



DATE: March 12, 2018

TO: Transportation Authority of Marin Finance and Policy Executive Committee

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

SUBJECT: “GETSMART17” Lyft Pilot Program Update and Whistlestop Contract Amendment
(Action), Agenda Item No. 8

RECOMMENDATION

Receive update of the “GETSMART17” Lyft Pilot Program, and forward to the full Board an action to authorize TAM Executive Director to continue the program until September 1st, 2018 and amend contract with Whistlestop for complementary ADA services at an estimated increase of \$10,000 for a new not to exceed cost of \$25,000.

BACKGROUND

On September 12th, 2017 TAM launched the “GETSMART17” Lyft Pilot program to provide \$5 off shared ride Lyft Line rides to and from SMART Stations in Marin. This innovative first/last mile program was timed with the launch of SMART service to support riders to get to and from their destinations in Marin County. Approved by the TAM board in December 2016, the program is intended to provide service for riders beyond the existing walking, biking, transit or shuttle options that exist in the county. “GETSMART17” was developed as an estimated 6-month pilot program, with an option to extend the program up to a year.

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 data for determining the new travel markets that result from introduction of the new SMART service. 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 Program (Measure B, 3.2, Commute Alternatives Program).

In order to support this program and ensure accessibility for all users, on June 1st, 2017 the TAM board authorized a contract with Whistlestop, to provide call center support, dispatch services and ADA rides on Whistlestop’s wheelchair accessible vehicles. This contract cost was estimated based on a 6 month pilot program length at \$15,000. 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.

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.

DISCUSSION/ANALYSIS

Following the authorizations from the TAM Board to enter into agreement with Lyft and Whistlestop to conduct this pilot program, TAM staff worked to launch the pilot program in coordination with SMART's launch of service.

TAM branded the program "GETSMART17" and launched an online marketing effort, using local news publications, city newsletters, social media and TAM commissioners to announce the program. "GETSMART17" began operations of the pilot on Tuesday September 12th, 2017. Coordinating with SMART, Whistlestop and Lyft, Inc, TAM installed visible large banners on SMART Station Platforms to advertise the program and increase the visibility of the service to SMART users.

Under both agreements, data reporting is required to assess the program. The following is an overview of the program from September to February 1st, 2018. This data is also shown as **Attachment A**.

How many rides have been given, and what do we know about the riders?

Between September and Feb 1st, GETSMART17 has provided 1079 rides, and has served 181 individuals. Ridership has grown during the pilot program and is serving approximately 270 rides per month. The average number of rides per rider is 5.96, with 30 riders having used the program for more than 10 rides. The data indicates this program is used by group of riders with relative frequency. Approximately 5% of rides were used by one-time only riders, with close to 95% of all rides being used by repeat riders. During this same period approximately 3 rides per week or 89 total rides have been provided through Whistlestop's contract.

When are trips occurring and what do we know about those trips?

Trips are occurring most frequently on Tuesday, Wednesday and Friday, and no weekend service is provided by this program. Lyft reports trips in 6 hour periods of time, and shows that 389 rides overall occurred within the AM peak period of 4-10AM. Mid-day trips account for a slight majority of rides (437 rides overall), due to inconsistencies between Lyft's reporting format and SMART's hours of AM and PM services; i.e., the first northbound train in the afternoon at 3:29 p.m. is recognized as a mid-day trip in Lyft's reporting.

Lyft reports trip distance and durations in 5 mile and 5 minute increments to protect rider privacy. The majority of rides (988 of the 1079 rides) are less than 5 miles in length, with most rides (623 rides) lasting between 5-10 minutes. Few rides are provided longer than 10 miles or last longer than 15 minutes. With most of Marin's development focused along the 101 corridor, this confirms that most riders are using this service as a first/last mile service.

Which stations have the most ridership?

TAM staff has been coordinating with SMART and Marin transit staff during this pilot program to review statin by station ridership information. SMART staff have reported that 47% of riders begin or end their trip in San Rafael. In reviewing the data provided by Lyft, the downtown San Rafael Station serves the most activity for the pilot program, followed by the Civic Center, Hamilton and San Marin Stations, respectively. The majority of these trips are staying within a close distance to the station, with strong pairs showing up between the San Rafael Station and Greenbrae/Kentfield, San Rafael station and Larkspur, and the San Marin Station and Downtown Novato. Lyft is currently reporting at a Zip Code level of geography, and census tracts will be reported by Lyft as a contractual obligation. ADA trips are originating primarily at the San Marin Station.

What is the financial outlook for this pilot?

Lyft reports the cost to provide the service, as well as the reimbursement level (TAM's cost), allowing TAM to calculate the cost paid by the individual riders. The average cost per ride is \$8.32 with TAM's reimbursement rate discounting an average of \$4.59 per ride. The Program is structured to provide a reimbursement *up to \$5*, and 716 riders received the full \$5 reimbursement, suggesting that the full value of the reimbursement is being used by most riders.

Overall, the Lyft Program costs are minimal in comparison to traditional services or shuttles, with approximately \$4,955 reimbursed in ride costs to date. This indicates a sustainable financial cost for providing the service within existing budget and the budget is not likely to be fully utilized by the Lyft contract. The Whistlestop arrangement provides a fixed cost for scheduling, dispatch, and call center support and provides a per cost ride for each wheelchair accessible ride provided. The current budget of \$15,000 is anticipated to be fully expensed by May 2018, and a contract amendment would be necessary of approximately \$10,000 to continue the pilot for a full year, until September 2018. TAM is coordinating with Marin Transit and SMART staff on this pilot program and will continue this coordination as the pilot program wraps up.

FISCAL CONSIDERATION:

A contract amendment and budget increase of \$10,000 is requested to continue Whistlestop's current service contract for a full year pilot. The Lyft contract is not anticipated to use the budgeted \$70,000, allowing for funds to be reallocated to the Whistlestop contract to support the recommended program.

NEXT STEPS

Staff will continue working with SMART, Marin Transit, local jurisdictions and Whistlestop staff to monitor the pilot program and report final program results.

ATTACHMENTS

Attachment A: GETSMART17 Summary Data Tables

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GETSMART17 LYFTLINE PILOT PROGRAM DATA SUMMARIES

September 12th, 2017 – February 1st 2018**Ridership Data**

Number of Unique Rides	1079
Number of Unique Riders	181
Number of One time riders	58
Number of high usage riders (10+ trips)	30
Average Rides/Rider	5.96
Average Lyft Cost /Ride	\$8.32
Average Reimbursement Rate/Ride	\$4.59
Average Passenger Cost	\$3.73

Number of Trips Between:

0-5 Miles	988
5-10 Miles	77
10-15 Miles	13
15+ Miles	1
0-5 Minutes	132
5-10 Minutes	623
10-15 Minutes	264
15-20 Minutes	42
20+ Minutes	18

Day of Travel

Monday	175
Tuesday	233
Wednesday	233
Thursday	208
Friday	230
Grand Total	1079

Time of Travel Summary

4-10 AM	389
10 AM -4 PM	437
4-10 PM	253
Grand Total	1079

Origin and Destination Information

<i>Trip Start Location</i>	4-10 AM	10 AM-4 PM	4-10 PM	Grand Total
Row Labels				
Downtown San Rafael (94901)	20.7%	10.9%	6.6%	38.2%
Civic Center/Terra Linda (94903)	3.4%	11.1%	3.6%	18.2%
Greenbrae/Kentfield (94904)	0.2%	4.8%	1.2%	6.2%
Corte Madera (94925)	0.0%	0.8%	1.2%	2.0%
Fairfax (94930)	0.0%	0.1%	0.0%	0.1%
Larkspur (94939)	0.3%	0.8%	0.1%	1.2%
Mill Valley (94941)	0.0%	0.7%	0.2%	0.9%
Northern Novato (94945)	2.5%	1.8%	6.5%	10.8%
Central Novato (94947)	2.6%	1.1%	0.6%	4.4%
Southern Novato (94949)	6.1%	6.0%	2.6%	14.7%
San Anselmo (94960)	0.2%	1.9%	0.7%	2.9%
Sausalito (94965)	0.1%	0.3%	0.1%	0.5%
Grand Total	36.1%	40.5%	23.4%	100.0%

Trip End Location

Row Labels	4-10 AM	10 AM-4 PM	4-10 PM	Grand Total
Downtown San Rafael (94901)	10.9%	17.1%	7.4%	35.5%
Civic Center/Terra Linda (94903)	3.8%	10.6%	3.2%	17.6%
Greenbrae/Kentfield (94904)	5.5%	0.7%	0.5%	6.7%
Corte Madera (94925)	1.0%	1.4%	0.6%	3.1%
Fairfax (94930)	0.0%	0.0%	0.4%	0.4%
Larkspur (94939)	3.1%	0.9%	0.6%	4.6%
Mill Valley (94941)	0.6%	0.3%	0.2%	1.1%
Northern Novato (94945)	3.5%	2.1%	3.5%	9.2%
Central Novato (94947)	1.4%	0.9%	3.6%	5.9%
Southern Novato (94949)	5.7%	5.6%	2.5%	13.8%
San Anselmo (94960)	0.2%	0.5%	0.1%	0.7%
Sausalito (94965)	0.3%	0.4%	0.7%	1.4%
Grand Total	36.1%	40.5%	23.4%	100.0%