$1.35M FTA Sandbox Demonstration grantee
First and last mile rides to and from 3 transit stations
Partnership driven

King County

UCLA ITS

VIA

Eno Center for Transportation

access

Metro

Foothill Transit

LADOT
Pilot Goals

- Test new method to get customers to/from stations
- Open mobility benefits provided by TNCs to larger group of users
- Create a replicable business model
OVERVIEW

Rides will be
• Shared
• Affordable
• Accessible

Timeline
• January 2019 launch
• 12 month pilot with option to extend
## Key Differences

<table>
<thead>
<tr>
<th>Mobility on Demand</th>
<th>MicroTransit Pilot</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Serving first and last mile rides to/from Metro stations</td>
<td>• Serving all trip types</td>
</tr>
<tr>
<td>• 1 year of operation with option for one additional year</td>
<td>• Up to three years of operations in pilot phase</td>
</tr>
<tr>
<td>• 3 zones focused around Metro stations</td>
<td>• Number and types of zones to be determined</td>
</tr>
<tr>
<td>• Testing a business model using independent contractors</td>
<td>• Testing a business model using Metro operators</td>
</tr>
<tr>
<td>• Mixed fleet of driver-owned vehicles, inspected and approved by Via</td>
<td>• Mixed fleet of vehicles to be leased by private sector</td>
</tr>
<tr>
<td>• Lite TAP integration for pilot period</td>
<td>• TAP Integration anticipated</td>
</tr>
<tr>
<td>• Rides are requested using Via’s app or Via’s call center</td>
<td>• Rides are requested using an app and call center</td>
</tr>
</tbody>
</table>
Criteria Considered
• Geographic diversity
• Thresholds for percentage of low income and minority populations
• Current first and last mile access
• Compelling use-cases to test

Process
• Worked with service planning to shortlist stations based on criteria
• Worked with Via and analyzed list to determine where Via can provide the greatest value
• Negotiated total square mileage to maximize value of service
Mobility on Demand Pilot
Metro Service Area

Legend
- Catchment Area

* Catchment areas are subject to refinement.
North Hollywood Catchment Area

Legend
- Red Line Stations
- Burbank Metrolink Station
- Metrolink
- Red Line
- Orange Line
- Catchment Area

Catchment area = customers within this area can request rides to/from the North Hollywood station

*Catchment area is subject to refinement

Prepared by Metro Service Planning
El Monte Catchment Area

Legend

- El Monte Station
- El Monte Metrolink Station
- Metrolink
- Silver Line
- Catchment Area*

Catchment area = customers within this area can request rides to/from the El Monte station

*Catchment area is subject to refinement

Prepared by Metro Service Planning

September 2018
Artesia Catchment Area

Legend

- Blue Line Stations
- Blue Line
- Catchment area*

Catchment area = customers within this area can request rides to/from the Artesia station

*Catchment area is subject to refinement

Prepared by Metro Service Planning
September 2018
Operation Details

- Monday – Friday, 6:00am-8:00pm
- Via’s mobile application and call center
- Credit cards or pre-paid debit cards
- Wheelchair accessible vehicles
Independent contractor drivers
FTC accredited consumer reporting agency runs checks
DMV’s Employer Pull Notice Program
Meets all CPUC requirements
Fares

Eligibility
- Input TAP card number
- No TAP card number provided
- Registered LIFE Participants

Amount
- $1.75 base fare
- Base fare + $2
- Free
# Pilot Costs

## Project Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-month contract with Via</td>
<td>$2,506,410</td>
</tr>
<tr>
<td>Pass through to grant partners</td>
<td>$750,000</td>
</tr>
<tr>
<td>Admin., signage &amp; striping</td>
<td>$130,500</td>
</tr>
<tr>
<td>Total Project Costs</td>
<td>$3,386,910</td>
</tr>
</tbody>
</table>

## Funding Sources

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTA grant ($750k pass through and $600k Metro allocation)</td>
<td>$1,350,000</td>
</tr>
<tr>
<td>Via’s risk sharing contribution</td>
<td>$286,650</td>
</tr>
<tr>
<td>Metro’s net local match</td>
<td>$1,750,260</td>
</tr>
<tr>
<td>Total Funding Sources</td>
<td>$3,386,910</td>
</tr>
</tbody>
</table>
# Measuring Success

<table>
<thead>
<tr>
<th>Project Goals</th>
<th>Key Performance Indicator</th>
<th>Targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Improve mobility by increasing ridership for the Agency through pilot service</td>
<td>Number of trips per week</td>
<td>1000 trips/week</td>
</tr>
<tr>
<td>2. Provide a reliable, high quality FLM customer experience</td>
<td>Average wait time</td>
<td>10 minutes or less</td>
</tr>
<tr>
<td></td>
<td>Average ride feedback rating</td>
<td>Average ride rating of 4.5</td>
</tr>
<tr>
<td></td>
<td>Percent demand met</td>
<td>80%</td>
</tr>
<tr>
<td>3. Increase vehicle utilization of FLM vehicles by aggregating multiple riders into single vehicles when possible</td>
<td>Average riders per driver per hour</td>
<td>2.5 rides per driver hour</td>
</tr>
<tr>
<td>4. Ensure access for disadvantaged populations through LEP enabled call center and affordability of service</td>
<td>Percent demand met; average wait times</td>
<td>80%; 10 minutes or less</td>
</tr>
<tr>
<td></td>
<td>Percent demand met; average wait times</td>
<td>80%; 10 minutes or less</td>
</tr>
<tr>
<td>5. Ensure cost efficiency to the Agency and the Contractor</td>
<td>Utilization (Average rides per driver hour)</td>
<td>2.5 rides per driver hour</td>
</tr>
</tbody>
</table>
Innovative Characteristics

- Via’s risk-sharing contribution
- Data sharing
- Ability to iterate
- Insurance and indemnification