

UTA MICROTRANSIT PILOT PROJECT EVALUATION

Monthly Report, December 2019

Prepared by UTA Innovative Mobility Solutions



EXECUTIVE SUMMARY

Background

Utah Transit Authority’s Innovative Mobility Solutions Team has partnered with Via to deploy a Microtransit Pilot (Pilot) for one year beginning on November 20, 2019. This on-demand, shared-ride pilot is designed to expand access to UTA services throughout the zone, to improve mobility for all users, and to provide a quality customer experience. In general, the project team is interested in understanding whether Microtransit provides a valuable and cost-effective service to meet the needs of customers in the region as well as future deployment potential for Microtransit Services in UTA’s Five Year Mobility Plan.

Evaluation Process




In order to evaluate the pilot, performance metrics as identified in the Microtransit Evaluation Framework Plan will be collected regularly and reported out monthly. Comprehensive quarterly reports will take place at three-month intervals throughout the pilot project, analyzing data from the previous quarter. A final evaluation report will be prepared upon pilot completion.

Overall Health of Pilot Project

Pilot Objective	Key Performance Metric	Status
Ridership	Avg. weekday passengers	224
	Utilization ¹	1.33
Customer Experience	Avg. wait time (minutes)	9
	Avg. customer rating ²	4.8
Overall Performance	Cost per rider	\$26.91
	Public support ³	TBD
	Days of operation	21

The first full month of pilot operations exceeded the project team’s expectations. Early usage data shows customer demand throughout the zone. Metrics such as utilization and cost per rider will improve as ridership increases. The team is fine-tuning pilot aspects such as driver training and reporting.

Key:

	= On target		= Approaching 6-month target, on track		= Not on target, requires mitigation or change
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¹ Utilization – Average riders per hour per vehicle

² Avg. customer rating – Based on a scale of 1-5

³ To be evaluated quarterly by assessing customer ratings, surveys, and customer feedback

PERFORMANCE REPORTING

Monthly Data Table

MICROTRANSIT PILOT OBJECTIVE	METRIC	GOAL	ACTUAL: TOTAL	ACTUAL: WAV ⁴ ONLY
RIDERSHIP	Total ridership	N/A	4,701	65
	Avg. weekday ridership	350 - 450 (at 6 months)	224	3
	Avg. riders per hour per vehicle (utilization)	2.5 - 4.5 (at 6 months)	1.33	N/A
	WAV request %	2.5% - 5.0%	N/A	1.4%
	Shared rides %	25% (at 6 months)	TBA ⁵	N/A
CUSTOMER EXPERIENCE	Avg. customer rating	4.8 out of 5.0	4.8	4.8
	Average wait time	< 15 minutes	9	13
	On time pick up %	95%	95%	88%
	Avg. miles per ride (trip distance)	N/A	3.7	4.2
	Avg. minutes per ride (trip duration)	N/A	10	13
OVERALL PERFORMANCE	Operating cost	\$154,893 (budget)	\$126,483	N/A
	Operating hours	4,207 (budget)	3,435	N/A
	Operating miles	N/A	44,948	N/A
	Cost per hour	\$36.82 (budget)	\$36.82	N/A
	Cost per mile	N/A	N/A	N/A
	Cost per rider	< \$13.64	\$26.91 ⁶	N/A
	Safe operations	Avoidable accidents < 1 per 100,000 miles	1 ⁷	N/A
	Trips booked through Via's call center	N/A	3%	33%
Fares from credit cards ⁸	N/A	\$1,197	N/A	

⁴ WAV – Wheelchair Accessible Vehicle. Three of the 17 Via vehicles are WAVs.

⁵ TBA – To be announced. The pilot team is in the process of validating shared rides data.

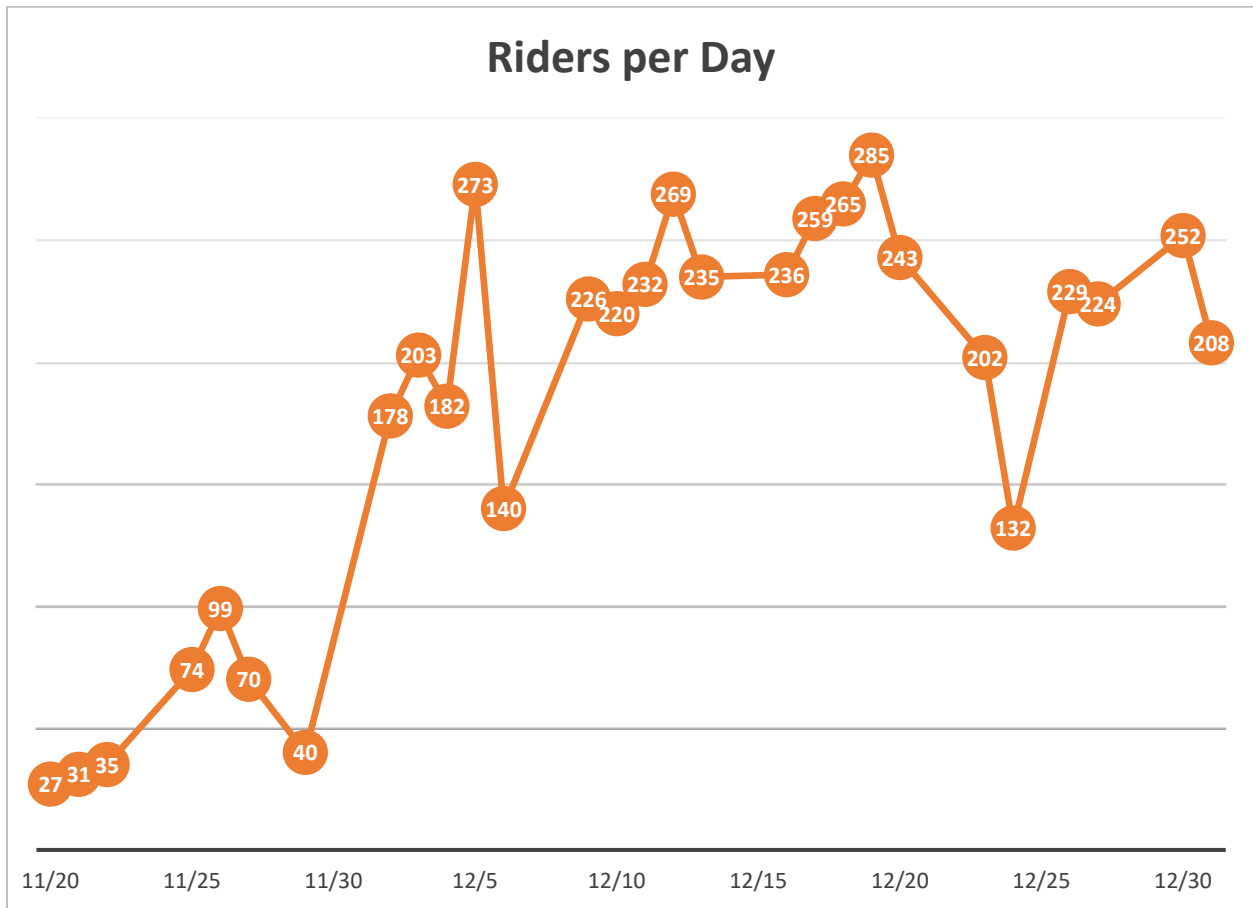
⁶ Cost per rider – Fully allocated, includes operating and capital costs.

⁷ Non-avoidable accident.

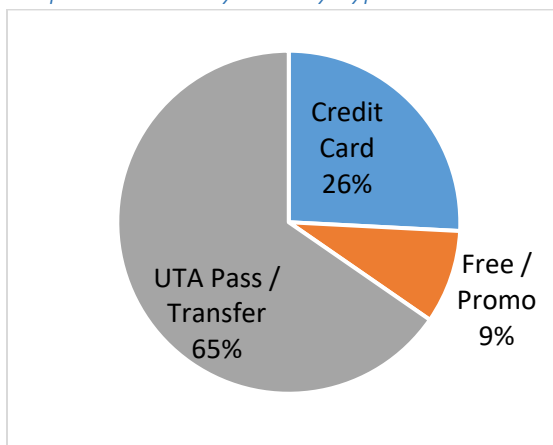
⁸ Includes credit card, debit card, Apple Pay and Google Pay.

Graphic 1. Daily Ridership

From the pilot launch through December 2019



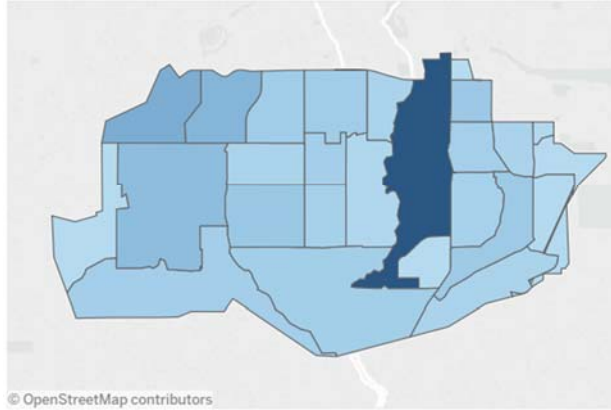
Graphic 2. Fare Payment by Type



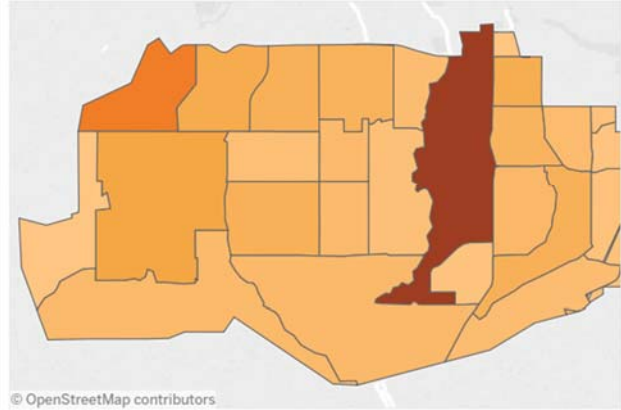
Graphic 3. Usage Maps by Census Block

Darker blocks = more requests

Pickup Requests



Dropoff Requests



Top Pick Up Rail Stations	Requests	Top Drop Off Rail Stations	Requests
Draper FrontRunner	545	Draper FrontRunner	495
Daybreak TRAX	318	Daybreak TRAX	319
Crescent View TRAX	160	Crescent View TRAX	166
South Jordan FrontRunner	119	South Jordan FrontRunner	143

Marketing, Communications, and Promotions Summary

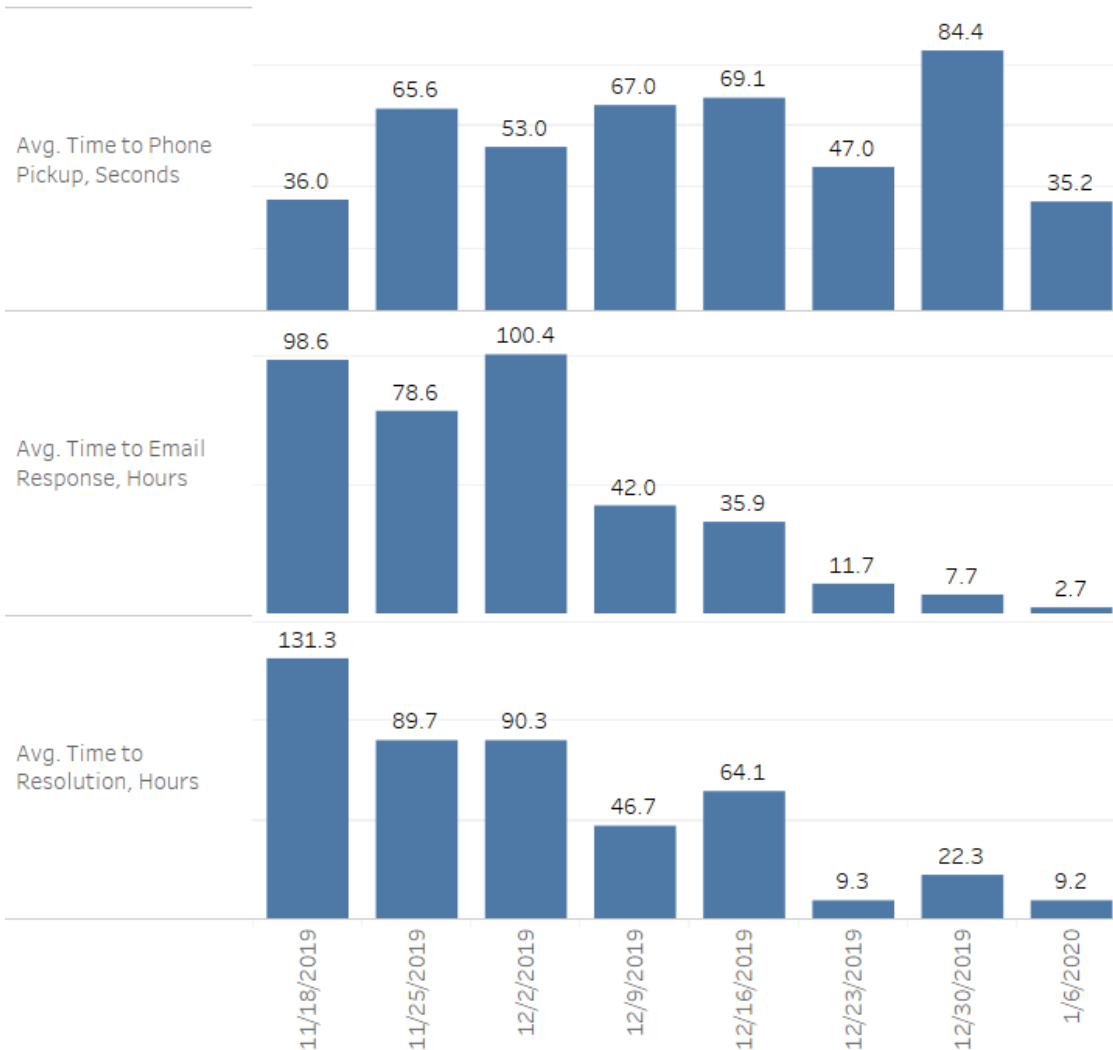
- Since launch and through December efforts included: public event on November 21, extensive media coverage, printed flyers, newspaper ads, free trial offer, social media campaign, digital marketing, community outreach, press release, online survey, street teams, and temporary fare of \$1.00.
- Planned through Q1 2020: postcard mailer, radio ad campaign, on-board rider surveys, continued social media, digital marketing, community outreach, online survey, street teams, and free trial offer valid through February.



CUSTOMER SUPPORT DATA

Graphic 4. Via Call Center Customer Service Statistics

Weekly



Customer Comment Summary

- There were 109 comments logged with Via’s app and 10 with UTA Customer Service. Future monthly reports will break down comments by category.
- Sample customer feedback:
 - *Great ride! But the via app showed a route that would take 17 minutes. Google maps showed 10 minutes.*
 - *Need weekend service.*
 - *I wish I could have been picked up at the front of Riverton high school. Driver was very friendly and talkative.*