

TRANSPORTATION COMMITTEE REPORT relative to extending for one year the LAnow Pilot Micro On-Demand Transit Service Program.

Recommendations for Council action:

1. AUTHORIZE the General Manager, the Los Angeles Department of Transportation (LADOT) to extend the LAnow Pilot Micro On-Demand Transit Service Program for a second year, from May 1, 2020, through April 30, 2021.
2. DIRECT the LADOT to report:
 - a. To the Mayor and Council by March 10, 2021, with an evaluation of the LAnow pilot program, including whether or not the program should be made permanent.
 - b. In 30 days on the cost of expanding the service to include weeknights and weekends.

Fiscal Impact Statement: The LADOT reports that this action will not impact the General Fund. Funding is provided by the Proposition A Local Transit Assistance Fund. The existing contract authority for DASH Downtown, DASH Mid-City, DASH Central, and LAnow services includes the additional pilot year program cost of \$1,615,048. Funding for Fiscal Year 2020-21 will be provided in that budget. This action complies with City financial policies in that sufficient special fund revenues are available and eligible for this purpose.

Community Impact Statement: None submitted.

SUMMARY

In a report to Council dated February 5, 2020, LADOT discusses the LAnow Pilot Micro On-Demand Transit Service Program. After 11 months of operation, LADOT recommends extending the pilot program for an additional year until April 30, 2021. The program is designed to provide connections to the Palms Expo Line station and intercommunity attractors, providing riders an alternative to single-occupancy vehicle trips, thereby reducing congestion and greenhouse gas emissions.

LADOT reports that the LAnow Microtransit Program operates in the Mar Vista, Venice, Del Rey, and Palms communities. The service operates Monday through Friday from 6 am to 7 pm. Six 23-foot cut-a-way ADA accessible vehicles are deployed during peak hours (6 am - 9 am, 4 pm - 7 pm) and four vehicles are deployed during off-peak hours (9 am- 4 pm). The service is based on a ticket and booking system, in which riders purchase electronic tickets via a mobile application, and use those tickets to book a ride up to seven days in advance. Riders can also book a ride online or over the phone. Riders are then picked up at virtual pick-up/drop-off locations. There are over 600 virtual pick-up/drop-off locations throughout the service area, ensuring a rider will not have to walk more than a quarter-mile to be picked up.

The LADOT report goes on to discuss program outcomes, including service fees, ridership trends, average wait times, and customer satisfaction. Boardings per month have increased from 251 in March, 2019, to 1324 in January, 2020. The cost per passenger trip is between \$13 and

\$18. The average wait time decreased from 7.86 minutes in March, 2019, to 6.12 minutes in January 2020. Riders can book a ride through three methods: by mobile app, by phone, or online. For the first 11 months of operation, 95.4 percent of bookings have been made by mobile app, 1.1 percent by phone, and 3.1 percent online.

Moving forward, LADOT is working to: improve the mobile user application; continue outreach to employers, residents, and schools; and, adjust operating hours to match consumer demand.

At its meeting held February 12, 2020, the Transportation Committee discussed this matter with LADOT staff. The Department representative discussed the program and its growth. The new mobile application will resolve customer issues such as ease of use. Committee members expressed support for the program, and stated that improved outreach is needed to raise awareness in the community of this service. Committee recommended that Council approve LADOT's recommendations to extend the program for one year, and to direct the Department to report with an update of the program and with recommendations for expanding the service to include weeknights and weekends, and improving marketing in the program service area and other communities east of the 405 Freeway.

Respectfully Submitted,

TRANSPORTATION COMMITTEE



MEMBER VOTE

BONIN: YES

MARTINEZ: ABSENT

KORETZ: YES

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-NOT OFFICIAL UNTIL COUNCIL ACTS-