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Los Angeles County
Metropolitan Transportation Authority

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TO: BOARD OF DIRECTORS

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**SUBJECT: RIDESHARING SERVICES AND FIRST/LAST MILE
STRATEGIC PLAN**

ISSUE

Given the increasing interest in high-tech, on-demand rideshare (i.e., Uber and Lyft) and carshare (i.e., Zipcar) services, First Vice Chair Mayor Eric Garcetti has asked staff to report on how these services connect with the Metro Bus and Rail system.

DISCUSSION

The Los Angeles County Metropolitan Transportation Authority (Metro) welcomes the arrival of ridesharing and carsharing services in Los Angeles County. Metro recognizes the mobility benefits and value these services provide. In addition, Metro regards these services as a key component of improving mobility throughout the county.

At the same time as on-demand ridesharing is growing in popularity, Metro is looking beyond the traditional station site to better understand how our patrons access transit services. The First/Last Mile Strategic Plan (Plan) represents Metro's commitment to developing efficient and safe means of ingress and egress from all transit stations. Part of the Plan is the inclusion of technology as a method to address first/last mile issues. In addition, the Plan also recognizes the need to develop the physical infrastructure to support rideshare and carsharing services.

Currently, many on-demand rideshare services like Uber utilize mobile applications to match potential customers with drivers. Recognizing this trend the Plan offers several tools which can allow for the integration of these services into first/last mile solutions. For example, the Plan identifies “Smart Technologies,” which references the use of mobile applications to access real-time arrival information as well as station locations. The use of mobile applications could also include providing rideshare services as part of the official Metro Mobile Application or as part of some future third-party mobile application.

Beyond the technological integration, Metro also plays a key role in developing the physical infrastructure to allow new technologies and services to flourish. Chapter 5 also prescribes several physical improvements Metro or local agencies could implement to support all ridesharing and car-sharing services. For example, priority kiss-and-ride locations near station entrances allow easy pick up and drop off at transit stations. This can either be as simple as restriping the curb to allow passenger loading or creating a more defined areas for private vehicles to dwell until their passenger arrives.

The Plan also suggests the provision of parking spaces near stations for car-sharing services like Zipcar. The cities of Los Angeles and West Hollywood have allocated street parking spaces or reserved parking within buildings near transit to house Zipcar vehicles. This creates an excellent synergy between using transit and car-sharing services.

Ultimately, Metro understands that our mission is not to dictate which technology succeeds, but to allow the technology that our constituents use to further improve their quality of life through enhanced mobility. As written, the Plan allows for Metro to be nimble in responding to changing market forces. Having a flexible and dynamic interface with our customers will allow Metro to continue to improve mobility in Los Angeles County and better serve our constituents.

NEXT STEPS

Metro staff will continue to refine the first/last mile tools presented in the Plan. As part of this effort, staff will continue to seek ways to integrate new technologies and market trends into first/last mile planning as well as other customer-facing aspects of Metro’s operation.