

UTA MICROTRANSIT PILOT PROJECT EVALUATION

Monthly Report, March 2020
Prepared by UTA Innovative Mobility Solutions
Under the Office of Communications and Marketing



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	JAN 2020	FEB 2020	MAR 2020
Ridership	Avg. weekday ridership	334	392	275
	Utilization ¹	2.00	2.31	1.52
Customer Experience	Avg. wait time (minutes)	11	12	10
	Avg. customer rating ²	4.8	4.8	4.8
Overall Performance	Cost per rider	\$17.91	\$15.54	\$23.27
	Days of operation	22	20	22

On March 11th the service hit a new high with 505 riders. However, like UTA ridership systemwide, March microtransit ridership fell dramatically (-30%) compared to the previous month due to COVID-19. March 30th usage had plummeted to a low of 102 riders.

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 to 5

PERFORMANCE REPORTING

Monthly Data Table

MICROTRANSIT PILOT OBJECTIVE	METRIC	GOAL	ACTUAL: TOTAL	ACTUAL: WAV ³ ONLY
RIDERSHIP	Total ridership	N/A	6,058	67
	Avg. weekday ridership at 6 months	350 - 450	275	3
	Avg. riders per hour per vehicle at 6 months (utilization)	2.5 - 4.5	1.5	N/A
	WAV request %	2.5% - 5.0%	N/A	1.1%
	First mile/last mile connections to transit	25%	49%	N/A
	Shared rides % at 6 months	25%	23%	N/A
CUSTOMER EXPERIENCE	Avg. customer rating	4.80 out of 5.00	4.82	4.81
	Average wait time	< 15 minutes	11	18
	On time pick up %	95%	94%	83%
	Avg. minutes per ride (trip duration)	N/A	10	12
	Avg. miles per ride (trip distance)	N/A	3.7	3.3
	Avg. travel time (trip speed v. driving)	< 3.0 minutes per mile	2.7	3.4
OVERALL PERFORMANCE	Operating cost budget	\$162,269	\$140,969	N/A
	Operating hours budget	4,407	3,978	N/A
	Operating miles	N/A	54,678	N/A
	Cost per hour ⁴ budget	\$36.82	\$35.44	N/A
	Cost per rider	< \$13.08	\$23.27	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	3%	42%
	Fares from credit cards ⁵	N/A	\$2,313	N/A

³ WAV – Wheelchair Accessible Vehicle. Three of the 17 Via vehicles are WAVs.

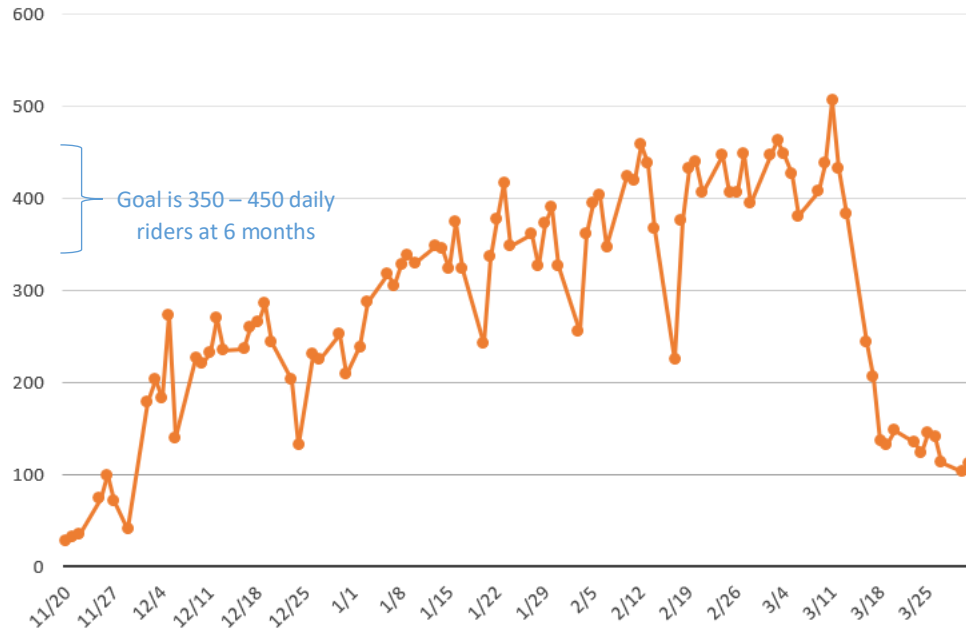
⁴ Cost per hour – Fully allocated; includes operating and capital costs. Excludes marketing expenses.

⁵ Fares from credit cards – Includes credit card, debit card, Apple Pay and Google Pay.

Graphic 1. Daily Ridership

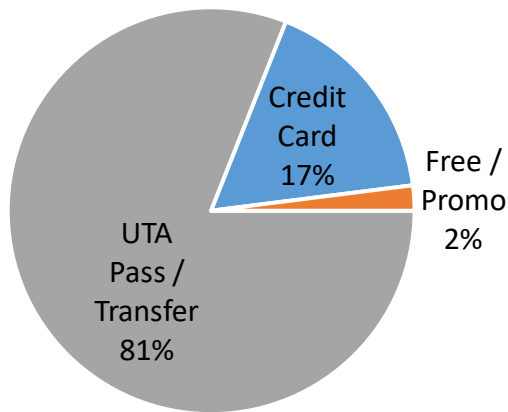
From the Pilot launch in November 2019 through March 2020

Riders per Day



Note: Although ridership declined significantly in March, a smaller group of customers continued to use microtransit for essential trips.

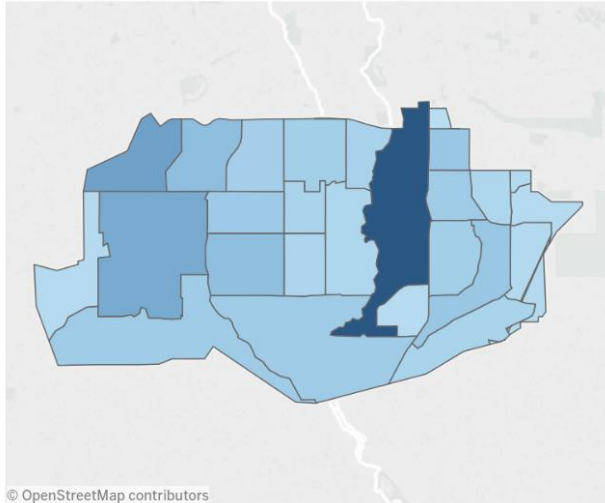
Graphic 2. Fare Payment by Type



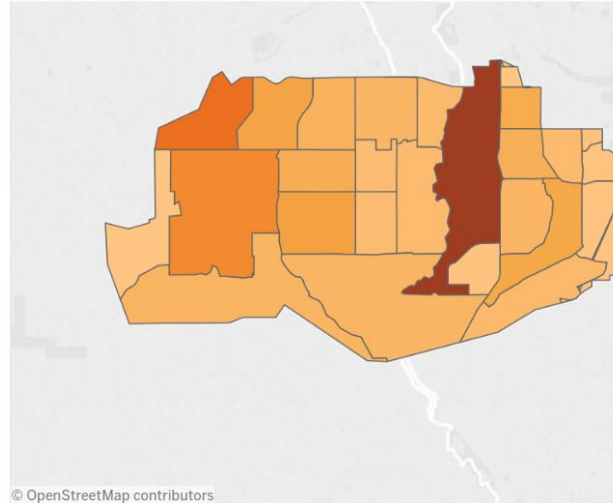
Graphic 3. Usage Maps by Census Block

Darker blocks = more requests

Pickup Requests



Dropoff Requests



Top Pick Up Rail Stations	Requests
Draper FrontRunner	565
Daybreak TRAX	450
Crescent View TRAX	215
South Jordan FrontRunner	137

Top Drop Off Rail Stations	Requests
Draper FrontRunner	469
Daybreak TRAX	406
Crescent View TRAX	229
South Jordan FrontRunner	144

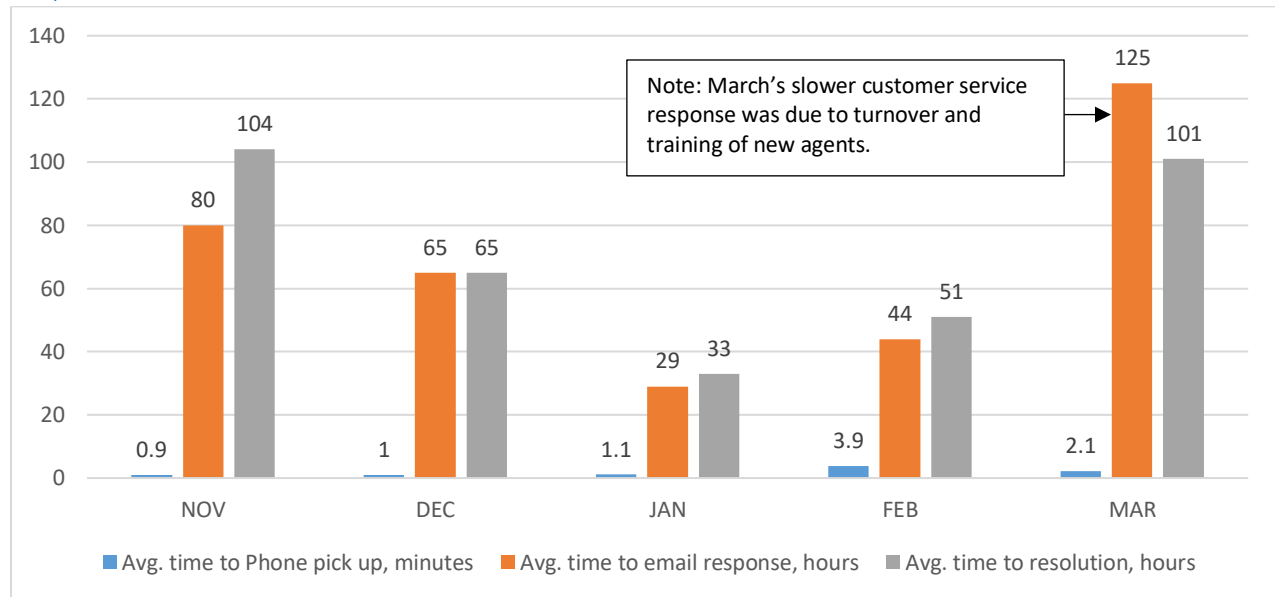
Marketing, Communications, and Promotions Summary

- Early March marketing and promotions included: referral program, street marketing, digital ads, social media, in-app promotions, email communications, community outreach by UTA travel trainers, Open UTA online survey, and free trial offer.
- All marketing was suspended mid-March due to the novel coronavirus crisis. Via’s health-related communication to riders included:
 - Stepped up cleaning and disinfecting
 - Reduced max passengers allowed from 6 to 3
 - Paused Via Passes

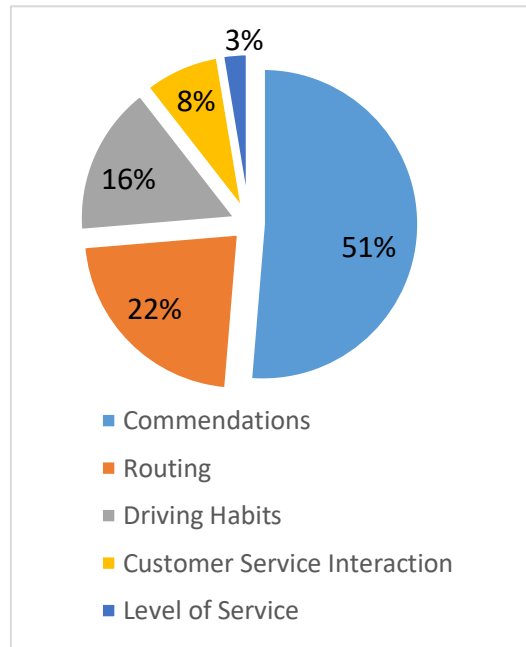


CUSTOMER SUPPORT DATA

Graphic 4. Via Call Center Customer Service Statistics



Graphic 5. Comments by Category



Customer Comment Summary

There were 76 total comments logged. Via's app received 69 and UTA Customer Service logged 7.

Category	Sample Comment
Commendations	<p><i>If I had to hire a private chauffeur, it would be him. He knows what he is doing and it shows!</i></p> <p><i>All of your drivers are fantastic!!!</i></p> <p><i>Great driver and ride.</i></p> <p><i>Favorite driver I've had so far. Smiled and looked at me when she said hi :)</i></p> <p><i>Got me where I actually needed to go</i></p>
Routing	<p><i>I missed my 4 pm train because she was delayed in picking me up. Now I have to wait an additional half an hour for the next train. Very disappointed.</i></p>
Driving habits	<p><i>She can't understand English and almost caused an accident because of this.</i></p>
Level of Service	<p><i>I wish UTA had the Via thing in Davis County.</i></p>
Customer Service Interaction	<p><i>Smelt like cigarette smoke.</i></p>