Overview of Presentation

- Marin Transit profile
- Timeline of Connect
- Rider profile
- Survey data
- Performance Trends
- Lessons Learned Thus Far
- Next Steps
**What is Marin Transit?**

- Local transit provider for Marin County
  - Fixed Route Service
  - Paratransit
  - On-Demand/Dial-A-Ride
  - Yellowbus
- Contract all operations and maintenance with agency owned vehicles

**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)?
Why Partnership with VIA?

- **Access to data**
  - Fully understand who use the service and how they use it
  - Meet reporting requirements
- **Direct communication with users**
  - App and email communication
- **Control over service design**
  - Service Area, Hours of Operation
  - Pricing
  - Shared Ride
- **Control over operations**
  - Vehicles
  - Driver training and testing
  - Accommodate seniors and those with disabilities

Service Area

Marin Transit Connect
Serves VIA Users
Highlighted Service Area

Marin Transit Connect
Connect Service Area Map

Services:
- Novato
- Terra Linda
- Mill Valley
- San Rafael
- SF SF
- SF San Francisco

 service area map
Rider Profile – Trip Purpose

- Work: 67%
- Grocery/Shopping: 14%
- Social/Recreational: 23%
- Medical: 11%
- School: 13%

Source: 2018 Connect onboard rider survey

Rider Profile – Place of Residence

- San Francisco: 2%
- Sonoma County: 48%
- Northern San Rafael / Connect Service Area: 26%
- Other parts of San Rafael: 7%
- Novato: 5%
- Other parts of Marin County: 4%
- Other: 8%

Source: 2018 Connect onboard rider survey
### Service Performance Trends: Weekly Snapshot

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Wait Time for Pickup (Quality of Service)</td>
<td>8.91 minutes</td>
</tr>
<tr>
<td>% On Time Arrival for Pickup (Quality of Service)</td>
<td>91%</td>
</tr>
<tr>
<td>Average Trip Length (time)</td>
<td>7.43 minutes</td>
</tr>
<tr>
<td>Average Trip Length (distance)</td>
<td>1.89 miles</td>
</tr>
</tbody>
</table>

### Service Performance Trends

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Rides (5/5/18—5/5/19)</td>
<td>10,040</td>
</tr>
<tr>
<td>Employer-Sponsored Trips (Kaiser &amp; County of Marin)</td>
<td>4,674 (46.5%)</td>
</tr>
<tr>
<td>Non-Employer Sponsored Trips</td>
<td>4,547 (45.3%)</td>
</tr>
<tr>
<td>WAV/Marin Access Trips</td>
<td>819 (8.2%)</td>
</tr>
</tbody>
</table>
Other performance metrics to consider

- Ridership + pax/hr (driver utilization)
- Growth retention
- Ride completion
- Subsidy per passenger
- Program usage (app downloads, site visits, active user accounts)
- In-app & survey satisfaction ratings
- Density of O/Ds within service area
- Share of WAV, Marin Access or employer-sponsored trips

Summary Findings

- Service is experiencing ongoing growth
- Over 75% of trips occur during AM/PM peak hours
- Overall, riders are satisfied with the service
  - 90% surveyed responded as somewhat satisfied, satisfied, or very satisfied with the service
  - Nearly 90% of riders rated their ride as a 5/5 within the app following their trip
- Connect is not necessarily attracting a new public transit rider but is attracting a new Marin Transit rider
- If the service wasn’t available, 29% would take another on-demand service while 25% would drive. 8% would not make the trip altogether.
- Typical connect rider is a higher income rider compared to other fixed route services and more likely to use SMART
- The top requested change by both riders and non-riders is service area expansion
Initial Lessons Learned

- New innovative programs require additional resources
  - New technology and training for drivers, dispatch, and schedulers
  - Significant staff time associated with customer service and marketing

- Service development depends on software development
  - Ability for software to perform directly impacts the effectiveness and efficiency of service

- An app-based on-demand service impacts how riders understand and begin to use the service
  - Initial use is challenging, especially for transit riders who are used to set schedule/stops
  - Once riders use service, it is easier for them to understand

Initial Lessons Learned (con’t)

- An app-based service changes operational roles and responsibilities
  - Reduces pressure on scheduling department
  - Dispatch needs to provide customer service
Outreach and Marketing Efforts

- Community presentations / events
- Business outreach
- Print materials (banner, flyer, bus stop notices, poster)
- Connect Street Ambassadors
- E-blasts, social media, and other web campaigns
- Promotional campaigns
- Rider and non-rider surveys

Next Steps

- Continued efforts to improve usage and utilization
  - Constant monitoring and adjusting supply to meet demand
  - Targeting outreach and marketing to senior/ADA clients
  - General public mailers + community newsletters
  - In-App promotional campaign to attract new riders to the service
  - Development of cash payment option
- Formal program evaluation in Summer of 2019
  - Develop performance metrics and targets
  - Identify synergies/integration with other transit and transportation offerings
Questions?

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