



BIRMINGHAM **ON-DEMAND**

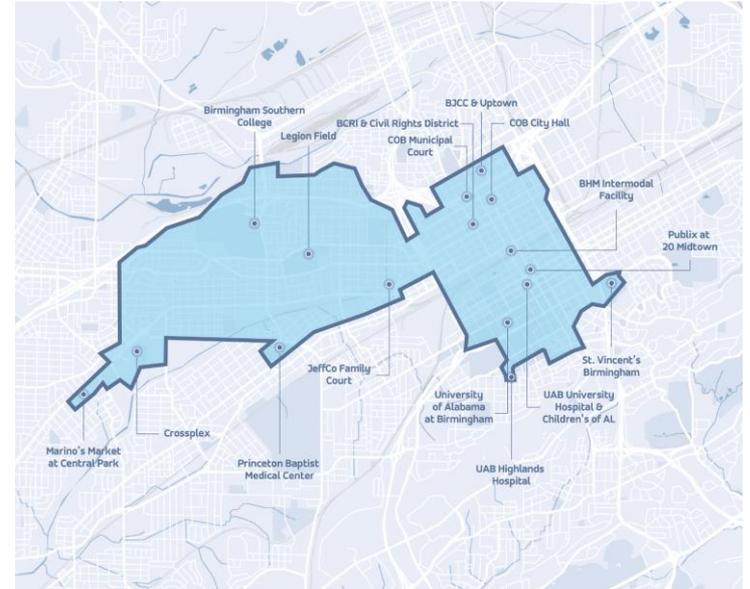
Monthly Update

March 16, 2020

Summary

- **Launched:** December 3, 2019
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- **Hours:** Mon-Fri from 6am-8pm and Sat from 10am-8pm
 - **No. Vehicles:** 6
 - **Zone:** ~7.0 square miles of Birmingham
 - **Pricing:** \$1.50
 - **Reservations:** App or Phone
(+1 205-236-0768)

www.birminghamal.gov/via



*Service zone at launch

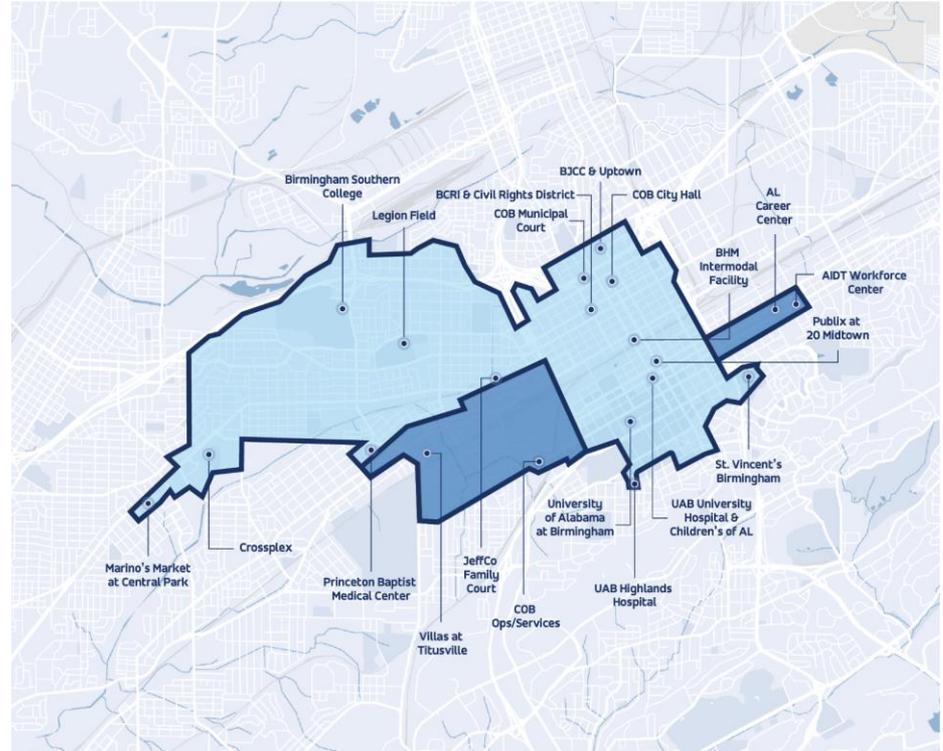


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Birmingham On-Demand expanded!

- Some tweaks have been made on the edges of the service zone in Birmingham
- Zone now covers **North Titusville** to the west and reach over to **AIDT Workforce Center** to the east



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15 weeks in, Birmingham On-Demand is showing high growth in ridership and low wait times.

10,200

Rides completed

4.9

Average rating

2.2

Average miles per ride

8.5

Avg. wait times (min)

93%

Pickups on time

184

Completed WAV rides

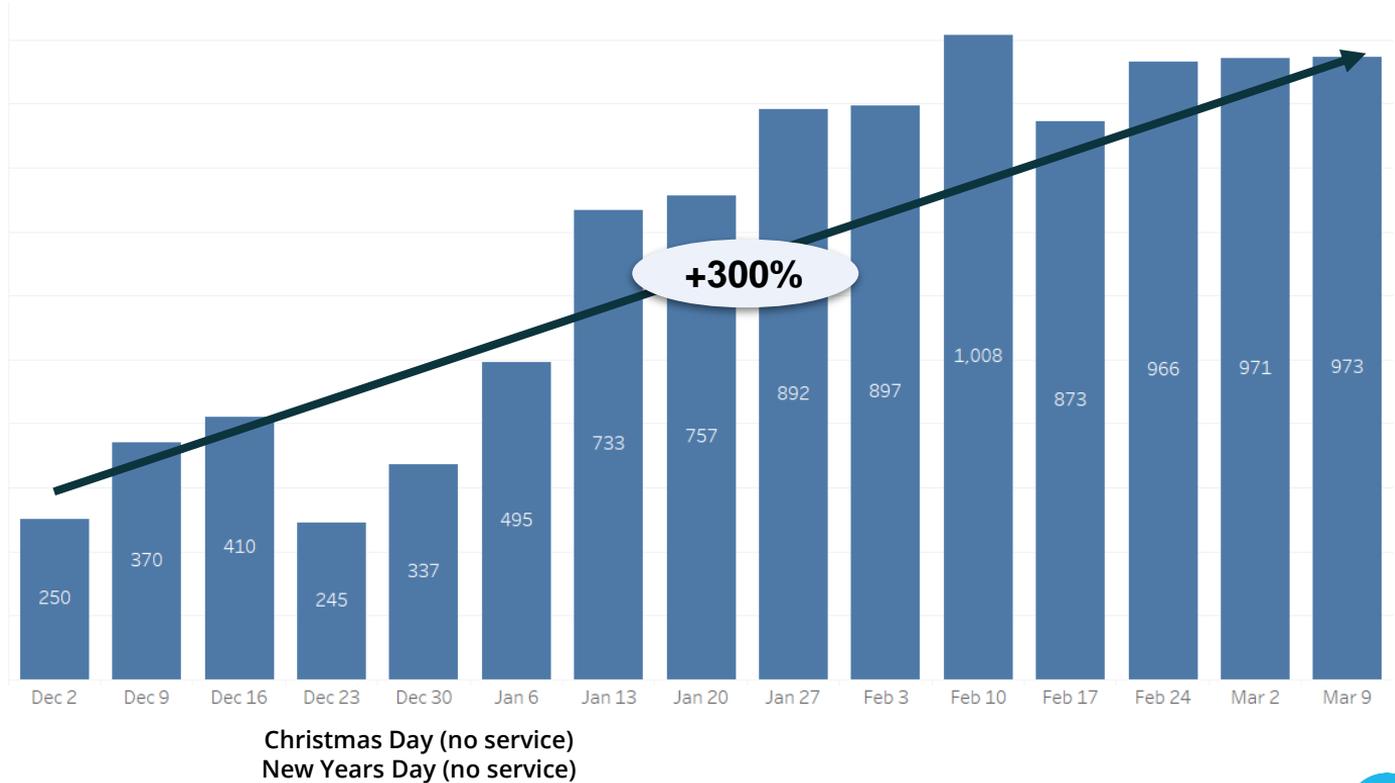


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Weekly ridership has been rapidly growing since day 1

- **10,200** rides to date
- More than tripled ridership since first week of service
- **184** completed rides for riders that require a **wheelchair accessible vehicle**

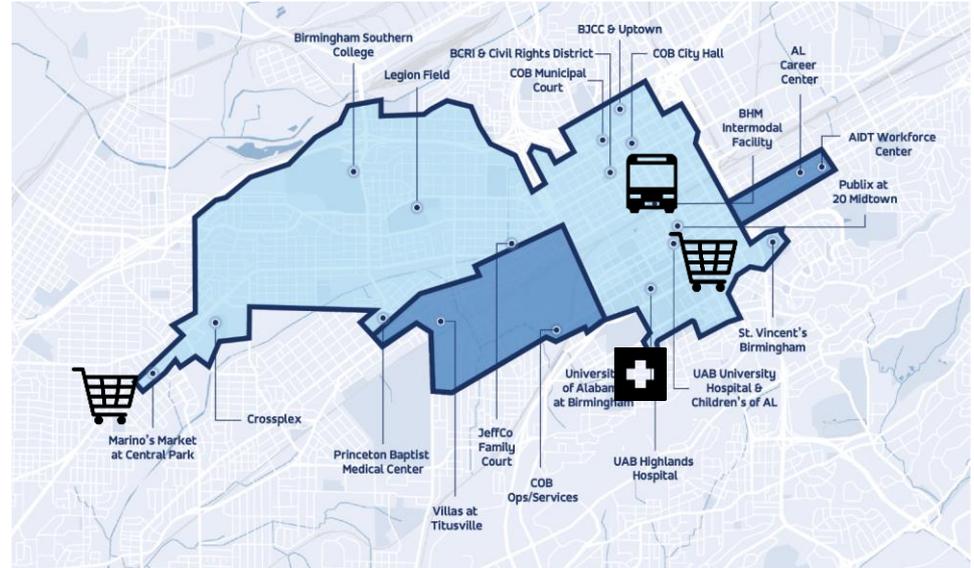


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Top pick up / drop off points are spread across pilot zone

1. Birmingham Intermodal Facility
 2. Publix
 3. Crossplex
- Birmingham City Hall
 - UAB Hospital Highlands
 - Marino's Market at Central Park



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 have provided overwhelmingly positive feedback.

It's **easy** to get a ride and not have to wait an hour.

birmingham needs modern, affordable transit options if it's going to be the technology hub of the south. via is **smart, convenient, and reliable**. i live in the city and i don't drive my car unless i'm going out of town.

Please keep service going, it is a great feature of living in Birmingham.

The service is always **timely**. The drivers are always **nice and clean**. And the price is perfect.

I love the service. I'd have been spending much more on transportation without Birmingham on Demand.

I always know where my driver is so I'm not waiting for no reason.

Simple easy efficient



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