

# Informal Report to Mayor and Council



Via On-Demand Rideshare Contract Renewal
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City Council Meeting Date: 11-27-2018
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## ISSUE

Brief the Mayor and Council on the first annual contract renewal for the Via On-Demand Rideshare Service.

## DISCUSSION

In support of City Council's "Enhancing Regional Mobility" priority, the City partnered with Via Transportation, Inc., to launch an on-demand rideshare service on December 11, 2017, to offer an additional mobility option for residents, employees and visitors.

The app-based rideshare service currently uses a fleet of thirteen 6-passenger vehicles, a smart phone application and dynamic routing to provide efficient on-demand trips and access to a wide range of destinations. Pick-ups and drop-offs take place within a one to two block walk of passenger origin and destination. There are no fixed routes and no fixed schedules, allowing riders to experience a personalized transportation solution that fits their needs. Booking options are available for riders that do not have a smartphone or need a cash option.

For just \$3.00 per person per trip, riders can access any destination within the service area from 6am to 9pm, Monday through Friday and from 9am to 9pm on Saturdays. Riders can also purchase a ViaPass for a current cost of \$15 per week and ride up to four times per day all week long. The current service area is bounded by Lamar Boulevard on the north, Fielder Road on the west, State Highway 360 on the east and Bardin Road on the south and includes major destinations such as Downtown, UT Arlington, the hospital districts, the entertainment venues, the CentrePort TRE Station, the Parks Mall, and the Arlington Highlands shopping center. More information on the service and how to book a ride is available at [www.arlingtontx.gov/via](http://www.arlingtontx.gov/via).

Performance data through November 19, 2018, is included below.

Since Service Launch:

- 83,058 rides
- 9,503 Via accounts set up
- 41,842 ViaPass rides (50% of total rides to date)
- Average wait time of 12.9 minutes after booking a ride
- Average driver rating of 97% (4.85 out of 5)
- Weekday high ridership: 630 rides (Tuesday, November 12, 2018)
- Saturday high ridership: 429 rides (Saturday, November 17, 2018)

The December 4th, 2018, City Council evening agenda will contain an item to consider a one-year renewal for the service. The estimated cost for the one-year renewal is \$2,102,317, with the City providing a portion of the funding in an amount not to exceed \$995,000 and the Federal Transit Administration (FTA) providing the remaining funding in an amount not to exceed \$807,375. In addition, one hundred percent of fare revenue from the service will be returned to operate the service, making up the remaining estimated \$299,942 in funding. If additional grants or private donations are obtained during the contract year, those may be added to the contract to provide more service up to a total amount of \$2,617,375.

In the second year of service, the estimated annual cost of \$2,102,317 covers a full twelve months of service, with fifteen Mercedes Metris vehicles, within an expanded service area bounded by Lamar Boulevard on the north, State Highway 360 and the eastern City Limits on the east, East Bardin Road on the south, and Fielder Road on the west. In contrast, the first year's annual cost of \$922,500 provided service for ten months with ten Mercedes Metris vehicles in a smaller initial service area, before expanding to thirteen Mercedes Metris vehicles and the current expanded service area for the final two months of the contract year. The additional funding in year two will go toward providing the two additional Mercedes Metris vans to bring the permanent fleet to fifteen vehicles, expanding the service area east of 360, and providing more drivers and independent contractor-owned vehicles to serve currently unmet demand within the service area.

If additional funding in the form of grants or private donations is received beyond the guaranteed \$1,802,375 in funding from the City and the Federal Transit Administration, it will go directly toward providing more drivers and vehicles within the service area, and then once demand in the service area has been met and is stabilized, the funding will go toward expanding the service area boundaries. The total additional grants or private donations that may be received will not cause the year two project cost to exceed \$2,617,375. The city and Via continue to look for ways to expand the service.

ADDITIONAL INFORMATION

Attached:	Via Presentation
Under separate cover:	None
Available in the City Secretary's Office:	None

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