as ridership, maybe 2-3 passengers per hour is very poor. He has heard that Orange County and San Bernardino County started their own service with \$4 rides, and Escondido and northern San Diego County have \$10 rides. Even Metro's prices is till cheaper than other similar services. Micro is basically replacing cheaper to run and better bus service. The money spent on Micro Metro could be used improve bus service by putting back bus lines such as Line 201; the vans could be used to on those routes. Even 30-40 minute frequency is better than no bus service.	Supports proposed fare structure Supports discontinuing Metro Micro service
129. Westside Central Service Council	1/10/2024	Frank Gavin Moratia	He lives in Glassell Park and is a former Line 176 rider. That bus was a lifesaver for those who live up in the hills. He's halfway up the hill. The has health issues with his legs and Metro Micro makes him walk 10-15 houses up the hill. He requested change, the zone. There is only 1 teenage girl that rides Micro in that area and him. He knows a lot more people would ride it where he lives if they didn't have to walk up a very steep hill to get to the stop to catch it.	Requests scheduling/routing improvements
130. Westside Central Service Council	1/10/2024	Jo Moses (email)	Personally, I don't have a problem with raising the price a dollar. I'm fortunate enough to be able to afford that. However, I'm sure many people in LA will not be able to. More than that, I am concerned about what appears to be Metro's flawed endeavor to lose less money or to break even on public transportation. That is just unacceptable. Public transit is a service, not a business, and what it actually needs is more coverage. I almost never use Metro Micro because it only operates in five or six completely unconnected areas of LA. Instead of trying to crawl its way out of debt like crabs in a bucket, Metro needs to expand coverage to meet ALL of LA and the cities within it like Culver City, Santa Monica, etc. (It's worth noting that while I use the Metro rail more often than I do Metro Micro, it also isn't very often because I live in Culver City and the Expo Line literally just stops at the city limit. It doesn't even go downtown. When I want to use my nearest Metro station, someone has to drive me there. This is a failure of LA rail system.) Public transit is a right as irreplaceable as public schools, libraries, and fire departments. Angelenos need it to live, to get to work, and most importantly to reduce emissions. As a disabled person who relies on rideshare services very often, I think Metro Micro is a fantastic idea. I was	Supports keeping \$1 fare Question/comment regarding Metro service

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			so excited when I first heard about it, but then I realized that I had no access to it because of where I live. Metro Micro needs to expand before issues of cost can even be considered.	
131. Westside Central Service Council	1/10/2024	Jose Rodriguez	He finds the proposal unacceptable and thinks that charging \$2.50 for Metro Micro is a joke. He works at LAX and commutes from downtown Los Angeles taking the Commuter Express bus Line 439. Being told to pay \$2.50 for Metro Micro when Commuter Express charges \$2.50 all the way to El Segundo. He is in favor of charging a regular fare of \$1.75 the same as buses and trains. He asked about passes for all agencies. He has a pass for Commuter Express and that will not give him a transfer. He thinks the low ridership in the LAX area would go up if Metro could have the Commuter Express Lines 438, 439 and 574 from the Valley operate at least on Saturdays, it would increase ridership for Metro Micro from LAX. He feels the problems on the app need to be fixed. Metro staff says the want people to ride the buses and trains, and Micro is to cover the areas not covered. He uses Metro Micro, he thinks it is the best service. He does not use the bus or train because they're dirty and hotels for the homeless. He hopes Metro Micro can take over all buses and trains.	Suggests alternate fare structure Requests scheduling/routing improvements
132. Westside Central Service Council	1/10/2024	Juan Muñoz	He has mixed opinions, as he has never taken it. He has heard people say it is a waste of money but the people who use it love the service. He would rather take buses because they are more frequent. When he goes to Pasadena to spend time on Colorado Bl he takes a bus that is frequent, every 10 minutes or so, Line 180 bus goes through Glendale when he wants to go there or he takes the express bus that goes between Glendale and Pasadena.	Question/comment regarding Metro service
133. servicecouncils@metro.net	1/7/2024, Amended 1/10/2024	Lionel Mares	<p>Hello, UPDATE [01/10/2024]: I would like to add to my previous comment regarding Metro Micro. I attempted to utilize Metro Micro but the service was not available in the North Hollywood area. I have the app and it was my first time using it. The issue with Metro Micro is the lack of service in the East San Fernando Valley. I have not seen or rarely see Metro Micro in the East part of the Valley. If Metro plans to increase the price, it must expand and increase services to better serve the needs of the community especially low income Spanish speaking communities. I hope we can work out a solution to this issue!</p> <p>Hello, I support the expansion of Metro Micro to the northeast San Fernando Valley, and I am in favor of free transfers between Metro buses, rail, and Micro. I would like to keep costs down for low-income transit riders and an increase in services. The northeast San Fernando Valley lacks quality and reliable public transit. The expansion of Metro Micro would surely make life easier for transit riders, myself included. The cost of Lyft and Uber is very expensive and many people can't afford it. Therefore, expanding Metro Micro to other parts of East Valley would make it appealing and hopefully improve transportation and ridership. Thank you for your time and consideration. Sincerely</p>	Supports proposed fare structure Requests expanding region(s)
134. Westside Central Service Council	1/10/2024	Melissa Sanford	She uses it and thinks it's a great service. She was trying to take with her disabled daughter with her on a Micro trip. They had to go so far, it was very hard to get to the 2 bus stops. her idea of the service would be door to door, but instead it is bus stop to bus stop so anyone having trouble getting to the bus stop because of disability has the same problem getting to Metro Micro. She wondered if there was any thought to making it door to door rather that bus stop to bus stop only.	Requests scheduling/routing improvements
135. servicecouncils@metro.net	1/10/2024	Michael Chambers	I am a regular visitor from the UK to LA but I am unable to verify my UK phone number to establish an account... the website says SMS sent to +44 nnnnnnnnnn but the text is never received. Metro micro is a fantastic idea in principle, but an outsiders view is the whole booking process is cumbersome (as well as appearing to exclude international visitors). My understanding is journeys often don't start at the booked time.... surely if you accept a booking for a certain time you should fulfill that booking (with a few minutes there of). From the website it isn't clear where the stops are, for example it	Question/comment regarding Micro service

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			would be handy to know if it's possible to use metro micro from the southern end of the K line to Aviation Station (or the city bus terminal) to connect with the LAX shuttles. Regards,	
136. servicecouncils@metro.net	1/10/2024	Milan Matsumoto	Dear Metro, Good evening. My name is Milan Matsumoto, and I am a high school student at the California Academy of Math and Sciences in Carson. I live in Lomita and am always searching for better ways to travel west quickly and easily. I am more than happy to utilize Metro Micro for my daily commute. However, at the moment I can't use it because the high school campus is at the very edge of the Watts/compton service area. I suggest you extend the Watson/compton service area to include the Harbor Gateway Transit Center. It is one of the largest transit hubs in the area, with frequent bus routes like the J Line or GTrans 2 line. As reliable bus service is scarce in the South Bay, a connection to the Center would allow people like me to transfer to buses and travel farther west and south than they could before. I hope you consider my suggestion. Sincerely,	Requests expanding region(s)
137. servicecouncils@metro.net	1/10/2024	Roberto P. Pasquariello	Hi, I'm a MetroMicro operator and I believe the fare increase is not a good idea. I see that after driving the micro vans for 3 years many passengers, especially in certain zones, never use their TAP card to pay the fare when they indicate they will in the Micro app. Increasing the fare will serve no purpose except probably to entice other passengers who were paying the fare, to ride without paying the fare. I believe Metro needs to have some fare enforcement in order to make it fair for everyone, that way Metro could raise the fare to whatever it wished and the passengers would still pay. The way Metro wants to do it will not increase compliance with passengers paying the fare and I've witnessed this first hand in my 3 years of driving for Micro. Thanks. Sincerely, Roberto	Supports keeping \$1 fare Question/comment regarding Micro service
138. Westside Central Service Council	1/10/2024	S. Mermet (Zoom)	She will never get over that Metro spent billions of dollars putting a train under Wilshire Bl instead of La Cienega. She lives in Mid-city, ½ block south of Pico between La Cienega and Robertson. Any day or night of the week, La Cienega has more traffic than Wilshire Bl. She thinks the train should have gone north and south down La Cienega instead of east-west. There are no buses that go down La Cienega to LAX. The bus turns left south on La Cienega, then turns on Obama Bl but there's no bus from there to LAX parking. She asked why isn't there a bus that goes all the way down to LAX. She has a TAP card and is a senior. She asked how much it would cost to take Micro from Pico/La Cienega to LAX. She didn't see any maps of zones for her area. She asked what the zone profile is for the Pico/La Cienega area.	Requests expanding region(s)
139. servicecouncils@metro.net	1/10/2024	Skye Price	Hello, I suggest to make metro micro cost more based on distance for standard users and expand zones to have better connections with rail services - and allow better connections with lax. Best, An LA student	Suggests alternate fare structure Requests expanding region(s)
140. Westside Central Service Council	1/10/2024	Wayne Wright (email)	It would be nice in the future if Metro Micro could place new service that would cover the View Park/Windsor Hills area that would also include Ladera Heights, View Heights, and Hyde Park, Angeles Mesa, Baldwin Hills, and Crenshaw area to connect with the K Line. Although DASH covers the City of L.A. part, the other areas don't and when Line 607 went away along Angeles Vista and 54th St in Windsor Hills/View Park where the 607 ran, you have a County Library Branch in View Park that is 2 blocks north of Slauson where the 108 runs and you have to walk to get to the library and also to the Wayfair Services on Angeles Vista in View Park. That also requires a long walk from Slauson. I would like staff to consider putting a Metro Micro in that area in the future.	Requests expanding region(s)
141. servicecouncils@metro.net	1/11/2024	Anita Nación	Hello, As a daily commuter I use Micro only without train or bus transfers. It would be helpful to have a feature that allows us (Micro only riders) to choose the kind for ride we would like to take, for an even better fare estimate- A) Micro only for- \$1.00 per ride B) Micro + transfers- \$2.50. While the price is lower than a Lyft or Uber ride, I'd have to say that the	Suggests alternate fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			customer experience and the service provided with Rideshare companies far exceeds that of Micro Metro. Here are a few examples in my experience: 1) Rideshare companies pick up at a customized location for pick up and drop off. 2) Driver and client can communicate via text or call and able to see client exact GPS location. In my experience, to get to my destination my pick-up stop assigned to me is across a busy cross section street (Imperial Hwy/Hughes Way WB). After Micro picks me up, they have to make a U-turn anyways (Imperial Hwy/Hughes Way EB). It would have been more convenient, safe and efficient for both parties if we are able to customize pick-up location in these instances. 3) Ability to have a private driving experience with ability to upgrade and offer amenities such as phone charging cables, water, etc. While I appreciate a still low one way ride fare of \$2.50, it would be helpful to have an option for us folks who don't have the need to utilize the train and bus system. Perhaps even offer a discounted rate or free rides for consistent riders. I hope you take my feedback into consideration as I would like to continue using your Metro Micro services. Thank You,	Question/comment regarding Micro service
142. servicecouncils@metro.net	1/11/2024	Peggy (Margaret) Doran	I work at LAX for the City of Los Angeles and before the 2020 lockdown I used line 625 daily to get to my office on World Way West from the Aviation green line station. I stopped using Metro after returning to the office because the Micro service was unreliable. What was a 15 minute commute on line 625 turned into as long as 45 minutes sometimes routing through Hawthorne and then backtracking west to LAX. On days when carpooling is not an option, I have had to use Uber or Lyft several times because the micro has no slots available to reserve, or the reservations available will not get me to work on time. Leaving work has been a problem with reserved rides being late as much as 30-60 minutes. I have experienced cancelled rides 20 minutes after I received a text message that my ride was confirmed. The reason provided by Metro that they were unable to service the request. I have cancelled rides after waiting 30 minutes after the time period of my reservation and used Uber instead. What used to be a 90 minute commute via metro buses and Metrorail is now averaging 2 hours to and from Long Beach. The same commute is 30 to 45 minutes driving.	Requests scheduling/routing improvements
143. servicecouncils@metro.net	1/12/2024	Armando Avalos, Jr.	Details from The Source were vague about if and how transfers would be handled for the reduced fare groups. There was no indication either way. Nor was there any indication as to how reduced fare EZ transit passes or Access Services TAP cards would be handled. Ideally, it would be nice to allow free transfers for reduced fare groups without upcharge, as well as allowing reduced fare Base EZ transit passes and Access Services TAP cards to pay for Micro. Additionally, it should be clarified if the two-hour transfer window is maintained whether or not Micro is used at the start, end, or middle of a trip for all fare groups. Finally, please clarify if capped fares apply as a fare credit for all groups, and if paying full or upcharge fares on Micro are applied to fare caps. Thank you.	Suggests alternate fare structure
144. micro@metro.net	1/12/2024	Danny Hom	I'd like to offer the agency my feedback on the Micro service going forward. Micro is, overall, a valued addition to expanding localized mobility in a lot of our communities, and also a necessary filler of gaps in the network that needs to remain in place (now that several previously-underperforming bus lines in transit-dependent areas have been discontinued). I support the new proposed fare structure as a means to keep the Micro option available for its most served and committed riders. I feel that the option to apply the Micro fare cost towards fare capping is helpful, and the new transfer introductions make the service integrated. I look forward to continued growth of the ridership as Metro's reputation grows among choice customers, as Micro's algorithm improves, and as new destinations come to the Watts/Willowbrook zone with future investment. I ride throughout that zone and would like its coverage to remain as wide as it currently is.	Supports proposed fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
145. servicecouncils@metro.net	1/12/2024	Konstantin Belov (Dr.), JPL/caltech	<p>I think there is no need to talk about permanent fare structure that includes a new regular fare for MetroMicro as the program simply can not continue to operate under the public transportation umbrella and should seek different funding sources. Let me explain. MetroMicro was born as an experiment to test a new model of operation for public transportation services. The experiment has clearly shown that, as implemented, it only benefits selected groups of people at the expense of the regular commuters. Indeed, all the people who praised support for MetroMicro during the public hearings with the commissioners mentioned how MetroMicro helped:</p> <ul style="list-style-type: none"> - elderly, who now do not have to walk several blocks to a nearby fixed route bus to go to a grocery store; - disabled, who can use MetroMicro instead of Access as the former is the same day service, while the later is the next day service; - low income people who can not afford to drive; - school children going back from school. <p>All people from the above mentioned groups share one thing in common: they do not have to be at their destination on time, or do not have to be there at all, or can postpone the trip by one-two hours or till next day. The way MetroMicro service is implemented it is not reliable at all. The rides arriving for pick up 45 or more min late happen very often as well as the rides cancelled all together after those 45+ min delays. It is not surprising that the people who have a regular job or an important appointment and who lost their fixed route bus due to funds reallocated to MetroMicro have only one option now – to drive. Booking one, two or three extra hours ahead is a huge waste of time and not always possible. It only takes once for somebody to get fired due to tardiness or having to call a cab to come back home since MetroMicro is not available “due to high demand” to make their mind and start driving again, no matter how environmentally cautious and willing to use the public transportation they are or how difficult or expensive the parking is. Regular commuters simply can not afford MetroMicro, as well as the taxpayers. It is no secret that MetroMicro cost ~\$40-\$60 per ride to operate vs \$8 for a fixed route bus. In comparison, Uber charges \$10-20 for similar rides and still makes a profit! Main conclusion – MetroMicro is not a public service as it does not serve the transportation needs of the general public and, as such, should seek funding from different source to continue its operation. Bumping the regular fare to \$2.50 will not make a dent in the balance books. Instead of collecting ~2% of the ride cost the service will be collecting ~4%, still losing more than 90%. If anything, it will lose those few percent of regular passengers who pay full fare for whom the service occasionally works. At the end, it takes less than \$1 even at today's gasoline prices to drive 5-6 miles. 100% of MetroMicro passengers will be either riding free or on reduced fare programs. This confirms our conclusion that there is no point of talking about any “regular” fare for MetroMicro. Having said that, the poor implementation of the service by the current management does not mean that the idea is not viable. In fact, it was implemented before with much greater success. Let me suggest the roadmap to make the service much more successful. 1. Suspend MetroMicro or switch it to different funding sources to serve the special groups mentioned above. Return fixed route buses for now. 2. Hire a team of software developers or even a university student with a professor to develop a specialized application. Google maps used as the basis for MetroMicro now is designed to advertise places, not as a highly specialized routing software. An approach similar to Uber and Lift is needed. Such an optimization work is routinely done for many industries. In this particular case, the very limited number of assets to manage, small area and a relatively small number of passengers to serve (yes, 1000s per hour is a small number in this business) makes the task easier to accomplish. The current application suffers a lot of deficiencies:</p> <ul style="list-style-type: none"> - non-optimal routes forcing the drivers make u-turns or go around the block to pick up or drop off the passengers on the “right side” of the street. Need to make the pick up location dynamically assigned to optimize the vehicle routing - non-optimal pick up order making passengers spend more time on board than needed 	Question/comment regarding Micro service

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			<ul style="list-style-type: none"> - lack a transfer option – an optional feature to transfer from one vehicle to another to minimize the time on board. This can potentially save some passengers 20-30 min while spearing the system from unnecessary trips - lack of system flexibility – the ability to wait a minute for a passenger who is nearby walking towards the van. Let the passengers share their location with the system (optionally) to enable this feature. Dynamically reschedule to a different vehicle if the assigned van arrives 5-10 min too earlier and the passenger is not at the stop yet. This is not a fixed route bus! The system should be flexible. “Tightening the nuts” will only lead to loss of already low ridership. - Implement the features to prevent the system abuse. It is no secret that some passengers book the system for few hundred feet trips multiple times a day just for fun. And they do not pay. Some passenger regularly book for 3-4 people but only one shows up, if any. No charge here as well. Some people are regular no shows etc etc. - Make all passengers pay. No booking unless a credit card or a tap card with enough funds for the ride and for fines is linked to the account. Withdraw fare automatically if no tap was made or the device is not working, but the trip was completed. - Implement fines for system abuse: no show, overbooking etc and deprioritize the system abusers. - More suggestions can be thought of, especially if those mentioned above are implemented. <p>3. Test the newly developed application on computer model before restarting the system operations. The computer simulations are done routinely for a much more complicated systems (think of a nuclear reactors, secondary particle cascades or even managing multiple assets in a Martian cave with limited power resources, unknown terrain and ability to talk to the network). 4. Restart the system operations. Reduce the software developers team once the system proves itself and no major tweaking is needed any longer.</p>	
146. servicecouncils@metro.net	1/12/2024	Oscar Ho	<p>Hi, My name is Oscar and I live in the El Monte area, I use the Metro Micro often, and I think that is a great service, and I love it. I want to say thanks to you guys for offering this kind of service, It makes my life so much easier and makes me able to go somewhere else without having a car to move. 😊 I have some feedback I want to provide is that, first of all, I understand and think the price increase to \$2.5 makes sense, otherwise it will be hard to keep it operating, and second thing is that, I hope you guys can think about a way to make the services area expand (or make it able to connect) to one of the Metro L line(A.K.A. Gold line) stations because let's say for example my home is kind of nearby (like drive around 8 ~ 10 min will be arrive) the Monrovia Gold Line Station, but I feel kind of shame is that, the Metro Micro is not able to connect to the Station, and even make it like I can't so efficiently to take the Metro system advantage. I also figured out, let's say I want to go to the Pasadena area from El Monte, and tbh taking the bus is not a good option because even if I choose to take a Metro Micro to go to the El Monte bus station (or maybe other some of the bus lines can go to the Pasadena) and makes a transfer, just wait for the bus to arrive already takes way more time then just order a Metro Micro and go to the Monrovia Gold Line Station and make a transfer, so I hope this advice will happen in real life. The third thing is based on my couple times rides experience, I see some of the tap card receivers/terminals on the vehicle either not working or unable to use Apple Wallet Express Mode with transit cards feature (this feature allows me to use my tap card in my phone without unlocking the device or required biometric verification (A.K.A Face ID/Touch ID) before I use the tap card) and as a reference Metro rail, subway, and even Metro Bus can use this feature, so that seems to be a tap card receivers/terminals problem. I hope I am providing feedback that is useful to improve the services, and if you need more information please let me know. Best regards</p>	Supports proposed fare structure Requests expanding region(s) Question/comment regarding Micro service
147. servicecouncils@metro.net	1/12/2024	Severin	Hi there, I am writing to share my general support for raising fares on Metro Micro but believe a flat fee of \$2 would be better than \$2.50. The proposed transfer mechanism generally makes sense and could promote greater transit	Suggests alternate fare structure

Source of Comment	Date Rec'd	Commenter	Comments	Summary
			connections to/from Micro. I am a somewhat regular Metro Micro user and think it's a great service, particularly for some of the hillier communities it serves with limited transit access (Pasadena and Northeast LA). I would suggest before raising fares, or perhaps separately from fares discussions, that Metro consider cutting some of the underperforming areas and/or areas where Micro overlaps with decent transit (such as UCLA) to see if the cost efficiencies of the program can be better managed. I know some voices are critical of Metro Micro as a whole but I think this comes from people who perhaps have never actually used the service or live in areas where there is a quality grid of transit so they do not see the value Metro Micro brings. But as stated I think if Metro Micro sticks to what it does well- serve areas that lack transit and connects those areas to transit and commercial hubs - that the benefits of the program and the cost efficiencies of the program will become more pronounced. I think there's a clear reason why the NELA and Pasadena/Altadena service areas perform relatively better than some of the other service areas and that with some modifications that the cost per ride can be reduced for the Metro Micro program without resorting to drastic fare increases however I do think that some fare increase is reasonable such as going from \$1 to \$2. Thank you, NELA + Pasadena/Altadena Metro Micro User	
148. servicecouncils@metro.net	1/14/2024	Emailshot	Hello, I see that I'm past the suggested cutoff for input, but hope this lands somewhere. According to your website, Metro Micro is intended to serve low income areas. Yet in the Valley, the Burbank area is largely working-career adults. Whereas, the NoHo area has been a rent-controlled pocket of longtime apt residents, many of whom are retired and living on SS. There are thousands of potential Micro users in an area north of Magnolia Blvd, as far west as Van Nuys. I've learned Metro Micro's boundary is Laurel Canyon, just east of this area. Until driven out by Israeli owners buying up the old buildings to evict existing residents and demolish the buildings, NoHo residents could benefit from Micro.	Requests expanding region(s)
149. servicecouncils@metro.net	1/14/2024	Frederick Leung	Hello, I would like to share my experience with Micro service. First of all, the service is horrible. It was a long wait and the trip was delayed the last time I rode connecting from a Metro station to home. The pickup/drop-off spot is not convenient in most neighborhoods. I live in El Monte, CA. The fare should be matching Metro service with FREE transfer at \$1.75. Free transfer should also be allowed with Metrolink ticket holders or transferring to/ from municipal bus agencies. Since the original Micro concept was to replace routes with lower ridership, it should be maintained that way. If the fare was increased and was not integrated as part of the Metro service, it would mean more expensive and pricey options for most commuters for last mile connection. My suggestion is to keep the fare at \$1.75 including free transfer and included with transit pass holders, and run Better service. Would avoid riding the Micro at all if service was not improved and fare was increased as a result. Thanks, Fred	Suggests alternate fare structure Request to add interagency transfer with Metrolink Requests scheduling/routing improvements
150. servicecouncils@metro.net	1/14/2024	Sandra Hernandez	Hello, I apologize for sending this message late, but I would like to share that the fare increment is totally understandable, the cost of life is higher at every level. What I would like is to reconsider the route Metro Metro serves in Glendale. I live on Highland ave and San Fernando Blvd and I know that Micro doesn't go that far. I have to wait 45 minutes the Glendale Bee line from the Metrolink station to be able to get home. I would love to be able to get home sooner with this Micro service specially when it is dark and cold waiting for the bus. Thank you so much	Supports proposed fare structure Requests expanding region(s)



Metro MicroTM

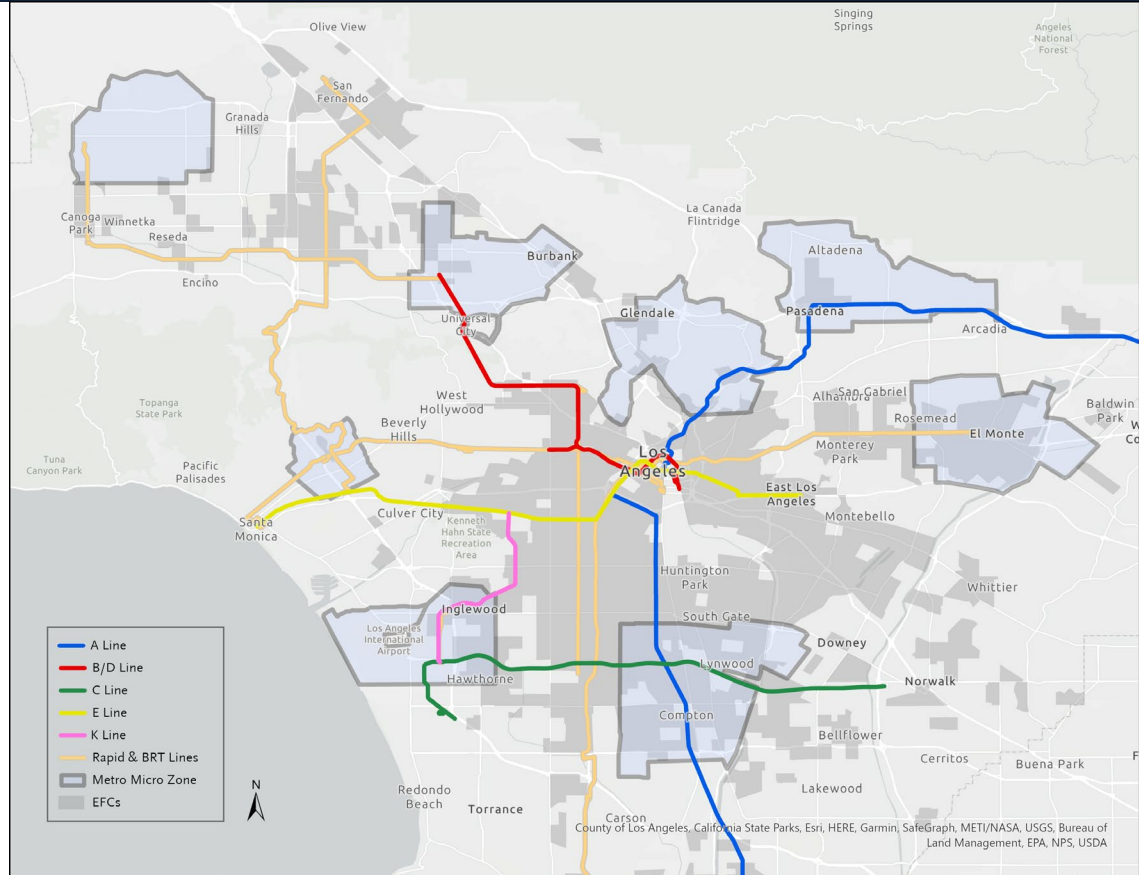
Proposed Permanent Fare Program



Metro

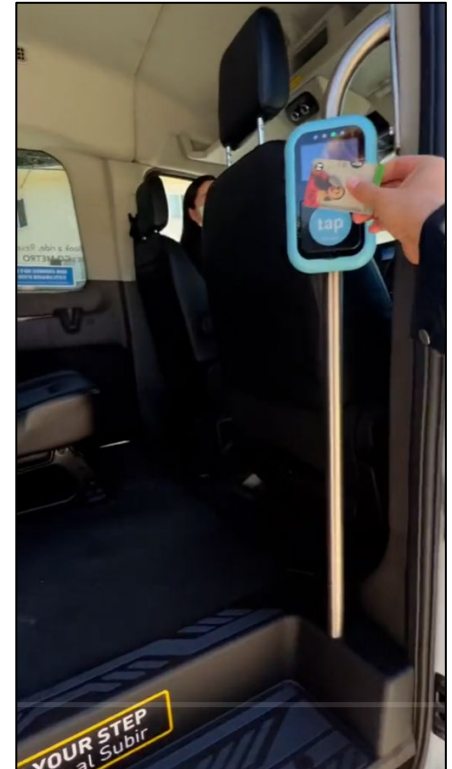
Metro Micro Overview

- Launched with two zones on December 13, 2020, with 7 more launched in 2021 (Two zones were later merged)
- Serves 165 sq. mi. throughout LACounty
- All zones connect to Metro Rail or BRT, as well as bus services for first/last mile connectivity



Fare Program Background

- A Fare Working Group with input from across Metro initially discussed fares as high as \$10 but settled on a base fare of \$2.50.
- The group reconvened in 2020 and set an introductory fare of **\$1.00**, in recognition of the effects on ridership and personal finances from the COVID-19 pandemic.
- A base fare of **\$2.50** to succeed this introductory fare was approved by the Metro Board in principle in October 2020, with a more detailed plan approved in May 2021.
- The introductory fare was due to end after 2021, but COVID was still impactful at that time. The permanent fare has not yet been implemented but COVID has now become part of life.



Process

The Metro Micro Fare Working Group (FWG) was reconvened, seeking input from:

Transit Access Pass (TAP) Team	System Security and Law Enforcement (SSLE)	Civil Rights, Equity, and Inclusion
Customer Experience Team	Metro Youth Council	Operations Team

The FWG considered the following issues:

- Prior Board actions
- Impact on EFCs and special populations
- Impact on demand and operation of Metro Micro
- Technological feasibility

Their input was used to develop a proposed fare structure.



Public Outreach



The Fare proposal was shared with the public through multiple channels:

Metro's social media and The Source/El Pasajero blogs	In-app pop-up and push notification
Take-ones distributed on-board	Verbally to customers booking by phone
Email to Metro Micro riders and TAP customers	Presented at January Service Council meetings

147 people commented, though many did not express an opinion on the fare proposal, and nine did not comment on Micro at all. Responses fell into the following categories:

Supports proposed fare structure: 47	Requests changes to Micro program (new zones, software improvements, etc.): 58
Opposes proposed fare structure: 24	Other question or comment regarding proposal: 9

A log of public comments is provided in Attachment F.

Staff Recommendation

Base Fare	\$2.50
Transfers to Metro Bus and Rail	Free
Transfers from Metro Bus and Rail	75¢ upcharge
LIFE Program free rides (90-day & 20/month)	Accepted on Micro
Senior/Disabled Fare Program Base Fare	\$1.00
GoPass & Student Reduced Fare Program Base Fare	\$1.00
E-Z Transit Pass Zone 0 Base Fare	75¢ upcharge
E-Z Transit Pass Zone 1+	Free
Transfers from Municipal Bus Lines	\$1.25 (50¢ transfer charge + 75¢ upcharge)

- Fare Capping will not be integrated into Metro Micro at this time.
- Passengers must use a TAP card for transfers as well as free and discounted fares. Passengers who pre-pay in the app with credit/debit card will be charged the full base fare with no transfer.

Next Steps



- If approved by the Metro Board, staff will set a date for implementation during the first quarter of the 2024 calendar year.
- Staff will outreach to Metro Micro riders and include information about fare subsidy programs, including LIFE and other discount programs.
- Staff will partner with schools, other public agencies, and CBOs to inform customers who could benefit from the fare program discounts.
- Once implemented, staff will monitor the impact of the permanent fare program on demand, demographics, and transfer utilization.
- Changes to zone boundaries or service hours are not proposed at this time. Staff will complete analysis of the existing program need and return to the Board to present recommendations for changes later in the year.