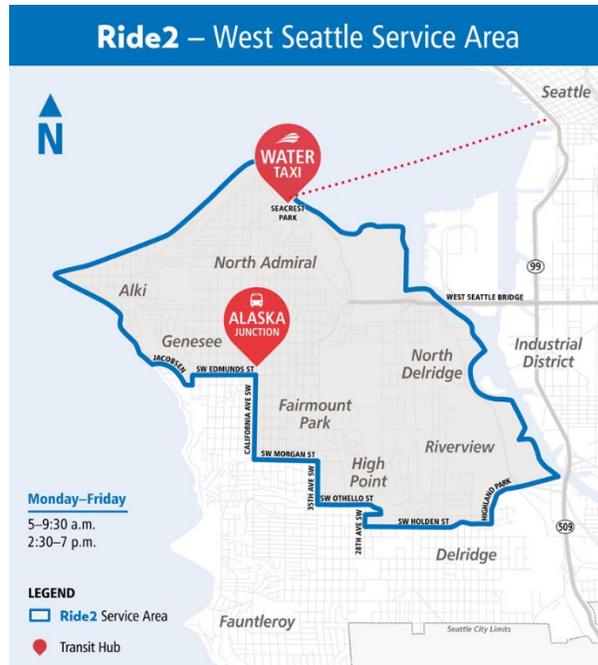


Ride2 Eastgate/West Seattle Pilot Summary



Service Hours:
Monday–Friday, 5:30–10 AM and 3:30–8 PM
Launched: October 23, 2018
Funded by: King County Metro



Service Hours:
Monday–Friday, 5–9:30 AM and 2:30–7 PM
Launched: December 17, 2018
Funded by: Seattle Transportation Benefit District

Summary

Ride2 is an on-demand shuttle service that sends vans to pick people up at their homes, schools, or jobsites and takes them to either Eastgate Park & Ride or Alaska Junction Park to catch a bus, or the Water Taxi dock at Seacrest Park, and back again. Customers book trips within a designated service area through the Ride2 Transit mobile app or by calling a customer support number. Wheelchair accessible vehicles are available. A one-way ride on Ride2 costs the same as a Metro bus fare, and transfers are accepted when using an ORCA. Hopelink was contracted to operate the pilot with RouteMatch managing the customer-facing app and the driver/dispatch system.

The pilots were designed as 12-month research projects to test innovative solutions to immediate transportation needs. West Seattle’s Ride2 launched just before phase one of the “Seattle Squeeze,” in which the viaduct was coming down and City of Seattle sought to provide an alternative to driving downtown via the West Seattle Bridge. Eastgate’s immediate need stemmed from the fact that Eastgate Park & Ride—the county’s largest park-and-ride—was often full early in the morning, and is located in an area with limited local bus service and walking and biking infrastructure.

A total of 7,155 users downloaded the Ride2 app used in both service areas, though less than 15% used the service in the last 30 days. Eastgate and West Seattle delivered a combined 125 trips per day on average. These Ride2 pilots provided valuable data to Metro on the need for certain on-demand services, but ultimately did not meet the milestones necessary to continue the programs given financial constraints.

Goals

- Grow fixed-route transit ridership
- Improve customer's access to transit hubs in low density areas or those with access limitations like overcrowded park & rides or limited fixed route connections
- Uphold King County's principles of equity, accessibility, and financial sustainability
- Collect customer and operational data for to inform future Metro planning

Performance

	Eastgate	West Seattle
Daily Rides	82	29
Rides per Hour	9	3
Rides/Vehicle/Hour	2.26	0.94
Cost per boarding	\$35	\$84
Average Wait Time (min)	5	5
Average Travel Time (min)	13.5	11
% ORCA LIFT	6.5	1.7
% of Rides to/from Priority Census Tracts*	21%	2%

Period: 10/22/18 – 11/24/19

*Priority census tracts are those with high proportions of low-income, people of color, and limited English proficiency populations.

In comparison to similar pilots across the country, in general, the Ride2 pilots had lower performing ridership and cost-efficiency, and were significantly less productive than Metro's other on-demand first-last pilot, [Via to Transit](#).

Lessons Learned

Through analysis of trip reports, customer surveys, customer feedback and comparisons to other flexible services, Metro has gained significant insights from our Ride2 pilots, which we will apply to future services. These include:

- On-demand shuttle services draw the most riders when deployed in areas where they **significantly improve access to jobs** compared to traditional bus or other fixed-route service.
- **On-demand shuttles work best when connecting to very frequent service** like light rail and very active bus routes. The service doesn't work as well to connect to lower frequency bus routes or the Water Taxi, which sails every 30 minutes during peak periods.
- **On-demand shuttles like Ride2 can be a successful model to feed our fixed route system.** There is a higher than 90 percent transfer rate between Ride2s and our traditional bus system or water taxi, as was intended.
- **Riders really liked the convenience of Ride2**, and services performed within the targeted wait time of 10 minutes or less, and the targeted in-vehicle time of 15 minutes or less.
- **Greater efficiencies can be gained from operating on-demand shuttle service in connected areas**, like Via to Transit in Southeast Seattle and Tukwila, since vehicles can cross between service areas. In contrast, Ride2 has fixed fleets that can only serve one specific service area.

If a pilot program is working, we always explore how to make it continue past the pilot period. With Ride2, the efficiency of the service didn't meet expectations, but we accomplished what we set out to do in that we heard from our customers on what worked and what didn't.