



# **Marin Transit Connect Evaluation**

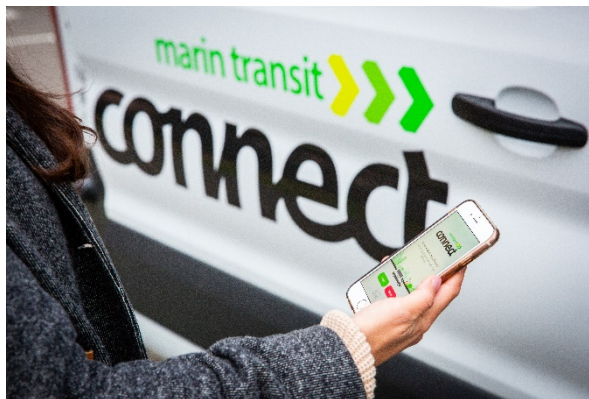
**Marin Transit Board of Directors**

**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)



- **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



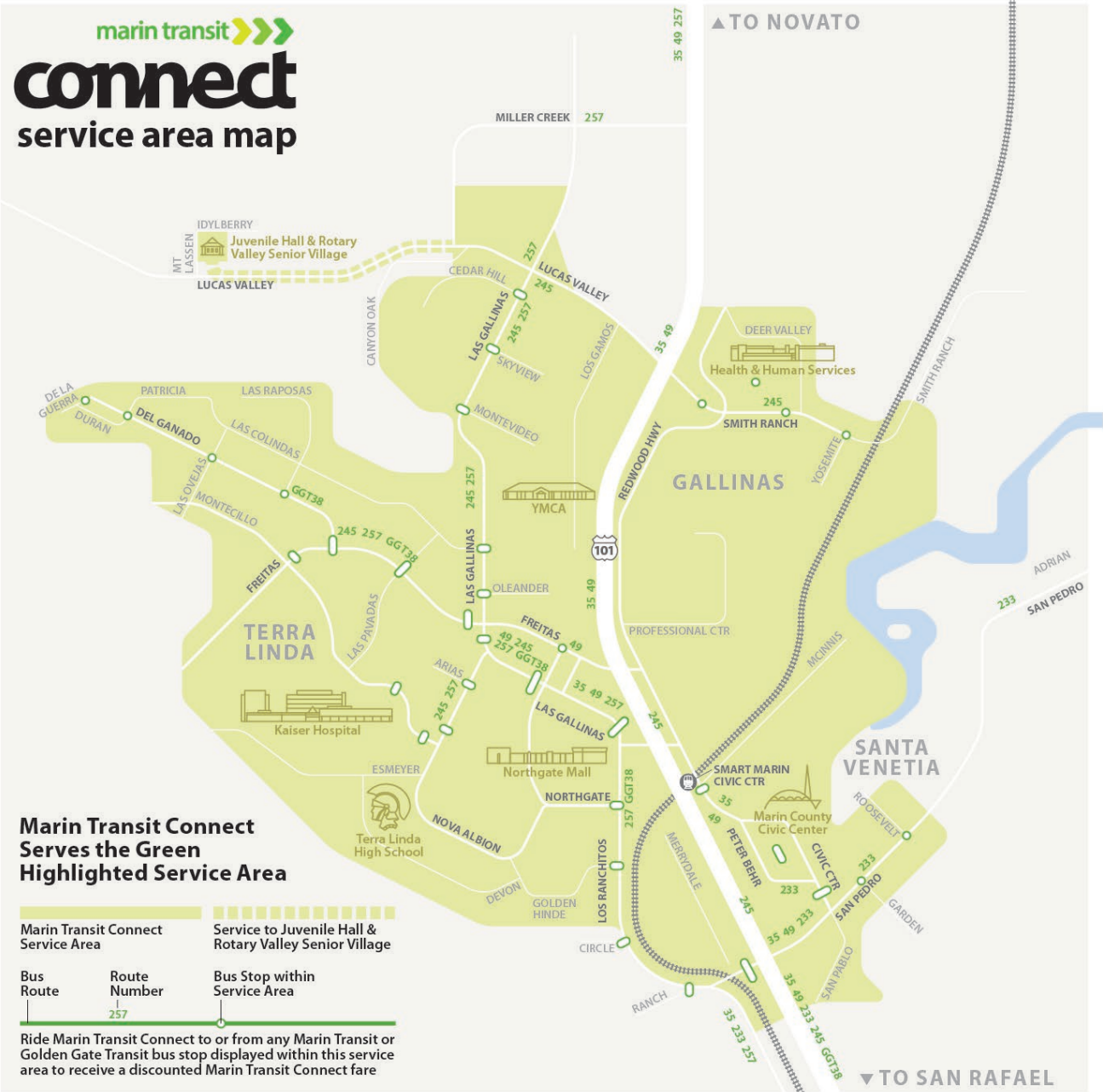
**Fares:** \$4.00 seat/\$2.00 seat (transit stop/senior/ADA) / \$40 month pass



**Service Area:** Northern San Rafael



**Vehicles:** 9 passenger accessible vans



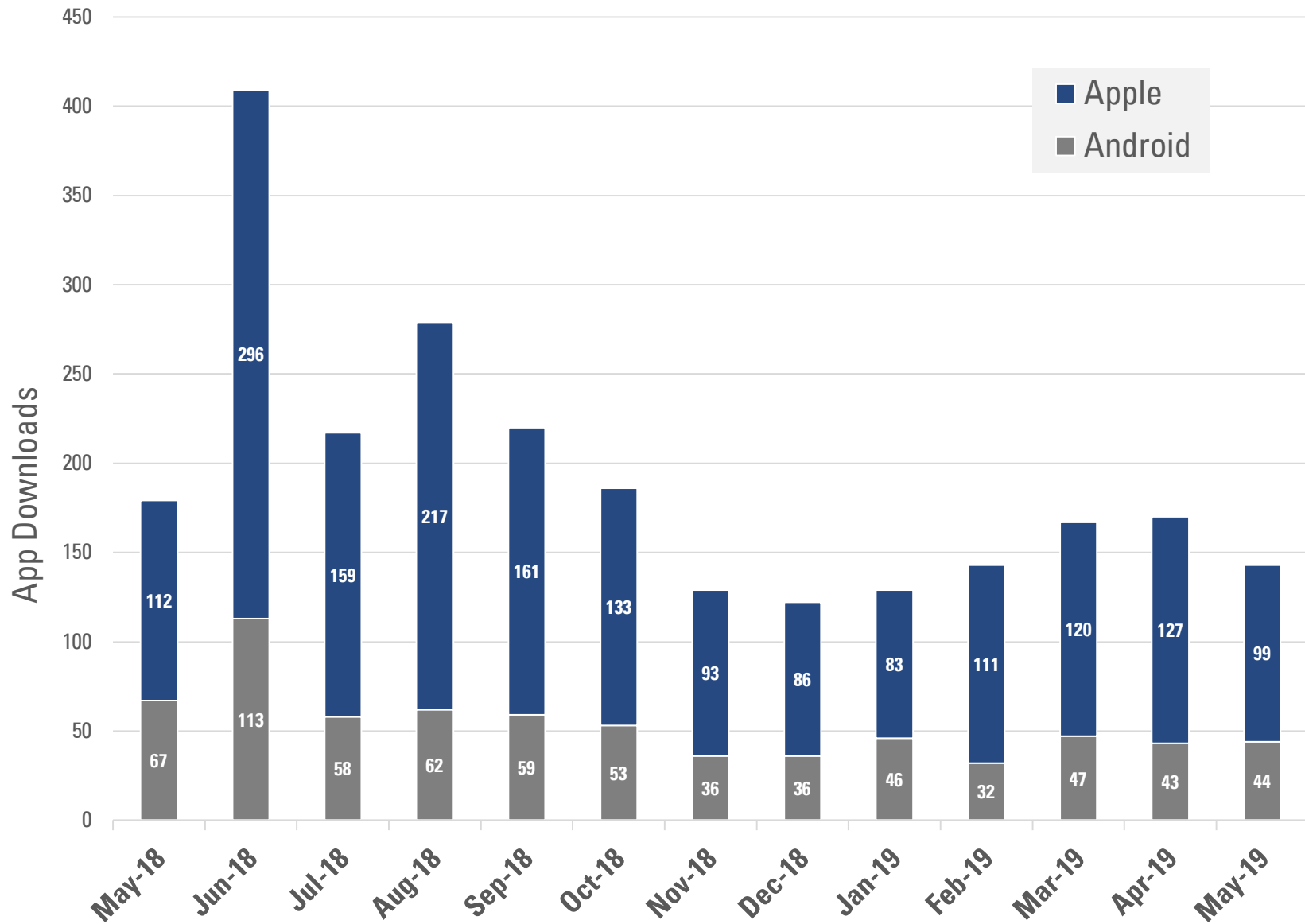
# Service Performance Trends



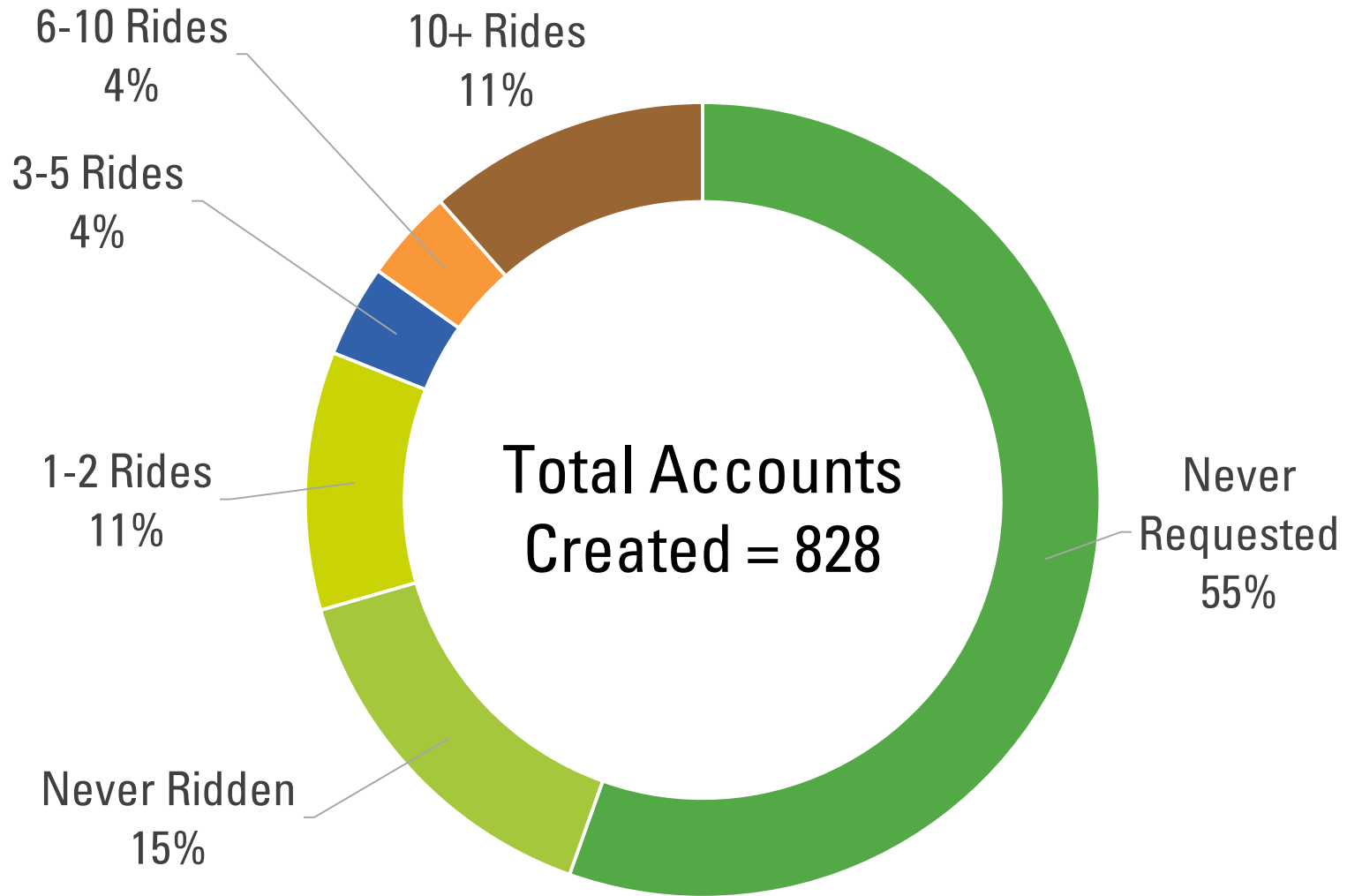
		FY 2019/20				
		Q1	Q2	Q3	Q4 <sup>(1)</sup>	Total
Avg Wait Time for Pickup (min)		7.15	7.56	7.58	8.31	<b>7.73</b>
% On Time Arrival for Pickup	Within +/- 3 min.	84%	79%	84%	80%	<b>82%</b>
	Within +/- 5 min.	94%	93%	94%	93%	<b>93%</b>
Average Trip Length (Time, min)		7.61	7.50	7.53	7.45	<b>7.51</b>
Average Trip Length (Distance, mi.)		1.2	1.1	1.1	1.1	<b>1.1</b>

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

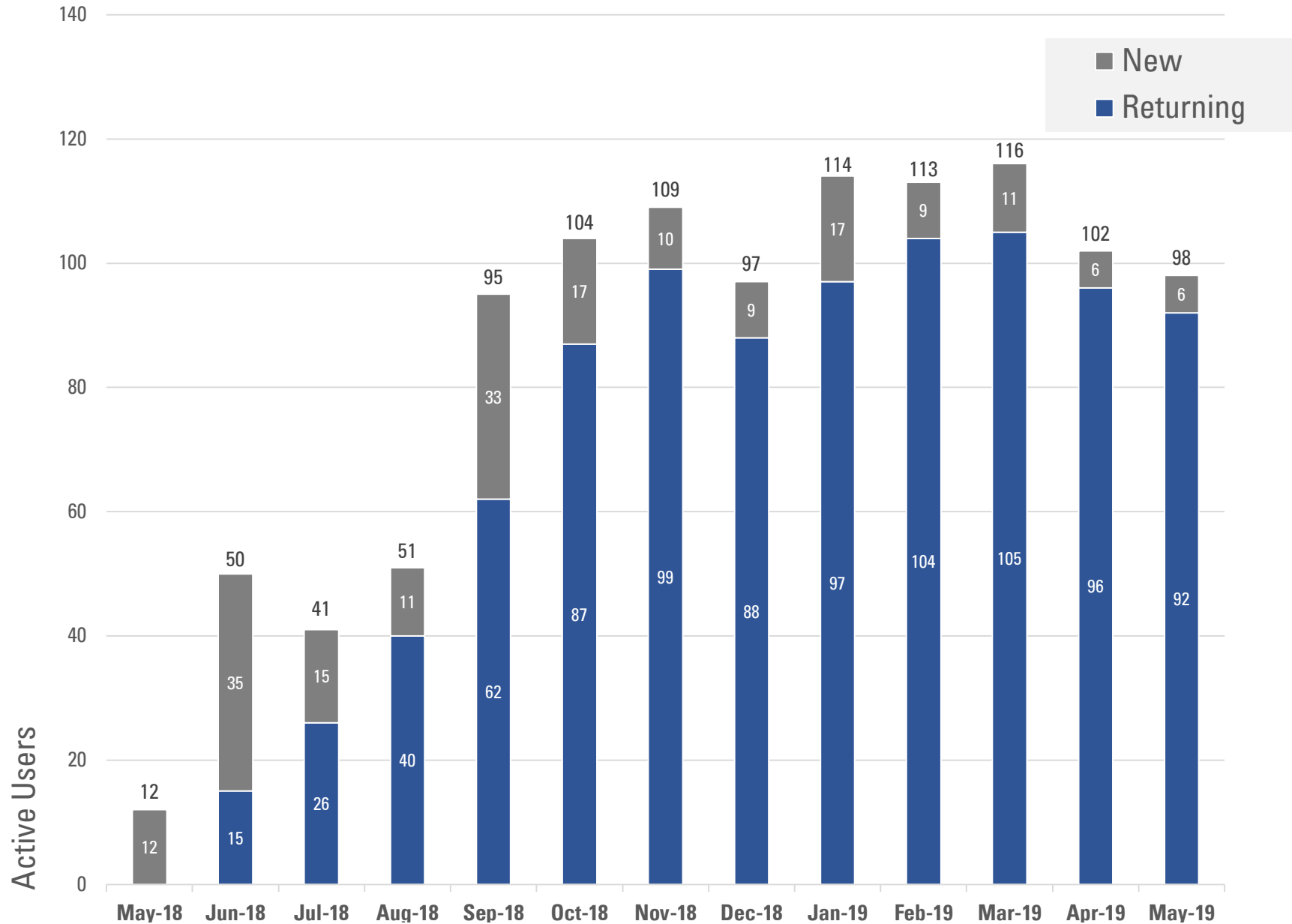
# App Downloads



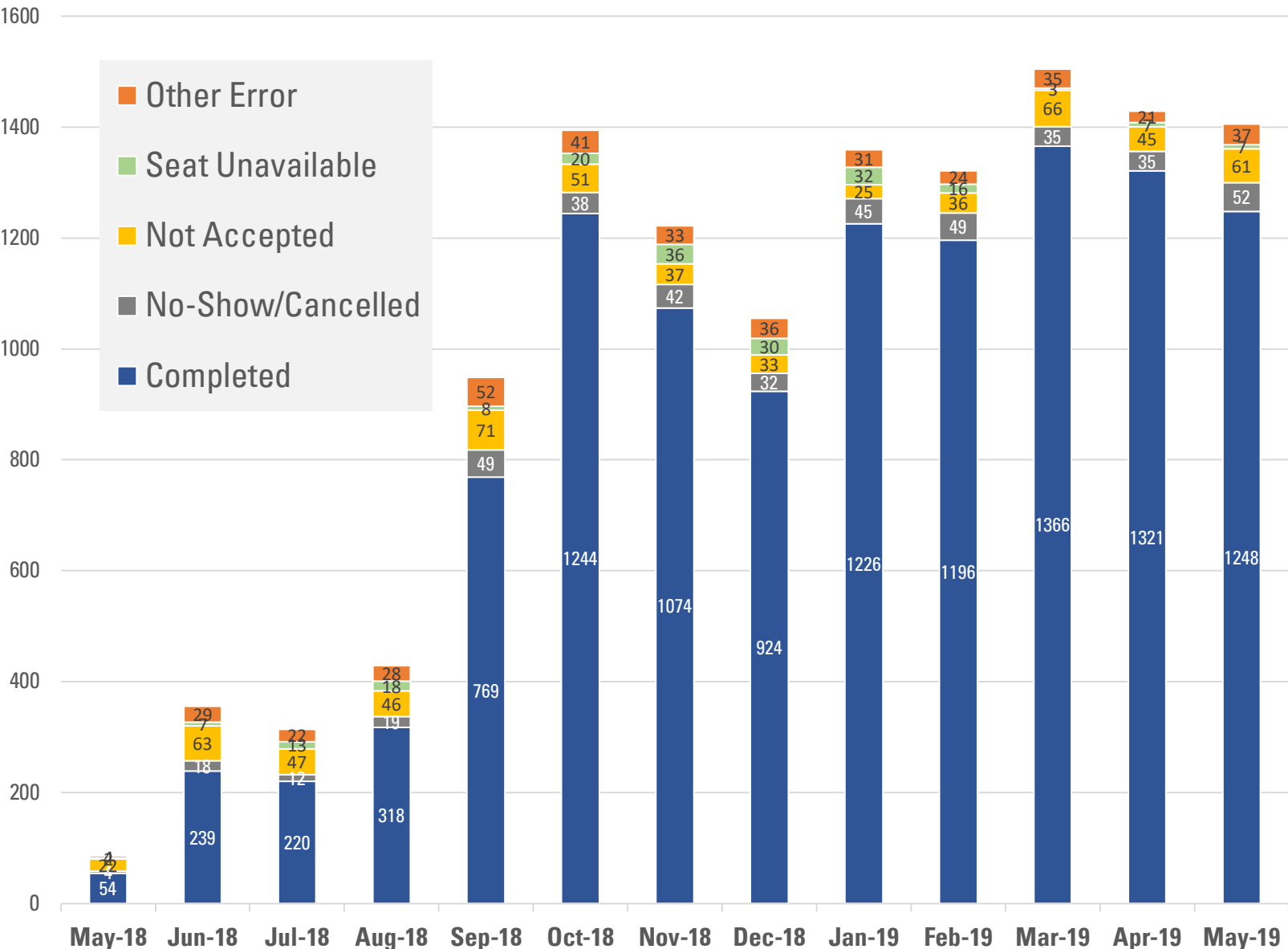
# Ride Activity



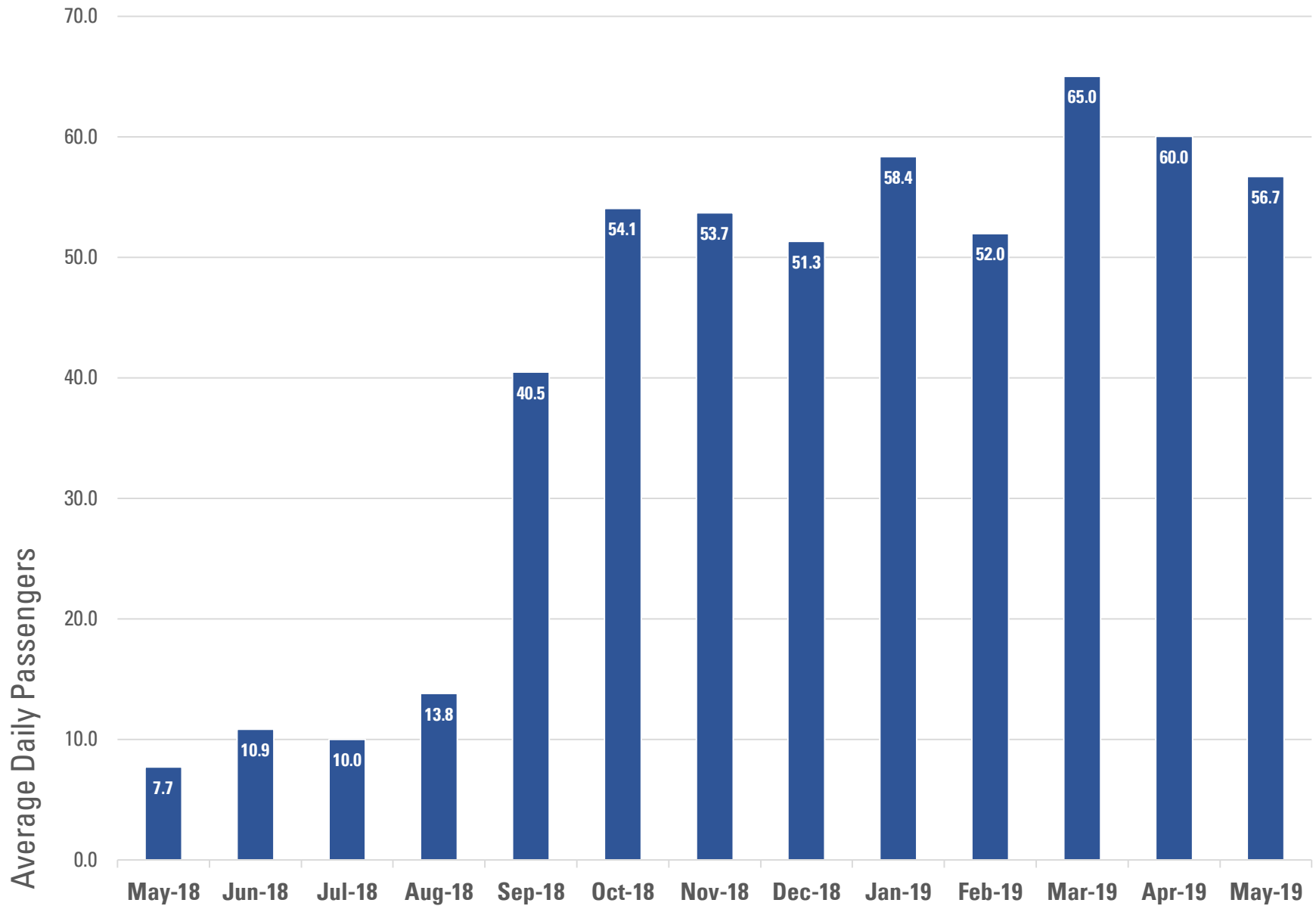
# Active Users



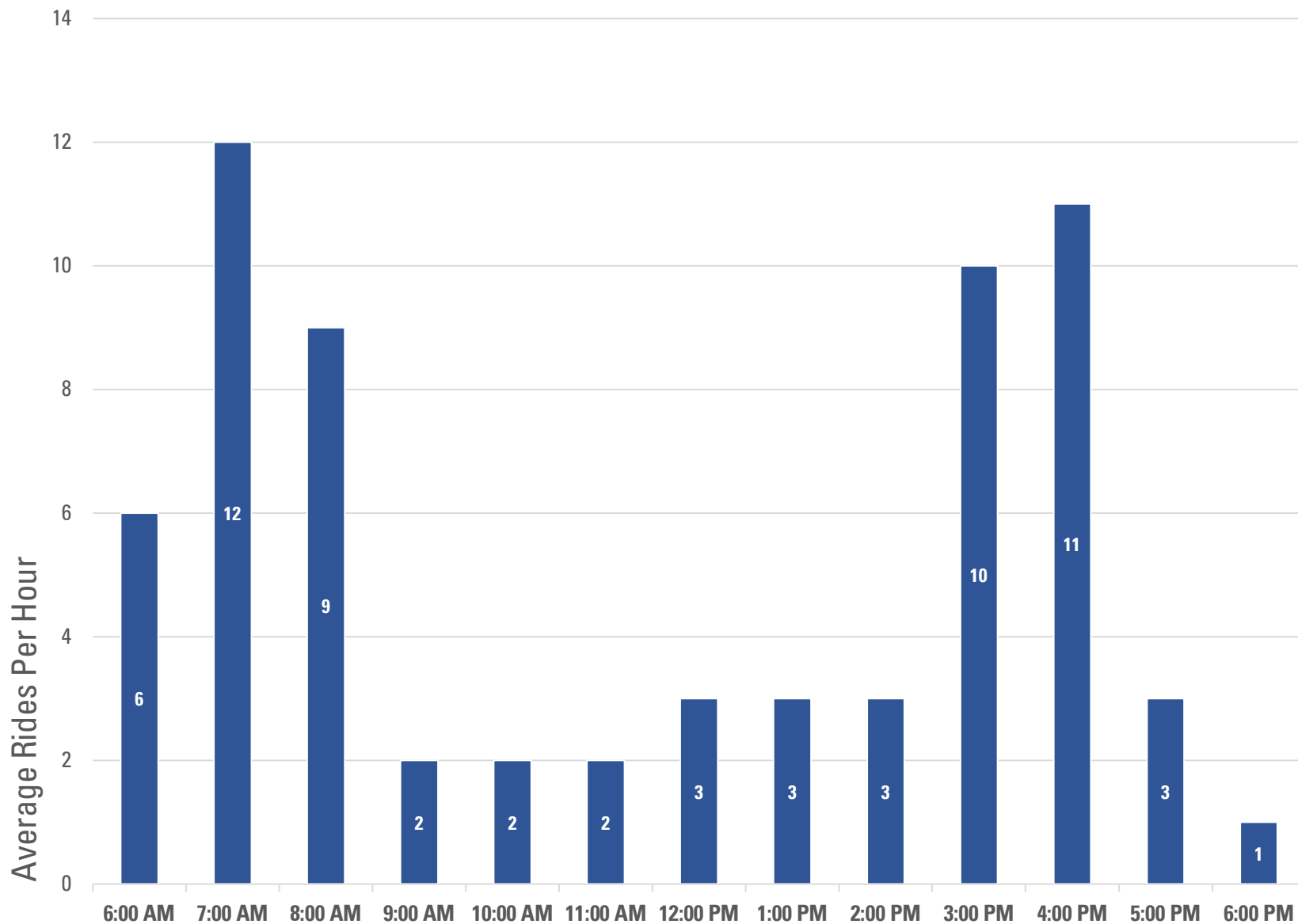
# Ride Summary



# Average Daily Passengers

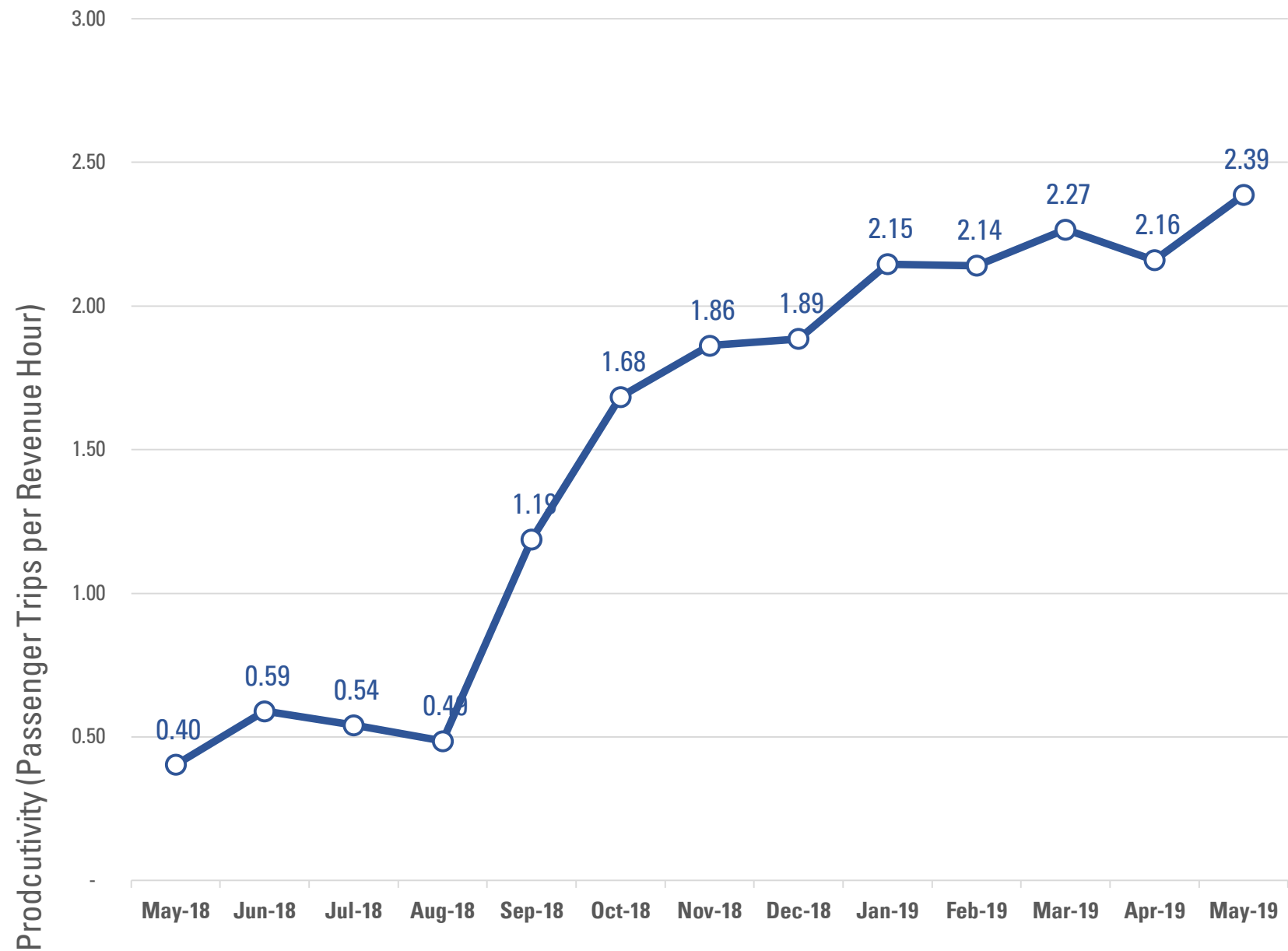


# Average Rides By Hour of Day

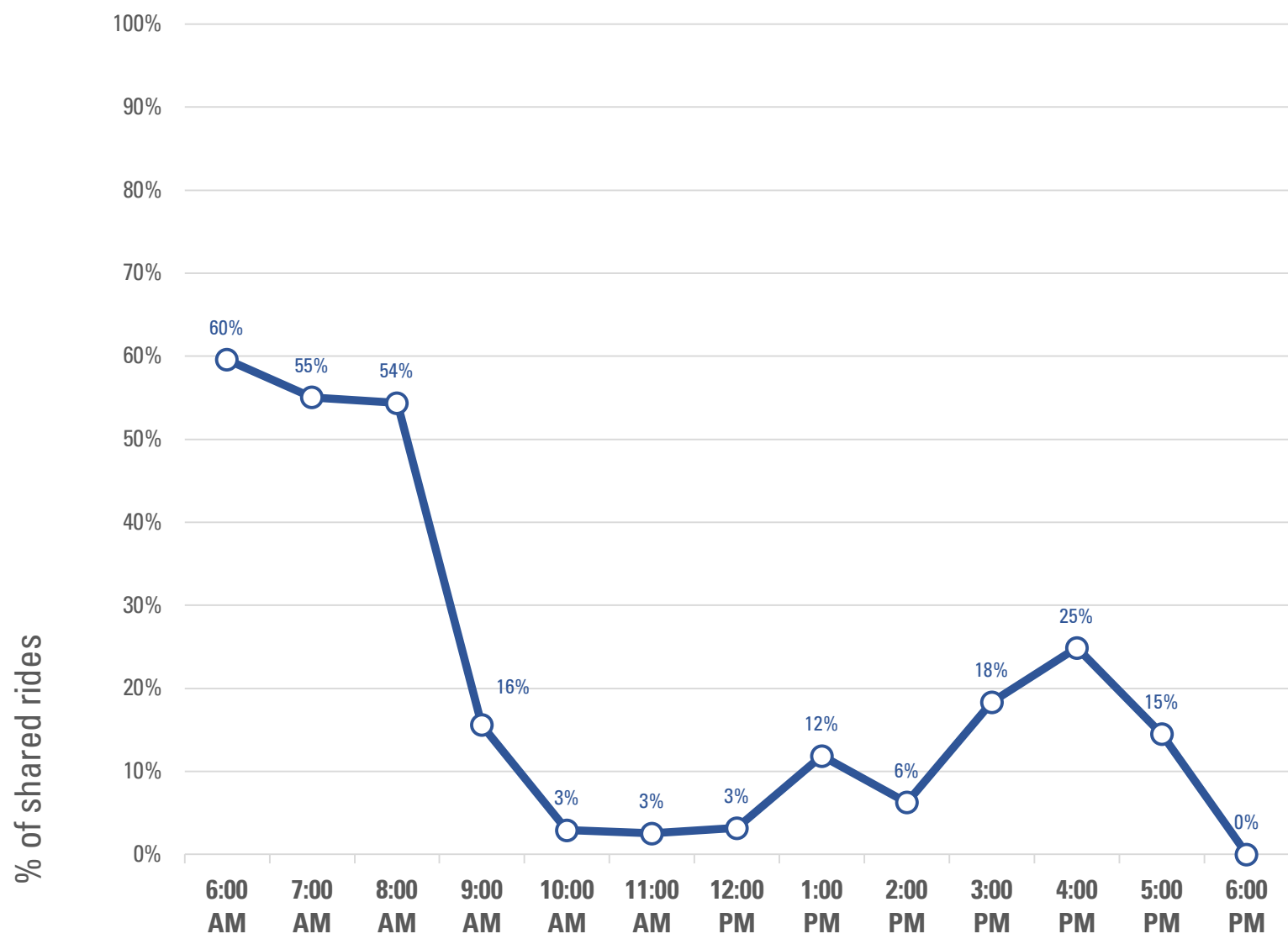


Includes data through May 2019

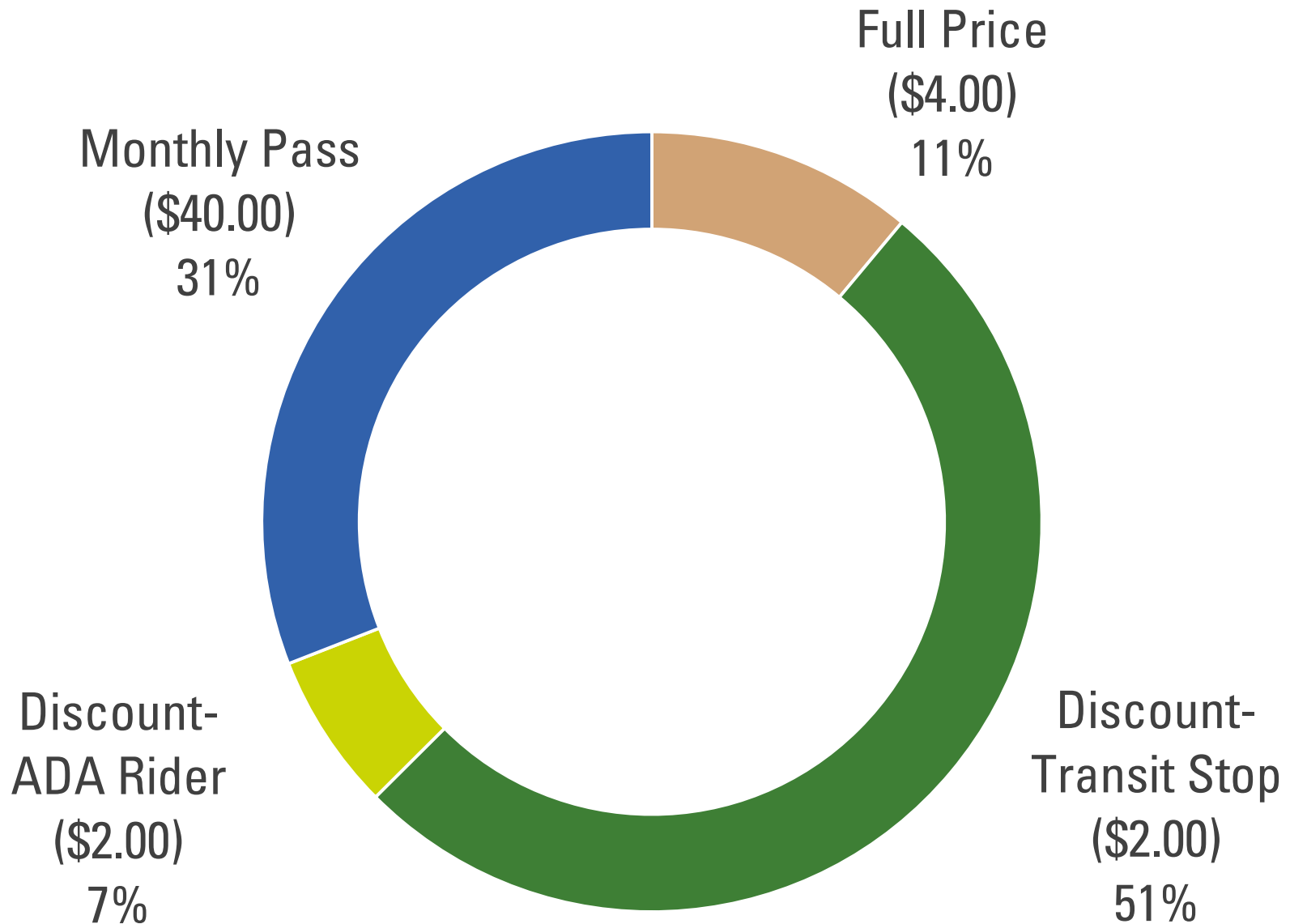
# Productivity Chart



# Ridesharing Percentages By Time of Day

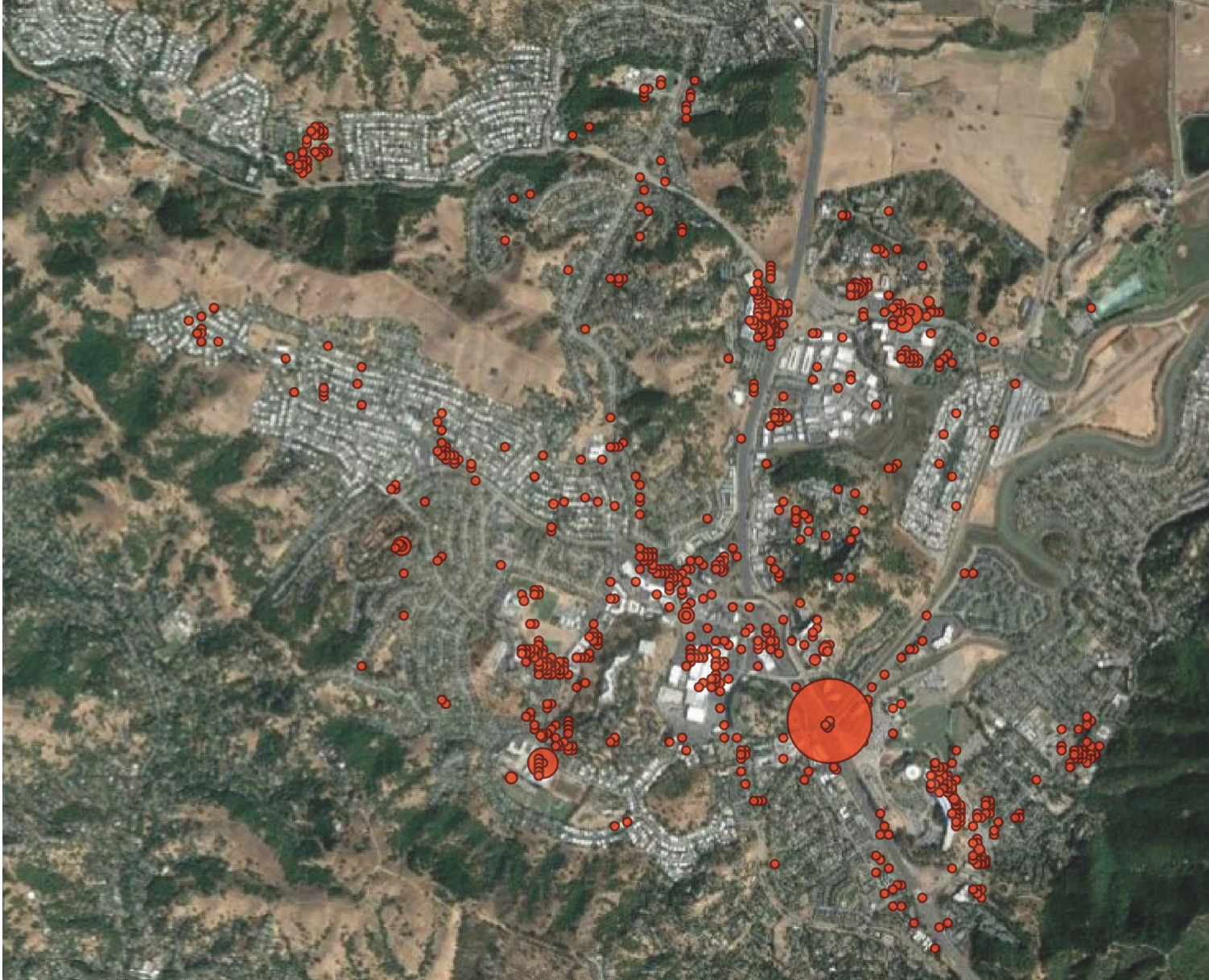


# Type of Fare Paid



Includes data through May 2019

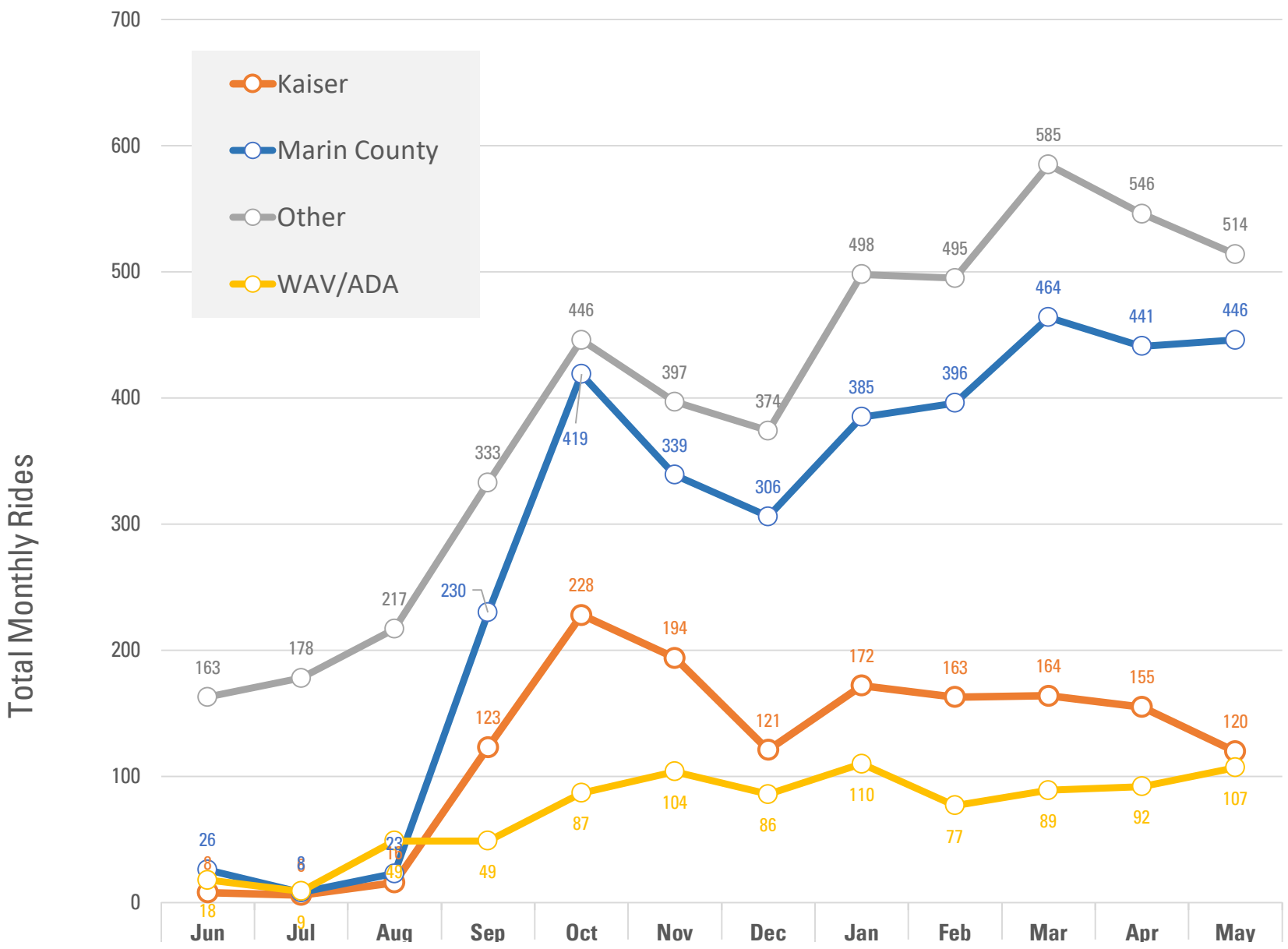
# Trip Origins



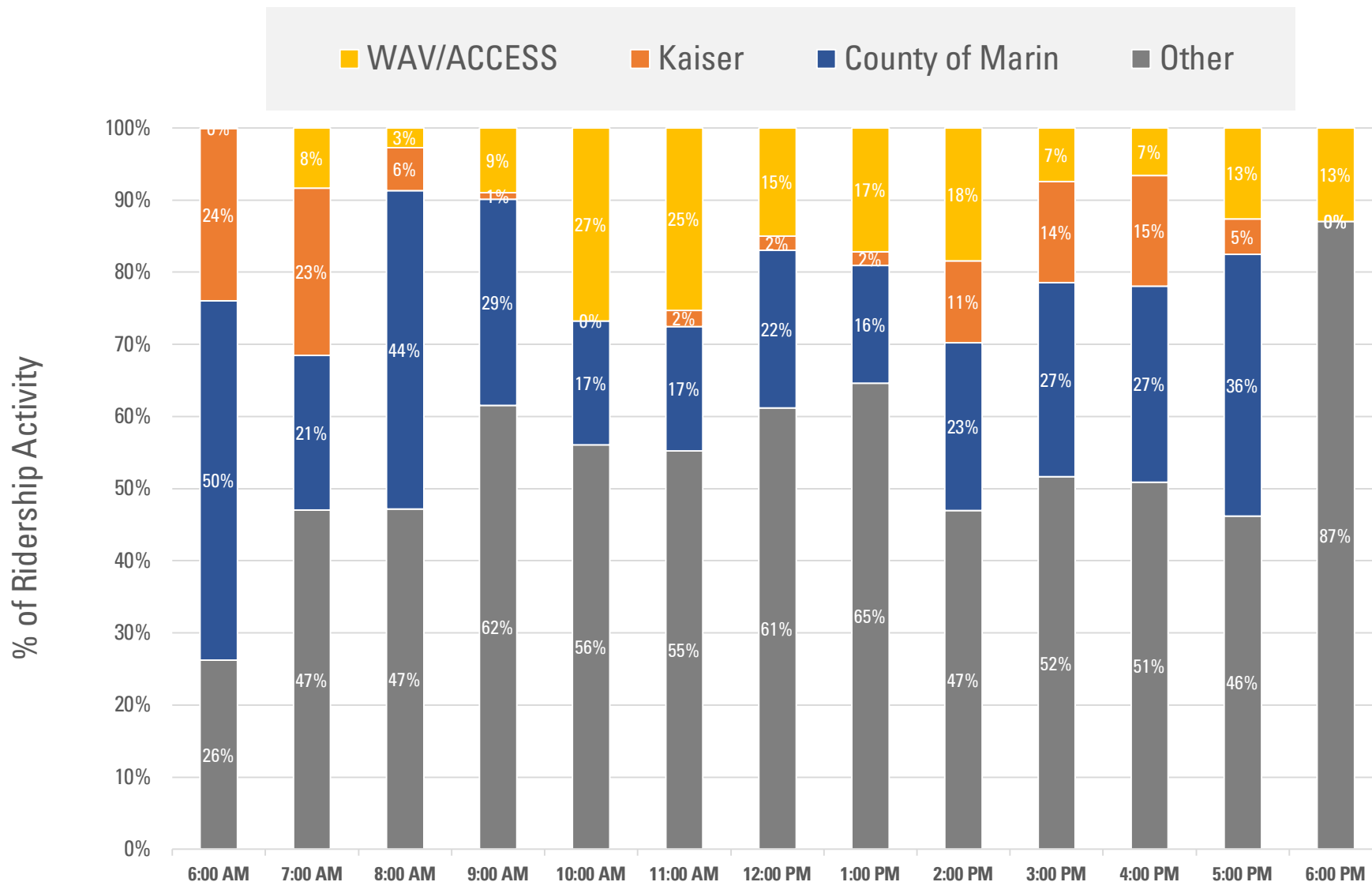
Includes trip data from January 2019 - May 2019

Market	Objectives
Senior/ADA Riders	<ul style="list-style-type: none"><li>● Better understand same day paratransit opportunities and service delivery model</li><li>● Improve transit options for conditionally eligible paratransit riders</li></ul>
Commuters traveling from outside of Marin	<ul style="list-style-type: none"><li>● Reduce number of drive alone commuters</li></ul>
Northern San Rafael residents and commuters	<ul style="list-style-type: none"><li>● Improve first and last mile connectivity between Northern San Rafael residential neighborhoods and transit corridors</li><li>● Test delivery method for more effective/productive neighborhood shuttle</li></ul>

# Ridership Trends, by Market



# Market Demand By Time of Day



# Performance by Market



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

Data shown for January — May 2019 (software stabilization period)

# Performance Targets: Cost Effectiveness



Connect Market	District Typology Match	District Cost Effectiveness Goal (maximum)	FY 2017/18 Performance
Senior/ADA Trips	Demand Response	<b>\$35.00</b> per passenger trip	<b>\$40.05</b> per passenger trip
Employer Sponsored	Partnership	None identified	<b>\$5.89</b> per passenger trip
Regular/Other	Local Connector	<b>\$9.00</b> per passenger trip	<b>\$9.96</b> per passenger trip
<b>CONNECT Program</b>		<b>\$15.00</b> per passenger trip (suggested)	<b>\$39.48</b> per passenger trip (actual)

# Performance Targets: Productivity



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

- **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



- **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

- 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.

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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