

A long-exposure photograph of a train at night, creating horizontal streaks of light in blue, white, and red. The background shows a dark building with some lit windows and trees under streetlights.

**OEI**

OFFICE OF EXTRAORDINARY  
**INNOVATION**



**Metro**<sup>®</sup>



# **LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY**

Marla Westervelt, Principal  
Transportation Planner, Office of  
Extraordinary Innovation



# LOS ANGELES COUNTY

- > Most populous county in the United States, with over 10 million residents
- > Home to 44 transit operators
- > **LA Metro:** County level transportation planning agency for the most populous county in the United States. Planner, funder, builder, operator, and maintainer.
- > **LADOT:** Municipal agency that oversees planning, design, construction, maintenance, and operations in the City of LA



# IMPLEMENTING SHARED MOBILITY

- > LADOT
  - > Mobility Hubs
  - > EV Carsharing
  - > AV Regulations
- > LA Metro
  - > Accelerating connectivity of rolling stock
  - > Fare Payment Modernization
  - > TNC First and Last Mile Pilot
  - > Micro Transit Pilot



# ON DEMAND DYNAMIC ROUTE MICROTRANSIT

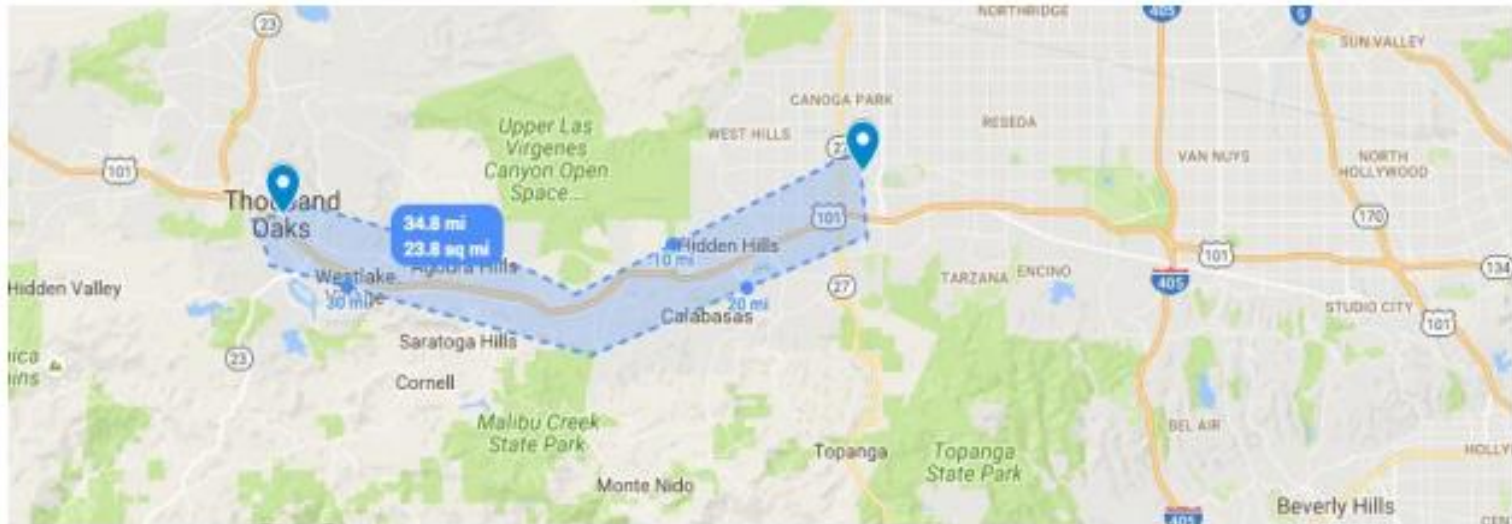
> Microtransit as an antidote to mismatch between existing transit/auto models and regional LA travel needs and land use/infrastructure





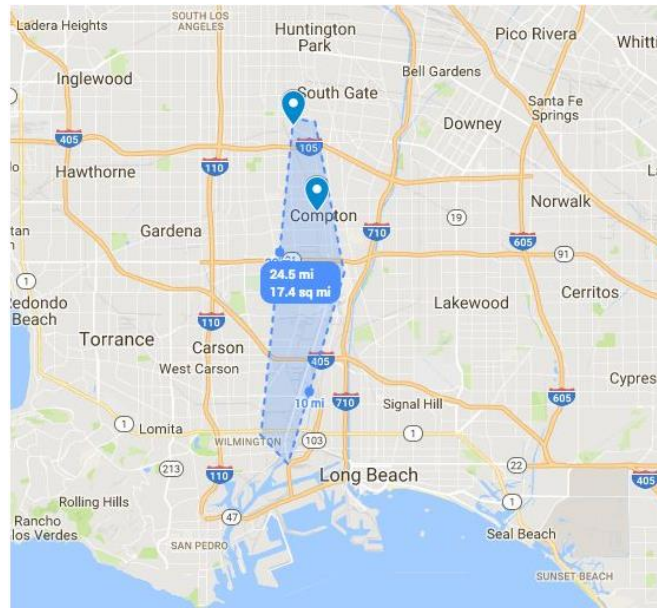
# USE CASES

> Underperforming, low frequency bus corridors



# USE CASES

> Improve access to high frequency/capacity service



# CHALLENGES

- > Project design- predevelopment agreement as a solution
- > Working with labor unions
- > Defining use cases



# MOBILITY ON DEMAND

- > First and Last Mile service delivery between Metro and Lyft
- > Analogous project conducted by Seattle's Sound Transit
- > \$1.3 million MOD grant



# EQUITY AND ACCESS

- > Partnership with WAV provider
- > Fare payment integration, two approaches
- > Call Center



# CHALLENGES

- > Aligning incentives between TNCs and public agencies
- > Defining an effective fare structure without data
- > Capacity on the TNC side

# FUTURE GOALS

- > Shifting from being a bus and train operator to a mobility convener
- > Improved customer experience
- > Defining best practices on leveraging the best of what the public and private sectors bring to bare

# Thank You!

**Marla Westervelt**

Principal Transportation Planner

Office of Extraordinary Innovation

LA Metro

[westerveltm@metro.net](mailto:westerveltm@metro.net)

213-922-5472

