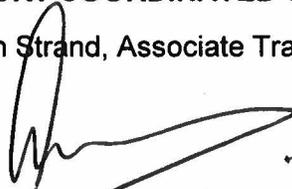


<b>MEETING DATE:</b> October 17, 2018		<b>ITEM #</b> 13	
<b>SUBJECT:</b>  <b>CONSIDERATION OF A REGULAR UPDATE ON THE PILOT ON-DEMAND RIDESHARE SERVICE AND WORKSHOP ON THE SIX MONTHS VIA RIDESHARE USER SURVEY</b>			
<b>INITIATED OR REQUESTED BY:</b>  [X] Council    [ ] Staff  [ ] Other		<b>REPORT COORDINATED OR PREPARED BY:</b> Sarah Strand, Associate Transportation Planner   Deniz Anbiah, Director of Public Works	
<b>ATTACHMENT</b>	[X] Yes    [ ] No	[ ] Information	[X] Direction    [ ] Action

**OBJECTIVE**

The purpose of this report is to provide an update on the status of the City's Pilot On-Demand Rideshare service, in accordance with the City Council's request for monthly project reports, and to conduct a workshop to solicit City Council feedback on the Draft 6-month Via Rideshare User survey submitted by staff.

**RECOMMENDED ACTION**

Staff respectfully recommends that the City Council:

- 1) Receive and discuss the informational update and presentation on the Pilot On-Demand Rideshare service; and
- 2) Conduct a workshop to provide feedback on the Draft six months Via User Survey.

**BACKGROUND**

The Pilot On-Demand Rideshare service is an innovative public transportation model being tested by the City as an early action item of the broader Mobility Action Plan (MAP). The Pilot will operate citywide for one (1) full year 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 will be leveraged to inform broader transportation planning considerations, including opportunities to optimize fixed route bus service and increase mobility for underserved communities. Throughout the life of the Pilot, service parameters such as fares, hours operation, or service areas may be modified to better meet demands.

On January 17, 2018, the City Council elected to award a contract 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. At that time, City Council directed staff to return monthly with project updates, including proposed service modifications, data on service performance and ridership, as well as higher-level policy considerations to ensure ample opportunity for Councilmembers to provide input on the project. At the end of the 1-Year Pilot term, a final performance evaluation report conducted by the UC Berkeley Transportation Sustainability Research Center will be submitted for Council's consideration. City Council may elect to continue or terminate service, contingent on performance and cost to sustain the program, at that time.

This report is submitted for City Council consideration and provides updated performance metrics on ridership and quality of service, as well as project related activities such as marketing and outreach. City Council input is requested on the six months User Survey included as Attachment 3.

**ANALYSIS**

As of October 6, 2018, the City's Pilot On-Demand Rideshare program has completed twenty-one (21) weeks (roughly 5 months) of service. The service has been operating in "full launch" mode with extended hours and alternative pricing options (ViaPass) available for sixteen (16) weeks. A total of 2,913 Via accounts have been opened since launch, which represents a doubling in Via user accounts since mid-July. Despite a mild plateauing effect on ridership observed in the week of October 1<sup>st</sup>, average daily ridership has surpassed Via's pre-launch expectations by nearly 50%. Staff will be working closely with the Via team to project growth in demand for the remaining months of the Pilot term to ensure that service can be provided such that new demand continues to

be accommodated with a high-quality level of service. Staff will return to City Council with findings upon completion of this analysis. Additional details on the robust growth in ridership are attached or included below.

### **Overview of Ridership Data, Performance & Customer Feedback**

Ridership has continued to grow with roughly 1,450 rides provided in week 21, and over 18,000 total rides completed since launching. A mild plateauing effect has been observed in weekly ridership since the "WSCITY" promo code expired on September 30<sup>th</sup>, however growth is expected to continue increasing organically as fewer promotions are offered moving forward.

Prior to service launch, the Via team anticipated a maximum average daily ridership of approximately 200 rides per day. However, West Sacramento's service is quickly nearing an average daily ridership closer to 300 rides per day, representing nearly 50% greater ridership than initially expected. As demand has risen, average ETAs and trip times have also experienced a slight growth, up to an average 8.2-minute wait time, and 9-minute trip time. The average customer satisfaction rating over the course of the Pilot has maintained an average 4.9 out of 5 possible stars.

**Shared Rides & Bookings:** Alongside minor growth in ETA's and trip times, the Via Rideshare service has experienced significant gains in efficiency as demand for the service has grown. In the past two weeks of service, over 50% of Via rides had two or more passengers in them. Similarly, over 30% of bookings were shared, meaning that two or more unrelated riders were matched into the same Via van during their trip. Attachment 1 provides week by week detail demonstrating the growth in shared rides and shared bookings since May 2018.

**Repeat Ridership:** Over 33% of Via users have taken five or more rides on the Via platform since launching, more than 50% have used the service three or more times, and roughly 70% have taken at least two rides using the platform.

**Age-Friendly Ridership:** Out of almost 3,000 Via users, exactly 217 users or about 7.5%, are recipients of a Senior or Disabled Rider discount. Ridership from this subpopulation has continued to contribute a notable proportion of ridership to the platform, with close to 230 to 250 weekly rides recorded each week for the past month. This represents roughly 15% of weekly ridership. Out of over 18,000 Via rides completed to-date, 185 Via rides, or roughly 1%, requested a wheelchair accessible vehicle (WAV) to complete their trip. Currently, only one WAV is provided on the platform and appears to be sufficiently meeting the level of demand demonstrated by the community, thus far.

On September 5, Transportation Section staff assisted the City Manager's Office with an AARP Rideshare Scholarship on-boarding event, which drew close to 50 older adults from the community to participate in a study of rideshare education and incentive strategies through the AARP Community Challenge grant program. Following the event, the City Manager's Office mailed out additional promo codes and resulting in a total of roughly 65 participants in the AARP Rideshare Scholarship program.

**Time of Use:** Since launch, Via rideshare has been most popular between the hours of 10a.m. and 2p.m. However, the past month has seen an increase of roughly 2% of rides shift to the morning commute hours (7 a.m. to 10 a.m.). This increase is likely related to the start of the 2018/19 school year. West Sacramento's time of use patterns have differed significantly from other Via markets. While other Via markets tend to see highest demand during morning and evening commutes, the West Sacramento market has exhibited an inverted demand curve, with peak demand in the day alongside fairly steady demand during morning and evening commute periods.

This observance is highly significant because while other markets are able to operate fewer average vehicles per day by reducing vehicle supply during slower times, West Sacramento's On-Demand Rideshare service has necessitated maximum utilization of up to seven (7) Via vans during all hours of operation in order to accommodate the steady stream of demand throughout the day.

**Top Pick-up and Drop-off Locations:** Commercial and Civic Centers have continued to be the dominant Pick-up and Drop-off locations using the Via Platform, including popular destinations such as, Riverpoint Plaza, the Southport Town Center, the West Sacramento Civic Center and Raley's Market. River City High School has also exhibited clear demand, in tandem with the West Sacramento Recreation Center.

Moderate demand has also been observed at Jefferson Plaza (i.e. Lenise's Café) and the Country West Plaza (i.e. Kick'n Mule), and the Lowe's Plaza. In addition, many places of employment beyond City

facilities are demonstrating a growth in demand for Via service, including CalSTRS and the Ziggurat Building, multiple employers in the Stillwater Business Park such as the Amazon DSM1 Delivery Station and Bayer Crop Sciences. Continual moderate demand has continued at restaurants and other recreational locations, such as Raley Field, where higher rates of pooled rides are observed, as well. Lastly, multifamily residential complexes throughout the City appear to be emerging as ridership hubs.

**Customer Feedback:** Per City Council request, a summary of feedback received from Via riders is included in this report as **Attachment 2**.

### **Marketing, Outreach & Events**

Since transitioning into the Full Launch phase in June 2018, staff in conjunction with the Via project team has more recently began to reduce the level of direct marketing and outreach related to the service and is transitioning to focus on more targeted outreach and promotions moving forward.

**Discounted Fare Promotions:** Since launching in May 2018, new Via riders were offered their first two Via rides for free using the promo code "WSCITY". This promotion officially expired on September 30, 2018. Whereas the first three to six months of service provided more robust promotions to encourage residents to try the service out at low or no cost, the second half of the Pilot will provide more limited promotions while observing how well riders continue use the service while paying a full fare. However, the Via Referral program will continue to be offered as an ongoing promotion incentivizing existing Via users to refer friends and family to the rideshare platform.

**Los Rios Student Appreciation Day:** Via and City staff hosted a booth at this annual Los Rios event on September 25, 2018 providing flyers to students and answering questions about the service.

**Learn-to-Ride Event:** The next Via outreach event will be held October 18, 2018 from 5 p.m. to 8 p.m. at the VFW Post 9498 in the Broderick/Bryte neighborhood. All are invited to learn about how to use the City's On-Demand Rideshare service, obtain help signing up for an account, and applying for a Senior or Disabled Rider discount. Questions or feedback on the Via Rideshare service are welcome.

**Election Day Promotion:** On November 6, Via will be offering \$1 rides to polling locations within the City. Community members will have a sustainable and affordable transportation option to access their polling place, regardless of access to a personal automobile or other mode.

**Washington Unified Outreach:** On October 10, Transportation Section staff met with Washington Unified School District staff to discuss the Via Rideshare service and other resources that encourage alternative transportation for students. Staff has been contacted by staff from multiple schools interested in leveraging Via for student use in various way, including Yolo High, Washington Middle College High School, and Riverbank Elementary.

### **Challenges/Barriers**

**Via Support Line:** Since launching, both City and Via staff have received ongoing and intermittent complaints regarding issues with the Via Customer Support Line used for booking by phone. Specifically, some riders were struggling to get through to an operator during morning hours. Upon closer examination, City staff observed that the Via Support Line did not have the ability to place callers on hold, or to indicate how long their call wait time may be. Rather, the current Support Line refers users to text or email any issues they are facing and terminates the call, requiring a rider that wishes to book a ride to continue calling back. City staff flagged this as a major issue due to the reliance of non-smartphone users, and asked Via staff to look into the issue.

Upon further investigating, the Via team determined that the current Support Line provider they were subcontracting was falling short of Via and the City's quality of service standards. Further, Via identified a much higher demand for the Support Center resources in the West Sacramento market, relative to their expectations based on other markets. As such, Via has opted to change Support Line vendors at the end of October, which should provide enhanced features such as call waiting and wait time estimates, pending final vendor selection and have a greater capacity to field a higher volume of calls from riders.

**Door-to-Door Service & Custom User Profiles:** As the Via service nears six months of operations, City staff has identified the need to provide ongoing door-to-door service for riders that have disabilities or mobility issues that prevent them from being able to walk 200-500 feet to a virtual Via stop. Currently, riders with such a challenge must call the Via Support Line to request door-to-door service every time they ride. Based on

staff input, the Via team is working on developing a solution so that user profiles can be customized such that Via riders with known disabilities or mobility impairments can automatically receive door-to-door service without having to call every time.

This approach will also create efficiencies in the way that Via Driver's receive directions to pick-up door-to-door rides. Please note, this feature would be added in addition to the WAV feature, which automatically provides door-to-door service for wheelchair accessible ride requests. A customizable profile feature is required to resolve this issue to ensure that only those who need door-to-door service receive it.

### **Proposed/Implemented Service Modifications**

***ViaPass Price Increase:*** Since June 2018, Via has offered a promotional weekly pass option called "ViaPass", offering up to four rides a day for each operational day of a week (M-Sat) for only \$10, a significantly discounted price. Per Transportation Development Act (TDA) Guidelines, Senior and Disabled Riders have enjoyed 50% this offering, and pay a massively discounted \$5 for a weekly ViaPass. As a reminder, the City's Via service is subject to TDA Guidelines as the service is partly funded with local TDA funds.

As the service enters into a more mature stage, Via's staff has recommended increasing the cost of the weekly ViaPass to \$15 for regular fare riders, or \$7.50 for Senior and Disabled Discount holders. This price is proposed to better account for the true cost of the weekly pass, while still providing a very attractive discounted fare option to riders. Via staff suggests that this price increase will have a minimal impact on ridership among ViaPass holders while helping recoup fares needed to cover some of the costs of operating.

***Holiday Breaks:*** The City Council previously approved of the hours of operation for the Via service, which stated that the service would not operate on Sundays and Holidays during the Pilot term. As such, the Via Rideshare service is planned to be non-operational for the major upcoming holidays on November 22 through 24<sup>th</sup>, and December 22, through January 1<sup>st</sup>. Based on Via's operations in other markets, these dates are historically very low ridership days wherein the cost to operate grossly exceeds fares recovered. Staff respectfully recommends moving forward with Via's recommendation to not operate on these dates, however if the City Council has questions or feedback on this matter, it is requested at this time so that staff can follow-up, as needed, well in advance of the Holiday season.

### **Future Opportunities**

***Via E-Scooter Share:*** Via Transportation Inc. has recently announced that their company intends to enter the Electric Scooter Share business alongside their successful ridesharing operations. Via is currently in negotiations with unnamed vendors but has expressed an interest in deploying scooters in partner Cities, which could include West Sacramento, in early 2019. As Via provides additional details on their new mobility venture, staff will return for direction from the City Council on whether and/or how to engage with Via on this matter. As a growing number of shared micro-mobility vendors enter into cities across the state, Transportation Section staff will be developing a policy framework to help guide micro-mobility in the City, which will be submitted for City Council consideration in late 2018 or early 2019, unless otherwise directed by City Council.

***Business & Employer Outreach:*** As the Via service has begun maturing to a state where more robust data is available, Transportation Section staff is well-poised to begin partnering with staff from the Economic Development Department and the West Sacramento Chambers of Commerce to begin more targeted outreach at businesses and employers where Via is being more heavily used.

Specifically, staff will be seeking to connect with representatives at CalSTRS and the Department of General Services (DGS) to discuss potential integration of Via into the State's Commuter Benefit program offered to employees. Roughly 150 Via trips have been taken to or from the CalSTRS and DGS employment complex. It is standard for State employers to offer vouchers or incentives to employees for utilizing public transit, and the West Sacramento Rideshare program would be eligible based on the vehicle capacity and pooling nature of the service. In addition, Amazon DSM1 Delivery Station and Bayer Crop Sciences have both exhibited healthy ridership (close to 200 Via trips combined), and there may be interest from these companies to subsidize Via as a benefit to their employees.

Similarly, staff intends to begin identifying more partnership opportunities to support local businesses. Over the Summer, Via Rideshare participated as a primary sponsor of the "Third Saturday Swarm" event hosted by the West Sacramento Chambers of Commerce (Chamber). In advance of the opening of Drake's at the Barn, staff will also be exploring a potential promotion with Via with the help of the Chamber. Unsurprisingly,

many small restaurants are frequented by residents using Via, including Burgers & Brew and the 3<sup>rd</sup> Street businesses, Broderick's, the Kick'n' Mule and others in the Country West Plaza, and many of the restaurants concentrated around MOD Pizza, Chipotle, and Hawaiian Poke in the Riverpoint Plaza. Offering data illustrating that the City's On-Demand Rideshare program is supporting customer access to these businesses may present a compelling case for local shops to participate in Via promotions as a "win-win" opportunity.

### **Six Months Via Rideshare User Survey**

Per City Council direction to explore additional data related to who is using the rideshare servicing, staff is proposing to deploy a brief user survey (**see Attachment 3**) focused specifically on understand who has been riding the service since it launched, and for what purposes. This interim user survey is intended to be very short, taking roughly five to eight minutes to complete to encourage a strong response. Since the primary goal of the survey is to understand emerging use cases, the six months survey will only be distributed to current Via users.

The survey will be deployed primarily by e-mail to all registered Via accounts in West Sacramento, however a more consolidated paper version of the survey will also be available in all Via vans for those who don't have frequent access to their email account. Survey respondents will have the choice to opt in for a chance to win one of four \$25 gift cards for fully completing the survey.

Staff is including the Draft Via Rideshare User Survey as **Attachment 3** for City Council review and feedback. Councilmembers are asked to review the survey for completeness, keeping in mind the need to balance brevity in order to obtain a meaningful response from users. Although this survey is intended to be very brief and capture a limited amount of data to help the City better understand the types of community members using the service, the City Council should keep in mind that a much more comprehensive survey and performance evaluation will be deployed by the UC Berkeley Transportation Sustainability Research Center aimed at both users and non-users of the Via service in early 2019.

At this time, staff respectfully requests that the City Council review the Draft six months survey and provide direction to staff if there are any critical data points that should be added to the survey. Upon receiving and addressing City Council input, staff intends to deploy the six months survey in late-October or early November, and keep the survey open for the full month of November. Survey results would be presented to the City Council in December, unless otherwise directed.

### **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.

### **Commission Recommendation**

Staff has been and will continue to provide regular project status updates on the Via Rideshare program to the Transportation, Mobility, and Infrastructure Commission for the term of the Pilot program. The next update to the TMI Commission will be presented on November 5, 2018.

### **Strategic Plan Integration**

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

### **Alternatives**

- 1) Accept this informational item about the Pilot On-Demand Rideshare service.
- 2) Elect not to accept this informational item at this time.

### **Coordination and Review**

This report was prepared by the Transportation Section of the Public Works Department in coordination with the Via Transportation, Inc. project team. The six months Via User Survey was reviewed by the City Manager's Office to ensure coordination with the timing and content of the upcoming User Survey of AARP Rideshare Scholarship recipients.

**Budget/Cost Impact**

This project has an approved budget of \$749,000 funded by a \$149,999 SACOG TDM Innovation Grant and a Council allocation of \$599,001 from using local Transportation Development Act (TDA) funds [a combination of State Transit Assistance (STA) and Local Transportation Funds (LTF)]. No additional budget impact is associated with this informational update. All revenues recovered from Via fares are held in reserve by the City. The City Council will be presented at a later date with options to reinvest the recovered revenue back into the service or may utilize the funds to recover some costs, should the Council elect not to continue the service.

**ATTACHMENT(S)**

- Attachment 1 – Via Ridership Report (May 14 – October 6, 2018)
- Attachment 2 – Summary of Customer Feedback
- Attachment 3 – 6-Month Via Rideshare User Survey (DRAFT)

# ATTACHMENT 1

## RIDERSHIP REPORT (MAY 14, 2018 – OCT 6, 2018)

### 18,105 Total Rides Completed

#### RIDES

18,105 completed rides

3,746 completed Viapass rides

8.94 minutes per ride

2.98 miles per ride

#### DRIVERS

2.27 utilization

31 active drivers

7,867 driver hours

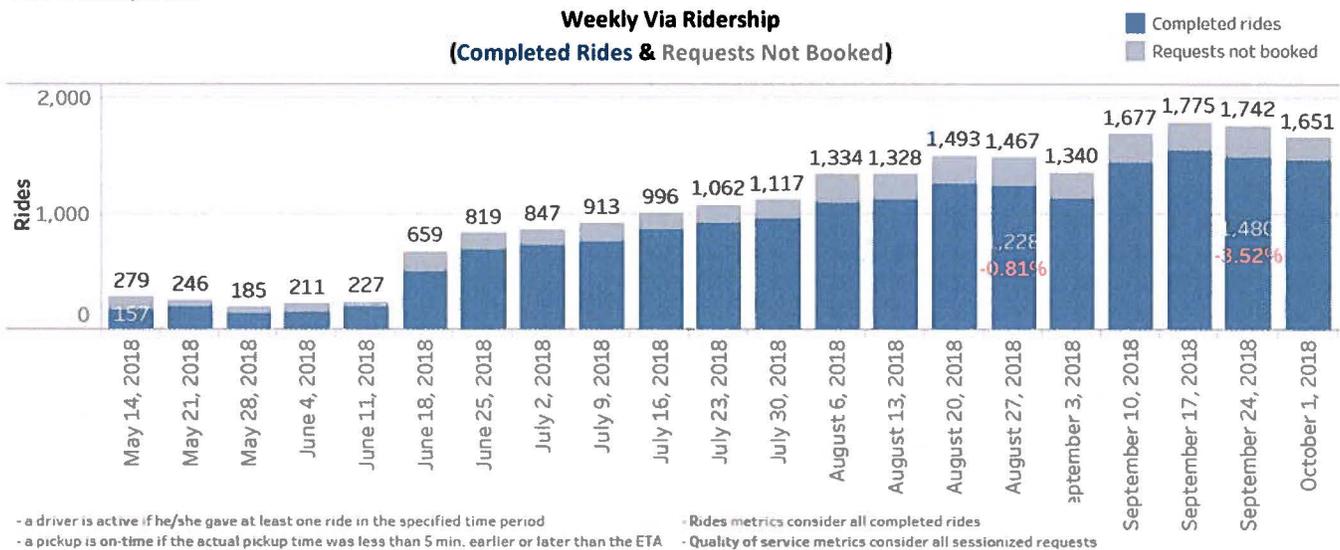
#### QUALITY OF SERVICE

8.23 minute ETAs 93% pickups on-time

84% requested rides completed

4.90 average ride rating

**Weekly Via Ridership  
(Completed Rides & Requests Not Booked)**



**Figure 1 Ridership Report.** As of October 6<sup>th</sup>, over 18,000 Via trips have been taken since the service launched on May 14, 2018. 20% of all rides were taken using a weekly ViaPass.

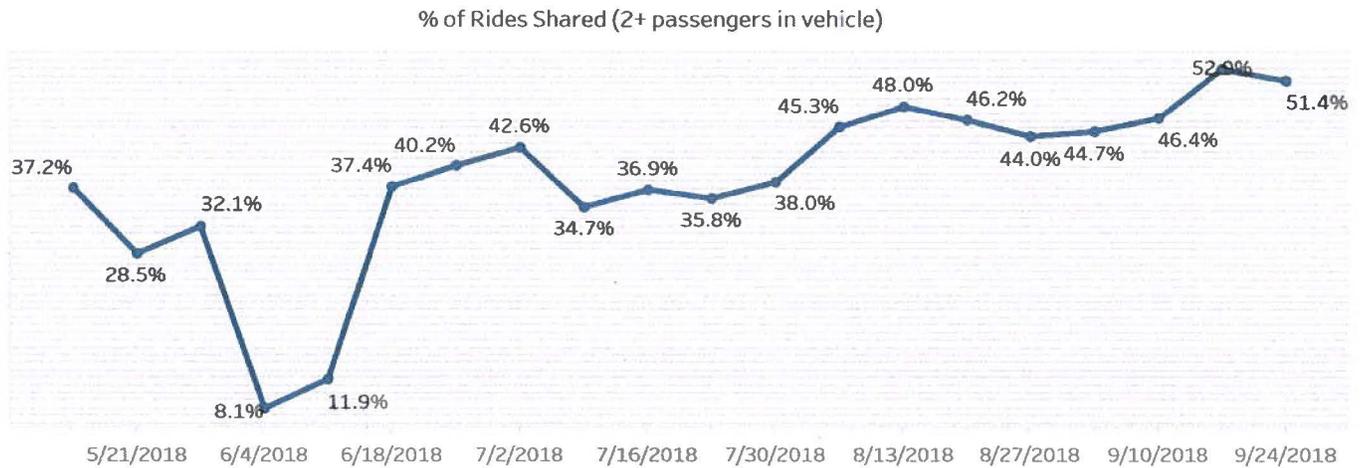
From June to September, growth continued on an upward trajectory on a weekly basis. The week of September 3, 2018 reflects a slight dip in ridership due to a Holiday Closure on Labor Day.

Growth continued through the first half of September before an observable, though mild, plateauing effect occurred. This is likely explained by a combination of less intensive outreach and marketing relative to the prior months, alongside the expiration of the “first two rides free” promotion that expired on September 30, 2018.

**Driver utilization** is a calculation of the average number of rides per driver hour (i.e., # of rides divided by total # driver hours) and is a measure of efficiency. Utilization has steadily grown with demand.

**Completed Rides versus Requests Not Booked** are shown in the blue and grey bars, respectively. Roughly 85% on all ride requests are completed. The remaining “Requests Not Booked” result from when a prospective rider submits an origin and destination and receives a time/cost quote in the Smartphone App. Often, this occurs when new users are exploring the App or when staff is demonstrating the App to new users. However, this can also represent an instance where a prospective driver gets a time estimate or cost estimate that they choose to decline and do not book a ride on the platform.



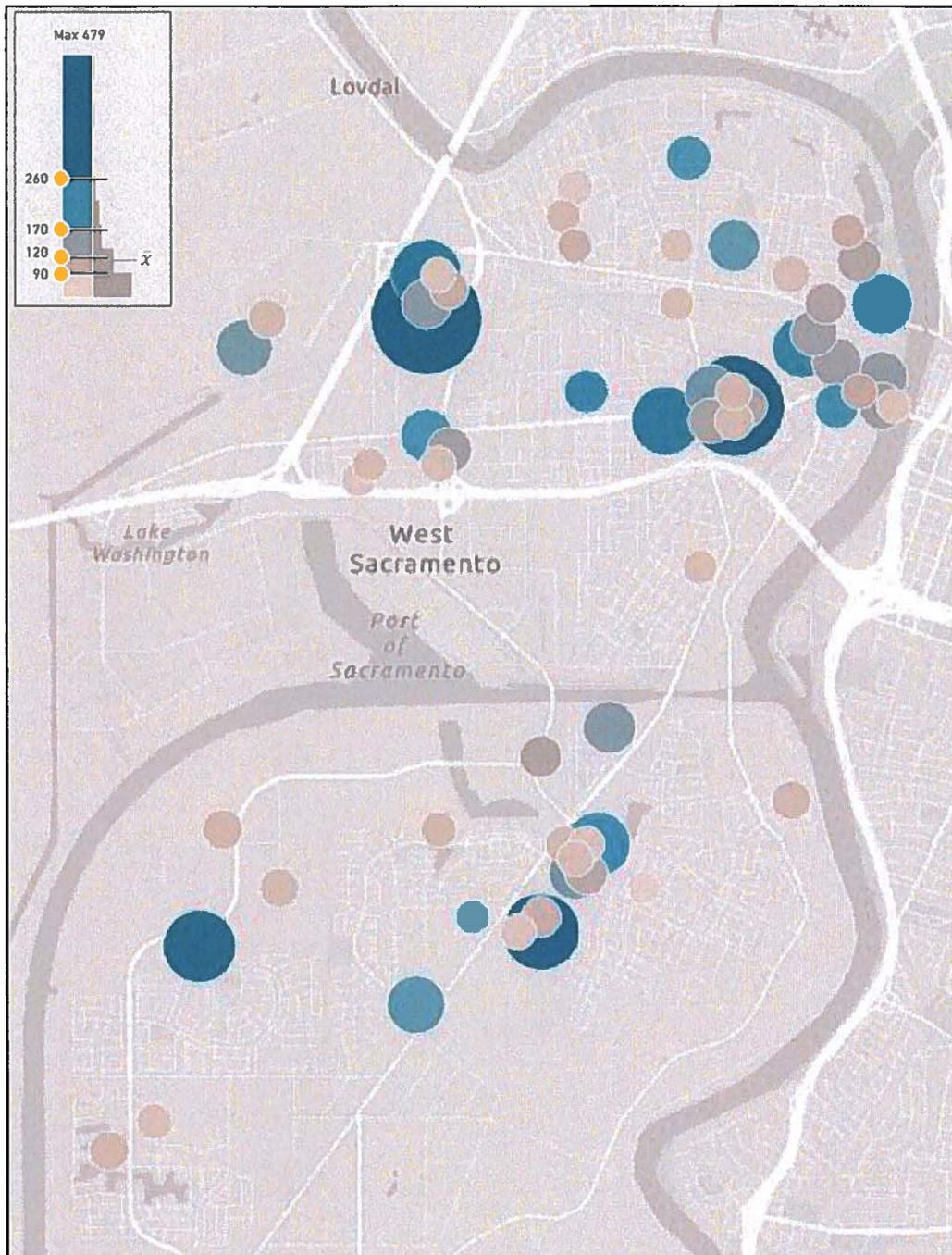


**Figure 2 Percent of Rides Shared by 2+ Passengers.** The proportion of rides taken with 2+ passengers has varied over the course of the Pilot term. This metric includes any trip taken with more than two passengers (not including the Driver), whether they are a group that deliberately booked a Via trip together, or strangers that whose bookings were matched into the same vehicle. In the past 2-4 weeks of service, high efficiencies are being seen with over half of Via rides carrying 2+ passengers.



**Figure 3 Percent of Bookings Shared by 2+ Ride Requests.** This metric illustrates the portion of all Via Ride Bookings that are match with another rider's booking. In other words, this metric shows how often community members are matched into the same Via van without planning to ride together. Currently, about one in three rides will be shared with another Via rider. Ride matching has also seen significant improvement, up to roughly 30%, indicated greater efficiencies being achieved through the service since initially launched.

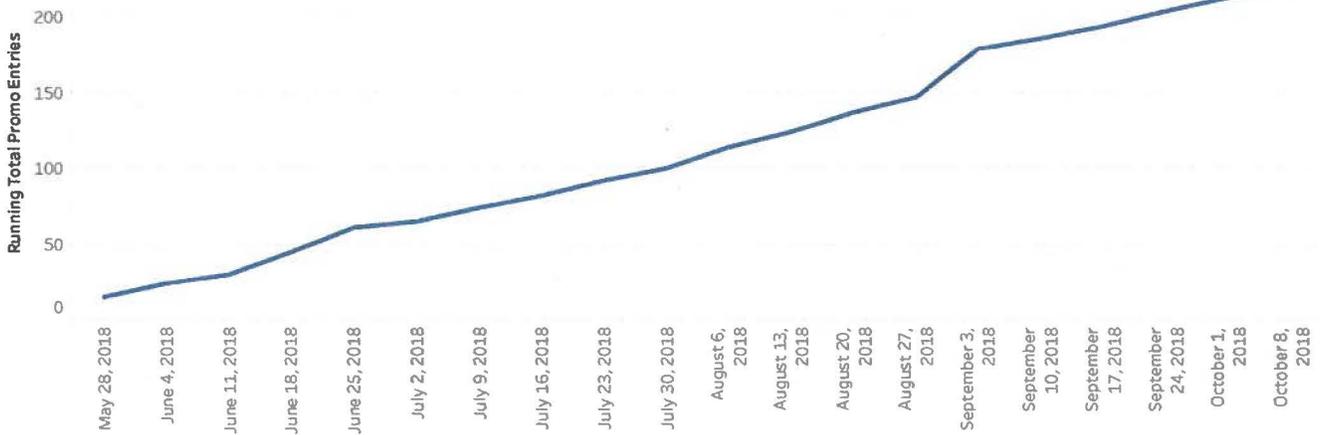
## Top Via Rideshare Destinations



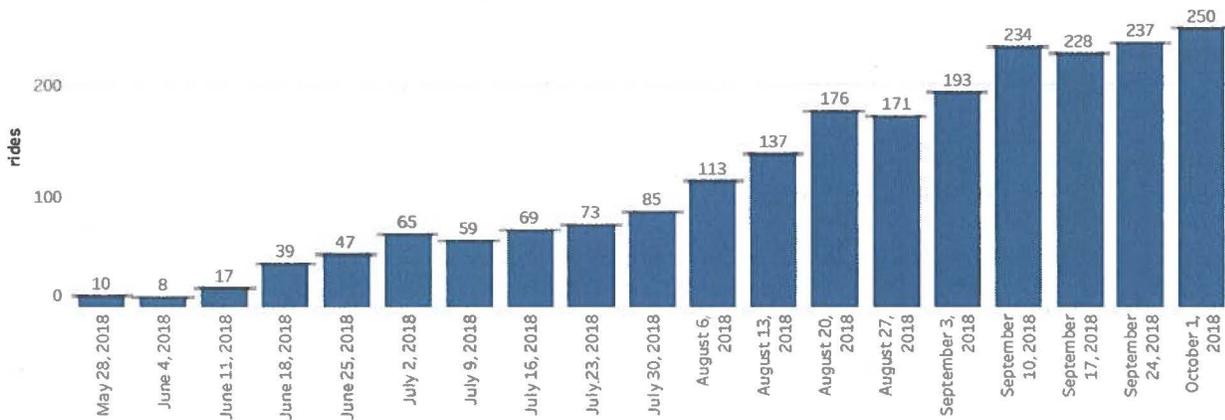
**Figure 4 Key Destination Analysis.** Staff utilized origin and destination date to conduct a high-level analysis demonstrated hotspots of activity on the Via platform. The analysis focused solely on highlighting key destinations that have received 50 or more Via trips. Visually, these destinations are clustered to anonymize and protect the privacy of users. Key destinations include Commercial Centers, Civic Centers, Schools, and some major employers. Notably, a significant number of Via trips end at or near the Tower Bridge, suggesting that a notable number of Via users are crossing into Sacramento using another mode.

**Size & Color:** The size of each circle indicates Via trip volumes visiting each destination. Circle size increases with trip volume. The color of the circle indicates the total number of Via passengers (accounting for shared rides) visiting each destination. The circle color becomes darker as the number of total passengers increases. Shared bookings are not represented in this graphic.

### Age and Access Friendly Ridership

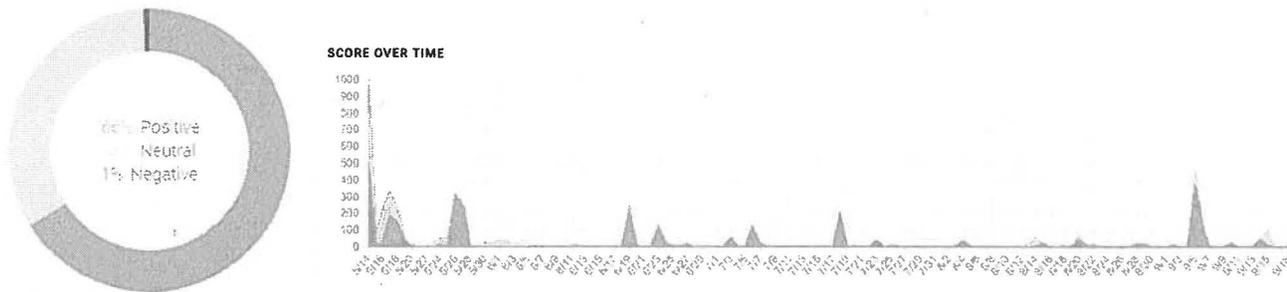


**Figure 5A Total Number of Senior or Disabled Rider Discount Recipients.** The number of Via riders that have received a Senior or Disabled Rider discount has grown in pace with overall ridership. A sharp period of growth is seen in early September, attributable to the AARP Via Rideshare Scholarship on-boarding event.



**Figure 5B Weekly Ridership of Via Riders with a Senior & Disabled Rider Discount.** Recipients of the Via Senior or Disabled Rider discount have emerged as a significant contributor to weekly ridership, approaching 250 rides a week. Overall, recipients of a Senior or Disabled Rider discount contribute roughly 15% of weekly ridership to the platform. This indicates that the older adult community and residents with physical or other limiting factors appear to be well served by the Via Rideshare service.

## ATTACHMENT 2 - Summary of Via Customer Feedback



**Figure 1. ZenCity Sentiment Report & Score Over Time.** The ZenCity “Score Over Time” Report illustrates the community “buzz” around the Via Rideshare program. Most community excitement and discussion of the program peaked at the Service’s launch and when extended hours and pricing options were made available in June 2018. The most recent spike in September was a result of the AARP Rideshare Scholarship onboarding event. ZenCity has categorized only 1% of observed community feedback as negative.

### **Positive Feedback**

- **Quality of Life Improvements:** The majority of positive feedback received to-date has focused on direct quality of life improvements for individuals who struggled with mobility and reliable transportation prior to Via Rideshare. Many of these comments are included below.
- **Friendly and Helpful Drivers:** Many comments praise Drivers for being considerate, kind and friendly to Riders.
- **Convenience and Speed of Service:** Residents have generally been impressed with the speed by which Via Vans arrive to pick them up.
- **Ease of Use of Smartphone App:** Smartphone User’s have commented on the App’s user-friendliness.
- **Accessibility:** Appreciation for Call-to-Book Option and Wheelchair Accessible Vehicle

### **Highlights from Satisfied Via Customers**

*“Our neighbor has used the service and was very pleased with the prompt service and courteous drivers. As the 4th generation and longtime resident of this fine city, I am very happy with all the new ideas and services that are being tried. This is by far the best time I have ever lived in West Sacramento. I feel safe, and am very pleased with the direction the city is going in.”*

*“You book a ride, and they’re johnny-on-the-spot! When you call them, they’re there! It’s just great for people like me, because I’m 78 and now I’ve been getting out of the house for the first time in years. My kids have told me how proud of me they are, because I’m getting out all on my own to participate in activities that I hadn’t in years. Now I am attending Ceramics class again, where I’ve made a number of very nice pieces, and I’ve started back up at Bunko. And since I started riding Via, I’ve won at Bunko twice!”*

*“Via is wonderful! For the first time in years I was able to buy ice cream and popsicles and get them home frozen. I can now purchase fresh fish and be sure that it will get home fresh and without salmonella. The drivers are wonderful, the vans are clean, the service was prompt, and I couldn’t ask for more. This will definitely enhance my quality of life. Thank you for your work in getting this program for us. I see very few reasons to ever want to shop outside of West Sacramento again!”*

*"My friend used this service to give her son a ride within West Sac. They had a really good experience and the price for the ride was very reasonable. They are also able to transport teens 13+, which other transportation companies will not do without an adult present."*

*"I was in a terrible accident, fell asleep at the wheel, & totaled my car but fortunately, physically only my teeth were damaged, praise God. I LOVE having Via to transport me to places like this to buy my Px and daily necessities. It's wonderful! But, ask them if they can consider taking us elderly to Sacramento for our Doctor appointments, only. We would still promise to do our shopping locally, but all the doctors are in Sacramento. It would be great. But, if not, thank you so much for this service that allows me to leave home once in a while!"*

*"On Thursday, the 16th of August, I took my first VIA on demand ride. My first ride was to the Dr's office. The driver had a little hard time finding, do to his equipment. So, I phoned the office, dispatch and told them to van went right past my home. Within a few minutes the van was in front of my house. When you don't feel well, every minute counts. I rode to the Dr's office, pharmacy, and back home I am quite pleased with the service and plan to be a frequent rider."*

*"Please extend our gratitude and appreciation for the new rideshare, Via. We have many seniors at our facility who have used the rideshare and they love it."*

*"Hello...I have lived my whole life in West Sacramento. I went to Southport elementary and graduated from River City High School in 2012. I want to thank and congratulate you guys for improving our public transportation. By providing us with Via and Jump bikes it has made our lives as residents of West Sacramento a whole lot better."*

*"I would like to thank the City of West Sacramento for the nice meeting today for the Via program. I am looking forward to using the service and thank you for the free rides .I will now be able to get out and go to the store without having to bother my kids for a ride while my wife is at work. "*

### **Negative Feedback**

Generally, negative feedback on the service has been relatively limited, however some minor issues have arisen that staff has resolved or continue to work with Via to resolve.

- **Via Support Line Issues:** The primary challenge since launching has been complaints from Riders who have reported occasions wherein they were unable to reach a Customer Support representative using the Via Support Line. This complaint has been intermittent, but reports tended to focus on the morning hours. Staff has worked closely with Via to investigate and identify enhancements to the Support Line experience. As a result, Via determined that the Support Center they had contracted with was not meeting West Sacramento standard and will be switching to a new provide at the end of October. The Support Line phone number will not change.
- **Door-to-Door Requests:** Early on in the service, a short learning curve was required to help some Riders understand the corner-to-corner concept. Many riders reported previously using Uber/Lyft and were more accustomed to getting picked up at their door. Once they understood the Via model, they did not complain. However, for individuals with an impairment that prevents them from walking to a Virtual Stop, door-to-door service may be requested through the Via Support Line. Some users of this service have complained that they must call every time. As a result, staff is working with Via to enable customizable rider profiles that would allow for Via to automatically provide door-to-door service for eligible customers, which would be restricted to individuals with qualifying disabilities.
- **Demand Error:** Early in the term of the Pilot, an error occurred for some riders that stated they were unable to hail a Via ride due to high demand. This was resulting from a bug in the Via software, which has since been

resolved. However, the error may accurately appear during high demand periods now that ridership has substantially grown.

- **Driver Complaints:** Occasionally, complaints about Via Drivers are received from both Via riders or community members observing the vans on the road. The volume of these types of complaints have been nominal, however all complaints are recorded and seriously reviewed by the Via team. Complaints have ranged from speeding or traffic violation complaints (6 complaints submitted), Driver's playing music at a volume or in a genre not preferred by the passenger, or floormats having mud or dirt on them. Any complaint lodged directly against a Driver is investigated by Via and kept on record. If a single Driver continually receives complaints, Via operates on a tiered penalization system. Depending on the seriousness or severity of the complaint, a Via Driver can receive a suspension, or be disaffiliated with the platform.
- **Accessibility:** Some riders with limited mobility have requested that Via vans carry step-stools to make it easier to load and unload. Staff is working with the Via team to explore this option.

### ***Expansion Requests***

Excitement for the Via Rideshare service has often resulted in both geographical and temporal expansions of service. The most commonly requested expansions are in Downtown Sacramento and include the I Street Amtrak Station, Kaiser Permanente, and Downtown Commons/Golden One Arena. To a lesser extent, some requests have been submitted to operate slightly earlier in the morning or later at night, or to add Sunday service.

At this time, staff is not making any recommendation on expansion, but is simply providing feedback from the community to the City Council. In advance of the Final Performance Report, staff will be prepared to discuss the fiscal and operational implications of these types of expansions, should the City Council elect to further explore such options at the end of the Pilot term.



Via Rideshare User Survey

Thank you for your participation. After you fully complete the survey (5-10 mins), you will have the chance to enter to win a \$25 Visa Gift Card.



How many Via Rideshare trips (one-way) have you taken in the past 30 days?

What do you primarily use Via Rideshare for? (Select all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Commute to Work                        | <input type="checkbox"/> Transport Children or Other Family Members               |
| <input type="checkbox"/> Commute to School                      | <input type="checkbox"/> Personal Care (Beauty, Hair Salon, Gym)                  |
| <input type="checkbox"/> Groceries, Pharmacy, or Other Shopping | <input type="checkbox"/> Veterinarian Services                                    |
| <input type="checkbox"/> Medical or Dental Appointments         | <input type="checkbox"/> Events or Concerts                                       |
| <input type="checkbox"/> Social and Recreational Activities     | <input type="checkbox"/> Transport to/from Vehicle Break Down or Auto Repair Shop |
| <input type="checkbox"/> Bars and Restaurants                   | <input type="checkbox"/> Hotels/Motels  |
| <input type="checkbox"/> Other (Please Describe)                |   |

When you need to get somewhere, what other transportation options do you use on a regular basis (at least once a week)?

Please select all that apply.

- Walk or Wheelchair
- Skateboard or Scooter
- Bike
- JUMP Bike Share
- Bus
- Driven by a Friend/Family Member
- Uber/Lyft
- Carpool/Vanpool
- Drive Alone
- Other (please specify)

If you had not used Via Rideshare, which other transportation options would you have used instead?

Please select all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> None. I wouldn't have taken the trip at all if Via was not available. | <input type="checkbox"/> Bus                              |
| <input type="checkbox"/> Walk or Wheelchair  | <input type="checkbox"/> Driven by a Friend/Family Member |
| <input type="checkbox"/> Skateboard or Scooter   | <input type="checkbox"/> Uber/Lyft                        |
| <input type="checkbox"/> Bike  | <input type="checkbox"/> Carpool/Vanpool                  |
| <input type="checkbox"/> JUMP Bike Share   | <input type="checkbox"/> Drive Alone                      |
| <input type="checkbox"/> Other (please specify)  |   |

Are you a recipient of free Via rides through the AARP Rideshare Scholarship program?

- Yes
- No
- I don't know

Do you have a valid CA Driver's License?

- Yes
- No

Do you own or lease a car?

- Yes
- No

Do you have a physical or mental condition that prevents you from operating a motor vehicle?

- Yes
- No

Do you receive a Senior or Disabled Rider Discount on your Via rides?

- Yes
- No
- I don't know

Do you own a Smartphone?

- Yes
- No

How do you normally book your rides on Via?

- Via Smartphone App
- Phone Booking Option (Call to Book)

What is the nearest intersection to your home address? Please provide each street name separately below.

Street Name 1

Street Name 2



## Via Rideshare User Survey

Overall, how satisfied have you been with West Sacramento's Via Rideshare service?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
<input type="radio"/>				

We realize this survey may not have covered everything you were interested in telling us about your experience using Via Rideshare.

If you have additional feedback you would like to share with the City, please share it in the comment box below.

**What is your total household income?**

- Less than \$10,000
- \$10,000 to \$14,999
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to 199,999
- \$200,000 or more

**What is the highest level of school you have completed or the highest degree you have received?**

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree

**Do you consider yourself to be Hispanic or Latina/Latino?**

(Note: For the purpose of this survey, Hispanic or Latina/o is considered an ethnicity, not a race.)

- No, not of Hispanic or Latina/o origin
- Yes, Mexican, Mexican-American, Chicana/o
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latina/o origin

**How would you describe your race?**

- White or Caucasian
- Black or African American
- American Indian or Alaska Native
- Other (Please Describe).
- Asian
- Native Hawaiian or Other Pacific Islander
- Multiracial

What is your age?

13-17

18-21

22-29

30-39

40-49

50-59

60-69

70-79

80-89

90+



## Via Rideshare User Survey

Would you like to be entered to win free Via Rides for our participation in this survey?

- Yes
- No



## Via Rideshare User Survey

Please complete the form below to be entered to win free Via Rides.

**ZIP/Postal Code**

**Email Address**

**Phone Number**