Marin Transit Connect

Joint PAPCO and ParaTAC Meeting

May 20, 2019

Overview of Presentation

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

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What is Marin Transit?

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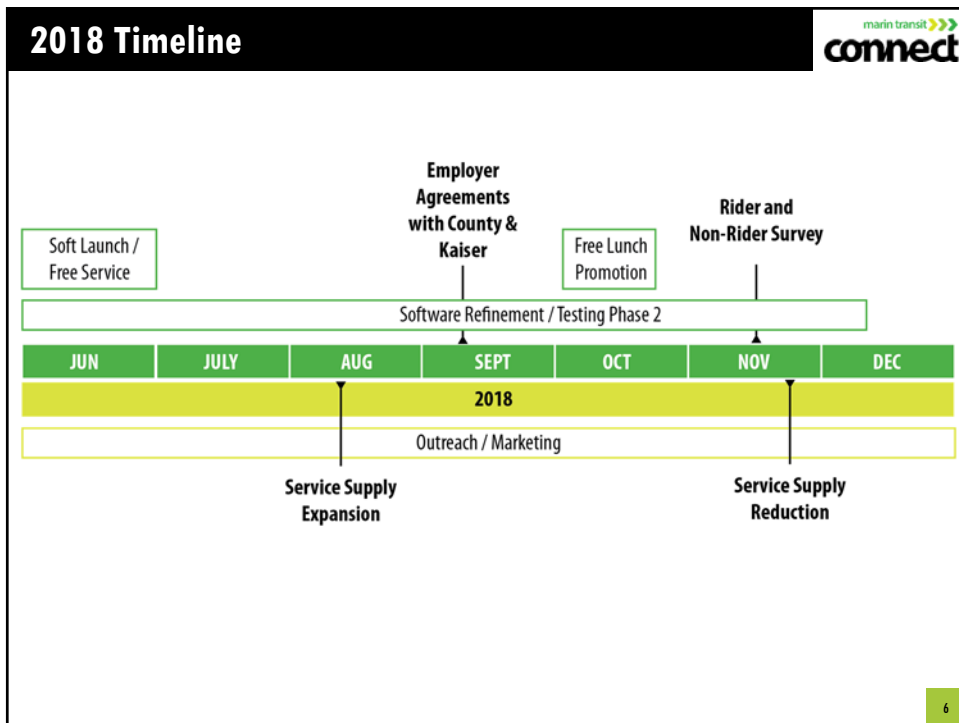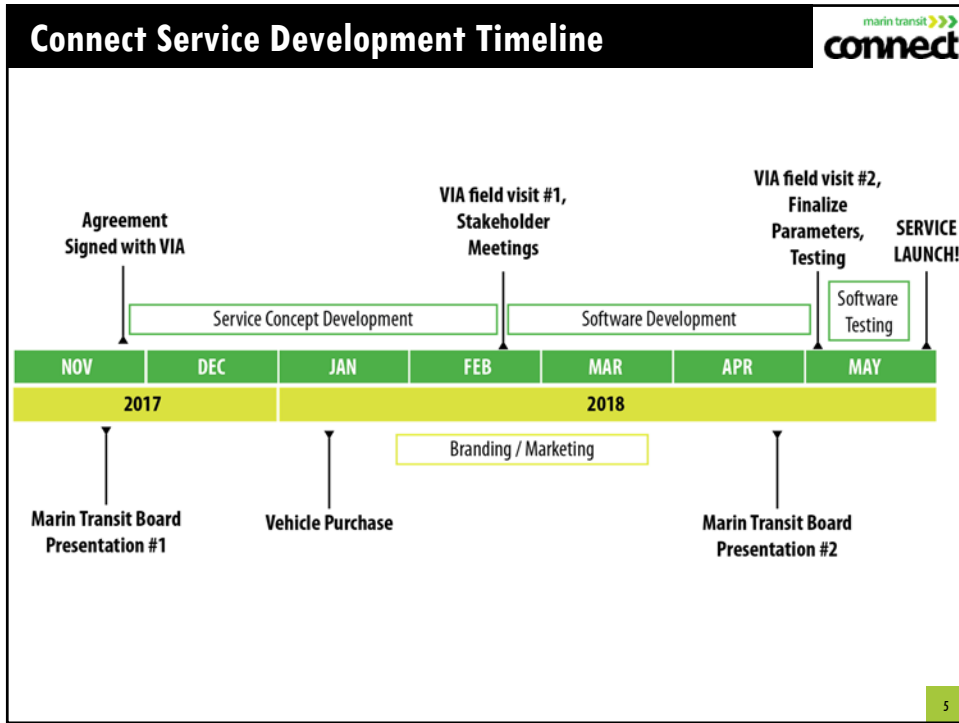- Contract all operations and maintenance with agency owned vehicles

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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)?

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Connect Service Development Timeline

VIA field visit #2,
Finalize
Parameters,
Testing

VIA field visit #1,
Stakeholder
Meetings

SERVICE
LAUNCH!

Agreement
Signed with VIA

Software
Testing

Service Concept Development | Software Development

| NOV | DEC | JAN | FEB | MAR | APR | MAY |

2017 | 2018

Branding / Marketing

Marin Transit Board
Presentation #1

Vehicle Purchase

Marin Transit Board
Presentation #2

2018 Timeline

Employer
Agreements
with County &
Kaiser

Rider and
Non-Rider Survey

Soft Launch /
Free Service

Free Lunch
Promotion

Software Refinement / Testing Phase 2

| JUN | JULY | AUG | SEPT | OCT | NOV | DEC |

2018

Outreach / Marketing

Service Supply
Expansion

Service Supply
Reduction

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
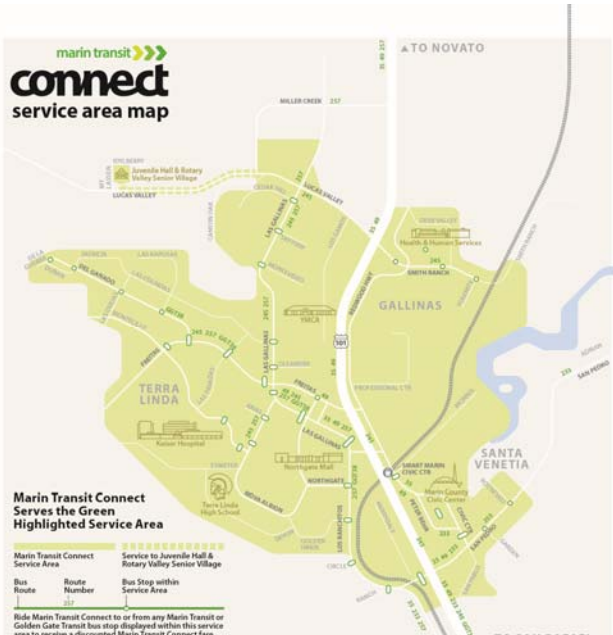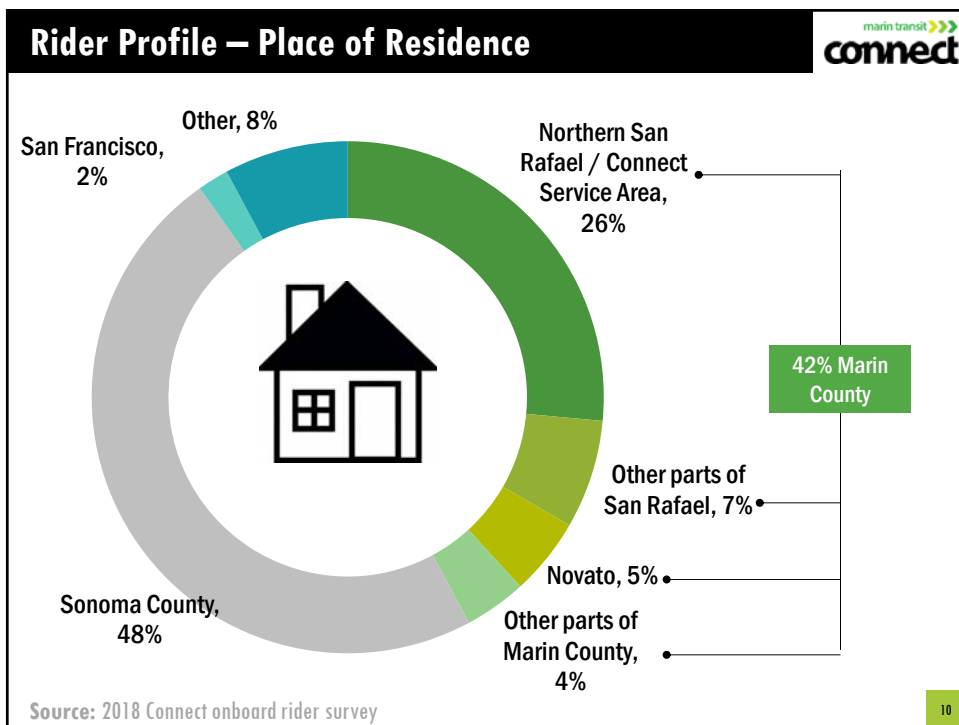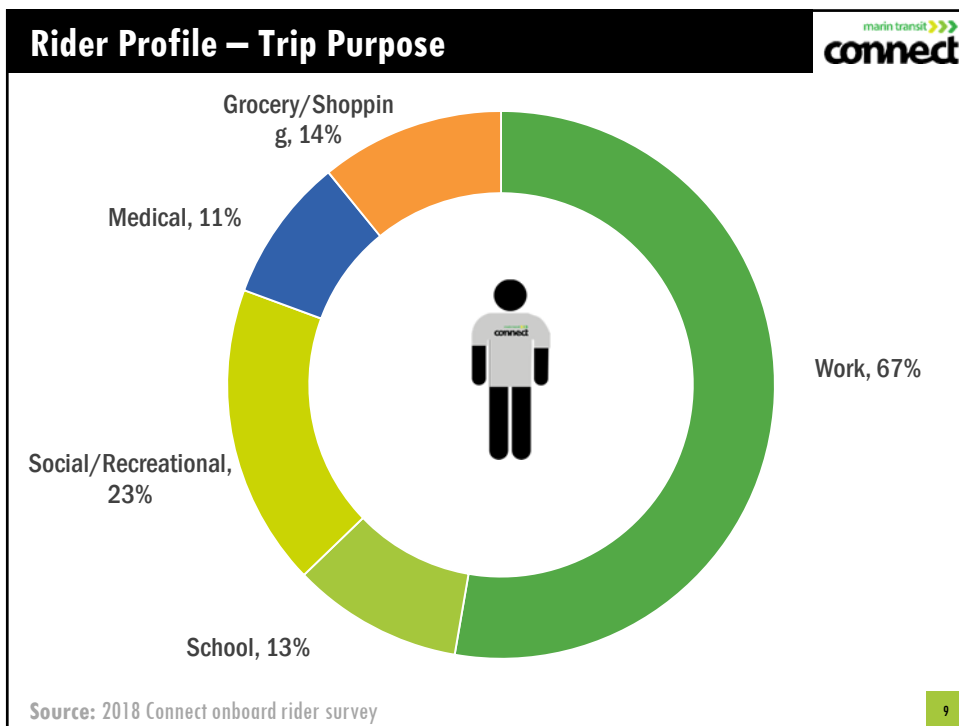 - Accommodate seniors and those with disabilities

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Service Area

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Rider Profile – Trip Purpose

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Grocery/Shopping, 14%

Medical, 11%

Work, 67%

Social/Recreational, 23%

School, 13%

Source: 2018 Connect onboard rider survey

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Rider Profile – Place of Residence

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Other, 8%

San Francisco, 2%

Northern San Rafael / Connect Service Area, 26%

42% Marin County

Other parts of San Rafael, 7%

Novato, 5%

Other parts of Marin County, 4%

Sonoma County, 48%

Source: 2018 Connect onboard rider survey

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Service Performance Trends: Weekly Snapshot

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Average Wait Time for Pickup (Quality of Service)	8.91 minutes
% On Time Arrival for Pickup (Quality of Service)	91%
Average Trip Length (time)	7.43 minutes
Average Trip Length (distance)	1.89 miles

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Service Performance Trends

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Total Rides (5/5/18—5/5/19)	10,040
Employer-Sponsored Trips (Kaiser & County of Marin)	4,674 (46.5%)
Non-Employer Sponsored Trips	4,547 (45.3%)
WAV/Marin Access Trips	819 (8.2%)

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Other performance metrics to consider

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-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

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Summary Findings

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- 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

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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
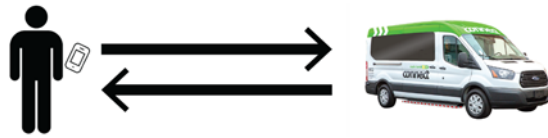 - Once riders use service, it is easier for them to understand

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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

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Typical TNC

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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

GET AROUND NORTHERN SAN RAFAEL WITH THE MARIN CONNECT APP!
- $2 rides to/from transit stations
- $4 all other rides

Get $10 Ride Credit with promo code: — FIRSTRIDE —

- Don't have a smartphone? Call 415-454-0902 to sign up
- Marin Transit Connect is wheelchair accessible
- Marin Access Riders get 50% off all rides

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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

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Questions?

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