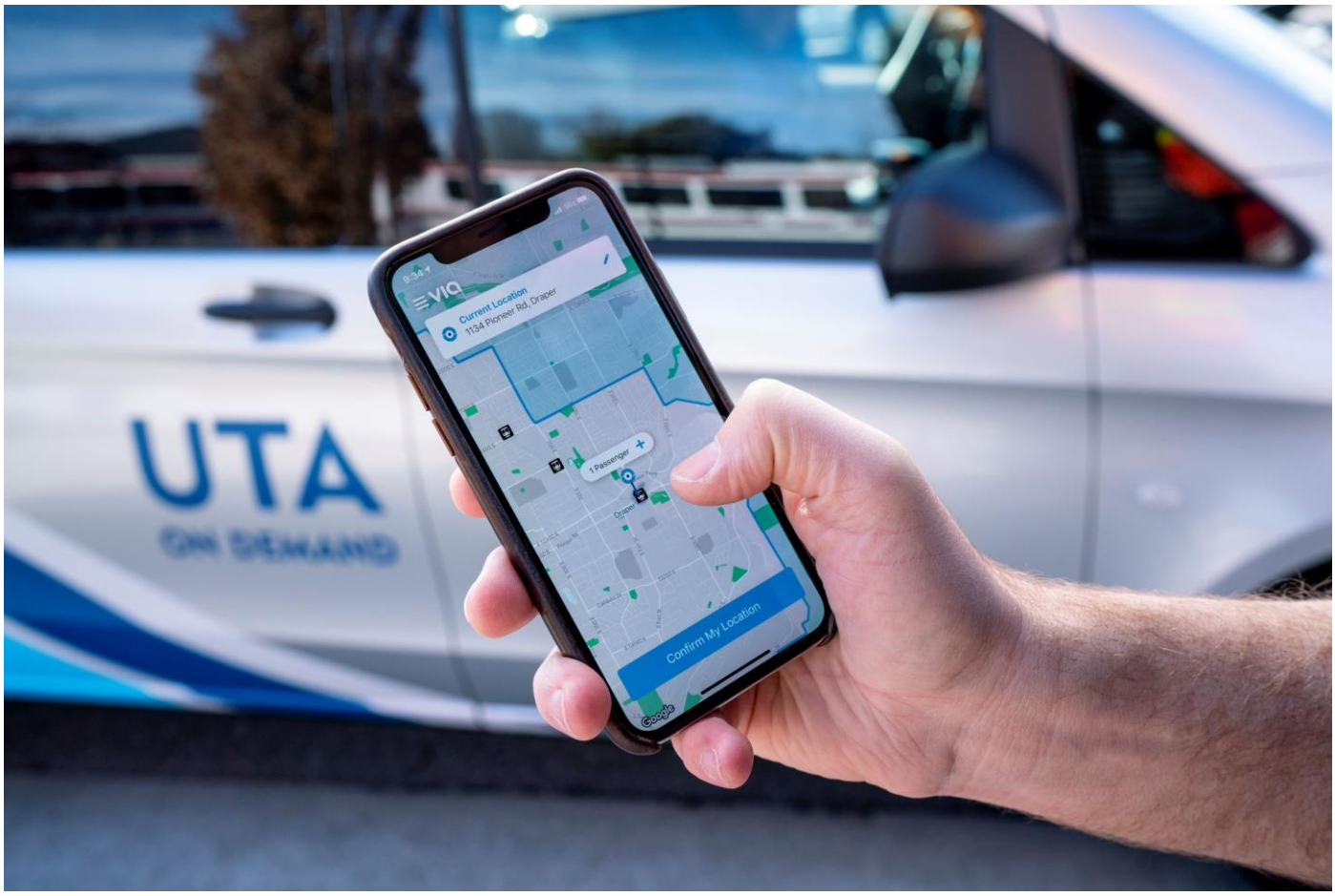
UTAH TRANSIT AUTHORITY QUARTERLY MICROTRANSIT PILOT PROJECT EVALUATION

SOUTH SALT LAKE COUNTY, 2ND QUARTER OPERATIONS
FOR THE MONTHS OF: MARCH 2020 / APRIL 2020 / MAY 2020

Prepared by UTA Innovative Mobility Solutions under the Office of Communications & 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.

OVERALL HEALTH OF PILOT PROJECT: Q2 UPDATE

In the second quarter of the Pilot, hundreds of riders continued to use the microtransit service for thousands of essential trips throughout the COVID-19 outbreak. As the state of Utah eased the health risk guidance from red to orange to yellow, the Pilot's ridership experienced a step drop in March and then a gradual recovery in May as customers again felt more comfortable booking rides. Top learnings at this stage are:

- Customer travel needs changed when the health crisis hit, and the Pilot service flexibly adapted in real time.
- While the general population is slower to resume travel, customers in wheelchairs are using microtransit at record rates.
- Early pre-COVID results and projections show solid potential for microtransit service.

The Pilot has achieved Q2 targets for customer experience and public support. While the pre-COVID targets for ridership, utilization, and cost per rider are more challenging now, projections indicate targets would have been achieved in normal conditions.[1]

Figure 1: Key Performance Indicators (KPIs)

Pilot Objective	Metric	Q1	MAR	APR	MAY	Q2
Ridership	Avg. weekday ridership	316	275	105	124	**169**
	Utilization[2]	1.88	1.52	0.67	0.79	**1.02**
Customer Experience	Avg. wait time (minutes)	11	10	8	9	**10**
	Avg. customer rating[3]	4.8	4.8	4.8	4.8	**4.8**
Overall Performance	Cost per rider	$19.10	$23.27	$52.22	$44.14	**$34.30**
	Public support	✓	N/A	N/A	N/A	✓
	Days of operation	63	22	22	21	**65**

Key:

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

[1] See "What If" Projections on Page 7 for details
[2] Utilization – Average riders per hour per vehicle
[3] Average customer rating – Based on a scale of 1-5

HOW COVID-19 HAS IMPACTED UTA & THE MICROTRANSIT PILOT

UTAH DIRECTIVES, PUBLIC HEALTH AND TRANSPORTATION

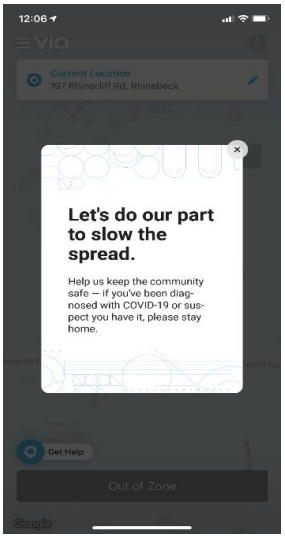
These are extraordinary times here in Utah and throughout the world. On March 11th, the World Health Organization declared COVID-19 a global pandemic. On March 27th Utah Governor Herbert issued a "Stay Safe, Stay Home" directive to all Utahns to reduce the risk of COVID-19 transmission and minimize impact on local hospitals. [4] According to the Wasatch Front Regional Council, the pandemic has decreased traffic volumes to transit stations by 38%, reduced congestion and travel times, and limited transit use.[5]

IMPACT TO UTA[6]

As part of the ongoing effort to limit the spread of the COVID-19 virus and ensure fiscal responsibility, UTA implemented temporary service reductions beginning April 5th until further notice. In addition, UTA has taken several measures to promote social distancing during the COVID-19 pandemic to protect riders and employees. UTA advised people to limit their transit use to the essential trips outlined by local and state leadership. Changes included:

- Encouraging passengers to wear a face mask
- Rear door bus boarding
- Asking passengers to stay 6-feet back from bus operators
- Daily cleaning and disinfecting of all vehicles

Like other transit agencies across the country, UTA has seen a significant decrease in ridership due to the COVID-19 pandemic. Average weekday ridership declined by -68% in April and by -66% in May compared to last year.



IMPACT TO THE MICROTRANSIT PILOT

The microtransit Pilot adopted social distancing and right-sizing of services similar to UTA's adjustments in response to the pandemic. Changes included:

- Encouraging passengers to sit in the seat farthest from the driver
- Reduced maximum passengers allowed from 6 to 3
- Reduced vehicle supply to meet demand and achieve cost savings
- Providing face masks to drivers and riders
- Daily cleaning and disinfecting of all vehicles

Like other UTA services, the microtransit Pilot ridership declined significantly due to COVID-19. Average weekday ridership fell by -62% in April compared to the previous month. In May ridership recovered slightly (+18%) compared to April. On May 1st Governor Herbert moved most of Utah from the high risk into the moderate risk category, and on May 15th into the low risk category.

[4] Utah COVID-19 response website: https://storymaps.arcgis.com/stories/cabf07b39a6046ee992f1630949a7c80
[5] WFRC report: https://docs.google.com/document/d/1yfrLHwpmEERRZzXZd-3uATTlUv-ZBLd7vIODi8gmCi0/edit
[6] UTA COVID-19 update website: https://www.rideuta.com/Rider-Info/Coronavirus-COVID-19-Updates

BEYOND METRICS – DETERMINING SUCCESS

OBJECTIVE SUMMARY

While tracking to KPIs is essential, quantitative metrics alone cannot tell the whole story. The prime qualitative objectives of the Pilot and status are:

	OBJECTIVE	STATUS
1.	Improve mobility and enhance the customer experience.	*On target*
2.	Provide expanded access for all users in the area, especially for users with disabilities.	*On target*
3.	Improve overall transit ridership by providing first and last mile connections to UTA TRAX and FrontRunner stations.	*On target*
4.	Provide trips to other important destinations in the area such as job sites, hospitals, and grocery stores.	*On target*
5.	Present economically sustainable models for scaled implementation.	*On target* [7]
6.	Engage the public and garner public support for the Pilot.	*On target*

Status is currently on target for six out of six objectives as assessed by the Pilot team, even with COVID-19 significantly affecting Pilot operations. Pilot Objectives are referred to throughout this report to check progress towards a successful Pilot project.

SUCCESS

For UTA, the Pilot will be successful if after 12 months:

1. UTA can measure the Pilot's performance using quantative and qualitative data.
2. The Pilot Objectives are achieved.
3. UTA can make informed, data-driven decisions on whether to continue the Pilot and to extend UTA's contract with Via, determine the future of Flex Routes in the service area, and the potential for microtransit in the UTA Five Year Mobility Plan.

EVALUATION PROCESS

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.

PUBLIC SUPPORT

The hardest objective to gauge is public support. The Pilot team must estimate the level of public approval based on direct engagement, ridership trends, customer satisfaction scores and inferences. In Q2 public support for the Pilot can be inferred from generally positive feedback from riders, media coverage, and recovering ridership numbers. The Pilot team aims to build on this early support through continued community outreach and quality service delivery.

[7] See Cost Effectiveness Figure 14 on Page 9 for details

QUARTERLY PERFORMANCE DETAIL

Figure 2: Q2 Data Table

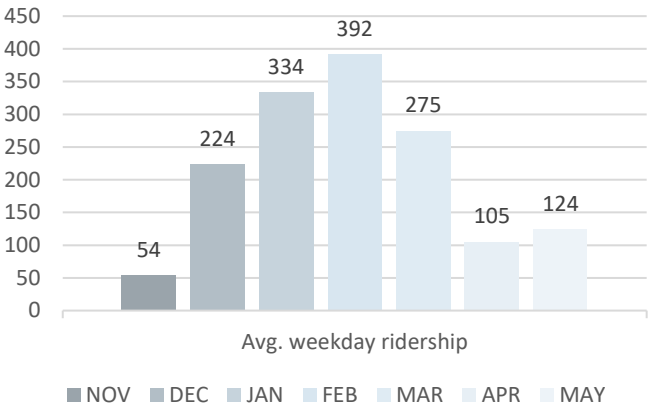
Pilot Objective	Metric	Goal	MAR 2020	APR 2020	MAY 2020	Q2 Total	Q2 WAV[8] Only
Ridership	Total ridership	N/A	6,058	2,304	2,600	10,962	208
	Avg. weekday ridership	350 - 450 (at 6 months)	275	105	124	169	3
	Avg. riders per hour per vehicle (utilization)	2.5 - 4.5 (at 6 months)	1.5	0.7	0.8	1.02	N/A
	WAV request %	2% - 5%	1.1%	1.6%	4.0%	N/A	1.9%
	First mile / last mile connections to transit	25%	49%	39%	36%	N/A	N/A
	Shared rides %	25% (at 6 months)	23%	4%	6%	N/A	N/A
Customer Experience	Avg. customer rating	4.8 out of 5.0	4.82	4.80	4.85	4.82	4.82
	Average wait time	< 15 minutes	11	8	9	10	13
	On time pick up %	95%	94%	96%	93%	94%	88%
	Avg. minutes per ride	N/A	10	9	10	9	11
	Avg. miles per ride	N/A	3.7	3.6	3.9	3.7	3.2
	Avg. travel time	< 3 minutes per mile	2.7	2.5	2.6	2.4	3.4
Overall Performance	Operating cost[9]	$479,430 (Q2 Budget)	$140,969	$120,317	$114,752	$376,038	N/A
	Operating hours	13,022 (Q2 Budget)	3,978	3,456	3,289	10,724	N/A
	Operating miles	N/A	54,678	30,497	32,213	117,955	N/A
	Cost per hour	$36.82 (Q2 Budget)	$35.44	$34.81	$34.89	$35.07	N/A
	Cost per rider	< $13.08	$23.27	$52.22	$44.14	$34.30	N/A
	Cost per mile	N/A	N/A	N/A	N/A	N/A	N/A
	Safe operations (avoidable accidents)	< 1 per 100,000 miles	0	0	0	0	N/A
	Trips booked through Via's call center	N/A	3%	4%	6%	4%	27%
	Fares from credit cards[10]	N/A	$2,313	$2,213	$1,483	$6,009	N/A

[8] WAV – Wheelchair Accessible Vehicle. Three of the 17 total Via vehicles are WAVs.
[9] Operating cost – Fully allocated; includes operating and capital costs. Excludes marketing expenses.
[10] Fares from credit cards – Includes credit card, debit card, Apple Pay and Google Pay.

RIDERSHIP

Average weekday ridership declined by 47% in Q2 due to the health crisis. At the end of Q2, May average weekday ridership recovered slightly and increased by 18% over April as shown in Figure 3. Similarly, utilization fell by 46% compared to Q1. Given social distancing requirements and configured limits to 3 riders per vehicle, it is not currently possible to meet the pre-COVID **utilization** target. The percentage of **shared rides** d-ecreased from 23% in March to 4% in April and rebounded slightly to 6% in May.

Figure 3: Average Weekday Ridership by Month



As shown in Figure 4, customers seeking wheelchair accessible vehicles are not only back on microtransit, usage in May was higher than ever. Figure 5 reveals that most riders took interlocal trips in Q2. Microtransit is being tested as a coverage solution, meaning the entire zone receives service. In Q2 the Pilot served approximately 1,400 unique origin points and 1,300 unique destination points highlighting the wide array of trip purposes throughout the zone. Figure 6 displays the top origin (pick up) and destination (drop off) points during the second quarter of the Pilot. The data shows that riders are using the service to connect to UTA TRAX and FrontRunner trains for **first and last mile** connections, plus travelling within the zone to local businesses for work, shopping, and recreation. Together this data demonstrates that **mobility has improved** in the Pilot service area for a diverse set of needs and for users with disabilities.

Figure 4: Trips on Wheelchair Accessible Vehicles (WAVs)

	MAR	APR	MAY
TOTAL RIDES WAV	67	37	104
AVG. WEEKDAY WAV RIDERS	3.0	1.7	5.0

Figure 5: First Mile v. Interlocal Trips

	MAR	APR	MAY
FIRST MILE / LAST MILE	49%	39%	36%
INTERLOCAL TRIPS	51%	61%	64%

Figure 6: Top Locations in Q2

Top 10 Origin (Pick Up) Locations				Top 10 Destination (Drop Off) Locations				
#	Origin	City		#	Destination	City		
1	TRAX, Daybreak Parkway	South Jordan		1	TRAX, Daybreak Parkway	South Jordan		
2	FrontRunner, Draper	Draper		2	FrontRunner, Draper	Draper		
3	TRAX, Draper Town Center	Draper		3	TRAX, Crescent View	Sandy		
4	TRAX, Crescent View	Sandy		4	Business	Riverton		
5	Business	Riverton		5	TRAX, Draper Town Center	Draper		
6	Business	Riverton		6	FrontRunner, South Jordan	South Jordan		
7	FrontRunner, South Jordan	South Jordan		7	Business	South Jordan		
8	Residential Apartments	Draper		8	Residential Apartments	Draper		
9	Residential	Herriman		9	Business	Riverton		
10	TRAX, Kimball's Lane	Draper		10	Business	South Jordan		

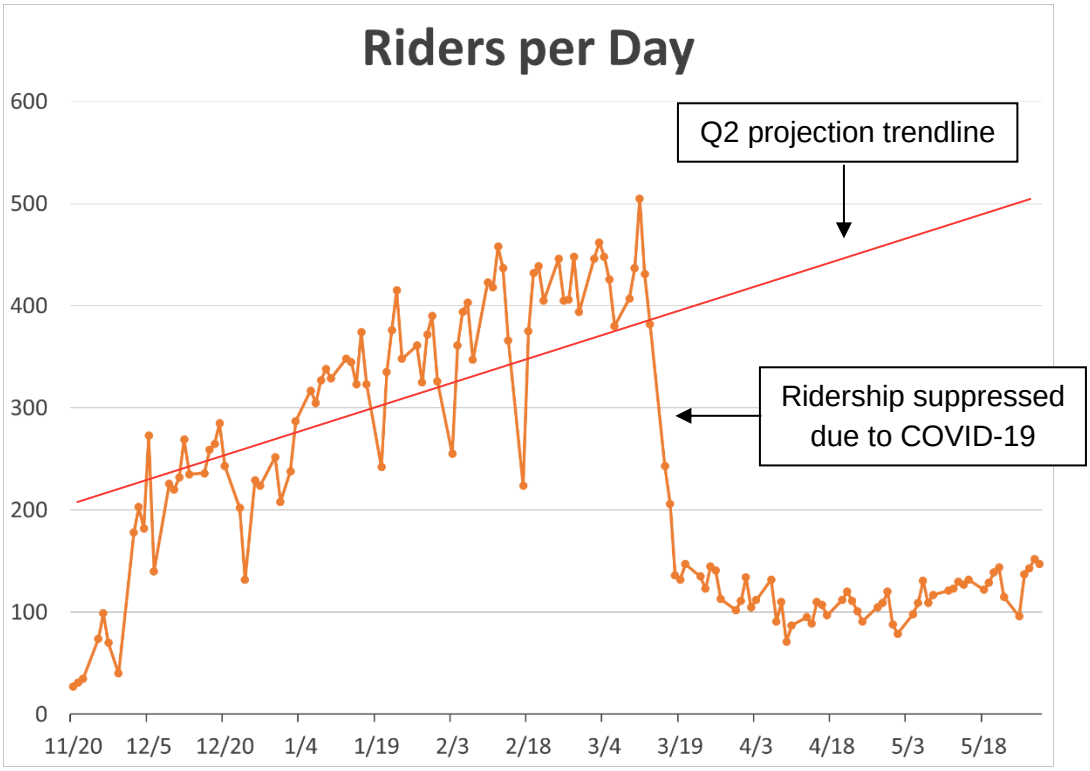
"WHAT IF" PROJECTIONS

Given the extraordinary impact on the Pilot due to the COVID-19 pandemic, the Pilot team wanted to explore a "what if" scenario. This scenario projects the last 90 days of normal pilot costs and daily ridership out to the end of Q2 using historical data. Another factor to consider is the seasonality of transit ridership. UTA ridership typically dips in the spring and summer when students travel less often. Using historical data and adjusting for seasonality results in an estimated range of 450 – 500 average weekday daily ridership, thus achieving the Pilot's cost and ridership objectives by the end of Q2. As shown in Figure 8, actual results reported for March, April, and May 2020 are quite different from these projections due to COVID-19. Still, Pilot stakeholders may find this alternative scenario helpful when evaluating the potential of future microtransit services.

Figure 7: KPI Projections Under Normal Circumstances

Pilot Objective	Metric	Q1 Actual	Q2 Actual	Q2 Projection	Target Met?
Ridership	Avg. weekday ridership	316	**169**	450 – 500	✓
	Utilization[11]	1.88	**1.02**	2.5 – 2.7	✓
Customer Experience	Avg. wait time (minutes)	11	**10**	12 – 13	✓
Overall Performance	Cost per rider	$19.10	**$34.30**	$12 – $13	✓

Figure 8: Actual Daily Riders with Trendline Projection



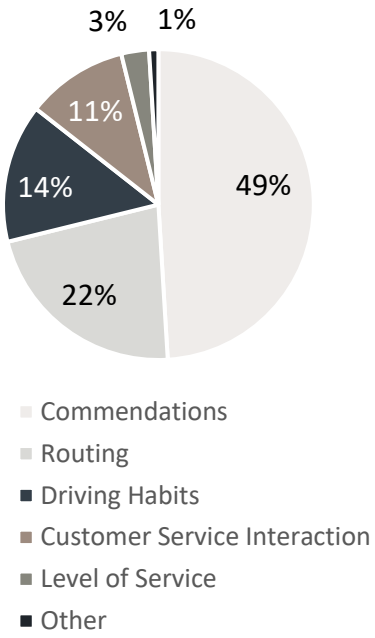
[11] Utilization – Average riders per hour per vehicle

CUSTOMER EXPERIENCE

Providing an **enhanced customer experience** is one of the Pilot's primary objectives. This is being measured by customers rating their experience in the Via app immediately after their ride. Approximately 37% of riders rated their trips in the second quarter, giving the Pilot service an average score of 4.8 out of 5.0 stars and meeting the Pilot's stated goal of 4.8.

Formal **customer feedback** was collected mainly through the Via app and by UTA customer service representatives. Over the quarter there were 104 total comments logged, mainly through Via's app. Figure 9 shows that there were more commendations than any other type of feedback. Praise for the service was followed by complaints about vehicle routing, concerns about driving habits, and complaints about driver behavior. Requests to expand the level of service (i.e. longer hours, larger zone) and other types of issues (i.e. fares, app usage) rounded out the feedback. These comments are reviewed by the Pilot team and with Via to continuously improve the service. In addition to the formally logged and tracked feedback, the Pilot team is listening to customers on social media and through an Open UTA survey.

Figure 9: Customer Comments, Q2



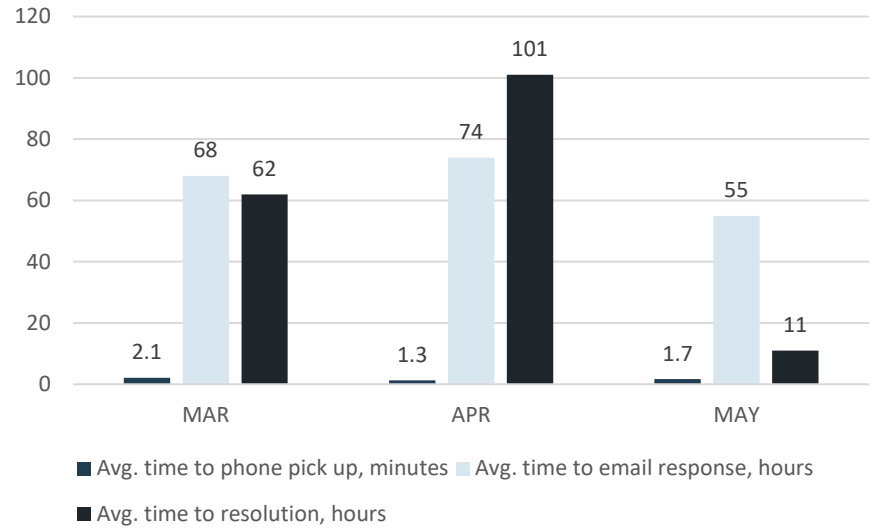
An **average ride** is short in both distance and duration. A typical ride is 3-4 miles and lasts 9-10 minutes from pick up to drop off. The average travel speed is 2.4 minutes per mile, or approximately 25 MPH. This compares favorably to travel times on mainly 25-40 MPH roads and non-highway auto trips. **On-time pickups** improved a little from 93% in Q1 to 94% in Q2. Since the Via service uses a corner-to-corner routing, customers are typically asked to walk to the nearest intersection. The average walking distance was 0.14 miles total per trip.

Figure 10: Sample Rider Feedback by Category

Sample Comment	Category
"Very helpful thank you so much" "He's amazing" "Really helpful and very professional he actually makes me look at UTA more positively" "Ian was very nice! Great conversation and excellent driver!" "She was very kind to wait for me after calling her when I couldn't find her."	Commendations
"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."	Routing
"Driver of UTA van with Utah plate V52 9XG operating recklessly…"	Driving Habits
"I wish UTA had the Via thing in Davis County."	Level of Service
"Smelt like cigarette smoke."	Customer Service Interaction

When customers need to book a ride over the phone or resolve a problem, they dial into a Via-operated call center. Figure 11 shows that average phone pick-up times are holding steady around two minutes or less throughout Q2. After higher than normal resolution times in April due to staff transitions, service levels have improved since the start of the quarter.

Figure 11: Via Customer Call Center Service Levels



"Ride was grrrrrrrrrreat!" – Customer comment March 17th

"I love the VIA service. My greatest hope is that it will operate on weekends and be available earlier in the mornings." – Customer comment April 2nd

"He went out of his way to keep us safe" – Customer comment April 22nd

COST EFFECTIVENESS

The Pilot team analyzes costs per the Pilot Objectives to present economically sustainable models for scaled implementation. Operating microtransit under a Transportation-As-A-Service (TAAS) model, UTA's cost to run each hour of service is a fixed **cost per hour** as negotiated in the UTA-Via agreement. Adding fuel expenses, total operational costs in Q2 averaged $35.07 per hour which compares favorably to a UTA benchmark system cost of $45.93 per hour as shown in Figure 12.

UTA's Flex Routes set the basis for the Pilot's **cost per rider** goal. In general, microtransit cost per rider is expected to be higher than fixed route bus but lower than paratransit bus. UTA's Flex Route operating costs per rider fall into that range. In 2018 Flex Routes in the service area had an average investment per rider (IPR) of $16.35. The Pilot aims to be more cost effective than existing service by cutting costs 20% from $16.35 to $13.08 per microtransit rider. In Q2 the Pilot averaged $34.30 per rider as shown in Figure 12.[12] Note that projections using pre-COVID data estimate a $12 – $13 cost per rider per Figure 7.

Figure 12: Cost Effectiveness Tracking

	PILOT TARGET	PILOT Q1	PILOT Q2	Q2 PROJECTIONS	UTA BENCHMARK	BENCHMARK BASIS
COST PER RIDER	< $13.08	$19.10	$34.30	$12.00 - $13.00	$16.35	UTA Flex Route Bus
COST PER HOUR	$36.82	$36.18	$35.07	N/A	$45.93	UTA System
COST PER MILE	N/A	N/A	N/A	N/A	N/A	UTA System

[12] Unique to microtransit, this Pilot is tracking fully allocated costs that include both capital and most operating expenses, while all other UTA services track only operating expenses making it difficult to compare costs across service types. Cost per mile does not apply because these costs are already included in the hourly rate.

The Pilot finished Q2 under **budget** by 2,298 hours and $103,392 (19%). Cost savings are due to the Pilot's ability to quickly reduce hours as customer demand fell in Q2 due to the health crisis. Cumulative tracking shows a total of 4,417 hours and $188,149 under budget.

FLEX ROUTES

As part of the Pilot, UTA seeks to understand if microtransit can be an alternative mode of transit to traditional bus services in low density and harder to serve areas. During the Pilot planning phase, routes F504, F518, F534, F546, and F547 were identified as routes which do not meet UTA service and performance standards.[13] These standards include low ridership and a high IPR. While the Flex Routes remain in operations during the Pilot, the project team continues to monitor and evaluate their performance as part of the overall recommendations regarding the future of the microtransit service.

Like other UTA services, Flex Route ridership declined significantly due to COVID-19. Q2 Flex Route performance data indicates a year over year 70% total reduction in ridership across routes F504, F518, F534, F546, and F547. Route F534 was suspended and frequency on other routes was reduced to 60 minute all day service on April 14th along with many other COVID-19-related service reductions. While the project team does not have supporting quantitative or qualitative data to support a mode shift from the Flex Routes to the microtransit service, it can be inferred that some UTA customers are likely changing modes as microtransit ridership continues to increase.

Figure 13: Selected Flex Route Trends

	MAR	APR	MAY	Q2 TOTAL
LAST YEAR	MAR 2019	APR 2019	MAY 2019	
F504	2,160	2,068	2,179	
F518	1,775	1,940	1,957	
F534	337	373	377	
F546	1,877	2,050	1,864	
F547	2,226	2,492	2,562	
FLEX ROUTE RIDERSHIP	**8,375**	**8,923**	**8,939**	**26,237**
THIS YEAR	MAR 2020	APR 2020	MAY 2020	
F504	1,421	537	604	
F518	963	385	446	
F534	180	22	0	
F546	829	336	353	
F547	1,098	334	412	
FLEX ROUTE RIDERSHIP	**4,491**	**1,614**	**1,815**	**7,920**
YEAR OVER YEAR FLEX ROUTE RIDERSHIP CHANGE	-3,884	-7,309	-7,124	-18,317
% CHANGE	-46%	-82%	-80%	-70%
FOR COMPARISON, Q2 MICROTRANSIT RIDERSHIP	*6,058*	*2,304*	*2,600*	*10,962*

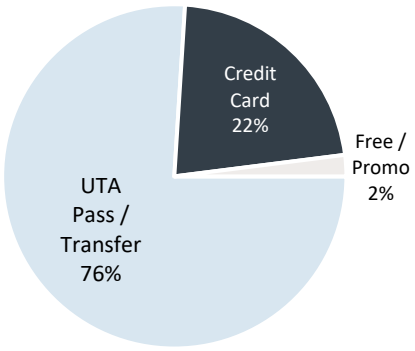
[13] The microtransit service area was subsequently modified prior to launch. The F514, which meets UTA service and performance standards for Flex Routes, was included in the modified service area but is not included in the Flex Route Performance Indicators.

OVERALL PERFORMANCE

The microtransit Pilot is testing a **coverage service model** by providing on-demand access to everyone in the area. The Pilot nearly doubled the coverage area with an 80% increase from 36 square miles to 65 square miles. Over the remaining months, the Pilot team will determine if microtransit is working as an efficient and effective coverage service by measuring against the KPIs in Figure 1 and Pilot Objectives on page 3.

The majority (76%) of riders **pay** with a UTA pass, ticket, or transfer as shown in Figure 14. Credit card payment (22%) includes credit cards, debit cards, Apple Pay, and Google Pay. Free and promotional fares (2%) include free ride credits tied to a single-use promotional code and fares waived to smooth out customer service issues.

Figure 14: Fare Payment by Type



The Pilot's **safety** goal is less than one unavoidable accident per 100,000 miles. In the second quarter of Pilot operations there were zero unavoidable accidents over 117,955 total miles surpassing the safety metric. Customer comments that touch on safety typically fall under Driver Habits (i.e. driving too fast) and Routing (i.e. unsafe drop off point). The Pilot team has developed an Incident Response Plan to define and report any safety incidents.

The Pilot is designed to deliver **accessible and equitable** service for all riders in the service area. The team is focusing on these key components to measure accessibility and equity:

- **WAV trips** – UTA estimates that 2-5% of fixed route transit riders use a wheelchair ramp to board a train or bus. The Pilot's goal is to fall within that same 2-5% range. In the second quarter, an average of 1.9% of Pilot riders requested WAVs almost reaching the quarterly target. More recently, in May the Pilot had a 4.0% WAV usage rate achieving the target for the first time.
- **Equivalent service** – The Pilot team logs quality of service data specific to WAV trips such as average wait time and customer satisfaction ratings. This data is then compared to the overall Pilot statistics, as shown in Figure 2, to check if AV customers are receiving an equivalent customer experience. In the second quarter, the service achieved equivalent customer satisfaction scores. Average wait times for WAV vehicles were two minutes longer at 13 minutes and still below the 15-minute goal. WAV customers generally took trips that were shorter in distance but with longer travel times because of extra time needed to deploy the ramp, board the vehicle, and secure the wheelchair. On time pickup rates were less reliable at 88% for WAVs compared to 94% overall.
- **CAT committee feedback** – Due to COVID-19 interaction with the Committee for Accessible Transportation (CAT) was temporarily curtailed. Outreach efforts are being planned now to gather CAT feedback on the Via app through online meetings. The team also plans to demonstrate a microtransit WAV at the September CAT meeting.

MARKETING AND PROMOTIONS

CURRENTLY ON HOLD. All advertising and marketing campaigns have been suspended since mid-March due to COVID-19. Marketing is an essential element to raise awareness of the new service and to encourage trial. To date the most productive marketing sources are organic growth, clicks to UTA's Pilot webpage, referrals from other riders, and community outreach / street marketing efforts.

The UTA Pilot webpage is seeing less traffic this quarter due to suspended advertising, yet it still receives approximately 24 hits per day. The Pilot's Via app has been downloaded by over 6,200 total users. It is currently downloaded approximately 5 times per day. Most of the app download sources are from organic growth (word of mouth).

CHALLENGES

No new service will launch without challenges. Operational **gaps** that temporarily hinder this Pilot are:

- **Paratransit connections**. Initial testing and implementation of Paratransit connections and scheduling software began this quarter, but Via has not yet transported any paratransit customers. The team is learning from the first two test rounds and adjusting accordingly based on early results. The team has also identified WAV capacity issues due to higher than anticipated demand and is developing an alternatives analysis to address the issue.
- **DSPD certification**. The Pilot team relies on Utah's Division of Services for People with Disabilities (DSPD) program to vet driver eligibility to transport DSPD clients. On June 1st DSPD revised its screening process and some drivers will need to resubmit applications using the new process.
- Other Pilot challenges include fare reconciliation, refining the routing and ETAs, pick up / drop off points, and ongoing driver training.

NEXT STEPS

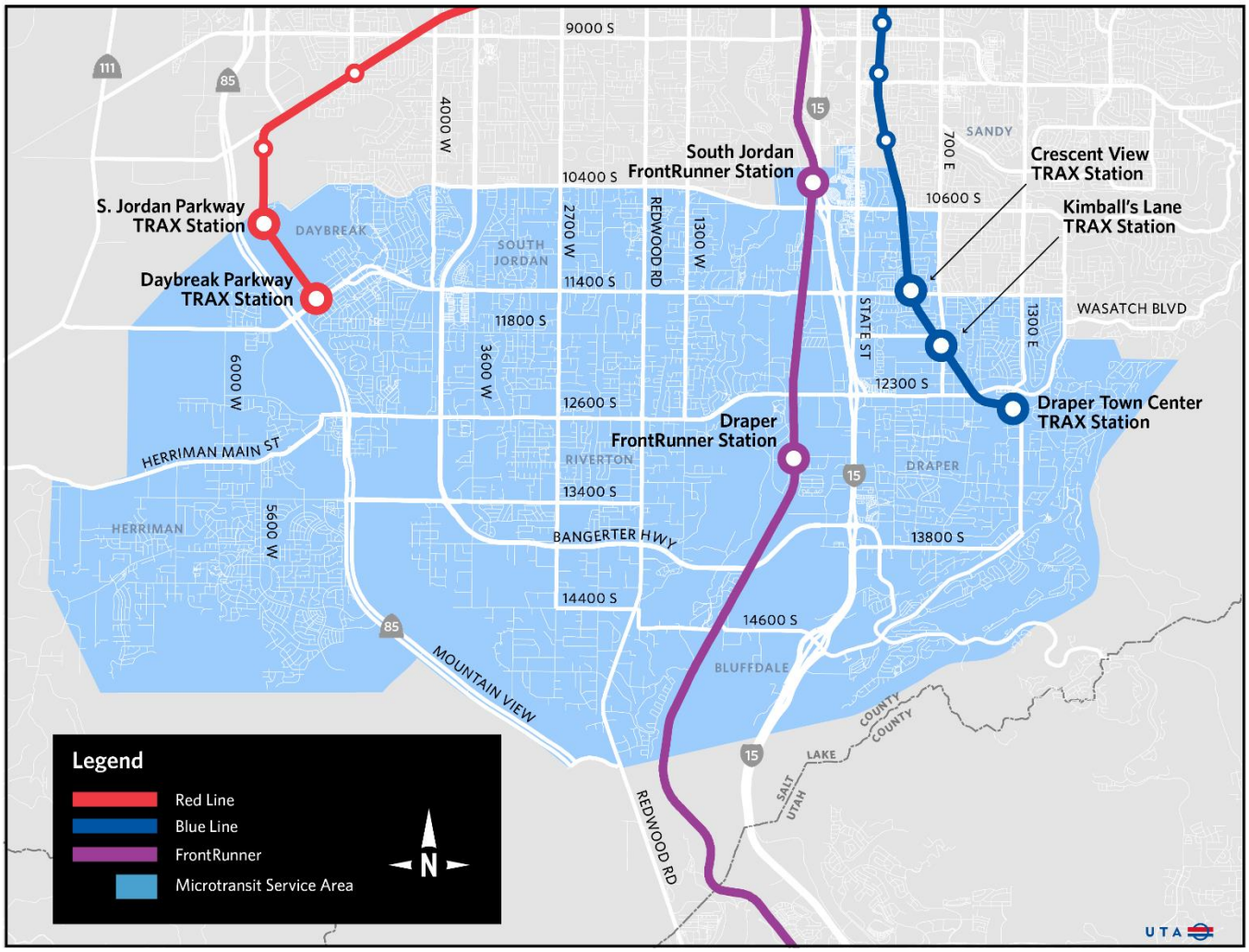
It's worth noting that even with COVID-19, there are no significant changes recommended by the Pilot team because the Pilot is currently achieving its stated Objectives. The Pilot Team recommends continuing the Pilot as riders gradually return in greater numbers. Via continues to train drivers and respond to new feedback and data. The Pilot team continues to learn and fine-tune the service delivery. Priorities over the next quarter include:

- Continued testing of **paratransit connection scheduling** software and procedures to make timed transfers between Via and Paratransit vehicles at designated service points. Finalize and implement service recommendations or changes as identified in the alternatives analysis. This is a critical component of the Pilot.
- Throughout the second quarter the Pilot team has been planning integration for **electronic fare cards**. This enhancement is being scoped out now and will next move to the contracting and software development phase. September 1, 2020 is the planned completion date.
- Revised **marketing** and outreach to key customer groups. In March, all advertising campaigns for the service were put on hold due to COVID-19. The Pilot team is now refining a marketing budget for the rest of 2020 that aligns with UTA's health and safety-focused communication plans. Later campaigns will concentrate on building ridership.
- Exploring planned **enhancements** for integrated trip planning with Transit App and inclusion of electric vehicles. The Pilot partners will develop time and cost estimates for options that could be implemented in 2020 or later.
- Determining how to evaluate potential **changes** to the Pilot. For example, should the operating hours or days be expanded? Should the service boundaries be modified? What are the cost and quality of service impacts?

The **contract** with Via has a base term of one year, with two options to extend for two additional years. In the coming months, UTA will determine if the contract should be extended for a second year.

APPENDIX A

PILOT SERVICE AREA



APPENDIX B

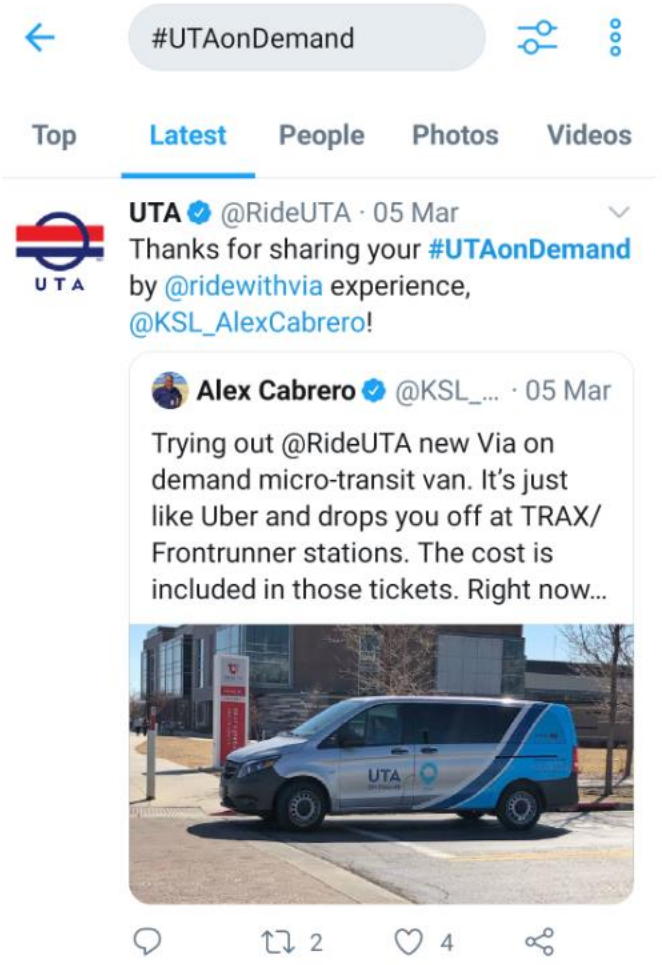
MEDIA COVERAGE

SELECTED NEWS FEATURING THE MICROTRANSIT PILOT, 2ND QUARTER

— UTA's 'microtransit' experiment working well, offers flexibility during COVID-19 outbreak
https://www.sltrib.com/news/2020/04/09/utas-microtransit/

SOCIAL MEDIA

SELECTED TWEETS TO #UTAONDEMAND



APPENDIX C

SAMPLE TRIP MAP

Figure 15: Map illustrates trips taken on Thursday, May 28, 2020