



OEI

OFFICE OF EXTRAORDINARY INNOVATION



First-and-Last Mile Partnership with Via
Emma Huang

Background

- \$1.35M grant from FTA
- Partnered with Via Transportation, Inc.
- First-and-last mile on-demand rides to/from transit stations in 3 zones
- Not-to-exceed \$2.5M contract for one year of service
- Launched service January 28, 2019



Year 1 Goals

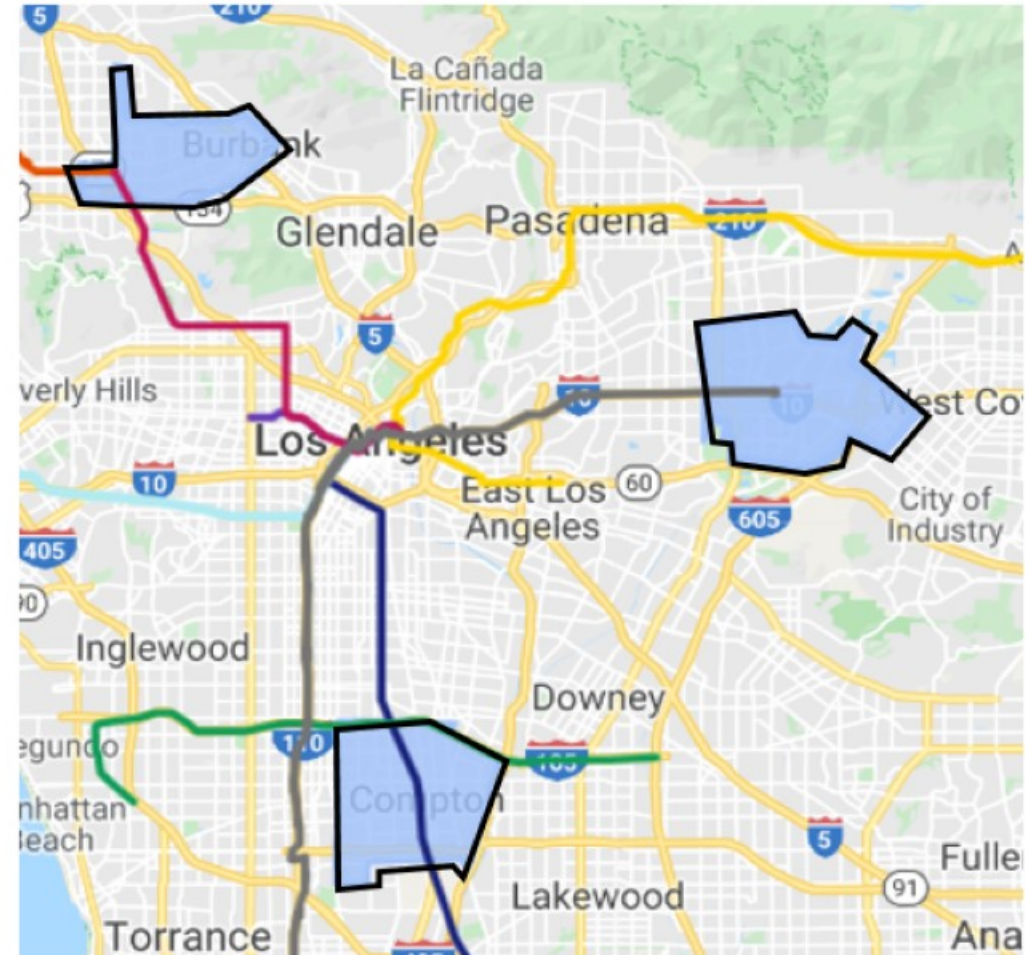
- 1) Expand benefits of Transportation Network Companies to vulnerable populations.
- 2) Improve first-and-last mile access to/from Metro stations
- 3) Test a partnership model with a Transportation Network Company

Operations

- M-F 6AM – 8PM (Year 1)
- Independent contractor model
- Register and book a ride using Via's mobile app or call center
- Via rides are a free transfer

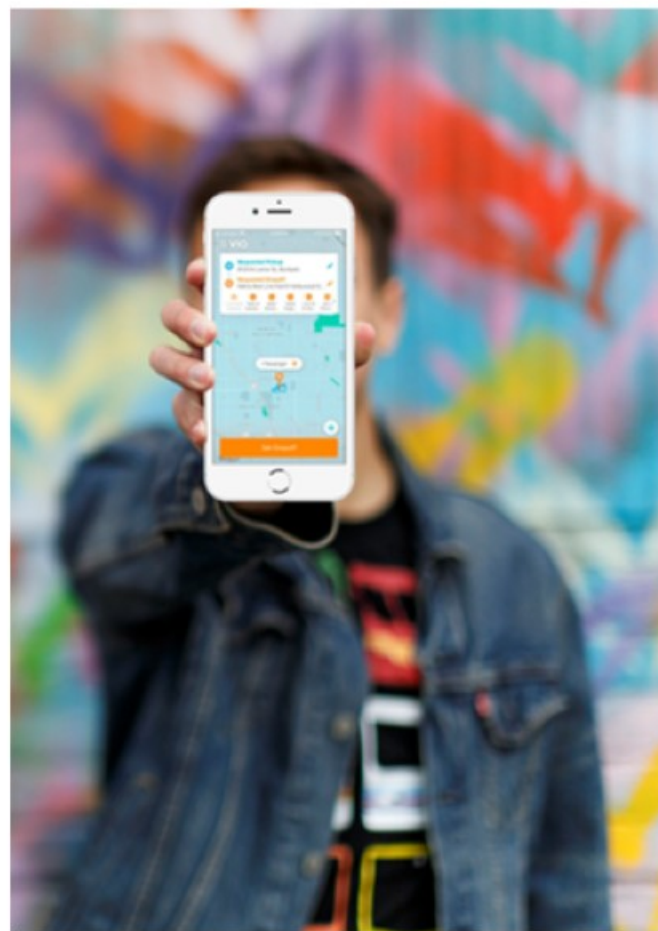
Features

- Call center with translation services available
- Wheelchair Accessible Vehicles available



Year 1 Results & Findings

- 81,000+ completed trips
- 740+ completed WAV trips
- 9-minute average wait times
- 4.9 average trip rating
- 2.61 riders per driver per hour
- LA Metro paid \$23.09 per ride
- Disproportionately small share (<1%) of WAV users used service
- Almost all ride requests (99%) came from users with smartphones



Key Takeaways

- Successful demonstration of public transit agency working with a TNC
- Challenging contract negotiations
- Robust data sharing on the trip level
- Technology to summon and dynamically route vehicles functioned
- “Super users” were satisfied-- small share of total riders accounted for large share of overall trips
- Less clear what impact of service was to vulnerable populations

Thank you

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