

Morgan Hill MoGo Service Review

October 31, 2023





Transform Transit for Today and Tomorrow



Paratransit



Low-Density
Area Mobility



Underperforming
Bus Routes



Long Distance
Commuting



First/Last Mile



Employee
Commuting



▶ HOUSTON, TX



▶ LOS ANGELES, CA



▶ PHILADELPHIA, PA



▶ LAS VEGAS, NV



▶ KANSAS CITY, MO



▶ SAN ANTONIO, TX



▶ CALGARY, AB



▶ GOODYEAR, AZ



▶ TULSA, OK

WHY AGENCIES CHOOSE RIDE CO

Passenger Performance and Service Excellence



▶ 4.9/5 ★★★★★



▶ 4.8/5 ★★★★★



▶ 4.7/5 ★★★★★



▶ 4.7/5 ★★★★★

"It's like Uber but on time and a better driver experience. Faster service, better customer service. Thank you!"

– Matt Jacobs, San Antonio VIA Link, *Microtransit user*

"Very handy and fast. Really recommend the Calgary Transit OnDemand app."

– Tijesuni Adegunju, Calgary On-Demand Transit, *Mirotransit user*

"Metro Micro is a great tool to get you to a variety of places that maybe you didn't think you were going to use transit for. Go Metro Micro!"

– Dorothy, Los Angeles Metro Micro, *Microtransit user*

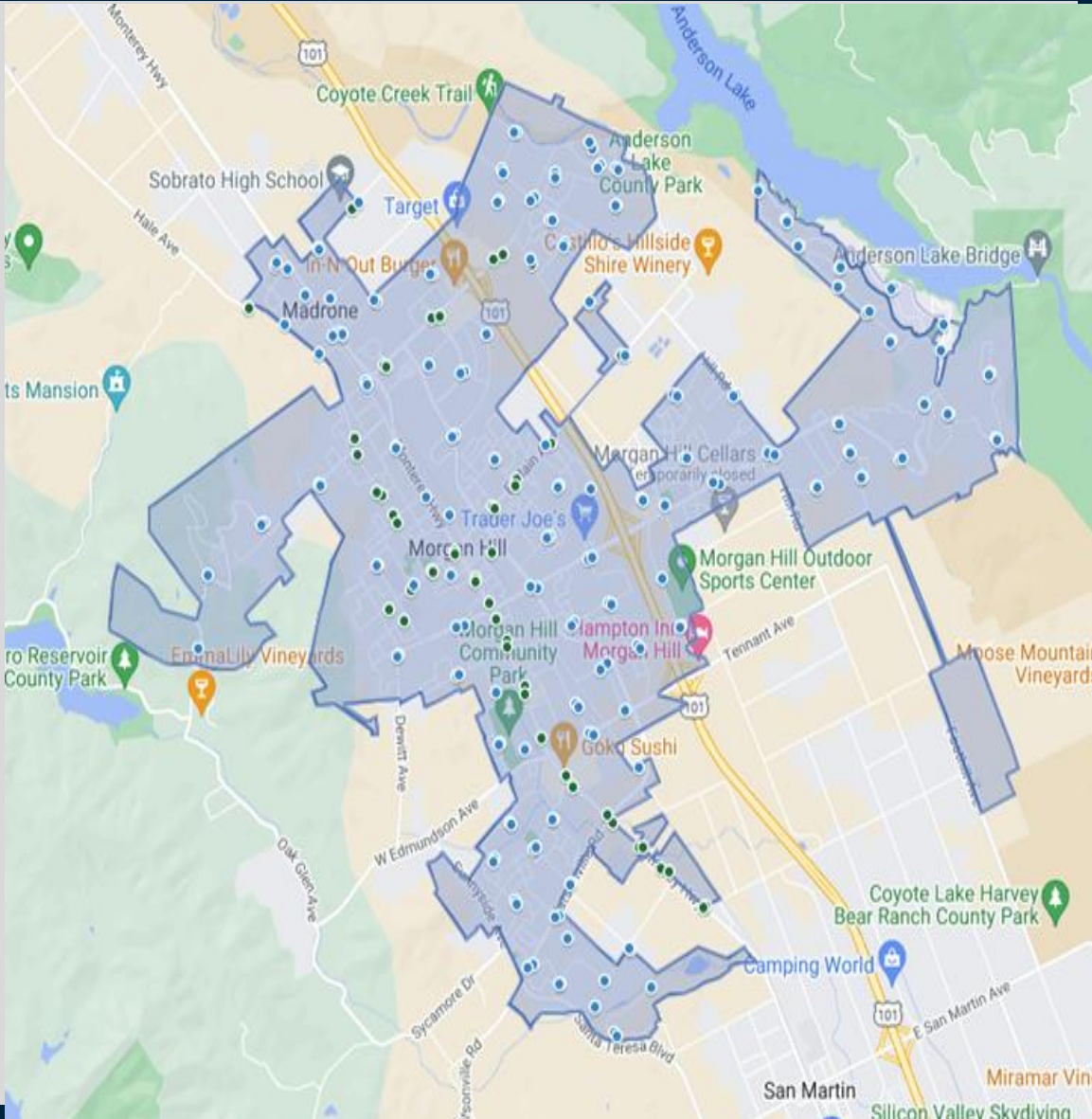
"This is an awesome service. The drivers are great, super convenient and only \$2."

– Benjavy, RTC On-Demand Las Vegas, *Mirotransit user*



QUARTERLY BUSINESS REVIEW

Program Review



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

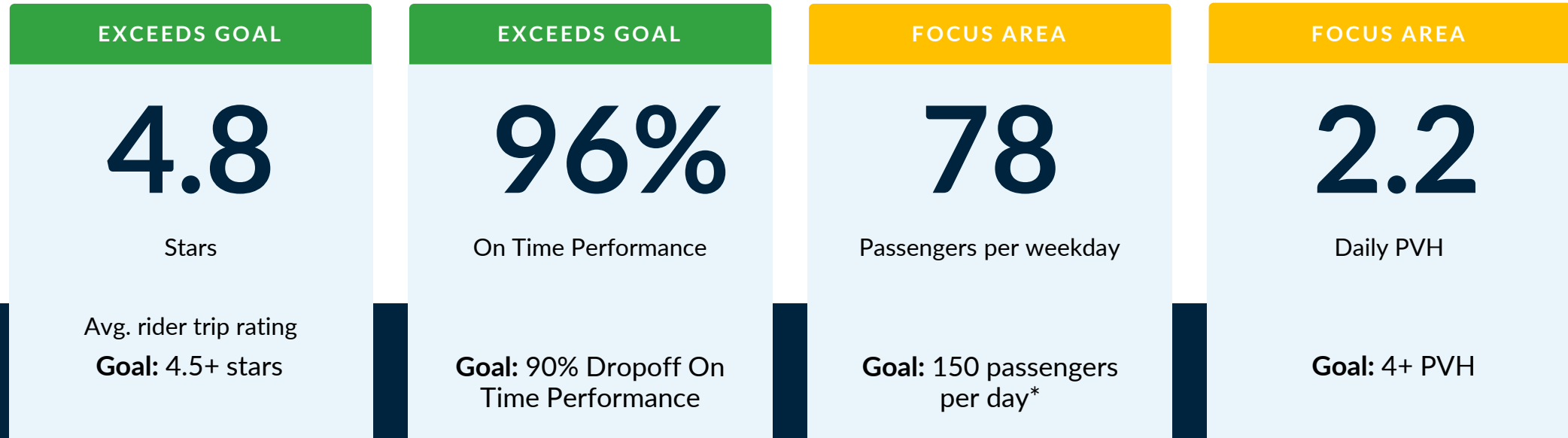
- Service Hours:
 - 6am-9pm Mondays through Fridays
 - 7am-9pm Saturdays
- Passengers are picked up and dropped off at flex stops around Morgan Hill
- 3 vehicles on the road at peak times
- Mobile app or telephone call-in to book a ride, on-demand or pre-scheduled



QUARTERLY BUSINESS REVIEW

Service Outcomes

Target KPIs



Passenger Comments

- “My ride was great the driver was friendly. I really like this transportation because it saves me a lot of time to make it to work. I will keep on riding till I get my car back from the shop thanks again.”

“My first time riding with mogo in a wheelchair. He made the ride super safe and was very friendly. thank you for the experience.”

Note: Data from August 1st – October 31st - weekdays only

**Daily Passengers Goal: 150-230 trips per day*

Daily Records



3.2

Max Daily PVH

Goal: 4+ PVH
October 31, 2023



6.7

Max Hourly PVH

11am-noon: June 9, 2023



116

Max Passengers/Day

Goal: 150+ passengers / day
October 31, 2023



10

Max First Time Daily Riders

May 17, 2023

Service Insights

PVH of 4+ is possible for MoGo.
RideCo is working on operational, tech,
and marketing initiatives to help MoGo
reach this goal.

>13,764 Total passengers transported
>796 unique riders

Note: Data from launch – October 31st, 2023

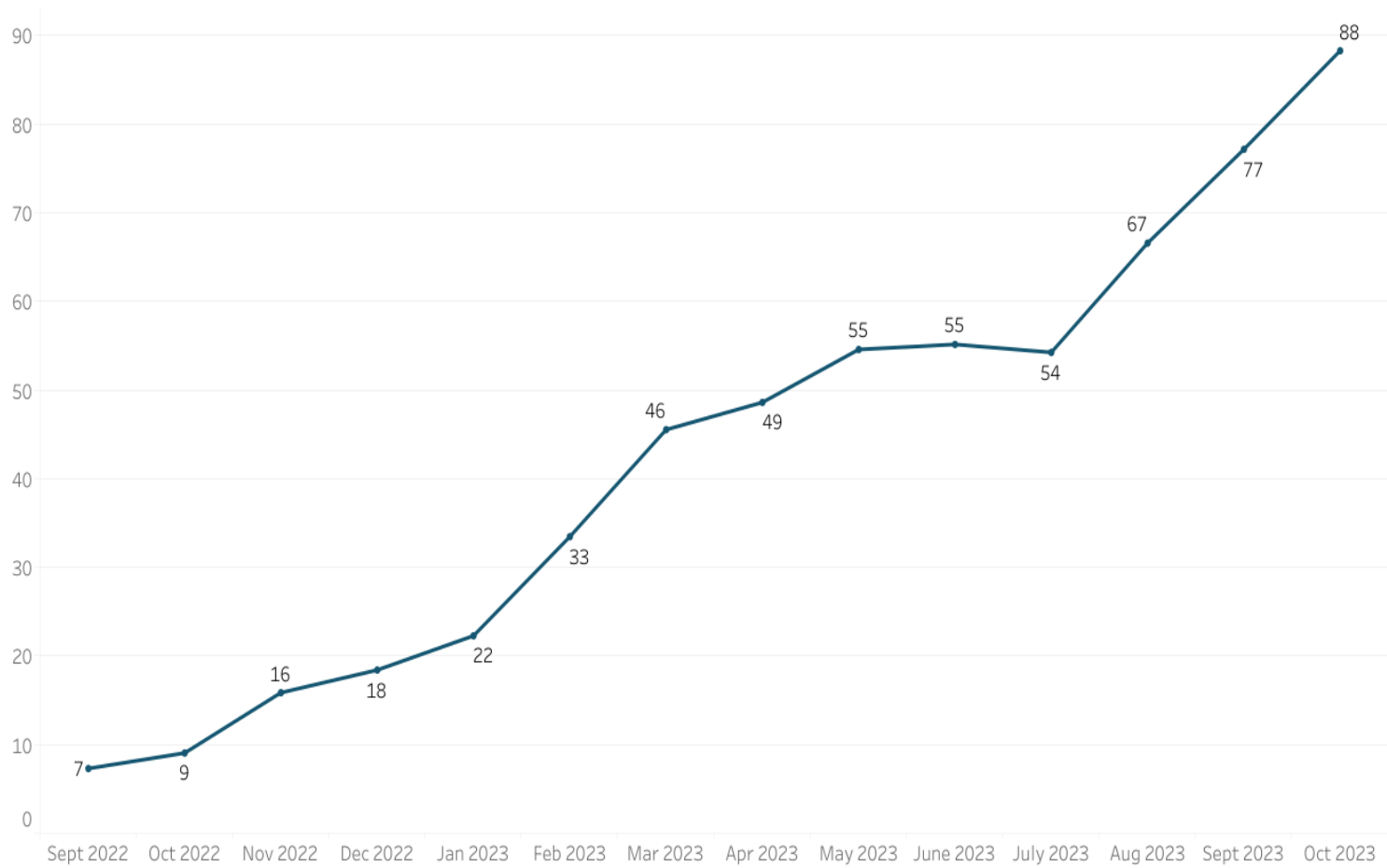


QUARTERLY BUSINESS REVIEW

Insights: Service Adoption and Ridership

Ridership Continues to Grow

Average Weekday Passengers Completed



Record-breaking ridership!

42% increase in average weekday passengers completed from July to September

High use amongst students

Ridership saw a sharp increase as students went back to school in August.

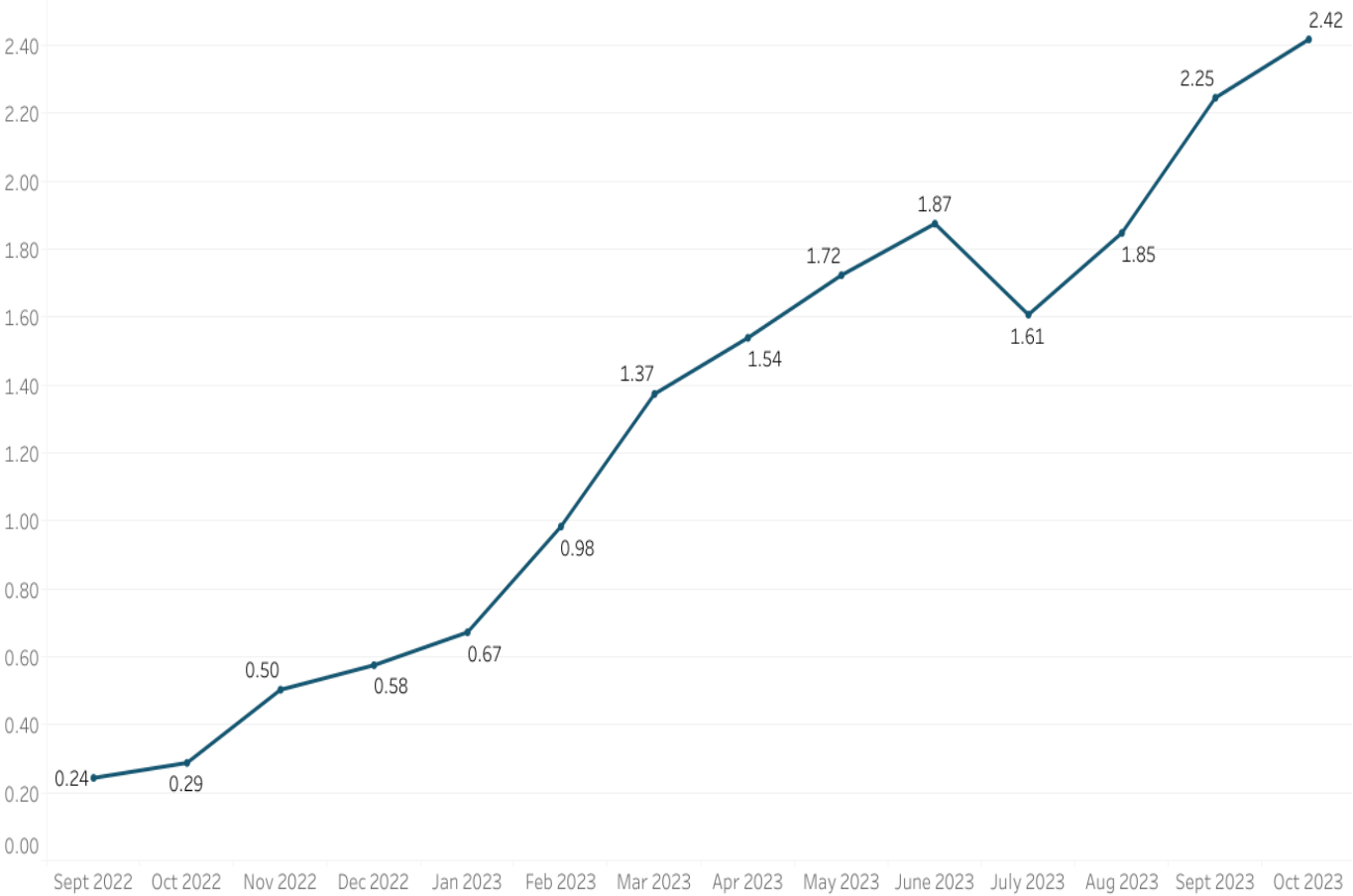
Peak hours correlate with school bell times

Data from Sept 19th, 2022 – October 31st, 2023 – weekdays only



Productivity

Daily Avg. PVH



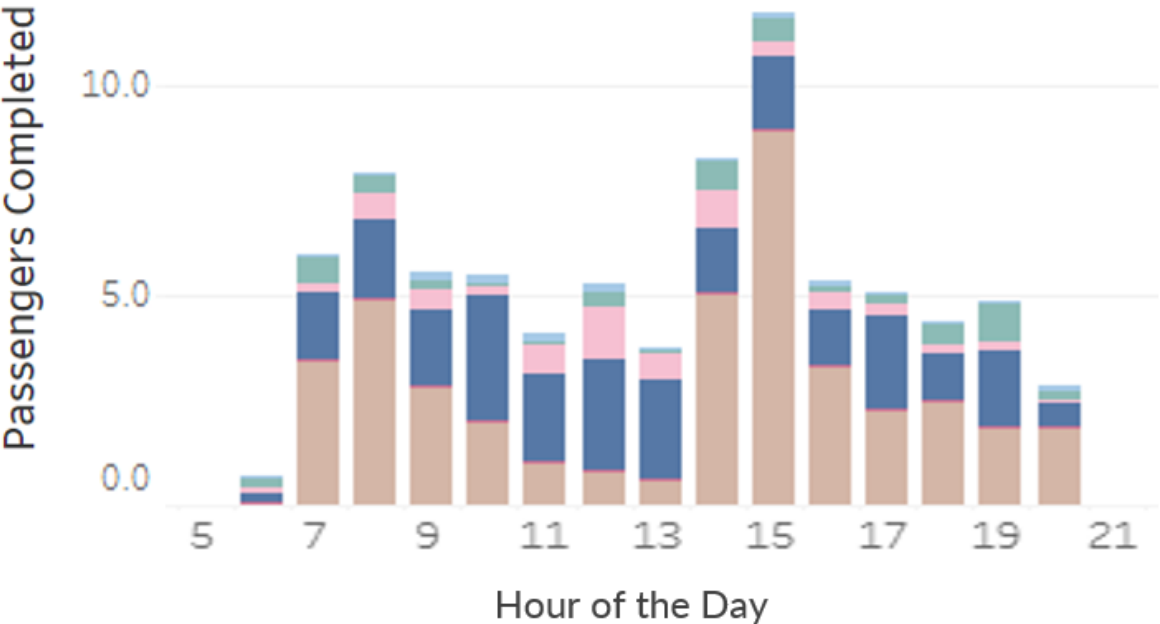
MoGo served 2.42 passengers per vehicle hour in October!

Productivity declined in the month of July as students were on summer vacation

Data from Sept 19th, 2022 – October 31st, 2023– weekdays only

Average Hourly Ridership

Regular Youth Child
Discount Accessible Regular with Bike



Insights

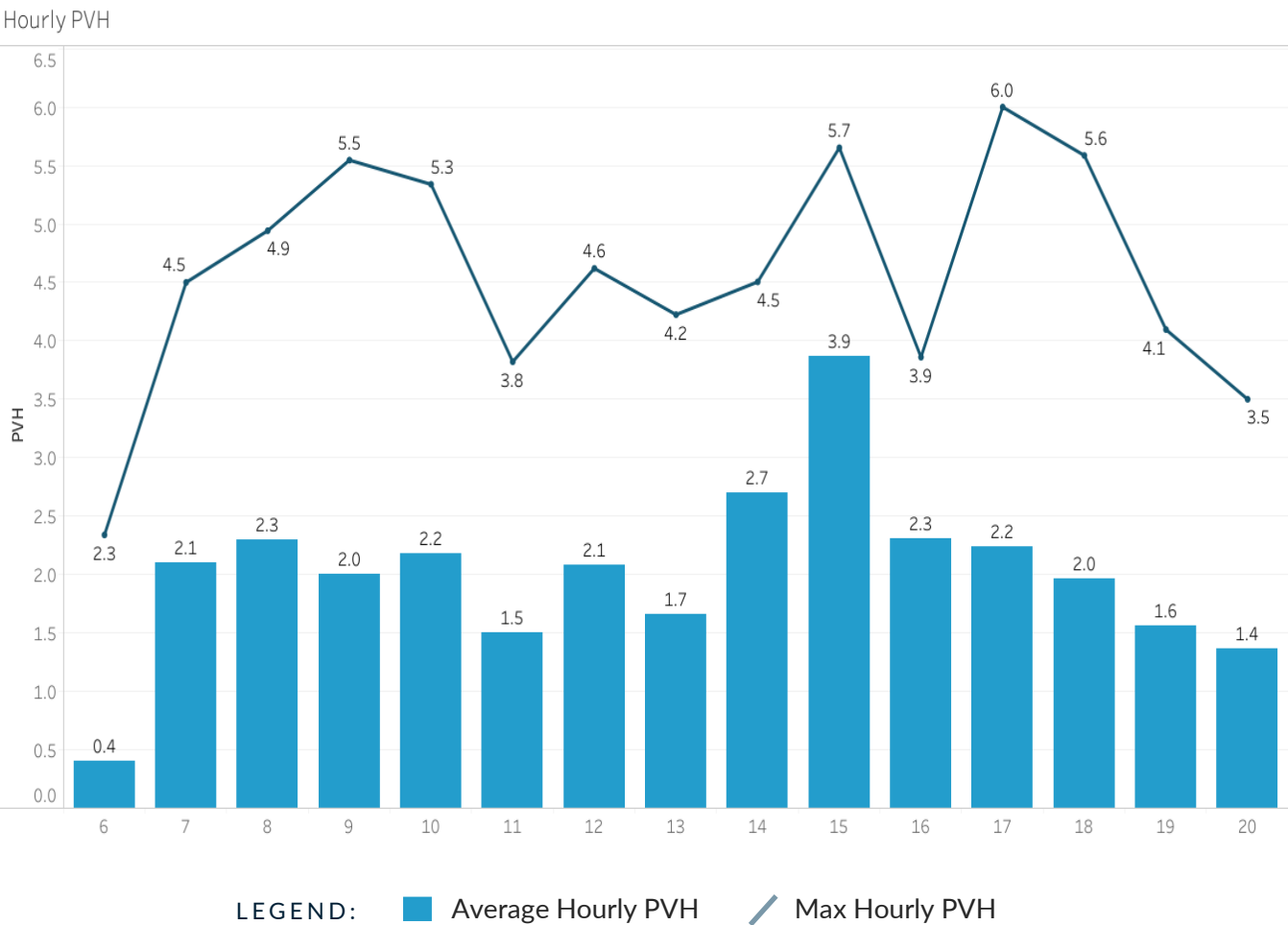
Youth make up 49% of total ridership

Peak hours correlate with school bell times: 3PM continues to be the busiest hour

10

passengers per service hour at peak times!

Productivity



Insights

Increased productivity around bell times due to high amount of school ridership

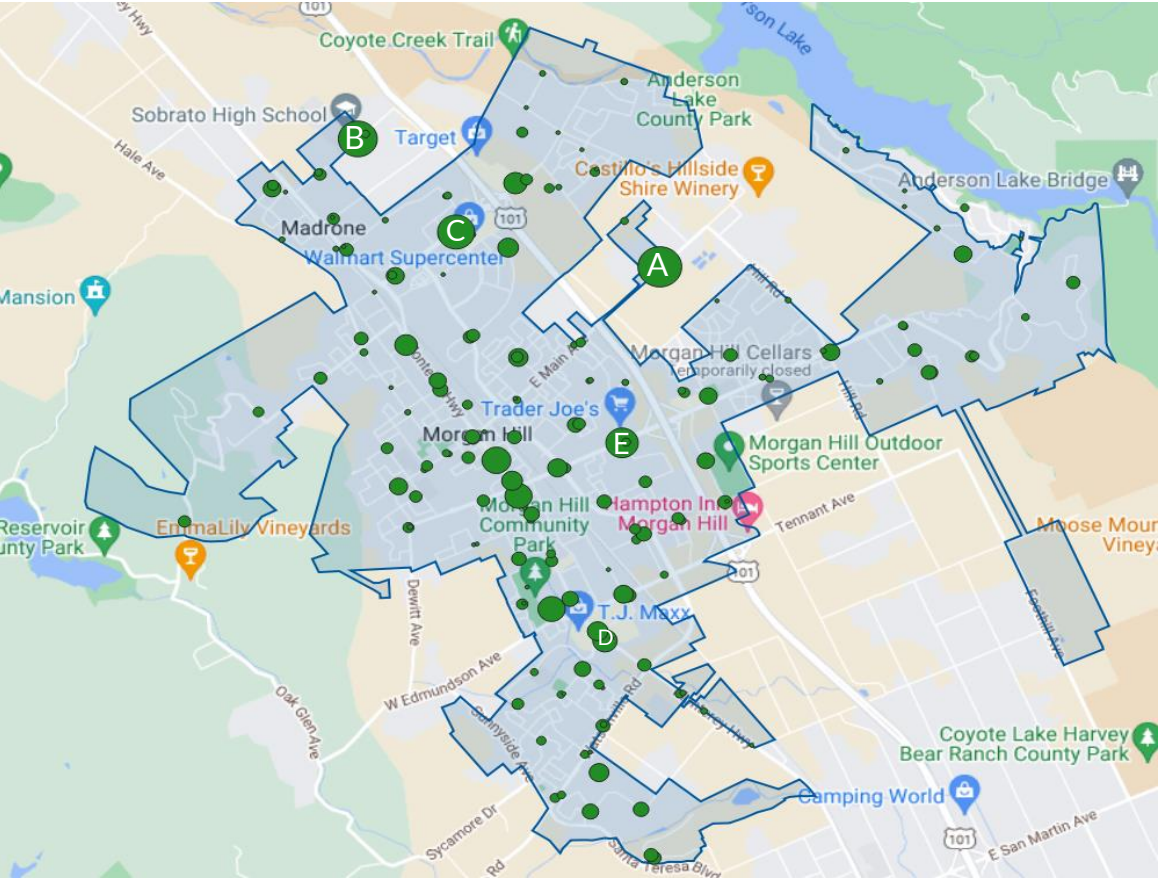
Service is most productive between 7am-11am and 2pm-7pm

6

passengers per vehicle hour at peak times, exceeding service goals

Notes: Data from August 1st – September 30th 2023– weekdays only

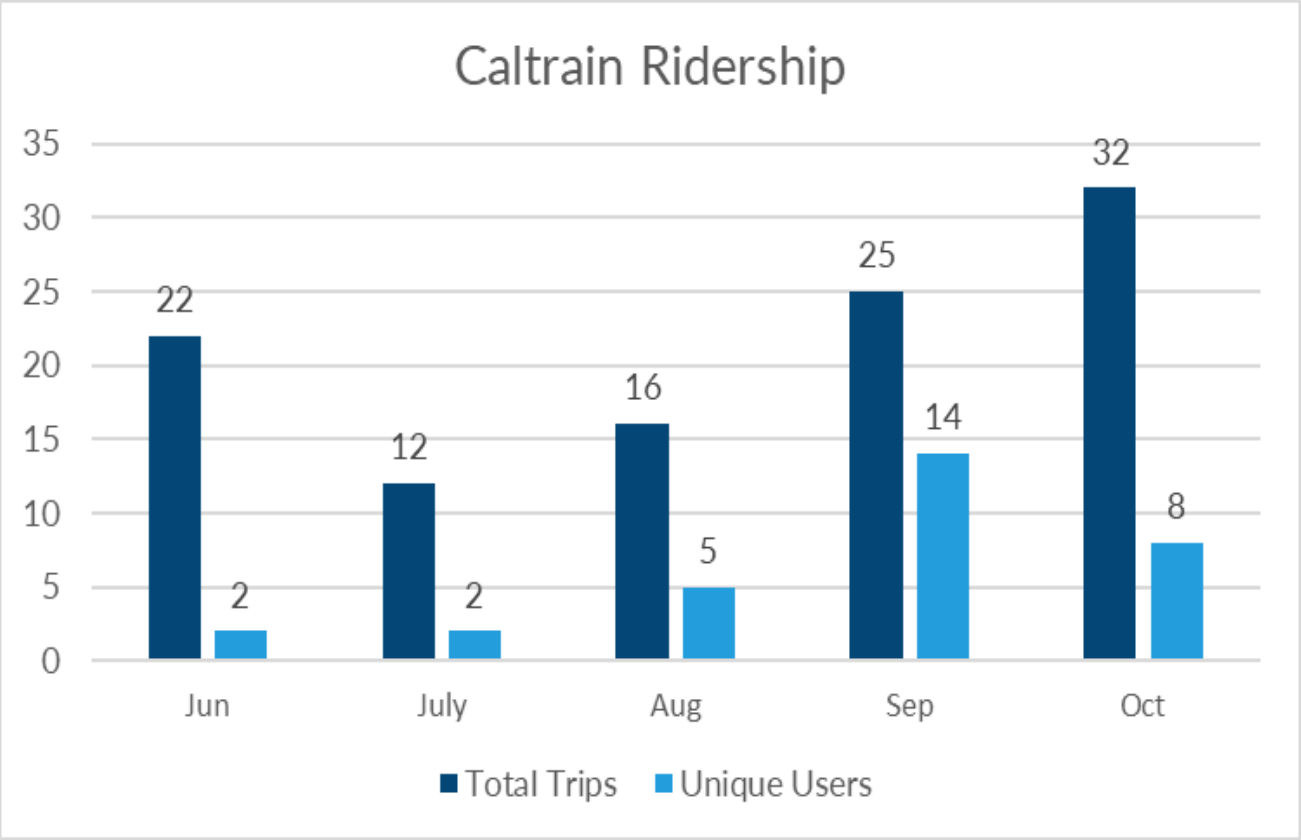
Hot Spot Areas



	Location	% of Pickups	% of Dropoffs
A	Live Oak High School	7.87	7.32
B	Sobrato High School	4.47	5.80
C	Cochrane at Sutter	4.31	5.24
D	Monterey at Vineyard	3.08	2.27
E	Dunne at Walnut Grove	2.138	4.02

Notes: Data from August 1st to September 30th 2023

Caltrain Ridership



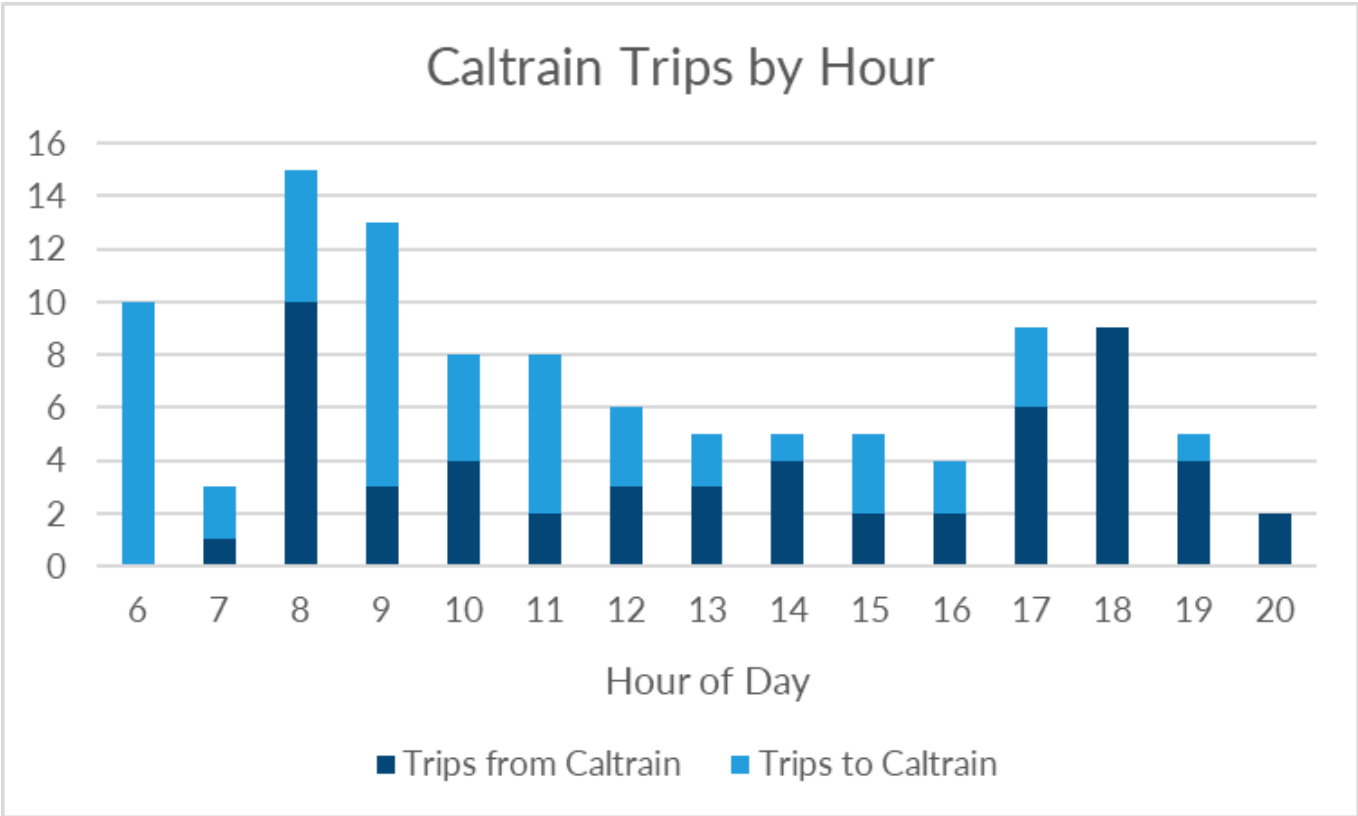
Ridership to/from the Caltrain station has increased steadily since July

October outpaced September ridership with a week left in the month (data as of 10/24)

Ridership to Caltrain tends to be amongst a few loyal users: in August, 1 user took 8 of the 16 trips

Number of unique users is also growing – critical to building a stable system

Caltrain Trips by Hour

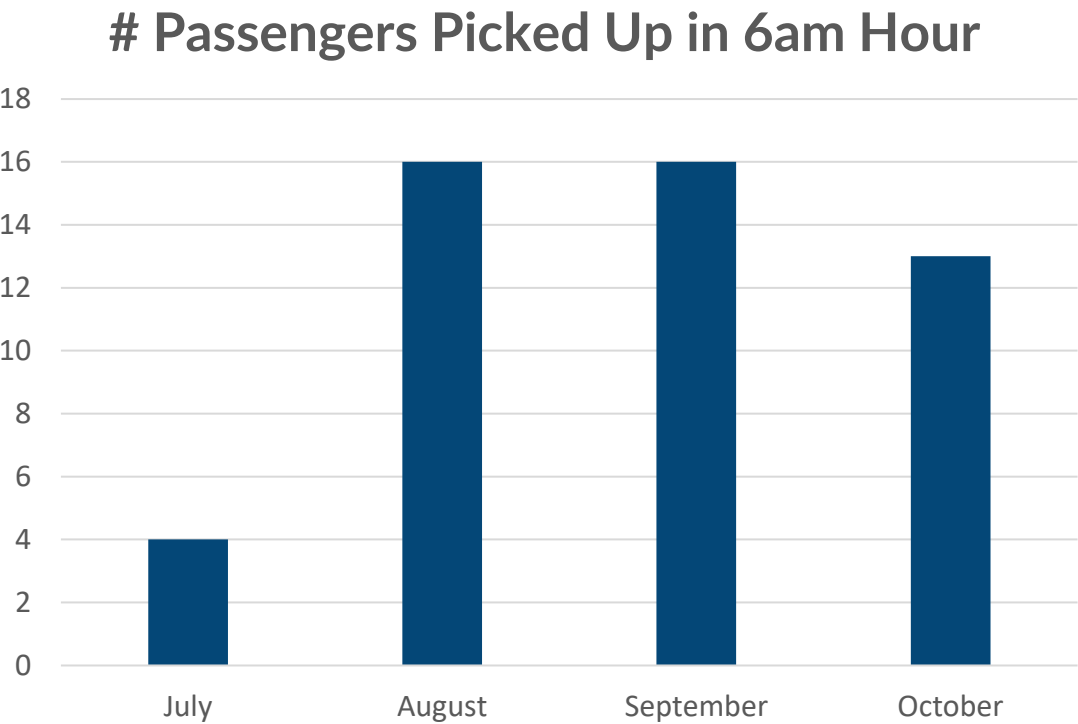


Insights

Trips to/from the Caltrain Station are consistent throughout the day with the peak at 8am

Passengers are using MoGo to connect both to and from the Caltrain station during the morning commute

Service Hour Expansion



MoGo expanded service hours to include the 6am hour on July 17th, 2023

On track to meet or exceed this in October

49 trips taken during the 6am hour:
10 of these were to/from Caltrain

Continued promotion of the service hour expansion will help to drive ridership