



DATE: November 14, 2018

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauer, Executive Director
Derek McGill, Planning Manager

SUBJECT: “GetSMART” Lyft Pilot Program One Year Program Update and Lyft/Whistlestop Contract Amendment (Action), Agenda Item No. 6f

RECOMMENDATION

It is recommended that the Board move to:

- (a) Authorize TAM Executive Director to extend the Lyft GetSMART pilot program until July 1st, 2019.
- (b) Authorize the Executive Director to increase Lyft’s contract by \$35,000, for a new not to exceed of \$105,000, and increase Whistlestop’s contract for complementary ADA services by \$30,000 for a new not-to-exceed cost of \$65,000.

BACKGROUND

Over the past year, TAM has launched and operated an innovative first/last mile program the “GetSMART” Lyft Pilot program, to provide \$5 off shared ride Lyft Line rides to and from SMART Stations in Marin. This pilot program was timed with the launch of SMART service to support riders to get to and from their destinations in Marin County.

The program is intended to provide service for riders beyond the existing walking, biking, or transit options that exist in the county. Lyft, Inc currently operates as a CPUC registered Transportation Network Company (TNC) and provides a smartphone application-based platform for users of the system to ride with Lyft Drivers, (independent contractors who provide rides to users of the Lyft app). All rides are provided based on the discretion of the independent contractor, and availability of drivers and vehicles.

The pilot program is intended to test shared ride services at SMART stations in Marin and provide a lower cost option than traditional shuttle services while providing planning level date for determining the new travel markets that result from introduction of the new SMART service.

In order to support this program and ensure accessibility for all users, on June 1st, 2017 the TAM board authorized a contract with Whistlestop for the complementary ADA element to the Lyft program, to provide call center support, dispatch services and ADA rides on Whistlestop’s wheelchair accessible vehicles. Whistlestop currently provides extended hours of service to meet demand throughout SMART hours of operation in Marin, and through existing partnerships with Lyft is trained in web-based software to schedule ambulatory or non-wheelchair rides on Lyft’s service.

The TAM Board of Commissioners received an update of the Lyft program including a data report of the first five months of the pilot at its March Board of Commissioners meeting and approved an amendment to Whistlestop's contract to increase the Not to Exceed amount of \$15,000 by \$10,000 to extend the pilot until September 1, 2018 and in July 2018 approved an extension of the pilot until January 1, 2019 and an additional increase of \$10,000 for Whistlestop for a new not to exceed of \$35,000.

TAM staff entered into agreement with Lyft, Inc on August 1st 2017, to provide ride reimbursements and budgeted \$70,000 for this contract with funding through the Vehicle Registration Fee (Measure B, 3.2, Commute Alternatives Program). The contract Not to Exceed has not been increased since the initial contract, as indicated above.

DISCUSSION/ANALYSIS

As presented to the TAM Commute Alternatives and Reduction of Trips (CART) ad-hoc of TAM Board members in September 2018, TAM will be launching a new public facing community engagement strategy to reduce Single Occupancy Vehicle Trips in January 2019. This program called "Marin Commutes" is designed to increase awareness of transportation alternatives including walking, biking, carpooling, transit and electric vehicles, and the benefits of these programs on our local communities and personal quality of life. This program is structured on a public engagement strategy to grow the visibility of commute alternative programs in the county including TAM's programs of Emergency Ride Home, Vanpool Incentive Program, among other public agency promotions like SMART's EcoPass and Marin Transit Passes.

In order to launch this effort, TAM staff would like to extend the pilot program for an additional 6- month period. The Lyft program is one of TAM's most popular public facing programs, and provides an additional incentive for encouraging commute alternatives, beyond our current emergency ride home and vanpool incentive programs.

One -Year Program Evaluation

Over the course of the last year, the GetSMART program continues to grow in use. As reported in **Attachment A**, TAM has provided 6,372 rides on the GetSMART program over 956 hours of service. With a total cost of approximately \$55,000 to date, this program has provided close to 22,000 miles of service connecting riders to and from SMART stations in Marin County. As the program continues, ridership is growing from over 1,100 rides per month to over 1,300 rides per month in September of 2018.

Based on program goals, productivity and cost effectiveness as reported in **Attachment A**, TAM staff recommend extending this program until July 1, 2018.

FISCAL CONSIDERATION:

A contract amendment and increase of \$35,000 is requested to continue Lyft's contract, and an increase in \$30,000 is requested to continue Whistlestop's current service contract until July 1, 2019. There are funds within the adopted budget for this program.

NEXT STEPS

Staff will continue working with Lyft, SMART, and Whistlestop staff to monitor the pilot program and report final program results.

During the course of this program, TAM staff have received a number of requests for expansion of this service to the Larkspur Ferry Terminal. Additionally, TAM staff is looking to consider this program as part of the TAM/SCTA Bikeshare Program at SMART stations under a joint shared mobility service. TAM is in

discussions with Marin Transit staff about the results of this program and Marin Transit's MarinConnect Micro Transit program and exploring how these programs might be coordinated in the future.

ATTACHMENTS

Attachment A: Initial Lyft Program evaluation

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**TAM's "GetSMART" Lyft Partnership
Initial Evaluation Report
November 8th, 2018**

TAM's partnership program with Lyft and Whistlestop recently completed its first year of service. This paper serves as an initial evaluation of the program to date and provides an overview of the program, a comparison of similar service models, and a review of the program to date.

Program Overview

The GetSMART program is a partnership with Lyft, Inc. a Transportation Network Company, and Whistlestop, a non-profit mobility provider, to provide first and last mile services to Marin County's new Commuter Rail Line SMART. The program provides a \$5 off coupon through the Lyft app for shared rides to and from the SMART stations. The program provides a curbside to curbside, on-demand service using Lyft's app and drivers, and shared rides are required to reduce vehicle trips where possible. Since March of 2018, Lyft has provided carbon offsets effectively providing a carbon neutral ride. TAM has budgeted \$70,000 for this service and reimburses Lyft for rides on a per ride basis.

TAM has a separate contract arrangement with Whistlestop to provide on-demand Wheelchair accessible service to and from SMART stations, using the same service area as required that TAM requires of Lyft. Whistlestop trips are arranged via a call-in center, where Whistlestop schedules Lyft rides for non-smartphone and ambulatory users through Lyft's desktop software (concierge) and dispatches Wheelchair Accessible Vehicles and trained drivers for wheelchair ride requests.

The GETSMART program was launched on September 12, 2017 immediately following the launch of SMART Service in Late August 2017. The program was developed in response to limited ability for transit to serve SMART schedules at the San Marin, Hamilton and Civic Center Stations. Although these stations have transit service adjacent to the station locations, the timing and frequency of transit service proved particularly challenging without disrupting service across Marin Transit's service area, as noted in MTC's SMART Integration Plan in 2017.

TAM through its local Vehicle Registration Fee administers programs to reduce Single Occupancy Vehicle trips through promotion of commute alternatives. Based on this nexus and business community support TAM developed this program to provide first/last mile options at the same time to assess the demand at SMART stations and the potential for supporting other complementary first/last mile services such as shuttles, vanpools or other connective services.

Program Details

The program provides a coupon code eligible for up to \$5 off rides to and from SMART stations in Marin County. To receive the up-to \$5 discount, participants must:

- Download the Lyft App and Register for an Account
- Use Lyft Line option on the Lyft app, allowing passengers on a similar route to share the ride
- Enter the promo code GETSMART17 to receive up-to \$5 credit on up to 40 trips a month
- For those without smart phones or those who need a wheelchair accessible vehicle, call Whistlestop to arrange for your Lyft ride. Rides are encouraged to be scheduled in advance. Be sure to mention the GETSMART17 program

- Begin or end the ride at a SMART station in Marin County during the SMART hours of operations Monday through Friday
 - Novato North Station
 - Hamilton Station
 - Marin Civic Center
 - Downtown San Rafael

Passenger must pay for the first \$2 of their Lyft Line ride, and TAM will cover the next \$5.

Program Goals

The program was developed with the following goals:

- Serve First and Last mile needs for SMART
- Encourage the concept of Shared Rides
- Provide a low cost and sustainable service
- Provide travel behavior information

Service Models

TAM's GetSMART program is modeled after similar programs in Centennial Colorado, Pinellas Suncoast Florida, and Livermore, CA among other partnership models. These models vary and serve differing transit markets, including:

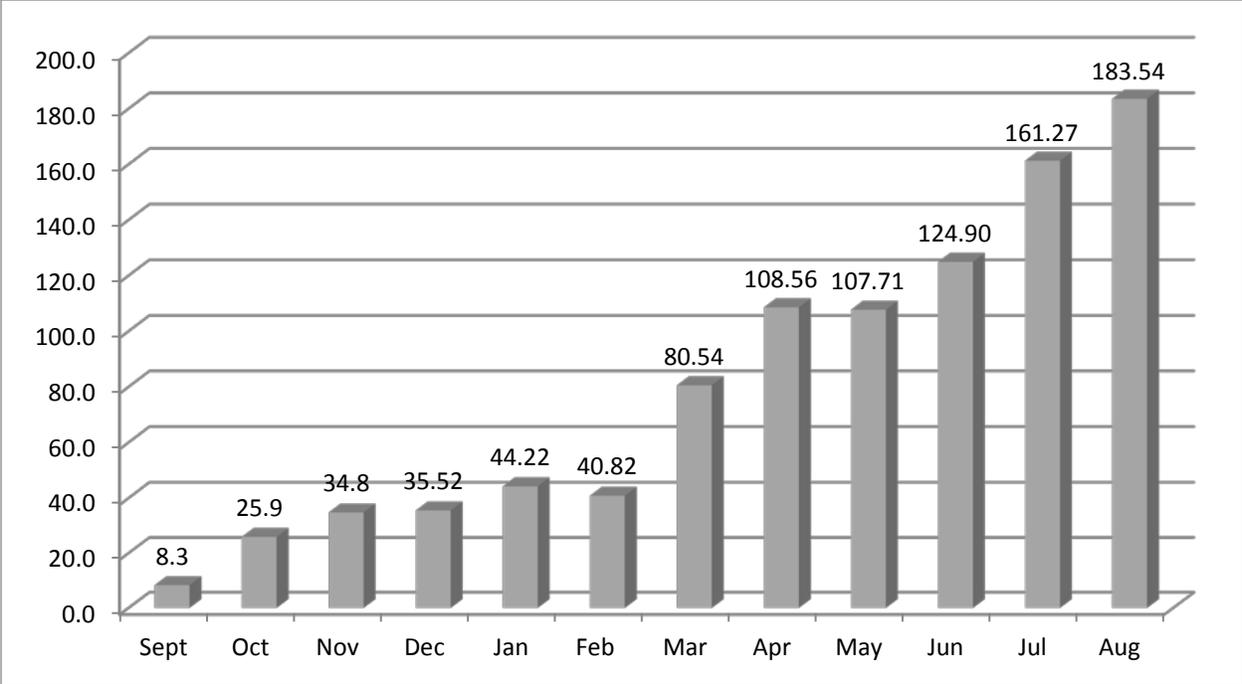
- first and last mile services to commuter rail and transit services,
- replacement of low performing fixed route service,
- providing on demand "catch a ride" services
- and as an improvement to reservation-based dial a ride service.

Similar to these TNC programs, TAM's program reimburses on a per ride basis. However, these services typically provided coverage over a small geographic area and required ADA vehicles and drivers. TAM developed a larger service area to cover multiple station locations and did not require the purchase of vehicles or full-time drivers, reducing program costs by encouraging efficient usage of existing vehicles and drivers by Whistlestop, and encouraging advanced reservations for ADA services. TAM's program also eliminates costs associated with periods of low productivity through this model. Additionally, driver training, non-revenue service and other costs associated with transit services are not included in a TNC partnership arrangement, and drivers are not guaranteed through this program for either the Lyft or Whistlestop service.

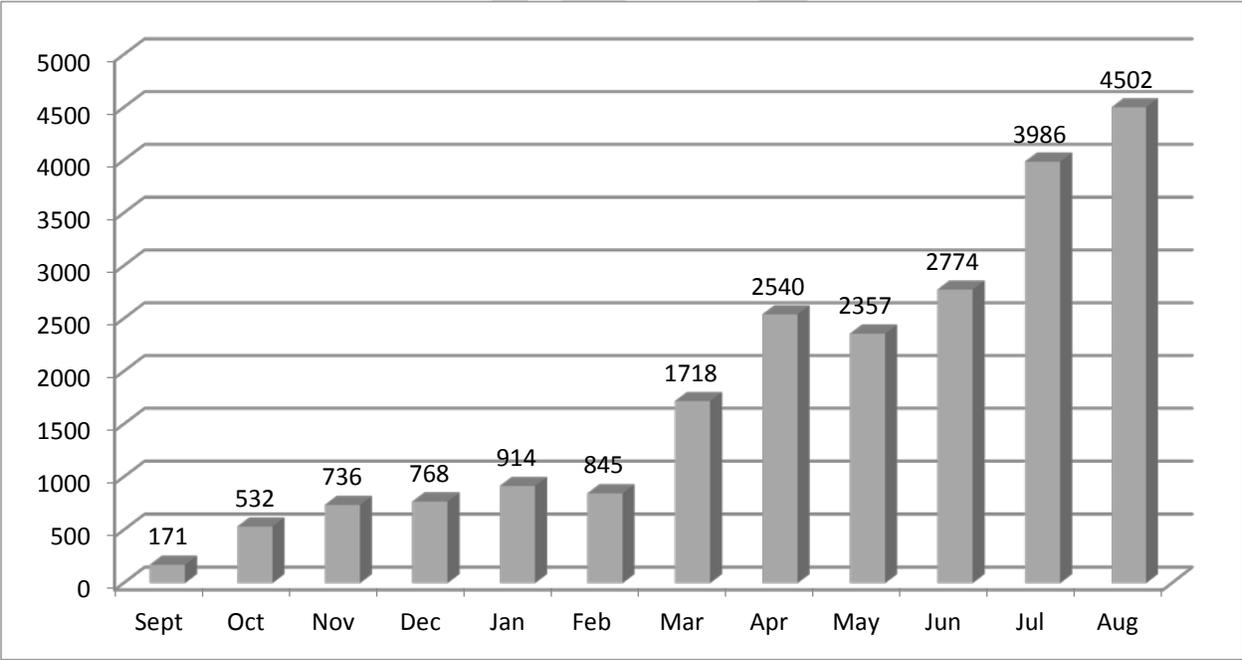
Program Evaluation

TAM receives monthly ridership reports from Lyft and Whistlestop that were used in developing this evaluation. Lyft and Whistlestop provide anonymized ridership reports to protect passenger information. This section details overall service levels, program costs, trip profiles and station profiles.

Since the launch of the program in September 2017, service levels have increased steadily, with growth of service hours and mileage of service increasing since March 2018. Lyft has provided over 956 hours of service for the first year of operations, and 21,841 miles of service.



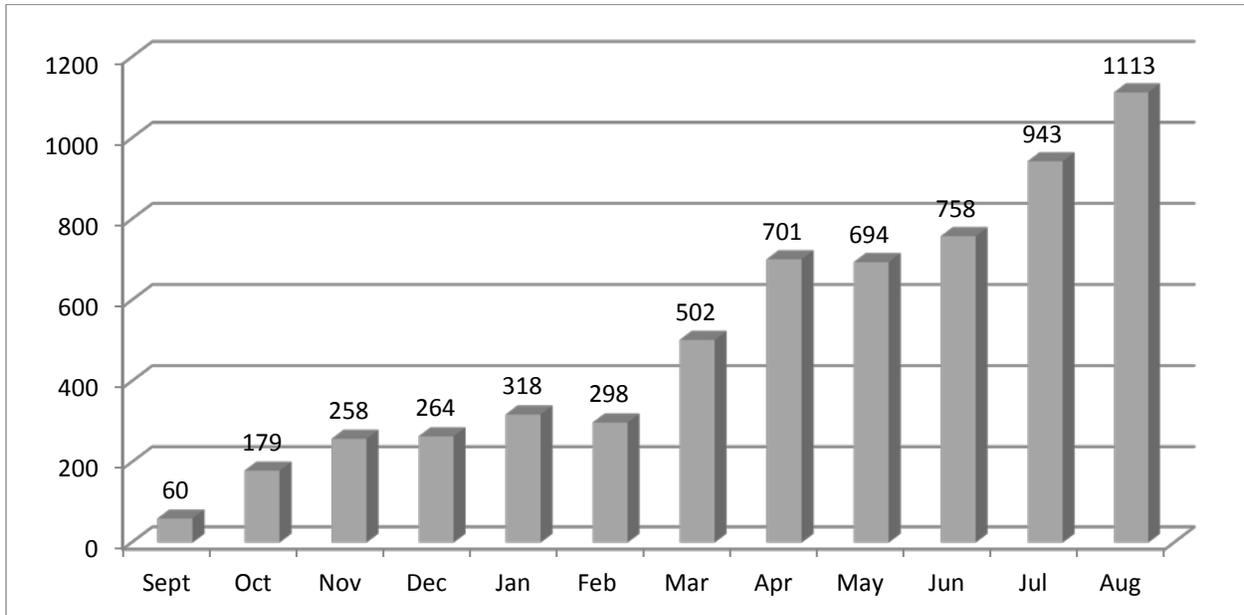
Level of Service (hours) as reported by Lyft



Miles of Service Provided by Lyft

These service levels do not include non-revenue service when a passenger is not in a vehicle. Since March of 2018, Lyft has purchased carbon offsets and notes that all rides provided are carbon neutral.

Ridership has grown steadily during this initial year of service, and has provided 6088 rides through the Lyft program, and an additional 284 rides through Whistlestop for a total ridership of 6,372 rides given in the first year of service.



Ridership Growth on the Lyft Service

Service Productivity

In order to provide an assessment of the productivity of the program the TAM GETSMART program looked at a comparison of traditional mobility services including:

- Dial a Ride service – within defined areas of the county (including Novato), dial a ride services are available, providing curb to curb service within a service area or as a connection to transit. Due to its flexible routing and demand responsive service (prescheduled is encouraged), dial a ride services are often viewed as similar to TNC services, but utilizing transit vehicles, trained drivers and a traditional dispatching and scheduling service. These services are often costly on a per ride basis and are less nimble than newer app-based software like Lyft.
- Catch a Ride Service – for eligible customers (60+ years of age and no longer drive, or 80+), the catch a ride program provides taxi vouchers for up to \$14 of the cost of a taxi ride within Marin County. Reservations are not required; however, pre-scheduling is encouraged. As a complimentary ADA service, this service is only eligible to a subset of the larger population however expansion of this service to a TNC framework may offer benefits compared to the traditional service model. This service currently is not available in peak AM/PM hours, when Taxis are providing school trips and primarily provides mid-day and weekend service.
- Local Connector services – typical fixed route local bus service that provides connectivity to trunk lines or regional connector service, this service operates typically at a 60-minute headway in lower density areas where larger buses are not required and rely on transfers. Where these services are not meeting productivity standards, dial a ride or TNC services may offer benefits for improving transit accessibility.

These three service models provide a range of comparison for a productivity assessment of the TAM GETSMART program. Marin Transit’s Short Range Transit Plan identifies the following productivity standards for these types of transit service:

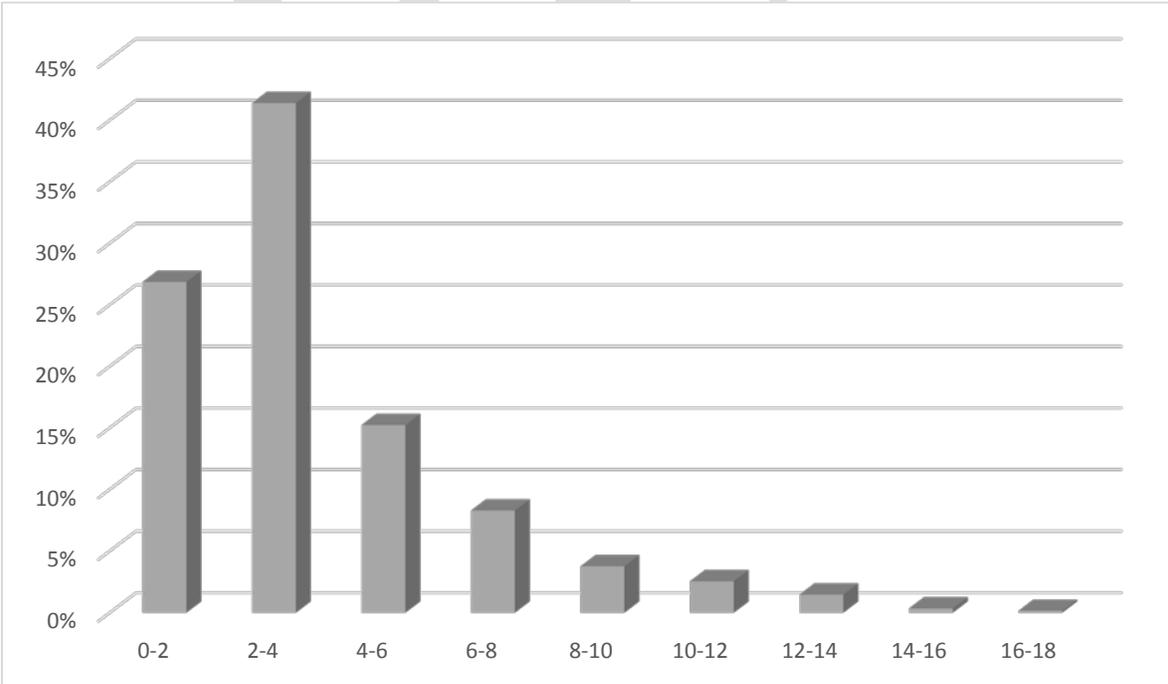
	Productivity Standard	Subsidy Target
<i>Dial a Ride</i>	2 passengers/revenue hour	\$30.00/passenger
<i>Catch a Ride</i>	N/A	N/A
<i>Local Connector</i>	8 passengers/revenue hour	\$8.00/passenger

Based on the hours, mileage and ridership information provided by Lyft, TAM staff have prepared the following information to determine the service productivity. By August of 2018 the service provided 6372 rides at approximately 48 trips per day on the Lyft platform and continues to grow.

The program has averaged approximately 6.72 rides per hour for the course of the year, exceeding productivity standards for traditional dial a ride and local connector services, providing potential options for future application of this type of service.

Trip Profiles

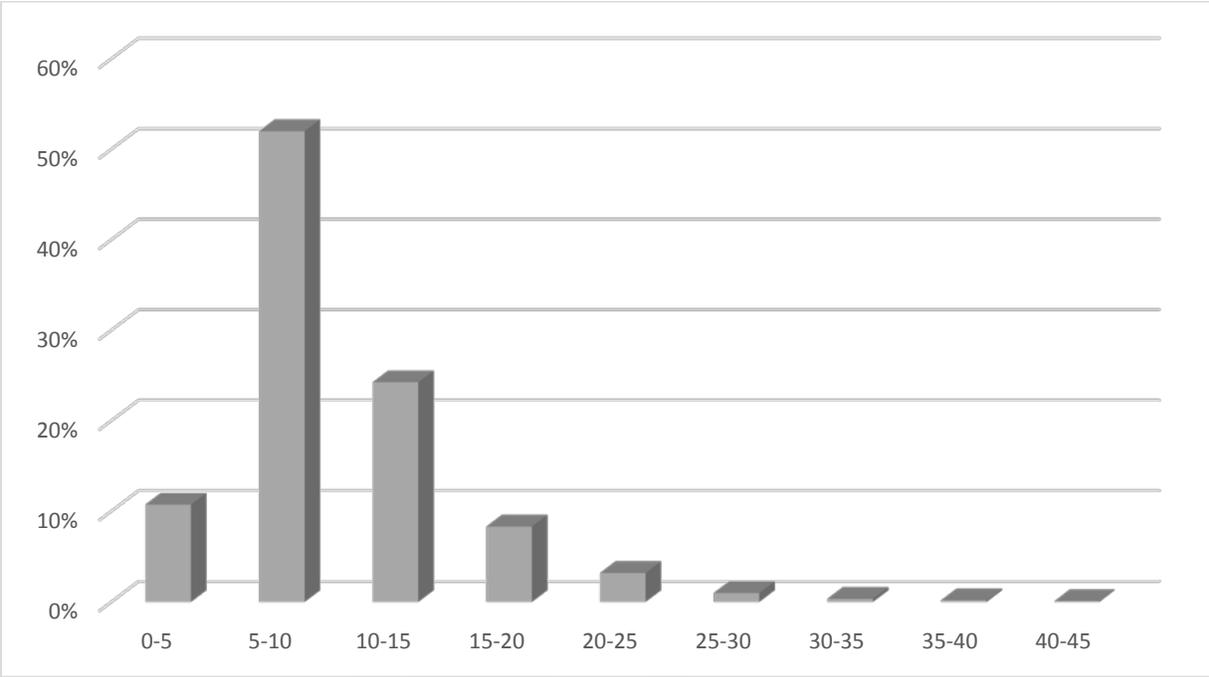
In March of 2018, Lyft changed reporting formats to provide additional detail on trip length and durations. Based on this updated format, TAM staff was able to report finer detail of trip behaviors including the following breakdown of trip distances. Due to the defined service area required by TAM, trip lengths and durations are limited to the urbanized areas of the county.



Trip Length (in Miles) as reported by Lyft (March to August)

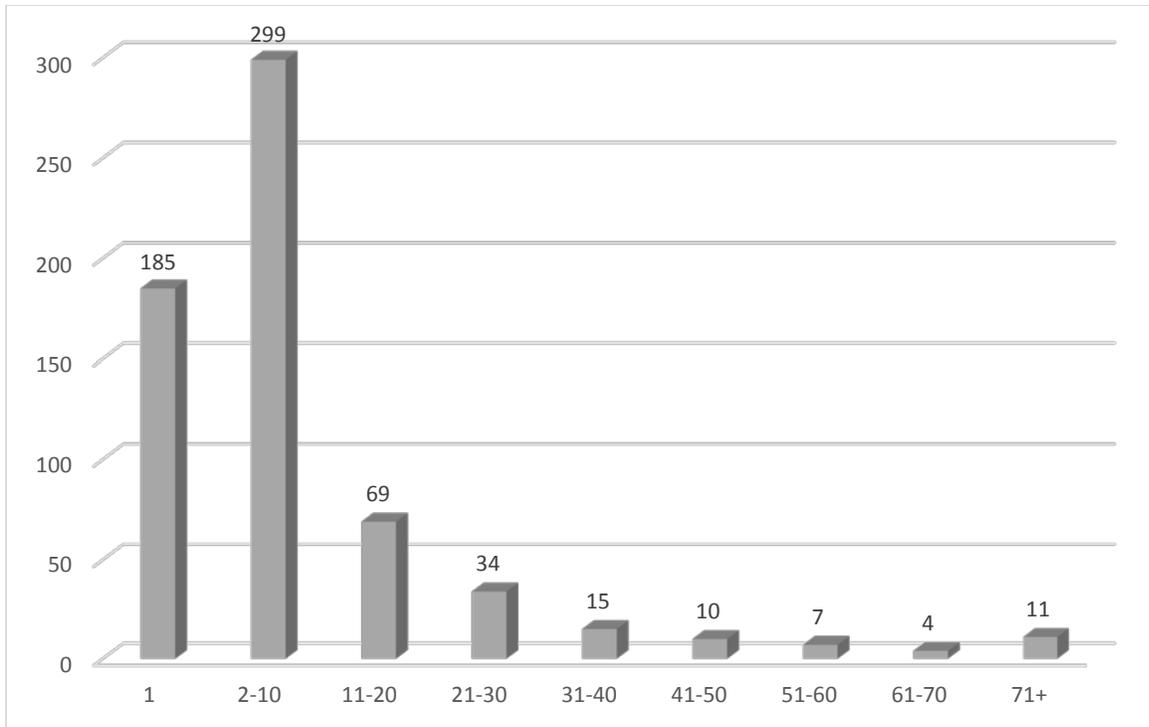
Based on Lyft ride information, the average length of a ride is 3.31 miles. 68% of all rides are under 4 miles, and 83% of all rides are within 6 miles. Longer ride lengths can occur in the service area to areas like Southern Marin, however longer ride lengths are less likely to occur.

Trip Durations or the time the passenger is in the vehicle averages approximately 9 minutes per ride. 87% of all trips are under 15 minutes in length. The trip duration does not include time spent waiting for a vehicle.



Trip Durations (in Minutes) as reported by Lyft (March to August)

Based on an analysis of the Lyft data TAM staff determined approximately 634 unique riders were served on this program over the course of the year. Approximately half of the users of this program used the code between 2 and 10 times, with 29% of the riders using this service only once. On average the service provided 9.6 rides per user. This may indicate that the current service provides an option for those who ride SMART but is not used as a daily travel mode except by 11 users who are using this service more than 70 times during the pilot.



Number of Rides Per User of Lyft Service

Station Profiles

Origin and destination data of each trip is provided by Lyft as part of monthly reporting requirements. In March 2018 Lyft updated its reporting format to provide more detail on program performance. As part of this updated data reporting, Lyft provides origin and destination data for each trip at a census tract level. Due to the geographies of census tracts, some stations are served by multiple census tracts, most notably the Civic Center Station, which will require further detailed analysis on origins and destinations in a future report. Based on this initial review, the services appear to provide primarily a last mile connection for smart riders getting off the train in the morning, and a first mile solution in the afternoon, commensurate with the directionality reported by SMART in initial ridership reports.

The following is an overview of the current origin and destination data provided by Lyft for the time period of March to August 2018:

Downtown San Rafael

The Downtown San Rafael SMART Station and Bettini Transit Center is the most heavily used transit location in Marin County, and is also SMART’s highest ridership station. Based on initial reviews of the Census tract information provided by Lyft, in the AM Period, the census tract that includes the downtown station provides the highest ridership area. these trips are destined for the following locations:

- Southeast San Rafael, east of highway 101 including the business districts along East Francisco and Kerner Boulevards
- Larkspur Landing/Ferry Terminal/the village at Corte Madera

- Bon Aire/Marin General Hospital

In the PM Period, the data provided by Lyft shows the following return trips to the Downtown san Rafael station area at these locations, indicating this service is being used as a first/last mile service connecting transit to these areas.

Civic Center Station

The civic center station is on the border of three census tracts, providing difficulty in assessing the magnitude of origins and destinations within this station area. However, based on an initial review of the data, the AM period shows the top destination as the Las Gallinas business parks around Autodesk, Sutter and Smith Ranch Road, followed by trips to the Santa Venetia Area of town including McInnis Parkway and the Civic Center. The mid-day and PM period show stronger connections back to the station from the Las Gallinas area and Southern half of Terra Linda, including Terra Linda High, Northgate Mall and Kaiser Permanente.

Hamilton Station

The origin and destination data indicate the majority of riders at the Hamilton station in the AM and PM period are staying within the Hamilton area of Novato, with limited connections being made to Bel Marin Keys and other portions of Novato including areas near Ignacio Boulevard and Alameda del Prado areas of town. The PM period shows similar ridership patterns, primarily return trips within the Hamilton area. With parking availability at this station, it is reasonable to assume that this service is providing last mile service in the AM for SMART riders, and first mile service in the PM.

Novato San Marin Station

The Novato San Marin station is the northernmost SMART station in Marin County. AM trips at the station are primarily last mile trips connecting to downtown and central Novato. There are limited trips to the station in the AM period, with ample parking available at and around the station. The PM period sees the reverse trend with downtown Novato trips back to the Novato station.

Program Costs / Service Evaluation

Total program costs to date is \$55,000 and the program did not exceed its initial \$70,000 budget. TAM has paid \$29K in Lyft ride reimbursements and \$26K for Whistlestop services, including an administration fee of \$700 a month for expanded call center and dispatch beyond Whistlestop's current schedule to meet SMART's hours of service in the morning and late evening. TAM has reimbursed an average of \$4.71 per ride through the Lyft program and fully loaded the average cost per ride is \$8.67 once ADA rides and ADA support service costs are included. In order to determine cost effectiveness of the program, a comparison of these services is provided on the following page:

Service Type*	Average Cost per Mile	Average Cost per Hour	Average Total Cost	Revenue Hours	Revenue Miles	Passenger Trips	Cost per Passenger
Dial a Ride	\$49.06	\$60.47	\$165,787	2,144	23,768	4,397	\$37.70
Catch a Ride			\$284,700			16,520	\$17.23
Local Connector	\$6.43	\$89.47	\$501,845	6,272	98,245	72,016	\$6.97
GETSMART (Lyft Only)	\$1.44	\$31.48	\$26,020	956	21,842	6,088	\$4.80
GETSMART**	\$1.44	\$31.48	\$55,240	956	21,842	6,372	\$8.67

* Cost basis for these services are calculated based on data reported in Marin Transit's Short Range Transit Plan.

** Includes both ADA and Lyft costs and ridership information, however it excludes Whistlestop service levels.

It is important to note, that the above table does not imply an "apple to apple" comparison of costs, as ADA and Paratransit costs required for local connector services are not included in the cost of local connector services but are included in the GetSMART Program. Additionally, driver training, screening, insurance and other factors are not considered in this comparison.

Based on the above cost data, this program provides a low-cost mobility option in terms of total costs, and in cost effectiveness as measured on a per hour, per mile, and per passenger cost, even with ADA costs factored in. It is important to note that there is a limited amount of comparison data for on-demand WAV service costs, and TAM has been unable to identify comparison costs to determine cost-effectiveness for on-demand WAV costs.

Over the course of the past year, Marin Transit began providing on-demand WAV service through a micro transit pilot program (MarinConnect) at the civic center station. Expansion of this service provides one option for local Transit providers to assist in cost reduction of these types of programs. Additionally, restructuring of dial a ride or catch a ride services could provide flexibility for the cost-effective expansion of on-demand programs, including on-demand expansion to non-paratransit eligible riders.

Areas for Further Evaluation

While the data provided by Lyft provides some insight into service productivity, origins and destinations, and cost effectiveness, it is preliminary to suggest this model may provide longer term service opportunities as a passenger study and additional data collection is required to identify:

- Peak capacity and demand levels
- The percentage of users that are connecting to transit including SMART service
- The level of shared rides and occupancy of these rides.
- If riders would still use the service if \$5.00 subsidy was not available.
- What other ways do the riders travel to get to/from their Lyft destination? In other words, do they also take transit or ride a bike and only sometimes use Lyft?
- Additional detail on specific areas of pick-up/drop-offs.

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