

# Year 1 Recap, Year 2 Preview, Preliminary Evaluation



# Agenda

- **Background** (Members to Review Prior to Meeting)
- **Evaluation**
- **Modifications**
- **Discussion**
- **Timeline**



**BACKGROUND**

# Project Impetus

- First and last mile shared ride service **connecting with transit**
- **Pilot** (launched 4/16/19)
- **FTA Mobility on Demand Sandbox Grant**
- Initial project partners: **King County Metro, Sound Transit, City of Seattle, Via**



# MOD Grant Pilot Goals

- Improve mobility by **expanding access to transit.**
- Test how to develop a **partnership with a private sector mobility company**, integrating TNC services with existing transit services.
- **Broaden TNC access** to a wider audience, including populations without smartphones, those who need wheelchair accessible vehicles, unbanked populations, and populations with limited English proficiency.
- **Inform best-practices** and FTA guidance for public-private partnerships.

# Metro-Specific Goals

- Equity
- Safety
- Sustainability
- Cost-efficiency
- Customer experience
- Innovation



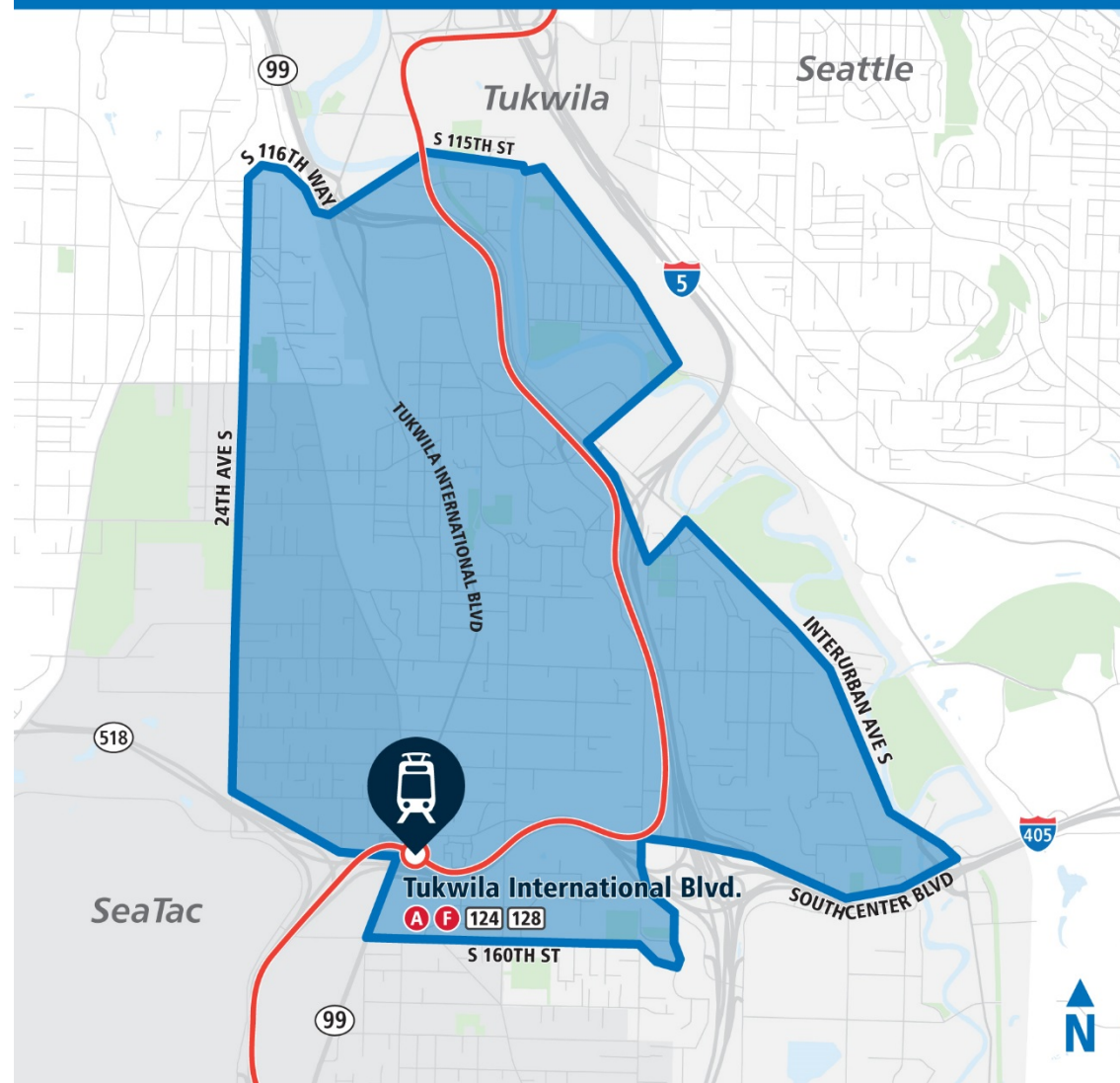
# VIA TO TRANSIT – SE Seattle Service Areas

Monday–Saturday: 5 a.m. – 1 a.m. | Sunday: 6 a.m. – midnight



# VIA TO TRANSIT – Tukwila Service Area

Monday–Friday: 6–9 a.m., 3:30–6:30 p.m.



# How to Ride



**1. Download the Via app**



**2. Book an on-demand ride with the app or call 206-258-7739**



**3. Ride and connect to buses and Link light rail at Mount Baker, Columbia City, Othello, Rainier Beach, and Tukwila International Boulevard Stations**

# How does it work?

- **Walk** up to 5 minutes
- **Get picked up** within 10-15 minutes
- **Take a shared ride** (not currently)
- **One end of trip must be Link light rail station**
- **Payment options** include ORCA cards, Transit GO mobile ticket, credit cards/debit cards
- **Integrated fares**, free transfer to buses and light rail



# Equity & Accessibility



- **Wheelchair accessible vehicle (WAV)** option
- **Call center** option for people without smartphones
- **Reduced fare programs** accepted with ORCA payment
- **Integrated fares**, free transfer to buses and light rail

# Equity & Accessibility

不論您是要上班、上學還是回家,您可使用**Via to Transit**, 只需短程的隨需共乘服務往返附近的Link輕軌車站

**付款方式**

**Via to Transit**的價格與Metro公車相同。適用標準Metro車資。

成人 (19歲及以上)	\$2.75
ORCA LIFT持卡人 (符合收入資格)	\$1.50
青少年 (6-18歲)	\$1.50
RRFP持卡人 (註冊長者、Medicare受益人、身障人士)	\$1.00

使用ORCA卡支付車資。乘客可以轉乘**Via to Transit**和公車, 無須支付額外車資。

在**Via to Transit**和Link輕軌之間轉乘時, 持有ORCA雇主公交卡的乘客無須支付額外車資。如果使用ORCA電子錢包或區域公交卡, 乘客轉乘Link輕軌可能需要支付差額。

恕不接受信用卡和現金車資和轉乘票。接受Transit Go行動車票 (Metro公車)。

MOUNT BAKER, COLUMBIA CITY  
OTHELLO和RAINIER BEACH車站

**VIA**  
TO TRANSIT  
下載手機APP, 輕鬆訂車



請在  
[kingcounty.gov/metro/via-to-transit/zh](http://kingcounty.gov/metro/via-to-transit/zh)  
查詢詳情, 或致電206-258-7739  
並說「Chinese」。

Via to Transit是為期一年的先導計劃。

Mktg/Alta, April 19

 **Interpreter - 206-258-7739**  
Interpretes Turjubaan Переводчик  
Перекладачи 통역사 通譯員  
通譯員 Thông Dịch Viên 通譯員

 **King County METRO**

 **SOUNDTRANSIT**

 合作夥伴  
City of Seattle

- **Service areas**
- **Diversity of languages** in marketing materials
- **Ethnic media** ads
- Outreach through **community based organizations** to promote service, build feedback loop
- **Interpreter services** for call center

# Engagement

- Tabling at Rainier Beach Action Coalition Open Spaces Town Hall – 4/20/19
- Tabling at Emerald City Commons Health and Resource Fair – 5/2/19
- Tabling at Night Out at Lake Washington Apartments – 7/26/19
- Tabling at Rainier Beach Coalition Back 2 School Bash – 8/10/19
- Hopelink Education and Outreach Field Trip for Via to Transit and Ride2 – 6/7/19
- Station walking tour lead by Rainier Beach Action Coalition (RBAC) leadership at the Rainier Beach Link light rail station – 2/14/19
- Vehicle demonstration and Q&A at Lighthouse for the Blind – 7/31/19
- Listening session with Rainier Beach Action Coalition Corner – 9/30/19
- Polling/feedback gathering at Kandelia (formerly Vietnamese Friendship Association) – 10/22, 12/7/19
- Driver engagement: Tabling at Avis – 11/21/19
- Listening Sessions at Rainier Vista Boys & Girls Club – 11/19, 12/10/19
- Partnership with East African Community Services – July, January 2019



# Service Suspension



**CORONAVIRUS**  
(COVID-19)

# Budget Shortfalls

[Local News](#) | [Local Politics](#) | [Northwest](#) | [Traffic Lab](#)

## Washington voters favoring Tim Eyman's I-976 to slash car-tab fees in Tuesday's election results

Nov. 5, 2019 at 3:43 pm | *Updated Nov. 6, 2019 at 9:00 am*

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[Economy](#) | [Health](#) | [Local News](#) | [Local Politics](#)

## Seattle projects coronavirus crisis could knock \$210M to \$300M hole in city budget

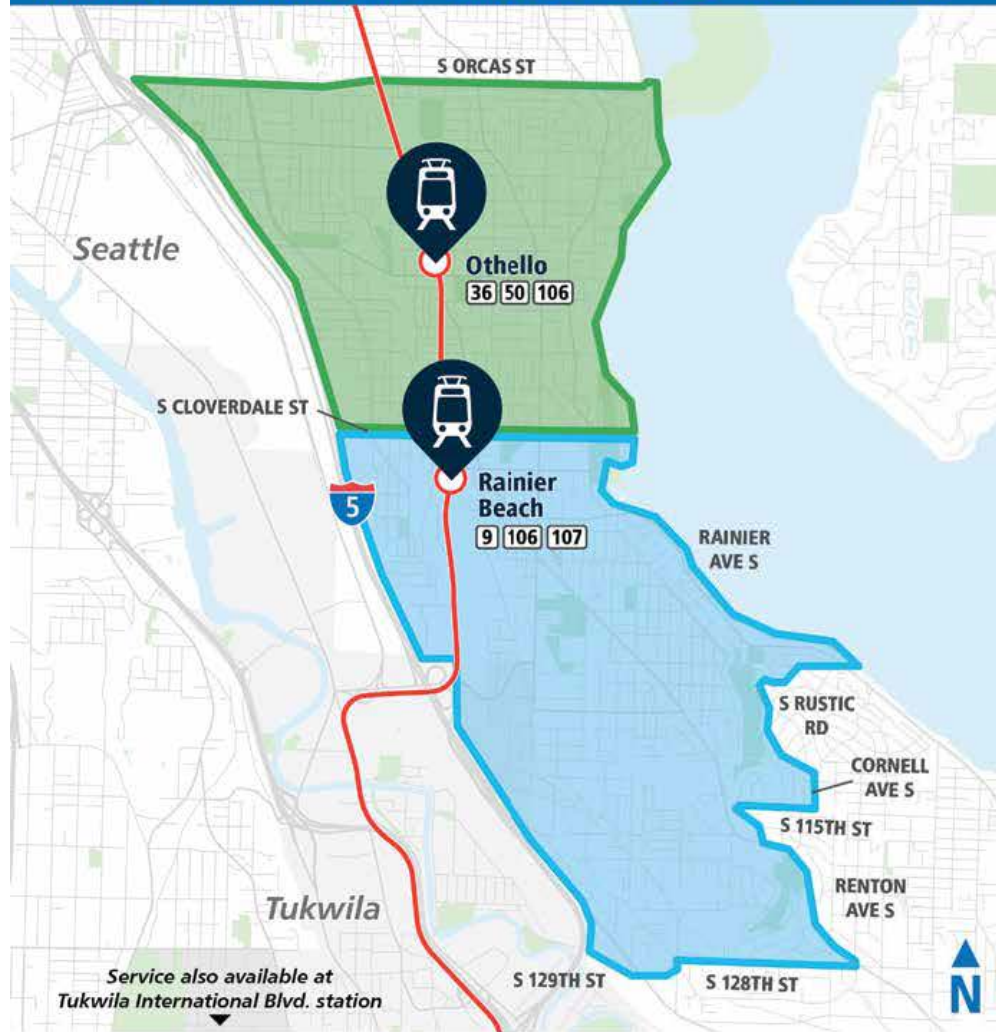
April 21, 2020 at 2:29 pm | *Updated April 22, 2020 at 11:36 am*

# Unmet Need Scores

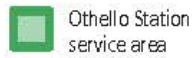
Name	Composite Score	Priority Population Score	All-Day Transit Accessibility Score	Total Rides in Year 1	Rides per hour
Mt. Baker	0.370	0.559	0.180	20,549	3
Columbia City	0.449	0.603	0.295	43,039	6
Othello	0.569	0.790	0.349	68,969	10
Rainier Beach	0.593	0.695	0.490	116,306	17
TIBS	0.606	0.796	0.417	9,724	7

# VIA TO TRANSIT – SE Seattle Service Areas

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## LEGEND



Othello Station service area



Rainier Beach Station service area



Link light rail



Link light rail station

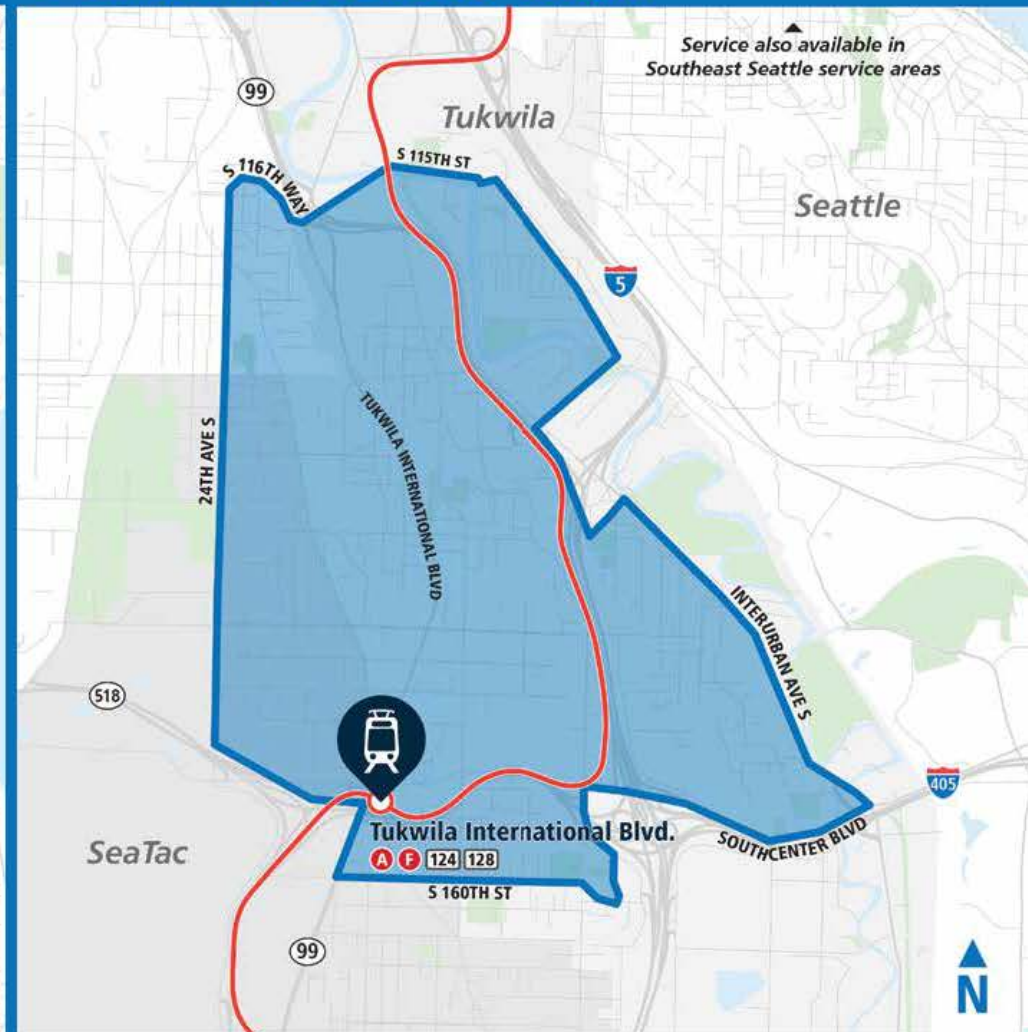


Bus connections



# VIA TO TRANSIT – Tukwila Service Area

Monday–Friday: 6–9 a.m., 3:30–6:30 p.m.



## LEGEND



Tukwila International Blvd. Station service area



Bus connections



Link light rail station



Link light rail



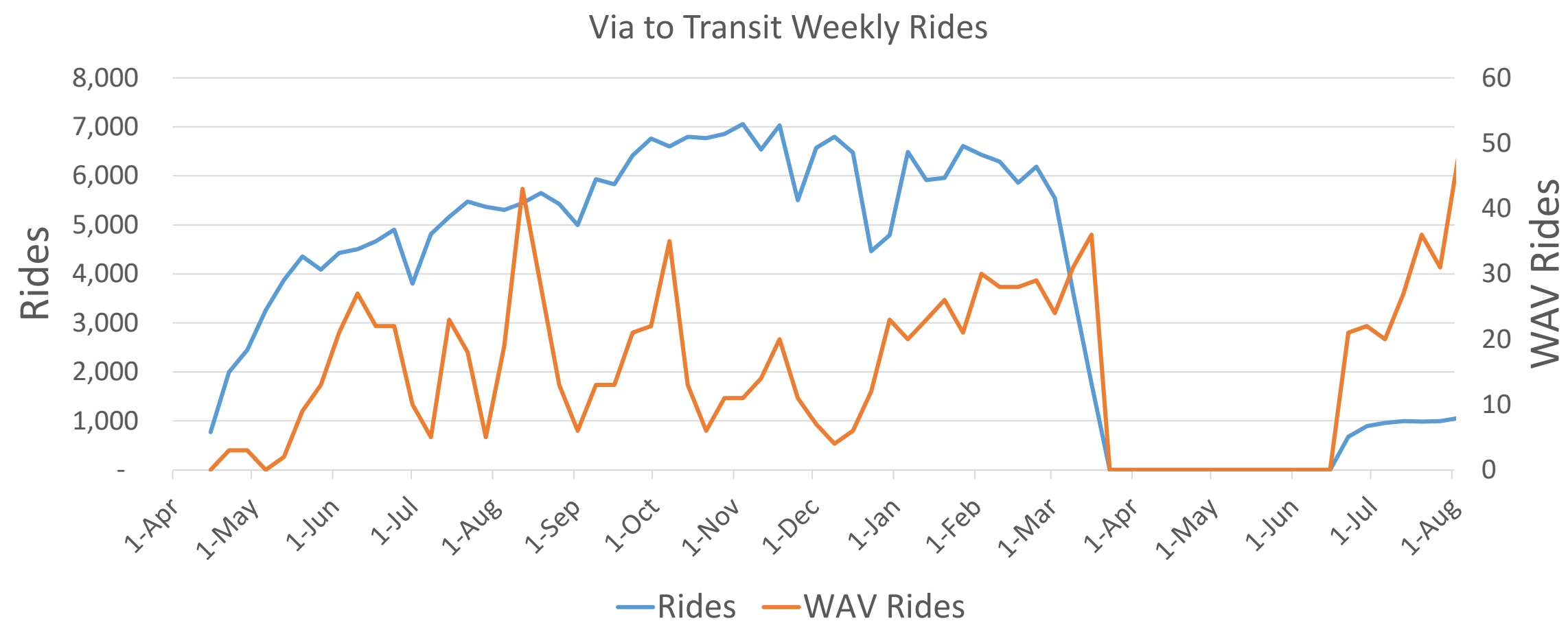
Link light rail station



Item	Phase 1 and 2
Engineered/Design	<ul style="list-style-type: none"> <li>- Spatial distance between seats</li> <li>- Barrier between driver and passengers</li> </ul>
Sharing	<ul style="list-style-type: none"> <li>- Private Rides</li> </ul>
PPE	<ul style="list-style-type: none"> <li>- Require Driver mask</li> <li>- Require Rider mask (offering a mask for riders not wearing one)</li> <li>- Driver disinfecting product</li> </ul>
Monitoring	<ul style="list-style-type: none"> <li>-Introduce in-app Wellness Checks for riders and drivers to confirm they are symptom free before riding or driving with Via</li> <li>- Contact tracing in accordance with KCM policy and compliant with local and national regulation</li> </ul>
Cleaning	<ul style="list-style-type: none"> <li>- Disinfecting during shift</li> <li>- Daily disinfecting cleans of interior with EPA approved product</li> </ul>
Policy & Comms	<ul style="list-style-type: none"> <li>-In app rider comms reinforcing local guidance on PPE, seating spacing, and behavior</li> <li>-Driver sick pay policy</li> <li>-Escalation policy and protocol for any suspected case</li> </ul>

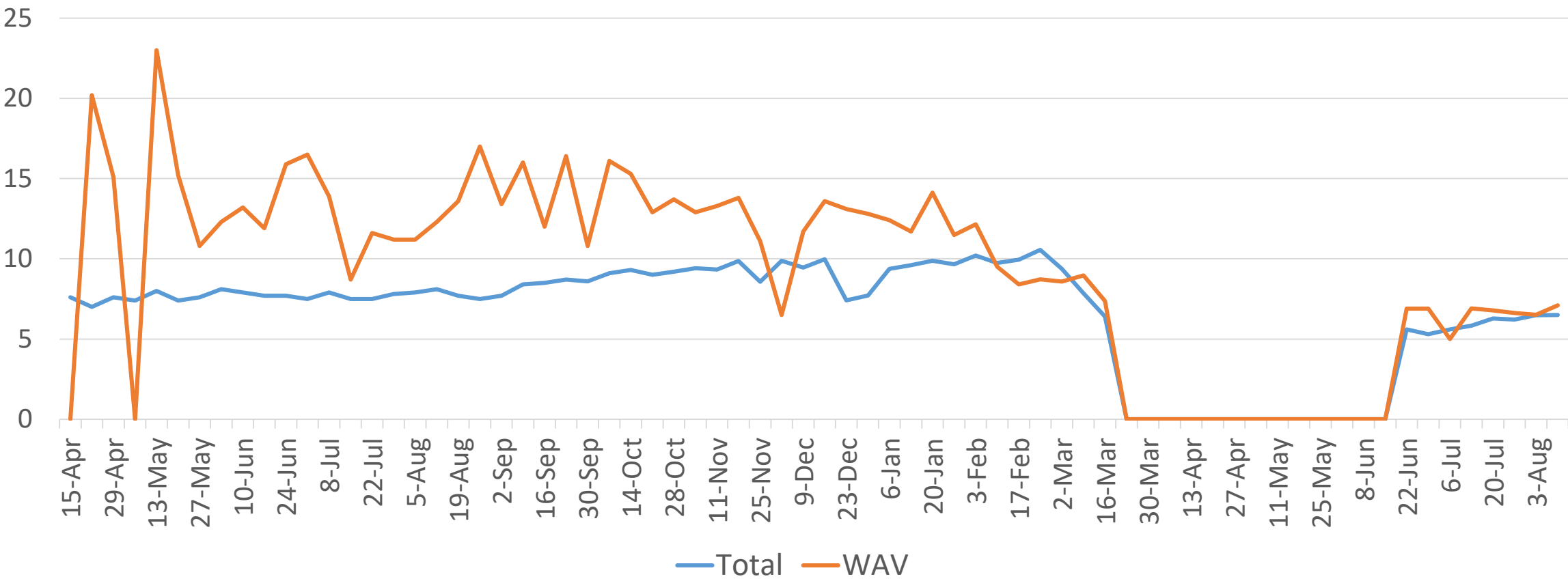
**EVALUATION**

# Rides



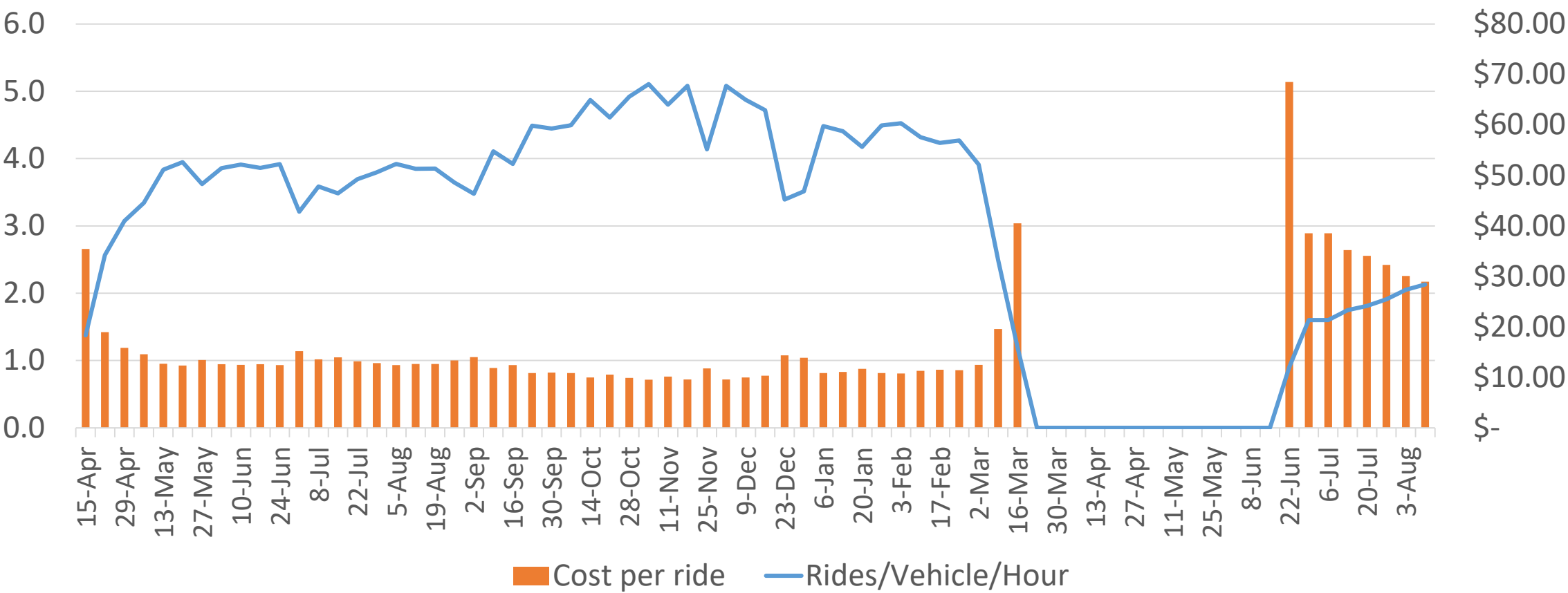
# Average Wait Time

Wait Time



# Average Efficiency

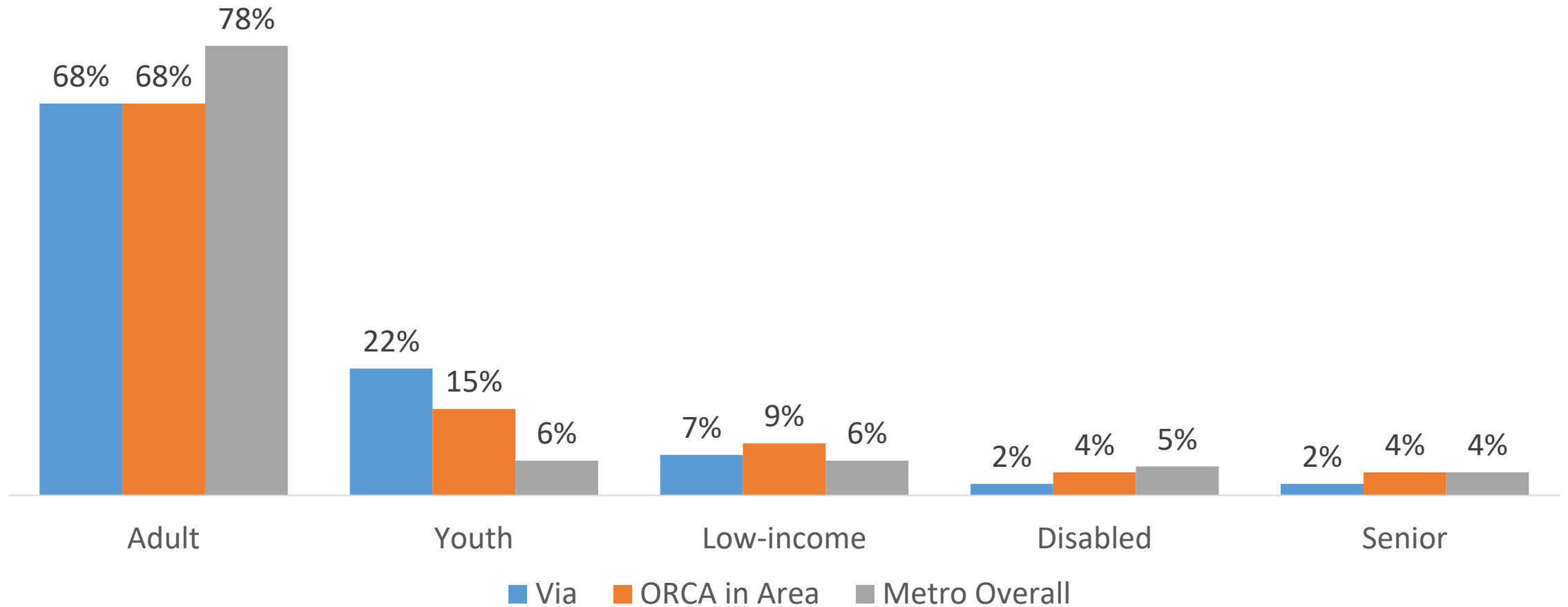
Service and Cost Efficiency



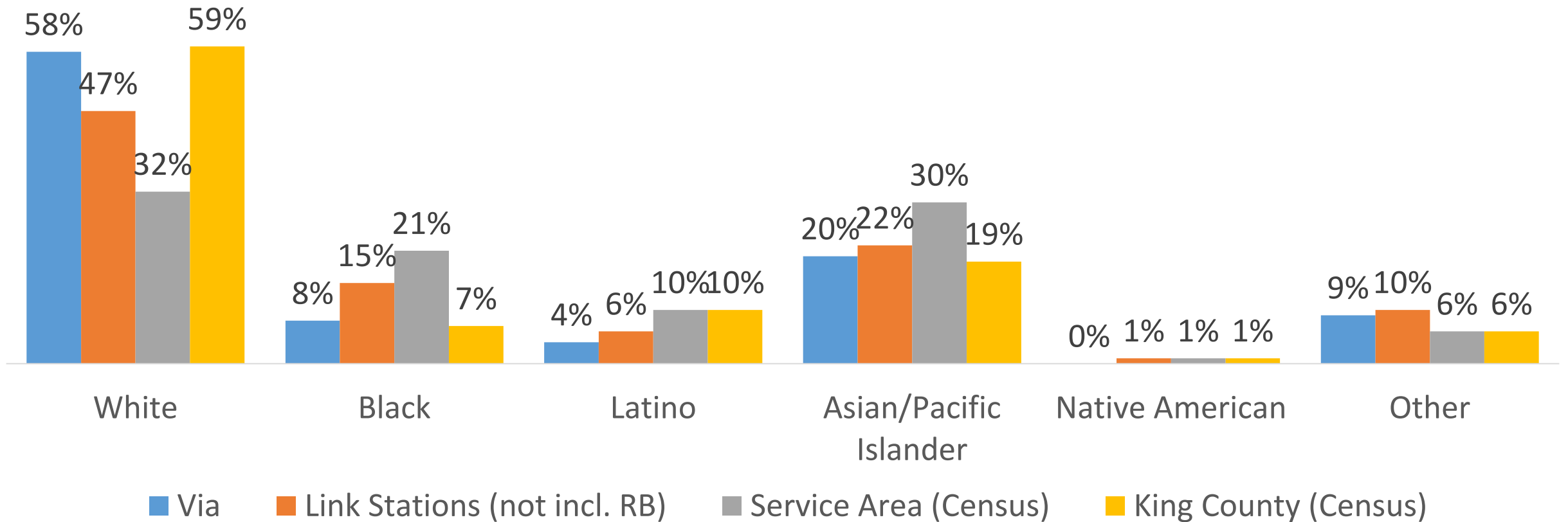
# Call Center, Interpreter Services

	Year 1	Year 2 (June 22 –August 10)
% Rides Requested through Call Center	2%	3%
% WAV Rides Requested through Call Center	55%	21%
Interpreter Services	20 minutes	0 minutes

# Equity: Fare Category

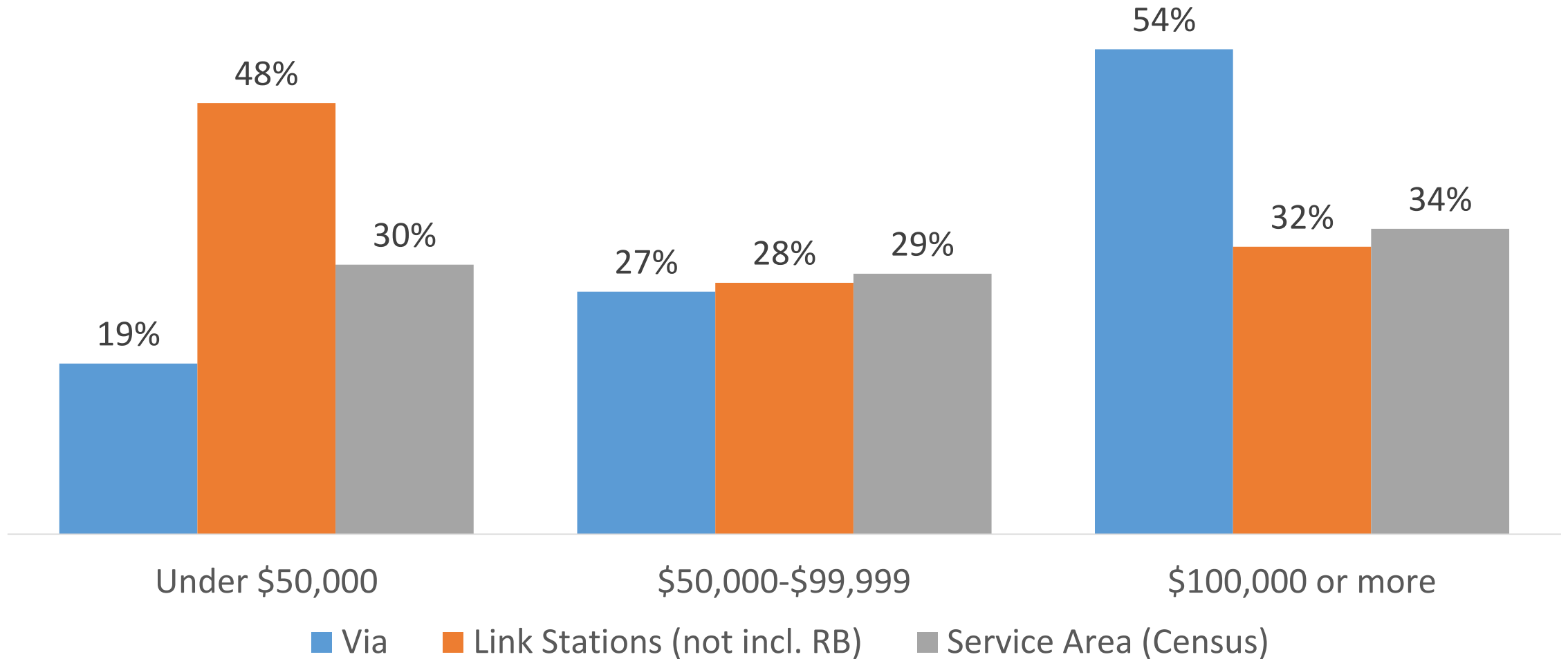


# Equity: Race



Via survey underrepresents youth, was conducted electronically and in English only – thus likely overrepresents white riders

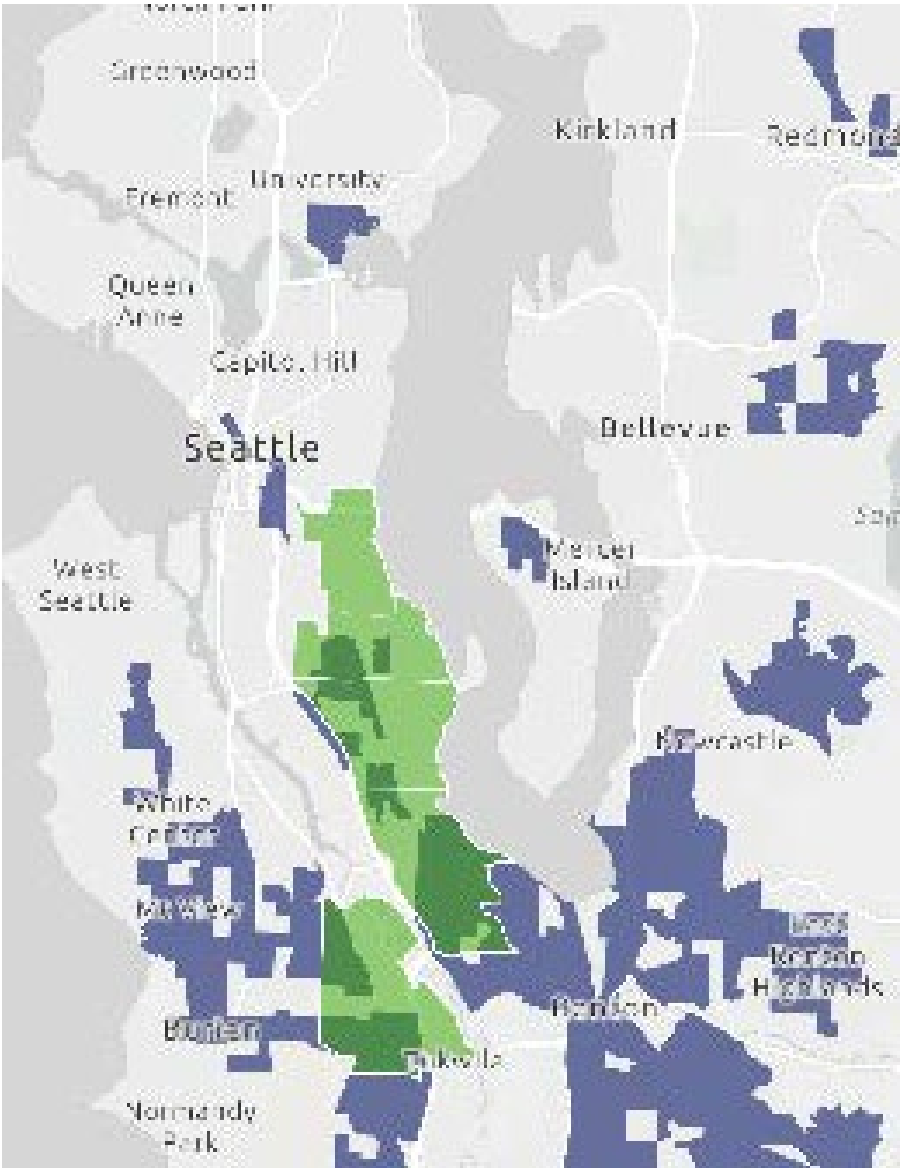
# Equity: Income



Via survey underrepresents youth, was conducted electronically and in English only – thus likely overrepresents high-income riders

# Equity: Rides Starting/Ending in Areas of Unmet Need

Service Area	% Total Trips	% Trips in Areas of Greatest Unmet Need
Mount Baker	8%	0%
Columbia City	17%	48%
Othello	27%	43%
Rainier Beach	45%	85%
Tukwila	4%	71%



# Equity: Driver Living Wage

- Year 1 Drivers:
  - Paid at least \$15/hour (most were paid more)
  - Paid hourly rather than per trip (thus paid for time spent waiting, getting to rider)
  - Not paid directly for time spent between vehicle base and service areas, but increased hourly rate to account for that time
- Year 2 Drivers:
  - Should net at least \$16.39
  - \$200 bonus (approx. cost of benefits) for drivers working 30+ hours/week
  - Paid for time spent between vehicle base and service areas

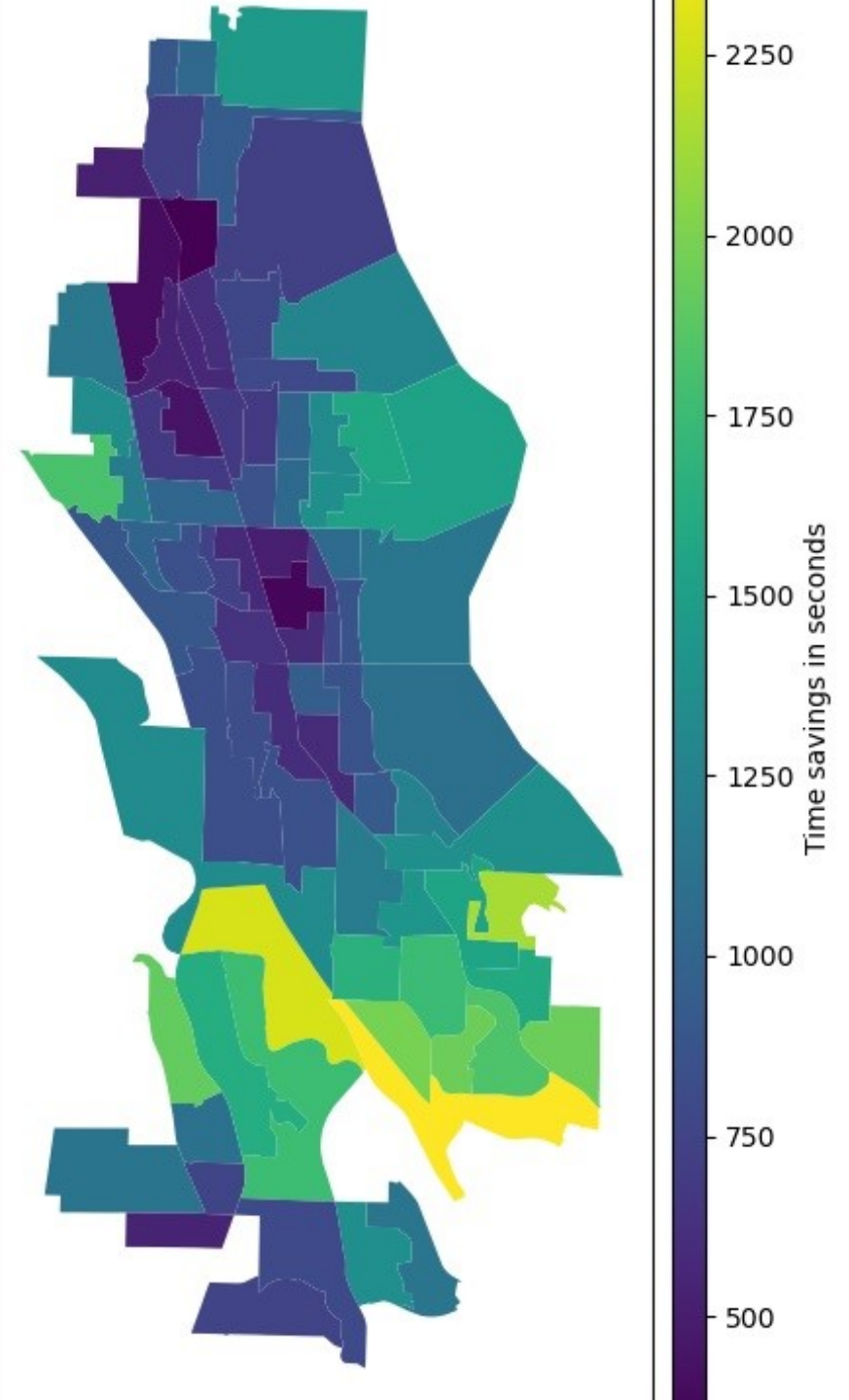
# Sustainability

- Many no-passenger miles = need improvement
- ½ of Via to Transit riders previously drove alone, took Lyft/Uber, or were picked-up/dropped-off or were new users to the station
- ½ previously walked/took the bus, but...

Mode Shift	
Bike	1%
Bus	24%
Did not use this station	11%
Drove	15%
Lyft/Uber	7%
Other (please specify)	6%
Picked Up / Drop Off	10%
Skateboard	0%
Walked/wheelchair	25%

# Relationship w/ Bus/Link

- Difficult to assess b/c seasonality, Connect2020
- Appears to increase Link ridership
- 96% transfer to Link/bus
- Via saved riders up to 40 minutes compared to bus or walking



# Safety

- **92%** of riders are satisfied or very satisfied with their personal **safety with other passengers**
- **86%** of riders are satisfied or very satisfied with feeling safe in terms of **how the driver operates the vehicle**
- **80%** of riders feel safe when waiting for **pick-up**

*“Via has **reduced my risk of getting hit by a car** in the dark hours of the morning while taking the long walk to the 101 bus stop down streets with no sidewalks.”— Via to Transit customer*

# Customer Experience

4.8/5 stars for WAV and non-WAV rides

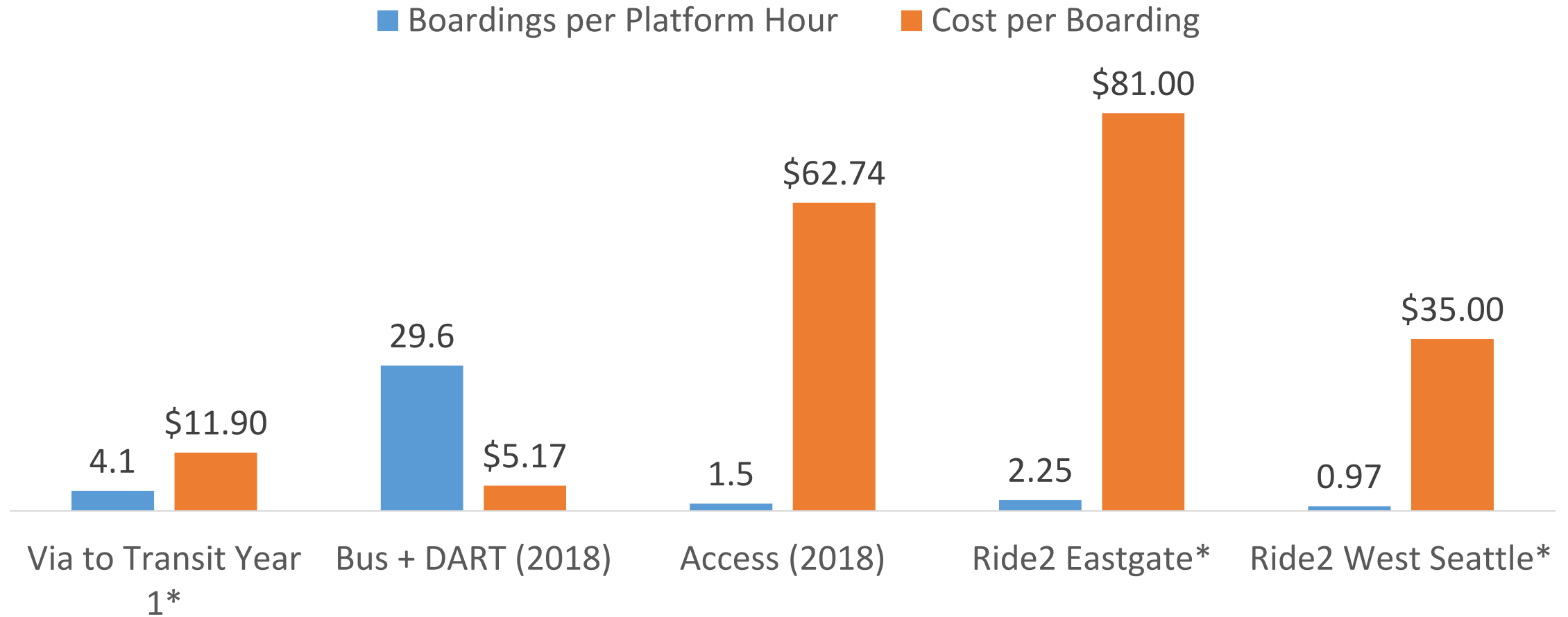
*“Via was exactly what I was dreaming about for the last mile and I use it every day to and from light rail to work. I don’t have a car and even if I did, there is no parking near the light rail where I could park and ride. **My area has a significant public transportation gap and Via fills in exactly this gap.**” – Via to Transit customer*



# Stakeholder Feedback

- Improve customer experience by providing customer service driver trainings and trainings for working with riders with disabilities;
- Improve accessibility of the app itself (e.g. expanding app languages, increasing font size, etc.)
- Confusion related to ORCA use and fare payment in general
- Via to Transit offers a safer option than walking to/from Link light rail station
- Improve communication regarding travel to/from drop off location
  - In-app directions to pick up and drop off locations
  - Driver phone communication with customers
- More collaboration needed between Via to Transit and community organizations to make it an accessible service

# Productivity/Cost Efficiency



\*Not including overhead

# Innovation

- Leading-edge pilot for Metro + country
- Lessons learned on:
  - Contracting
  - Operations
  - Accessibility and equity in new mobility
- More to learn on:
  - Equity
  - Sustainability
  - Service models + new technologies

# MOD Grant Pilot Goals

- Improve mobility by **expanding access to transit**. **Difficult to assess – likely increased transit ridership.**
- Test how to develop a **partnership with a private sector mobility company**, integrating TNC services with existing transit services. **Achieved.**
- **Broaden TNC access** to a wider audience, including populations without smartphones, those who need wheelchair accessible vehicles, unbanked populations, and populations with limited English proficiency. **Achieved.**
- **Inform best-practices** and FTA guidance for public-private partnerships. **Achieved.**

# Metro-Specific Goals

<b>Equity</b>	Good, room for improvement
<b>Safety</b>	Good
<b>Sustainability</b>	Poor, needs improvement
<b>Cost-efficiency</b>	Good
<b>Customer exp.</b>	Good
<b>Innovation</b>	Good



# MODIFICATIONS

# Modifications Underway

<b>Equity</b>	<ul style="list-style-type: none"><li>• Point to point rides for Access-eligible customers</li><li>• More WAVs per riders</li><li>• Spanish app</li><li>• Multi-language promotional/instructional videos</li><li>• Reduced scope, focused on service areas w/greatest unmet need</li><li>• Self-identification of fare category, disability</li><li>• Increased driver pay</li></ul>
<b>Sustainability</b>	<ul style="list-style-type: none"><li>• Removal of zones farthest from vehicle base</li><li>• Reduced vehicle reshuffling</li><li>• Routing preference for distance over duration</li><li>• Increase walking slightly</li></ul>
<b>Safety</b>	<ul style="list-style-type: none"><li>• Removal of possible unsafe pick-up/drop-off locations</li><li>• Increased driver training (defensive driving, customer service, serving riders with disabilities)</li><li>• Integrating new navigation auto zoom function to reduce eyes on screen and increase eyes on road</li></ul>

# Considered Modifications

<b>Equity</b>	<ul style="list-style-type: none"><li>• Continued engagement and marketing with priority populations</li><li>• Trip prioritization based on fare category</li><li>• Other languages</li><li>• People w/disabilities can take short trips</li></ul>
<b>Sustainability</b>	<ul style="list-style-type: none"><li>• Terminal near stations</li><li>• Trip planning w/transit, walking, biking, bike share and scooter share</li><li>• Free bike share and scooter share</li><li>• Hybrid or EVs</li></ul>
<b>Safety</b>	<ul style="list-style-type: none"><li>• “Share your ride” with friends and family to track</li><li>• Car seats</li><li>• Continuous driver training</li></ul>

# DISCUSSION

# Discussion Questions

- Are we using the right metrics to evaluate the pilot? What are we missing?
- Do you think we've interpreted the results correctly?
- What do you think of the modifications we're considering? What else do you think we should consider?

# TIMELINE

- **June:** Relaunch
- **August:** Preliminary evaluation and review with stakeholders
- **September:** Year 2 marketing and engagement begins
- **September:** Decision about whether to continue service
- **September – November:** Procurement
- **December:** King County budget approved, contract signed
- **December – April:** Prep service
- **April:** Pilot phase 1 ends, Pilot phase 2 begins