

**LAWWA**  
LOS ANGELES WORLD AIRPORTS

**LAX**

**VNY**

# Mobility Programs: TMO and FlyAway

LAXAAC

July 15, 2021

# Transportation Management Organization (TMO)

# Benefits of an LAX Transportation Management Organization (TMO)

- Membership organization that provides information on commute options and coordinates programs for all LAX employees across the LAX campus
- Helps meet goals of LAWA and the City Council
  - Traffic reduction
  - Improved air quality
  - Increased options for employees
  - Reduced Vehicle Miles Traveled (VMT)





- LAWA has formed a TMO in-house, named *commuteLAX*, that provides services for all LAX employers and employees (approximately 40,000 employees eligible to participate)
- *commuteLAX* is modeled on LAWA's successful rideshare program while expanding the offerings
  - 20% of **LAWA** employees already participate in LAWA's rideshare program
- Launched a new website, [www.lawa.org/commuteLAX](http://www.lawa.org/commuteLAX), for employees to view available alternate commute options and request assistance with trip planning

# commuteLAX Website

Los Angeles

Update on coronavirus 311 City Services LA City Directory

BUSINESSES ENVIRONMENT EMPLOYMENT GOVERNANCE

EMPLOYEE PORTAL

Doing Business with LAWA Current Contract Opportunities Contracting Process Administrative Requirements Documents and Guidelines Business Inclusivity Programs Contractor Responsibility

## Commute LAX

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### commuteLAX

Helping LAX Employees plan their daily commute to work...

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## LET US HELP MAKE YOUR COMMUTE TO WORK BETTER

Did you know there are over 50,000 employees that work at LAX? According to a 2016 Employee Survey, about 75% of those employees drive alone to work. That's A LOT of cars on the road and that's why LAWA is launching commuteLAX, a Transportation Management Organization (TMO) that will help LAX employees find alternate modes of transportation to ease their commute to work.

GET STARTED

### VANPOOL

The LAWA Vanpool Program has 69 routes coming from all over Southern California. Vans are open to all LAWA and LAX employees and the public. Employees can seek assistance with finding a vanpool through LAWA's Vanpool Program or Metro's Vanpool Program.

LAWA VANPOOL MAP

METRO VANPOOL

### BIKE TO WORK

Employees can receive assistance with finding a bike route to work, and information on bike lockers.

GET STARTED

### PREFERENTIAL PARKING

In some employee parking lots, Vanpools and Carpools will receive preferential parking near the shuttle stops.

### GUARANTEED RIDE HOME

Employees enrolled in commuteLAX can be reimbursed for up to two rides home per year through Metro's Guaranteed Ride Home Program.

### METRO MICRO

Metro Micro is an on-demand shuttle service where you can schedule trips at your convenience via a mobile app. TAP users pay an introductory rate of \$1 per ride and can use stored value on their TAP card to pay for trips.

# *commuteLAX* Policy

- Formal TMO participation policy adopted by Board of Airport Commissioners June 17
- Policy requires participation of all LAX employers who have a lease, sublease, permit, or other operating agreement whose employees work on campus
- Policy requires membership fees to provide funding for programs
  - Employers would pay an annual fee of \$10 per employee, starting 1 year after the launch of the program
  - Funds can be augmented by grants

# *commuteLAX* Policy Roll Out

## Year 1

- Marketing and education, assistance to employers, and introducing employees to programs available now (vanpool, carpool, transit options)

## Year 2 and beyond

- Funding will help expand TMO services to include additional subsidies, promotional incentives, commute platforms, discounted transit passes, and other potential programs like car share, new shuttle routes
- New programs will build on opportunities presented by the Automated People Mover and new regional transit options like the Crenshaw/LAX Line



# Current Commute Programs

- Currently LAWA vanpool program and Carpool Matching
- Monthly passes for the FlyAway Bus are \$120
- Metro Micro on-demand service operating in Westchester, El Segundo and Playa Del Rey and dropping off at the entrance to the CTA. \$1 per trip
- Iride service offers free on-demand rides to the CTA for residents of Inglewood and Lennox living in zip codes (90301, 90302, 90303, 90304, 90305)



# Reimagining FlyAway

# FlyAway RFP Development

- Expiring contracts give LAWA the opportunity to reimagine FlyAway
- Innovations in demand responsiveness, passenger experience will lay a foundation to expand access to flyaway for travelers and employees
- Key Milestones in RFP development
  - Mayor's Office and Urban Movement Labs FlyAway Design Workshop: August 2019
  - FlyAway RFI: September 2020
  - FlyAway RFP to be released: August 2021



**1.9M** Passengers  
in 2019

**3,674** Metric Tons of  
Carbon Emission  
Reduction

# Upcoming RFP

- RFP seeking an integrated team that can deliver multiple service models including on demand and fixed route
- Prioritize customer-facing technology up front in the RFP
  - Ticketing/Reservation Platform, fare analysis/programs, service market analytics, and future market development
- Lay out a digital forward strategy for marketing and selling tickets to passengers to increase ridership and build brand loyalty

# FlyAway RFP Goals and Objectives

Reliability	Affordability	Sustainability	Customer Centric	Future Growth
<ul style="list-style-type: none"><li>• Reservation system</li><li>• Demand responsive</li><li>• Mixed fleet sizes</li></ul>	<ul style="list-style-type: none"><li>• Dynamic fare structures</li><li>• Loyalty programs, employee passes</li></ul>	<ul style="list-style-type: none"><li>• VMT reduction</li><li>• Right sizing of vehicles</li></ul>	<ul style="list-style-type: none"><li>• Real-time customer information</li><li>• Online platform for ticket sales</li></ul>	<ul style="list-style-type: none"><li>• Expanded service areas and routes</li></ul>

# FlyAway RFP Schedule

Month	Milestones
August '21	•RFP re-release (90 day response period)
November '21	•RFP response due
Dec/Jan '21	•Contract negotiation and award (BOAC and City Council)
April '22	•New service start*

\*Existing FlyAway contract for VNY/Union Station service expires June 30, 2022, but there is an early release clause.

# Ongoing Operations during RFP process

- FlyAway has been running at reduced levels during the pandemic to Union Station and Van Nuys
- May volumes still about 50% below May 2019, but passengers are returning
  - LAWA has increased headways to accommodate higher passenger loads
- Will coordinate social media, press releases, and other messaging with additional service increases as demand returns