

MEETING DATE: February 20, 2019

ITEM #

17

SUBJECT:

**CONSIDERATION OF A WORKSHOP ON THE PILOT ON-DEMAND RIDESHARE SERVICE AND
REQUEST FOR APPROVAL OF AMENDMENT NO. 1 TO THE NOMAD TRANSIT LLC CONTRACT AND
ADOPTION OF RESOLUTION 19-12 AUTHORIZING RELATED BUDGET AMENDMENT**

INITIATED OR REQUESTED BY:

Council Staff
 Other

REPORT COORDINATED OR PREPARED BY:

Sarah Strand, Associate Transportation Planner



Deniz Anbiah, Director
Public Works Department

ATTACHMENT Yes No Information Direction Action**OBJECTIVE**

The purpose of this report is to provide the City Council with a regular update on the On-Demand Rideshare Pilot, request approval of a contract amendment to reinvest revenue recovered from fares into the current Pilot term and adopt related Budget Resolution 19-12 for recordkeeping purposes, and to conduct a workshop to discuss potential Year 2 service scenarios and solicit Council direction on next steps.

RECOMMENDED ACTION

Staff respectfully recommends that Council:

- 1) Receive a regular update on the Via Rideshare Pilot, including results of the 6-month user survey;
- 2) Approve Amendment No. 1 of the Contract for Services with NoMad Transit, LLC (Via) and adopt Resolution 19-12 to amend the FY 18/19 CIP Budget for the Pilot On-Demand Rideshare service; and
- 3) Conduct a workshop on Year 2 Via Rideshare Scenarios and direct staff as recommended herein.

BACKGROUND

The Pilot On-Demand Rideshare service is an innovative public transportation model being tested for one year as an early action item of the broader Mobility Action Plan (MAP). On January 17, 2018, the City Council awarded a contract for services to Nomad Transit LLC, a wholly-owned subsidiary of Via Transportation Inc., to assist with the planning, marketing, launch, operation, maintenance and performance evaluation of the service.

Launched May 14, 2018, the Pilot has been operating for 9 months using a fleet of dedicated, co-branded Mercedes Benz Metris vans to provide on-demand, share rides for a flat fare. Ongoing performance monitoring and data collection from the Pilot will inform broader transportation planning efforts, including opportunities to optimize bus service and increase mobility for underserved communities.

Per Council direction, regular updates have been provided since launch. At the end of the 1-Year Pilot term, a final performance evaluation report conducted by the UC Berkeley Transportation Sustainability Research Center (TSRC) will be submitted and the City Council may elect to continue or terminate the Via Rideshare program, with or without modifications, for an additional year of service.

ANALYSIS

The purpose of this report is to provide a regular update, present findings from the 6-Month User Survey conducted in November-December 2018, and request approval of a contract amendment and budget resolution, as detailed herein.

Staff will also conduct a workshop on Year 2 Service Scenarios related to potential costs and expansions, should City Council elect to continue the service, with the goal of soliciting early Council direction on any additional data collection, scenario analysis, financing or contract modifications desired by the Councilmembers to ultimately help inform their decision on whether or how to continue service.

In advance of requesting City Council's formal approval of a contract renewal, which must occur no later than May 15, 2019, staff plans to return to Council with additional information in March and/or April as needed, or per direction received in response to this workshop.

1. Regular Project Update

Additional details of project performance in terms of ridership, levels of service, and customer satisfaction are included in **Attachment 1 – Via Ridership Report**. Ridership has continued to grow on a weekly basis, with the exception of dips in ridership resulting from the air quality impacts of the Camp Fire in November 2018, followed by expected drops in ridership at major holidays. Ridership has seen a strong rebound since the holidays, with records set for both weekly ridership and average daily ridership.

Over 50,000 rides have been completed to-date. More than 4,300 accounts have been created, and roughly 2,500 of those accounts are active (more than 1 ride taken). As of the writing of this report, growth in ridership has continued naturally, without any significant ongoing marketing of the service. More than 2,000 rides were completed the week of January 28th, and a record setting 418 rides completed in one day on Thursday, February 7th. Average daily ridership is trending well above 350 rides on most weekdays and nearing 250 on Saturdays. This indicates a trajectory beyond what was previously reported as 50% surpassing of expectations, as ridership is now approaching double (100% greater) the original estimates of average daily ridership, which were closer to 200-250 average daily rides. Similarly, the service has been exceeding 4 passengers per service hour based upon the most recent month's operations, and rates of shared rides (2+ passengers per vehicle) and shared bookings have risen to over 60% and 40%, respectively.

Challenges & Solutions

Overall customer satisfaction has remained at a 4.9/5.0 star rating, however ongoing challenges persist, as previously discussed at City Council. Staff and the Via team are aware of the critical importance of addressing overarching issues of reliability, which have manifested through the three primary issues discussed below.

Demand Errors: On occasion, some riders have received a "Demand Error" and are unable to book a ride due to demand exceeding the supply of vehicles/seats. The initial cause of this problem effected roughly 4% of rides and was attributable to a mapping error which was quickly resolved in August. However, as demand grew for the service, this became an actual demand issue occurring mainly between 2pm-5pm. Staff has worked with Via to address the issue by adjusting the routing algorithm to allow for higher ETA thresholds and a slightly increased tolerance for detours, which has also served to increase overall efficiency and vehicle occupancy rates. After implementing these changes in October, the occurrence of demand errors across all ride requests dropped from 2.8% down to 1.3% in January.

Although isolated to a small number of ride requests, staff is acutely cognizant of the importance of consistent, reliable service in achieving true mode shift and enabling riders to trust that Via will be available when they need it. In Via's sister operation in Arlington, Texas, some success has been observed by allowing Driver Partners to use personal vehicles during peak demand times, creating a flexible supply of drivers and vehicles. Similar to Uber and Lyft, personal vehicles would meet state regulatory standards and be identified as a Via affiliate using a visual aid. This approach, along with growth in the dedicated fleet, would be expected to fully resolve the issue moving forward.

Phone Support: Riders who call to book rides occasionally experienced trouble reaching a representative by phone, especially during the summer months. Book-by-phone riders make up roughly 10% of all ride requests and are primarily comprised of older adults aged 60+. In response to this issue, the Via team closely monitored the quality of service being provided by the original third-party contractor for the Booking and Support Line, and ultimately opted to switch to a new contractor in Fall 2018, which has since been implemented. The Via team is continuing to refine the customer service experience to ensure that a representative can always be reached during normal business hours, which is a critical component for call-to-book riders to trust that they will be reliably transported or be able to obtain assistance.

Door to Door Service: Third and lastly, a solution is expected by April to enhance door-to-door service for eligible disabled riders. Currently, wheelchair accessible vehicle (WAV) riders automatically get door-to-door service (less than 1% of all riders). A similar number of rides require door-to-door service to accommodate people who cannot walk 200-500 feet to meet their Via van. Currently, the Via platform does not allow for user profile customization that can direct dispatch and routing beyond the WAV automation. As a result, non-WAV door-to-door users are required to call-to-book and must explicitly request door-to-door service from a representative every time they call. This has caused the provision of door-to-door service to be confusing and cumbersome for both riders and drivers. To improve this, the Via team has been developing a new product feature to allow customer accounts to be customized such that those who require door-to-door service will automatically receive it, regardless of their booking method, and drivers will be seamlessly routed to their rider's location without any extra steps in between.

6-Month User Survey Results

Staff presented the Draft 6-Month User Survey to City Council for feedback on October 17, 2018. City Council advised that staff make the survey as brief as possible by focusing on “must-have” information and explore opportunities to push the survey out through the Via Smartphone App to maximize user responses. Staff accordingly reduced the number of questions such that the survey would not take longer than 5 minutes on average, however the Via App was unable to support a digital “pop-up” survey at this time.

As a reminder, the purpose of the 6-Month User Survey was to provide a general sense of who is using the service, what types of trips they are using it for, which other modes they are using more or less as a result, and how it may be impacting their overall travel behaviors and quality of life (if at all). Whereas the pending UC Berkeley led Final Performance Evaluation is intended to more rigorously quantify impacts of the service, such as reductions in vehicle miles travelled or shifts from other modes of transportation, the 6-Month Survey was not intended nor designed as a precise scientific instrument, but rather to provide a general indication on how the service is being used and not a replacement for the Final Performance Evaluation Report.

The 6-Month User Survey was open to Respondents for roughly three (3) weeks, from November 26, 2018 through December 17, 2018. Survey distribution was conducted through direct email to all Via User Accounts, along with multiple reminders. Paper surveys were distributed at the Community Center and placed on clipboards with pens in all Via Vans. Flyers were left at all City facilities and were posted to social media encouraging Via Users to take the survey. Survey responses were also incentivized with the chance to win one of four \$25 Visa Gift Cards for fully completing the survey.

Subsequently, the survey received a very strong **521 responses (92% completion rate)** out of what was at the time ~3,800 account holders (now 4,337). 467 surveys were completed online and 54 were submitted in hard copy. Respondents spent on average 4 minutes taking the survey. A report summarizing key takeaways from the 6-month User Survey is included as **Attachment 2 – 6-Month User Survey Summary** and will be presented by staff. No action is requested from City Council related to this section, as it is purely informational.

2. Requested Approval of Contract Amendment No. 1 and Budget Resolution 19-12

The Contract for Service with NoMad Transit LLC for \$720,000 allocated \$469,500 toward purchased transportation based on an estimated level of demand and associated driver hours needed to accommodate said demand. Based on Via’s experience in other markets, peak demands were expected in the morning and evening, which would have allowed for fewer vehicles and drivers to be deployed during midday hours. However, as has been previously presented to City Council, West Sacramento has an inverted demand curve, wherein ridership has actually remained consistently high throughout the day punctuated by midday (10am to 5pm) peaks. Consequently, actual demand has exceeded expectations and caused the budget for purchased transportation to be expended at a higher rate than originally planned for. As such, an addition of up to \$90,000 of funding will be required to continue operating the Pilot through the end of the contractually agreed upon term, which ends on May 14, 2019.

As of January 29, \$55,803.26 in revenues had been collected from fares, on track toward roughly \$90,000 estimated to be recovered in total by the end of the Pilot term. Staff is requesting that City Council approve an amendment to increase the total amount payable to NoMad Transit LLC (Via Transportation Inc) by the amount of fare revenues received during the pilot period (anticipated at \$90,000), up to a total contract amount not to exceed \$810,000 to allow service to continue uninterrupted for the remaining duration of the Pilot term.

In the event revenues exceed \$90,000, the difference will be remitted to the City or may be rolled over into a contract renewal, should the City Council elect to continue service. In the event that less than \$90,000 in revenues are recovered, the City will not be liable to pay out the difference and NoMad Transit LLC (Via) will absorb any remaining expenses. Whereas the original contract stated that all revenues would be remitted to the City, staff is recommending that the contract be amended such that the Contractor retain the fare revenues for the remainder of the Pilot term and bill against them on a monthly basis to reduce administrative burden.

For these reasons, staff is respectfully requesting that the City Council approve **Contract Amendment No.1** included as **Attachment 3**.

Per the request of the Administrative Services Department, staff is also submitting **Budget Resolution 19-12** included as **Attachment 4** to adjust the FY18/19 CIP Budget to properly record the increase in the total amount payable to NoMad Transit LLC.

3. Year 2 Scenario Workshop

The contract term for the Pilot On-Demand Rideshare program expires on May 15, 2019. The original contract executed by City Council in January 2018 provides that, by mutual agreement, the contract may be extended annually for a total of up to five (5) additional years. Preliminary performance metrics and assessments have been presented to the City Council on an ongoing basis and in late 2018 staff initiated work with UC Berkeley to begin a survey instrument design in support of a final performance evaluation report. While additional performance reporting is pending, staff began working with Via on multiple Year 2 Scenarios to provide the City Council with an early indication of potential costs across different service expansions.

The purpose of this workshop is to solicit preliminary feedback from the City Council regarding which expansion scenarios, if any, are desired to be further analyzed and brought back for further discussion in advance of a Year 2 contract renewal option being presented to City Council in April or May. The cost estimates and service scenarios represented below are approximations and may be subject to change pending additional detailed analysis. Nonetheless, they are presented here to provide rough scales of magnitude and to spark an initial conversation on the costs and levels of service that may be feasible in a contract renewal.

Year 2 Scenarios (#Vehicles & Annual Operating Hours)	Gross Est. Cost	Net Est. Cost*
1) Status Quo, No Growth (7 Vehicles, ~27,500 hrs/yr)	\$1.2M	\$1.0M
2) Natural Growth, No Time/Geo Expansion (11 vehicles, ~41,300 hrs/yr)	\$1.7M	\$1.4M
3) Natural Growth, +1 Hr Earlier & Later (11 vehicles, ~44,700hrs/yr)	\$1.8M	\$1.5M
4) Natural Growth + Sunday Service (11 Vehicles, ~44,700 hrs/yr)	\$1.8M	\$1.5M
5) Natural Growth, Combo Scenario 3 + 4 (11 Vehicles, ~50,700 hrs/yr)	\$2.0M	\$1.7M
6) Natural Growth + \$5 Late Night Service (11 vehicles, ~55,000hrs/yr)	\$2.2M	\$1.8M
7) Downtown + Premium Fares (Kaiser & Amtrak, 17 vehicles, ~64,200 hrs/yr)	\$2.5M	\$2.0M
8) Downtown + Standard Fares (Kaiser & Amtrak, 17 vehicles, ~64,200 hrs/yr)	\$2.5M	\$2.1M

*Net Costs assume all revenues recovered from fares will be automatically re-invested into the service.

- = Staff recommended for further analysis and consideration.
- = Not recommended by staff for further analysis or consideration.

Workshop Analysis & Staff Recommendation

Based on preliminary analyses, staff recommends that additional analysis and considerations be limited to Scenarios 2 through 4, as indicated above. Scenario 2 is the most basic option, which maintains current service parameters, but increases vehicle and driver hours to keep pace with natural growth in demand. Scenario 3 allows for the same natural growth but extends hours of operation to run earlier and later, while Scenario 4 mirrors Scenario 2 with the addition of Sunday service. Scenario 5 combines these alternatives to provide a high coverage option, wherein service starts earlier and ends later, and adds Sunday service.

Staff is not recommending that additional analysis or consideration be conducted for Scenario 1 because, should the Council elect to continue service for an additional year, this approach would result in a throttling of demand, wherein the quality of service would be degraded due to a lack of vehicle or driver hour supply and the consumer would naturally be deterred from use.

Scenario 6 is not recommended for additional analysis at this time as the anticipated demand does not appear to merit the cost associated with the provision of Late-Night Service, even with a premium fare. Additionally, staff suspects that the need for this type of service is already adequately provided by other providers, such as Uber and Lyft, who are able to recoup the higher costs by charging variable fares at peak demand.

Lastly, Scenarios 7 and 8 are not recommended for additional consideration at this time for multiple reasons. Although the community has clearly expressed an interest in connecting to Downtown Sacramento, the cost to provide such a service would become very high. This is primarily caused out of operational necessity, as high demand destinations combined with only two bridge crossings and peak hour congestions would require a significant increase in vehicle and driver hours supply to maintain quality service for West Sacramento. In addition, significant inter-agency coordination would be required.

At this time, staff respectfully suggests that a Year 2 option retain a city-wide boundary, with the possibility of expanded hours, accompanied by an effort to better leverage the existing Yolobus Downtown Shuttle to enhance connections to desired Downtown destinations. As YCTD initiates a Comprehensive Operational Analysis to streamline and enhance system operations in the coming months, staff recommends that discussions and coordination be initiated beyond current levels of coordination to identify potential synergies and associated cost savings from fixed route modifications to support the continuation of the On-Demand Rideshare service in conjunction with a high-quality downtown shuttle. Enhancements to the Downtown Shuttle that should be considered could include increased frequencies and route modifications to better serve destinations such as Kaiser Hospital, Golden One Arena, and the Sacramento Valley Amtrak Station.

Staff is requesting that City Council discuss this information and provide direction to staff on any information they would like brought back to them in advance of, or concurrent with, a future item considering a contract renewal with NoMad Transit LLC. Specifically, staff is seeking City Council direction to either proceed with the analysis of only Scenarios 2 through 4 as recommended or receive alternative direction from City Council.

Year 2 Budget Considerations

The City currently spends roughly \$2.1 of Transportation Development Act (TDA) funding annually on fixed route and paratransit services provided by Yolobus. Annual apportionments of the Local Transit Funds (LTF) and State Transit Assistance (STA) funds that make-up the TDA fund can vary but have ranged from \$2.4M - \$2.7M in recent years. This leaves an annual balance of roughly \$600,000 to utilize toward the On-Demand Rideshare Pilot. In addition, roughly \$50,000-\$100,000 funds will be needed to support the staff time necessary to administer the On-Demand Rideshare program, should Council elect to continue service. Staff will return to City Council at a later date with a more refined financing strategy but is requesting any early feedback or direction on a preferred approach at this time.

Environmental Considerations

On January 17, 2018, the City Council approved a Categorical Exemption for this project under Class 6, Guidelines Section 15306 (Information Collection) of CEQA since the Pilot will focus on data collection, research and evaluation activities which do not result in a serious or major disturbance to an environmental resource and will inform the City's consideration of approving and funding the service for additional years. A Notice of Exemption was submitted to the County Clerk's Office, accordingly. Should the City Council elect to continue the service beyond a Pilot term, additional environmental documentation may need to be prepared.

Commission Recommendation

Regular Updates are provided to the Transportation, Mobility and Infrastructure (TMI) Commission. Staff will present again to the TMI Commission, including similar information as contained here, on March 4, 2019.

Strategic Plan Integration

This project advances the 2018 Strategic Plan Management Agenda item, "Mobility Action Plan."

Alternatives

Staff respectfully recommends that Council:

- 1) Receive a regular update on the Via Rideshare Pilot, including results of the 6-month user survey;
- 2) Approve Amendment No. 1 of the Contract for Services with NoMad Transit, LLC (Via) and Budget Resolution 19-12 to amend the FY 18/19 CIP Budget for consistency; and
- 3) Conduct a workshop on Year 2 Via Rideshare Scenarios and direct staff as recommended herein.

The City Council may alternatively:

- 1) Elect not to conduct a workshop and request staff return to Council with this report at a later date.
- 2) Elect not to approve Amendment No.1 of the Contract for Services with NoMad Transit LLC (Via) and Budget Resolution 19-12. This is not recommended as it would result in the On-Demand Rideshare Service being terminated.
- 3) Decline to direct staff to proceed as recommended with only Scenarios 2 through 4 for additional consideration and provide additional direction on how to proceed.

Coordination and Review

This report was prepared by the Transportation Section of the Public Works Department in coordination with the Via project team. The Administrative Services Department reviewed the attached Contract Amendment No.1, as well as the Budget Resolution 19-12 submitted at their request for recordkeeping purposes. Staff continues ongoing coordination with the Yolo County Transportation District through regular communication.

Budget/Cost Impact

A total of \$749,000 has been allocated to the Pilot On-Demand Rideshare program in the FY18/19 CIP Budget, comprised of a \$149,999 SACOG TDM Innovations Grant and an allocation of \$599,001 in Transportation Development Act funds (Fund 202). The Contract for Services with NoMad Transit LLC (Via Transportation Inc.) executed by City Council on January 17, 2018 was for a total amount payable of \$720,000. Should the City Council approve the proposed Contract Amendment No.1 and related Budget Resolution 19-12 contained herein, the total amount payable to NoMad Transit LLC (Via Transportation Inc.) would be increased by either the total amount of revenue recovered from fares or \$90,000, whichever is less, not to exceed a total contract amount of \$810,000.

Contract Amendment No. 1 will allow NoMad Transit LLC to retain and bill against up to \$90,000 in fare revenues. No additional local funds are requested toward the Pilot contract at this time. Budget Resolution 19-12 will record the expected revenues and expenditures of up to \$90,000 in the FY 18/19 CIP Budget.

There is no funding or action requested in regard to the Year 2 Service Considerations, which are presented solely for information and to solicit early input and direction from City Council.

ATTACHMENT(S)

- 1) Ridership Report (May 14, 2018 – February 9, 2019)
- 2) 6-Month User Survey Summary
- 3) NoMad Transit LLC Contract Amendment No. 1
- 4) Resolution 19-12

ATTACHMENT 1

Overall Ridership Since Launch



May 14, 2018 - February 11, 2019

47,681 completed rides since launch

RIDES

47,681 completed rides
20,920 completed ViaPass rides
9.54 minutes per ride
2.92 miles per ride

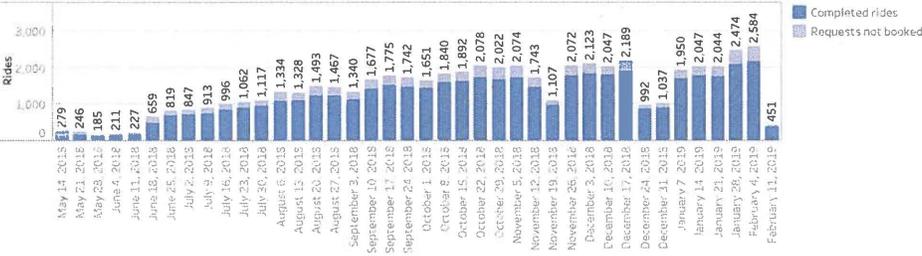
DRIVERS

2.84 utilization
44 active drivers
16,667 driver hours

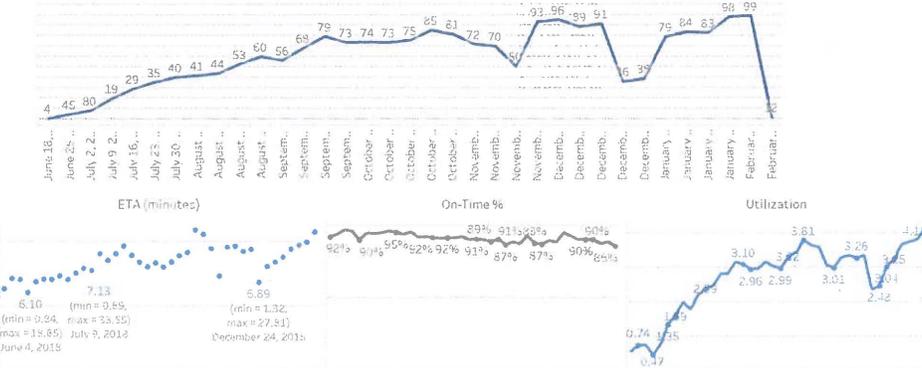
QUALITY OF SERVICE

8.91 minute ETAs
91% pickups on-time
85% requested rides completed
4.91 average ride rating

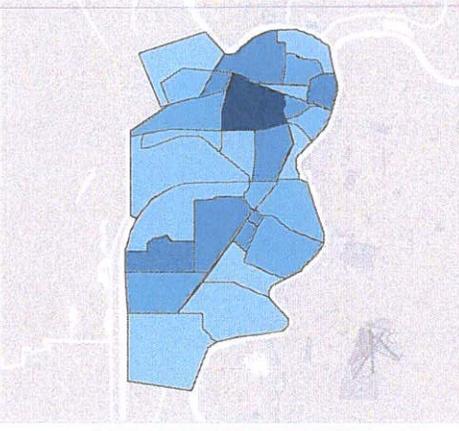
Look back weeks
42



Completed ViaPass Rides

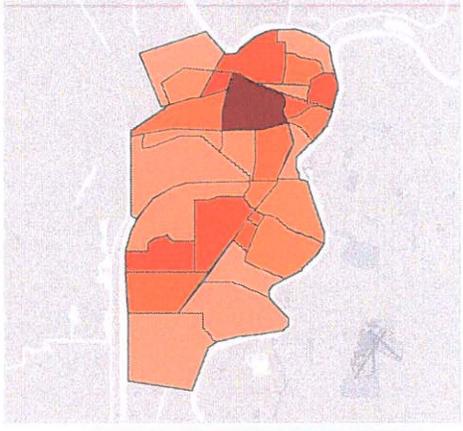


Pickup Requests



Requests 10 7,238

Dropoff Requests



Requests 12 7,199

Top Pickup Intersections

Intersection	Requests
Walmart SuperCenter	1,864
Southport Parkway	1,213
Town Center Plaza	890
West Capitol Avenue & Jefferson Boulevard	803
West Capitol Avenue & Harbor Boulevard	714

Top Dropoff Intersections

Intersection	Requests
Town Center Plaza	2,317
Walmart SuperCenter	1,898
Southport Parkway & Promenade Street	1,074
West Capitol Avenue & Harbor Boulevard	921
River City High School, Raider Lane, West Sacr.	677

- A driver is active if he/she gave at least one ride in the specified time period
 - A pickup is on-time if the actual pickup time was less than 5 min. earlier or later than the ETA
 - Rides metrics consider all completed rides
 - Quality of service metrics consider all rescheduled requests



12-Week Ridership Report

November 19 2018 - February 11, 2019

47,681 completed rides since launch

RIDES

19,994 completed rides

9,433 completed ViaPass rides

9.98 minutes per ride

2.90 miles per ride

DRIVERS

3.28 utilization

30 active drivers

5,977 driver hours

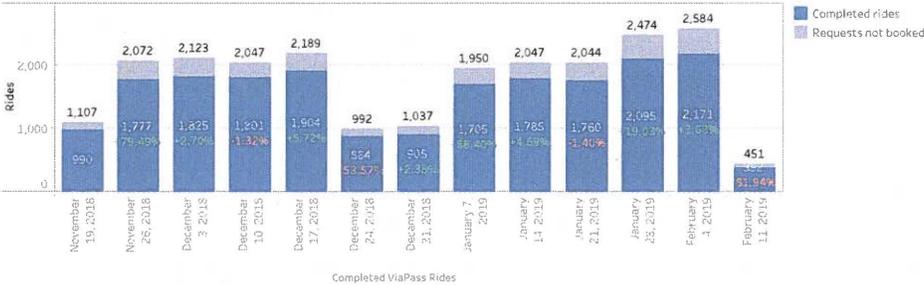
QUALITY OF SERVICE

9.16 minute ETAs 90% pickups on-time

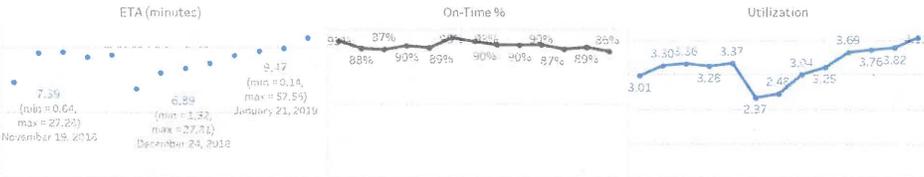
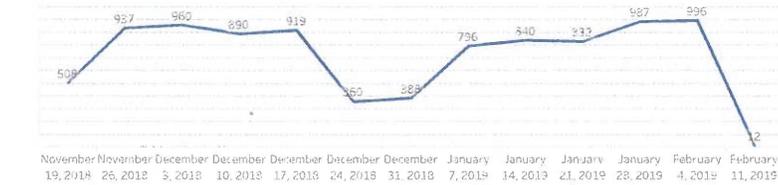
86% requested rides completed

4.92 average ride rating

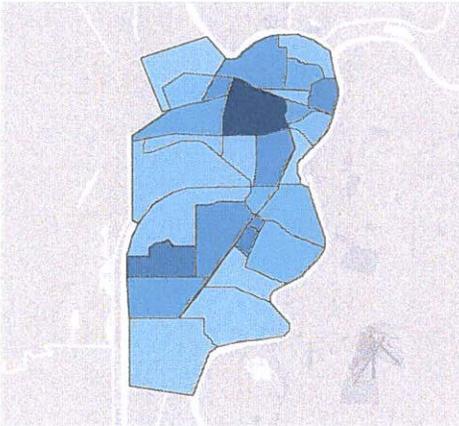
Look back weeks
12



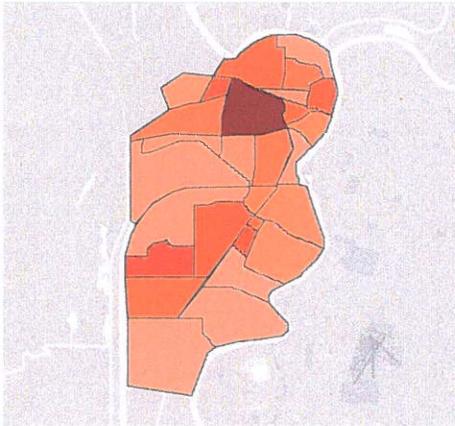
Completed ViaPass Rides



Pickup Requests



Dropoff Requests



Top Pickup Intersections

Intersection	Requests
Walmart SuperCenter	766
Southport Parkway	659
Town Center Plaza	545
West Capitol Avenue & Harbor Boulevard	214
West Capitol Avenue & Jefferson Boulevard	194

Top Dropoff Intersections

Intersection	Requests
Town Center Plaza	999
Walmart SuperCenter	826
Southport Parkway & Promenade Street	539
River City High School, Raider Lane, West Sacr...	458
West Capitol Avenue & Harbor Boulevard	343

- a driver is active if he/she gave at least one ride in the specified time period
- a pickup is on-time if the actual pickup time was less than 5 min. earlier or later than the ETA

- Rides metrics consider all completed rides
- Quality of service metrics consider all non-scheduled requests



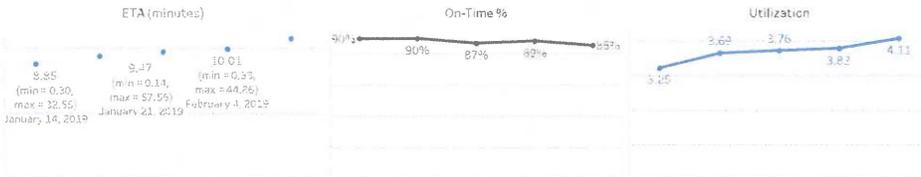
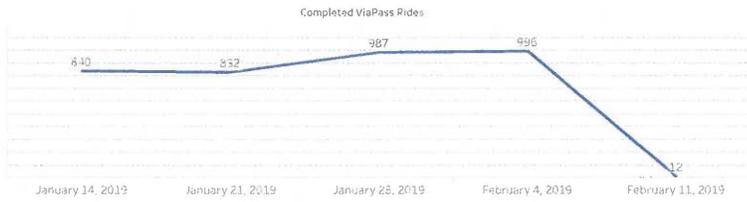
4-Week Ridership Report

January 14, 2019 - February 11, 2019

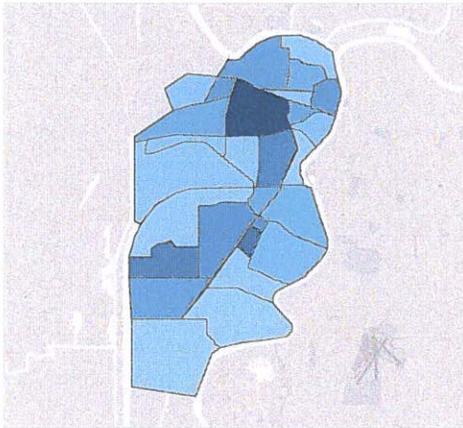
47,681 completed rides since launch

RIDES	DRIVERS	QUALITY OF SERVICE
8,203 completed rides	3.63 utilization	9.56 minute ETAs 89% pickups on-time
3,675 completed ViaPass rides	22 active drivers	85% requested rides completed
10.12 minutes per ride	2,152 driver hours	4.91 average ride rating
2.90 miles per ride		

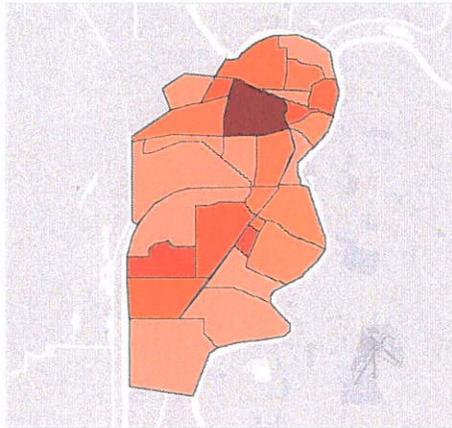
Look back weeks
4



Pickup Requests



Dropoff Requests



Top Pickup Intersections

Intersection	Requests
Walmart SuperCenter	300
Southport Parkway	245
Town Center Plaza	225
West Capitol Avenue & Harbor Boulevard	72
West Capitol Avenue & Jefferson Boulevard	70

Top Dropoff Intersections

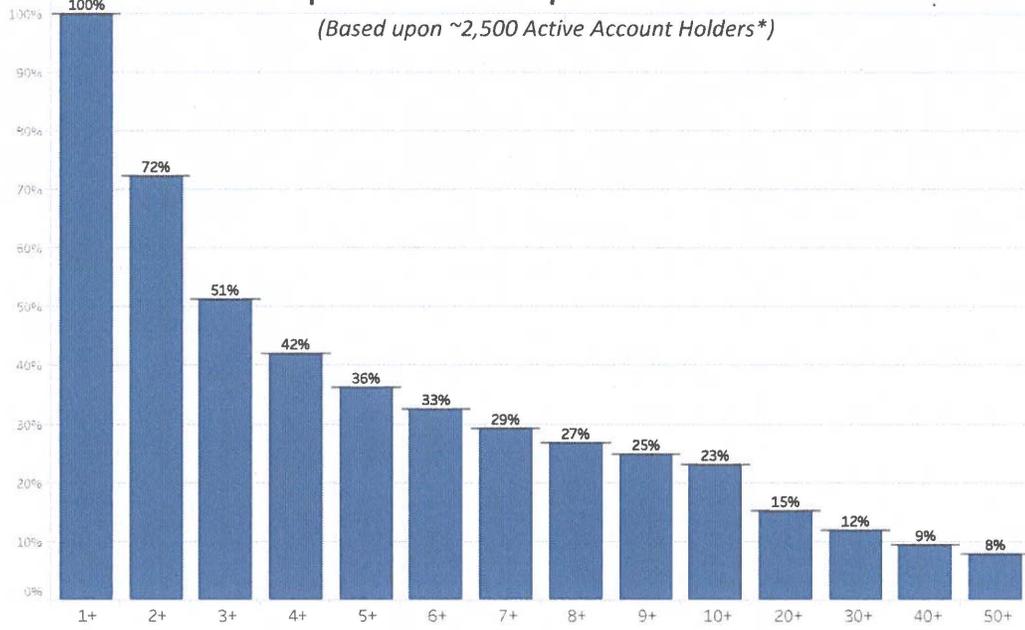
Intersection	Requests
Town Center Plaza	364
Walmart SuperCenter	314
River City High School, Raider Lane, West Sac.	222
Southport Parkway & Promenade Street	207
West Capitol Avenue & Harbor Boulevard	118

- a driver is active if he/she gave at least one ride in the specified time period
 - a pickup is on-time if the actual pickup time was less than 5 min. earlier or later than the ETA

- Rides metrics consider all completed rides
 - Quality of service metrics consider all sessionized requests

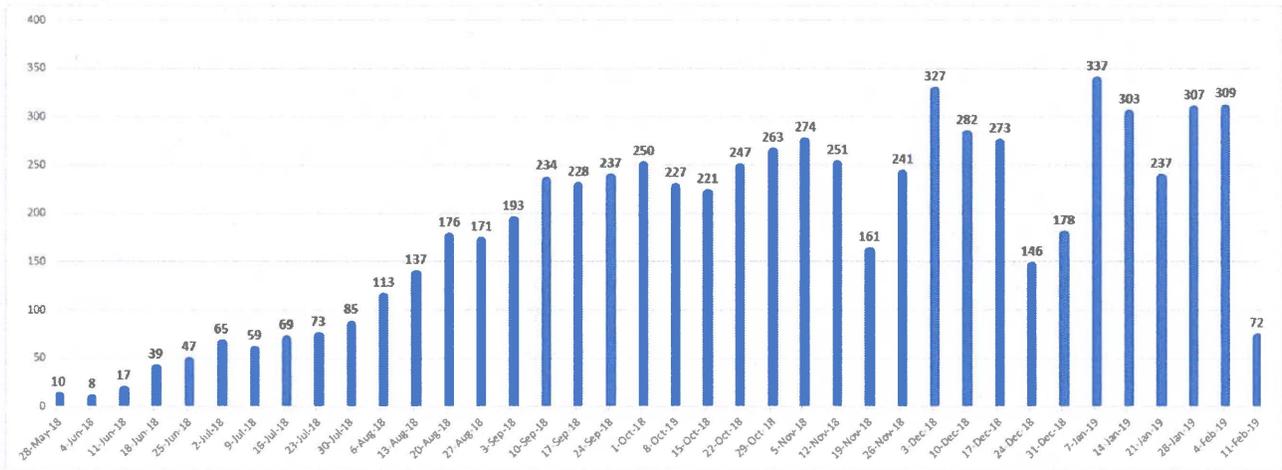
Repeat Ridership Since Launch

(Based upon ~2,500 Active Account Holders*)

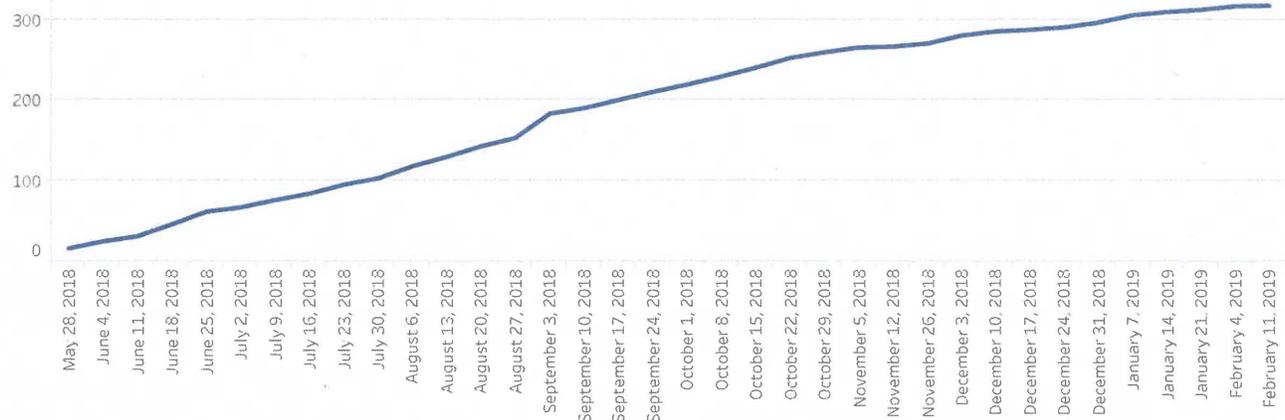


*Active account holders have taken 1+ ride

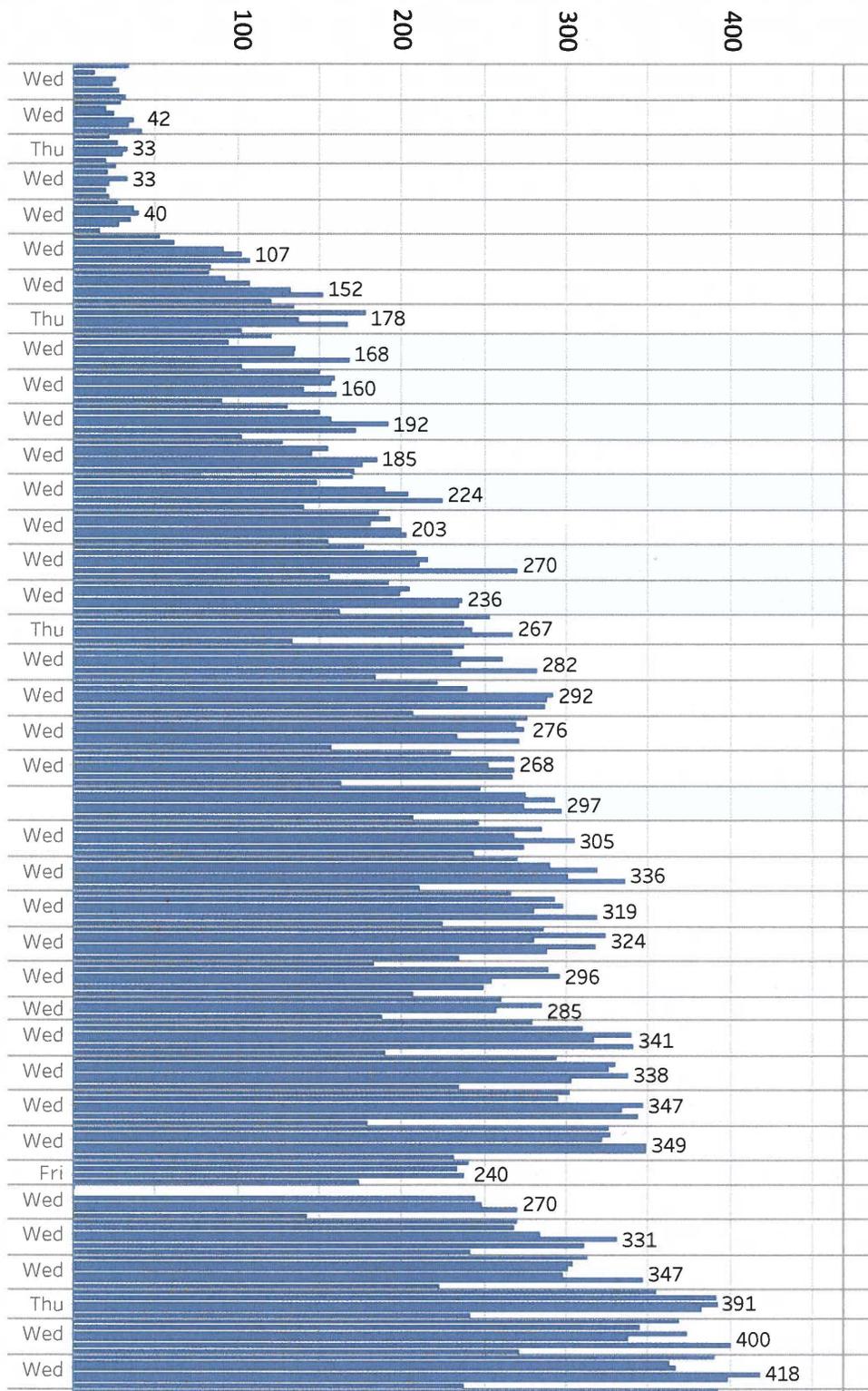
Weekly Senior & Disabled Discount Rides



Number of Senior & Disabled Discount Accounts Opened

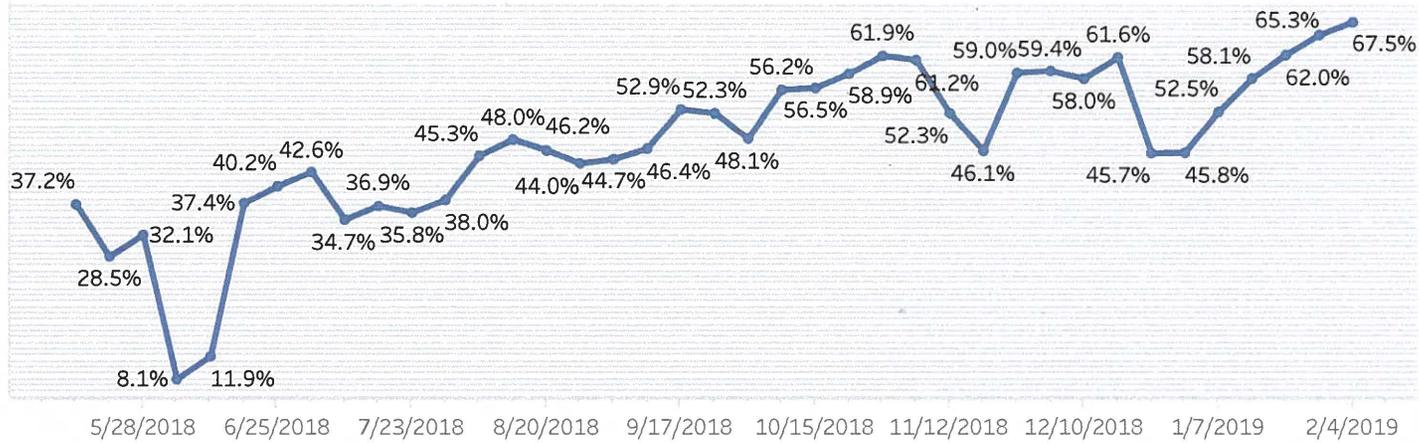


Overall Ridership Since Launch (42 Weeks)
Rides per Day

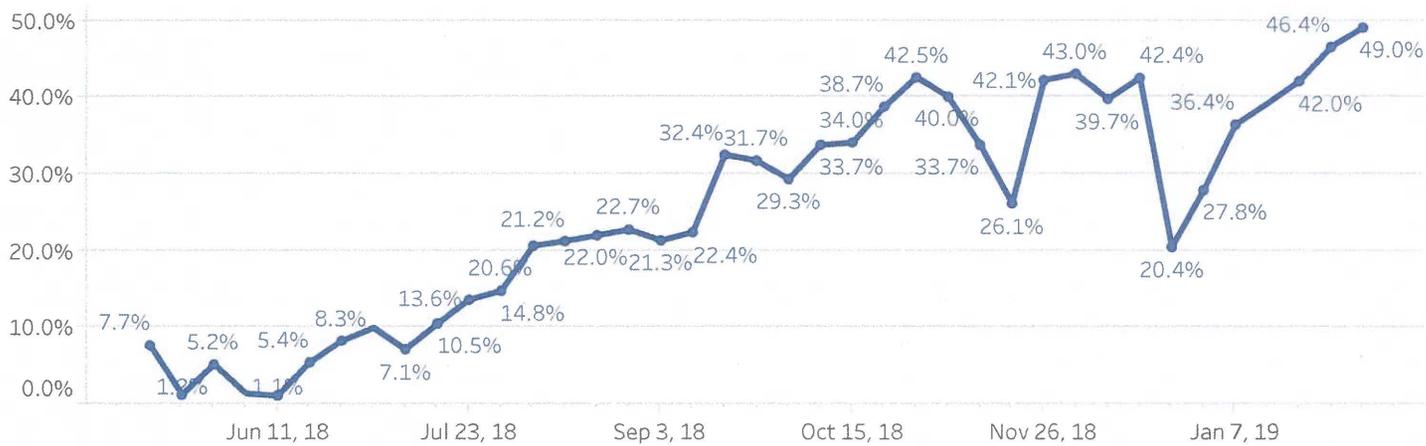


Percentage of Shared Rides & Bookings by Week

% of Rides Shared (2+ passengers in vehicle)



% of Bookings Shared (2+ separate bookings in vehicle)





WEST SACRAMENTO'S ON-DEMAND RIDESHARE PILOT

A Summary of 6-Month User Survey Findings

February 2019

Staff Contact: Sarah Strand, Associate Transportation Planner, sarahs@cityofwestsacramento.org

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Table of Contents

EXECUTIVE SUMMARY

INTRODUCTION..... 1

BACKGROUND..... 1

SURVEY OBJECTIVES 1

SURVEY APPROACH 2

KEY FINDINGS & ANALYSIS..... 3

DEMOGRAPHICS 3

TRAVEL BEHAVIOR IMPACTS 6

 Summary of Travel Behavior Impacts..... 14

QUALITY OF LIFE IMPACTS 15

 Summary of Quality of Life Impacts..... 18

Executive Summary

Background

In May 2018, the City of West Sacramento began piloting an innovative on-demand rideshare service in partnership with NoMad Transit LLC, a wholly owned subsidiary of Via Transportation Inc. Half way through the Pilot year (November 2018), a survey was conducted to help the City better understand who was using the service, how they were using it, and what potential impacts it was having on the travel behavior or quality of life of riders. The survey was intended to capture high level trends and will be followed by a more rigorous academic evaluation in partnership with UC Berkeley toward the end of the Pilot term.

The survey received a **14% response rate** (152 respondents) and a **92% completion rate**. Respondents generally reflected the West Sacramento community, with a few exceptions. Relative to the general population (2017 ACS), a slightly higher response was received from young men aged 13-17, men and women aged 40-49, older women aged 60-79, from households earning less than \$10,000 a year, and from people who have attended some college, but did not obtain a degree.

Who is using the On-Demand Rideshare service?

Community members of all ages, incomes, educational backgrounds and genders are using the service, however young people **under the age of 21** appear to be the **most frequent users**, followed by **older adults (50+)**. Riders are more likely to come from households with between **\$15,000 and \$35,000 household income** and are slightly more likely to be **women**.

What is the On-Demand Rideshare service being used for?

Highschool students are regularly using the service to **commute to school**, work and social or recreational activities. Users in their **twenties** are also **commuting**, but also take rideshare for more **errands**, like groceries and shopping. Conversely, **Seniors** that tend to be retired are not commuting at all but appear to depend on the service for **daily goods and services**, like groceries, medical or dental appointments, and going to **social or recreational activities**.

Although some **middle aged users (30-59)** use rideshare to commute, they do so at much **lower rates** than riders under 30. Rather, middle aged riders, especially those from middle or upper income households, are more likely to be taking rideshare to **connect with local bars and restaurants**, for **social and recreational** purposes, or to **transport family members**, such as children or elderly parents.

A small portion of riders say they view the service as more of a **safety net** for when their car or bike is breaks down or is in the shop for maintenance. They use it infrequently but are very happy to have it as a **back-up plan**.

Is the On-Demand Rideshare service changing how people choose to get around?

Half of respondents said they are using the rideshare service instead of taking Uber/Lyft, and 34% said they use it instead of driving alone or catching a ride from a friend or family member. These responses may be early indications of potential reductions in vehicle miles travelled associated with ride-hailing, driving alone, or getting rides from others, but more analysis will be necessary to quantify impacts.

Middle-aged respondents from households with slightly higher incomes were say they are **driving alone less** because of the rideshare service, likely because they own personal cars at higher rates. However, a fair number of **Seniors** said the same, possibly indicating that the rideshare service is facilitating the decision of older adults to **give up driving sooner**. Those **switching from Uber/Lyft** were primarily between the age of **18-60** but were evenly represented across gender and household income.

Riders who said they would've gotten a **ride from a friend or family member** were most likely to be **under the age of 18** who are not permitted to use Uber/Lyft, and those **age 60+** who may be less comfortable using Smartphone or ridehailing services. Similarly, respondents aged **13-17 and aged 70+ were most likely to have not taken the trip at all** if rideshare was unavailable. This may indicate that the rideshare service is helping to meet latent demand for a transportation among the youngest and oldest community members.

Those reporting the greatest **drop in bus use** were predominantly **women** (32% females greatly decreasing bus use compared to only 17% male), households making **less than \$35,000** a year, and were more likely to be **younger** (13-17, 20-29) or **older** (70+).

People who said they are **walking or biking less** were predominantly **men**, were more likely to be **under 30** or **over 60** and to come from **slightly lower income** households. However, **respondents in their 30's**, especially those from middle or upper income households, said they are **walking or biking more** because of the rideshare service.

Is the On-Demand Rideshare service impacting the quality of life of its users?

66% of respondents feel safer getting around town and 59% had a greater sense of independence, and 41% said their access to healthy foods and medical care had increased, especially among women, younger (under 21) and older (60+) riders, and households earnings less than \$35,000 a year.

More than **half of respondents**, especially women, said they are **visiting local businesses or participating in social activities more** often due to their use of the rideshare service.

Monthly transportation expenses were reported fairly consistently across gender, age and income categories. **Seniors** (age 60+) and **respondents in their 20's** were slightly more likely to be benefiting from **monthly savings**. Those **aged 13-17** were most likely to say they are **paying more** because of the rideshare service, possibly indicating that a latent demand for youth mobility options may exist in the community.

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Introduction

A Survey of Pilot On-Demand Rideshare Service Users

Background

In 2016, the West Sacramento City Council directed staff to explore innovative public transportation options with the potential of encouraging more shared rides and enhancing accessibility and mobility for underserved communities. Subsequently, the City conducted a competitive solicitation to select a partner to assist in the deployment, operations, and performance evaluation of a one (1) year Pilot program to assess the costs and benefits of offering a more flexible, on-demand public transportation service.

NoMad Transit LLC, a wholly owned subsidiary of Via Transportation Inc. (“Via”), was awarded a contract to operate the Pilot service using Via’s proprietary technology to dynamically route a dedicated fleet of Mercedes Benz Metris vans in real-time to provide on-demand, corner-to-corner, shared rides throughout the City. The Pilot service is also sometimes referred to as “Via Rideshare” by users. The service offers a flat-rate public transportation option with the same convenience as a ride-hailing service, but with the added benefit of sharing the ride with neighbors, which contributes toward environmental goals and increasing social interaction between community members. Service was launched May 14, 2018 with expectations of roughly 200 to 250 average daily rides. By Fall 2018, ridership had surpassed these early ridership estimates by 50% and continued growing.

Through the City’s partnership with Via, the UC Berkeley Transportation Sustainability Research Center (TSRC) was recruited to conduct a Final Performance Evaluation toward the end of the one-year Pilot term, which would assist the City in understanding the degree to which, or if at all, the Pilot On-Demand Rideshare service had impacted travel behaviors and quality of life factors for the community. However, in the interim, the City elected to conduct a mid-term survey of users to better understand who was riding the service and what types of trips they were using it for, termed here as the “6-Month User Survey”.

Survey Objectives

The 6-Month User Survey was designed to collect data that would help the City better understand who was riding the service (i.e., demographics), how they were using the service (i.e., trip purpose), and how, if at all, the program had impacted their travel behaviors or quality of life (i.e., drive less, sense of safety). The survey instrument is included in this report as **Appendix 1**.

Survey Approach

The 6-Month User Survey was designed to collect information from existing Via account holders about their use of the service. At the time of survey deployment, the population of Via Account Holders was roughly 3,750 individuals. The survey was open for three (3) weeks, from November 26 to December 17, 2018.

An online survey format was designed using the “SurveyMonkey” platform and was expected to take roughly 5 minutes to complete. All questions were optional, but were not advertised as such, allowing Respondents to skip any question they felt uncomfortable responding to. Survey links were emailed to all Via account holders.

Paper surveys were also designed using age-friendly best practices to ensure legibility and ease of completion among the older adult community. Paper surveys were distributed in all rideshare vehicles and Drivers were asked to encourage riders to take the survey, if they hadn’t already done so online. Paper surveys were also made available at City Hall, the Community Center, and the Recreation Center.

Fliers encouraging community members that had signed up for the rideshare service were also distributed at the Community Center and were advertised on the City’s social media and webpage venues. Local organizations such as the Broderick Bryte Community Action Network (BBCAN) and the West Sacramento Chamber of Commerce assisted in spreading the word through word-of-mouth and on social media. Respondents were incentivized to take the survey with the chance to win one of four \$25 Visa Gift Cards.

A total of 521 surveys were completed with a 92% completion rate (480 fully completed surveys and 41 partial responses). 467 (90%) of Respondents completed the survey online and 54 (10%) in hard copy. Respondents took an average 4 minutes to complete the online survey. Relative to the number of accounts that had been created at the time of survey deployment (3,750), the response rate represented **14% of all account holders**. As of the writing of this report (February 2019), total accounts opened had grown to 4,500.

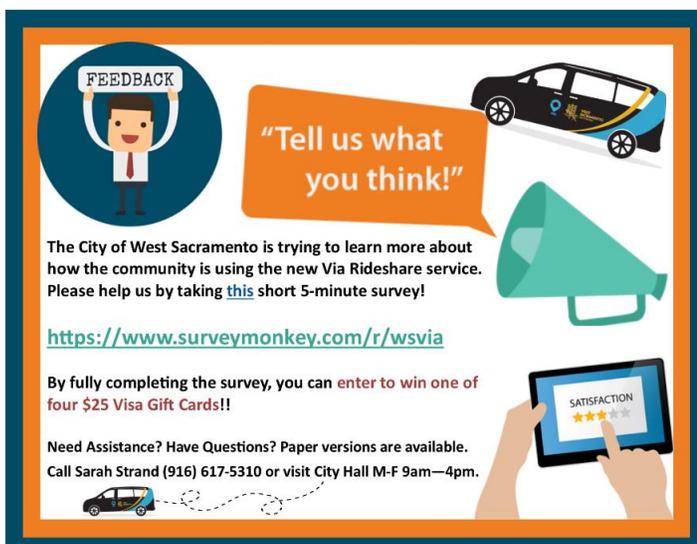


Figure 1. Survey Recruitment Flyer

Survey flyers were posted on the City’s webpage and social media account. Local organizations such as BBCAN and the West Sacramento Chamber of Commerce helped to spread the word.

Hard copies were also broadly distributed on tables at the Community Center, including at the front counter and on tables in the Senior Lounge area.

Key Findings & Analysis

A Survey of On-Demand Rideshare Users

Demographics

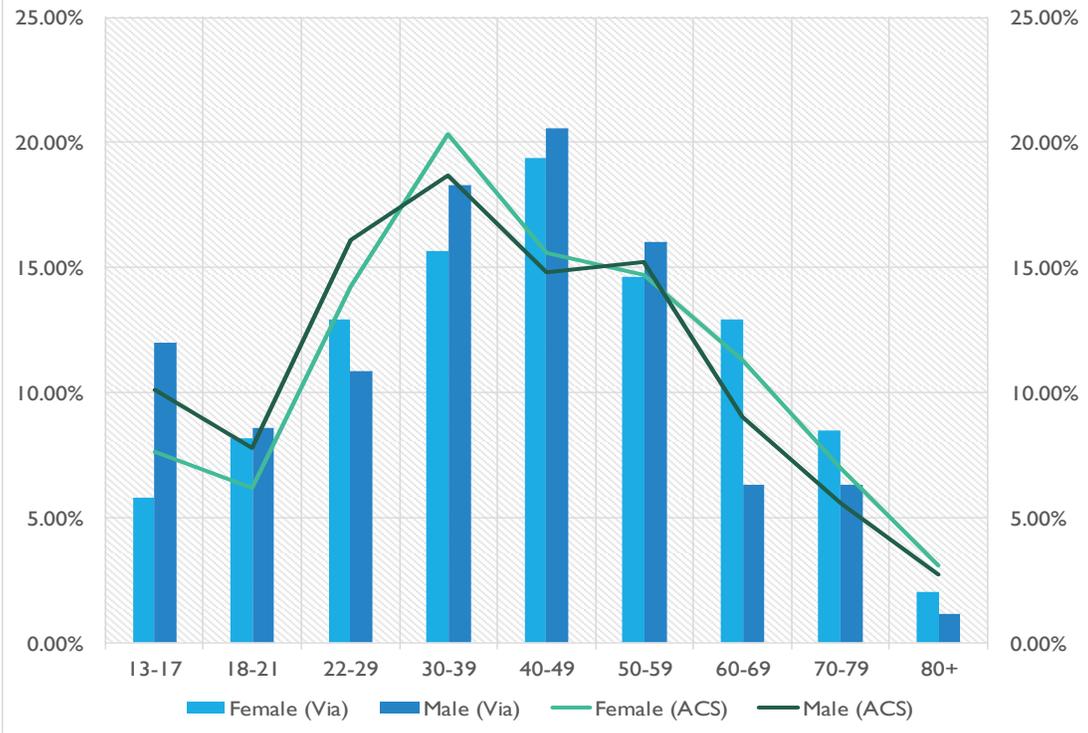
Generally, respondents were fairly reflective of the West Sacramento community relative to the 2017 5-Year American Communities Survey (2017 ACS), with some exceptions. Respondents were almost entirely local, with 95% of respondents providing a zip code within the City of West Sacramento.

Age & Gender

Overall, slightly more women responded than men, with about 62% of respondents identifying as female and 36% identifying as male. 1.5% declined to state and .5% identified as gender non-binary.

Relative to the City’s overall demographic make-up (2017 ACS), a slightly higher response was received from young men (13-17), adults aged 40-49, and older women (60-79), as illustrated in **Figure 2** below.

Figure 2. Age & Gender of Respondents vs. General Population (2017 ACS) (482 Responses)



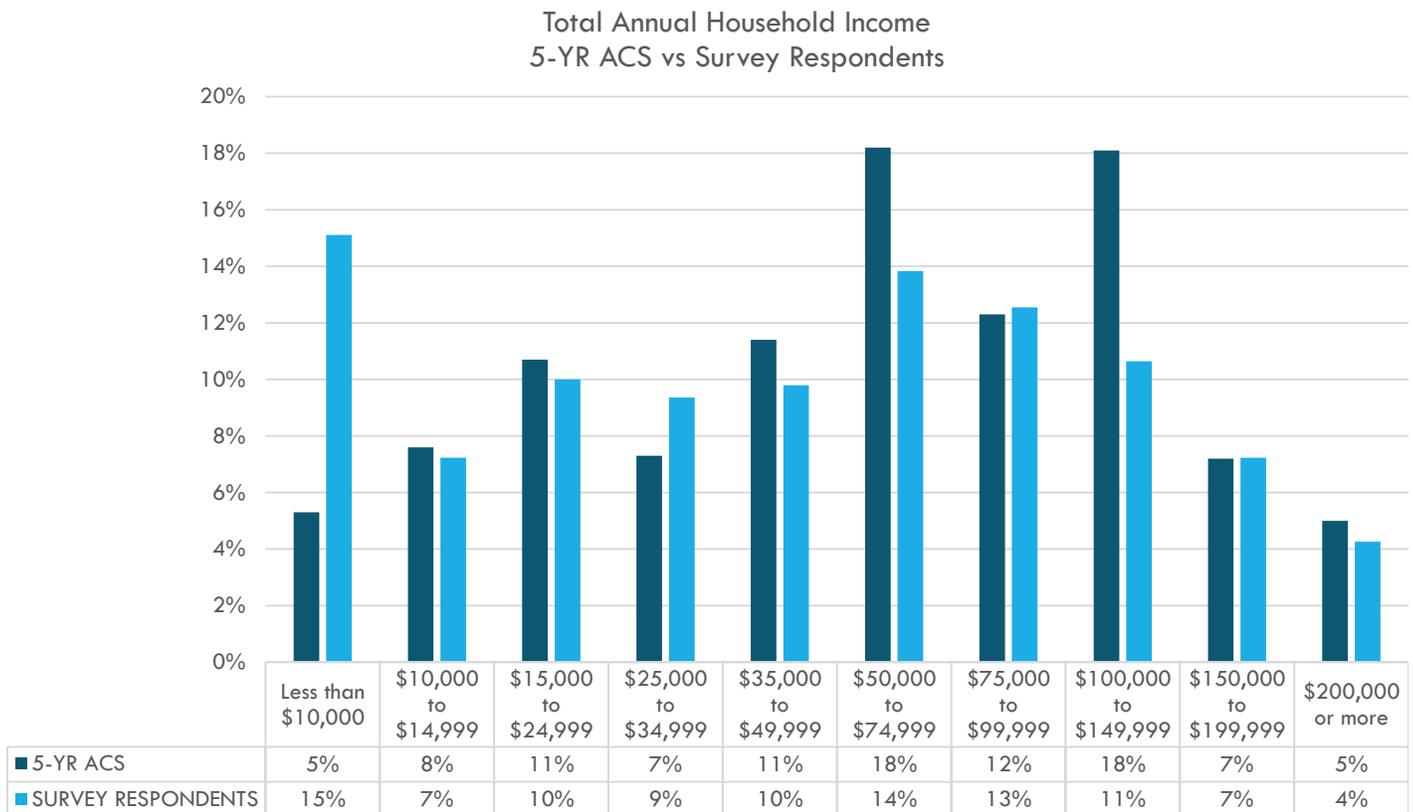
Annual Household Income

Respondents significantly mirrored the total household incomes of the community. However, a greater response came from individuals reporting annual household incomes of less than \$10,000, and a slightly lower response came from households between \$50,000-\$74,999 or \$100,000-\$149,999 relative to the general population.

Households with annual incomes of less than \$10,000 responded at a disproportionately greater rate. However, further analysis by age showed that 33% of respondents selecting this response were under the age of 21 and another 30% were under the age of 29. Staff suspects that this oversampling is likely attributable to a respondent error attributable at least in part to some younger respondents, especially those under 18, indicating their *personal* income rather than their household's total income.

A majority of respondents reporting annual household incomes ranging from \$50,000-\$74,999 or \$100,000-\$149,999 fell between the ages of 30 and 59. Generally, and as further supported in this report, this age and income group has access to a personal vehicle, suggesting that they may be less likely to use the On-Demand Rideshare service for compulsory trips, such as commuting or going to appointments. Staff suspects this is why a smaller sample was obtained from this subpopulation.

Figure 3. Household Income of Respondents vs. General Population (2017 ACS) (470 Responses)



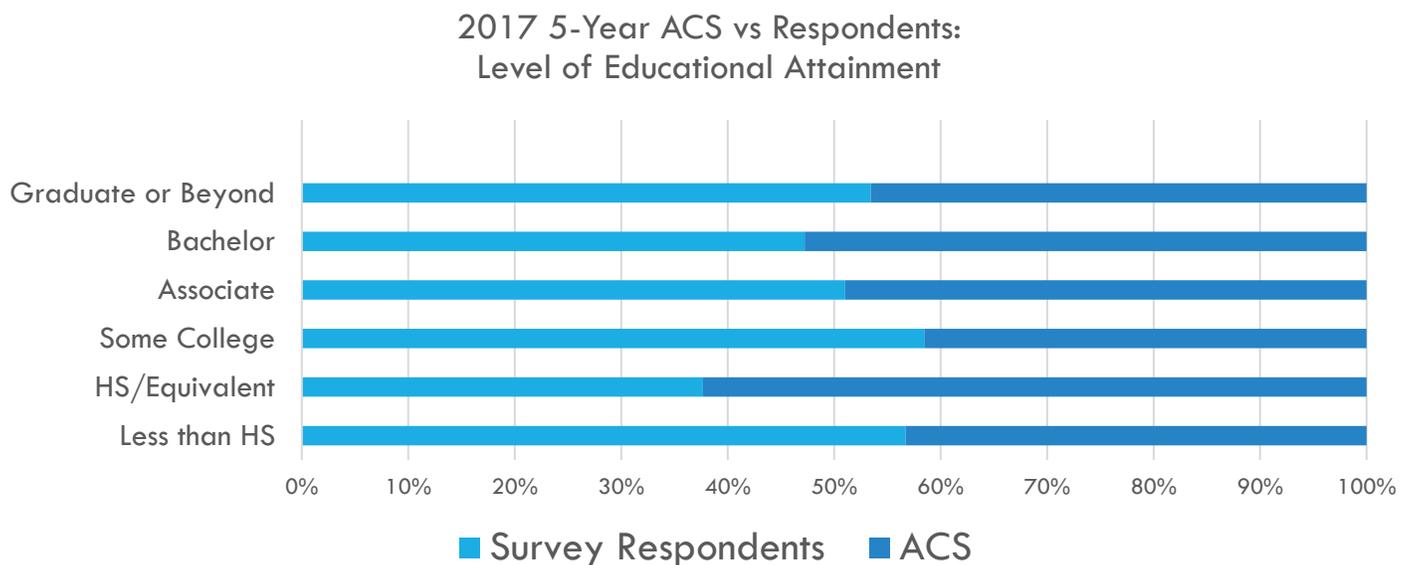
Educational Attainment

Relative to the 2017 5-Year ACS, a higher proportion of respondents indicated their level of educational attainment as either “Some College, but No Degree” or “Less Than High School”.

Of the 148 respondents who reported having “Some College, but No Degree”, respondents were fairly equally distributed across age and income groups. Individuals with this level of education represented 30% of all survey respondents, compared to only 22% of the general population.

Of the 48 individuals who reported having a less than High School education, roughly 69% (33 respondents) reported being at or around highschool age (13-17 or 18-21). Conversely, the remaining 31% (15 respondents) were aged 22 or older. Individuals with this level of education represented roughly 10% of survey respondents, compared to about 7.5% of the general population.

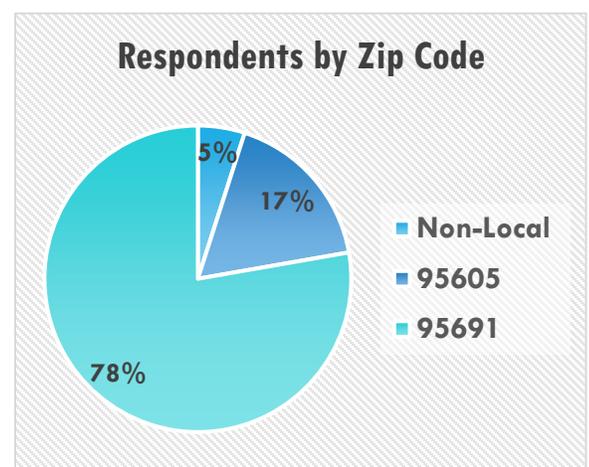
Figure 4. Level of Educational Attainment (481 Responses)



Geographic Distribution of Respondents

An 85% response rate was received when respondents were asked to provide zip code information. Out of **444 responses**, almost all (95%) reported a zip code in the City of West Sacramento. Only 5% reported living in a non-local zip code.

78% (346 respondents) reported a 95691 zip code and roughly 17% (75 respondents) reported a 95605 zip code. According to the 2017 5-Year ACS, roughly 72% of the general population resides in the 95691 area and 28% reside in the 95605 area.



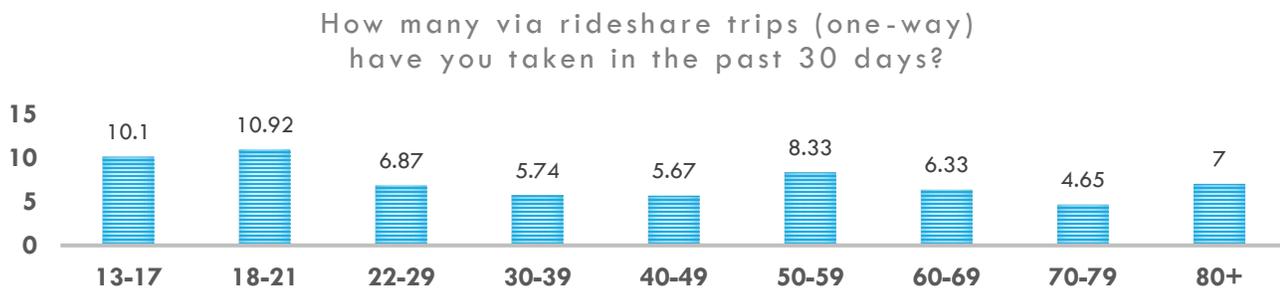
Travel Behavior Impacts

Multiple survey questions were included to learn if and to what extent On-Demand Rideshare users were changing their travel behaviors as a result of the Pilot service. Questions were designed to obtain general indications of ridership, trip purposes and mode shifts. **Although the 6-Month User survey provides some significant insights, additional analysis will be necessary to quantify the degree to which users may be shifting from other modes of transportation onto the rideshare service.**

Recent Ridership

Respondents were asked to estimate how many rides they had taken in the past 30 days to provide a general indication of their frequency of use. Although anonymized data is already collected on overall ridership and repeat ridership using the Via technology platform, responses to this question enabled staff to evaluate estimated ridership levels across subgroups to better understand how different people are riding. Beyond averages, different types of riders have also emerged, ranging from the occasional user who views the rideshare option as more of a back-up plan, to the “super-user” who report riding up to 120 times a month.

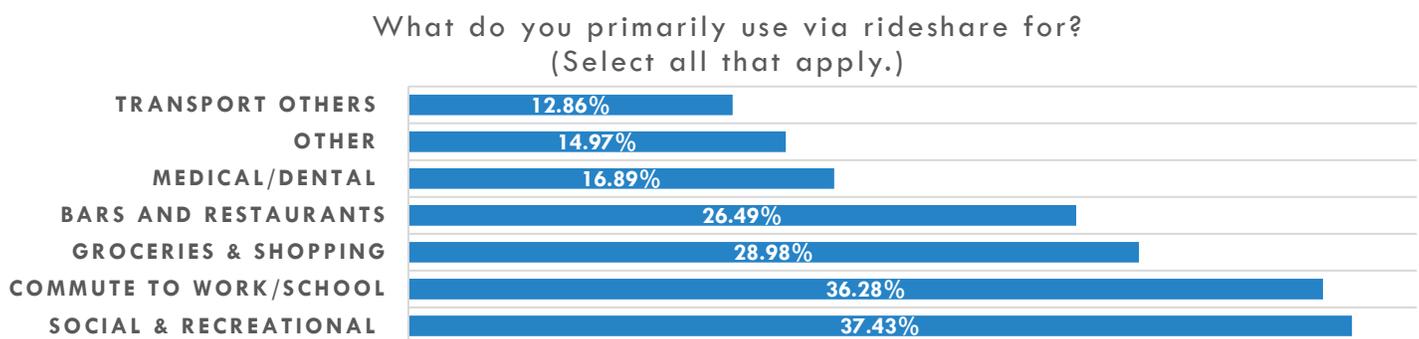
Figure 5. Average Number of Trips Completed in Past 30-Days by Age



Overall Trip Purpose

The top selected trip purposes were “Social or Recreational” and “Commuting to School or Work”, followed by a significant response of “Groceries & Shopping” or “Local Bars and Restaurants”. Roughly 15% (78 Respondents) selected “Other”, of which 27% were individuals who signed up but hadn’t ridden yet, and 21% described their primary use as a “Plan B” for when their car or bike is unavailable. 19% specified other errand or non-medical appointments and the remaining 33% made general comments or elaborated on their selections to identify specific locations, such as the library or visiting friend’s homes.

Figure 6. Trip Purpose (521 Responses)



Overall Trip Purpose, Continued

Although this question provided a general sense of the primary trip purposes associated with the rideshare service, it is important to note that this data does not capture the *frequency* of trips across each trip purpose. No less, it provides a cross-section of how community members say they are using the service and provided a basis for conducting additional analyses to examine trip purpose across subpopulations, as discussed below.

Trip Purpose by Gender

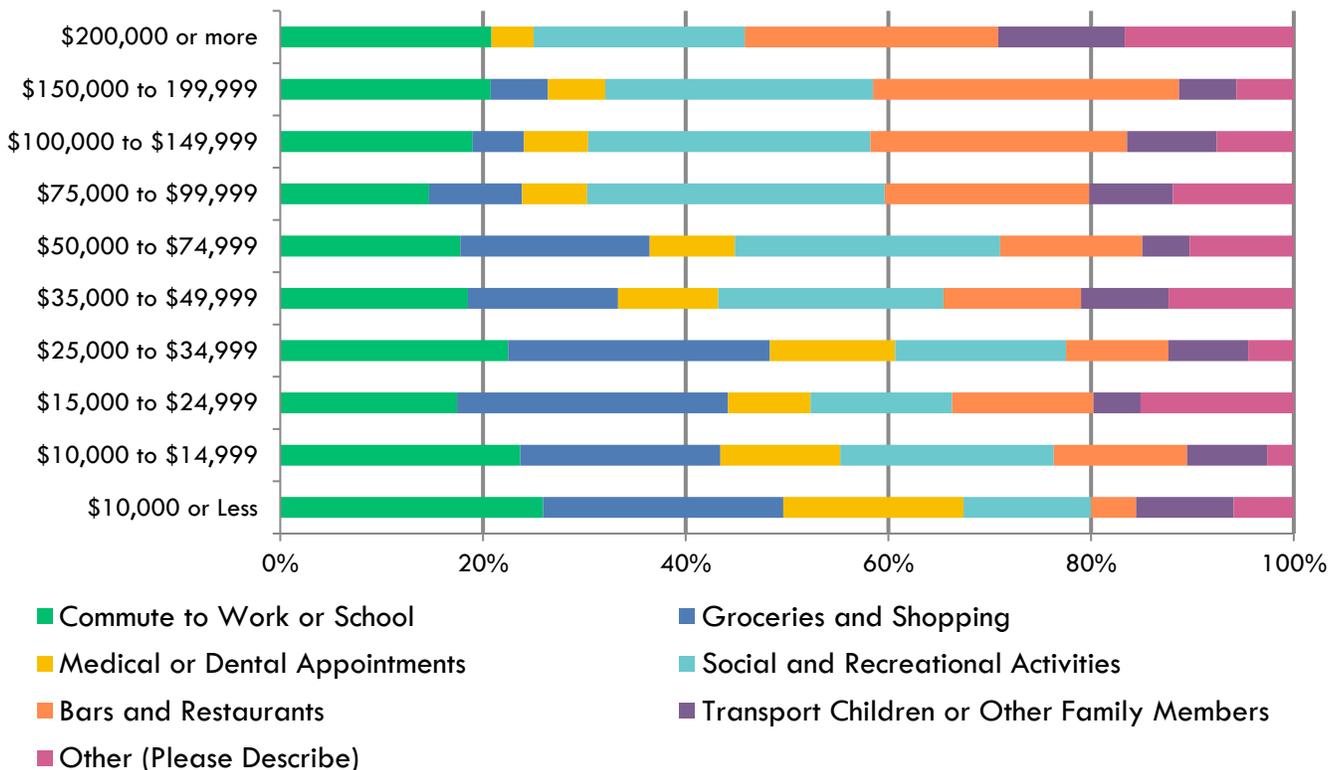
Trip purpose was fairly consistent across genders, however female respondents were significantly more likely than male respondents to say they used the On-Demand Rideshare service for “Groceries and Shopping”, “Medical or Dental Appointments”, and “Transporting Children or Other Family Members”.

Trip Purpose by Income

Households with annual incomes of \$35,000 or less reported using the On-Demand Rideshare service for “Groceries and Shopping” at a significantly higher rate. Households making \$35,000 - \$74,000 annually also use the service for “Groceries and Shopping”, but with only 30% of respondents in this income category reporting as such compared to 50% of respondents with household incomes less than \$35,000. Further, households with annual incomes less than \$10,000 indicated a greater use for “Medical or Dental Appointments”.

Conversely, households with annual incomes of \$50,000 and above indicated using the service for “Social and Recreational Activities” and “Bars and Restaurants” at higher rates. Respondents across all income categories selected “Commuting to Work or School” and “Transporting Children or Other Family Members” at similar rates.

Figure 7. Reported Trip Purposes by Annual Household Income (470 Responses)



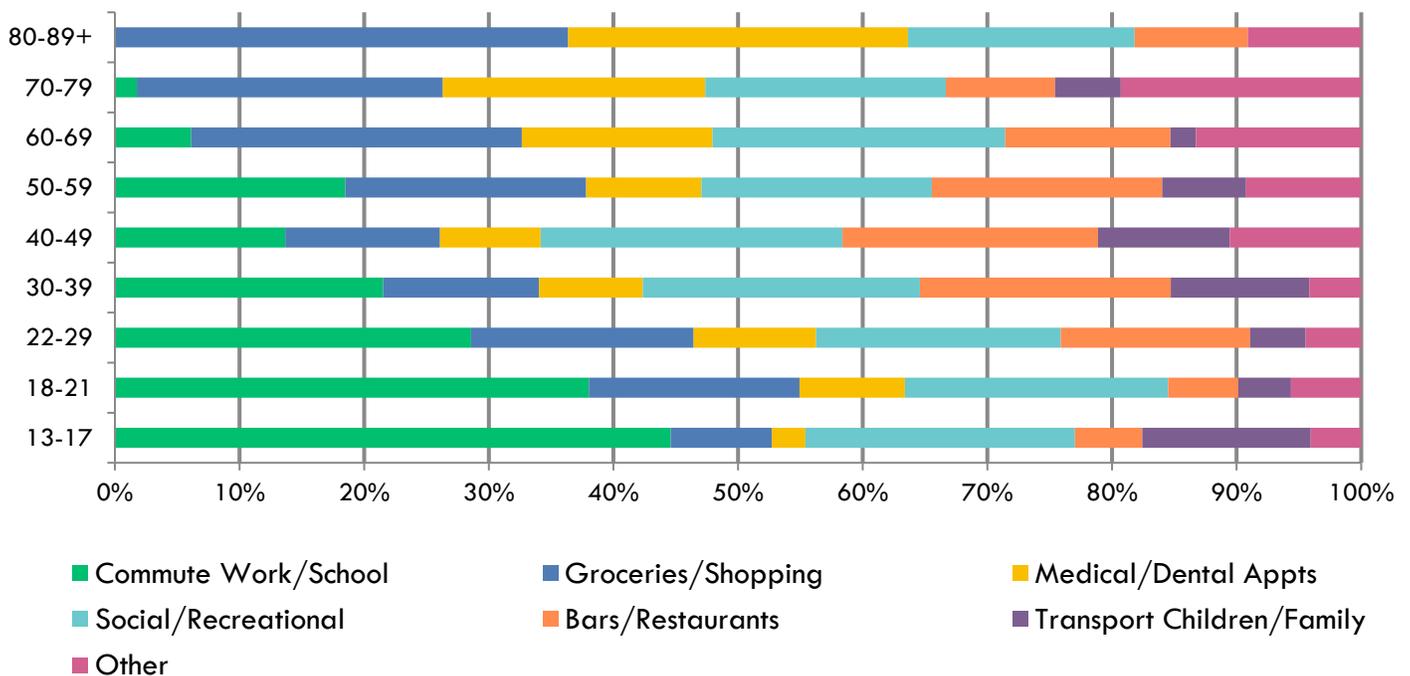
Trip Purpose by Age

Clear patterns emerged when trip purpose was examined across age categories. Younger ages groups (13-29), especially High School aged respondents, appear to be using the service at significantly higher rates (50%-80%) for compulsory trips (“Commuting to Work or School”), as well as for non-compulsory trips “Social and Recreational Activities”. Young adults (ages 18-29) appear to use the service at a slightly higher rate for “Groceries and Shopping” than High School aged respondents. Generally, this may indicate that younger people gain independence and increased access to jobs, education, and daily amenities through use of the service.

At the other end of the age spectrum, older adults demonstrated a distinctly different profile of trip purposes using the On-Demand Rideshare service, especially for those at or around the standard retirement age (~60+). As would be expected, use of the service for commuting dramatically plummets for respondents in these age groups. On the contrary, Seniors appear to be primarily using the service for daily goods and services such as “Groceries and Shopping” and attending “Medical or Dental Appointments”, alongside some social and recreational trips. A majority of older adults who selected “Other” as one of their responses chose to do so in order to provide additional detail on their trips, specifying non-medical appointments and visits to the library or the homes of friends and family as examples. This indicates that the older adult community is using the service to connect with daily goods and services, while also better accessing civic resources and social opportunities.

Respondents in middle age groups (30-59) indicated that their primary use of the rideshare service is for non-compulsory trips, especially “Bars and Restaurants” and “Social and Recreational”. Unsurprisingly, since they are more likely to have dependent children and/or aging parents, these age groups also reported using the service to “Transport Children or Other Family Members” at higher rates. Middle aged respondents indicated slightly lower use of the service for commuting, groceries or appointments.

Figure 8. Reported Trip Purposes by Age (482 Responses)



Overall Mode Shift

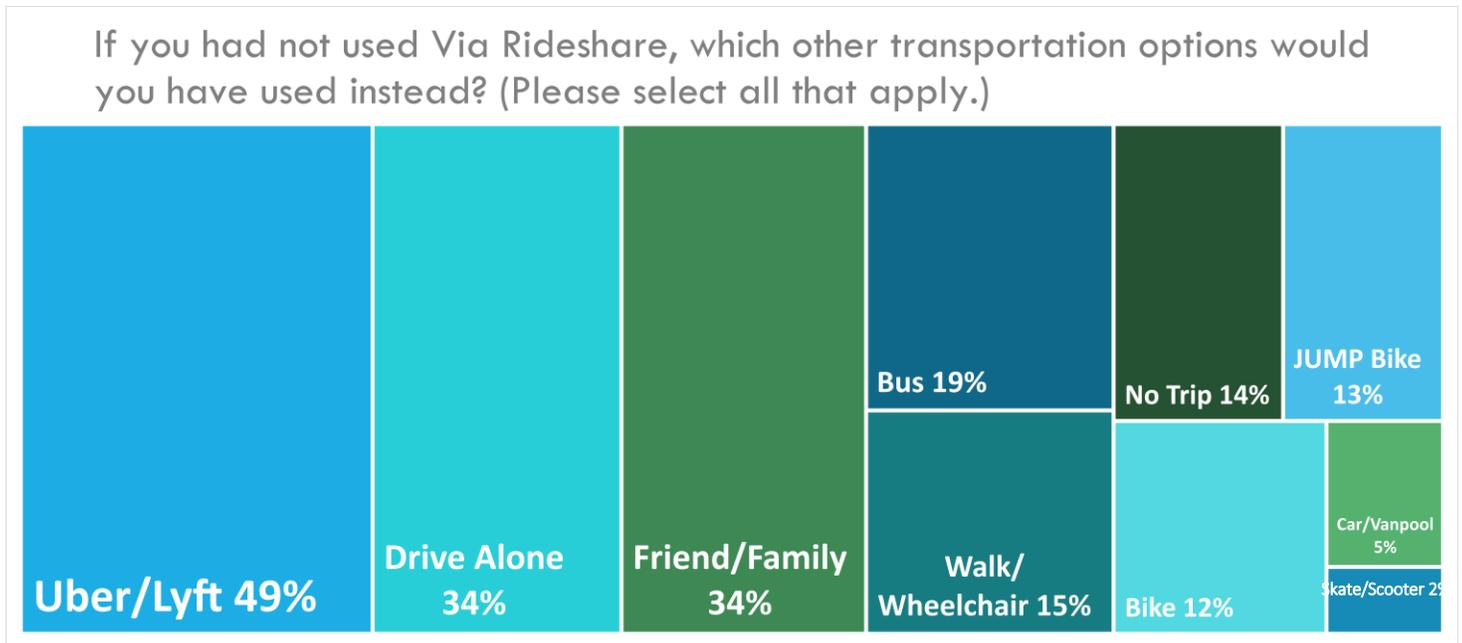
Two questions were included to learn more about potential impacts of the service on travel behaviors. The first asked respondents to identify which other modes would have chosen if the rideshare service was unavailable, and the other asked respondents to estimate the degree to which they have altered their use of certain modes.

Clear patterns emerged across all respondents when asked which mode they would have taken if the rideshare service was unavailable. This question allowed respondents to select all that applied, which also helped create a modal profile of respondents, particularly when cross-referenced with age, gender, or household income. However, it is important to note that this question **did not** provide an indication of the *quantity* or *frequency* of trips replaced on each mode selected by respondents. The results of this question do, however, provide insights on which modes a majority of respondents said they are shifting from, in general.

By a significant majority, the top three modes respondents said they would have used if the rideshare service was unavailable were “Uber/Lyft”, “Drive Alone”, and “Driven by a Friend or Family Member”, as shown below. Of 521 responses, almost **50% (234 respondents) said they would have used Uber/Lyft** for some trips if the City’s rideshare service wasn’t an option. The rideshare service appears to be used by the community as a substitute good by providing a more affordable service with a similar level of convenience as Uber/Lyft. Similarly, **30% (159) said they would have driven alone or gotten a ride** from a friend or family member.

These responses may signal reductions in vehicle miles travelled (VMT) resulting from the On-Demand Rideshare pilot, however additional analysis will be required to more precisely quantify the potential magnitude of such impacts. Similarly, net VMT impacts will need to be considered alongside potential reductions in the use of lower VMT modes, such as riding a bus or walking. For example, nearly **20% of respondents said they may have taken the bus, if rideshare was unavailable**. Additional research will work to better understand the degree to which bus users may be switching to rideshare, and which routes they may be riding less often.

Figure 9. Overall Mode Shift (521 Responses)



Overall Mode Shift, Continued

14% (65 respondents) said they may not have not taken a trip at all if the rideshare service wasn't available. This may imply a latent demand for transportation, possibly from mobility-underserved communities, which may also signal a resulting increase in VMT. Additional analysis with UC Berkeley will also help assess the net impact of the pilot rideshare service on overall VMT alongside improved mobility for underserved communities.

Mode Shift by Gender

No significant differences were observed between men and women in terms of mode shift responses, except that **men were 2.5 times more likely to shift from biking**. This is best explained by the fact that men are generally more likely than women to choose biking as a mode of transportation, as evidenced by several other studies.

Mode Shift by Annual Household Income

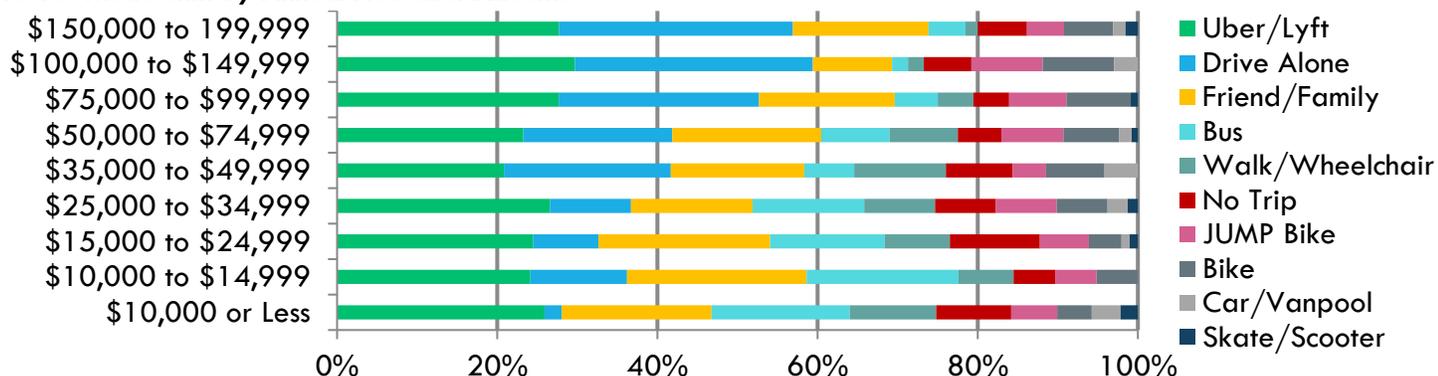
A clear relationship was observed between household income and mode shift. Perhaps unsurprisingly, higher income households, especially those making more than \$75,000, stated that they would've have driven alone instead of taking the rideshare service at a significantly higher rate than lower income households. Similarly, respondents from lower income households, especially those making less than \$25,000 a year, were significantly more likely to have taken the bus, walked, or not taken the trip at all.

These results may indicate that **traditional “choice” transit riders from higher income households may be more likely to switch from their personal vehicle to the City’s rideshare service** over traditional fixed route service. Combined with the trip purpose findings discussed above, it also seems feasible that these riders are driving alone less for non-compulsory trips, such as visits to local bars and restaurants.

On the other hand, these results also indicate that **traditionally transit-dependent households lacking access to a personal automobile may be switching to the rideshare service from less convenient or less comfortable modes to complete compulsory trips**, such as commuting to school or work, or running errand for groceries or other amenities. Although there may be some health benefits lost where respondents are walking less, it is equally important to acknowledge potentially significant savings in both time and financial costs.

Interestingly, shifts from other options including Uber/Lyft or getting rides from friends or family were fairly static across all income categories, indicating that demand for a more affordable service of this type may have existed in the community prior to the launch of the On-Demand Rideshare pilot.

Figure 10. Mode Shift by Annual Household Income



Mode Shift by Age

As was the case for trip purpose, age was a determining factor in which modes respondents said they are shifting from. **Shifts from Uber/Lyft were largely attributable to respondents aged 18-59**, with over 50% in each age group selecting this response. Uber & Lyft do not allow riders under 18 to ride alone, which explains a significantly lower response from respondents age 13-17. In some case, older adults are less likely to use Uber/Lyft do to the required use of a Smartphone but may also have fixed incomes making these services inaccessible to them and explaining why fewer respondents age 60+ selected this response.

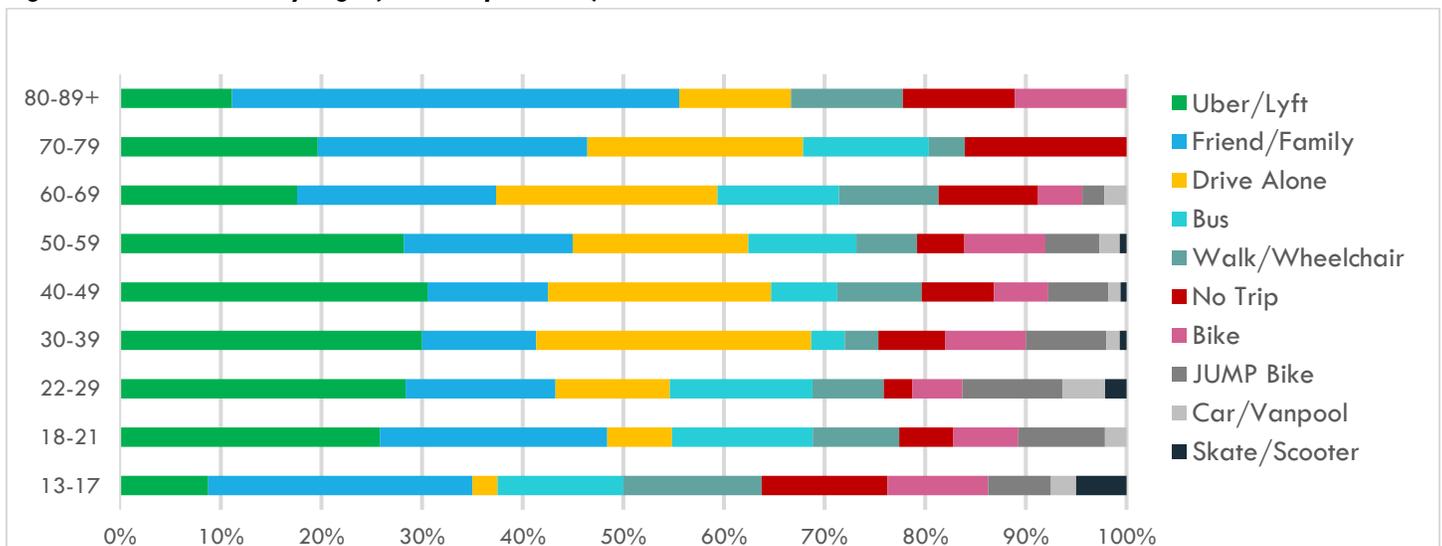
Not unsurprisingly, age groups that tend to be more dependent on others for transportation reported a higher rate of shifting from rides from friends and family, namely younger respondents that either cannot legally drive or may not own a car, and especially older adults (70+) who may have physical limitations that prevent them for driving or perhaps can't afford a car. This was especially pronounced among respondents over the age of 80.

Respondents aged 30-79 reported shifting from driving alone at a significantly higher rate than other age groups. **Over half of respondents age 30-39 said they would have driven alone instead**, along with roughly 30-40% of subsequent older age groups. Interestingly, and in line with anecdotal evidence received regarding the rideshare program, many older adults expressed that they are more willing to give up driving a personal vehicle as often because of having the rideshare service as an option. Responses to this question seem to support this shift, especially among those aged 70+.

Respondents most likely to report switching from the bus tended to be younger, specifically under the age of 30, or older (70+). Younger respondents (age 18-20) were significantly more likely to have used JUMP bikes, and respondents aged 13-17 were the most likely to have walked, ridden their own bike, skateboard or scooter.

Respondents aged 13-17 and aged 70-79+ were the most likely across all age groups (about 25% from both age groups) to have not taken the trip at all. This may indicate that the rideshare service is improving the range of mobility options for the youngest and oldest members of the West Sacramento community.

Figure 11. Mode Shift by Age (521 Respondents)



Changes in Transportation Choices: Direction and Degree of Shift from Key Modes

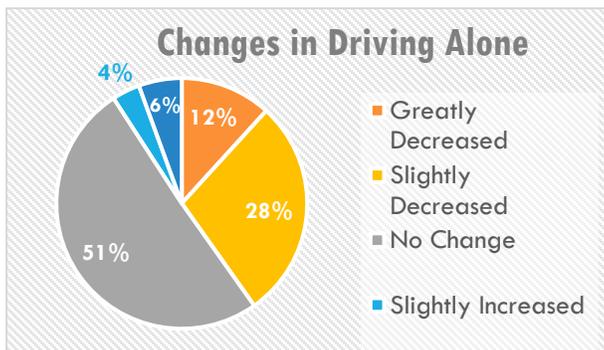
In addition to a general question about mode shift, a secondary question was included to better understand the extent to which respondents felt their transportation choices were being impacted. The question was designed as a matrix that focused on four (4) key modes of interest: driving alone, riding the bus, using paratransit services, walking or biking. It also included a question asking if the rideshare service had impacted how often they left their home to provide an indication of latent or induced demand for transportation resulting from the service.

Lastly, respondents were asked to indicate the extent to which their overall satisfaction with the City's transportation system had changed. Responses options were provided on a 5-point Likert scale ranging from Greatly Decreased, Slight Decreased, No Change/Stayed the Same, Slightly Increased, or Greatly Increased. An "N/A" option was provided for responses that respondents felt did not apply to them, such as paratransit.

As a result of your Via Rideshares use, how have your transportation choices changed, if at all? If an answer doesn't apply to you, select "N/A".

Figure 12. Changes in Driving Alone (487 Respondents)

Of 306 respondents that indicated driving alone applied to them, **40% said the amount they drive alone slightly decreased (28% or 87 respondents) or greatly decreased (12% or 36 respondents)** as a result of the rideshare service.



Half said there was no change to how often they drive alone. Respondents most likely to say they're driving less **tended to be middle aged (30-69) and earn \$35,000+ a year**. Changes in driving alone did not vary by gender.

Notably, 181 respondents indicated that this option did not apply ("N/A" response), which may imply to some extent that they lack access to use an automobile for transportation. Respondents selecting "N/A" were evenly represented across age and gender but came predominantly from households making less than \$35,000 a year.

Changes in Transit Use (Bus & Paratransit)

Out of 276 respondents that indicated that riding the bus applied to them, **41% of respondents said their use of the bus has slightly decreased (16% or 44 respondents) or greatly decreased (25% or 70 respondents)**. Interestingly, **12% of respondents (31 respondents) said their bus use has slightly increased (6%) or greatly increased (6%)** as a result of the rideshare service. Half said they haven't changed their bus use at all.

Those who report the greatest decrease in their bus use were predominantly women (32% females greatly decreasing bus use compared to only 17% male), households making less than \$35,000 a year, and tended to be either younger or older, between the ages of 13-17, 20-29 or were over the age of 70.

Although most indicated this option did not apply (326 "N/A" responses), a small number indicated changes to use of paratransit. However, the exact same number of people (24%) cited an increased as those that cited a decrease, indicates no impact on demand for paratransit. Many paratransit trips are destined to medical facilities in adjacent cities, so these findings are generally in line with expectations.

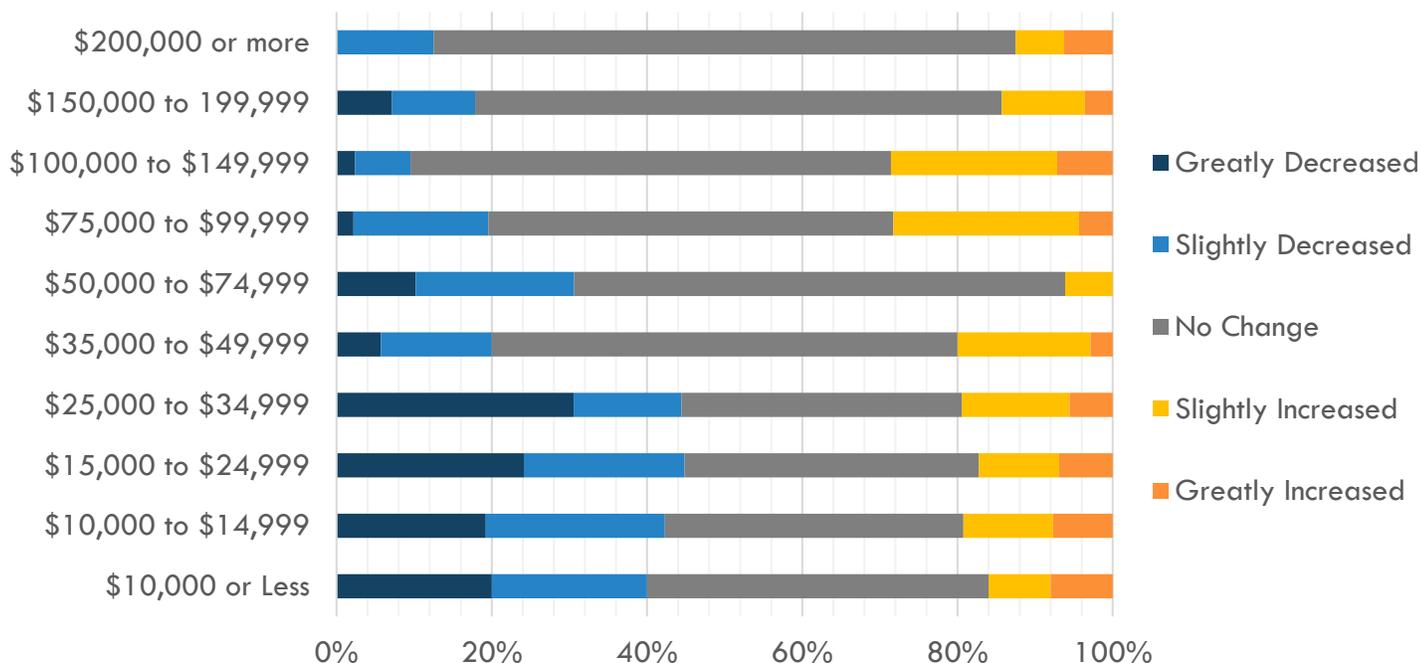
Changes in Walking or Biking

Out of 381 respondents who said this option applied to them, **most (54%) said they have had no change to how often they choose to walk or bike.** 28% said their walking and biking has slightly decreased (16% or 59 respondents) or greatly decreased (12% or 59 respondents), yet the remaining 18% said they have slightly increased (13% or 48 respondents) or greatly increased (5% or 18 respondents) how often they walk and bike.

Although some respondents appear to be replacing active transportation trips with the rideshare service, others may actually be linking their trips by using a mix of walking or biking on either end of their trip. Since the rideshare service uses a “Virtual Stop” model that requires users to walk up to 200-500 feet, this may be a contributing factor to respondents making this selection. However, ample data has also suggested that some users make trips Downtown using rideshare service to connect with a JUMP bike or on foot.

Respondents who said they are **walking and biking less** tended to be on the slightly **younger or older** side (under 30 or over 60) and were significantly more likely to come from households **making less than \$35,000** a year. Interestingly, those who said they are **walking or biking more** often because of the rideshare service were significantly more likely to be **in their 30’s** and from household’s earning an annual income of **between \$75,000-\$149,999 or less than \$10,000 a year**, as shown in Figure 13 below.

Figure 13. Changes in Walking or Biking by Annual Household Income (486 Respondents)



Changes in Demand for Transportation

Out of 424 responses, many respondents (45%) said there was no change to how often they left their home as a result of the rideshare service. However, exactly half (50%) **said that the rideshare service has slightly increased (29%) or greatly increased (21%) how often they leave their home.** Some of these increases may be attributable to accommodating latent demand from underserved communities, while others may be induced by the introduction of the rideshare service as an option. This response was **consistent across all incomes, ages, and genders**, although younger people (age 13-17) were slightly more likely to select “Greatly Increased”.

Changes in Overall Satisfaction

Out of 446 respondents, three out of four (75%) of all respondents said their satisfaction with the City's transportation system had grown because of the rideshare service, with an impressive **55% (244 respondents) saying it has greatly increased, and another 22% saying it had slightly increased.**

In other words, respondents across all ages, incomes, and genders said they were overwhelmingly pleased by the addition of rideshare service to the City's menu of mobility options.

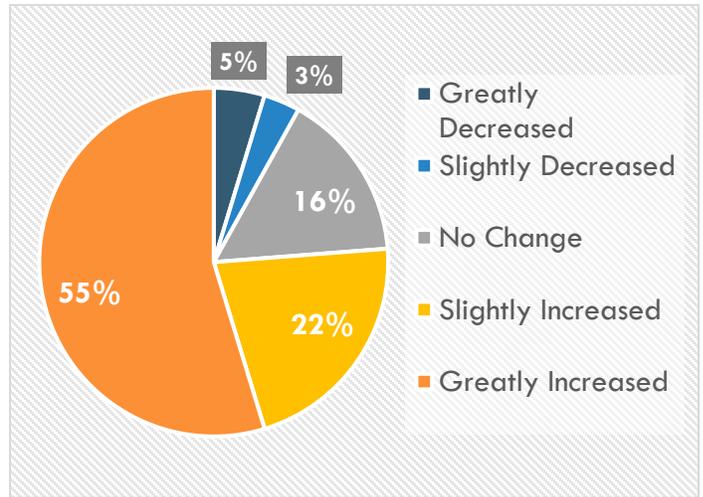


Figure 14. Satisfaction with the City's Transportation System

Summary of Travel Behavior Impacts

Riders are less reliant on Uber/Lyft, driving alone, and getting rides from others because of rideshare.

Half of respondents said they are using the rideshare service instead of taking Uber/Lyft, and 34% said they use it instead of driving alone or catching a ride from a friend or family member. These responses may be early indications of potential reductions in vehicle miles travelled associated with ride-hailing, driving alone, or getting rides from others, but more analysis will be necessary to quantify impacts.

Middle-aged respondents from households with slightly higher incomes were say they are driving alone less because of the rideshare service, however a fair number of Seniors said the same, possibly indicating that the rideshare service is facilitating the decision of older adults to give up driving sooner. Those switching from Uber/Lyft were primarily between the age of 18-60 but were evenly represented across gender and income.

Rideshare gives Youths and Seniors more independence and more convenient mobility options.

Riders who said they would've gotten a ride from a friend or family member were most likely to be under the age of 18 who are not permitted to use Uber/Lyft, and those age 60+ who may be less comfortable using Smartphone or ridehailing services. Similarly, respondents aged 13-17 and aged 70+ were most likely to have not taken the trip at all if rideshare was unavailable. This may indicate that the rideshare service is helping to meet latent demand for a transportation among the youngest and oldest members of the community.

Those reporting the greatest drop in bus use were predominantly women (32% females greatly decreasing bus use compared to 17% male), households making less than \$35,000 a year, and were more likely to be younger (13-17, 20-29) or older (70+).

Minor decreases in walking and biking, especially among men.

People who said they are walking or biking less were predominantly men, were more likely to be under 30 or over 60 and to come from slightly lower income households. However, respondents in their 30's, especially those from middle or upper income households, said they are walking or biking more because of the rideshare service.

Quality of Life Impacts

Questions were also included to obtain a sense of how the rideshare service may be impacting factors that contribute to overall quality of life, such as access to healthy foods or one's sense of independence.

As a result of your Via Rideshares use, how have the following aspects of your life changed, if at all? If an answer doesn't apply to you, select "N/A".

Overall Quality of Life Impacts

Respondents were asked to use a 5 point Likert scales to indicate the degree to which various aspects of their quality of life had greatly decreased, slightly decreased, stayed the same (no change), slightly increased, or greatly increased. Respondents had the option of marking "N/A" if they did not feel a response applied to them. The key variables asked about included respondents' how safe they feel getting around town, their sense of independence, visits to local businesses, participation in social activities, civic or community engagement, access to healthy foods or medical care, and monthly transportation costs. An increase in any of these categories would be viewed as an increased quality of life, except for transportation costs.

Generally, a majority of respondents said they felt safer getting around town and experienced greater sense of independence as a result of using the rideshare service. **Specifically, 66% said they feel safer getting around town and 59% had a greater sense of independence. More than half said they are visiting local businesses more often or participating in social activities as a result of their use of the rideshare service, and around 40% said they are more civically engaged, have better access to healthy foods or medical care, and are spending less on transportation expenses every month.**

Sense of Safety

One of the biggest takeaways related to quality of life was that the On-Demand Rideshare service has increased how safe riders feeling getting around town. Out of 432 respondents, 66% said their sense of safety had grown, with 31% (132 respondents) saying they felt slightly safer and 35% (153 respondents) said their sense of safety had greatly increased. Roughly one-third said they experienced no change, and less than 2% said they experienced a decrease.

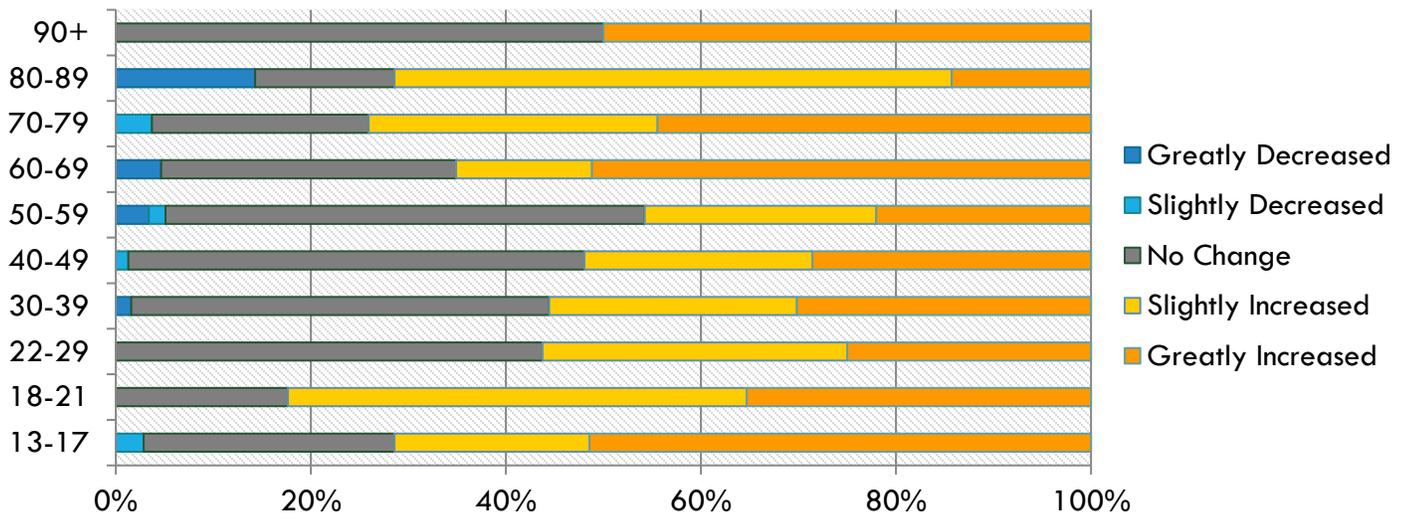
Respondents who cited an increased sense of safety were slightly more likely to be female, with **12% more women reporting a "Greatly Increased" sense of safety compared to men.** 30% of respondents in all income categories said their sense of safety felt greatly increased, however this was especially pronounced among households making less than \$35,000 a year. This response was fairly consistent across age groups, but with slightly higher responses from those under the age of 21 or over the age of 70.

Sense of Independence

Similarly, a significant number of respondents (59%) reported an increased sense of independence resulting from their use of the rideshare service. Out of 403 responses, 26% (105 respondents) said they felt slightly more independent and 33% (133 respondents) said their independence was greatly increased. A little bit more than a third said they experienced no change and less than 3% said they felt they experienced a decreased.

Although increases in independence were reported across age, income, and gender categories, **those who appeared to benefit the most from increased independence tended to be women** (10% more women said their independence was “Greatly Increased” compared to men), respondents from **households earning \$10,000-\$35,000 a year**, and respondents **under the age of 21 or over the age of 60**.

Figure 15. Changes in Sense of Independence by Age



Visits to Local Businesses

Out of 394 responses, about **56% said their visits to local businesses had slightly increased** (35% or 133 respondents) **or greatly increased** (21% or 83 respondents). 41% reported no change, and less than 4% reported a decrease. This response was fairly consistent across age, income, and gender categories, however respondents in the 30’s-40’s and those over 80+ were most likely to report a slight increase, while those over 60+ were most likely to report their outings as “Greatly Increased”.

Participation in Social Activities

Out of 387 responses, about **55% said their participation in social activities had slightly increased** (33% or 129 respondents) **or greatly increased** (22% or 84 respondents). 43% reported no change, and less than 2% reported a decrease. Women were twice as likely as men to report that their participation in social activities had “Greatly Increased”. Responses were slightly mixed, but generally consistent across ages and household incomes.

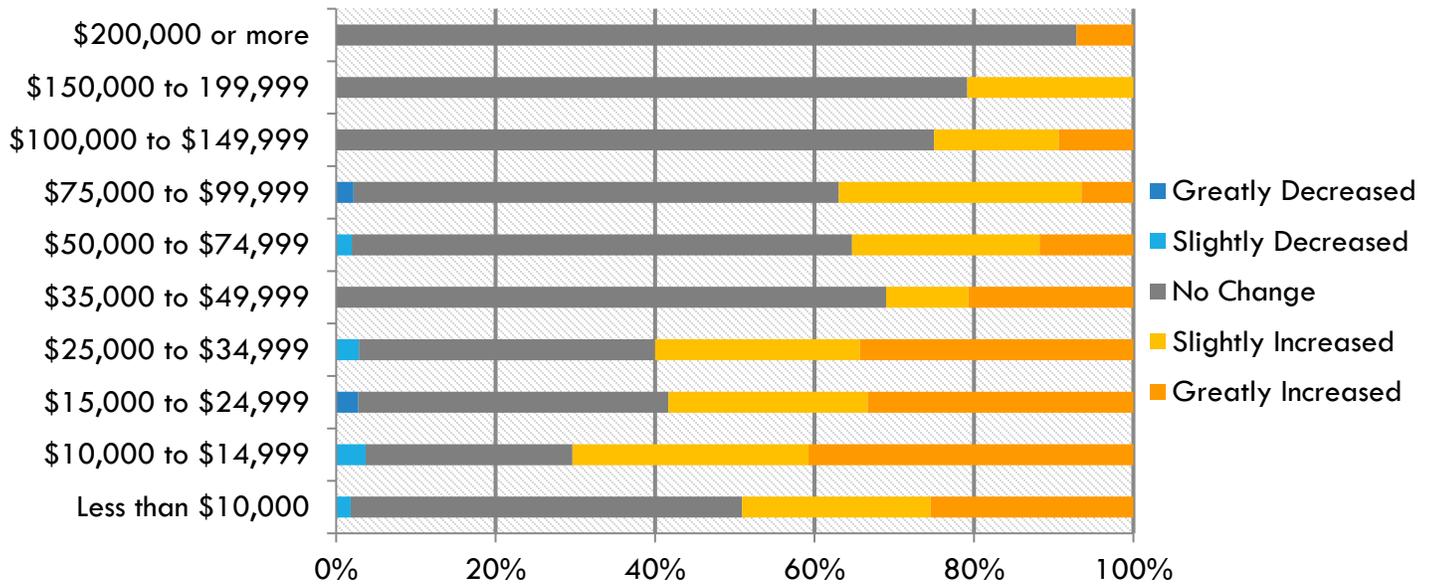
Civic or Community Engagement

Out of 350 responses, about **43% said their civic or community engagement had slightly increased** (27% or 96 respondents) **or greatly increased** (15% or 53 respondents). 55% reported no change, and less than 2% reported a decrease. Women were more than twice as likely to say their civic or community engagement had “Greatly Increased”. Responses were slightly mixed, but generally consistent across ages and household incomes.

Access to Healthy Foods or Medical Care

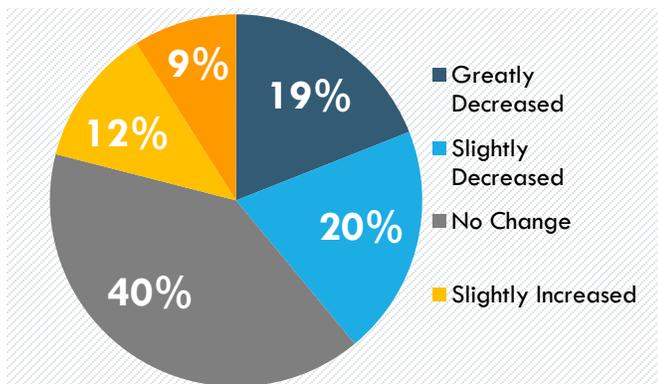
Out of 362 responses, about **41%** said their access to healthy foods or medical care had **slightly increased** (22% or 81 respondents) **or greatly increased** (19% or 69 respondents). 57% reported no change, and less than 2% reported a decrease. Respondents most likely to report an increase in access to healthy foods or medical care were slightly **more likely to be under the age of 21 or between ages 60-80**, were **twice as likely to be women**, and were significantly to be from a household earning **less than \$35,000 a year**.

Figure 16. Changes in Access to Healthy Foods or Medical Care by Annual Household Income



Monthly Transportation Costs

Of 403 responses, about **40%** said their monthly transportation expenses had **slightly decreased** (20% or 82 respondents) **or greatly increased** (19% or 78 respondents). 40% reported no change. 12% (47 respondents) cited a slight increase and another 9% (36 respondents) reported that their monthly expenses greatly increased. This may be indicative of the service supporting latent demand for this type of transportation option or could be reflective of an induced demand effect of more options being made available.



Generally, cost savings were reported fairly consistently across gender, age and income categories. **Seniors (age 60+) and respondents in the 20's were slightly more likely to be benefiting from monthly savings.** Those aged **13-17 were more likely to be paying more**, possibly indicating that a latent demand for youth mobility options may have existed in the community.

Figure 17. Overall Changes in Monthly Transportation Costs

Summary of Quality of Life Impacts

The On-Demand Rideshare service makes users feel safer getting around town and provides a greater sense of independence, especially for youth and Seniors.

66% of respondents feel safer getting around town and 59% had a greater sense of independence, and 41% said their access to healthy foods and medical care had increased, especially among women, younger (under 21) and older (60+) riders, and those from households earnings less than \$35,000 a year.

Via riders are frequenting local businesses and participating in social activities more often.

More than half of respondents, especially women, said they are visiting local businesses or participating in social activities more often due to their use of the rideshare service.

Most riders are saving on monthly transportation expenses, but teenagers say they're spending more.

Monthly transportation expenses were reported fairly consistently across gender, age and income categories. Seniors (age 60+) and respondents in the 20's were slightly more likely to be benefiting from monthly savings. Those who said they are paying more because of the rideshare service were more likely to be aged 13-17, indicating a latent demand for youth mobility options may exist in the community.

Conclusion

Community members of all ages enjoy using the On-Demand Rideshare service and are very satisfied with its addition to the City's transportation network. A multitude of benefits ranging from independence for youth and seniors, a greater sense of safety for women, or potential reduction in VMT from riders shifting from Uber/Lyft or driving alone hint at the success of the Pilot. As additional research is conducted with UC Berkeley, more depth will be added to an understanding of the scale and magnitude of travel behavior impacts. Ultimately, this information may help guide City Council's decision on whether to continue the program.



ATTACHMENT 3

**AMENDMENT NO. 1
to the
CONTRACT FOR SERVICES
between the
CITY OF WEST SACRAMENTO
and
NOMAD TRANSIT LLC
Dated January 17, 2018**

This Amendment No. 1 to the Contract for Services between the City of West Sacramento ("the City") and NoMad Transit LLC ("the Contractor") dated January 17, 2017 is made and entered into this 20th day of February. Except as expressly amended herein, the January 17, 2018 Contract for Services is in full force and effect.

RECITALS

WHEREAS, the City and Contractor executed a contract for services dated January 17, 2018, for Contractor to provide citywide transportation services, along with the technology and professional services for the design, marketing, launch, operation, maintenance, and performance evaluation of the Pilot Flexible Transportation Service, now referred to as the Pilot On-Demand Rideshare Service ("the Pilot"); and

WHEREAS, per the January 17, 2018 contract, the City and Contractor mutually agreed that all Pilot service revenue shall be collected through a distinct payment processor subaccount and remitted not later than sixty (60) days from the expiration or earlier termination of the Contract for Services by NoMad Transit LLC, a wholly owned subsidiary of Via Transportation Inc., to the City, to be spent at the sole discretion of the City Council of the City of West Sacramento; and

WHEREAS, higher than expected demand for the Pilot On-Demand Rideshare resulted in a budget shortfall requiring additional funds in the amount of \$90,000 to continue operating the Pilot On-Demand Rideshare Service through the end of the contractually agreed upon one-year term, ending on May 14th, 2019; and

WHEREAS, the Pilot On-Demand Rideshare Service has recovered \$55,803.26 in fare revenues as of January 29, 2019 and is projected to recover roughly \$90,000 in total revenues from fares by the end of the Pilot term; and

WHEREAS, the City desires to amend the Contract for Services with NoMad Transit LLC to increase the total amount payable by either the total amount of revenue recovered from fares or \$90,000, whichever is less, for a total contract amount not to exceed \$810,000; and

WHEREAS, the City desires to amend Section 4G of the Contract for Service to authorize NoMad Transit LLC (Via Transportation Inc) to bill remaining expenses against revenues recovered from fares, in lieu of remitting all fare revenues to the City; and

WHEREAS, any and all revenues recovered in excess of \$90,000 shall be remitted to the City of West Sacramento or held in trust by NoMad Transit LLC to be rolled into a contract renewal if the City Council elects to continue service for a second year; and

WHEREAS, in the case that less than \$90,000 is recovered from fares by May 14th, 2019, the City will not be liable for any remaining budget shortfall and NoMad Transit LLC (Via Transportation Inc.) will absorb any remaining expenses; and

WHEREAS, no local funds are requested to be used toward the budget amendment described herein;

NOW, THEREFORE, IT IS MUTUALLY AGREED by parties hereto to amend said agreement as follows:

I. **COMPENSATION:**

The compensation as set forth in the Contract for Services dated January 17, 2018, shall be revised to increase the total amount payable by the City to up to \$810,000.

IN WITNESS WHEREOF the parties hereto have executed this Agreement as the date herein set forth.

CITY OF WEST SACRAMENTO

By: _____
Christopher L. Cabaldon, Mayor

NoMad Transit LLC

By: _____
Daniel Ramot, CEO Via Transportation Inc.

APPROVED AS TO FORM

By: _____
Jeffrey Mitchell, City Attorney

ATTEST:

By: _____
Kryss Rankin, City Clerk

ATTACHMENT 4

RESOLUTION 19-12

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST SACRAMENTO APPROVING AN AMENDMENT OF UP TO \$90,000 TO THE FY18/19 CAPITAL IMPROVEMENT PROGRAM BUDGET FOR THE PILOT ON-DEMAND RIDESHARE SERVICE

WHEREAS, the City Council approved a Contract on January 17, 2018 to NoMad Transit LLC, a wholly owned subsidiary of Via Transportation Inc., in the amount of \$720,000 for the provision of citywide transportation services, along with the technology and professional services for the design, marketing, launch, operation, maintenance, and performance evaluation of the Pilot Flexible Transportation Service, now referred to as the Pilot On-Demand Rideshare Service ("the Pilot"); and

WHEREAS, higher than expected demand for the Pilot On-Demand Rideshare will result in a budget shortfall requiring additional funds in the amount of \$90,000 to continue operating the Pilot On-Demand Rideshare Service through the end of the contractually agreed upon one-year term, ending on May 14, 2019; and

WHEREAS, the Pilot On-Demand Rideshare Service has recovered \$55,803.26 in fare revenues as of January 29, 2019 and is projected to recover approximately \$90,000 in total revenues from fares by the end of the Pilot term; and

WHEREAS, revenues recovered from fares in an amount not to exceed \$90,000 are proposed in to be used toward amending the Contract for Services with NoMad Transit LLC to increase the total amount payable to an amount not to exceed \$810,000; and

WHEREAS, NoMad Transit LLC (Via Transportation Inc) will be authorized to bill remaining expenses against revenues recovered from fares; and

WHEREAS, any and all revenues recovered from fares in excess of \$90,000 will be remitted to the City of West Sacramento or held in trust to be rolled into a contract renewal, should the City Council elect to continue service for a second year; and

WHEREAS, in the case that less than \$90,000 is recovered from fares by May 14, 2019, the City will not be liable for any remaining budget shortfall and NoMad Transit LLC will absorb any remaining expenses; and

WHEREAS, no local funds are being requested to be used toward the budget amendment described herein; and

WHEREAS, the Fiscal Year 2018/19 Capital Improvement Program must be updated to reflect the estimated increase in revenues and expenses of up to \$90,000, increasing the total project budget from \$749,000 up to \$839,000, for record keeping purposes; and

WHEREAS, the City Council adopted mid-term amendments to the Fiscal Year 2018/19 Capital Improvement Program (CIP) budget on May 23, 2018 via Resolution 18-35; and

WHEREAS, based upon information received subsequent to the adoption of the budget, the City Manager has prepared and proposed an amendment to budgeted revenues and expenses for the 2018/19 fiscal year; and

WHEREAS, the City Council has considered all information related to this matter, as presented at the public meetings of the City Council identified herein, including any supporting reports by City staff, and any other information provided during public meetings.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of West Sacramento as follows:

- 1) The City Council hereby approves amendments to the Capital Improvement Program (CIP) budget for the 2018-19 fiscal year as provided below:

SOURCES

Up to \$90,000 205-0000-4810/205-14051-4810 Revenues Recovered from Fares
Up to \$90,000 Total Sources

USES

Up to \$90,000 9211-5530/205-14051-5800 Pilot On-Demand Rideshare Service
Up to \$90,000 Total Uses

- 2) The City Council hereby finds that the facts set forth in the recitals to this Resolution are true and correct and establish the factual basis for the City Council's adoption of this Resolution.
- 3) This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED by the West Sacramento City Council this 20 day of February 2019, by the following vote:

AYES:
NOES:
ABSENT:

ATTEST:

Christopher L. Cabaldon, Mayor

Kryss Rankin, City Clerk