Mobility Hub Demonstration Program

Commuter Hospitality Stations for the Multi-Modal Traveler

Presentation to
Metro Citizen Advisory Committee (CAC)
March 25, 2015
FAST Community Partners
SCAG Region
Projected Future Growth

Source: SCAG presentation to GLUE Council, March 9, 2015
New Housing Units: Accommodate Changing Markets

New Housing Units in the SCAG Region

- 1985 - 2010:
  - Single Family: 61%
  - Multifamily: 39%

- 2010 - 2035:
  - Single Family: 32%
  - Multifamily: 68%

Source: SCAG presentation to GLUE Council, March 9, 2015
SCAG Population Shifts by Age Cohort

Population by Age Group (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>0-20</th>
<th>21-64</th>
<th>65+</th>
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<tr>
<td>2010</td>
<td>5.5</td>
<td>10.6</td>
<td>2.0</td>
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<tr>
<td>2035</td>
<td>6.4</td>
<td>11.8</td>
<td>4.0</td>
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</tbody>
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Note: Percentages do not add to 100% due to rounding
Source: US Census Bureau, SCAG

Source: SCAG presentation to GLUE Council, March 9, 2015
First Last Mile Strategic Plan
& PLANNING GUIDELINES

PATHWAY

Neighborhood Electric Vehicles (NEVs)

Bike and Pedestrian Facilities

Shared Ride Vanpools

15 minute walk

Sounds good! I like LACMA in a while. Hmm... I'll check it out. See you.

PATHWAY
Project Purpose:

Develop a Metro First-Last Mile Strategic Plan to achieve multiple objectives;
1) Expand the reach of transit through infrastructure improvements.
2) Maximize multi-modal benefits & efficiencies.
3) Guide strategic investment - provide basis for seeking additional capital funds.
Mobility Hubs and Multi-Modal Trips
Add Healthy, Safe, Economical Travel Options

Age & Mobility

- 63% of transit dependent riders are 65 Years or older
- Over the next 20 years, the older adult population in L.A. County is projected to double.

Health & Mobility

- Adult Obesity Rate:
  - 1997: 13%
  - 2011: 23%
  - 73% increase in 14 Years

Source: SCAG, Metro First Mile Last Mile Strategic Plan, 2014
Multi-Modal Trips Improve our Air Quality

Greenhouse Gas Emissions Per Person Per Trip

- Single Occupancy Vehicle (SOV) Trip: 3,600 grams of CO₂
- SOV + Light Rail Trip: 1,700 grams of CO₂
- Bus + Light Rail Trip: 450 grams of CO₂
- Bike + Light Rail Trip: 170 grams of CO₂

Units are approximate grams of CO₂ equivalent from life-cycle assessment based on long-term emissions projections.

Transit trips are based on average emissions over peak and off-peak times.

Source: SCAG, Metro First Mile Last Mile Strategic Plan, April 2014, IBI Group
Jobs and housing planned near transit will not create new gridlock if mobility options are planned and funded concurrently with this new growth.

Demonstrating that new development can occur without increases to traffic will help current residents embrace the growth that must take place for our economy to thrive.

Source: SCAG, Metro First Mile Last Mile Strategic Plan, 2013, IBI Group
First/Last Mile Plans Plus Mobility Hubs Will Extend Metro Transit Network

A Prototype Pathway Network Map...
Mobility Hubs can further expand the Metro Measure R Expanded Rail Network
Mobility Hubs – Building Community around New Mobility

- Bike Share
- Car Share
- Bike Parking
- Food/Drink
- Bathrooms
- Transit Services
- Package Delivery
- Safety and Security for Layovers and Stops
- WiFi / Seating

Increased service and connectivity to work, play and home

New and Happier Transit Riders!
Mobility Hub Demonstration Benefits

A Public/Private Mobility Hub Demonstration offering Integrated Services and Connectivity provides benefits to transit riding community:

- **Create Jobs** (15+/store), training, growth, local ownership, support fair wages
- **Sustainable** - Solar Panels, Natural /LED lighting, EV Charging (Level 2)
- **Promote alternative transportation** and reduce carbon emissions
- Increased rider satisfaction with more comfort and options
- Provide safety and security with 24/7 retail presence
- Reduce bike theft and vandalism
- Reduced Parking Needs with increased options for accessing the system
- **ADA Bathrooms**, clean, safe, accessible, maintained by Famima!!
- Scalable to meet transportation needs
- Revenue source from Retail Lease, Zip Car, and Advertising
- Minimal startup costs/permitting paid by private companies = public revenues

**Mobility Hubs Support**

**Current Riders – Increased satisfaction and loyalty**

**New Riders – Makes public transportation attractive, practical and easy to use**

**Personal assistance to accelerate peoples choice to use public transportation**
Mobility Hub Integration
Expanding Multi Modal Transportation

- Secure Bike Park (50)
- Bike Share
- Store / Restrooms
- Bike Park
- EV Charging (2)
- Patio Seating
- Patio Seating (optional)
- Zip Car
- Taxi Van Pool
- STAP"
Mobility Hubs Extend Access to Transit, Affordable Housing and Jobs

Figure 1: From the 2012 Report: Illustrating the difference between traditional TOD and Transit Corridor Development
Cal Fresh (Supplemental Nutrition Assistance Program (SNAP)): All Famima stores have been federally approved based on food selection.

TAP Passes: The convenience of having TAP passes available in stores continues to gain popularity.
- Senior, Disabled pass sales continue to grow
- City National Plaza & 7th Street Metro lead in sales
- Customers appreciate the convenience of paying in person and getting answers to their questions.
An Experienced Transit Partner

- **One-Stop**: Famima conveniently offers products and services for travelers on the go, reducing the need for vehicle trips, as all stores are located close to transit stops
  - Local products / local providers promote emerging community economic development
  - TAP, SNAP – federal healthy food cards, ATM

- **Healthy Choices**: Famima offers a large and wide variety of better-for-you foods that have zero trans-fats, gluten free, and vegetarian
  - Top Sellers: Bananas, coffee and water represent 8 of 10 of the top selling items.

- Famima currently operates stores in Los Angeles area, including Union Station, 7th St. Metro Station and major bus routes such as Broadway Boulevard in Downtown LA.

- Famima stores are located at street-level retail or by shared-use parking lots. Most customers and 90% of Famima employees walk, bike or take transit to Famima stores.

- **Traveler resource**: Famima’s TAP pass sales/reloads for 7 main stores provide over $60,000 each month in revenue to Metro, growing at a rate of 10% per month!

- **31% of TAP passes at Broadway and 7th St. Metro stores purchased by Senior/Disabled riders**

- **Friendly Staff**: Famima employees – 10 to 15 per store – are available 24/7 to assist commuters’ needs and currently average over $10.75 per hour (nearly 120% over current minimum wage of $9).
**FAST – Fixing Angelenos Stuck in Traffic**

**Famima Supports Alternative Transportation**

With over 90% of employees using public transportation, Famima offers discount program for annual TAP passes for all employees.

Famima will be the first to introduce city Bike Rental at PacMutual Building (6th St. and Grand) store with plans to expand to other stores wherever possible.

Bike repair “do-it-yourself” available

For convenience, safety and security, Famima sells over $50,000 in Tap Passes per month and growing.

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**FEATURING**

- Integrated OnLock(TM) – unparalleled flexibility to lock anywhere
- Alloy unisex frame with oversized tubing and step-thru design
- Shimano 7-speed internal gearing with twist grip shifting
- Patented shaft drive transmission system
- Puncture resistant 26" x 1.75" tires with reflective side walls
- Comfort seat w/integrated suspension and non-removable seat post
Supporting the Community

CicLAvia

Residential Meet and Greet

Orthopedic Institute for Children Toy Drive

MDA
Toys for Tots
Red Cross
Move LA sponsor
SFVCOG sponsor
Indonesia Disaster Relief
Save the Children (Family Mart Int’l)
Who has the Experience and Resources to Build Mobility Hubs?

Famima is a 100% owned subsidiary of FamilyMart Inc:

- FamilyMart has signed 13 exclusive agreements with railway operators in Japan and 500 of the newest stores are now operating in railway and subway stations worldwide.

- FamilyMart provides numerous services specifically designed for commuters, including bicycle parking and ride share in Japan jointly with Orix-Rent-A-Car.

- Our commitment and flexibility allows us to pilot and adapt Mobility Hubs to needs of the commuters. Famima has teamed up with key stakeholders to help pilot Mobility Hubs throughout the Metro network and other potential locations which would result in increased ridership and commuter satisfaction.
FamilyMart, Famima’s parent company, has EV charging stations at its stores in Japan for over seven years.

Family Mart and Famima adding many more sustainability features to existing stores and new stores.
Members of Zipcar and car sharing programs report a 46% increase in public transit trips, a 10% increase in bicycling trips and a 26% increase in walking trips.

- Zipcar members save an average of $600/month compared to owning a car.
- A Transportation Research Board/National Academy of Sciences study finds each shared car takes about 15 private cars off the road.
- The average car sharing household reduces vehicle ownership by 50%.
- Each car share member reduces CO₂ emissions between 1,100 and 1,600 pounds per year.
- On average, car sharing members drive 40% fewer miles after joining a car share program.
- Zipcar members get free gas and insurance as part of an hourly fee.
- Zipcars are newer makes and models, driven fewer than 28,000 miles.

10 Million Drivers live within 10 Minutes of a Zipcar

1. join  
2. reserve  
3. unlock  
4. drive
The LA Experience

• Entered LA market in 2011 with 90 cars and 40 on-street cars
• End of 2014, will have over 350 cars in LA market, 10,000 nationwide
• Zipcar membership has increased 25% each year of operations
• Zipcar launching “One>Way” with Honda Fit cars in October 2014 in Boston and will launch in Los Angeles in January 2015

there’s a zip for every trip.

- Zipcar ONE>WAY takes the airport to the meeting
- Gas & insurance are included in every trip
- Roundtrip or one-way. Sure!
- Zipcar ONE>WAY can move vehicles; seating for five, room for gear, easy city driving and low emissions. Brilliant. They’re cool.
- Reserving out-of-town? Take a roundtrip with a one-way and get it all done.
- Calling all, whom? Reserve any Zipcar roundtrip or one-way any time with the Zipcar app.
- Night on the town? Save some dough. Take Zipcar ONE>WAY there and see where the night takes you.
Southern Cal fleet size over 50,000 vehicles
- featuring over 150 make/models
- employing over 3000 people
- Over 150 off-airport neighborhood locations

• Zipcar launched July 2013, 5 dedicated stalls at Avis LAX. Jan 2015 growth demand increased to 50 cars. A 1000% increase within first 2 years!
Bike Huts for Secure Bike Parking:

Currently available in cities such as Santa Ana. Bike riders can use for $5 per month or $50 annual membership and can be accessed by RFID or a PIN Code.

- **Sustainable**: 100% solar powered top of the line systems
- **Flexible**: Modular design can be expanded as demand rises and placed almost anywhere.
Mobility Hubs – Connecting Transit and Key Locations in the Valley

- Mobility Hubs – Phase 1
- Mobility Hubs – Phase 2
- Shuttles
Mobility Hubs are in Master Plan for Willowbrook/Rosa Parks Station

Willowbrook/Rosa Parks Station Master Plan Implementation

Proposed Improvements
Mobility Hub Personal Portals

- Connect “FitBit” data
- Rideshare Options
- Metro / NextBus routes
- Traveler alerts
- Community calendar

- Job Listings
- Apartment / Housing Listings
- Family event info
- College class offerings
Mobility Hubs and Technology

Create Mobility Hub Icon to identify Hubs on popular transit wayfinding apps.

Include kiosks at Mobility Hubs for travelers who don’t have smartphones.

Kiosks would provide info in multiple languages.
LADOT, Metro and Metrolink Interactive Apps

Legend:
- DASH Route
- Metro Blue Line
- Metro Red Line
- Metro Green Line
- Metro Gold Line
- Metro Orange Line
- METROLINK

Point of Interest
Metro Stations
Bus Stations
Mobility Hub Support

Metro Board Motions passed at the 4/24/2014 meeting

17. **FINANCE, BUDGET AND AUDIT COMMITTEE RECOMMENDED (5-0)**
   approving **Motion by Director Krekorian** that the Chief Executive Officer report back in 30-60 days on Metro’s current advertising policy and an assessment of the current advertising contractor, and that the CEO report on the options for generating revenue from:
   A. Digital Billboard at transit stops and MTA owned right of ways;
   B. enhancing the wrapping of buses, rail and stalls with more advertising;
   C. advertising in Union Station and other potential multi-modal facilities and major transit stations; and
   D. the report should include comparative analysis on advertising in other major cities and systems and how Los Angeles Metro can use best practices and creative approaches to increase advertising revenue.

7. **AD-HOC SUSTAINABILITY COMMITTEE RECOMMENDED APPROVAL (6-0) AND PLANNING AND PROGRAMMING COMMITTEE RECOMMENDED (5-0) AS AMENDED:**
   A. adopting **First/Last Mile Strategic Plan**;
   B. approving staff recommendation for first/last mile pilot station locations;
   C. directing staff to seek Active Transportation Program funds for pilot station implementation; and
   D. directing staff to develop a multi-year plan for consideration in future years’ budgets.

**YAROSLAVSKY AMENDMENT** that the Board direct staff to include Universal City Station and North Hollywood Station of the Red Line among the stations for pilot implementation of First/Last Mile Strategies.
Mobility Hub Support

**In the Community**

- Sierra Club – LA Chapter
- MoveLA
- VICA (Valley Industry & Commerce association)
- SFVCOG
- Live.Ride.Share Conference
- SOCAT (Southern California Transit Advocates)
...to imagine a transportation vision
Task 1: Expanding the Coalition

- Faith Community
- Social Justice Community
- Public Health Community
- Disabled Communities
- Bike & Pedestrian Advocates
- Utilities and other businesses
- Countywide Councils of Government
Task 2: Creating a Program

Metro starting new Long Range Transportation Plan...may yield Measure R2

Maybe a 1/2 cent sales tax for 45 years that could be $90 billion?
Countywide Arterials Program: Grand Boulevards 5% = $4.5+ B

Selection: Cities, LA County and sub-regional Councils of Governments (COGs) select & plan in coordination with LA Metro.; equitable funding formula per sub region by pop. & employment;

Invest in boulevards for efficiency and congestion relief, safety, durability, including signal synchronization, street resurfacing, etc.;

Enhance Bus service to Bus Rapid Transit (BRT): enhance Metro Rapid and transition to BRT where appropriate over time, including vehicles & other capital costs; operating costs eligible.

Cool, Green, Complete streets: ensure safe use by auto + transit + bike + pedestrian + slow vehicles; low-heat absorption; remedy runoff;

Invest in only zero- and near-zero emission vehicles;

Landscaping + street amenities eligible to encourage local development where desired (use C&T urban forest funds)

Competitive Equity Grants: 25% of category for grants to cities/COGs to reduce driving & build local transit ridership, e.g., mixed-use TOD along boulevards, housing that includes high-propensity transit users, retaining local businesses, enhanced first & last-mile access, shared-use & mobility hub programs, etc.
Join FAST - Help Us Get Los Angeles Moving Again!

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