



# ***BIRMINGHAM*** **ON-DEMAND**

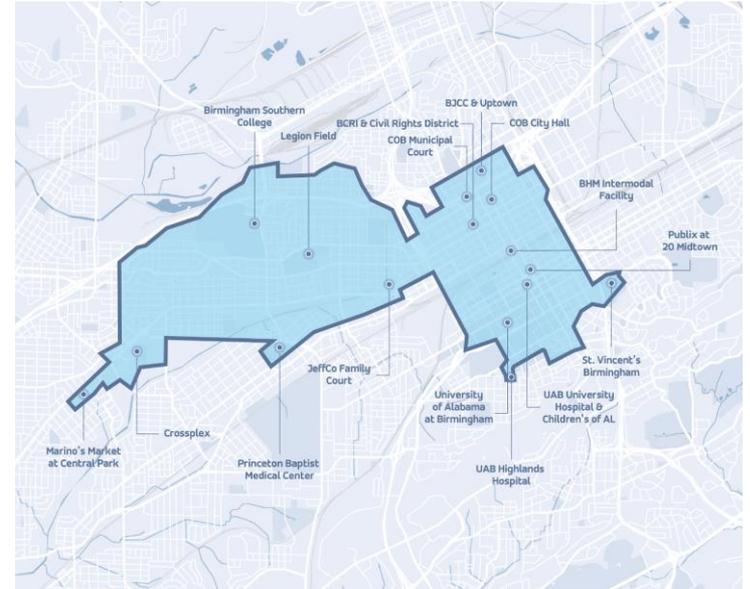
Monthly Update

April 13, 2020

# Service Overview

- **Launched:** December 3, 2019
- 
- **Hours:** Mon-Fri 6am-8pm and Sat 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](http://www.birminghamal.gov/via)



\*Service zone at launch

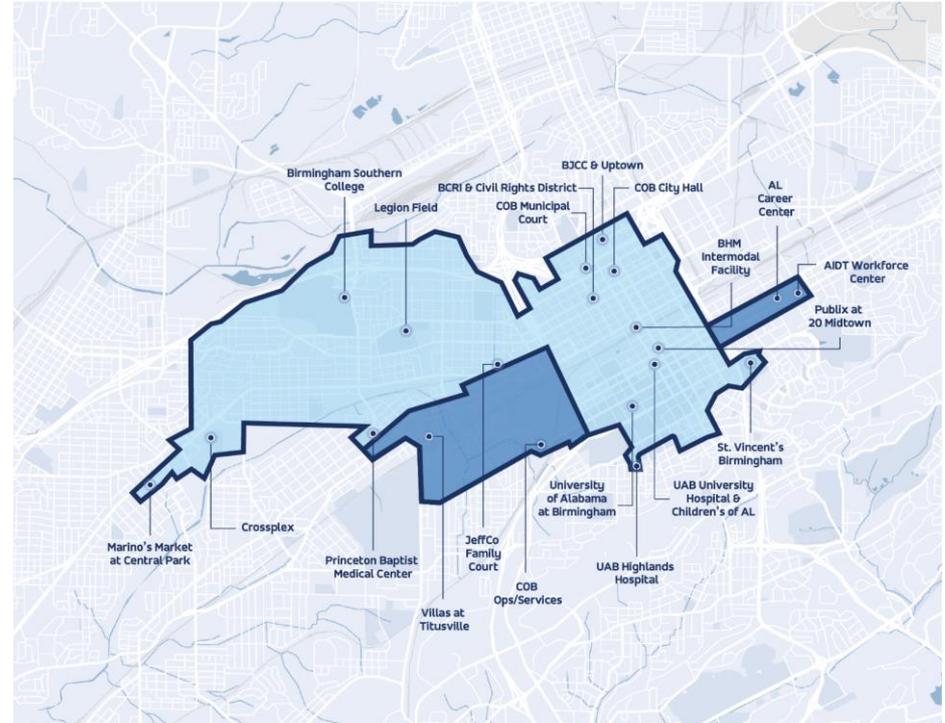


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# Service zone has expanded to serve more of the city

- In March 2020, service zone expanded to almost **8.5 sq mi** to serve more riders
- Western boundary edge now covers **North Titusville** (COB Operations Hub & 6<sup>th</sup> Ave S corridor)
- Eastern border slightly extended to reach **AIDT Workforce Center** & **AL Career Center**



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# Now ~4 months in, Birmingham On-Demand continues to grow in ridership while maintaining low wait times

**11,750**

Rides completed

**4.9**

Average rider rating

**2.2**

Average miles per ride

**8.3**

Avg. wait times (min)

**93%**

Pickups on time

**210**

Wheelchair accessible vehicle rides



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# During Shelter in Place, the service is a reliable transportation option for *Essential Activities*

- On March 24, 2020, the Council of the City of Birmingham established a “**Shelter in Place Order**” for the City of Birmingham during the COVID-19 Public Health Emergency
- As such, Birmingham On-Demand should only be used for *Essential Activities*, such as, but not limited to:
  - transportation for essential workers,
  - obtaining grocery items,
  - obtaining medication at a pharmacy, or
  - visiting a healthcare professional.



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# Birmingham On-Demand continues to run during the same hours with modifications for safety purposes

## *Typical Service Levels Maintained*

- **Operating Hours** are still Monday to Friday from 6am-8pm and Saturday from 10am-8pm
- **Wheelchair accessible vehicle** is still available

## *Health & Safety Modifications*

- Capacity modified to **maximum 3 passengers** to promote social distancing
- **Increased vehicle cleaning**
- **Increased sanitation procedures**

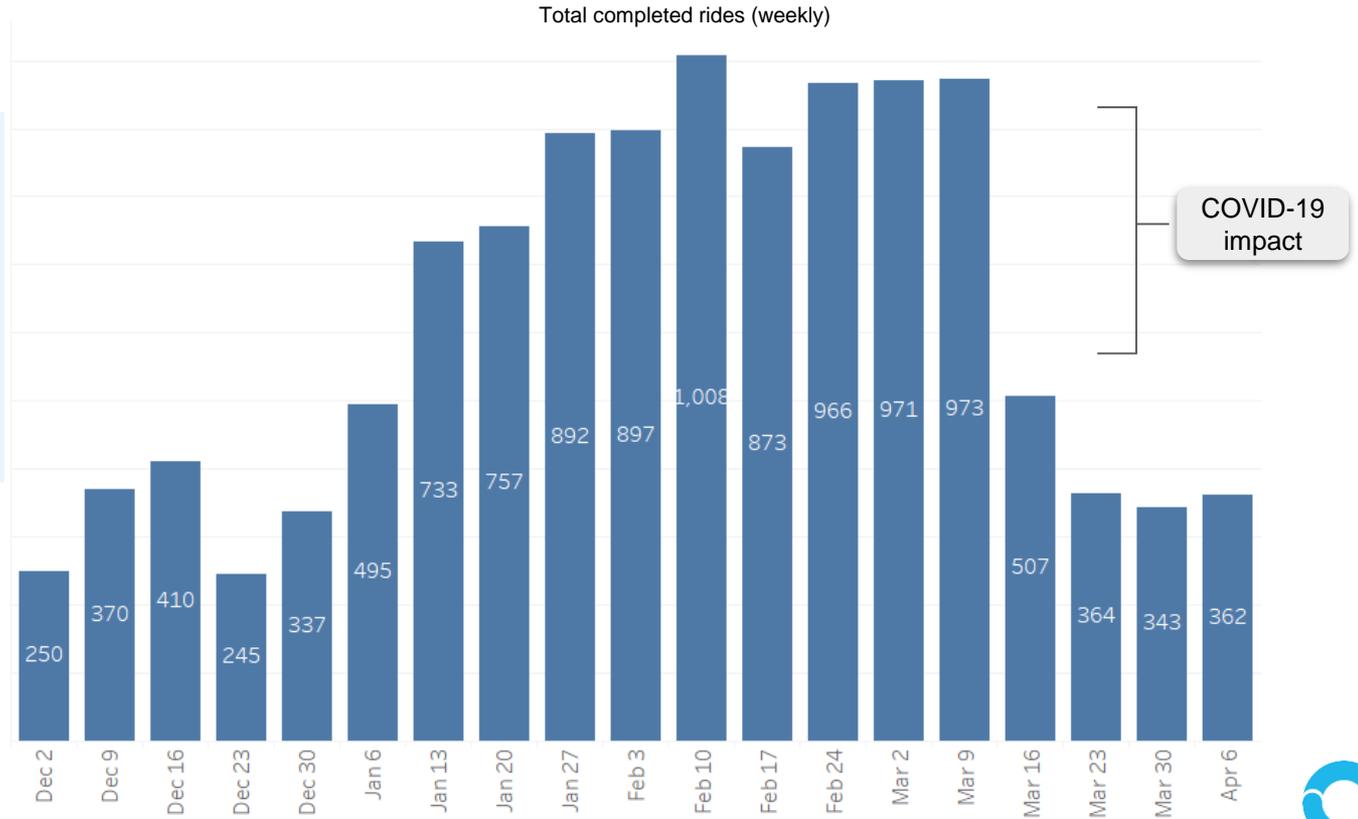


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# The service is still enabling essential trips, even as many residents shelter in place

- **11,750** rides to date
- As expected, ridership has declined during COVID-19



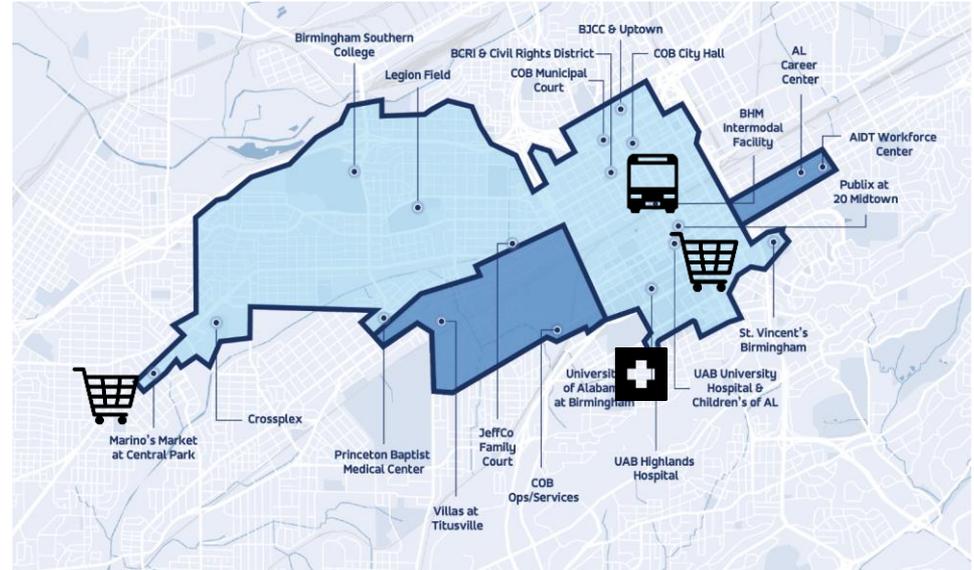
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# Birmingham On-Demand continues to provide access to healthcare and grocery stores amidst COVID-19

## *Top pick up / drop off points*

1. Birmingham Intermodal Facility
2. Publix
3. Crossplex
4. UAB Hospital Highlands
5. Marino's Market at Central Park



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# Rider feedback remains overwhelmingly positive

***Riders appreciated the service Pre-COVID for its...***

## **Affordability**

I love the service. I'd have been spending much more without Birmingham On-Demand.

## **Reliability**

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

## **Convenience**

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

***...and continue to value it highly today during crisis***

**...I'm an essential worker/nursing and it made me feel at ease** as [the driver] dropped me off at the hospital.. [the driver] was using hand sanitizer which is comforting to reassure me he cleans his van!!!



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