

A blurred high-speed train, likely a Shinkansen, is captured in motion at night. The train's lights create horizontal streaks of blue, white, and red. In the background, there are trees and a street lamp with two glowing lights. The overall scene is dark, emphasizing the train's movement and the city lights.

# OEI

OFFICE OF EXTRAORDINARY  
INNOVATION



Metro®

LA Metro's Partnership with Via  
May 2019

# NEW PARTNERSHIP

- Launched in January 2019
- Via is an on-demand shared rides provider
- Via is providing first and last mile rides to/from 3 Metro stations



# PILOT GOALS

- Make it easier for riders to connect to/from Metro's system
- Open mobility benefits provided by TNCs to larger group of users



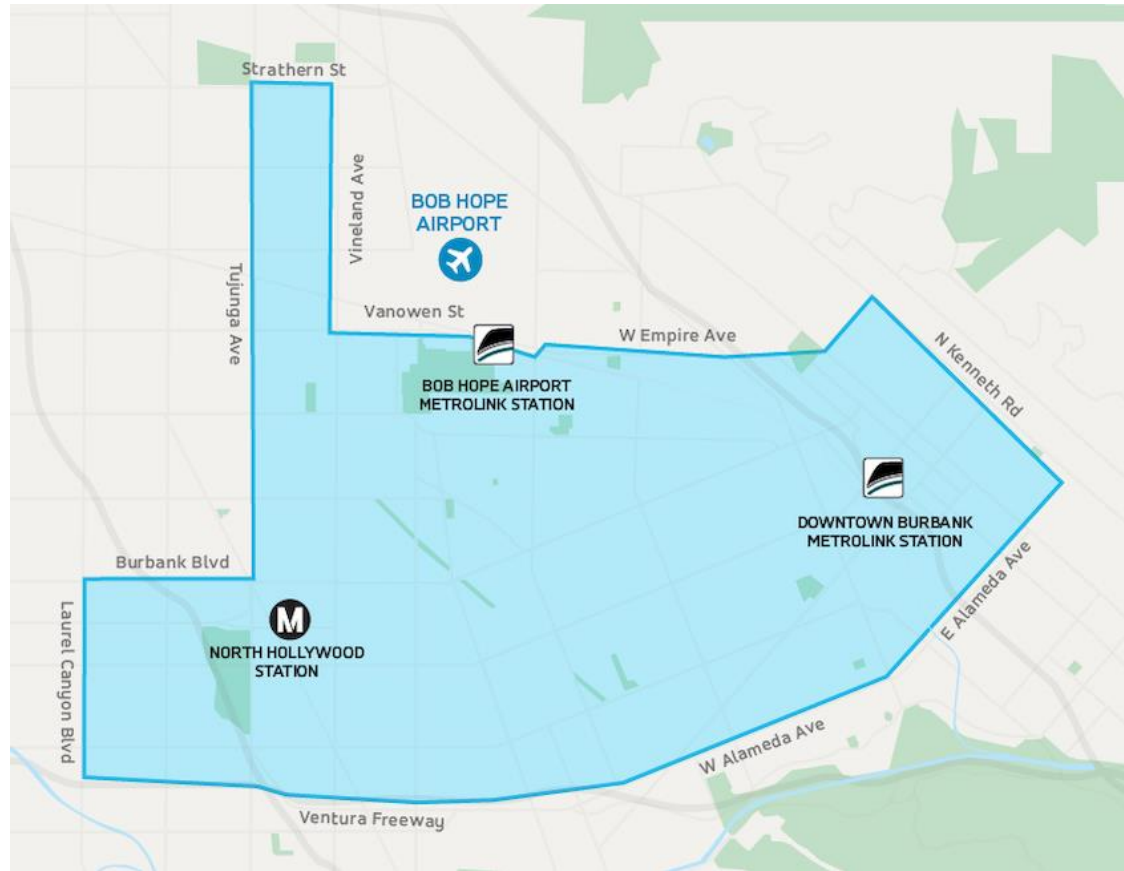
# SERVICE ZONES

## Stations

- North Hollywood
- El Monte
- Artesia

# NORTH HOLLYWOOD

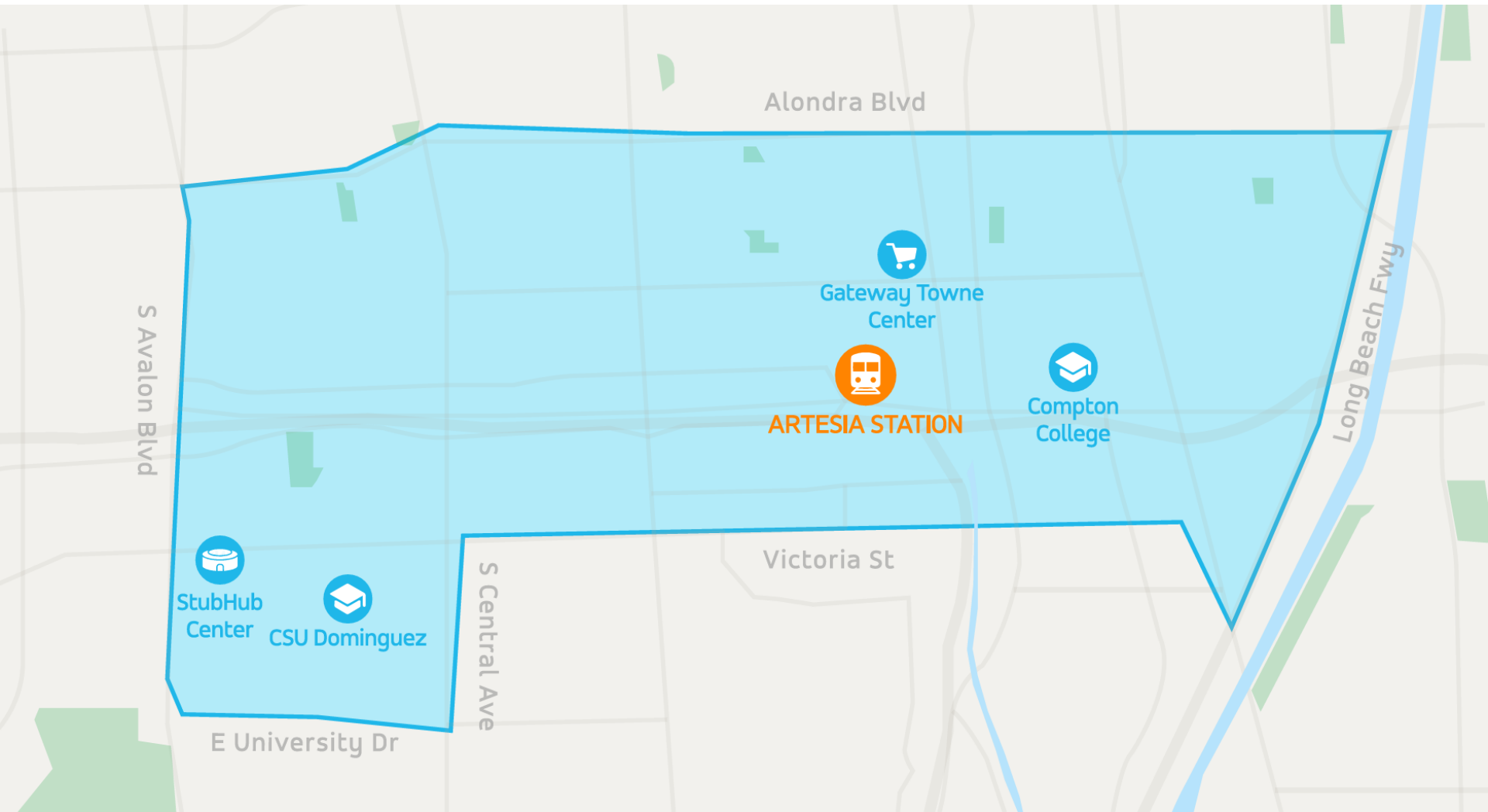
- Expanded from 6 sq. miles to 13 sq. miles at Week 9
- Added 2 Metrolink stations as additional anchors





# ARTESIA

Service area = ~6.6 square miles



# EL MONTE

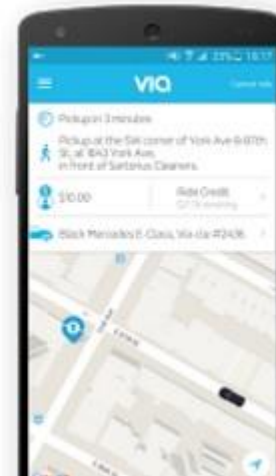
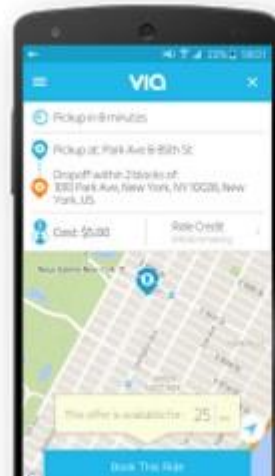
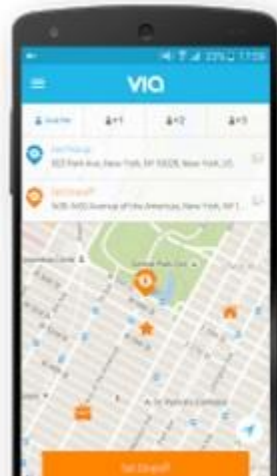
Service area = 6 square miles



# FARES

Registered LIFE Participants.....Free  
TAP card holders.....\$1.75  
Non-TAP card holders.....\$3.75

*\*Plus promos and discounts codes at Via's discretion*





# OPERATION DETAILS

- Monday – Friday, 6:00am-8:00pm
- Create account and book ride through Via's mobile application or Via's call center
- Payment accepted with credit, debit, or pre-paid gift cards
- Accessible vehicles available
- Live translation services available

# CONTACT INFORMATION

- Call or text Via's customer service line at (619) 731-0710
- Email Via at [losangelesriders@ridewithvia.com](mailto:losangelesriders@ridewithvia.com)
- [ridewithvia.com/losangeles](http://ridewithvia.com/losangeles)
- [metro.net/via](http://metro.net/via)

# QUESTIONS?

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Office of Extraordinary  
Innovation

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