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**MARCH 6, 2020**

**TO: BOARD OF DIRECTORS**

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

**FROM: JOSHUA L. SCHANK**  
**CHIEF INNOVATION OFFICER**

**SUBJECT: MOBILITY ON DEMAND: FOURTH QUARTER REPORT**

## **ISSUE**

Metro's Mobility on Demand (MOD) pilot has now completed 12 months of service and over 80,000 rides. The project was designed to enhance first last mile connections to rapid transit for vulnerable populations who are excluded from private mobility providers like Uber and Lyft, including people in wheelchairs, people without smartphones, and low-income riders. At the conclusion of the first four quarters, the numbers show that the project is meeting these goals with strong performance and continued growth. In January the Board authorized a six-month extension of the pilot with an additional six-month option.

## **DISCUSSION**

At the conclusion of the first year, MOD service is continuing to grow. Nearly half of the total rides were provided in the fourth quarter of the project, suggesting a full year of stabilized ridership conditions would result in higher numbers. The first-year total numbers and key performance indicators were as follows:

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

Ridership and efficiency metrics over the course of the year are plotted in the graphs below.

### Total Weekly Rides

Total weekly rides continue to rise. Dips occur during holiday weeks, as expected.



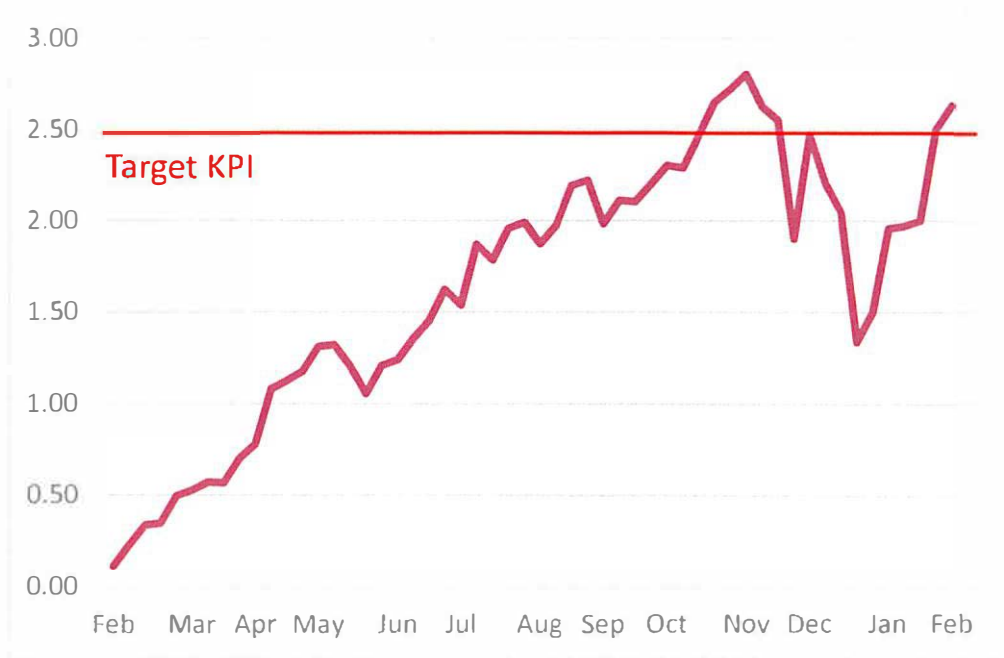
### Weekly Rides by Zone

El Monte continues to have the highest ridership, but all three zones continue to increase. The Compton zone has shown marked increase since the A Line (Blue) reopened on November 2, 2019.



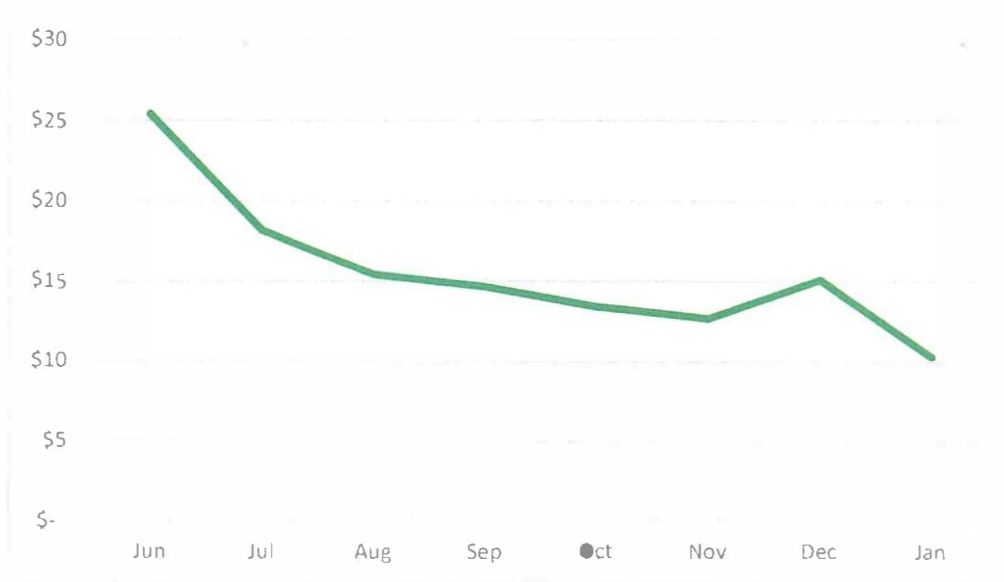
### Rides per Driver Hour (average for all three zones)

Rides per driver hour fluctuate through holiday weeks and as supply is added to meet new demand. Rates continue to hover around the target KPI of 2.5 rides per driver hour.



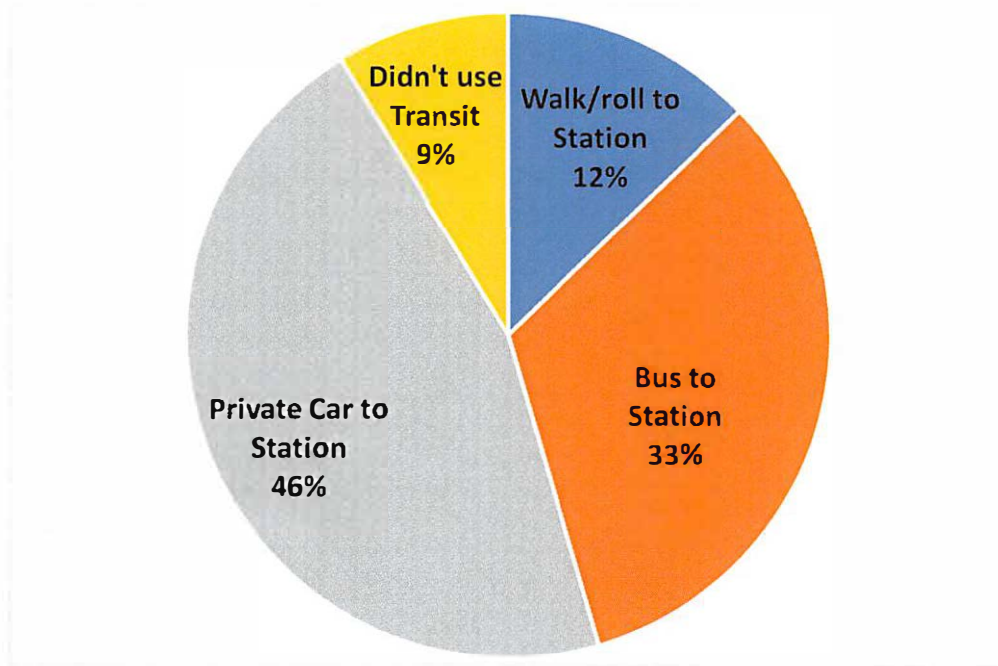
### Subsidy Per ride

Over the past two quarters the subsidy per ride has continued to fall significantly. At the time of the Q3 report, it was around \$13 per ride, and has since dropped in the month of January to \$10.30 per ride.



## Mode Shift

Survey data suggests that ridership is in large part due to people choosing MOD instead of driving and parking at these stations. Some MOD riders were not previously riding transit, and some used to walk/roll or take the bus. Those who are shifting from walk/roll and bus modes report much shorter travel times and feeling safer when traveling. Those who are shifting from private cars or are completely new to transit are increasing ridership and decreasing drive alone trips.



## Research

Research partners at the Eno Center for Transportation, UCLA, University of Oregon, and University of Washington have begun their analysis of the service data. Their work will analyze the benefits to the target populations within the service zones and well as Metro Strategic Plan performance outcomes.

## NEXT STEPS

The board-approved extension of the pilot provides for expanded service hours into evenings and weekends, which will be implemented by the end of April. Weekday service which now operates from 6AM to 8PM will begin to operate from 6AM to 12AM. Saturdays and Sundays do not currently have service and will begin to operate from 8AM to 10PM. Ridership and utilization will be monitored closely to understand the cost and benefits of the new service hours. Service will remain subject to change based on utilization and analysis.