



TRANSFORM

YOUR CENTURY CITY COMMUTE

POWERED BY



SO IT BEGINS



SIMPLIFY YOUR LIFE!



Plan your commute



Track your employees



Find Carpool & Vanpools

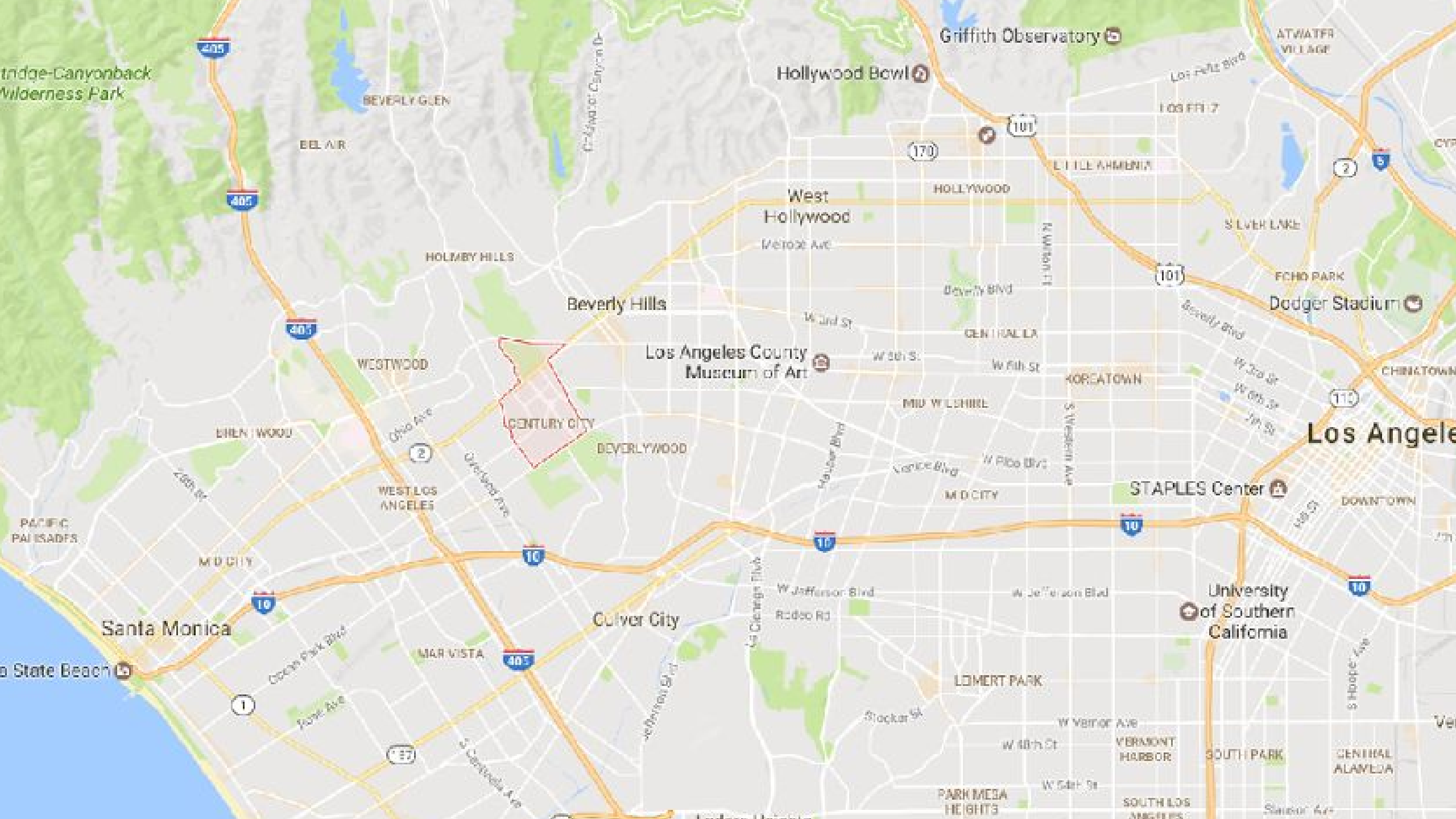


The one-stop source for all of your Century City commuting needs.

Map out your commute and save your "trips" on an interactive dashboard.

Find bus, bike and walking routes, buy fares and save time and money.

Match carpools and vanpools in the community or just from your company.



Bridge-Canyonback
Wilderness Park

BEVERLY GLEN

BEL AIR

Chynoweth Canyon Dr

Hollywood Bowl

Griffith Observatory

ATWATER VILLAGE

405

405

405

170

101

101

2

5

West Hollywood

HOLLYWOOD

Los Feliz Blvd

LOS FELIZ

HOLMBY HILLS

Beverly Hills

SILVER LAKE

FOND PARK

Dodger Stadium

Metrolink Ave

Beverly Blvd

NARBONNE ST

W 2nd St

CENTRALIA

W 5th St

W 6th St

Los Angeles County
Museum of Art

KORCATOWN

110

Los Angeles

CENTURY CITY

BEVERLYWOOD

MID WILSHIRE

BENTWOOD

WESTWOOD

WEST LOS ANGELES

2

MIDCITY

STAPLES Center

DOWNTOWN

MIDCITY

10

10

10

10

Santa Monica

Culver City

University
of Southern
California

State Beach

Cocoa Park Blvd
Pine Ave

MAR VISTA

405

La Cienega Blvd

W Jefferson Blvd

Robbo Rd

W Jefferson Blvd

LEIMERT PARK

Stacker St

W Vermont Ave

W 40th St

VERMONT HARBOR

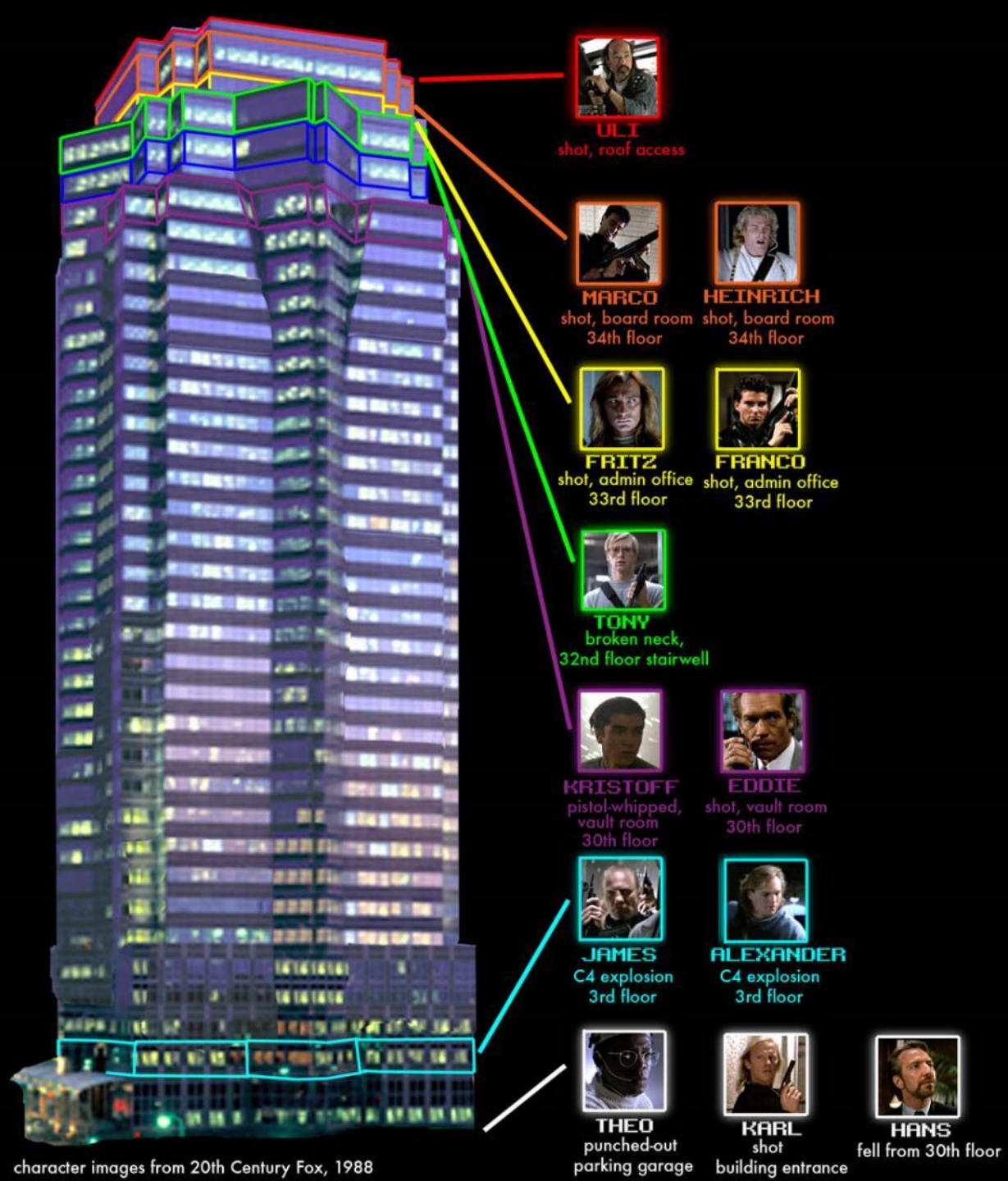
SOUTH PARK

CENTRAL ALAMEDA

PARK MESA HEIGHTS

SOUTH LOS ANGELES

Santa Anita Ave



Nakatomi Plaza

character images from 20th Century Fox, 1988



RUSH HOURS

Michael Camilleri

VARIETY



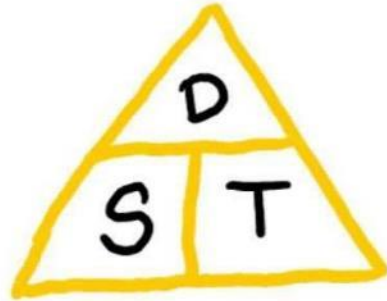
So many answers for such simple questions:

How far away do you live from work?

What time do you commute?

$$\text{Speed} = \frac{\text{distance}}{\text{time}}$$

$$\text{time} = \frac{\text{distance}}{\text{Speed}}$$



$$\text{distance} = \text{speed} \times \text{time}$$

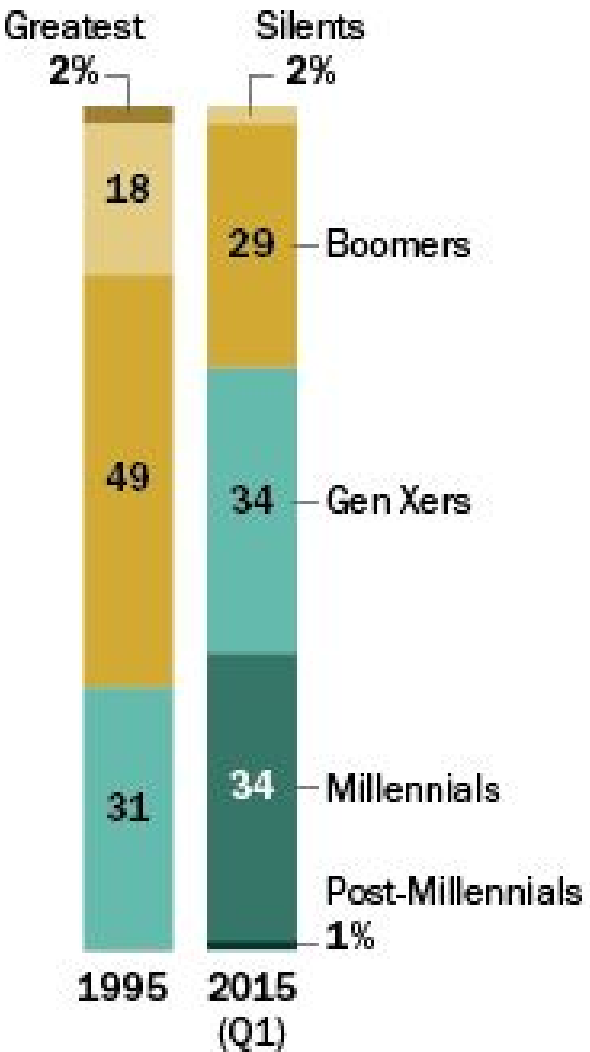
$$\text{Speed} = 100 \text{ km/hr}$$

$$\text{time} = 0.5 \text{ hrs}$$

$$d = 100 \text{ km/hr} \times 0.5 \text{ hr}$$

Labor Force Composition by Generation

% of the labor force





50%



83%

82%

Comparison of Utility and Circumstances



Yesterday

- Escape parents
- My girlfriends house
- Parking lot hang out
- My job to pay for my car and gas



Today

- Escape parents
- Online dating
- Social media hangouts
- Family phone plans



TRANSFORM

YOUR CENTURY CITY COMMUTE

POWERED BY





ride**amigos**



Metro[®]

scoop

lyft

Scoop for Century City



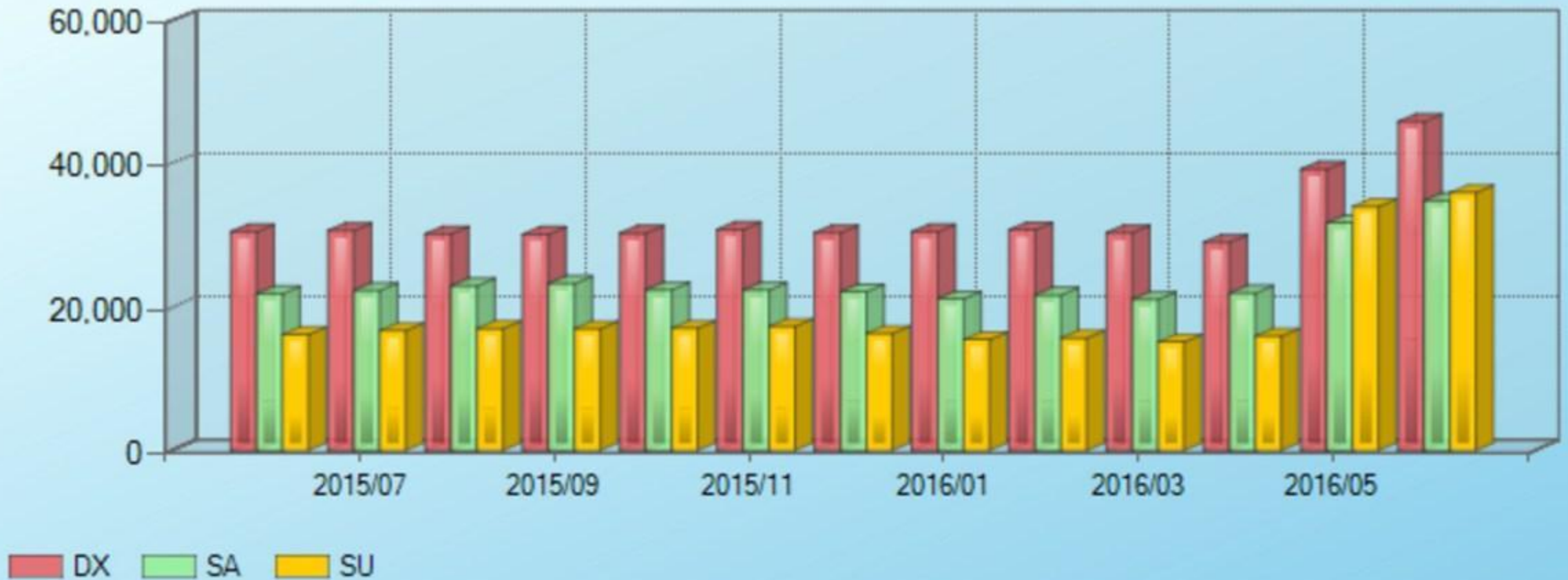
CONNECTIONS REIMAGINED



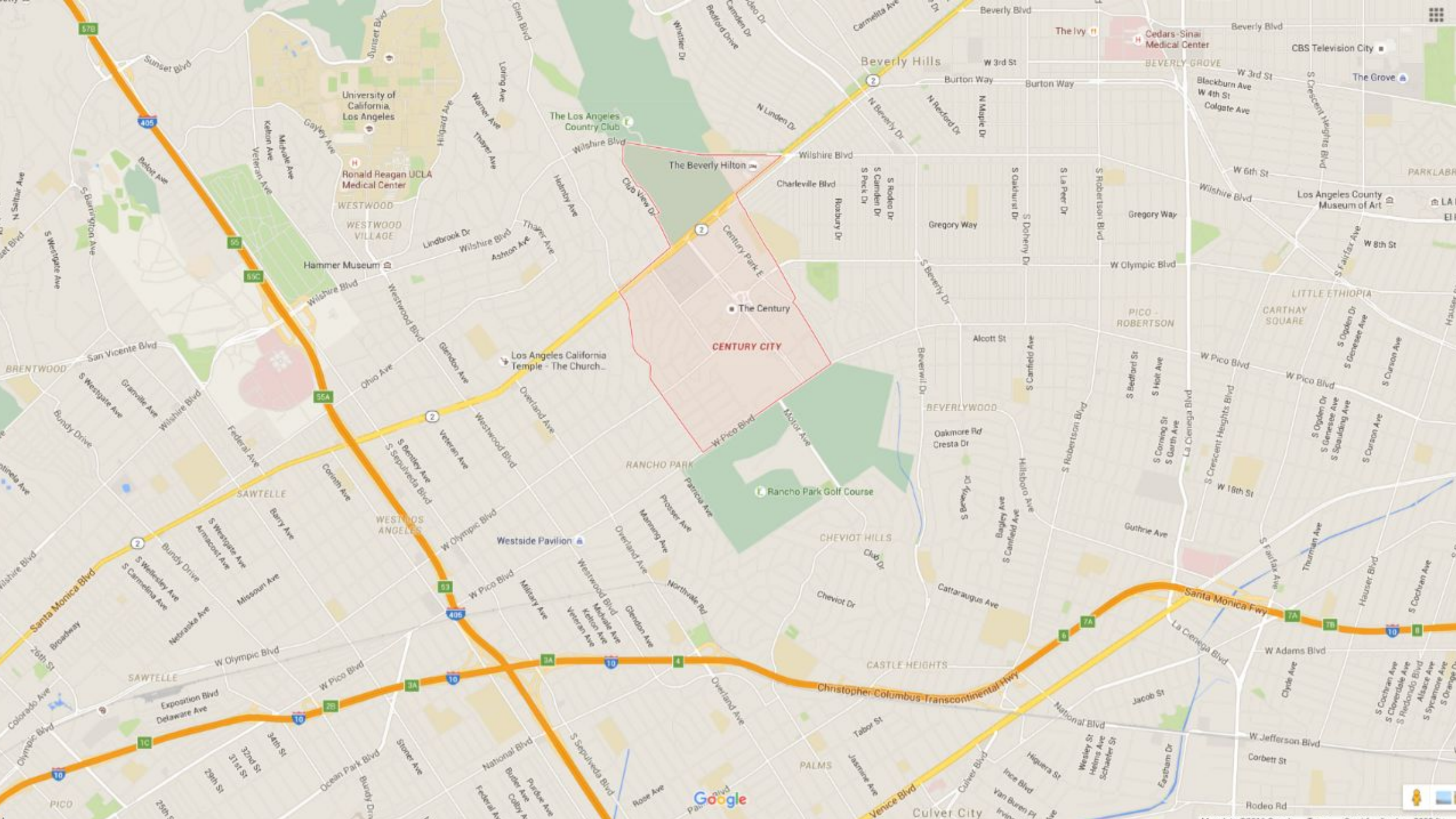


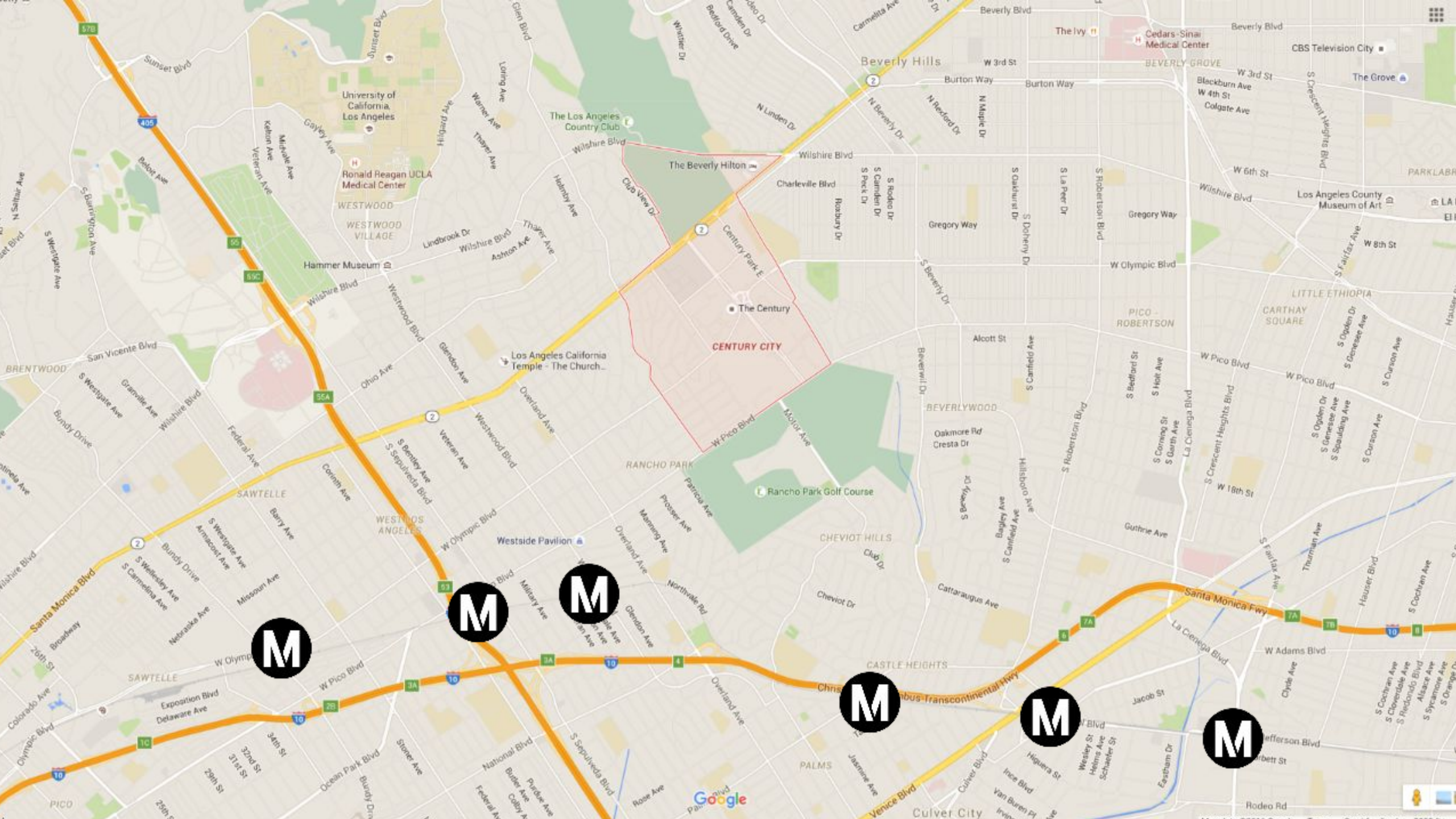
SA	34,844	135,343	4	139,370	342,173
SU	35,995	144,700	4	143,980	578,800

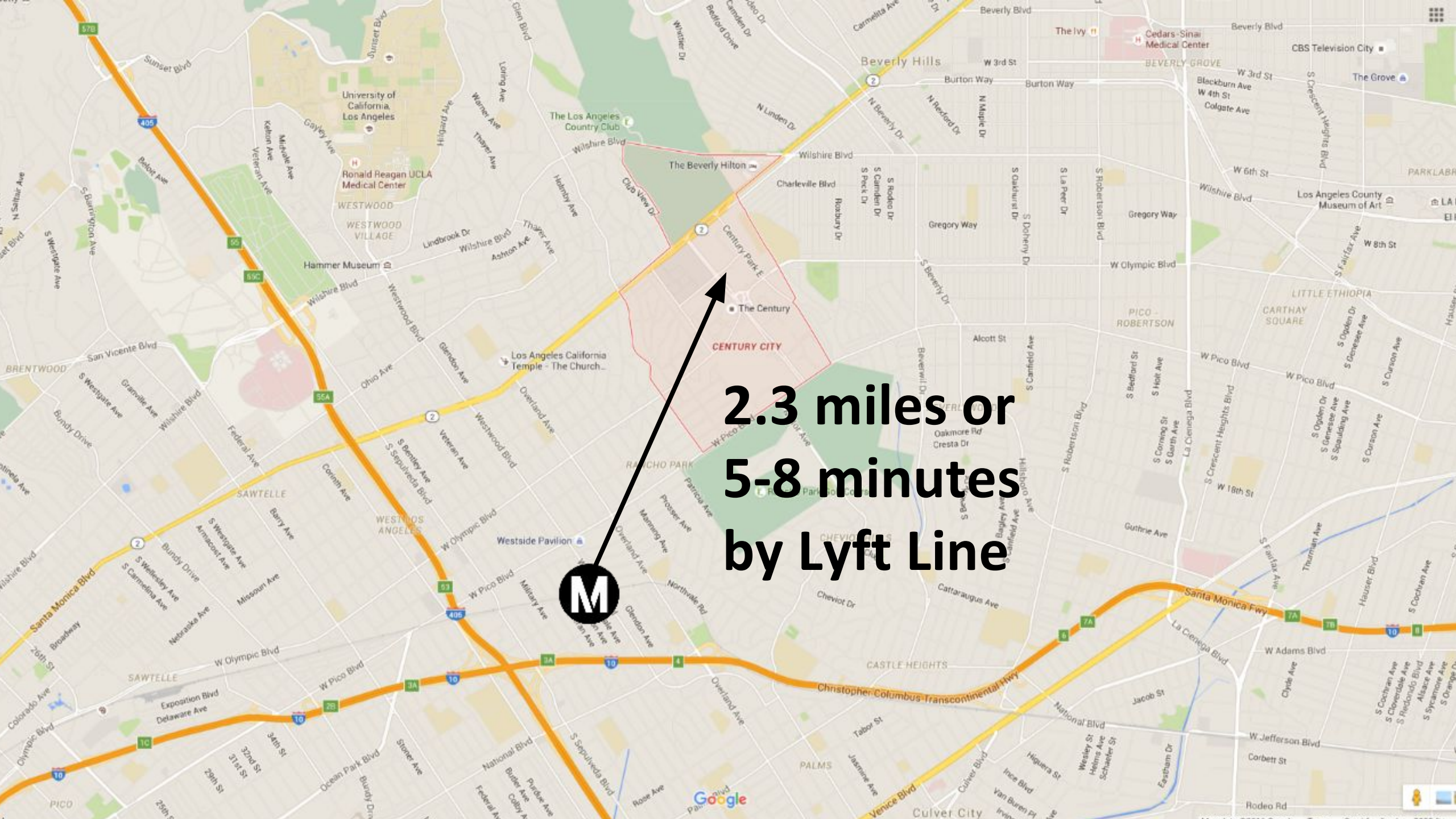
Average Estimated Ridership Line 806 for CY2016



Period	Estimated Weekday Ridership	Estimated Saturday Ridership	Estimated Sunday Ridership
2015/06	30,507	21,864	16,185
2015/07	30,685	22,321	16,729
2015/08	30,221	22,074	17,027





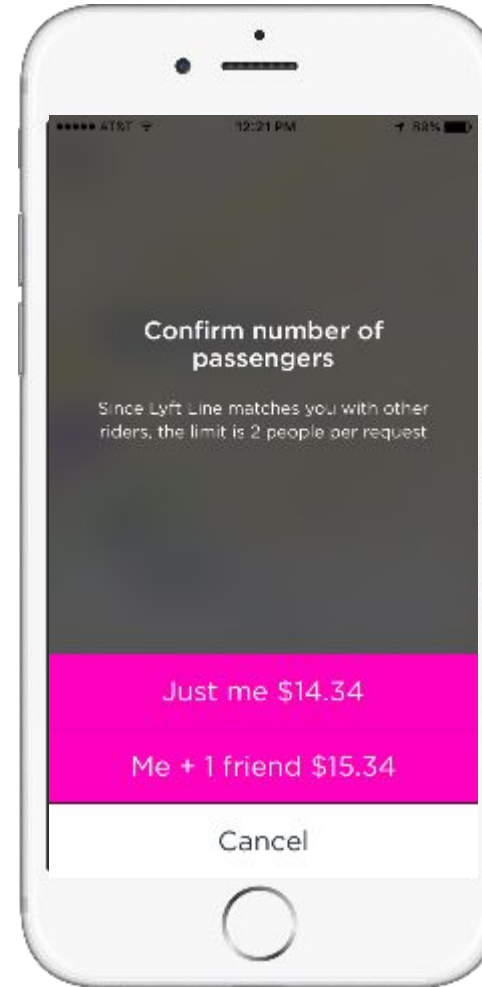
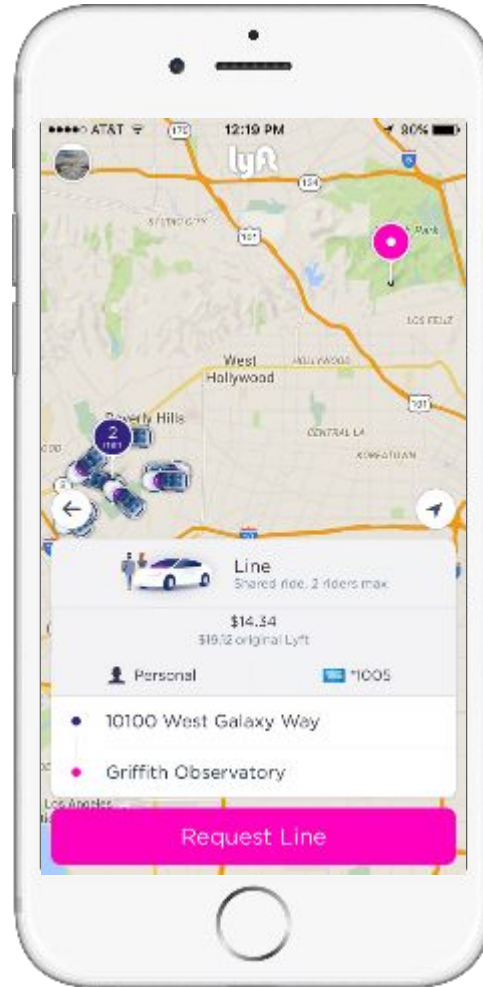
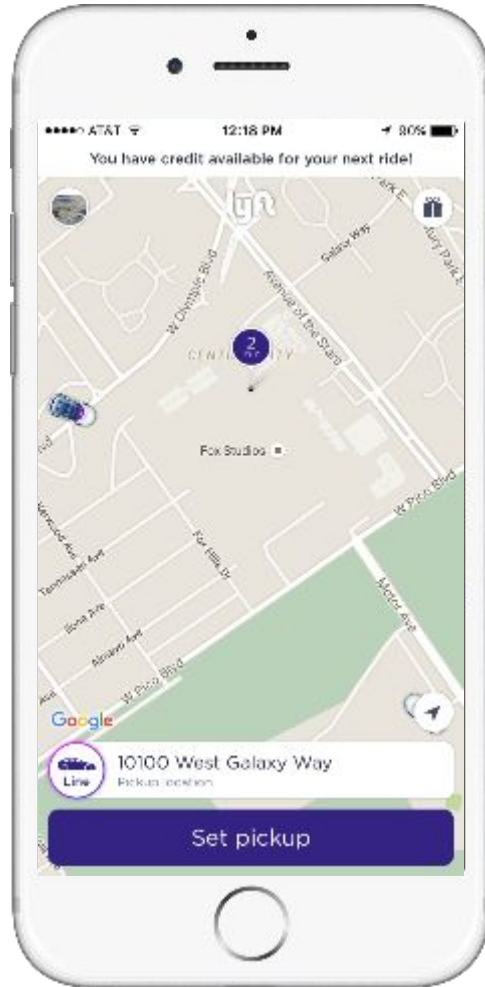


**2.3 miles or
5-8 minutes
by Lyft Line**



Lyft Line

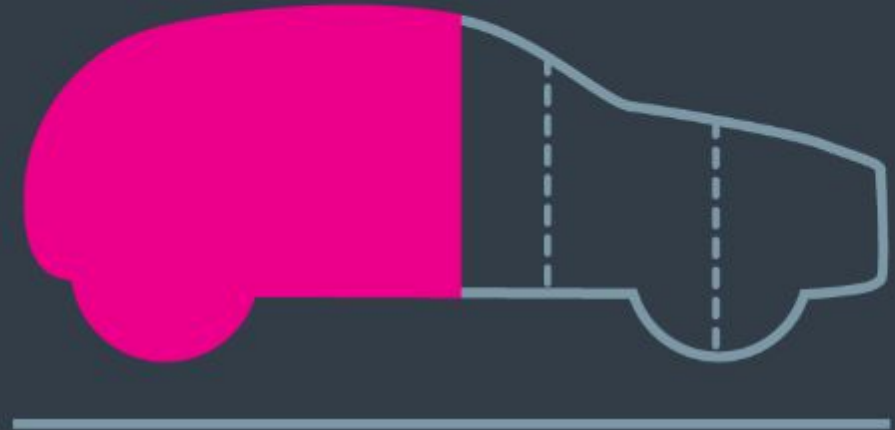
Shared ride, affordable price

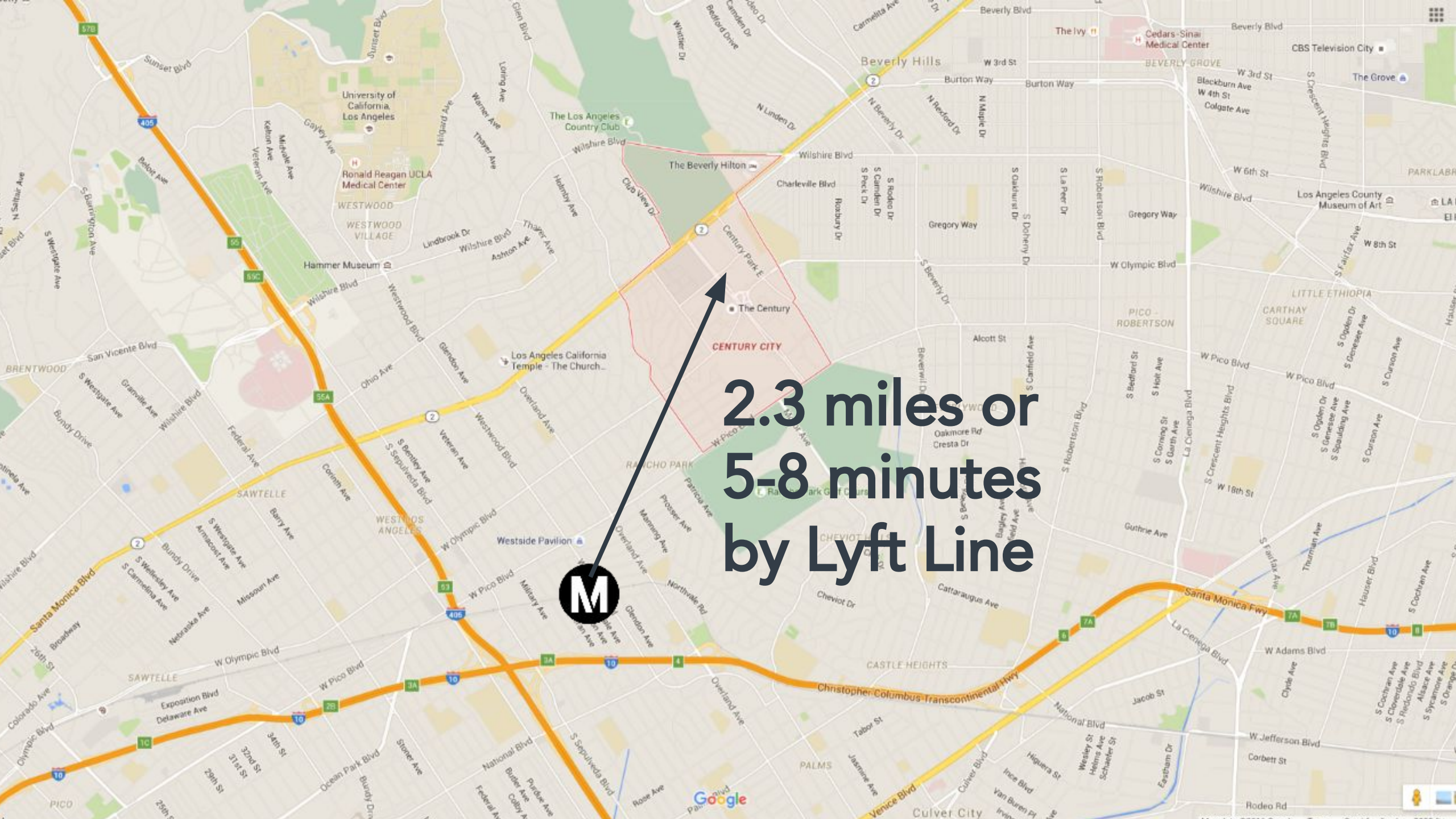


**Lyft Lines make
up more than**

40%

of rides in communities
around the
country where Lyft Line is
offered.





**2.3 miles or
5-8 minutes
by Lyft Line**

DO GOOD, GET GOOD BACK



ride**amigos**



HERE'S HOW IT WORKS.



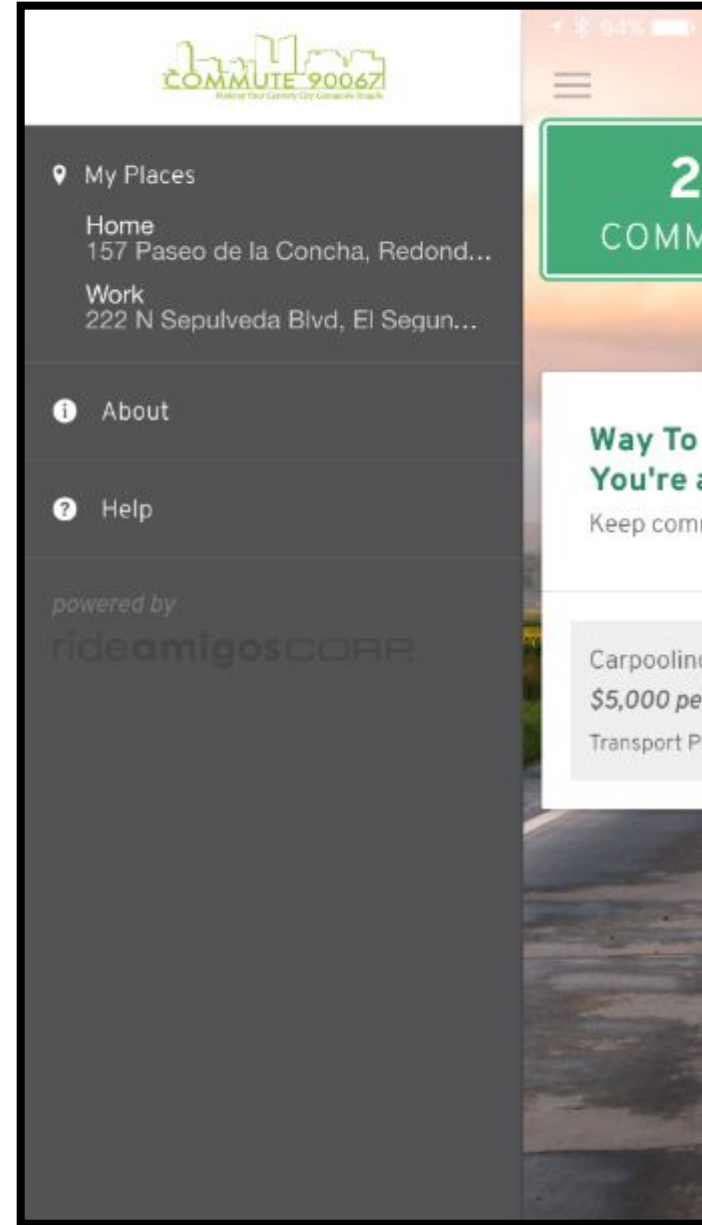
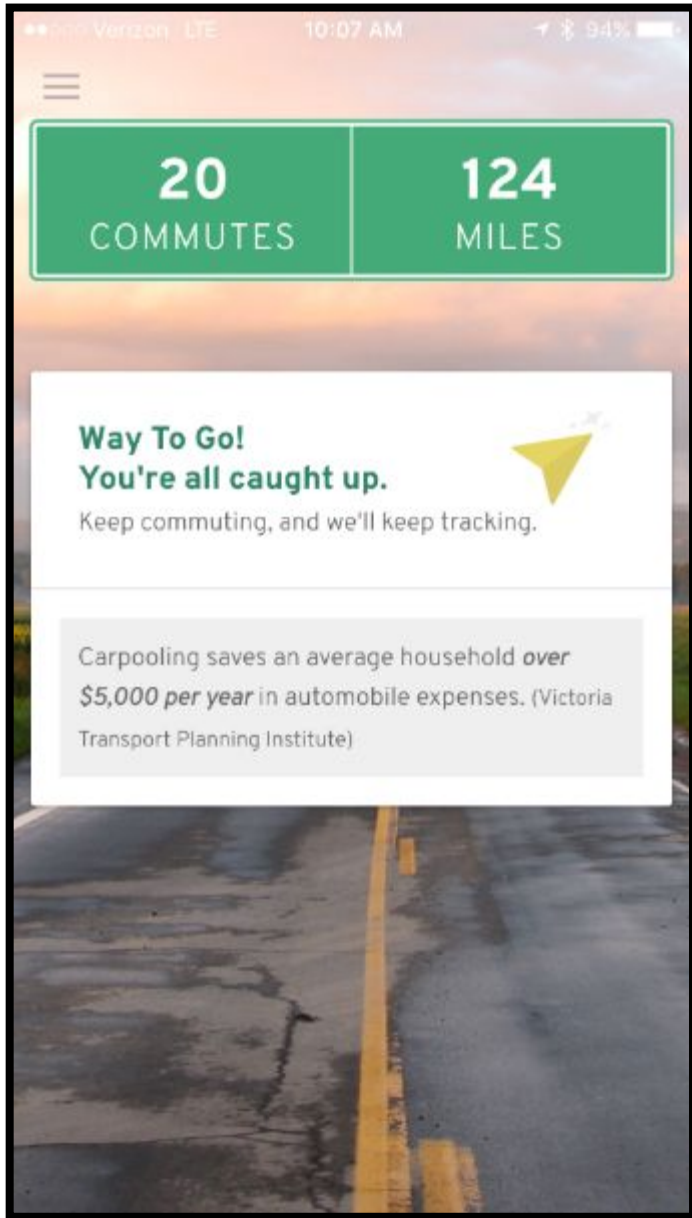
CONNECT



COMMUTE



COLLECT



Verizon 1:34 PM 91%


81

COMMUTES

848

MILES

<
Commute and Earn
>



January 2017 Commute Incentive

Your choice of Mobility Credit Package (see description)

[MORE INFO...](#)

Friday 2/3 @ 7AM

Home to Work 27.8 mi

×
CONFIRM

Thursday 2/2 @ 2PM

Verizon 2:05 PM 88%

How did you get to Work?

- biked
- carpooled
- carpooled with Scoop
- drove myself
- took Lyft / Uber
- took transit and Lyft

Home to Work 7.4 mi

×
CONFIRM

Thursday 12/1 @ 8AM

Home to Work 7.4 mi

COLLECT



Ten (10) Non-SOV trips in a month and earn:

- A. **\$5 Scoop credit**
- B. **\$10 Lyft Line credit**
- C. **Free Metro TAP card with free single Metro fare, and \$10 Lyft Line credit***

COLLECT



Each Non-SOV trips and win monthly drawings:

- A. **Chance to win 1 of 3 promo code of \$100 Scoop or \$100 Lyft Line via lottery system**
(1 trip = 1 lottery ticket)

- B. **Chance to win 1 of 4 gift cards (\$200 total each month) via lottery system**
(1 trip = 1 lottery ticket)

Phased Approach

- **Phase 1:** Launch new service (Scoop) and soft-launch RideAmigos App
- **Phase 2:** Full launch Commute Tracker App and Lyft/Metro (starting now)
- **Phase 3:** Pivot-based on contextual changes and feedback (later this Spring)

Phase 1 Marketing Strategy

- Complete refresh of website and marketing materials
- Buy-in with every Property Manager
- Inspired and incentivized emails from property managers (9) to tenants and from employers (33) to employees
- Held over 64 outreach events to employers, business leaders and commuters (thanks Scoop)
- Targeted emails to existing users for App soft launch

**So much more to come.
In the meantime, here are a few
Key Take Aways**

Life is not static.

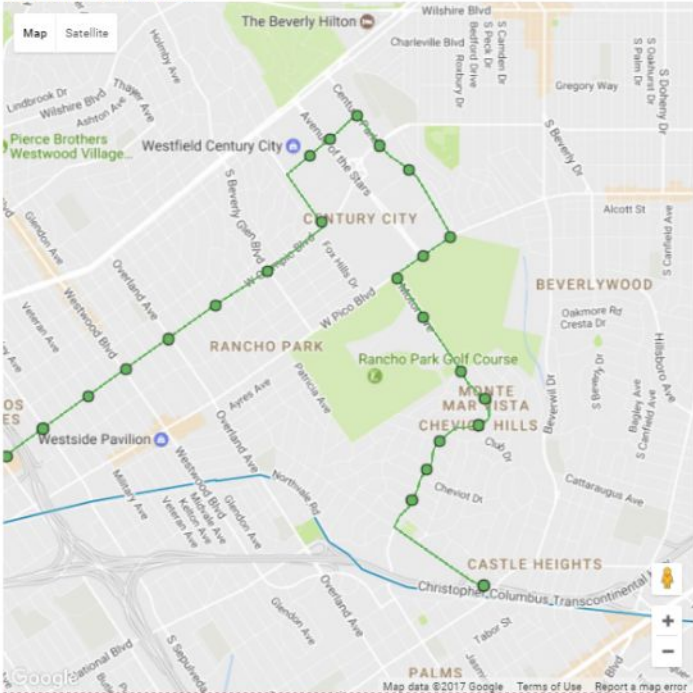
ROUTES & SCHEDULES RIDER INFO FARES NEWSROOM ABOUT BBB CONTACT US Search

5 ROUTE 5 Olympic Blvd

[View February Service Changes »](#) [Route 5 Schedule »](#)

Schedule: *Select drop down for current or future service*
Day of Week:
Direction:

Markers indicate stops on route




Map Satellite

The Beverly Hilton, Westfield Century City, Rancho Park, Beverlywood, Castle Heights, Palms

Map data ©2017 Google. Terms of Use Report a map error

Routes & Schedules

- Route 1
- Route 2
- Route 3
- Rapid 3
- Route 5**
- Route 7
- Rapid 7
- Route 8
- Route 9
- Rapid 10
- Rapid 12
- Route 14
- Route 15
- Route 16
- Route 17
- Route 18
- Route 41-42
- Route 43
- Route 44
- Blue at Night
- Little Blue Book
- System Map
- Service Changes
- Holiday Service

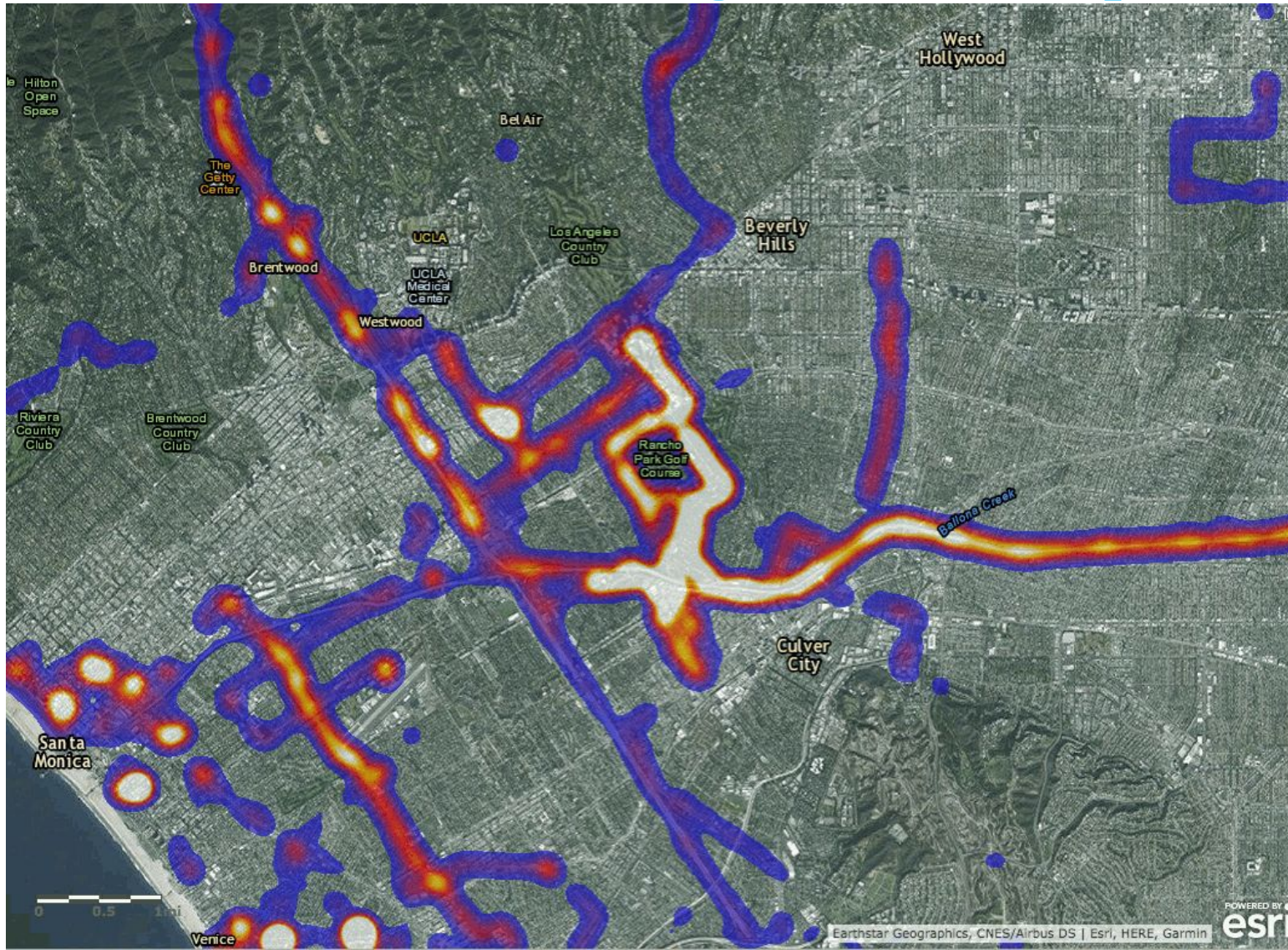


Scheduled Service Change - February 19, 2017

We need tech and humans!



Data will change everything.





Lets chat!
Aaron Gaul, Director
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