



BIRMINGHAM **ON-DEMAND**

Transportation Committee Update

May 20, 2020

Agenda

Service Overview

COVID-19 Update & Rider Response

Future of Birmingham On-Demand

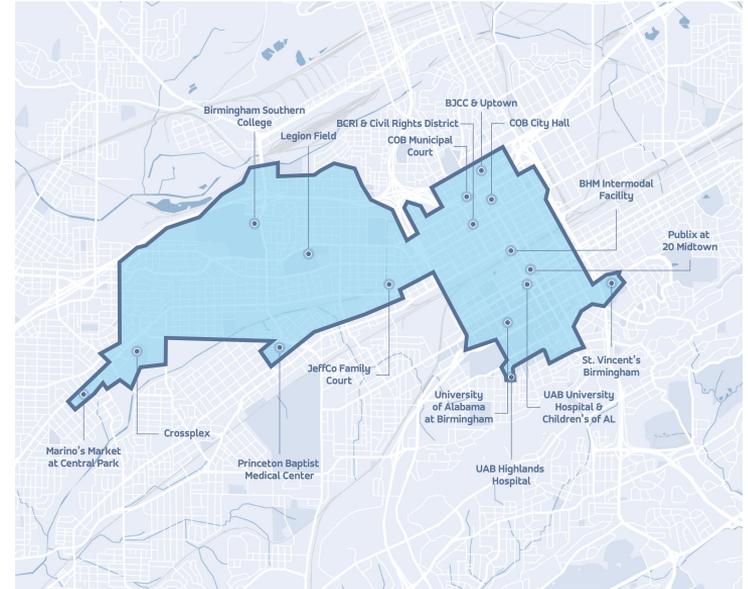


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Service Overview

- **Launched:** December 3, 2019
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- **Hours:** Mon-Fri from 6am-8pm and Sat from 10am-8pm
 - **Number of 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

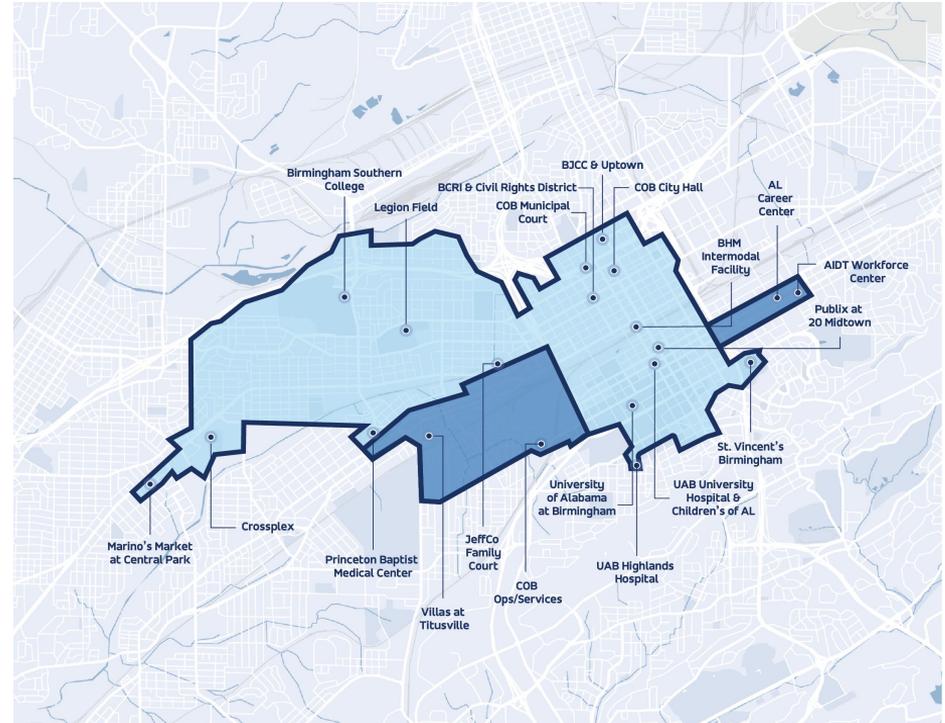


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Service zone has expanded to serve more of the city

- Since launch, service zone expanded to almost 8.5 sq mi to serve more riders
- Zone now covers North Titusville to the west
- Eastern border expanded to reach to AIDT Workforce Center to the east



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Birmingham On-Demand has emerged as a critical and accessible resource for Birmingham residents

13,600

Rides completed

8.2

Avg. wait time (min)

250

Wheelchair accessible vehicle rides

4.84

Average rider rating

93%

Pickups on time

2.1

Average miles per ride



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During COVID-19, the service remains fully operational with additional rider and driver safety measures

Typical Service Levels Maintained

- **Hours:** Mon-Fri from 6am-8pm and Sat from 10am-8pm
- Wheelchair accessible vehicle available

Health & Safety Measures

- Capacity modified to **maximum 3 passengers** to promote social distancing
- Increased vehicle **cleaning procedures**
- Drivers & riders **wear a mask** to ride



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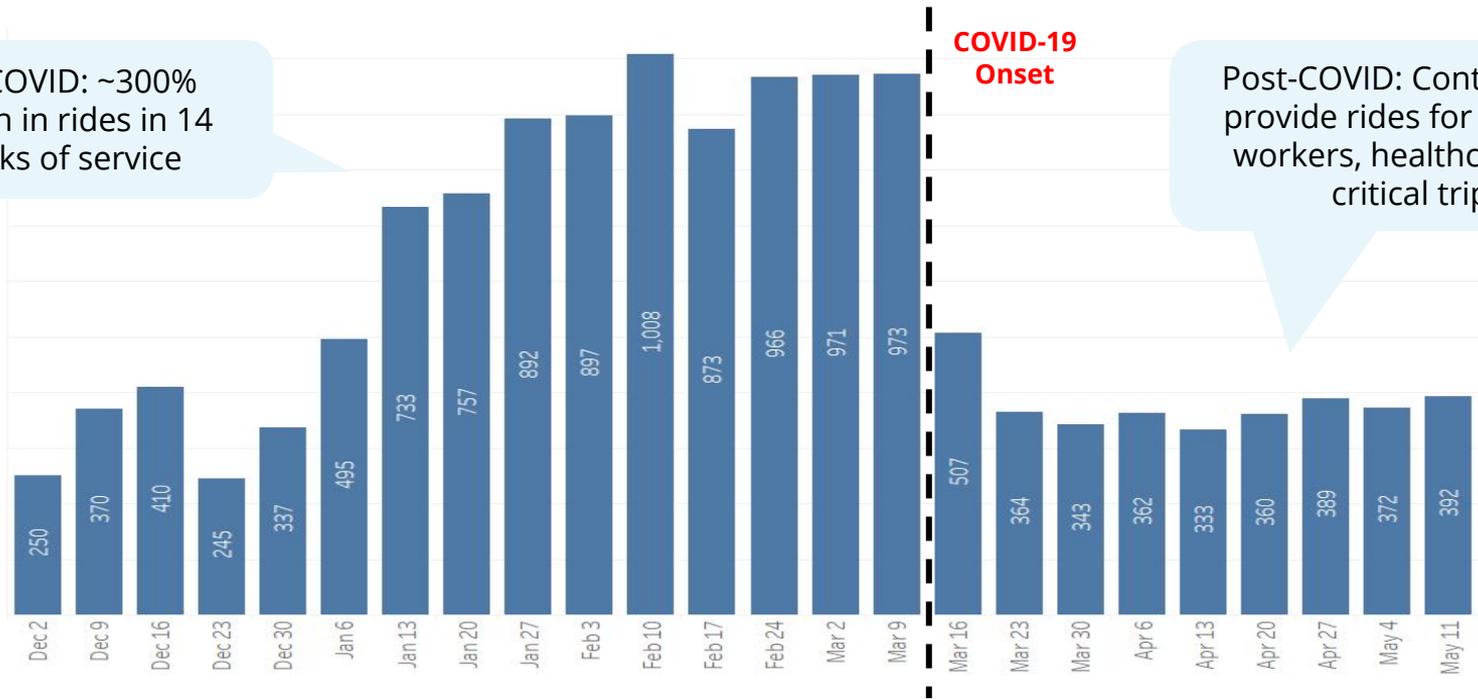


The service is still enabling essential trips, even as many residents stay home

Total completed rides (weekly)

Pre-COVID: ~300% growth in rides in 14 weeks of service

Post-COVID: Continuing to provide rides for essential workers, healthcare, and critical trips



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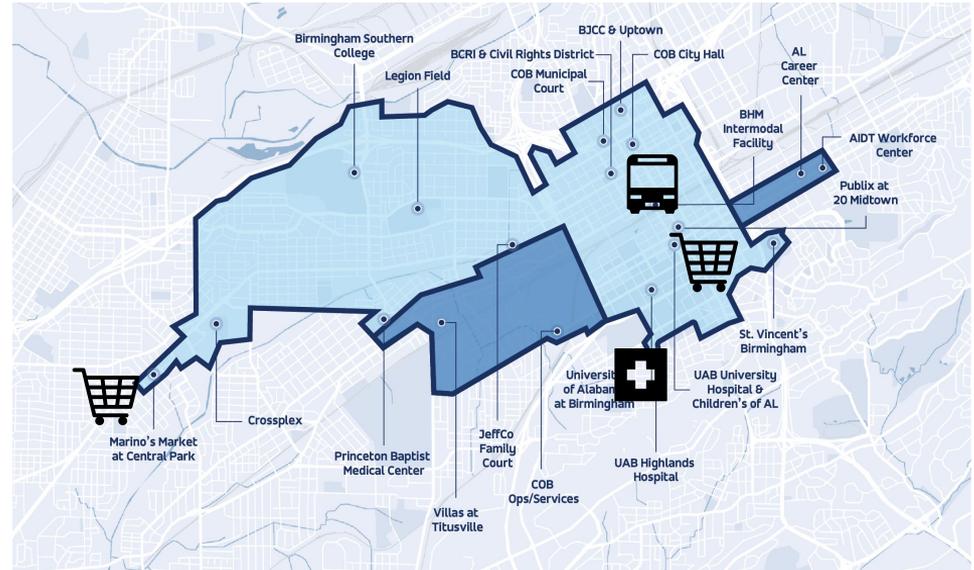


Birmingham On-Demand enables food security, health care access, and regional mobility

Top pick up / drop off points

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

Destinations especially critical as Birmingham residents cope with COVID-19



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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.

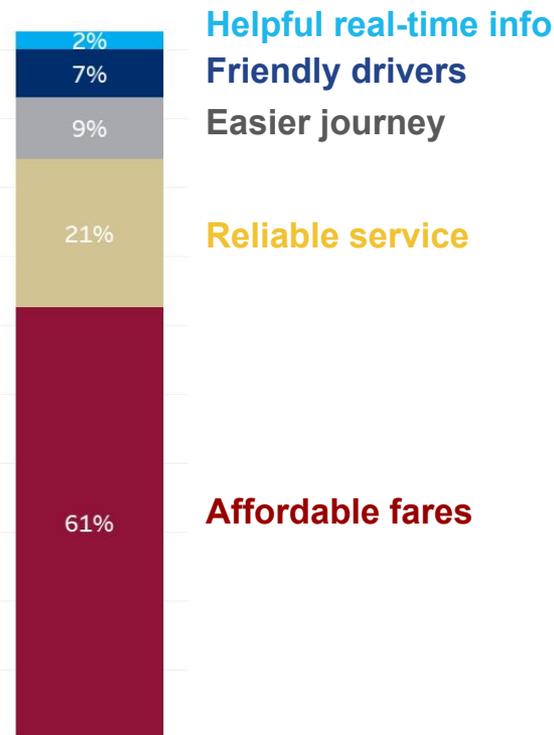
Reliability

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.

What do you like most about Birmingham On-Demand?



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Rider feedback remains overwhelmingly positive

...and continue to value it highly today

...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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Meet one of our Riders...



Why do you ride with Birmingham On-Demand?

It's the price. The drivers and the types of vehicle. You don't have to find parking and you save gas ... The service is really critical to us hospital workers.

I use it for everything so it's all useful. [The drivers] are always concerned about my safety. They know me by name. They always look out for me.

- *Nakisha Cook*



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Future of Birmingham On-Demand...

- Service is in **month 5 of 6-month** pilot
- Contract ends June 2, 2020
- Long term future of service depends on budget for Fiscal Year 2020
- Discussions to be initiated over coming weeks



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Immediate next steps

- Sign administrative Contract Amendment for 2-month date extension
- Use *existing* hours in budget to continue service past 6-month pilot
- No additional funding needed
- Will not affect future contracting

