UTA MICROTRANSIT PILOT

PROJECT EVALUATION

Monthly Report, June 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

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	APR 2020	MAY 2020	JUN 2020
Ridership	Avg. weekday ridership	105	124	**162**
	Utilization[1]	0.67	0.79	**1.05**
Customer Experience	Avg. wait time (minutes)	8	9	**9**
	Avg. customer rating[2]	4.8	4.8	**4.9**
Overall Performance	Cost per rider	$52.22	$44.14	**$33.55**
	Days of operation	22	21	**22**

June update: COVID-19 continued to have a significant impact on the pilot's performance. However, average weekday ridership improved by 31% compared to May. The pilot continues to serve a steady, smaller number of customers taking essential trips during the health crisis.

Key:

	= On target		= Approaching target		= 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

HOW COVID-19 HAS IMPACTED UTA AND 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 risk of COVID-19 transmission. On June 26th Governor Herbert issued an executive order allowing Salt Lake County to require face masks in most public settings.[3] According to the Wasatch Front Regional Council, the pandemic decreased traffic volumes to transit stations by 38%, reduced congestion and travel times, and limited transit use.[4]

IMPACT TO UTA [5]

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 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 60% in June compared to last year.

IMPACT TO 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
- Installation of plexiglass partitions between driver and riders

Like other UTA services, the microtransit pilot ridership declined significantly due to COVID-19. Microtransit pilot drivers and riders were alerted of the face covering requirement through the Via app and email.

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[3] Utah COVID-19 response website: https://storymaps.arcgis.com/stories/cabf07b39a6046ee992f1630949a7c80
[4] WFRC report: https://docs.google.com/document/d/1yfrLHwpmEERRZzXZd-3uATTlUv-ZBLd7vlODi8gmCi0/edit
[5] UTA COVID-19 update website: https://www.rideuta.com/Rider-Info/Coronavirus-COVID-19-Updates

PERFORMANCE REPORTING

Monthly Data Table

| MICROTRANSIT PILOT OBJECTIVE	METRIC	GOAL	ACTUAL: TOTAL	ACTUAL: WAV [6] ONLY
RIDERSHIP	Total ridership	N/A	3,556	112
	Avg. weekday ridership	350 – 450	162	5
	Avg. riders per hour per vehicle (utilization)	2.5 - 4.5	1.1	N/A
	WAV request %	2.5% - 5.0%	N/A	3.1%
	First mile/last mile connections to transit	25%	35%	N/A
	Shared rides %	25%	9%	N/A
CUSTOMER EXPERIENCE	Avg. customer rating	4.80 out of 5.00	4.89	4.89
	Average wait time	< 15 minutes	9	10
	On time pick up %	95%	94%	91%
	Avg. minutes per ride (trip duration)	N/A	10	10
	Avg. miles per ride (trip distance)	N/A	3.8	2.8
	Avg. travel time (trip speed v. driving)	< 3.0 minutes per mile	2.6	3.6
OVERALL PERFORMANCE	Operating cost budget	$162,269	$119,302	N/A
	Operating hours budget	4,407	3,378	N/A
	Operating miles	N/A	40,139	N/A
	Cost per hour[7] budget	$36.82	$35.32	N/A
	Cost per rider	< $13.08	$33.55	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	4%	29%
	Fares from credit cards[8]	N/A	$2,227.50	N/A

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[6] WAV – Wheelchair Accessible Vehicle. Three of the 17 Via vehicles are WAVs.
[7] Cost per hour – Fully allocated; includes operating and capital costs. Excludes marketing expenses.
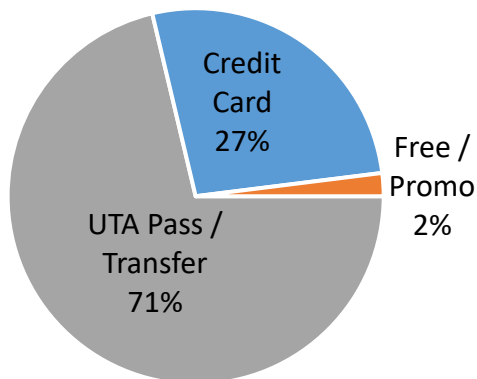[8] Fares from credit cards – Includes credit card, debit card, Apple Pay and Google Pay.

Graphic 1. Daily Ridership

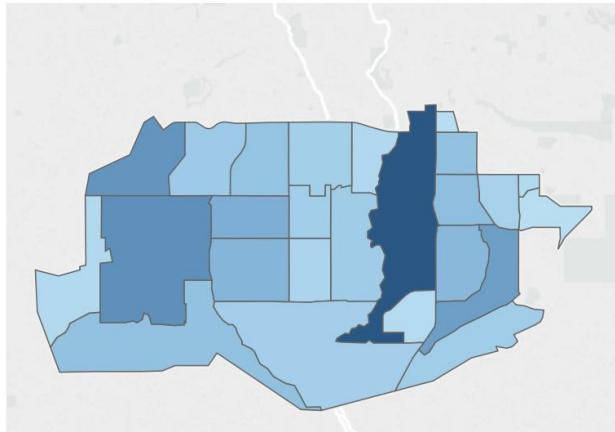From the Pilot launch in November 2019 through June 2020

Riders per Day

Travel demand drop due to COVID-19
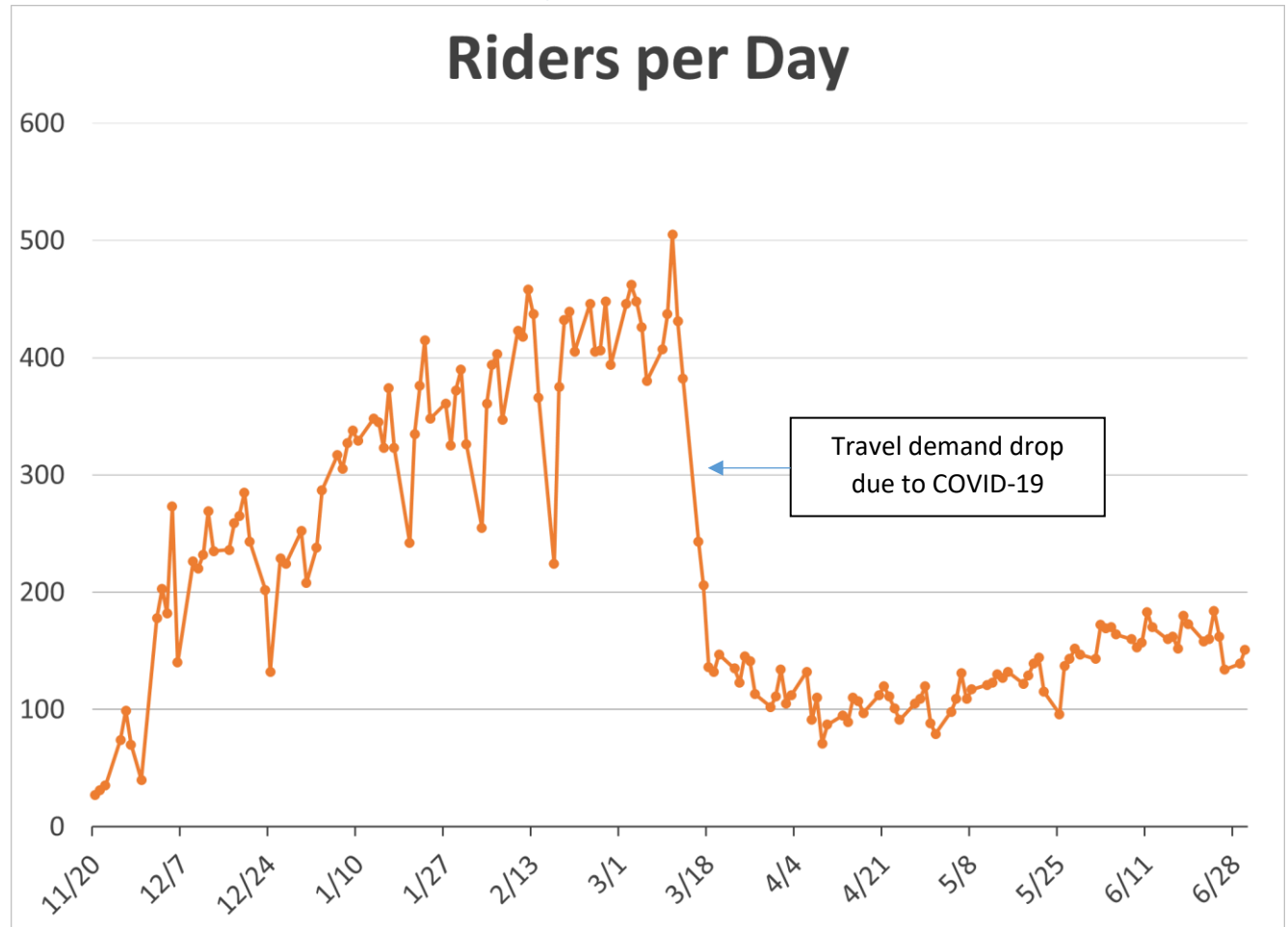
Graphic 2. Fare Payment by Type

Credit Card 27%

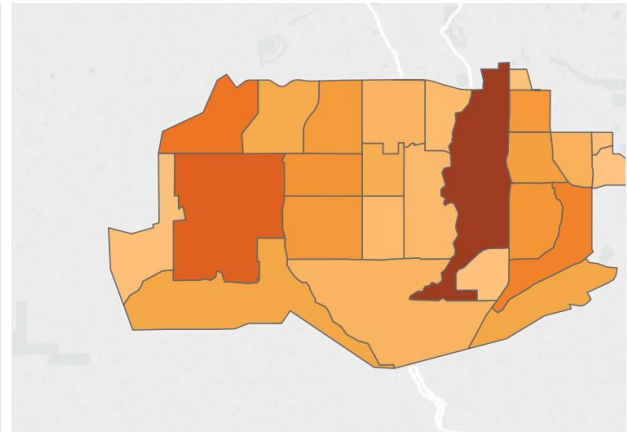Free / Promo 2%

UTA Pass / Transfer 71%

Graphic 3. Usage Maps by Census Block

Darker blocks = more requests

Pickup Requests

Dropoff Requests

Top Pick Up Locations	Requests	Top Drop Off Locations	Requests
TRAX, Draper Town Center	154	FrontRunner, Draper	175
FrontRunner, Draper	150	TRAX, Draper Town Center	136
TRAX, Daybreak	147	TRAX, Crescent View	119
Business	144	Business	107
Business	110	Business	87

June travel patterns: In June Draper Town Center TRAX surpassed Daybreak TRAX as the most used transit station. These changes – happening in real time – illustrate the customer-centric nature of microtransit's dynamic routing.

First Mile / Last Mile Rides by Station	JAN	FEB	MAR	APR	MAY	JUN
TRAX, Daybreak	22%	26%	29%	**33%**	**36%**	19%
FrontRunner, Draper	**42%**	**36%**	**33%**	21%	20%	26%
TRAX, Crescent View	13%	13%	14%	23%	19%	17%
TRAX, Draper Town Center	10%	9%	11%	11%	15%	**27%**
FrontRunner, South Jordan	11%	11%	9%	6%	8%	6%
TRAX, Kimball's Lane	2%	3%	3%	4%	2%	4%
TRAX, South Jordan Parkway	0%	1%	2%	2%	1%	2%

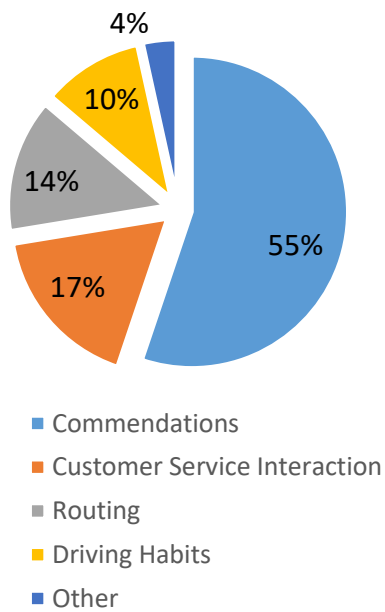*Marketing, Communications, and Promotions Summary*

- ON HOLD. All advertising and marketing campaigns have been suspended since mid-March due to COVID-19.

CUSTOMER SUPPORT DATA

Graphic 4. Via Call Center Customer Service Statistics
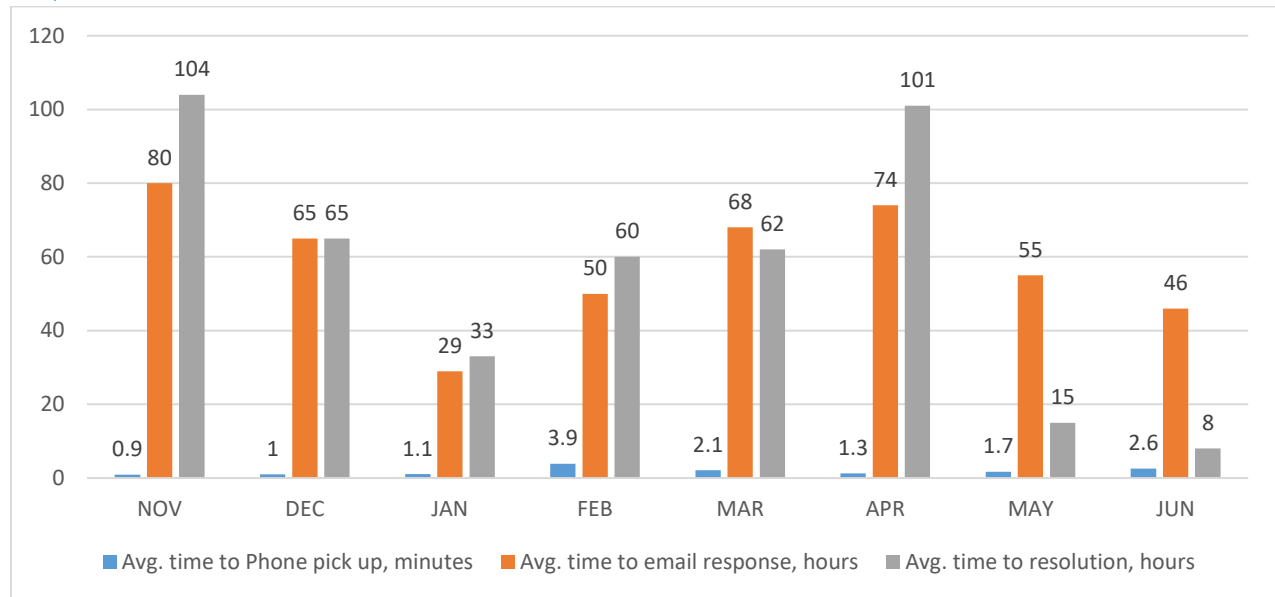
Graphic 5. Comments by Category

- Commendations
- Customer Service Interaction
- Routing
- Driving Habits
- Other

Customer Comment Summary

There were 29 total comments logged, all through Via's app.

Category	Sample Comment
Commendations	*He went out of his way to be kind.* *Van helped me get my missing bag back!* *The driver was there promptly and greeted me warmly.* *First time I ever heard of VIA, but it will not be the last time I use it.*
Customer Service Interaction	*Not wearing his mask even though I know it's a requirement for drivers to wear one with passengers.*
Routing	*He didn't listen to me when I tried to tell him my destination. Instead he dropped me off in the middle of a busiest street where I had to run through 8 lanes of traffic!*
Driving habits	*Could use some skills in driving and navigating without looking at the smartphone what appeared at times to be more than he was looking at the road while driving.*
Other	*He told me I need to add my son in the app so he can ride, but I can't find anywhere to do that.*