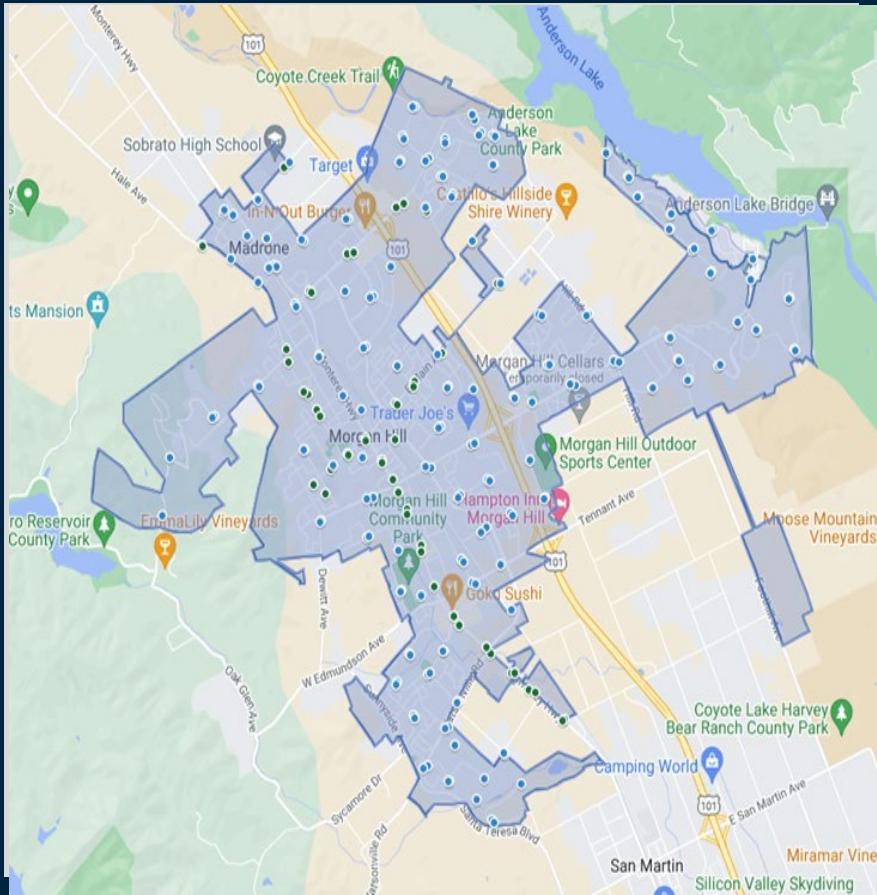


RIDE^{CO}

BUSINESS REVIEW

Morgan Hill: MoGo Quick Ride Service Outcomes

2023-10 to 2024-09



MORGAN HILL, CALIFORNIA

About MoGo

RideCo provides dynamic on-demand software and operations support for a solution that services the population of Morgan Hill



Service Details

- Service Hours:
 - 6am-9pm Mondays through Fridays
 - 7am-9pm Saturdays
- Passengers are picked up and dropped off at flex stops throughout Morgan Hill
- Rides can be booked by website; mobile app; or telephone call-in, on-demand or pre-scheduled

SERVICE OUTCOMES

Target KPIs

| EXCEEDS GOAL! | EXCEEDS GOAL! | FOCUS AREA | FOCUS AREA | FOCUS AREA |
|--|---|---|---|---------------------------------|
| 4.8 Avg Ride Rating <small>Goal: 4.5+</small> | 97% On Time Performance <small>Goal: 90% Dropoff On Time Performance</small> | 81 Passengers per weekday <small>Goal: 150 passengers per day*</small> | 2.4 Avg. Daily PVH <small>Goal: 4+ PVH</small> | 40% Avg. Shared Rides |



Passenger Comments

- “This was our first time using MoGo for our 10 year old daughter. We got in a pinch with activity pickups and [the driver] was amazing! He made sure she arrived safely to her destination and waited until she went in!”
- “OVERALL RIDER EXPERIENCE has dramatically improved with Silver Ride. On Time. Clean Vehicles. Conscientious Drivers. THANK YOU... City of Morgan Hill and VTA.”
- “I'm super pleased with MoGo and highly recommend!”
- “Love this service. Thank you.”



SERVICE OUTCOMES

Target KPIs - Saturday Service



SERVICE OUTCOMES

Daily Records



3.9

Max Daily PVH

Goal: 4+ PVH

May 20, 2024



8.6

Max Hourly PVH

3-4pm: September 17, 2024



117

Max Passengers/Day

Goal: 150+ passengers/day
May 7, 2024



62%

Max Shared Ride Percentage

April 17, 2024



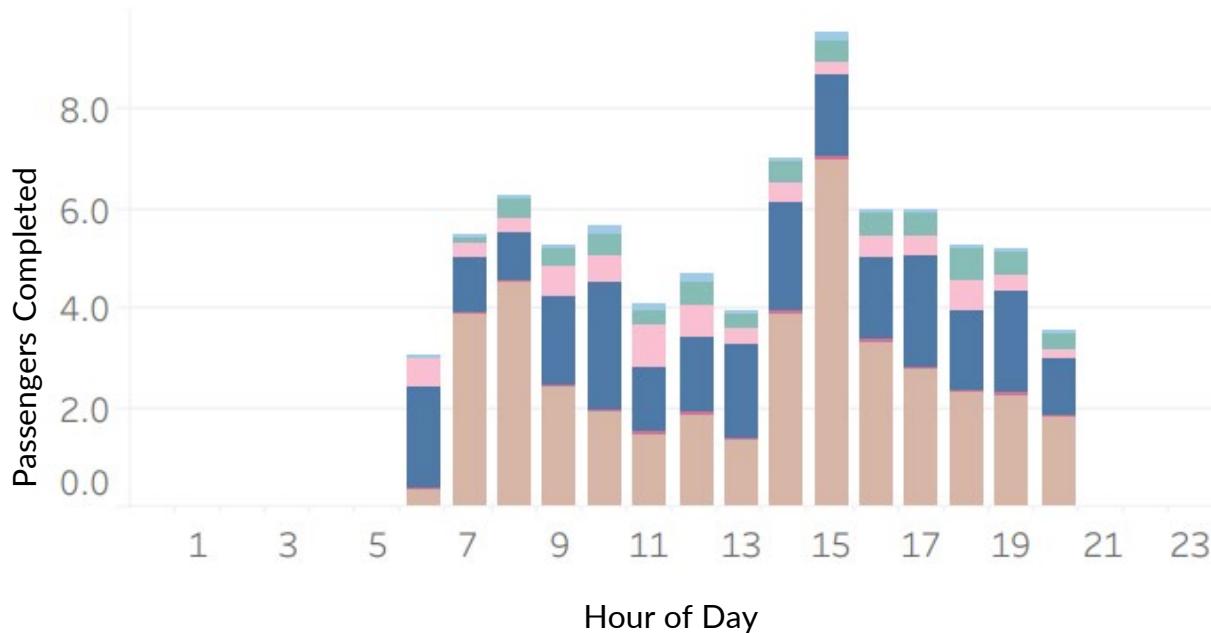
Service Insights

- The goal of 4.0 passengers-per vehicle hour is achievable based on the maximum values; ridership would need to be distributed more evenly throughout the day in order to regularly achieve this (or the vehicle fleet would need to flex to accommodate peak demand).



Average Hourly Ridership

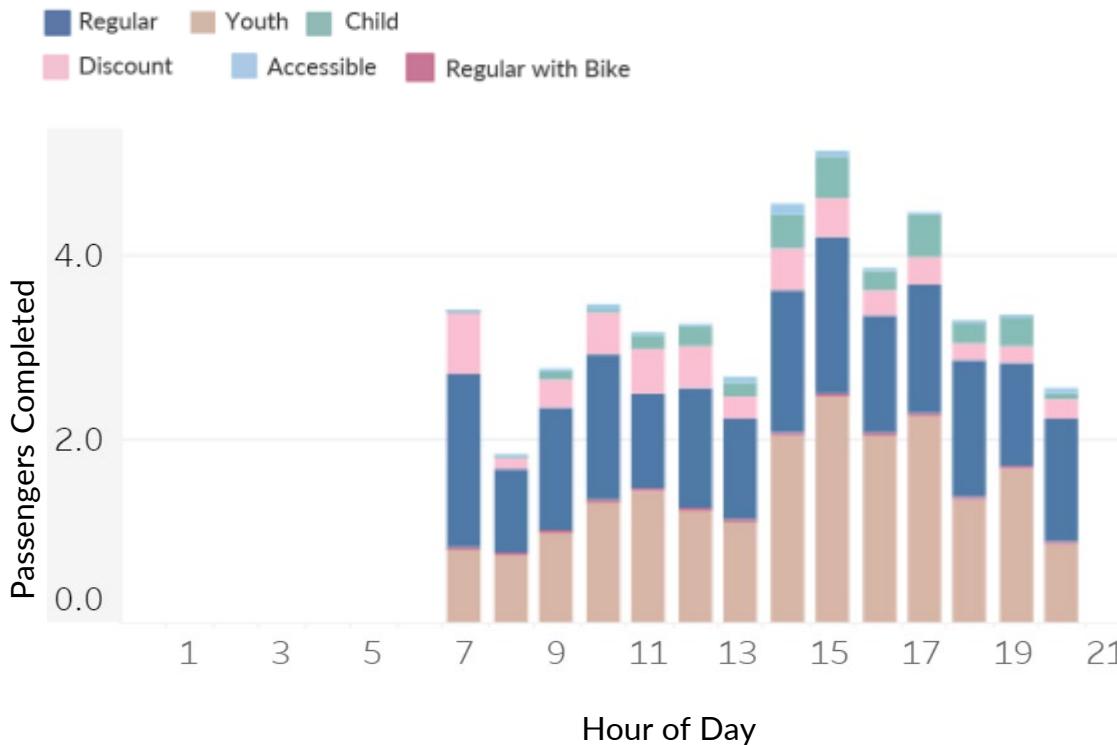
█ Regular █ Youth █ Child
█ Discount █ Accessible █ Regular with Bike



Insights

- Youth make up 50% of total ridership
- Students rely on MoGo to get to and from school; Peak hours correlate with school bell times: 3PM continues to be the busiest hour

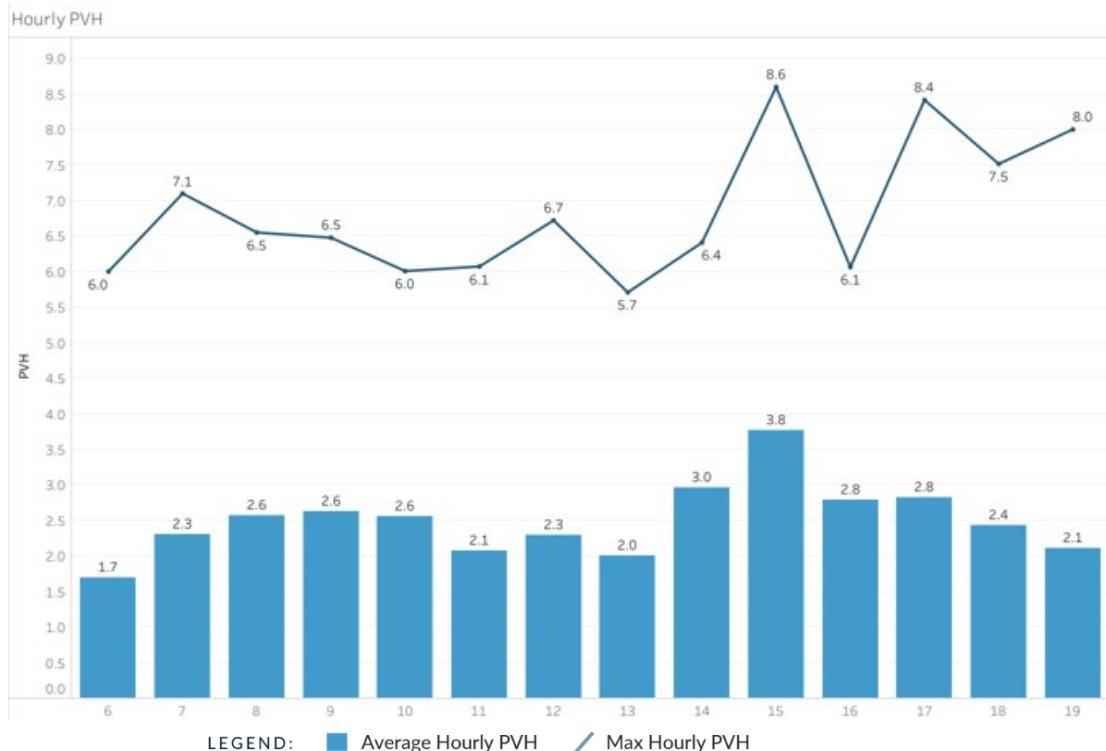
Average Hourly Ridership - Saturday



Insights

- Ridership is less on Saturdays (avg. 48 as compared to 81)
- Youth continue to make up a substantial portion of ridership
- The weekday morning peak occurs slightly earlier (7am) or later (10-11am); though the afternoon peak occurs at a similar time (3-4pm)

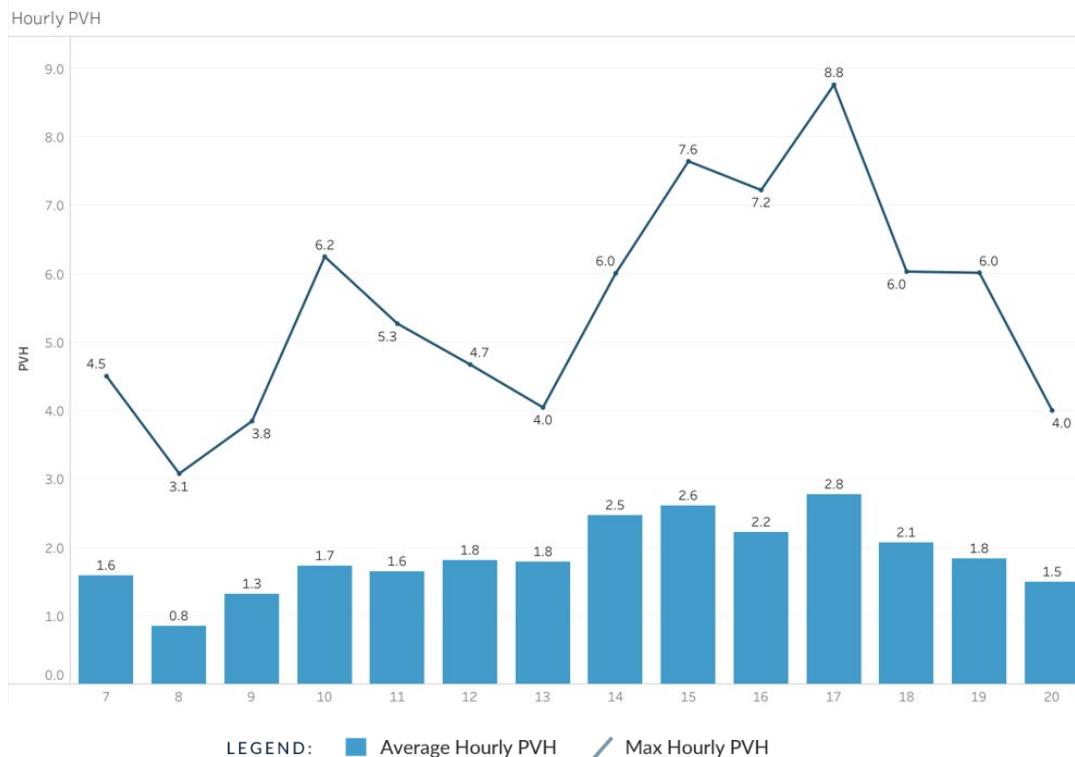
Productivity



Insights

- Average Passengers per Vehicle Hour (PVH) of 2.4 remains well below the targeted level (4+) needed to achieve an efficient service model.
- Service productivity is stable throughout the day, peaking in the afternoon
- Increased productivity around bell times; efficient trip-sharing is possible with a common origin or destination (the school)

Productivity - Saturday

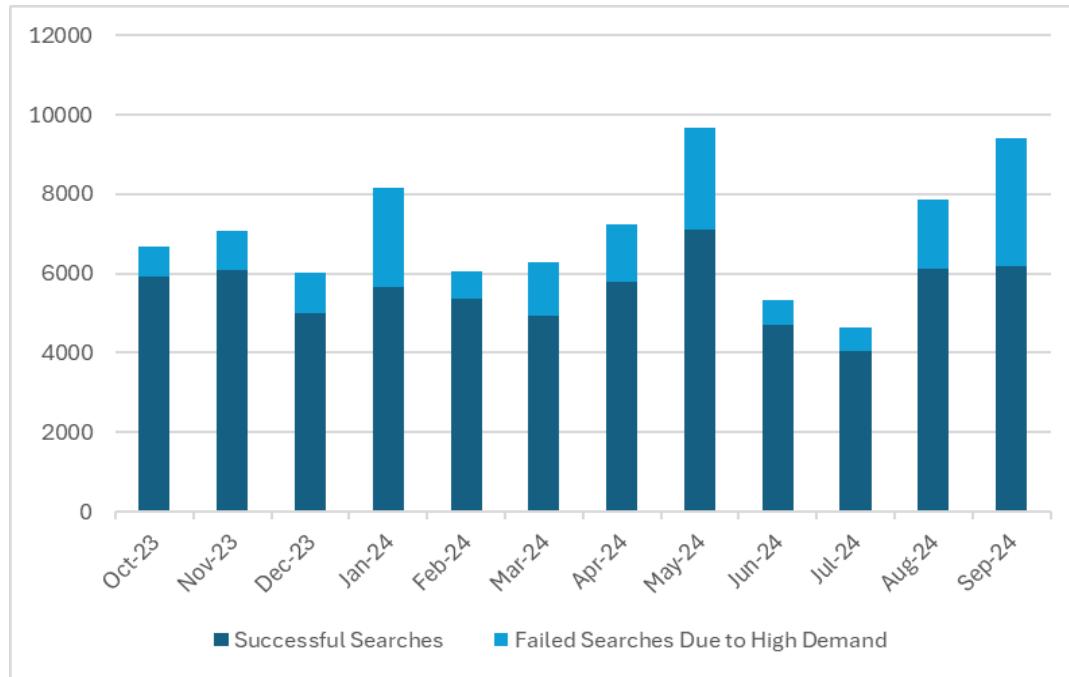


Insights

- Average Passengers per Vehicle Hour (PVH) of 1.8 on Saturdays remains well below the targeted level (4+) needed to achieve an efficient service model.
- Service productivity is stable throughout the day, peaking in the afternoon

Search Volume

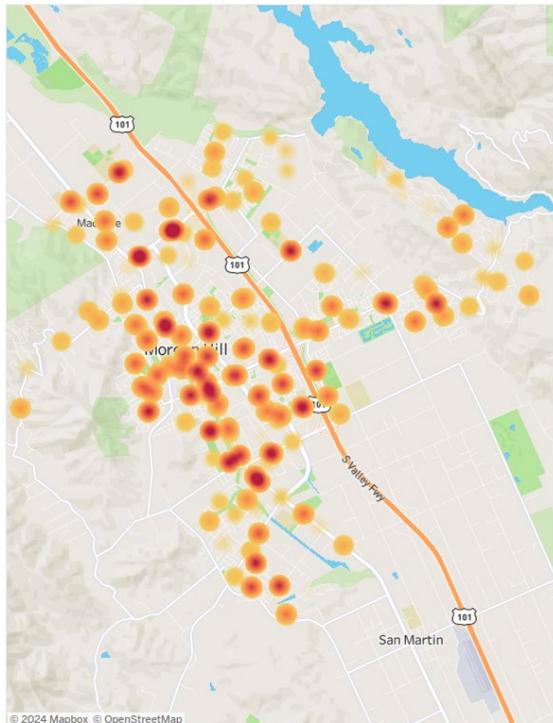
of Successful Searches v. Failed Searches due to High Demand



Insights

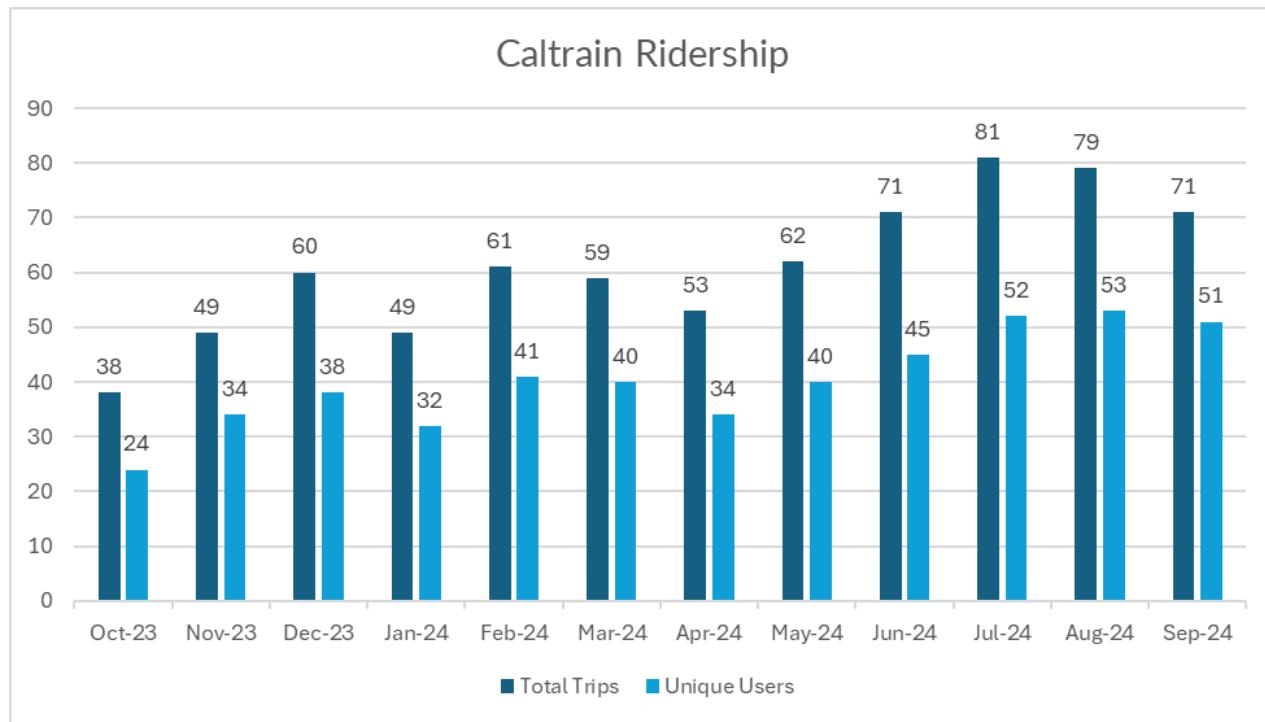
- Successful searches have increased significantly over the second year of service as compared to the first
- Record-level successful searches achieved in May 2024, immediately prior to summer break
- Overall demand decreased in summer months, which is typical for transit service (and expected, given large percentage of student riders)
- There is high demand for the service, working with the operations provider to ensure the service is staffed and vehicles are in service is critical to success

Hot Spot Areas



| Location | % of Pickups | % of Dropoffs |
|--|--------------|---------------|
| Live Oak High School on WB E Main Ave | 8.1% | 10.3% |
| EB Cochrane at Sutter | 3.7% | 5.8% |
| Sobrato High School | 4.7% | 4.4% |
| Centennial Recreation Center | 2.0% | 3.7% |
| WB Cochrane at De Paul NW | 1.4% | 2.8% |
| EB Dunne Ave at Walnut Grove Dr | 1.9% | 2.8% |
| NB Del Monte Ave at Park Place Apartment | 4.4% | 2.1% |
| SB Monterey at Dunne | 3.2% | 2.2% |
| SB Monterey Rd at Wright Ave | 2.5% | 2.0% |

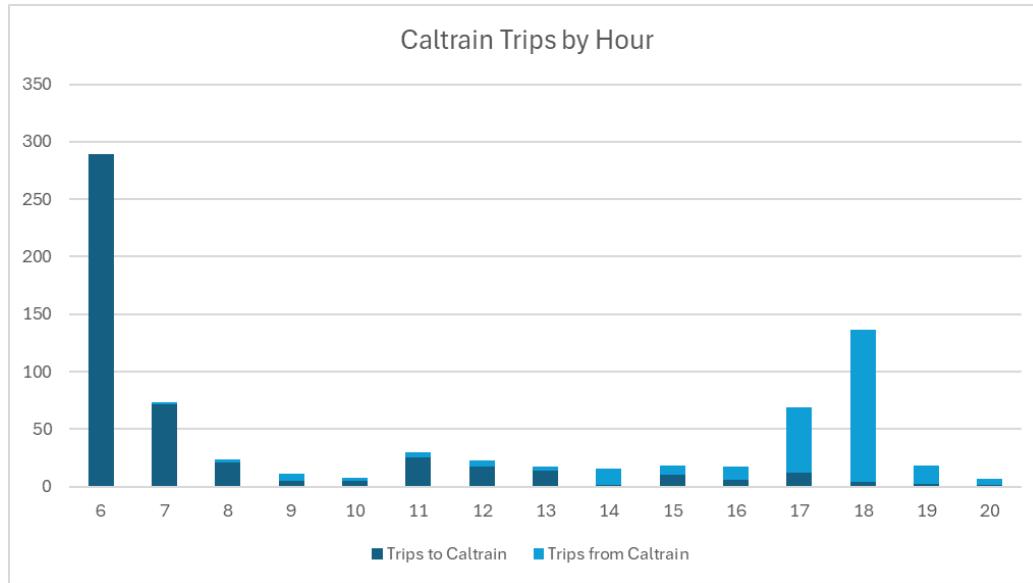
Ridership to/from Caltrain



Insights

- While ridership to and from the Caltrain station has grown, it remains low at an average of 3 trips per weekday as of September 2024

Trips to/from Caltrain by Hour



Total weekday trips October 1, 2023-September 30, 2024

Summary

- Trips to/from the Caltrain Station follow a very different demand pattern than the general MoGo travel demand - correlating strongly with train arrivals and departures. This indicates that passengers are transferring to/from Caltrain
- The service change to begin at 6am has allowed passengers to arrive in time for the 6:49 and 7:10am trains.
 - There may be an associated network effect; passengers would be unlikely to make the return trips in the 5-6pm hours without the ability to connect in the morning

Thank you