



Los Angeles County
Metropolitan Transportation Authority

Metro

News

October 22, 2020

Brian Haas/Joni Honor
Metro Media Relations
213.922.7249/213.922.2700

metro.net/press/pressroom
mediarelations@metro.net

FOR IMMEDIATE RELEASE

Say Hello to Metro Micro

LA Metro Board of Directors Approves Fare Structure, First Zone Maps for Innovative New MicroTransit Pilot Project called “Metro Micro”

The Los Angeles County Metropolitan Transportation Authority (Metro) Board of Directors today approved a fare structure and maps for its innovative three-year MicroTransit Pilot Project that will bring a new Metro-operated, on-demand shared ride service for short trips within designated service zones in Los Angeles County.

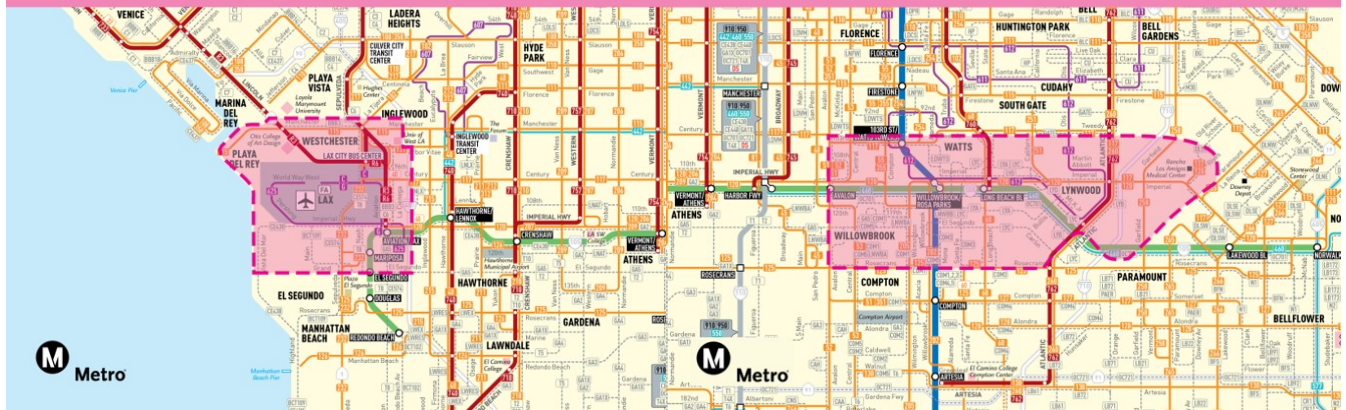
This ambitious project will be called Metro Micro and will cost an introductory rate of \$1 per ride (transfer not included) for its first six months in each zone. Metro staff will return to the Board at the end of the six-month introductory period to consider potential fare adjustments.

The technology behind MicroTransit will allow riders to plan entire trips — both Metro Micro and their bus and train ride – using real-time booking through a single mobile app, internet browser or Metro’s call center. Riders will be able to pay for the service by using their TAP card and TAP account or with a debit, credit or prepaid credit card.

“It’s our job to provide Angelenos with affordable and accessible ways to move around our city and region,” said Los Angeles Mayor and Metro Board Chair Eric Garcetti. “Metro Micro will bring the convenience of ride-share technology at a fraction of the cost, which will mean less congestion on our streets, cleaner air, and another way to get the most out of our transit systems.”

Metro Micro is set to launch in its first two zones, the Watts/Willowbrook area and the LAX/Inglewood area, as soon as December. Expected service hours at launch are:

- Watts/Willowbrook: 7 a.m.-6 p.m. Monday-Friday and 8 a.m.-4 p.m. on weekends
- LAX/Inglewood: 5 a.m.-10 a.m. and 2 p.m.-7 p.m., Monday-Friday



Future service zones to be launched in 2021:

- Northwest San Fernando Valley
- Highland Park/Eagle Rock/Glendale
- Altadena/Pasadena/Sierra Madre
- UCLA/VA Medical Center/Century City

In February, the Metro Board approved awarding a \$29-million contract to private ridesharing company RideCo Inc. to partner with Metro to operate Metro Micro. This three-year pilot project is designed to replace short, solo trips by offering a flexible, on-demand service operated by Metro employees in vehicles that hold up to 10 passengers.

“Metro is pushing the envelope in order to give people more affordable, flexible options to get around Los Angeles County without driving alone,” said Metro CEO Phillip A. Washington. “We couldn’t be more excited to be launching this new convenient service to serve the people in and around Watts, Willowbrook, Lynwood, Inglewood and the people who work in and around LAX.”

Metro Micro is being designed alongside [Metro’s NextGen Bus Plan](#) to expand ride-hailing technology to all public transit customers, including historically underserved communities and populations, along with areas of Los Angeles County where fixed-route bus or rail service is less frequent or unavailable.

Similar to other pilot projects, Metro Micro staff will be continually adjusting this service based on demand and real-time results from data collected during its operation.

In addition to offering a more flexible mobility option, the MicroTransit Pilot Project has been designed with safety in mind. Vehicles will be operated by Metro employees who are extensively screened before they are hired and will receive specialized safety training, including incident prevention and robust COVID-19 health and safety guidelines.

For more information about the MicroTransit Pilot Program, visit <https://www.metro.net/micro/>.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is currently providing lifeline service for essential trips and frontline workers. Metro continues building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its [Vision 2028 Plan](#).

Metro has proudly pledged to the American Public Transportation Association (APTA) [Health and Safety Commitment Program](#) to help ensure the safe return of transit riders as the U.S. recovers from the COVID-19 pandemic.

Stay informed by following Metro on The Source and El Pasajero at metro.net, facebook.com/losangelesmetro, twitter.com/metrolosangeles and twitter.com/metroLAAalerts and instagram.com/metrolosangeles.

Metro-XXX

#