



BIRMINGHAM **ON-DEMAND**

Transportation Committee Update

January 22, 2020

Service / Operations Overview

- **Launched:** December 3, 2019
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- **Operating Hours:** Monday-Friday 6am-8pm and Saturday 10am-8pm
 - **Operating Vehicles:** 5
 - **Pilot Service Zone:** appx 7.0 square miles
 - **Pricing:** \$1.50 per ride
 - **On-Demand:** App or Phone (205-236-0768)

www.birminghamal.gov/via



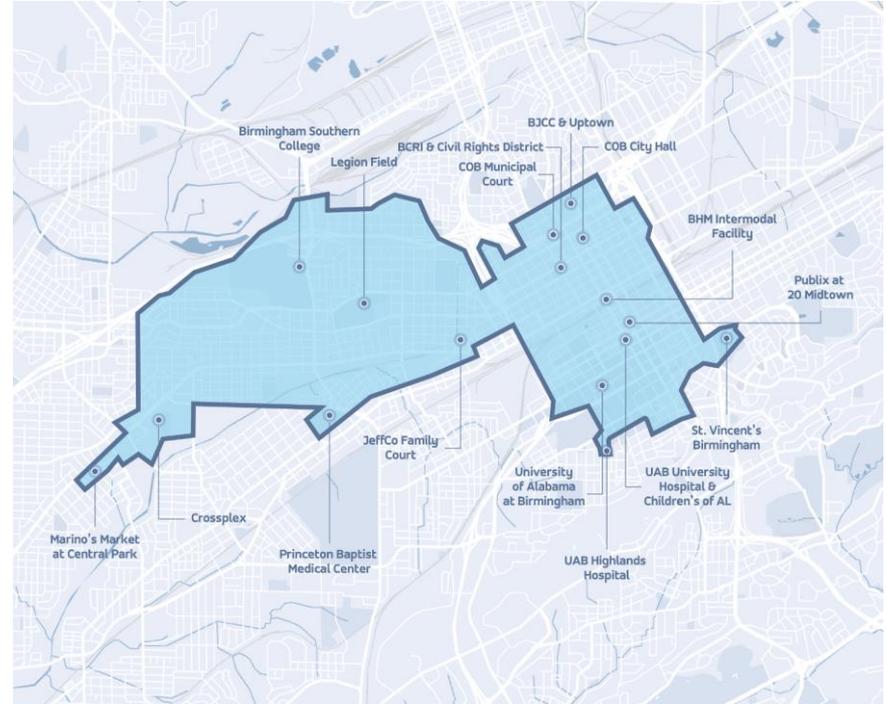
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Ride data reporting to date

Dec. 3 - Jan. 21, 2019

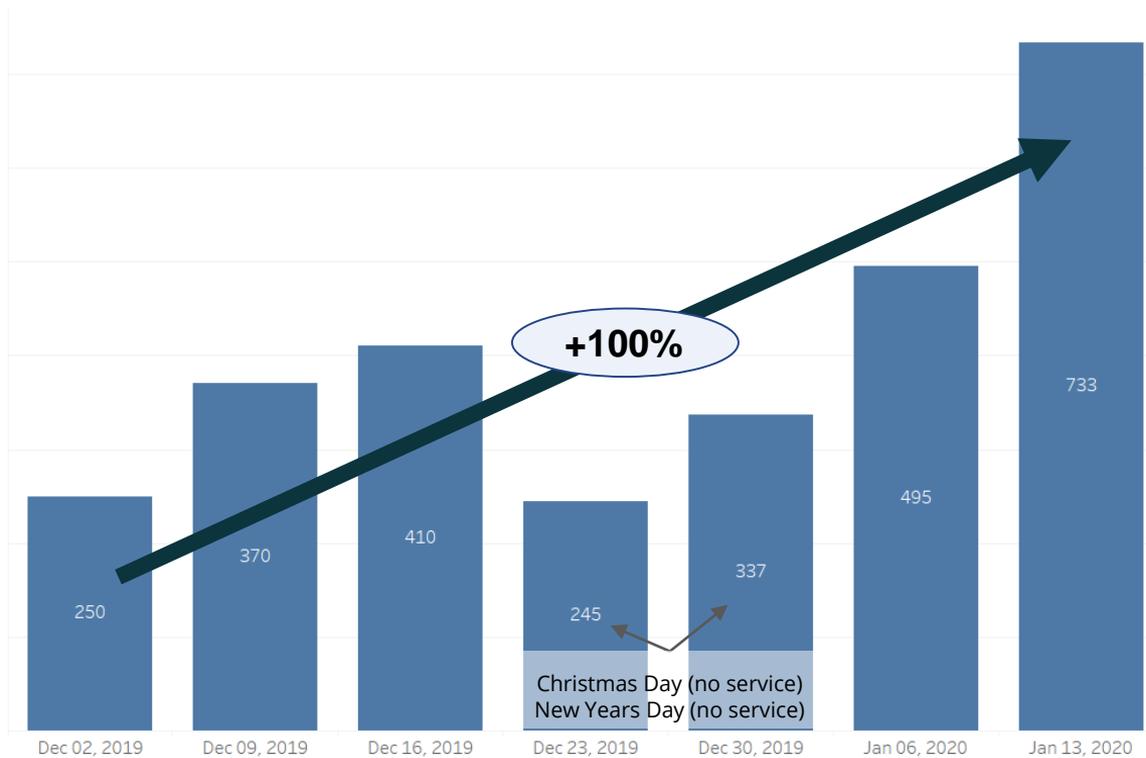
- 3,072 rides
- 7.31 minute average wait time
- 94% pickups on-time
- 2.24 miles average ride distance
- 4.88 avg ride rating



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Weekly ridership has been growing since service launch



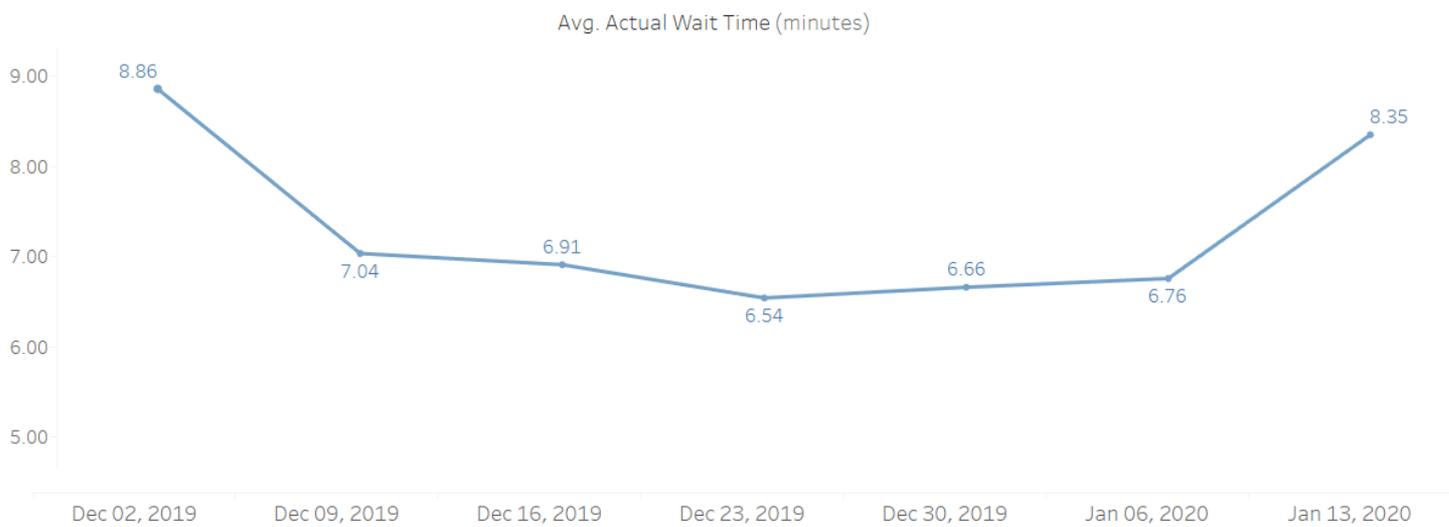
- **Appx 3,072** rides (through 1/21/20)
- More than doubled ridership since first week of service
- **55** completed rides for riders that require a **wheelchair accessible vehicle**



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Weekly average wait times are under 9 minutes

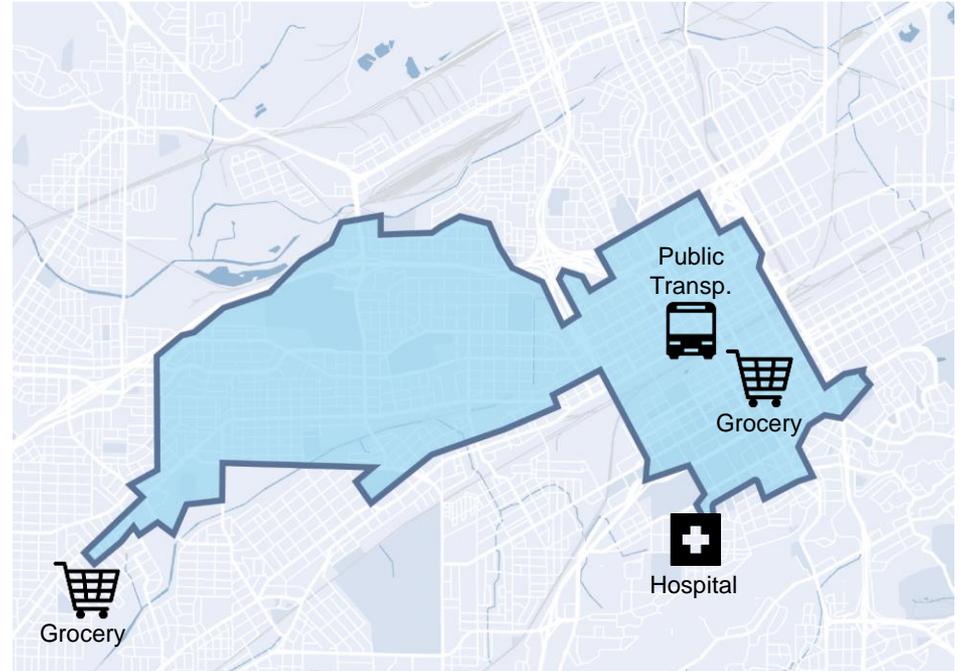


Despite increasing ridership, we have seen average wait times consistently under **9 minutes** and often less than **7 minutes**



Top pick up / drop off points are spread across pilot zone

1. Publix
 2. Birmingham Intermodal Facility
 3. Crossplex
- UAB Hospital Highlands
 - Marino's Market at Central Park
 - 5th Ave N & Richard Arrington Jr Blvd N
 - Pike Rd & Barbour Ave



Top pick-up and drop-off destinations include **hospitals, public transportation and grocery stores**, providing access to Birmingham's residents, including historically underserved populations



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Riders feedback has been positive

“Everything is awesome!! Please make this 24 hours and extend this to all over the Birmingham!! Soo needed! Safe and affordable!”

“Driver provided great info and insight on the new COB/Via Ride Share program ... I will definitely use the service again”

“Love this app..driver got there quick and now I'm home”



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