



OEI

OFFICE OF EXTRAORDINARY
INNOVATION



Metro®

LA Metro's New Mobility Regional Roadmap

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Metro's Partnership with Via

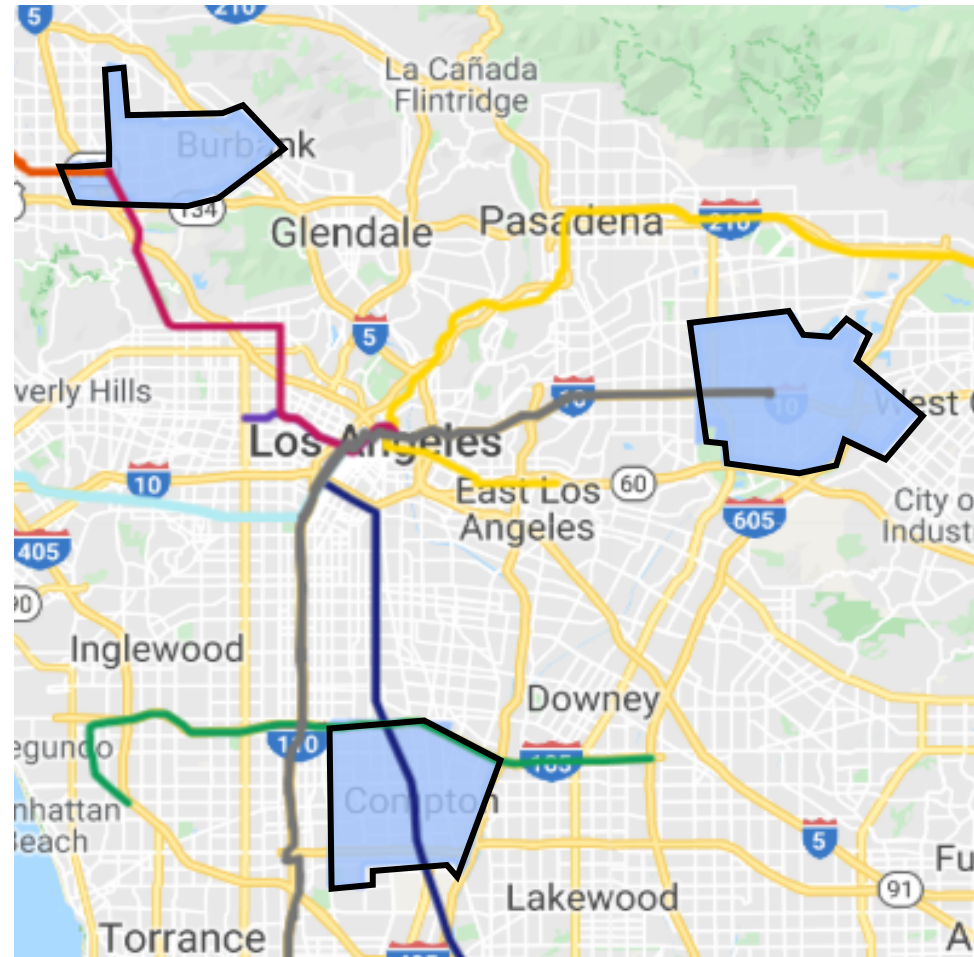
- First/Last Mile On Demand Shared Rides

Year 1 Goals

- 1) Expand benefits of TNCs to vulnerable populations.
- 2) Improve first last mile access to Metro.
- 3) Test a partnership model with a TNC.

Operations

- M-F 6AM – 8PM
- Independent contractor model

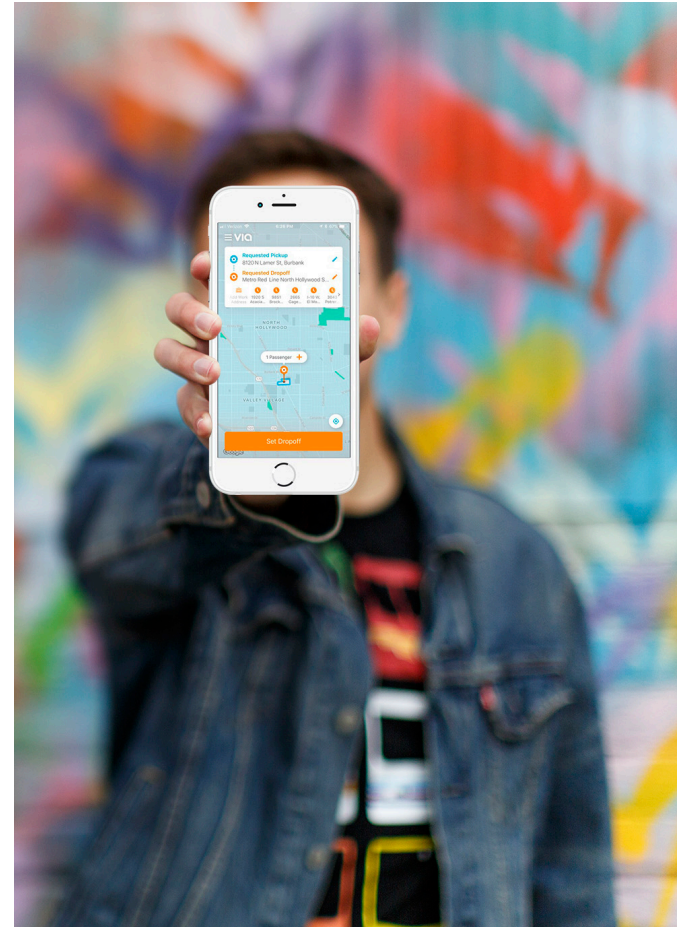


Year 1 Results

- Total Rides: 80,000+
- Call Center rides: 1000+
- WAV rides: 800+
- Average Trip Distance: 2.5 miles

KPI Success

- Total cost **\$2M** / \$2.5M Budget
- Weekly rides: **3000+** /target 1000
- Average wait time: **9.5 min** /target 10 min
- Average rating: **4.9 stars** /target 4.5 stars
- Rides per driver hour: **2.5** /target 2.5



Subsidy per Ride Comparison

FIRST LAST MILE / FLEXIBLE / LOWER CAPACITY SERVICES	
Bike Share	\$8*
Lowest 20% of Metro Bus	\$9.50*
Park & Ride	\$12
Metro Partnership with Via	\$10.30
Lowest Performing Bus (607)	\$21*
Access Services	\$39

HIGH CAPACITY FIXED ROUTE SERVICES	
Highest Performing Bus (754)	\$1.26*
Highest 20% of Metro Bus	\$2.80*
Light Rail	\$3.54*
Average Bus	\$4.16*
Heavy Rail	\$5.41*

*Capital Costs NOT included

Next Steps

- Continue service into Year 2 in all three zones
- Add evening and weekend service
- Increase targeted marketing to potential riders who are low-income, un-phoned, and in wheelchairs
- Comply with AB5

New Mobility Regional Roadmap

- New mobility services can provide improved access to opportunity and connections to transit
- They also place unchecked costs on the transportation system including:
 - congestion
 - competition for the curb and sidewalk
 - inequitable access and pricing
 - conflicts with public transit
 - inadequate data sharing, and
 - impacts on safety
- **New mobility management is challenging because regulation is dispersed at the state and local level, or is non-existent**

New Mobility Regional Roadmap

Vision

Improved mobility can be achieved by having a comprehensive set of policies for all new mobility providers at the regional level

Approach

Metro will serve as a convener, technical expert, and consensus builder for our city and municipal partners. Metro will conduct listening sessions, one-on-one interviews, and facilitated workshops with our partners to ultimately develop a New Mobility Regional Roadmap for Los Angeles County.

Roadmap

The proposed Roadmap will include the following elements:

- 1: Identify Challenges & Opportunities Around New Mobility
- 2: Adopt Guiding Principles and Shared Goals Around New Mobility
- 3: Explore Potential Tactics to Achieve Goals
- 4: Commit to and Coordinate Roles and Responsibilities

Thank you

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Office of Extraordinary Innovation

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