



Transportation Committee

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February 27, 2023

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Overview

- Pilot Recap
- Trends Snapshot
- Expansion and Adjustments
- Service Area Characteristics
- Next Steps



Pilot Recap: Roles

- **Metro Transit** – Planning, marketing, outreach
- **MTS** – Operations oversight
- **Transit Team** – Service operator
- **Via** – Software provider

Pilot Recap: Goals



Expand mobility choices—especially for low-income areas and communities of color





Expand access to the High Frequency Network



Test technology and service model

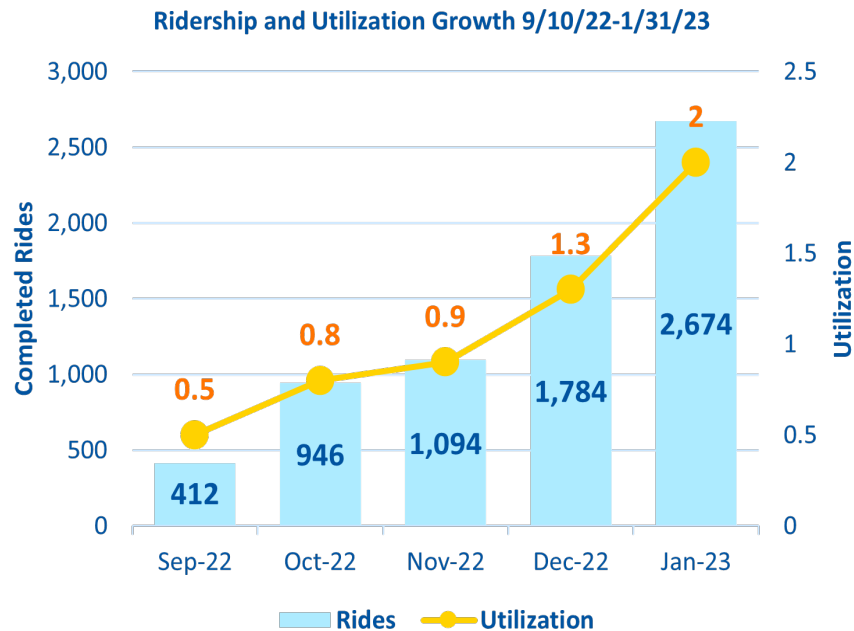
Pilot Recap: Service

- Launched Sep. 10, 2022
 - 12-mo. initial term
- Zone serves:
 - Equity populations 
 - Multiple bus routes 
- Rider app and call-in options
- All days 5 a.m. to midnight



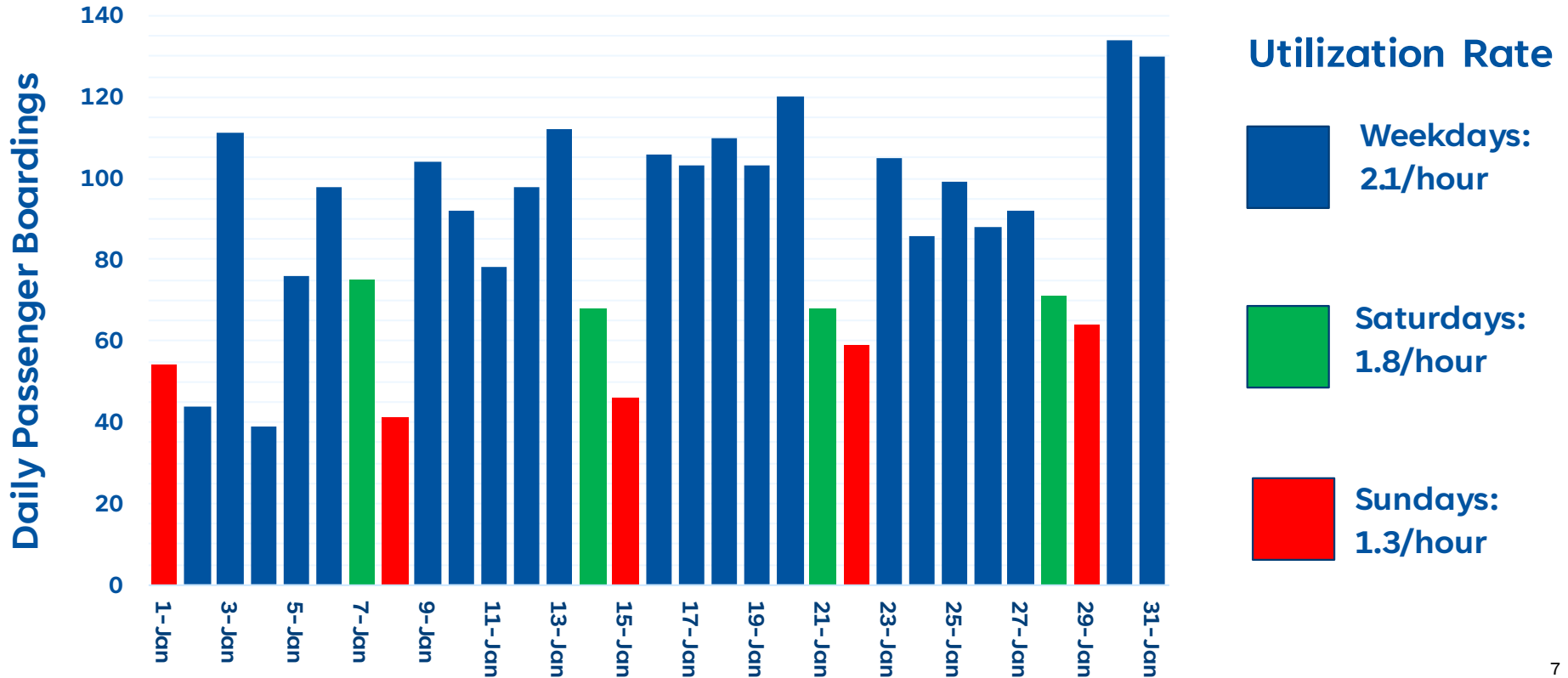
Trends Snapshot

Measures	Cumulative Period: 9/10/22- 1/31/23
Service Operation	
<ul style="list-style-type: none"> Total Passenger Boardings 	6,844
Rider Experience	
<ul style="list-style-type: none"> Average Pick-Up ETA Average Ride Duration Average Ride Distance Rider Rating 	6.6 minutes 7.6 minutes 1.4 miles 4.9 out of 5 stars
Operations Performance	January 1-31, 2023
<ul style="list-style-type: none"> micro Utilization* (Transit Link - 2019) micro Cost per ride (Transit Link - 2019) 	2.0 (2.2) \$29.04 (\$28.96)



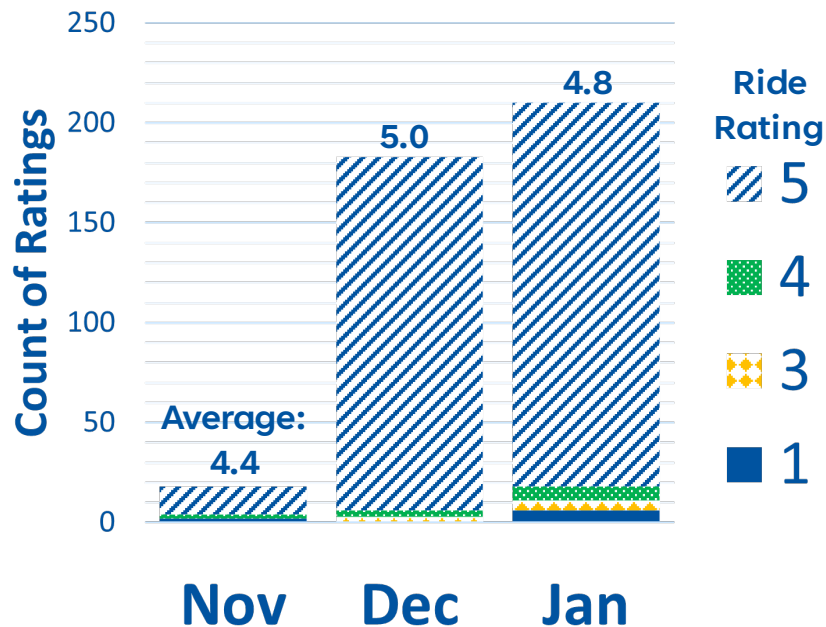
*Utilization: Rides per driver hour

January 2023 Snapshot



In-App Ride Ratings

- Rating feature implemented late November
- High rate of ride satisfaction
- No 2-star ratings as of 1/31/23

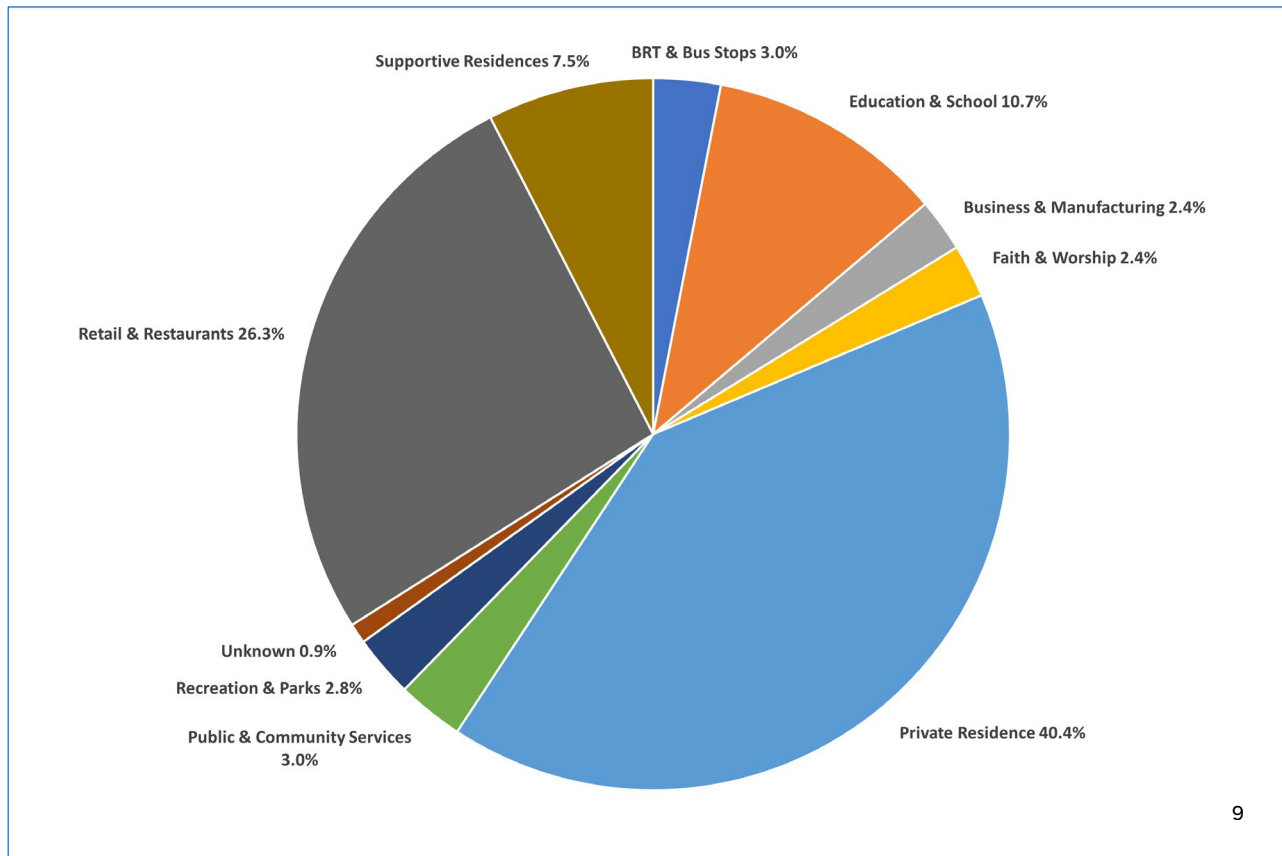


Completed Trip Request Destinations

September 10, 2022 - January 31, 2023

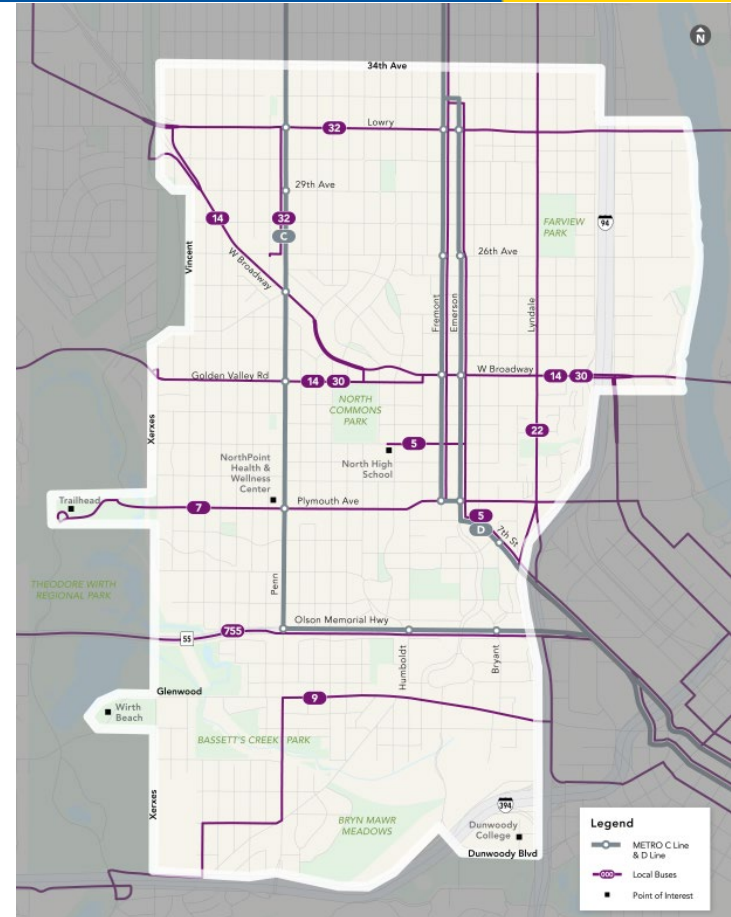
(n = 4,776)

- Three-quarters of requests to housing and food/shopping
- Trip purpose data & bus transfer data anticipated with spring evaluation



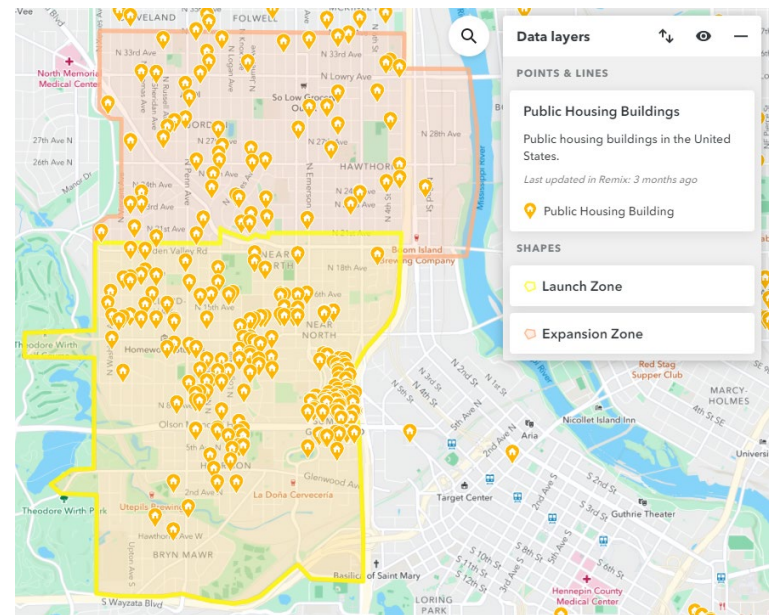
Expansion + Adjustments

- Changes effective **February 27**
- **Zone expanded** to optimize resources
 - North of Lowry and east of I-94
- **Span reduced** according to passenger rides
 - Mon-Fri 5:30 a.m. to 10:30 p.m.
 - Sat-Sun 7:00 a.m. to 10:30 p.m.
 - 1% of total passenger rides
- **Tests micro's capacity and performance** with higher ridership demand



Service Area Characteristics

- **Job access:** Jobs in the zone increasing 77%
- **Housing access:** Nursing homes in the zone increasing 100%; public housing buildings in the zone increasing 32%
- **School access:** Childcare to post-secondary schools in the zone increasing 46%
- **Expanding access to fixed route network**



Moving Forward

• Early – Mid-2023: Market and Outreach

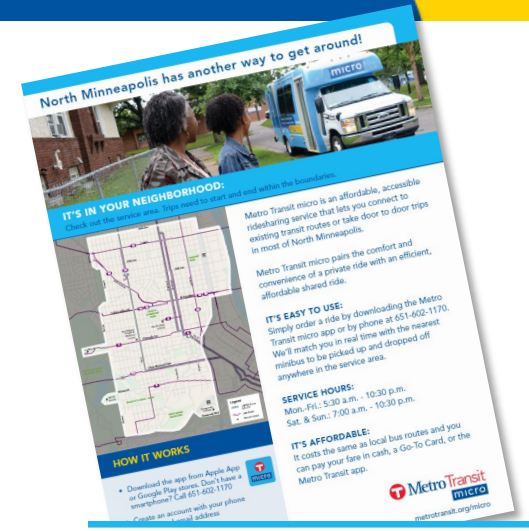
- General public online and print media
- Targeted communications with information translated into Spanish, Hmong, and Somali

• Spring 2023: Evaluate Current Service

- Survey
- Ridership, trip patterns, purposes, destinations
- Cost
- Relationship to existing services

• Summer 2023: Determine Next Steps

- Review feedback



Thank You!