Marin Transit Connect Evaluation

Marin Transit Board of Directors

July 1, 2019
What is Connect?

- On demand, shared-ride, accessible general public transit service
- Trips requested through an App or by calling Scheduling Line
- Curb-to-curb service within the Service Area (Northern San Rafael)
- Agency-owned vehicles operated under contract with paratransit service provider (Whistlestop)
Why Connect?

- **Goals:**
  - Provide increased/new same-day option for riders with disabilities
  - Increase first and last mile connectivity to existing fixed route transit
  - Help commuter traveling to jobs in Marin County reach their final destinations

- **Pilot Program Questions:**
  - Can a new program effectively serve multiple markets?
  - How will riders respond to new technologies (app-based reservation service)?
Service Overview

Service Hours: weekdays (6:20 am – 7:00 pm)

Ride Request: made using app or calling scheduling line

Fares: $4.00 seat/$2.00 seat (transit stop/senior/ADA) / $40 month pass

Service Area: Northern San Rafael

Vehicles: 9 passenger accessible vans
Service Area

Marin Transit Connect Serves the Green Highlighted Service Area

<table>
<thead>
<tr>
<th>Marin Transit Connect Service Area</th>
<th>Service to Juvenile Hall &amp; Rotary Valley Senior Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Route</td>
<td>Route Number</td>
</tr>
<tr>
<td></td>
<td>257</td>
</tr>
</tbody>
</table>

Ride Marin Transit Connect to or from any Marin Transit or Golden Gate Transit bus stop displayed within this service area to receive a discounted Marin Transit Connect fare.
## Service Performance Trends

### FY 2019/20

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4(1)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg Wait Time for Pickup (min)</strong></td>
<td>7.15</td>
<td>7.56</td>
<td>7.58</td>
<td>8.31</td>
<td>7.73</td>
</tr>
<tr>
<td><strong>% On Time Arrival for Pickup</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within +/- 3 min.</td>
<td>84%</td>
<td>79%</td>
<td>84%</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>Within +/- 5 min.</td>
<td>94%</td>
<td>93%</td>
<td>94%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td><strong>Average Trip Length (Time, min)</strong></td>
<td>7.61</td>
<td>7.50</td>
<td>7.53</td>
<td>7.45</td>
<td>7.51</td>
</tr>
<tr>
<td><strong>Average Trip Length (Distance, mi.)</strong></td>
<td>1.2</td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
</tbody>
</table>

1. Q4 includes April and May actuals and estimates for June 2019
Ride Activity

Total Accounts Created = 828

Includes data through May 2019
Active Users

<table>
<thead>
<tr>
<th>Month</th>
<th>Active Users</th>
<th>New</th>
<th>Returning</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-18</td>
<td>12</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Jun-18</td>
<td>50</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Jul-18</td>
<td>41</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>Aug-18</td>
<td>51</td>
<td>11</td>
<td>40</td>
</tr>
<tr>
<td>Sep-18</td>
<td>95</td>
<td>33</td>
<td>62</td>
</tr>
<tr>
<td>Oct-18</td>
<td>104</td>
<td>17</td>
<td>87</td>
</tr>
<tr>
<td>Nov-18</td>
<td>109</td>
<td>10</td>
<td>99</td>
</tr>
<tr>
<td>Dec-18</td>
<td>97</td>
<td>9</td>
<td>88</td>
</tr>
<tr>
<td>Jan-19</td>
<td>114</td>
<td>17</td>
<td>97</td>
</tr>
<tr>
<td>Feb-19</td>
<td>113</td>
<td>9</td>
<td>104</td>
</tr>
<tr>
<td>Mar-19</td>
<td>116</td>
<td>11</td>
<td>105</td>
</tr>
<tr>
<td>Apr-19</td>
<td>102</td>
<td>6</td>
<td>96</td>
</tr>
<tr>
<td>May-19</td>
<td>98</td>
<td>6</td>
<td>92</td>
</tr>
</tbody>
</table>
Ride Summary

- Other Error
- Seat Unavailable
- Not Accepted
- No-Show/Cancelled
- Completed
Average Rides By Hour of Day

Includes data through May 2019
Productivity Chart

Productivity (Passenger Trips per Revenue Hour)

- May-18
- Jun-18
- Jul-18
- Aug-18
- Sep-18
- Oct-18
- Nov-18
- Dec-18
- Jan-19
- Feb-19
- Mar-19
- Apr-19
- May-19

Values:
- May-18: 0.40
- Jun-18: 0.59
- Jul-18: 0.54
- Aug-18: 0.49
- Sep-18: 1.19
- Oct-18: 1.68
- Nov-18: 1.86
- Dec-18: 1.89
- Jan-19: 2.15
- Feb-19: 2.14
- Mar-19: 2.27
- Apr-19: 2.16
- May-19: 2.39
Ridesharing Percentages By Time of Day

% of shared rides

6:00 AM 7:00 AM 8:00 AM 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM

60% 55% 54% 16% 3% 3% 3% 12% 6% 25% 18% 15% 0%
Type of Fare Paid

- **Full Price ($4.00)**
  - 11%
- **Discount-Transit Stop ($2.00)**
  - 51%
- **Discount-ADA Rider ($2.00)**
  - 7%
- **Monthly Pass ($40.00)**
  - 31%

Includes data through May 2019
Trip Origins

Includes trip data from January 2019 - May 2019
<table>
<thead>
<tr>
<th>Market</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior/ADA Riders</td>
<td>• Better understand same day paratransit opportunities and service delivery model</td>
</tr>
<tr>
<td></td>
<td>• Improve transit options for conditionally eligible paratransit riders</td>
</tr>
<tr>
<td>Commuters traveling from outside of Marin</td>
<td>• Reduce number of drive alone commuters</td>
</tr>
<tr>
<td>Northern San Rafael residents and commuters</td>
<td>• Improve first and last mile connectivity between Northern San Rafael residential neighborhoods and transit corridors</td>
</tr>
<tr>
<td></td>
<td>• Test delivery method for more effective/productive neighborhood shuttle</td>
</tr>
</tbody>
</table>
Market Demand By Time of Day

- WAV/ACCESS
- Kaiser
- County of Marin
- Other

% of Ridership Activity

6:00 AM: 26% 8% 3% 9%
7:00 AM: 8% 23% 44% 29%
8:00 AM: 29% 0% 0% 17%
9:00 AM: 56% 17% 17% 62%
10:00 AM: 55% 22% 22% 59%
11:00 AM: 61% 25% 25% 61%
12:00 PM: 65% 15% 15% 65%
1:00 PM: 65% 17% 17% 65%
2:00 PM: 47% 27% 27% 47%
3:00 PM: 47% 27% 27% 47%
4:00 PM: 52% 27% 27% 52%
5:00 PM: 51% 14% 14% 51%
6:00 PM: 46% 13% 13% 46%
## Performance by Market

<table>
<thead>
<tr>
<th>Connect Market</th>
<th>Passengers</th>
<th>Driver Hours</th>
<th>Subsidy per passenger trip</th>
<th>Productivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior/ADA Trips</td>
<td>8%</td>
<td>11%</td>
<td>$54.13 per passenger trip</td>
<td>1.62 pax/hr</td>
</tr>
<tr>
<td>Employer Sponsored:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kaiser</td>
<td>13%</td>
<td>10%</td>
<td>$27.59 per passenger trip</td>
<td>2.88 pax/hr</td>
</tr>
<tr>
<td>Employer Sponsored:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>County of Marin</td>
<td>35%</td>
<td>32%</td>
<td>$33.03 per passenger trip</td>
<td>2.44 pax/hr</td>
</tr>
<tr>
<td>Regular/Other</td>
<td>44%</td>
<td>47%</td>
<td>$42.46 per passenger trip</td>
<td>2.06 pax/hr</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>$39.48 per passenger trip</strong></td>
<td><strong>2.22 pax/hr</strong></td>
</tr>
</tbody>
</table>

Data shown for January — May 2019 (software stabilization period)
## Performance Targets: Cost Effectiveness

<table>
<thead>
<tr>
<th>Connect Market</th>
<th>District Typology Match</th>
<th>District Cost Effectiveness Goal (maximum)</th>
<th>FY 2017/18 Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior/ADA Trips</td>
<td>Demand Response</td>
<td>$35.00 per passenger trip</td>
<td>$40.05 per passenger trip</td>
</tr>
<tr>
<td>Employer Sponsored</td>
<td>Partnership</td>
<td>None identified</td>
<td>$5.89 per passenger trip</td>
</tr>
<tr>
<td>Regular/Other</td>
<td>Local Connector</td>
<td>$9.00 per passenger trip</td>
<td>$9.96 per passenger trip</td>
</tr>
<tr>
<td>CONNECT Program</td>
<td></td>
<td>$15.00 per passenger trip (suggested)</td>
<td>$39.48 per passenger trip (actual)</td>
</tr>
</tbody>
</table>
## Performance Targets: Productivity

<table>
<thead>
<tr>
<th>Connect Market</th>
<th>District Typology Match</th>
<th>District Productivity Target (minimum)</th>
<th>FY 2017/18 Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior/ADA Trips</td>
<td>Demand Response</td>
<td>2.0 pax/rev hour</td>
<td>2.1 pax/rev hour</td>
</tr>
<tr>
<td>Employer Sponsored</td>
<td>Partnership</td>
<td>None identified</td>
<td>11.4 pax/rev hour</td>
</tr>
<tr>
<td>Regular/Other</td>
<td>Local Connector</td>
<td>8.0 pax/rev hour</td>
<td>9.1 pax/rev hour</td>
</tr>
<tr>
<td>CONNECT Program</td>
<td></td>
<td>4.0 pax/rev hour</td>
<td>2.2 pax/rev hour</td>
</tr>
</tbody>
</table>
Initial Findings

• **Rider Profile**
  - Primarily SMART, first/last mile commuter
  - Higher income, greater access to private autos than local transit rider

• **Community Benefits**
  - Supporting local employers
  - Accessible service for residents and day programs in service area
  - Mobility option for remote senior housing facilities, not accessible to fixed route services
Initial Findings (con’t)

• Role in the Transit Network
  – Highly personalized transportation service
  – Lower productivity, higher subsidy than traditional fixed route
  – Agency operated service is costly due to driver requirements and compensation structure
  – Transfers to regional transit network much stronger than local transit network
  – Geographic expansion should be considered to increase ridership. Added costs will need to be addressed
  – Additional support for senior/ADA markets needed to make Connect reliable option
Considerations and Next Steps

• Future financial projections need to consider added costs of technology

• SMART expansion has the potential to increase ridership and spread out demand. This change could increase productivity and cost effectiveness of Connect.

• State of California recently passed SB 1376 (Hill) requiring TNCs to provide accessible vehicles or pay into an account to support on-demand accessible providers.
Considerations and Next Steps

The following should be evaluated prior to a formal recommendation for the future of the pilot:

- Examine the potential to increase fares and employer contributions to current program
- Explore new service delivery (operations & maintenance) options for on-demand service
- Consider consolidation of Catch-A-Ride and Connect
- Assess adjustments to the fixed route network
- Evaluate a closer partnership with TAM’s Lyft program
Thank You

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