

UTA MICROTRANSIT PILOT PROJECT EVALUATION

Monthly Report, January 2020

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 Plan will be collected and reported out monthly. Comprehensive quarterly reports will take place at three-month intervals throughout the project. A final evaluation report will be prepared upon pilot completion.

Overall Health of Pilot Project

| Pilot Objective | Key Performance Metric | DEC | JAN |
|---------------------|-----------------------------------|---------|---------|
| Ridership | Avg. weekday ridership | 224 | 334 |
| | Utilization ¹ | 1.33 | 2.00 |
| Customer Experience | Avg. wait time (minutes) | 9 | 11 |
| | Avg. customer rating ² | 4.8 | 4.8 |
| Overall Performance | Cost per rider | \$26.91 | \$17.91 |
| | Public support ³ | TBD | TBD |
| | Days of operation | 21 | 22 |

January, the second month of pilot operations revealed more typical travel demand patterns than December. Utilization and cost per rider improved as average weekday ridership increased by 49%. Average wait time increased slightly too, although it’s still within the target range of 15 minutes.

Key:

| | | | | | |
|---|-------------|---|--|---|--|
|  | = On target |  | = Approaching 6-month target, on track |  | = Not on target, requires mitigation or change |
|---|-------------|---|--|---|--|

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 | 7,346 | 87 |
| | Avg. weekday ridership | 350 - 450 (at 6 months) | 334 | 4 |
| | Avg. riders per hour per vehicle (utilization) | 2.5 - 4.5 (at 6 months) | 2.00 | N/A |
| | WAV request % | 2.5% - 5.0% | N/A | 1.2% |
| | Shared rides % | 25.0% (at 6 months) | 20.8% | N/A |
| CUSTOMER EXPERIENCE | Avg. customer rating | 4.8 out of 5.0 | 4.8 | 4.8 |
| | Average wait time | < 15 minutes | 11 | 15 |
| | On time pick up % | 95% | 93% | 75% |
| | Avg. minutes per ride (trip duration) | N/A | 10 | 11 |
| | Avg. miles per ride (trip distance) | N/A | 3.8 | 3.2 |
| | Avg. travel time | 3 minutes per mile | 2.6 | 2.9 |
| | OVERALL PERFORMANCE | Operating cost | \$154,893 (budget) | \$131,572 |
| Operating hours | | 4,207 (budget) | 3,666 | N/A |
| Operating miles | | N/A | 63,090 | N/A |
| Cost per hour ⁵ | | \$36.82 (budget) | \$35.89 | N/A |
| Cost per rider ⁶ | | < \$13.08 | \$17.91 | N/A |
| Cost per mile | | N/A | N/A | N/A |
| Safe operations | | Avoidable accidents < 1 per 100,000 miles | 0 | N/A |
| Trips booked through Via's call center | | N/A | 2% | 41% |
| Fares from credit cards ⁷ | | N/A | \$2,615 | N/A |

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

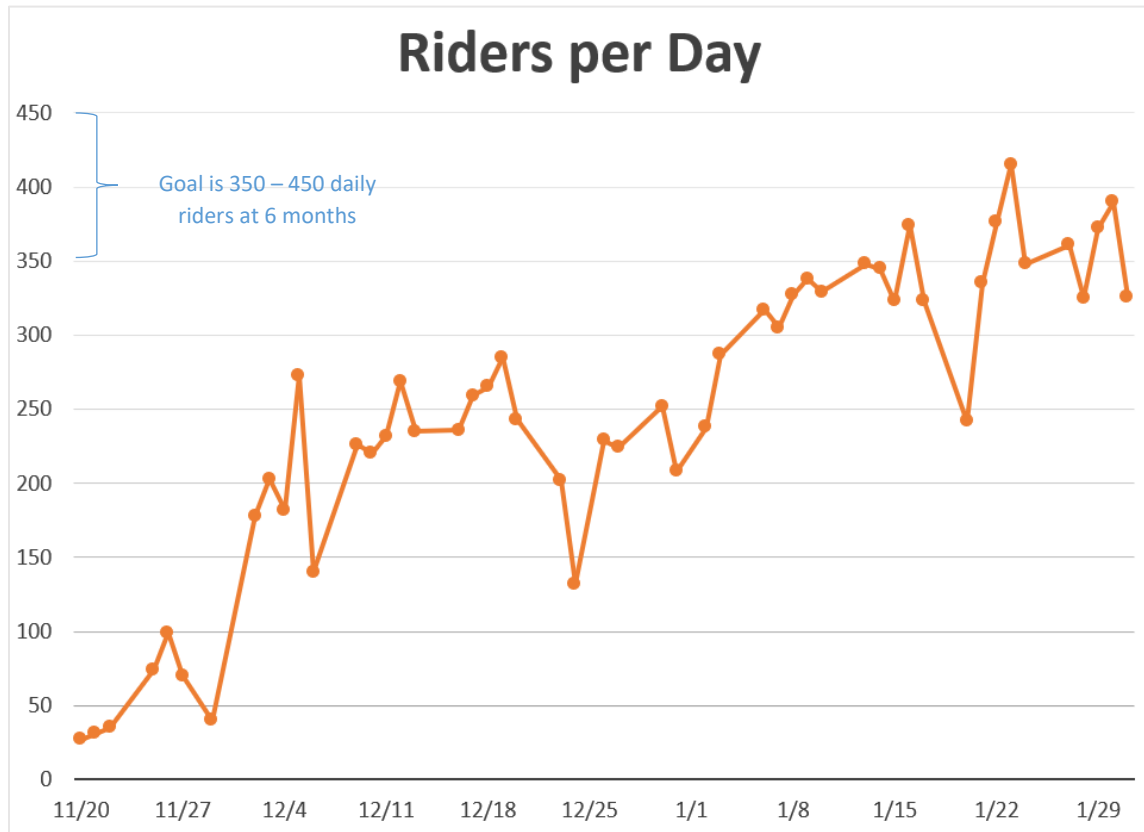
⁵ Cost per hour – Fully allocated; includes operating and capital costs.

⁶ Cost per rider – Goal revised from \$13.64 to \$13.08.

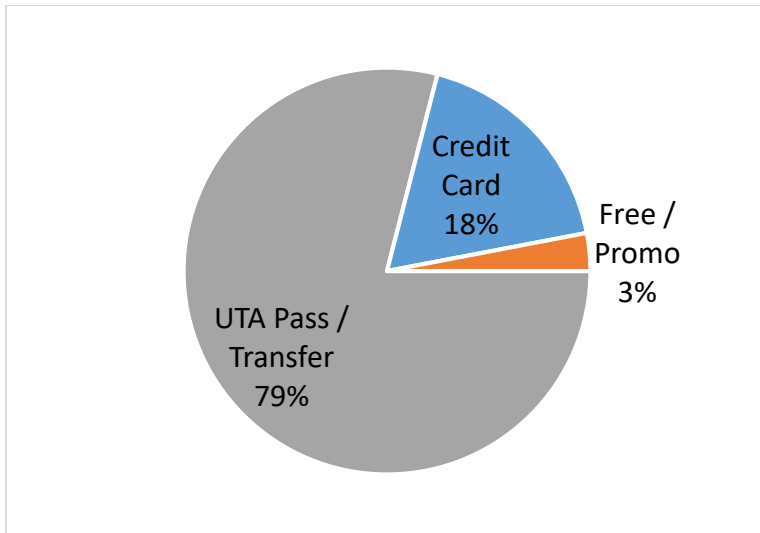
⁷ Includes credit card, debit card, Apple Pay and Google Pay.

Graphic 1. Daily Ridership

From the pilot launch in November 2019 through January 2020



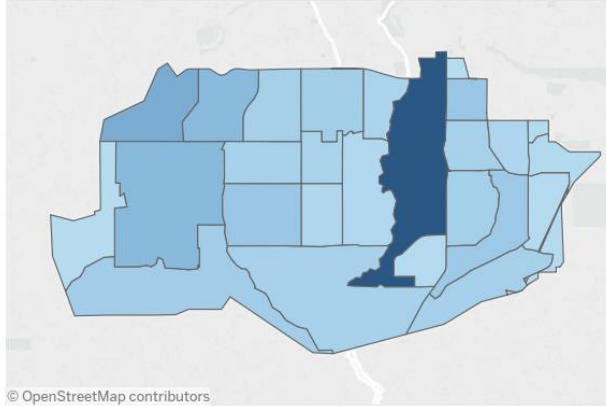
Graphic 2. Fare Payment by Type



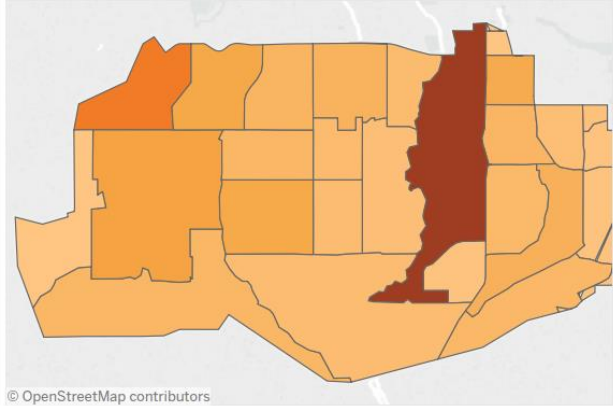
Graphic 3. Usage Maps by Census Block

Darker blocks = more requests

Pickup Requests



Dropoff Requests

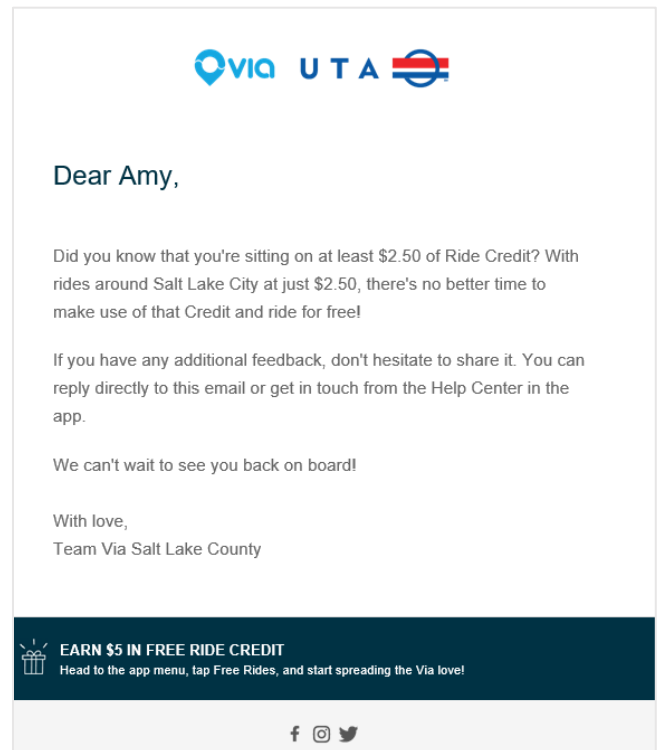


| Top Pick Up Rail Stations | Requests |
|---------------------------|----------|
| Draper FrontRunner | 897 |
| Daybreak TRAX | 467 |
| Crescent View TRAX | 253 |
| South Jordan FrontRunner | 199 |

| Top Drop Off Rail Stations | Requests |
|----------------------------|----------|
| Draper FrontRunner | 763 |
| Daybreak TRAX | 485 |
| Crescent View TRAX | 288 |
| South Jordan FrontRunner | 220 |

Marketing, Communications, and Promotions Summary

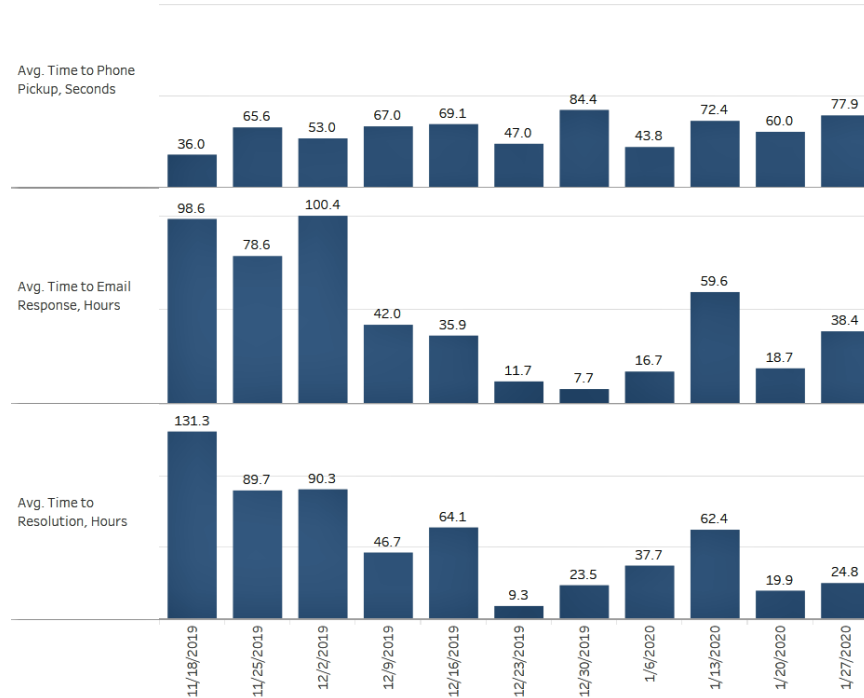
- January efforts included: email marketing (see sample at right), PR support, street teams, social media, community outreach, online survey, and free trial offer.
- The RIDEVIA promo code was extended through May giving new customers two free rides.
- On January 8th an introductory offer ended, and the promotional \$1.00 fare switched to the regular \$2.50 base fare.



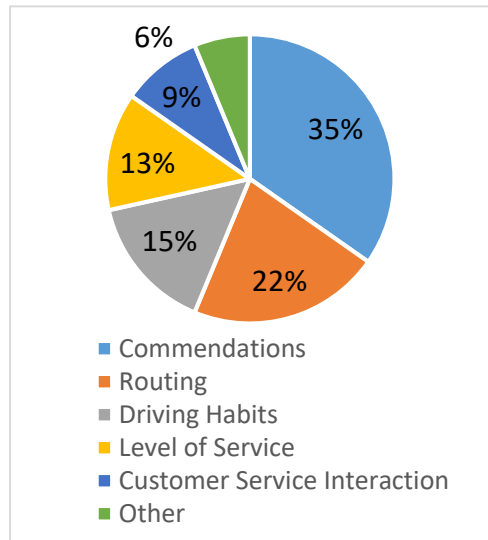
CUSTOMER SUPPORT DATA

Graphic 4. Via Call Center Customer Service Statistics

Weekly



Graphic 5. Customer Comments by Category



| Category | Sample Comment |
|-------------------------------------|--|
| Commendation | Driver was very friendly! |
| Routing | Drops off people across street when going to smiths in draper |
| Driving habits | Not paying attention; slammed on breaks; loud music |
| Level of Service | Pls enlarge the service area |
| Customer Service Interaction | Got mad at me because I didn't correct him when he went the wrong way |
| Other | I have been wait for longer. When i put 2 minutes pick up. Grrr late my work!! |

Customer Comment Summary

There were 144 total comments logged. Via's app received 134 and UTA Customer Service logged 10. The "Other" category includes customer feedback about Via's app, fare suggestions, and lost items.