



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**AUGUST 27, 2020**

**TO:** BOARD OF DIRECTORS

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

**FROM:** JAMES T. GALLAGHER *JTG*  
CHIEF OPERATIONS OFFICER

**SUBJECT:** MICROTRANSIT DRIVER RECRUITMENT

**ISSUE**

Operations staff seeks to provide an overview of the active recruitment of drivers to assist with the launch of the agency's new Revenue Service Operation, MicroTransit.

**DISCUSSION**

In response to the Board's Direction to approve and operate a new demand-responsive service, Metro staff has entered Pre-Revenue Service Operations for MicroTransit. The goals of the new service are to retain and to grow ridership for Metro while improving the customer experience for current and future riders of the Metro network. By design, MicroTransit is a flexible transit service built in alignment and synchronization with NextGen.

On August 19, 2020, Metro staff began to recruit a small group of drivers to staff this new Metro Operation. The new job classification, MicroTransit Operator, is a part-time and full-time position and is represented by our exclusive operating union, SMART-TD. MicroTransit has been designed in line with our NextGen restructure and, as such, supports the Metro business model of improving communities by offering high-quality jobs with benefits that include health care. This Metro employee position is fully compliant with State of California Assembly Bill 5, as is the MicroTransit Operation.

**Public Communications**

The landing page [www.metro.net/drivemicro](http://www.metro.net/drivemicro) was set-up, e-blasts were sent to Metro's listserve and flyers (English/Spanish) were produced. The announcement has been included in Metro's faith newsletter and interviews have been conducted with KNX 1070 radio and VICE News. Proactive media pitches

for earned media were made with 20 different news outlets in the two initial Service Zones including publications such as the Los Angeles Sentinel and La Opinion. Advertisements have also been placed in 12 media and organization pages and other weekly and daily publications throughout the community. Metro has also promoted the opportunity at each of the agency's NextGen public hearings held this month.

Online and hard copy ads have also been placed with the Los Angeles Sentinel and La Opinion.

Hiring was also promoted through Metro's social media channels (e.g., Instagram, Twitter) as well the Crenshaw/LAX Construction Twitter account and newsletter. A hiring notification was also included in our most recent Faith Leaders Newsletter and email was sent to our project address book (microtransit@metro.net). Community Relations Area Managers circulated notifications to community stakeholders/networks. Community Education distributed MicroTransit hiring e-blasts to 75 teachers, administrators, parent volunteers, etc. associated with 18 schools located within a 0.5 mi radius of three A Line Stations (103rd St/Watts, Willowbrook and Compton). Staff has also canvassed rail stations throughout the county including both Metro and Metrolink stations.

Metro staff will also be available at 103<sup>rd</sup>/Watts Tower station between 8am-11am on Saturday, August 29, 2020 to engage with the community about this opportunity.

## **BACKGROUND**

As approved in February 2020, Metro's demand-responsive service will allow Metro customers to order trips on the new service and to connect to our bus routes and train lines using internet browsers, mobile applications and our in-house call center. This new mode of public transit will offer shared rides, the majority of which are anticipated to link customers to Metro's fixed-route services.

MicroTransit has been planned to address systemic ridership losses by investing and prioritizing customer experience elements such as public safety, cleanliness, and responding directly to the needs of how women and girls travel on our system.

MicroTransit Service Zones include:

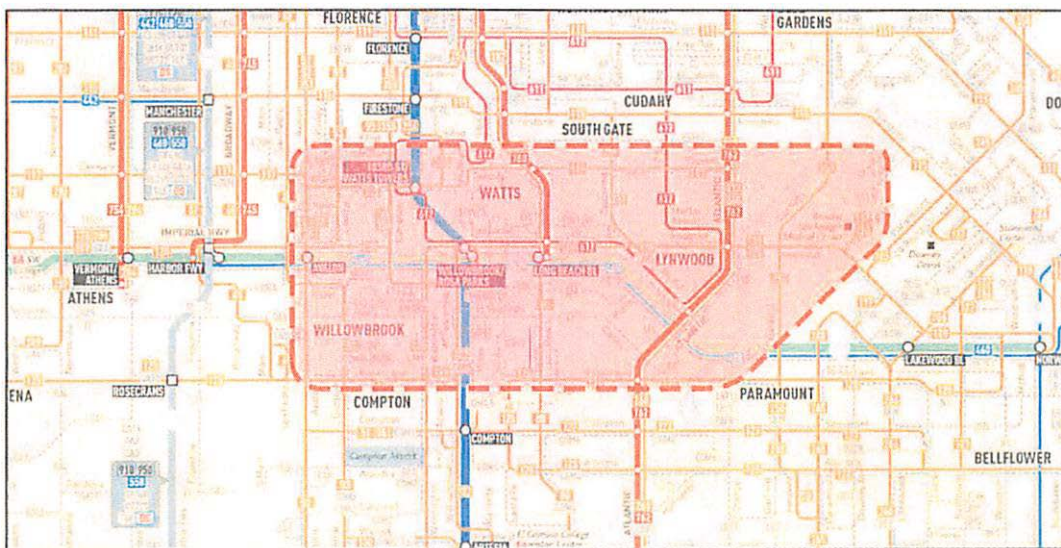
- Watts/Willowbrook
- LAX/Inglewood
- Northwest San Fernando Valley
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- UCLA/Westwood/Century City

Five of the six zones where Metro will launch MicroTransit will include neighborhoods where realignments in coverage are proposed as a result of NextGen. Initial operations for MicroTransit will consist of up to 12-hour service spans, up to 7 days per week.

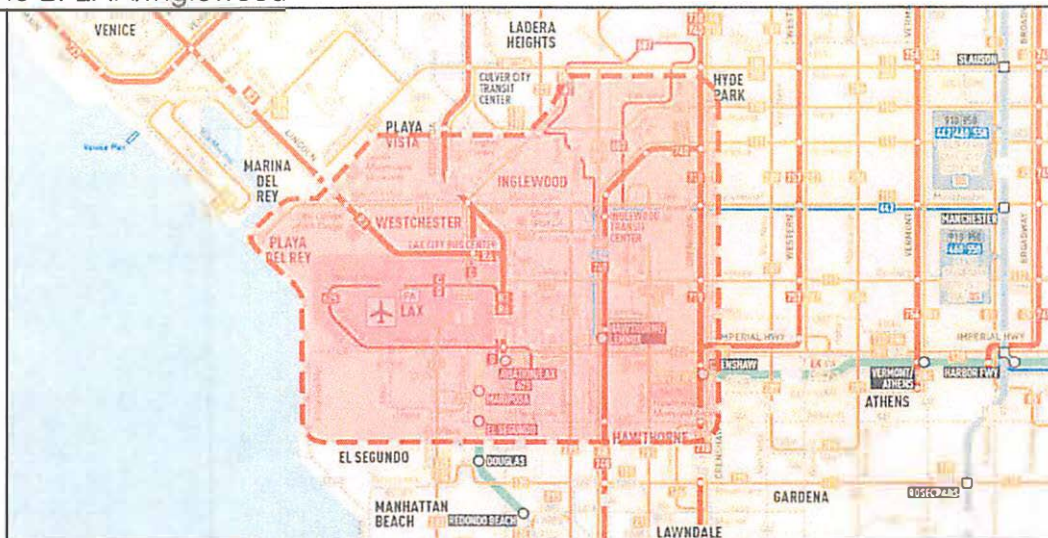
### Initial Service Zone Maps

As displayed below, the following maps were approved by the Board in February 2020 in a consolidated County-wide map. Service Zone boundaries are subject to change based upon the emergence of new travel behaviors and travel trends resulting from COVID-19. Updated Service Zone maps will be provided to the Board in advance of each deployment.

#### Zone 1: Watts/Willowbrook

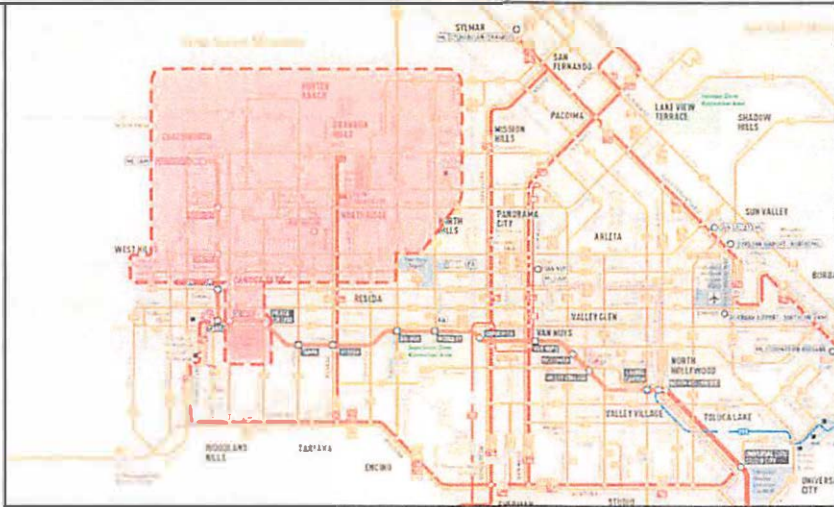


#### Zone 2: LAX/Inglewood

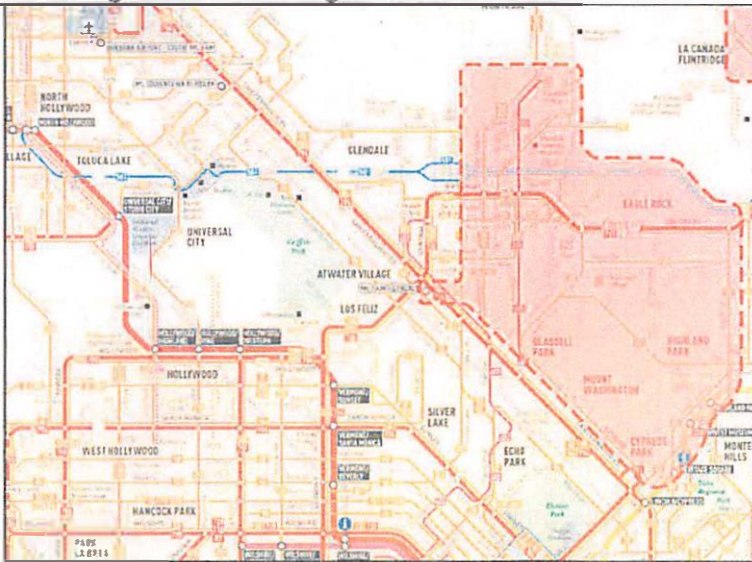




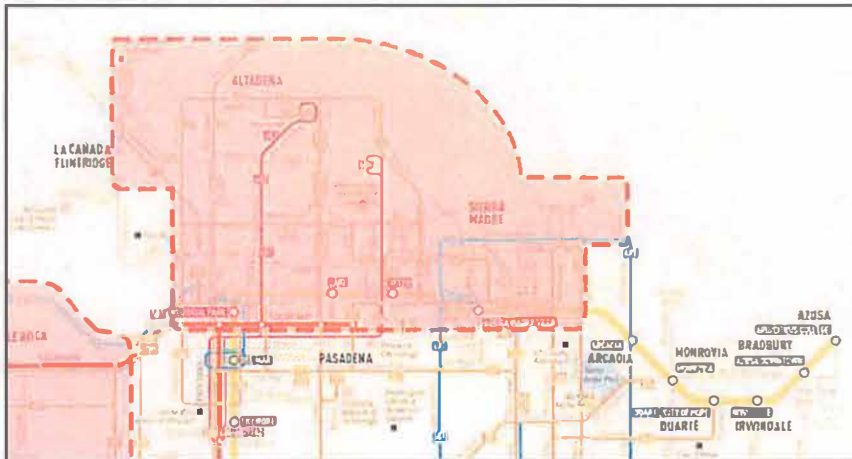
### Zone 3: Northwest San Fernando Valley



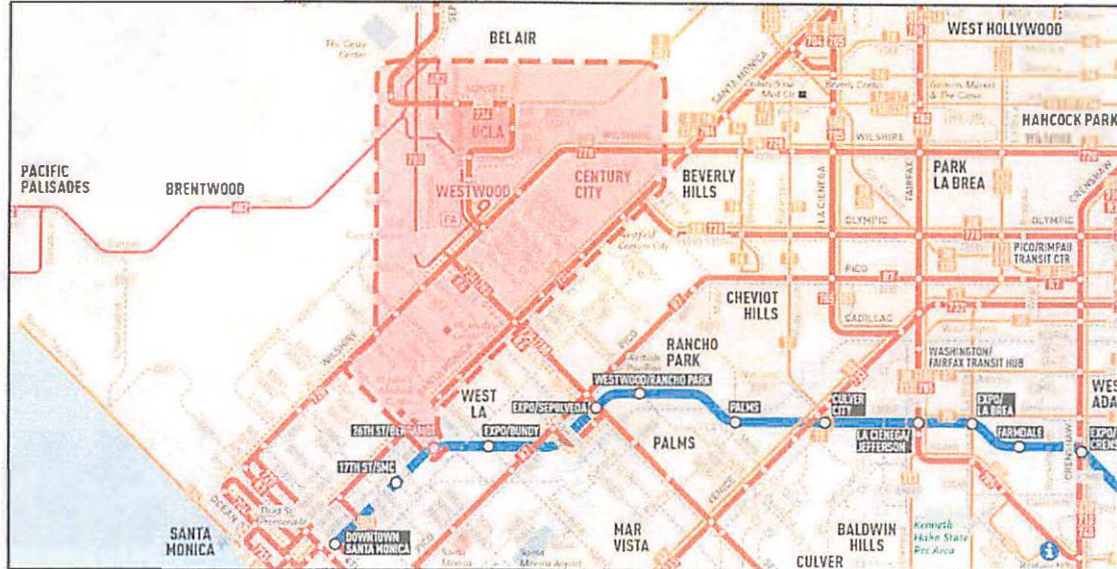
### Zone 4: Highland Park/Eagle Rock/Glendale



### Zone 5: Altadena/Pasadena/Sierra Madre



## Zone 6: UCLA/Westwood/Century City



### NEXT STEPS

On-street testing began this month and will continue through the month of September. In October, the proposed fare structure and updated Service Zone maps (Watts/Willowbrook and LAX/Inglewood) will be presented for review and consideration by the Board. MicroTransit is slated to be implemented in the Watts/Willowbrook Service Zone and LAX/Inglewood Service Zone with the first NextGen service changes in December 2020.

### ATTACHMENT

Hiring Flyer for Drive Micro





## Metro is Hiring MicroTransit Drivers

### What is MicroTransit?

Metro's MicroTransit service will deliver short rides (one to five miles in length, 20 minutes in duration) that can be ordered on-demand and shared with other passengers to nearby destinations. Rides are ordered using a smartphone or our call center. Customers will be able to pay through a mobile app, using either a credit/debit card or a TAP card.

Earn competitive pay and great benefits driving a new kind of Metro service. We provide paid training, vehicles and PPE measures to keep you safe once you're on the road.



#### Full benefits

Medical and dental insurance.  
Pension and 401K retirement plans.



#### Unionized

Your safety and stability are union represented.



#### Great hourly pay

Starts at \$16.90/hour.



#### Vehicle provided by Metro

No need to add mileage to your personal vehicle.



#### Full-time or part-time

Get the flexibility that works for you.



#### Room to grow

Opportunities for trainings and to move up in your career.



**Metro**

APPLY NOW AT  
[metro.net/drivemicro](https://metro.net/drivemicro)

Application deadline  
is **September 2**



## Metro esta contratando conductores para MicroTransit

### ¿Que es MicroTransit?

El servicio MicroTransit de Metro ofrecerá viajes cortos (de cinco millas de distancia o máximo de 20 minutos en duración) que se puede solicitar y compartir con otros pasajeros a destinos cercanos. Los viajes se solicitan por teléfono inteligente o llamando al centro de llamadas. Los usuarios podrán pagar a través de la aplicación móvil, utilizando una tarjeta de crédito/débito o con una tarjeta TAP.

Obtenga empleo manejando un para un tipo de servicio nuevo de Metro con salarios competitivos y grandes beneficios. Brindamos entrenamiento pagado, vehículos y medidas de equipos de protección personal (EPP) para mantenerlo seguro ya que este en la carretera.



#### Beneficios completos

Seguro médico y dental.  
Planes de pensión y jubilación 401k.



#### Sindicalizado

Su seguridad y estabilidad de empleo están representados por la unión.



#### Excelente pago por hora

Empieza a \$16.90/hora.



#### Vehículo proporcionado por Metro

No es necesario agregar kilometraje a su vehículo personal.



#### Tiempo completo o medio tiempo

Obtenga la flexibilidad que funciona para usted.



#### Espacio para crecer

Oportunidades de capacitación y ascenso profesional.

APLICA EN LÍNEA  
[metro.net/drivemicro](https://metro.net/drivemicro)

La fecha límite de solicitud  
es el **2 de septiembre**

