

UTA MICROTRANSIT PILOT PROJECT EVALUATION

Monthly Report, February 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	DEC 2019	JAN 2020	FEB 2020
Ridership	Avg. weekday ridership	224	334	392
	Utilization ¹	1.33	2.00	2.31
Customer Experience	Avg. wait time (minutes)	9	11	12
	Avg. customer rating ²	4.8	4.8	4.8
Overall Performance	Cost per rider	\$26.91	\$17.91	\$15.54
	Public support ³	TBD	TBD	TBD
	Days of operation	21	22	20

In February average weekday ridership broke into the target range. As ridership increased by 17% over January, it lifted the utilization rate and lowered costs per rider. Customer satisfaction scores held steady.

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	7,844	87
	Avg. weekday ridership	350 - 450 (at 6 months)	392	4
	Avg. riders per hour per vehicle (utilization)	2.5 - 4.5 (at 6 months)	2.3	N/A
	WAV request %	2.5% - 5.0%	N/A	1.1%
	Shared rides %	25.0% (at 6 months)	29.3%	N/A
CUSTOMER EXPERIENCE	Avg. customer rating	4.8 out of 5.0	4.8	4.8
	Average wait time	< 15 minutes	12	17
	On time pick up %	95%	92%	82%
	Avg. minutes per ride (trip duration)	N/A	10	12
	Avg. miles per ride (trip distance)	N/A	3.7	3.5
	Avg. travel time (trip speed v. driving)	< 3 minutes per mile	2.8	3.3
OVERALL PERFORMANCE	Operating cost	\$147,517 (budget)	\$121,876	N/A
	Operating hours	4,007 (budget)	3,401	N/A
	Operating miles	N/A	60,625	N/A
	Cost per hour ⁵	\$36.82 (budget)	\$35.83	N/A
	Cost per rider	< \$13.08	\$15.54	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%	34%
Fares from credit cards ⁶	N/A	\$3,003	N/A	

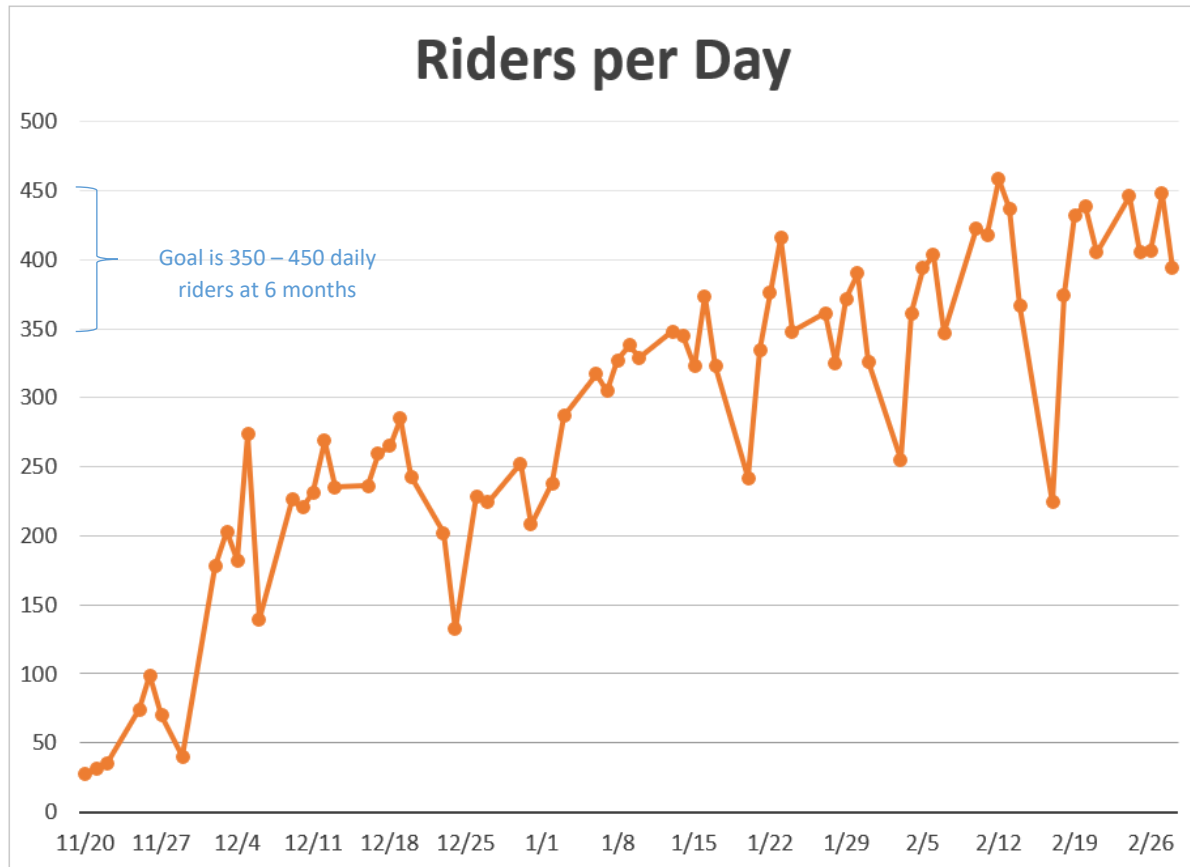
⁴ WAV – Wheelchair Accessible Vehicle. Three of the 17 Via vehicles are WAVs.

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

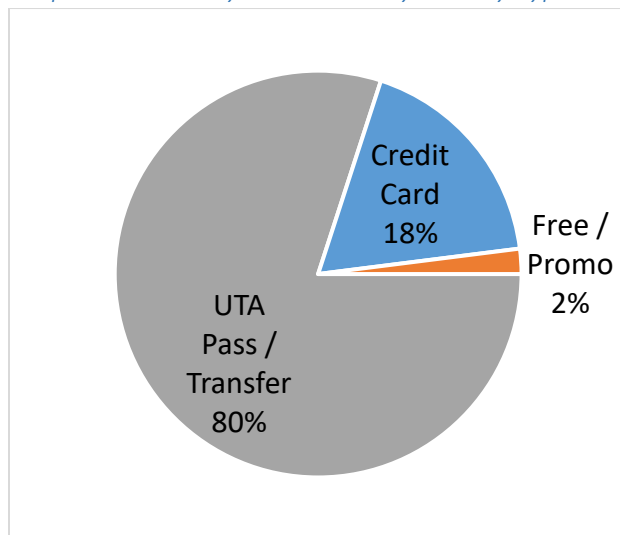
⁶ Fares from credit cards – Includes credit card, debit card, Apple Pay and Google Pay.

Graphic 1. Daily Ridership

From the Pilot launch in November 2019 through February 2020



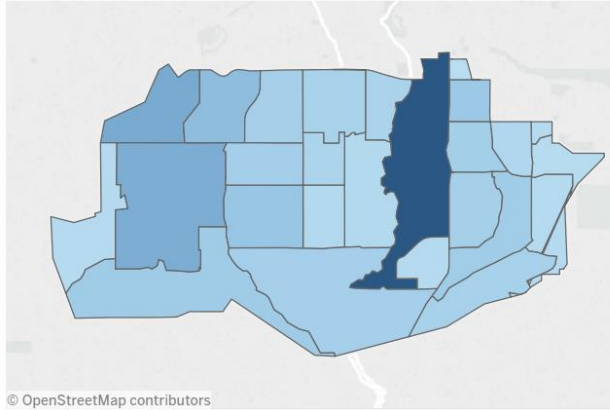
Graphic 2. February 2020 Fare Payment by Type



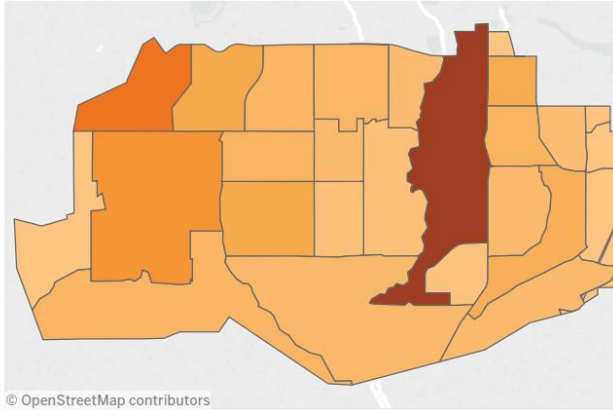
Graphic 3. Usage Maps by Census Block

Darker blocks = more requests

Pickup Requests



Dropoff Requests



Top Pick Up Rail Stations	Requests
Draper FrontRunner	883
Daybreak TRAX	563
Crescent View TRAX	264
South Jordan FrontRunner	244

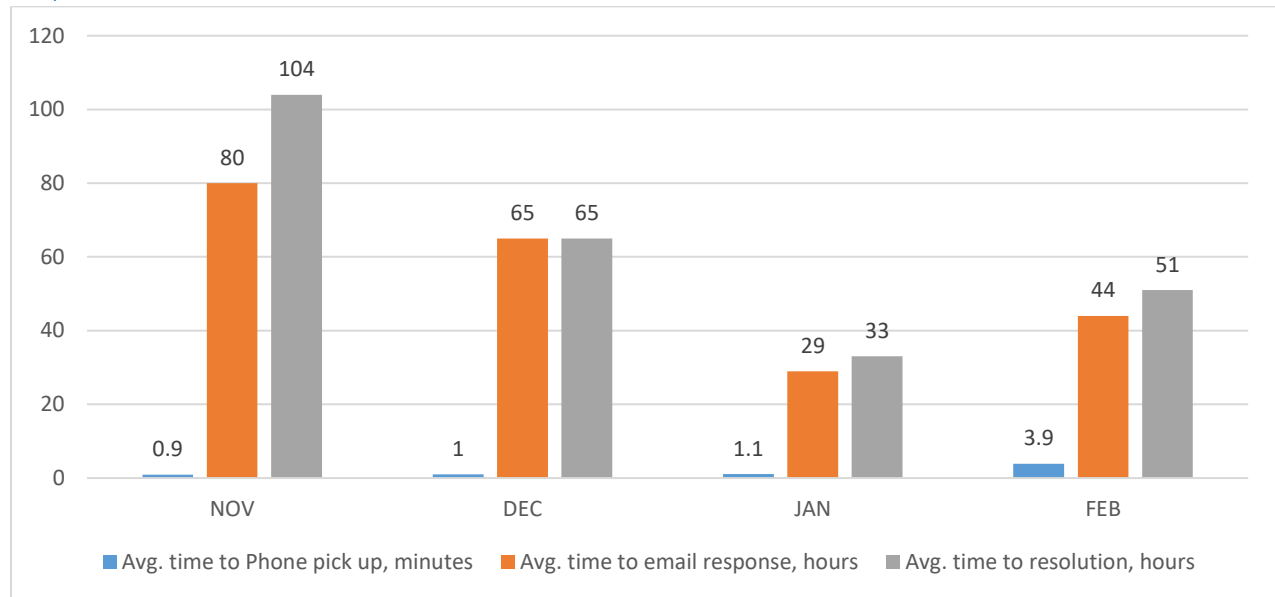
Top Drop Off Rail Stations	Requests
Draper FrontRunner	732
Daybreak TRAX	544
Crescent View TRAX	331
South Jordan FrontRunner	244

Marketing, Communications, and Promotions Summary

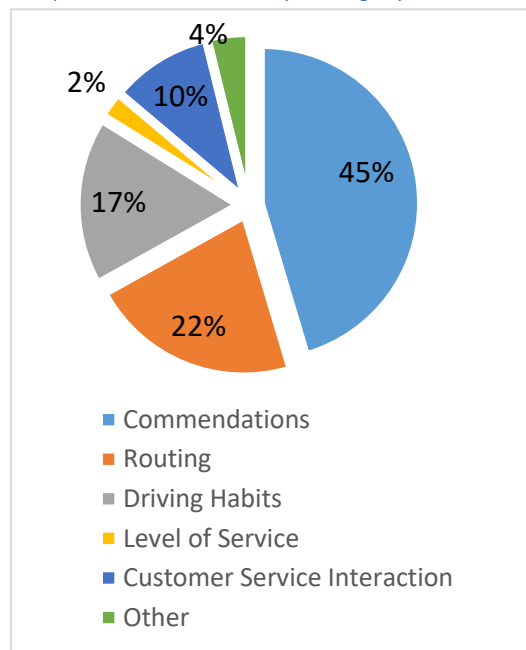
- February marketing included: Postcard mailer to approximately 65,000 homes in the zone (sample below), email marketing, street teams, social media, community outreach, online survey, and free trial offer.

CUSTOMER SUPPORT DATA

Graphic 4. Via Call Center Customer Service Statistics



Graphic 5. Comments by Category



Category	Sample Comment
Commendation	<i>First thanks so much for providing this service. We are Daybreak residents and VIA UT has been lifesaver for us. My kids are using it constantly.</i>
Routing	<i>Had to walk three miles from set location</i>
Driving habits	<i>I put in the wrong destination address, but it was right by the front runner station, and he refused to take me and dropped me off in the middle of nowhere.</i>
Level of Service	<i>... I am requesting extending services that includes entire Sandy city.</i>
Customer Service Interaction	<i>UTA Via is unreliable. The waits are far too long, if you can even book a seat, and the drivers don't know which side the pickup signs are on. They also strand you if you can't cross the street. They also don't ask if you were the person who booked a seat. Awful.</i>

Customer Comment Summary

There were 130 total comments logged. Via’s app received 123 and UTA Customer Service logged 7. The “Other” category included feedback about Via’s app, complaints about other riders, and fare suggestions.