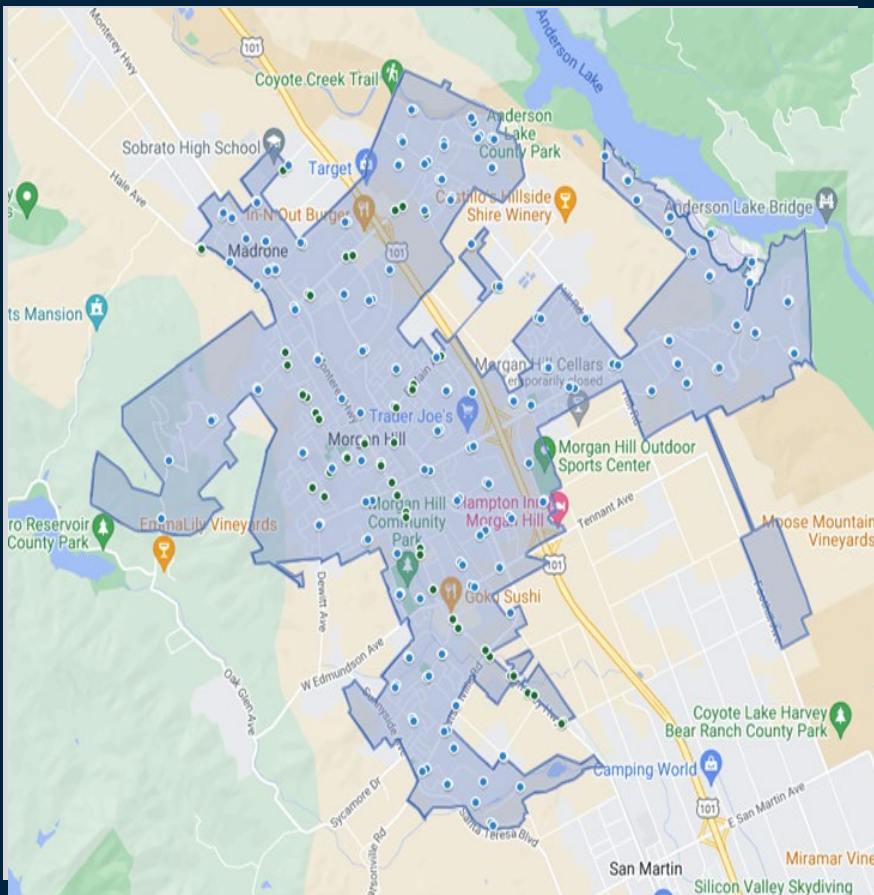


**RIDE****CO**

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
<p><b>4.8</b></p> <p>Avg Ride Rating</p> <p>Goal: 4.5+</p>	<p><b>97%</b></p> <p>On Time Performance</p> <p>Goal: 90% Dropoff On Time Performance</p>	<p><b>81</b></p> <p>Passengers per weekday</p> <p>Goal: 150 passengers per day*</p>	<p><b>2.4</b></p> <p>Avg. Daily PVH</p> <p>Goal: 4+ PVH</p>	<p><b>40%</b></p> <p>Avg. Shared Rides</p>



## 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



**99%**

On Time Performance

Goal: 90% Dropoff On Time  
Performance



**48**

Avg. Passengers



**1.8**

Avg. PVH



**20%**

Avg. Shared Rides



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

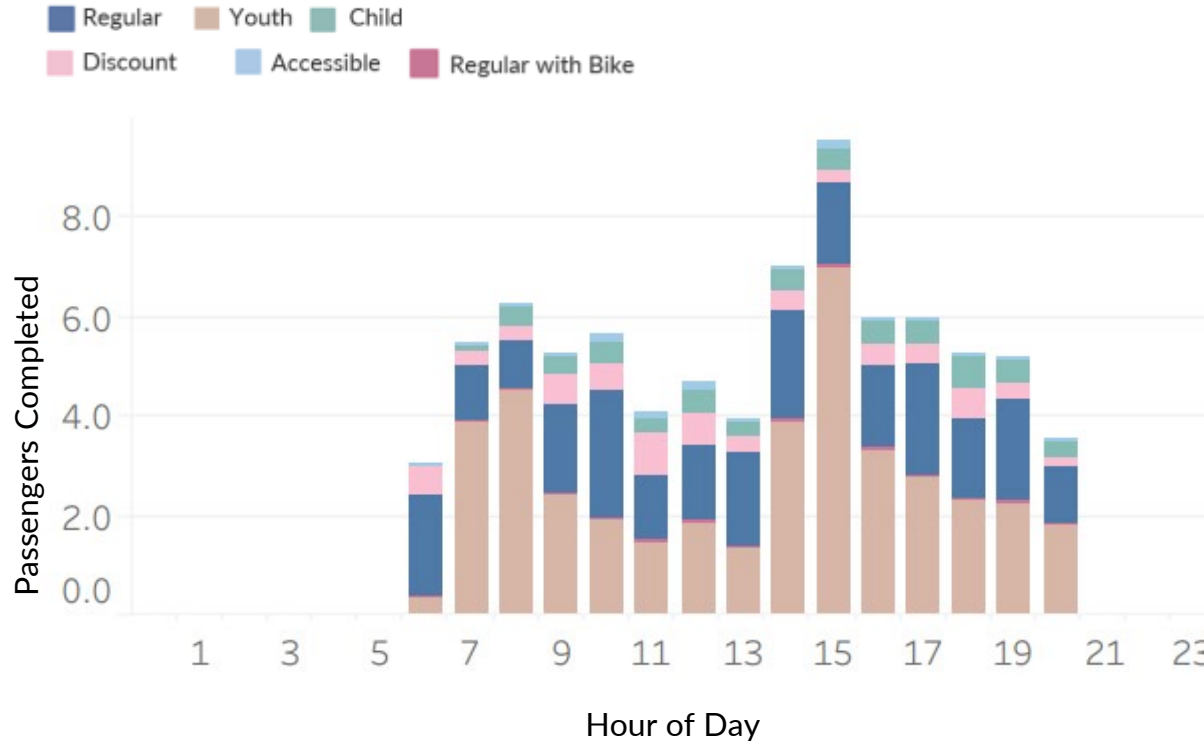


## Service Insights

- 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).



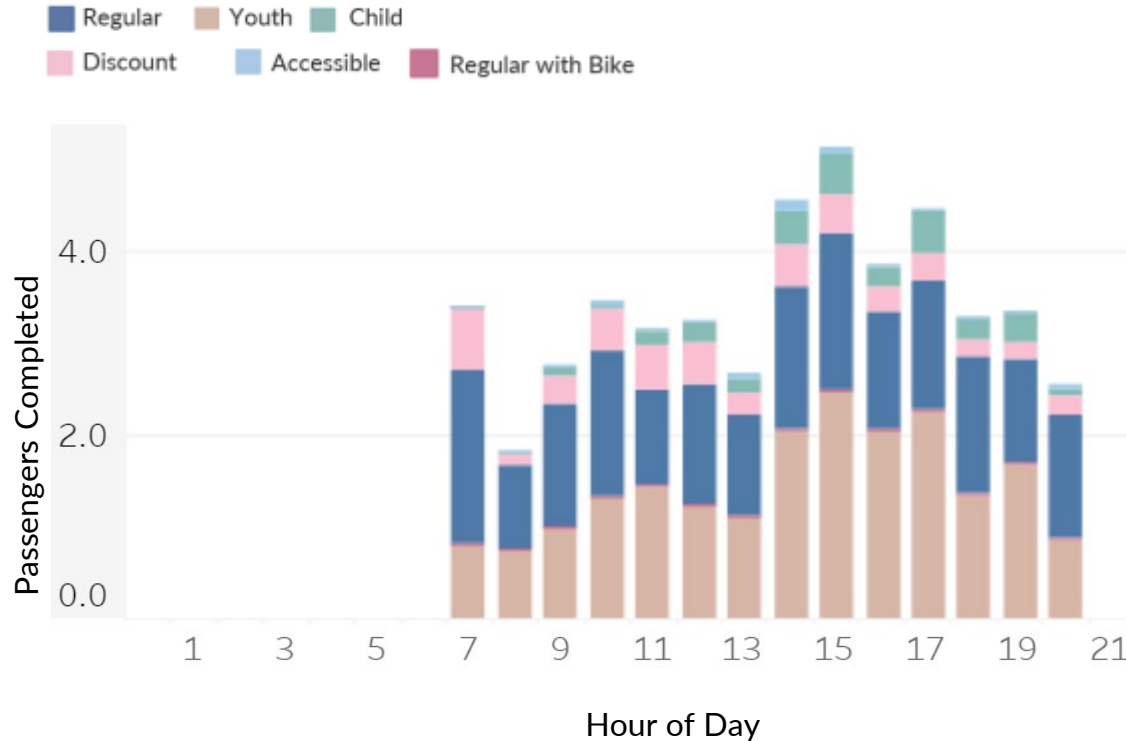
# Average Hourly Ridership



## 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

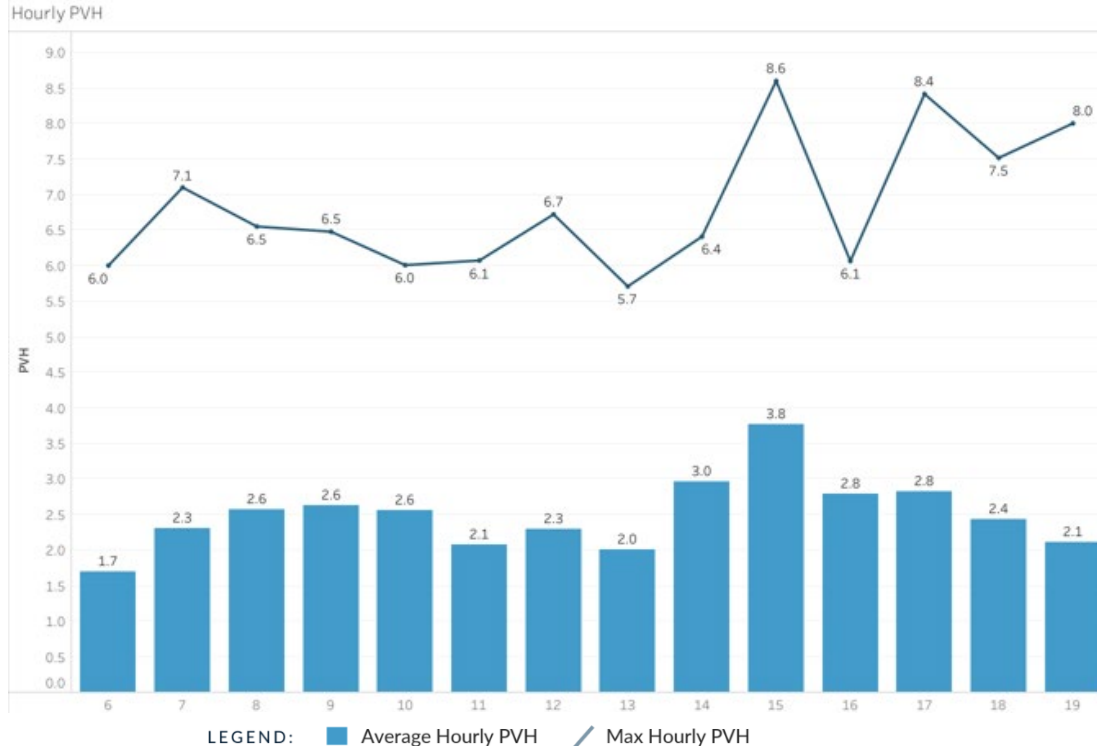
# Average Hourly Ridership - Saturday



## 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)

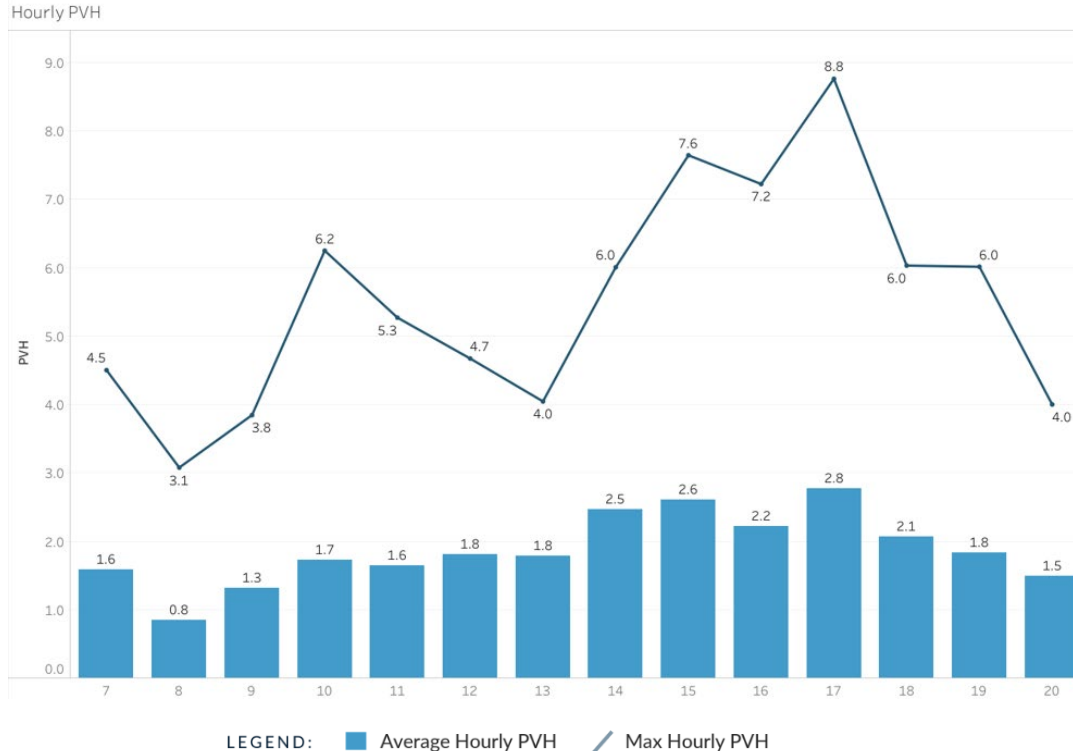
# Productivity



## 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

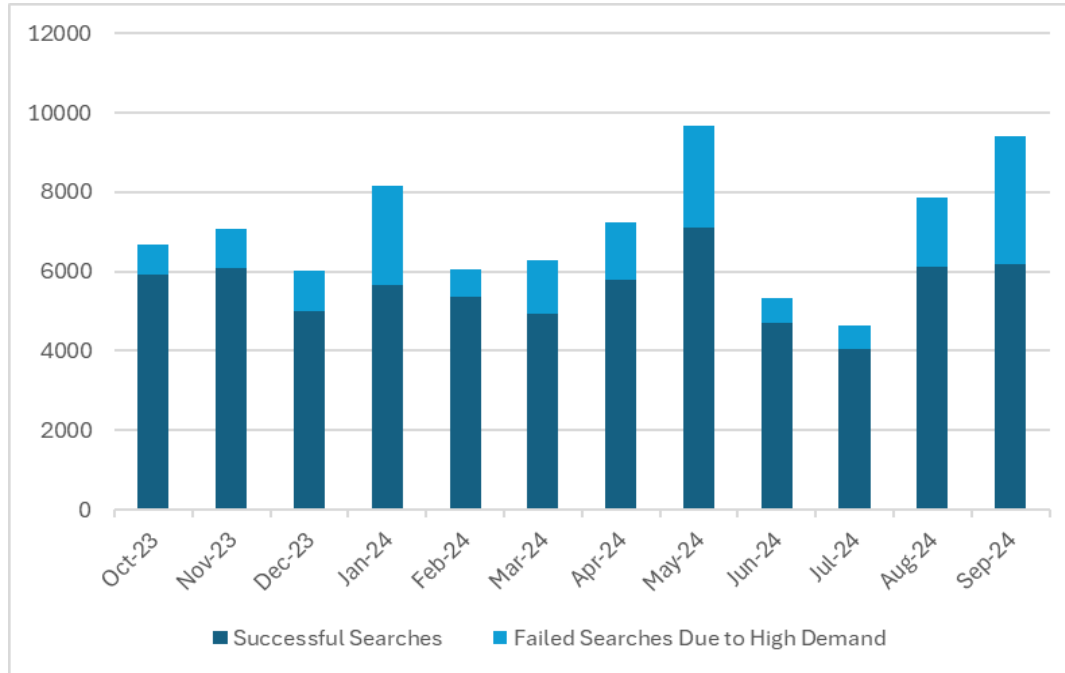


## Insights

- 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

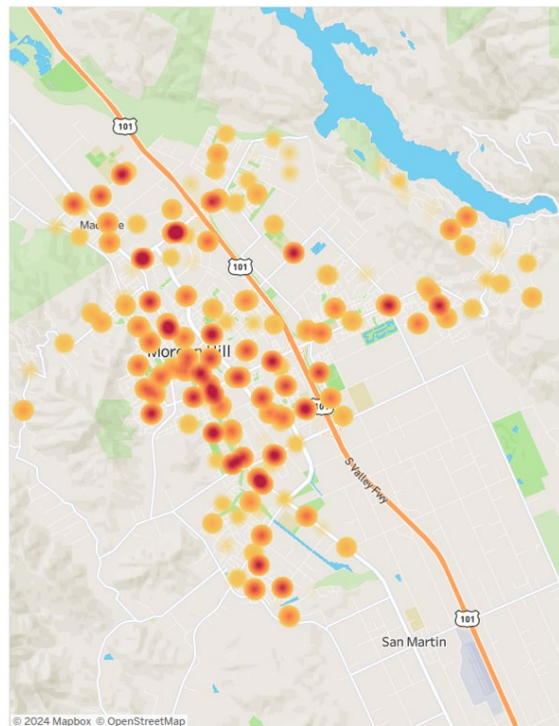
## # of Successful Searches v. Failed Searches due to High Demand



## Insights

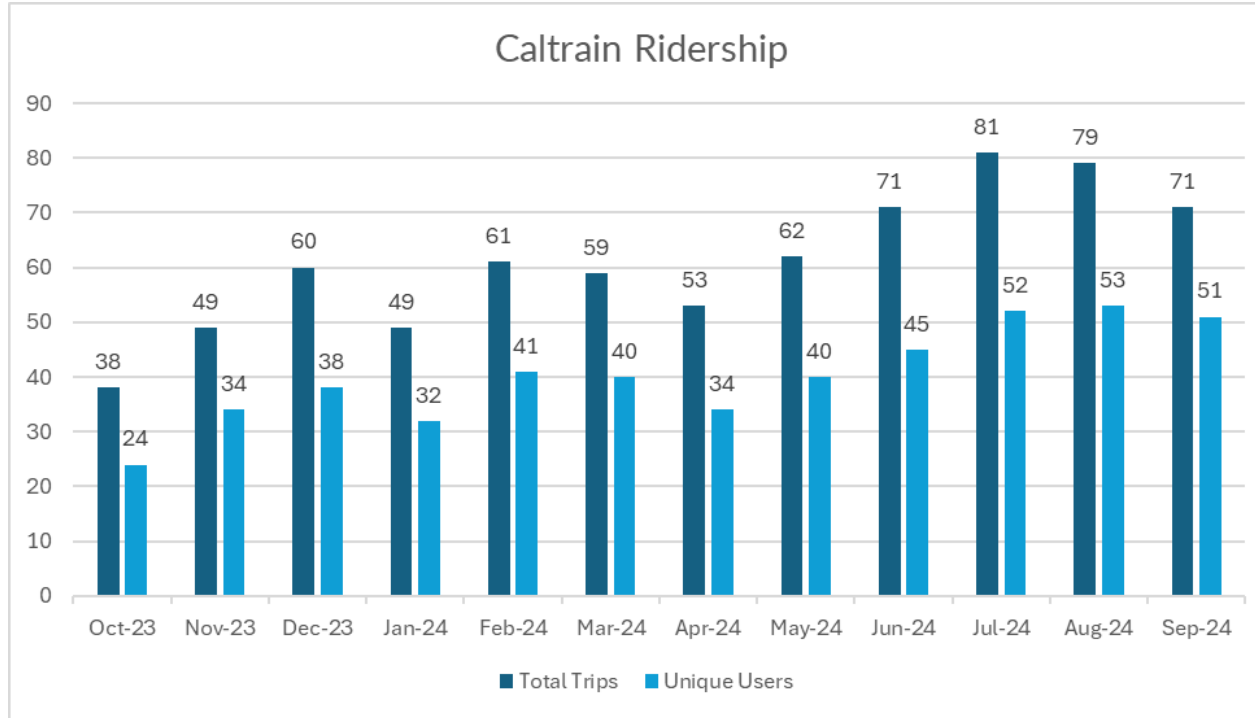
- Successful searches have increased significantly over the second year of service as compared to the first
- Record-level successful searches achieved in May 2024, immediately prior to summer break
- Overall demand decreased in summer months, which is typical for transit service (and expected, given 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%

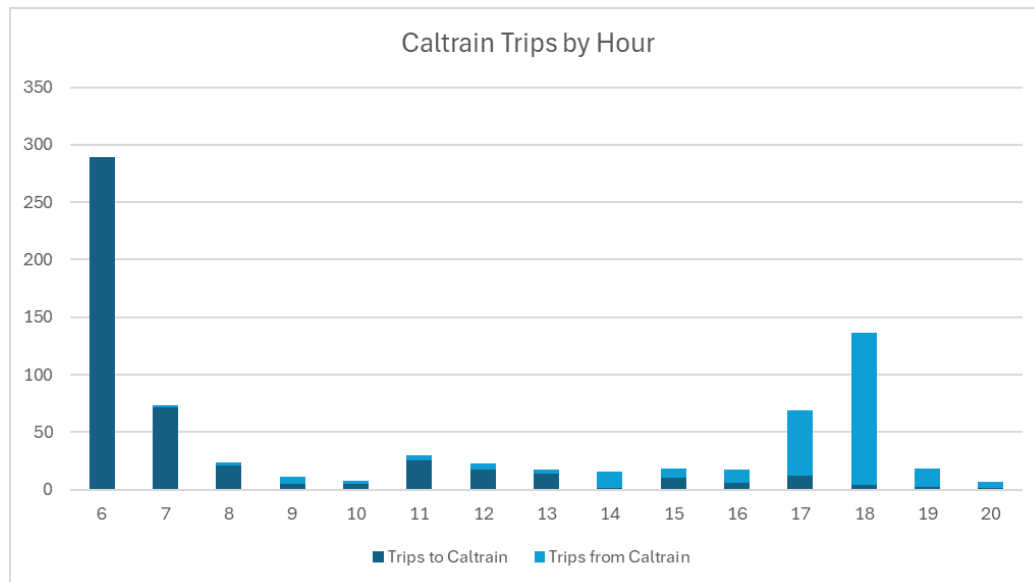
# Ridership to/from Caltrain



## 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



## 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

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



# Thank you