



FREQUENTLY ASKED QUESTIONS

- Why is the MoGo service ending?
 - o The MoGo on-demand rideshare service was a pilot program funded by a grant. The City has worked to secure funding to extend MoGo, but there is not a readily-available permanent funding source for the service. The last day of service is Saturday, February 15, 2025.
- Will MoGo be reinstated in the future?
 - o As a pilot program, MoGo was designed to test an innovative public transportation model in Morgan Hill. Based on the City's experience over two years, the service model had successes and challenges. MoGo received positive feedback from users and achieved strong on-time performance. However, MoGo also experienced operational challenges and ridership fell short of target. With MoGo ridership averaging 81 trips per day (compared to a goal of 150 trips per day), MoGo was less efficient than originally modeled. Ultimately, this service model is difficult to sustain without significant dedicated taxpayer subsidy due to its high per-ride operating cost and low potential for fare recovery. Our team will continue to explore innovative transit options for our Morgan Hill community.
- Could passenger fares cover the cost of MoGo?
 - o At current ridership levels, MoGo costs \$29.50 per ride. Fares paid by passengers range from \$1.00 to \$2.50 per one-way trip. These fares are set based on benchmarking in other similar markets. At this level, fare revenue covers just 4% of the direct operating cost. The City evaluated a fare increase to help pay for the service. However, it is not feasible for fares to cover a significant cost of the service and remain affordable for users. This leads to fewer users, which further destabilizes the service's efficiency and cost recovery potential.
- Could more have been done to increase ridership?
 - o The Morgan Hill community embraced MoGo and it was promoted widely by our community partners and team. MoGo had 1,527 users in its first two years. While the community is widely aware of MoGo and a portion of our residents have become regular users, the ridership level of 81 passengers per day is far short of the program goal of 150 daily passengers. The City and our MoGo operator continuously evaluated customer feedback and performance metrics to adapt the service to meet user needs and increase ridership. As a pilot program, it was determined that MoGo's three vehicles in service maxed out at a lower ridership level than planned. This was due to Morgan Hill being geographically dispersed, concentrated peak demand times, and below expected shared rides. These factors reduce the number of passengers that can be supported with three vehicles. To increase ridership, more vans would need to be put into service. However, that would increase costs leading to a less sustainable operation.
- What other transportation options are there in Morgan Hill?

- There are transportation programs and services serving the Morgan Hill community. This list is not endorsed by the City of Morgan Hill nor is it exhaustive.
 - **VTA Routes** | Santa Clara Valley Transportation Authority (VTA) is an independent special district that provides sustainable, accessible, community-focused transportation options that are innovative, environmentally responsible, and promote the vitality of our region. <https://www.vta.org/go/routes> | **Local Morgan Hill Route:** <https://www.vta.org/go/routes/87> | **Gilroy TC - San Jose Diridon Rapid:** <https://www.vta.org/go/routes/rapid-568> | **Gilroy TC - San Jose Diridon:** <https://www.vta.org/go/routes/68>
 - **VTA ACCESS Paratransit** | VTA ACCESS Paratransit service is provided to eligible individuals with disabilities who cannot use conventional accessible bus and light rail transit service due to their physical, visual or cognitive disabilities. <https://www.vta.org/programs/access>
 - **RYDE (Reach Your Destination Easily)** | RYDE is a curb-to-curb transportation and local trip planning service for adults 65+ living in the Morgan Hill area. RYDE fees are fixed based on the number of miles you travel to a destination. <https://www.morganhill.ca.gov/2076/RIDE-Program>
 - **Sourcewise Transit Service** | Sourcewise provides curbside pickup and drop off transportation to adults 60 years and older and adults with disabilities who reside in Morgan Hill, San Martin, and Gilroy. <https://mysourcewise.com/programs-services/south-county-services/transportation/>
 - **MHUSD Transportation Department** | Transportation services for Morgan Hill Unified School District. <https://www.mhusd.org/departments/business-services/transportation>