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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON
CHIEF EXECUTIVE OFFICER *PAW*

FROM: JOSHUA L. SCHANK
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SUBJECT: METRO'S PARTNERSHIP WITH VIA: QUARTER 2 REPORT

Metro's Partnership with Via has completed six months of service and more than twenty thousand rides. This on-demand, shared-ride pilot is expanding the availability of ride-hailing services to users who would not otherwise have access, promoting sustainability and congestion reduction through shared rides, and expanding the reach of Metro fixed-route services. Additional information about the service can be found in Attachment A.

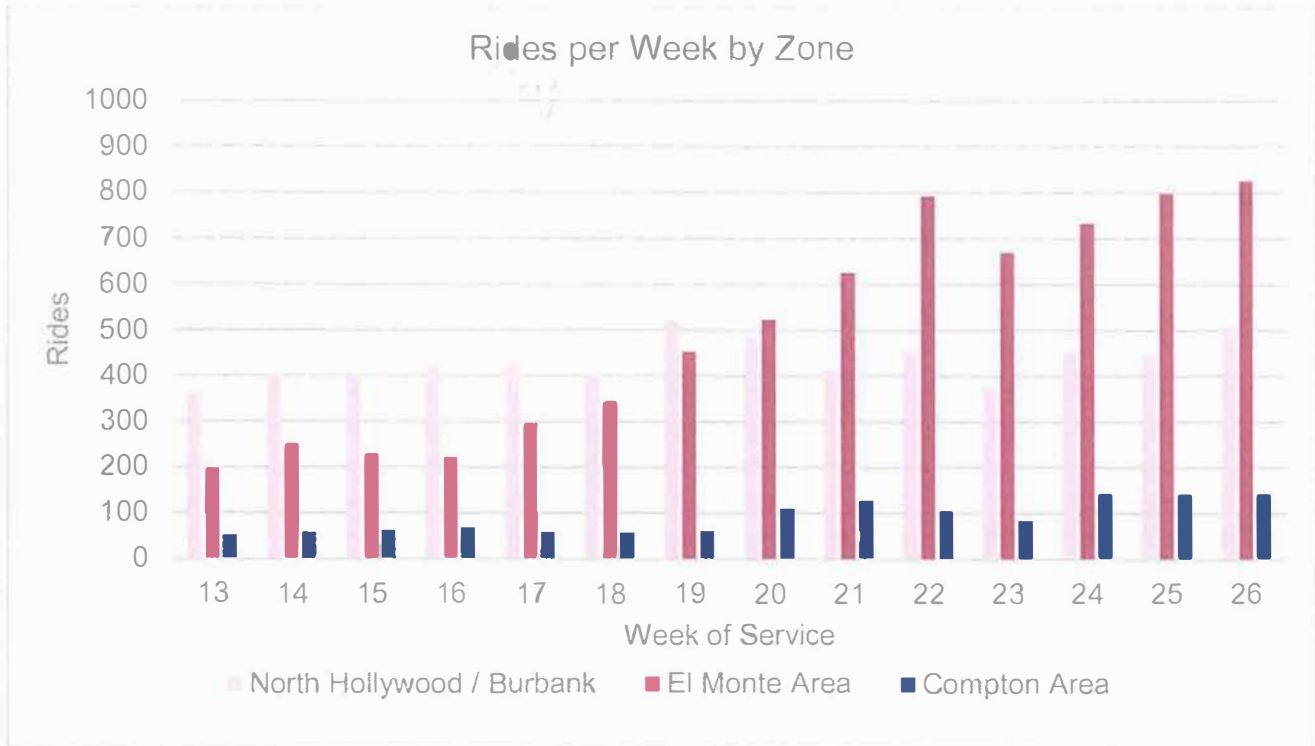
PERFORMANCE

Ridership

Since service launch in January, the number of rides has increased week over week from 160 in Week 1 to 1675 in week 26, a tenfold increase in two quarters of service.



Since the first quarter report was delivered to the Board in May, ridership has continued to grow and has surpassed the target key performance indicators (KPIs) including customer ratings and on-time performance. The utilization per service hour has also continued to rise, though not to the target level of rides per driver hour. The service has seen robust growth in the past quarter and is expected to continue to increase as awareness of the service grows.



The El Monte service area surpassed North Hollywood as the most popular zone this quarter. The Artesia/ Compton zone has lower ridership, likely due to the New Blue service closures. (Rail service for the southern segment of the Blue Line was suspended from January 2019 to June 2019. Service for the northern segment of the Blue Line has been suspended since June 2019 and will remain closed until fall 2019.)

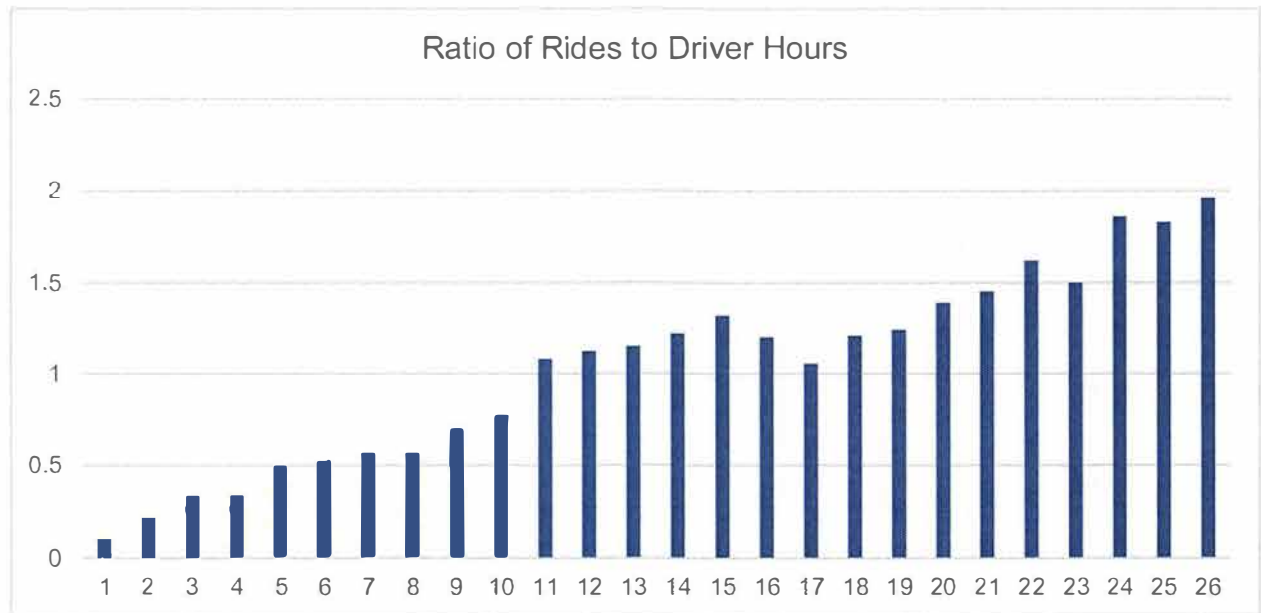
Key Performance Indicators

As detailed in the chart below, three out of the four target KPIs have been met and exceeded.

KPI	Target	Q1 end	Q2 end	Target Met?
Avg wait time	10 min	7 min	9 min	Yes
Avg Customer Rating	4.5	4.9	4.9	Yes
Rides/ driver hour	2.5	1.12	1.8	No
Weekly rides	1000	585	1675	Yes

Rides to Driver Hours Ratio

The ratio of rides to driver hours also has increased and improved week over week. Utilization was at 0.1 rides to driver hours in Week 1 and by Week 12, Via had 1.2 rides to driver hours, a tenfold increase over the quarter. The ratio continued to climb over the second quarter reaching nearly 2 rides per driver hour by the end of the second quarter. The key performance target for utilization is 2.5 rides per driver per hour. While the service has not yet met this target KPI, the ratio continues to increase, and service coverage continues to be analyzed and reallocated each week to optimize efficiency.



Customer Payment and Fares

Rides have been free for the second quarter of service and will continue to be free until further notice. This provides for an extension of Metro's free transfer policy (as the rides are first last mile rides which connect patrons to a paid transit service). Providing free rides also allows the service to be available to patrons who are unbanked.

Metrolink Integration

The expanded North Hollywood and El Monte zones now include the El Monte, Downtown Burbank and Burbank Airport South Metrolink stations as pick-up or drop-off locations. Metrolink issued a press release to promote this information in June. Via assisted Metrolink with providing promotional and marketing materials.

Toll Free Number

Per recommendations heard from Metro's Accessibility Advisory Committee, the call center phone number has been changed to a toll-free number, so that patrons do not have to use cell phone minutes to request a ride and can also request a ride from a pay phone free of charge.

Access Services Outreach

Despite having a dedicated wheelchair accessible vehicle (WAV) positioned at each of the three stations, in the first quarter of service, Via received zero requests for wheelchair accessible vehicle rides. Metro and Via took steps to ensure that this feature was widely promoted including creating marketing materials to clearly describe this available option. Metro and Via staff delivered presentations to Metro's Accessible Advisory Committee, Access Services community meetings, Metro's On the Move group, as well as multiple community, recreation, and senior centers in the service areas.

Metro and Via also collaborated with Access Services to distribute targeted mailers to Access Services users who live in the three service areas and who have used Metro's system in the past six months. Access Services made targeted calls to Access Services patrons in the service zones to educate potential users on the service and recruit potential participants in a focus group.

After this targeted outreach, utilization of the WAV vehicles increased from zero to approximately 10 rides per week, topping 20 rides in the last week of the quarter.

NEXT STEPS

Contract Option

The contract with Via has a base term of one year, with an option to extend to a second year. In the coming months, Metro will determine whether the contract should be extended to exercise the option for a second year, and if so, will begin to negotiate that contract extension with Via.

WAV focus group

In the coming months, Metro will organize focus groups of patrons who travel in wheelchairs and mobility devices in order to better understand opportunities and challenges with using this service to accommodate such patrons.

Research

The Eno Center for Transportation, as well as UCLA, University of Oregon, and University of Washington continue to analyze both qualitative and quantitative data from the pilot that will inform a final project report.

TAP Promotion

Via is working with the TAP group to release a promotion which will allow new and repeat users to redeem a promotional code for TAP credit on TAPtogo.net. Via is purchasing this credit for full price from TAP.

Findings to inform MTP

Findings from the Partnership with Via are being shared with the MicroTransit team on a weekly basis and will continue to provide valuable insights in preparation for the launch of MicroTransit in 2020.

Attachment A – Background

Metro’s partnership with Via is funded in part by a Federal Transit Administration (FTA) Mobility on Demand (MOD) Sandbox Demonstration Grant. The goals of this pilot are to test the viability of using on-demand technology to connect people to Metro’s transit system (current and new customers) and to open access to transportation network companies (TNCs) to more people by making the service more accessible. This report reviews the first six months of the service (January 28, 2019 to July 28, 2019) against the key performance indicators (KPIs) set in the project contract with Via.

Metro launched a service partnership with Via on Monday, January 28, 2019 in three zones around the Metro North Hollywood, El Monte, and Artesia Stations. Under this pilot, Via provides first and last mile rides to or from transit stations. The service operates Monday through Friday from 6am to 8pm. Zones were set to be approximately six square miles at service launch. Thereafter in April of 2019, the zones were expanded to capture additional potential riders and improve mobility for the surrounding neighborhoods.

