



# Connect Pilot Program Evaluation

May 1<sup>st</sup>, 2023

[marintransit.org](https://www.marintransit.org)

# Agenda

- 01** Overview of Connect Pilot Program
- 02** Program Trends
- 03** Current Program Performance
- 04** Rider Input
- 05** Conclusion

# Overview of Connect Pilot Program

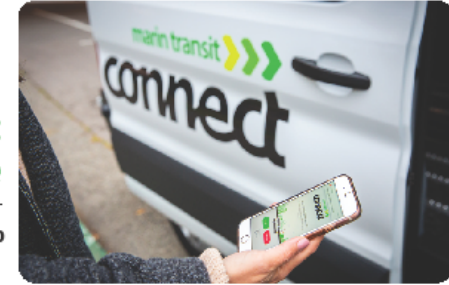
# Launch of Marin Transit Connect Pilot

- Launched in May 2018
- Trips restricted to Northern San Rafael
- Goals:
  - Primary goal: Same-day accessible transportation for Marin Access riders (older adults and people with disabilities)
  - Secondary goal: First/last mile connections for general public riders
- The District partnered with some large employers for employer-sponsored fares
- One-year evaluation in July 2019 concluded the program was primarily serving first/last mile commuters, not Marin Access riders



## MARIN TRANSIT CONNECT: New On-Demand Transit Service

Marin Transit Connect is your new connection to work, home, transit, and other destinations across Northern San Rafael



Marin Transit Connect is a brand new pilot program that is entirely on-demand, and it operates anywhere in the service area — see map below.

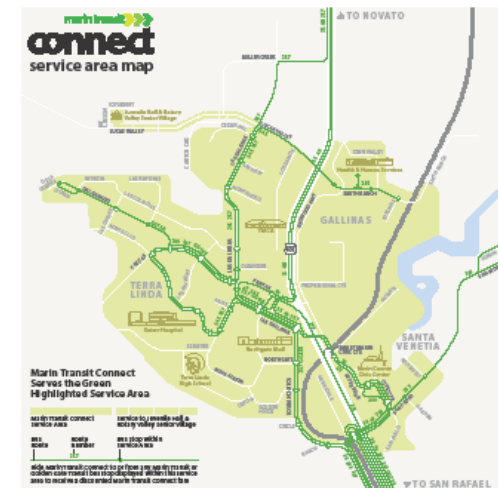
To start riding, download the Marin Transit Connect app on your smartphone. Once you register, you'll be able to request a ride from any location—to any location—in the service area. We'll give you an estimated pickup time and plan a convenient route to your destination in one of our vans.

You can track your ride in-real time with the app, and you'll receive text message notifications about the ride. We hope to see you on board soon!

Download the app today  
and get \$10 of ride credit!  
*Promo Code: FIRSTRIDE*

Vehicles are Wheelchair  
Accessible

Weekdays from  
6:20am-7pm



more information: [connect.marintransit.org](https://connect.marintransit.org)



# Connect 2.0: Partnership with TAM

- Changes occurred in 2020 (planned pre-COVID)
- Changes were intended to increase Marin Access ridership, total ridership, and decrease technology costs
- Significant service area expansion (2.5 miles from all SMART stations)
- Switch to Uber platform
- General public fares became distance-based
- Integration with TAM's \$5 first/last mile voucher
- Usage heavily impacted by COVID
- This remains the current version of the program




## RIDER ALERT

### NEED A RIDE?

Connect now serves all Marin SMART stations with more options in Uber app!

**connect 2 transit**



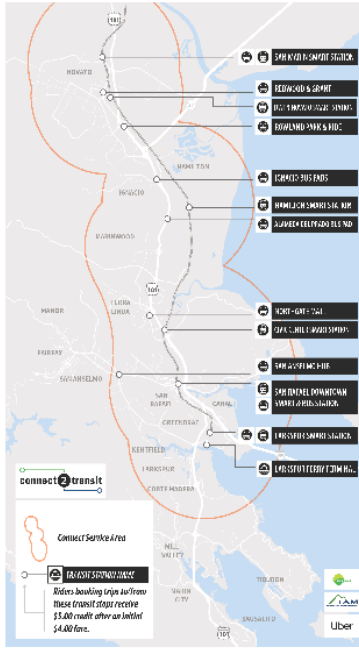
Connect2Transit is an integrated suite of mobility options in the Uber app that:

- Supports the Marin Transit Connect service and **expands Connect's service area significantly** to roughly 2.5 square miles from Marin SMART stations
- Offers **\$5 discounts on shared rides** to/from major transit stations in Marin County from the Transportation Authority of Marin
- Shows riders **real-time public transit information** as a travel option


**Marin Access riders qualify for flat fare trips**

**Vehicles are wheelchair accessible**

**Weekdays from 6am-7pm; call-in option available**



scan here with your phone camera to learn more



Available on the App Store | Google Play

more information: [connect2transit.com](https://connect2transit.com) or (415) 454-0902

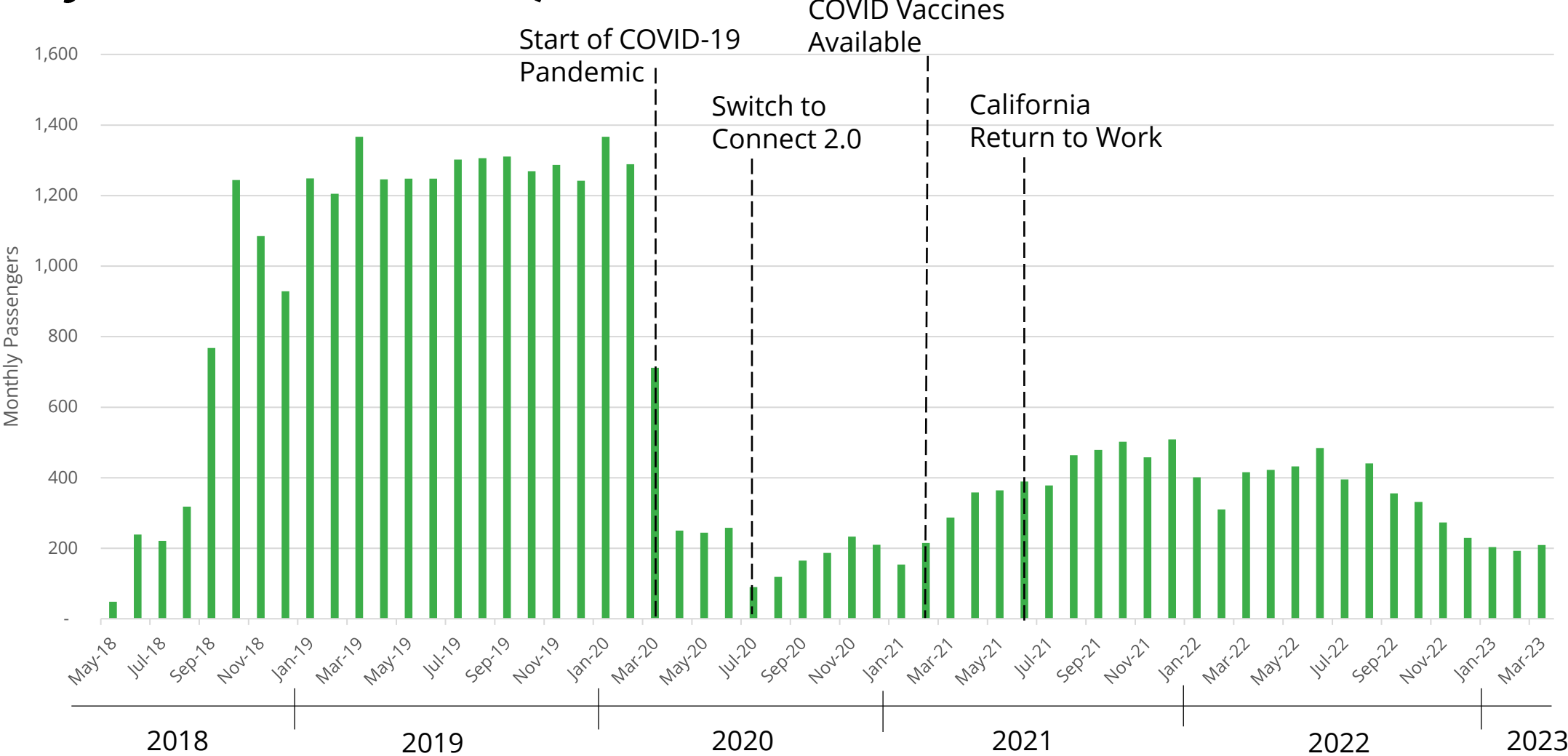
# Connect Current Service Parameters

- Service operates 6 am – 7pm, Mon – Fri
- Ride requests
  - Marin Access riders may request rides through Uber app or Marin Access call center
  - General public must use Uber app
- Advanced scheduling is available, but does not guarantee vehicle availability any better than on-demand use
- Fares
  - Marin Access riders pay flat \$3 fare
  - General public riders pay mileage-based fare



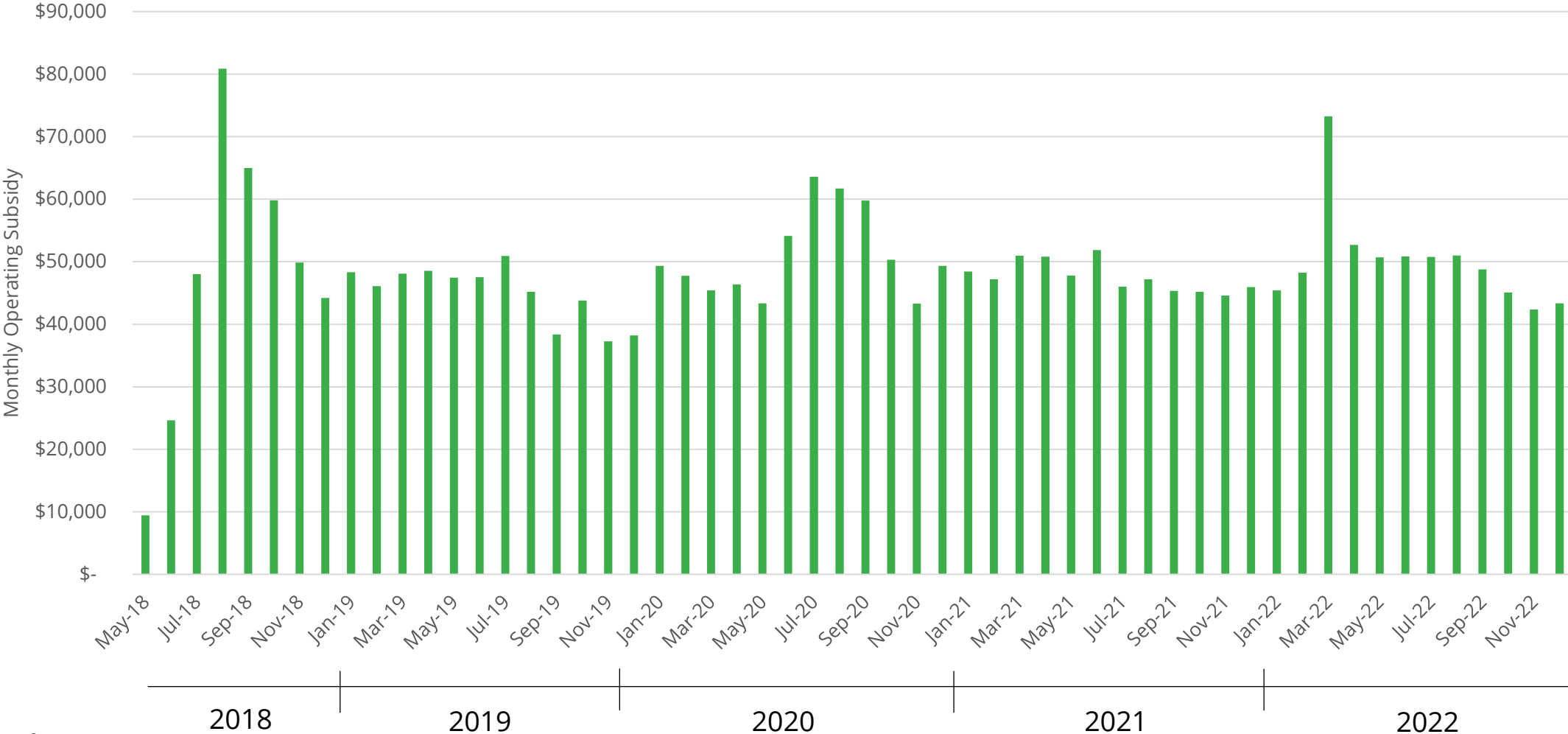
# Program Historical Trends

# Connect ridership from launch of pilot program (May 2018 - March 2023)

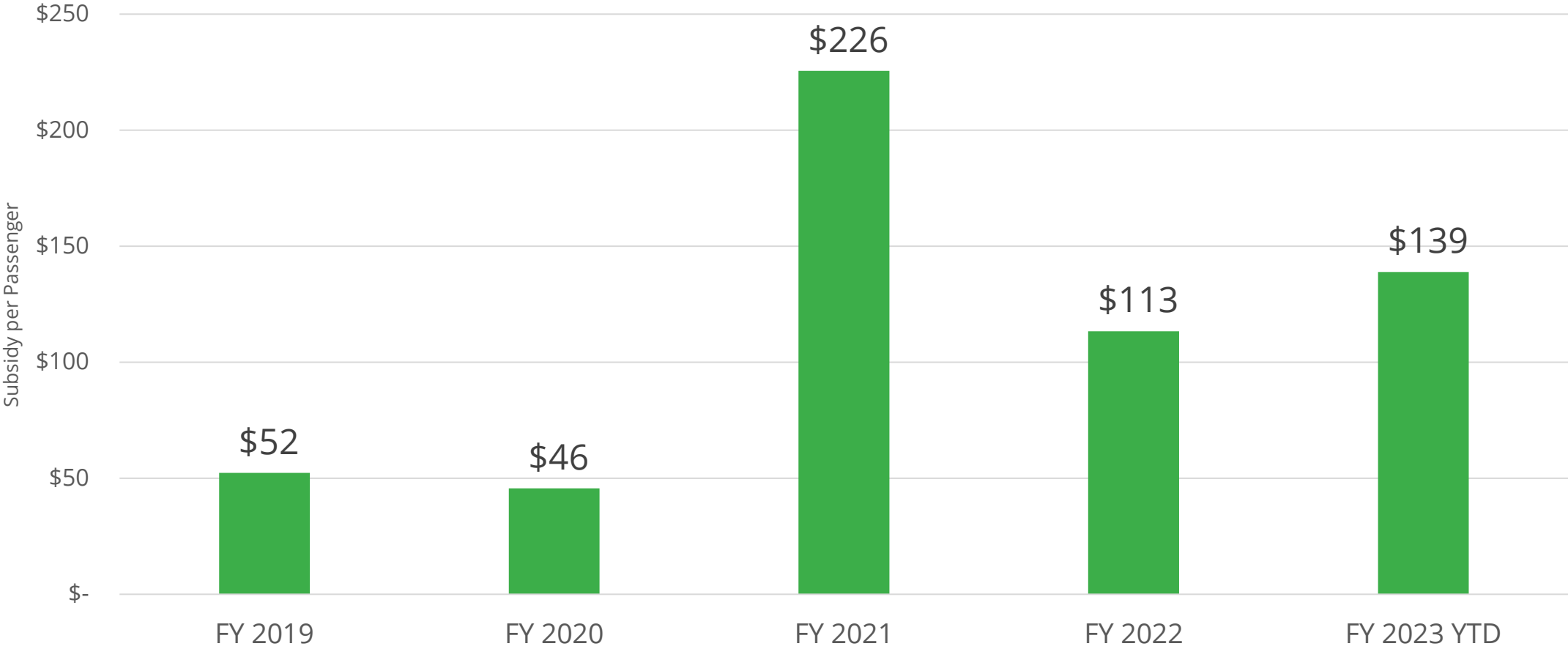




# Costs have remained constant over time



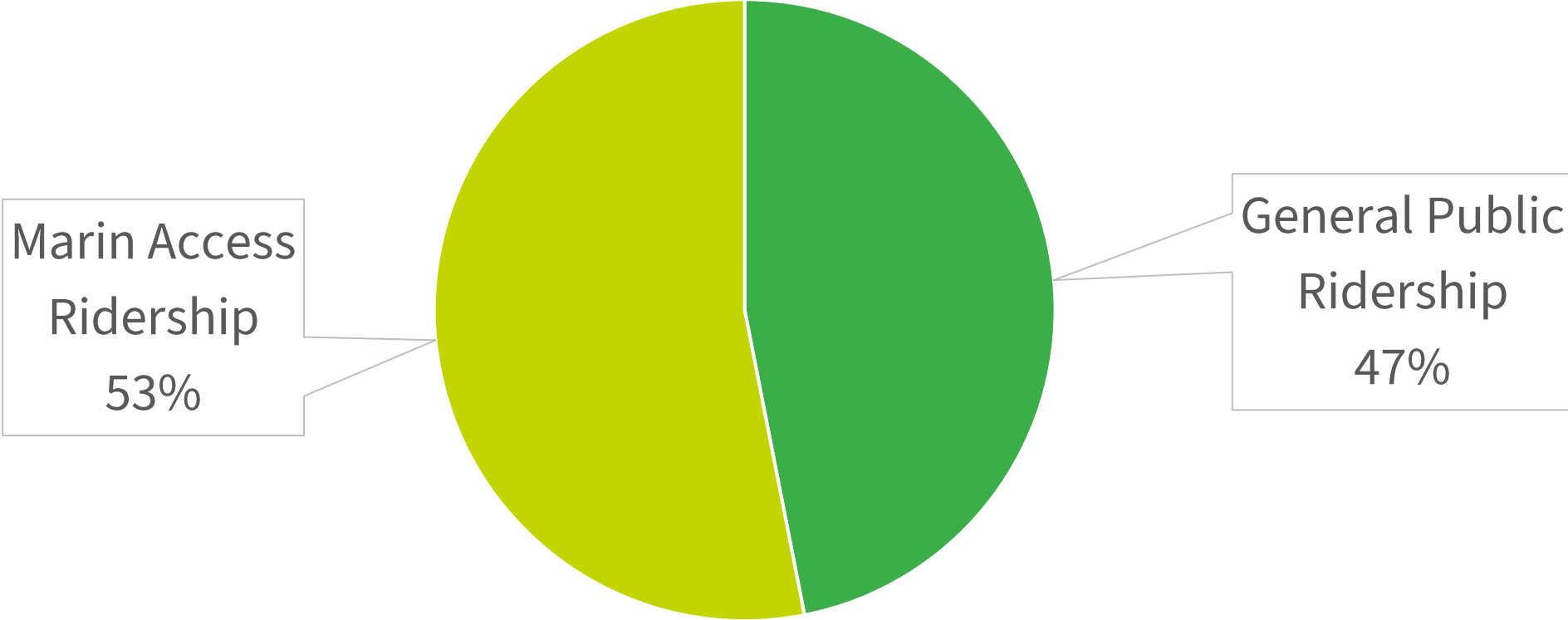
# Subsidy per passenger is significantly higher than pre-COVID



# **Current Program Performance**

## **(April 2022 – March 2023)**

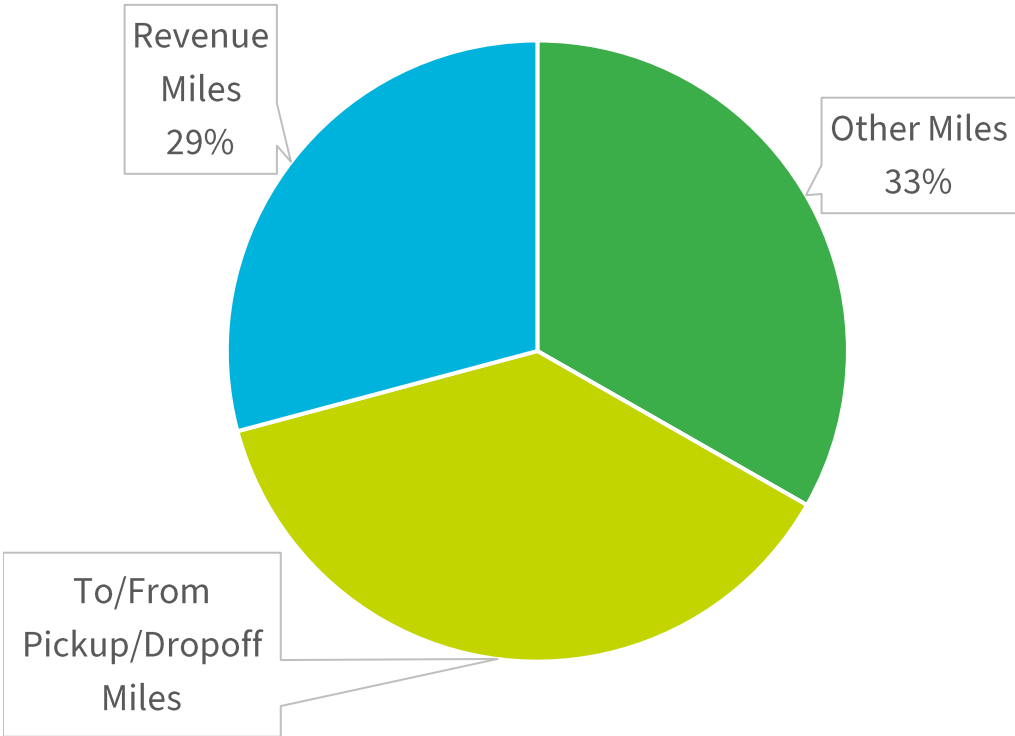
# About half of riders are Marin Access riders



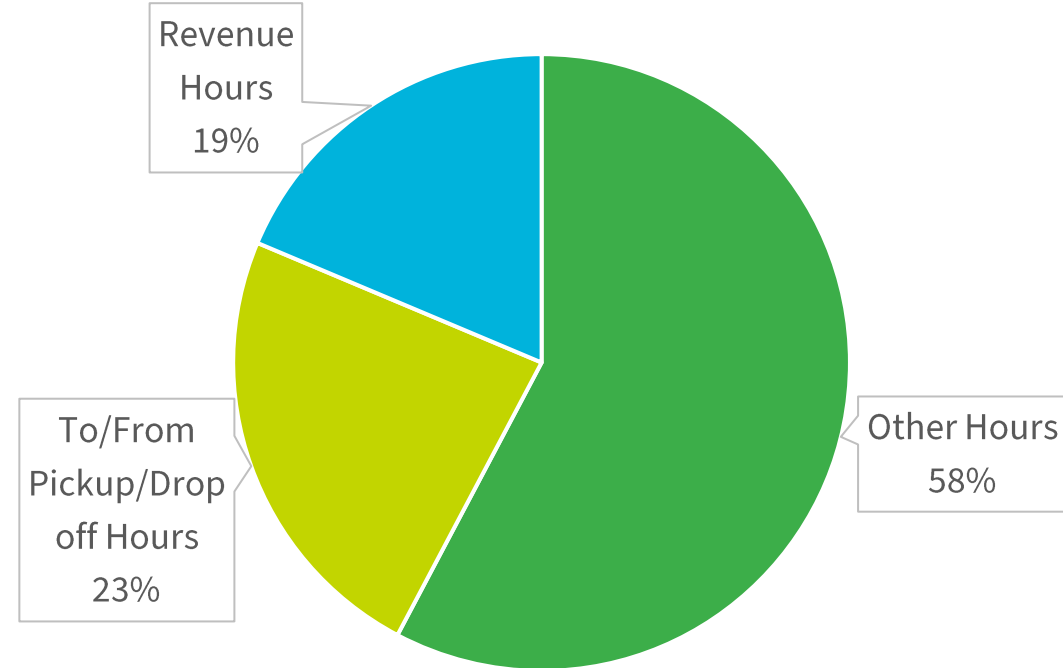
Represents past year's performance (April 2022 – March 2023)

# Most vehicle hours and miles happen with no passengers on board

### Vehicle Miles

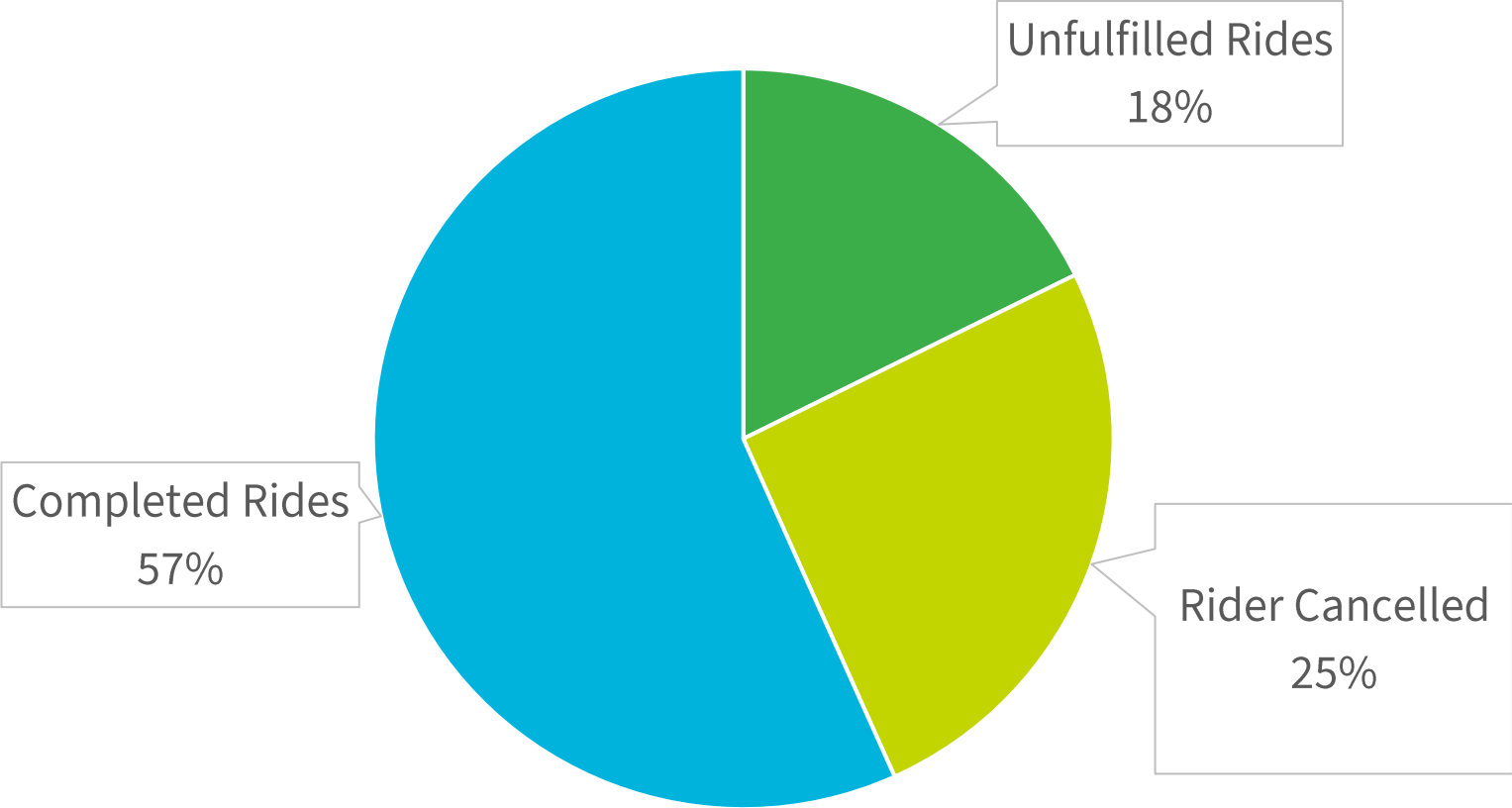


### Vehicle Hours



Represents past year's performance (April 2022 – March 2023)

# Less than 60% of trip requests are fulfilled.

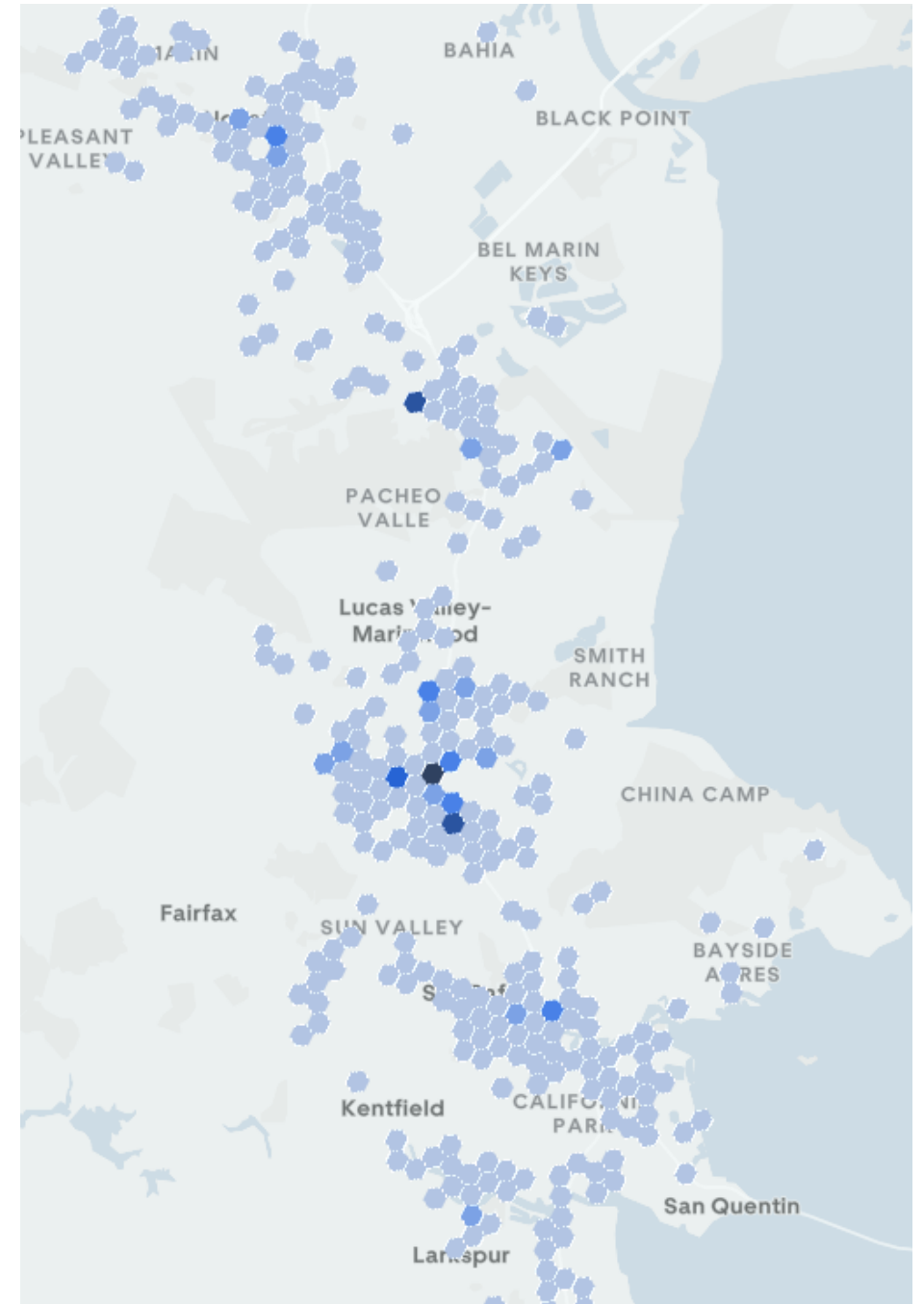


# Top locations for Connect riders

- Civic Center SMART
- Kaiser Hospital
- MarinHealth Urgent Care
- Marin General
- Downtown San Rafael/Canal District
- Downtown Novato
- Grocery Stores
- Terra Linda Neighborhood
- Large Senior Living Facilities

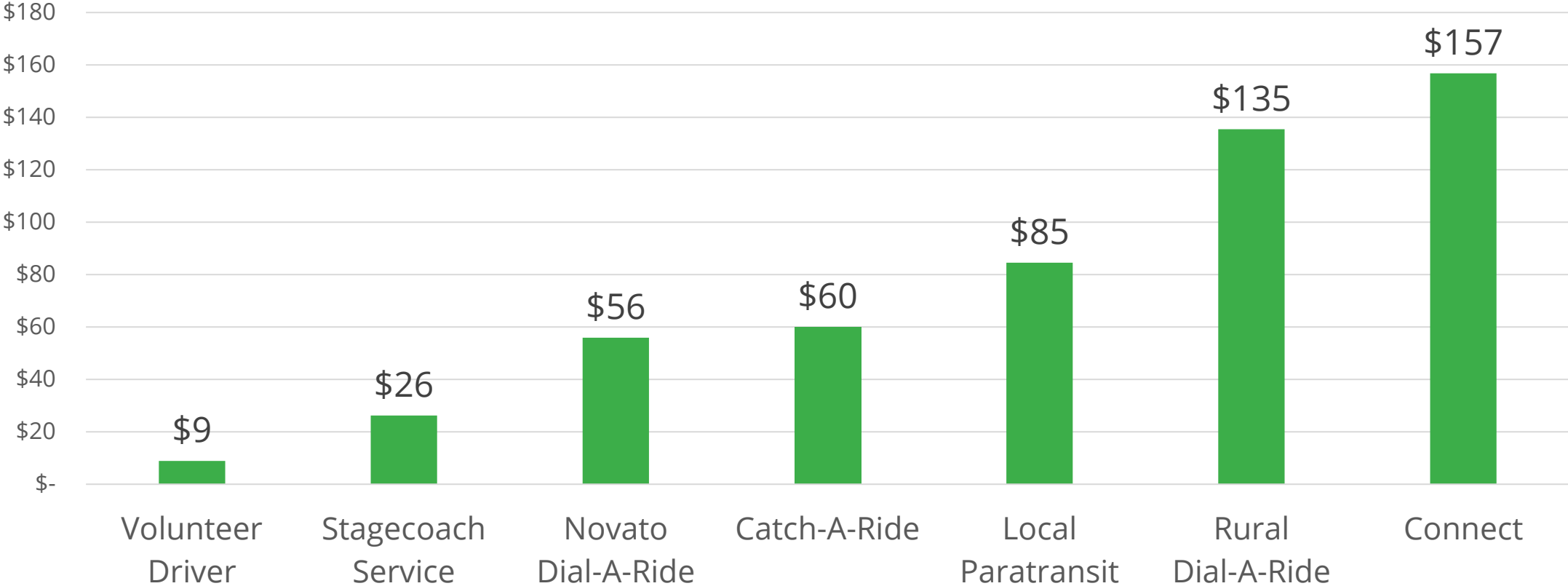


Represents past year's performance (April 2022 – March 2023)



# Connect is the most expensive Marin Access program per passenger

FY2023 Q2 Subsidy per Passenger



*For comparison: The most expensive fixed-route service in the same quarter (rural) was **\$26/passenger***





# Key program performance statistics

## (April 2022 – May 2023)

Ridership Measure	Statistic
Productivity	<b>1.1</b> trips/hour*
Average Weekly Ridership	<b>76</b> trips/week
Average Daily Ridership	<b>16</b> trips/day

\* Productivity includes all billable hours from contractor, not just revenue hours. Connect is the only Marin Transit service for which the District pays for non-revenue hours.

Unique Riders	Statistic
Total Unique Riders	<b>163</b> unique riders
Average Unique Riders per Month	<b>25-50</b> unique riders per month

Trip Statistics	Statistic
Average Trip Length	<b>3.8</b> miles
Average Trip Duration	<b>12</b> minutes
Average Wait Time	<b>15</b> minutes*
Wait Time Variability	<b>6 – 24</b> minutes range for most rides*

\* Does not include 43% rides that are unfulfilled or cancelled by rider

# Rider Input

# Rider Focus Groups: Marin Access Riders

## Positive

- Riders like the Connect vans – more comfortable than paratransit cutaways
- Same day accessible service allows for flexibility in trip making

## Negative

- Service reliability issues have led many to abandon the program
- Program limitations impact trip making decisions
  - Service hours & service area
  - Inability to use fare assistance credit



# Conclusion

# Conclusion

- **Productivity is low and subsidy is high**
  - Highest of all Marin Access programs
- **Revenue hours are not well utilized**
  - Day-of scheduling means trips cannot be efficiently grouped together
  - High deadhead miles work against the goal of reducing Vehicle Miles Travelled
- **Ridership has not recovered**
  - 26% of pre-pandemic ridership
  - Connect is **serving narrow population** of frequent riders
- Service is **unreliable** causing **rider frustration**
  - Ridership is falling as riders give up on service
- **Driver resources should be used in other programs**
  - Same driver pool is being used for all the Marin Access programs, including ADA paratransit
  - Focus resources on meeting Marin Access rider needs more directly and with higher quality

# Thank you

CONTACT

**Asher Butnik**

**Transit Planner**

**[abutnik@marintransit.org](mailto:abutnik@marintransit.org)**

