



# MOBILITY ON DEMAND (MOD) SANDBOX

## LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY

Los Angeles County and Puget Sound MOD Partnership

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### TEAM, BUDGET, AND WAIVERS

**Key Partners:** Central Puget Sound Regional Transit Authority (Sound Transit), King County Metro, Lyft, Access Services, Foothill Transit, Eno Center for Transportation, and University of Washington Transportation Center (TRAC)

**Other Partners:** Pierce Transit, University of California, Los Angeles (UCLA) Institute of Transportation Studies, and City of Los Angeles

**Budget Summary:** The budget from the applicant is summarized below:

MOD Sandbox Demonstration Federal Amount (\$)	MOD Sandbox Cost Share (\$)	Total Cost
\$1,350,000	\$400,000	<b>\$1,750,000</b>

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### INNOVATION: PROJECT APPROACH

Offering 2 regions as test beds, LA County and the Puget Sound transit operators propose a partnership with Lyft to explore the viability of using transportation network company (TNC) services to provide first/last mile (FMLM) solutions for trips originating and ending at select transit stops. Our partnership aims to improve mobility and ensure equitable benefits across all socioeconomic statuses and minority populations. The two regions have partnered to demonstrate analogous MOD pilot projects that will define:

1. How TNC services can be aligned with existing transit service to serve an effective FMLM solution.
2. How key partners can cost-effectively ensure equal access for individuals with disabilities and low incomes.
3. Demonstrate payment integration across transit operator and TNC platforms, specifically to enable service to lower income and unbanked populations.

By incorporating TNCs into the public sector mobility menu, LA County and Puget Sound transit operators will effectively expand transportation options for our customers, expanding the number of people using public transit for a portion of their transportation need. TNCs have the ability to meet FMLM needs by providing a service whose payments can be seamlessly integrated into public transit payment systems and faster response times in a cost effective way.

The project weaves TNC services into transit through providing Lyft as a publicly supported option for customers trying to reach transit. In LA County, payments for Lyft rides will be incorporated into the regional TAP Pass, as the technology is deployed, allowing for seamless transfer from Lyft service to transit service. In the Puget Sound region, we will test another approach whereby Lyft rides will be paid for separately, but pricing will be determined by customer type (including consideration of low-income or accessible service use) and experimental protocol.

This project provides an opportunity for transit agencies to partner with private sector partners, specifically with Lyft and Eno. It will also provide a forum for the identification of synergies within our own regions as well as lessons from across state lines, creating nationally relevant lessons.

## CHALLENGES PROJECT IS DESIGNED TO ADDRESS

Best Practices and Standards: Due to the fairly recent emergence of TNCs, transit agencies have not yet defined best practices or standards, and there are no common guidelines.

Inconsistent Regulatory Interpretation: As a consistent national interpretation of appropriate regulations has yet to emerge, such interpretation has occurred on a localized case-by-case basis.

Duplicative Systems: The rise of TNCs has begun to create a bifurcated, duplicative transportation, which may lead to increased congestion without public sector intervention.

Auto-Centric Environment: Individual transit users may experience a range of site-specific physical challenges to access train stations.

Low Population Density: While the LA and Puget Sound regions have excellent fixed-guideway bus and rail transit, it is difficult for a transit agency to connect riders within a few mile radius of the stop itself cost effectively, or at a frequency that satisfies riders.

Challenges for People with Disabilities: Local data suggest that even when removing the cost of the fixed-route service, challenges still remain that may deter fixed-route use among a significant portion of this population.

Parking: Many of Sound Transit's parking facilities are at or over capacity utilization to the extent that riders are being turned away to complete their trips in personal vehicles on congested roadways. Alternative means of accessing transit without requiring a parking stall are needed.

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## ANTICIPATED OUTCOMES, BENEFITS, IMPACTS

Expected benefits include: an expanded menu of FMLM delivery options for customers in Los Angeles County and the Puget Sound region, improving mobility in each of our regions; a data-driven blue print for how to develop partnerships between public sector transit agencies and private sector start-up mobility companies; and two analogous case studies that will help inform best practices and FTA guidance for these types of partnerships.

Performance measures will be used to test the MOD project in comparison to existing conditions. Performance measures may include, but are not limited to: increased in accessibility to participating transit stations; improved mobility for customers in participating regions; cost of service provided; and decrease in greenhouse gas emissions.

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