

WELCOME – Board of Directors’ Meeting

August 3, 2023

3:00 p.m.

- This meeting is currently live streaming and is recorded (video w/ audio)
- Remote Public Comments:
 - Speakers, your microphone will be turned on during public comments
 - For anyone else who would like to make public comments, click “Raise Hand” on the webinar control buttons to indicate you would like to comment



Microtransit Pilot

Zip Alderwood Shuttle

Pilot Evaluation and Recommendation

Board of Directors

August 3, 2023



Purpose

- Zip pilot evaluation
- Recommendation to continue microtransit service in Lynnwood beyond pilot



Agenda

- Pilot background
- Results to date
- Budget
- Recommendation
- Next Steps



Background

What we heard from Lynnwood

Provide a pilot service that –

- Feels safe, convenient and easy to use
- Available and frequent when needed (AM, PM, weekends)
- Robust enough for residents to use as their primary mode of transportation
- Dependable, equitable access for the whole community
- Offers direct access to key destinations within Lynnwood

Customer Personas

Low-Income



Seniors



Bus Riders



People with Disabilities



Barriers	Cost of driving and parking	Distance to bus, transfers	Infrequent service and cancelled trips	Unsafe or unpleasant journey to transit
Goals	Use transit and ORCA for free transfers	One-seat ride	Reliably and efficiently get to work	Safe travel; easy access
Design Feature	Fare same as local bus; accepts ORCA	Point-to-point service model, call center option for booking	Service zone includes LTC, Swift Blue Line, and Swamp Creek P&R	ADA accessible vehicles always in service; driver training

Zip Pilot Goals

1. Provide a service that is easy to access for all
2. Provide a cost-effective service that attracts riders
3. Meet customer needs
4. Provide a service that is environmentally friendly



Zip Pilot Service Overview

- On-demand microtransit started Oct 20, 2022, 5:00 a.m. – 10:00 p.m. daily
- One-year pilot project funded with federal and local dollars
- Point to point rides within Alderwood service area
- Includes LTC and two Swift stop pairs
- Accepts ORCA, cash, bus tickets, debit/credit; same price as bus



Zip Pilot Service Operations

- 5 branded vehicles in the Zip fleet, operating out of Medstar's facility a mile from the service area. Spare vehicles available if needed
- Currently drivers work eight-hour shifts
 - Weekdays: 7 shifts
 - Saturdays: 6 shifts
 - Sundays: 5 shifts
- Customer booking calls come through CT number, routed to Medstar dispatch located in Yakima, WA
- Customer comments routed to CT Customer Care team

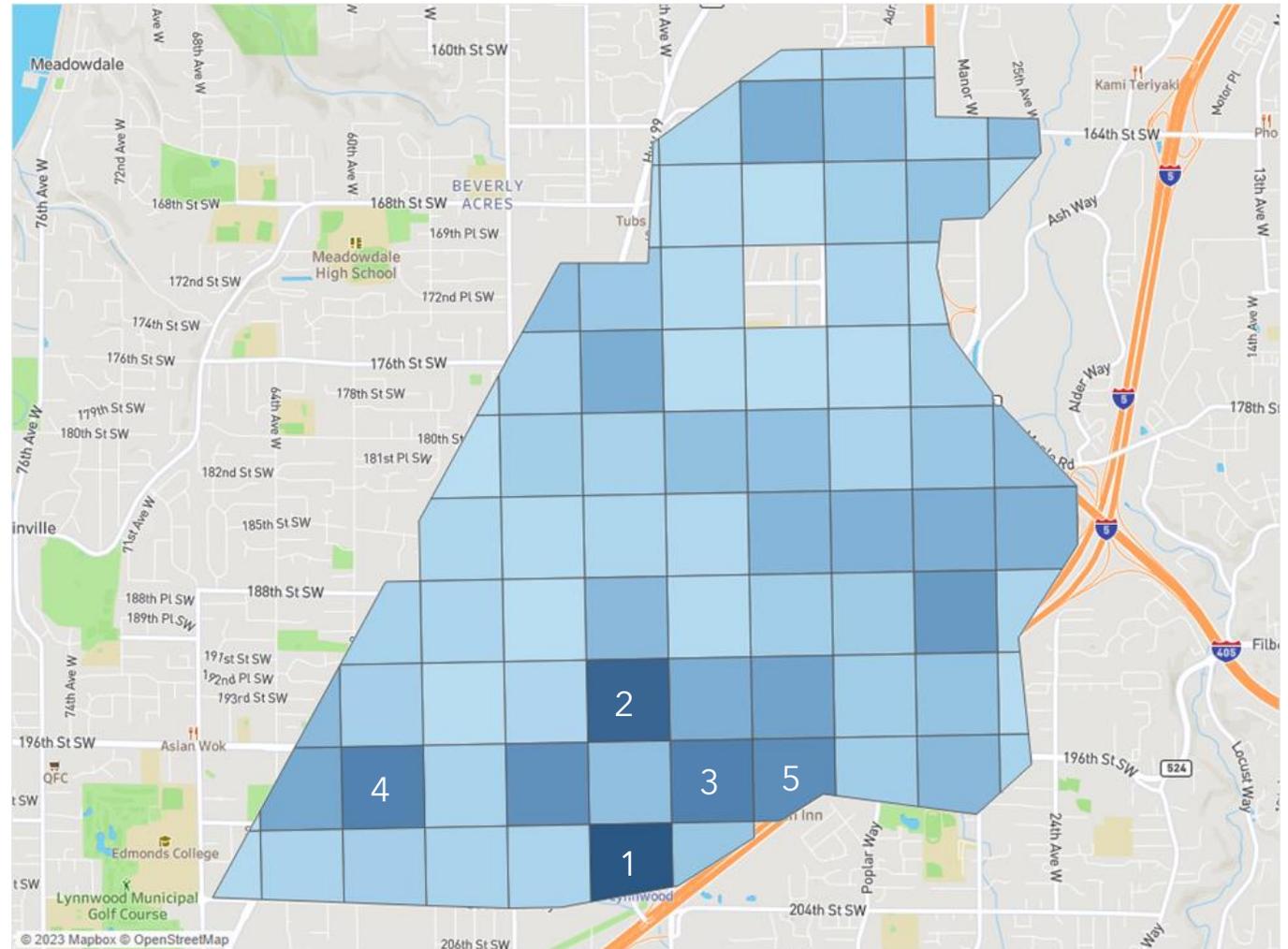
Results

Goal #1

Provide a service that is easy to access for all 

Top 5 Locations

1	Lynnwood Transit Center	24%
2	Fred Meyer, Lynnwood Library - Sno-Isle Libraries	12%
3	Low Density Commercial in South Lynnwood	9%
4	Apartment Complex, Lynnwood Center	9%
5	Apartment Complex	8%

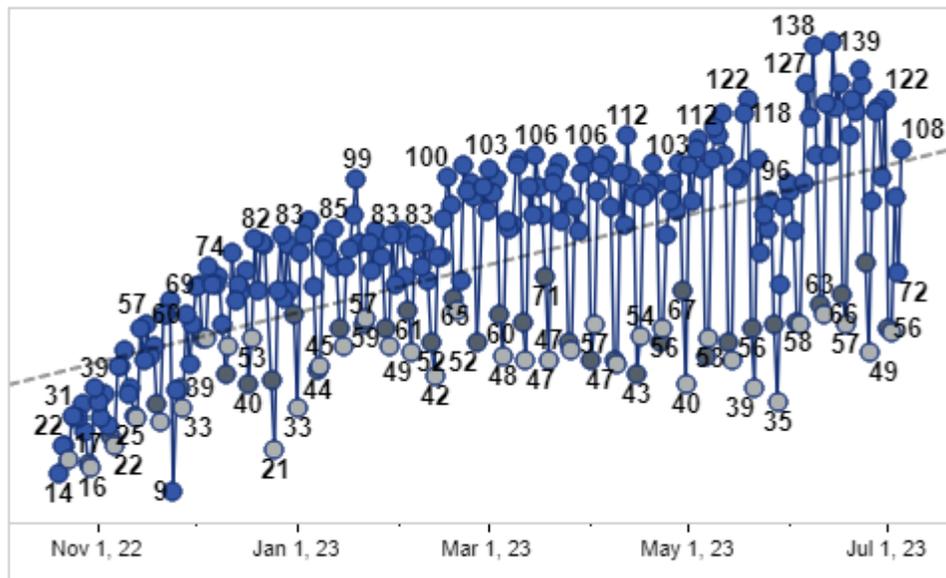


Goal #1

Provide a service that is easy to access for all

Adding 20-30 new customers each week throughout the pilot!

Total Trips Trend



Total Boardings	22,653
Total New Customers	1,083
Average Boardings per Trip	1.2
Average Wait Time (Minutes)	14.6
Average Trips per Customer	18
Total ADA Trips %	6%

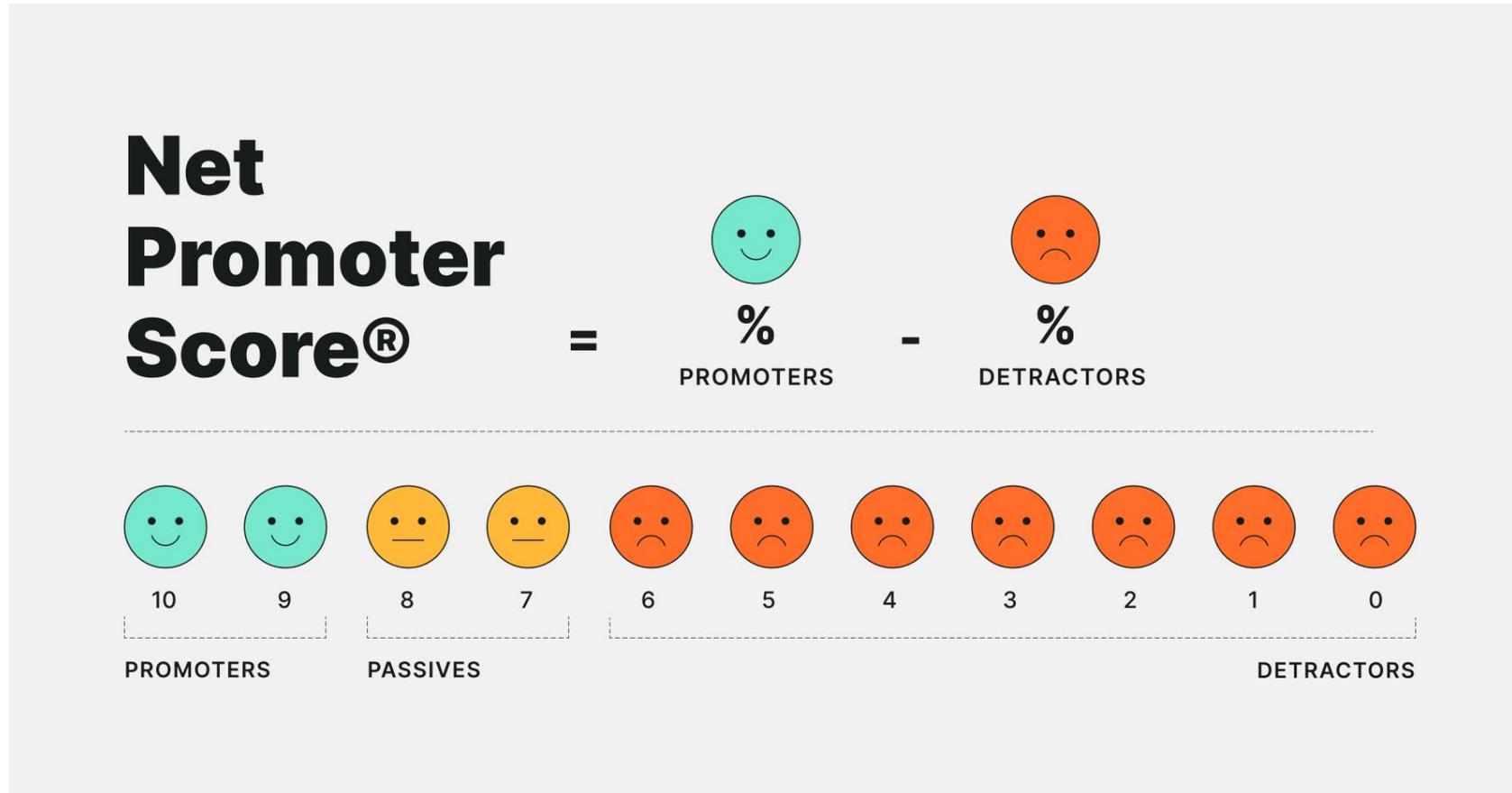
Goal #2

Provide a cost-effective service that attracts riders 

Service	Cost per Boarding
Zip Alderwood Shuttle	\$29
<i>King County Metro On-demand Pilots</i>	\$14 - \$32
CT Fixed Routes - range	\$10 - \$142
Swift - range	\$11 - \$19
Vanpool	\$14
Paratransit	\$80

Net Promoter Score (NPS)

How likely are you to recommend Community Transit Zip to a friend or colleague?

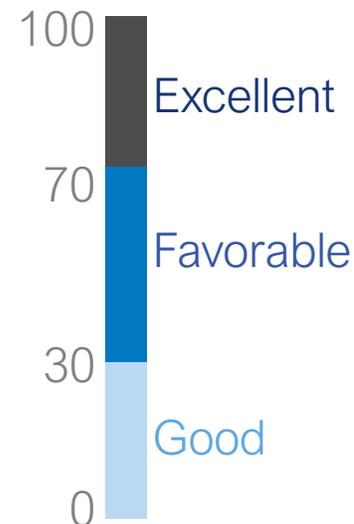


Goal #3

Meet Customer Needs

Net Promoter Score is excellent!

Overall
64
65+
80

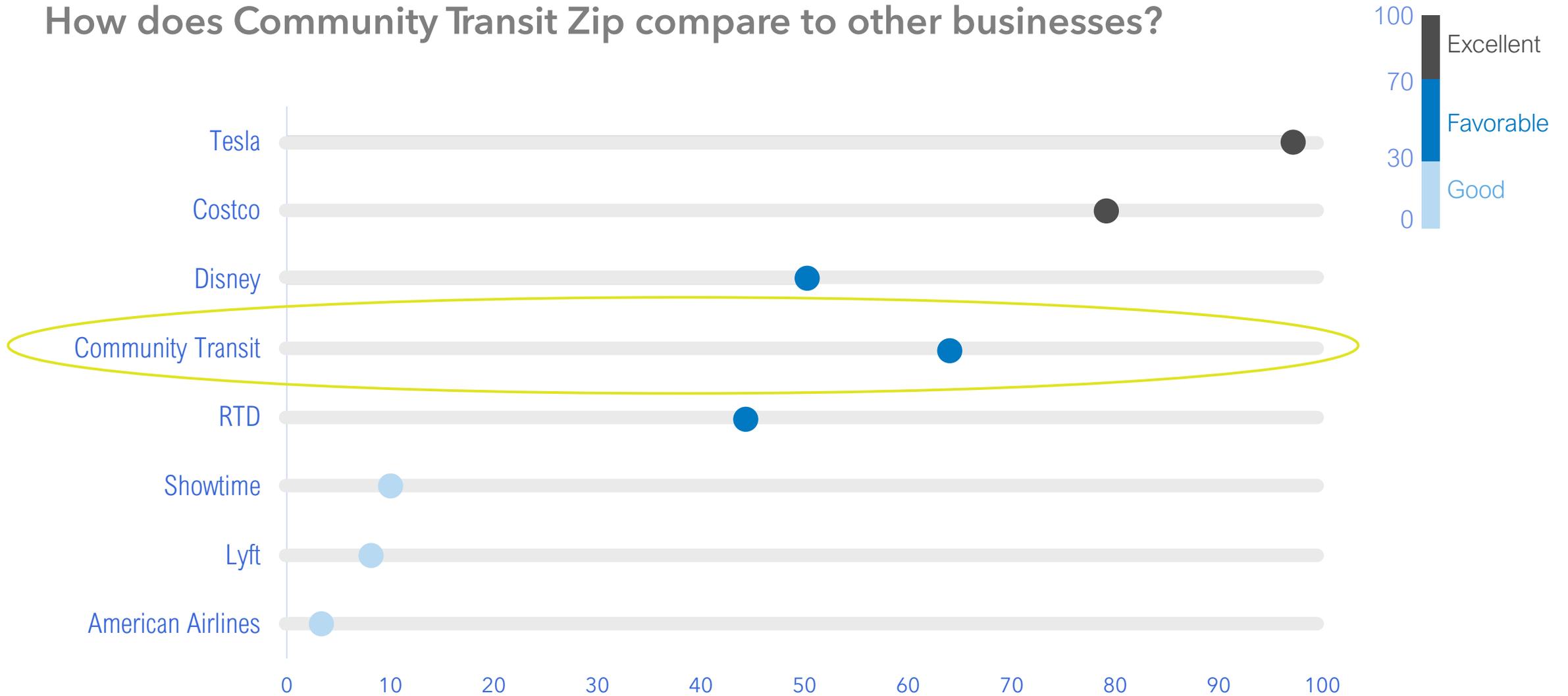


NPS score above 0 is good, above 20 is great and **above 50 is amazing.**

NPS range from -100 to 100 and measure the willingness of customers to recommend a company's products or services to others, and loyalty to the brand.

Net Promoter Score (NPS)

How does Community Transit Zip compare to other businesses?



Goal #3

Meet Customer Needs

	Very satisfied	Satisfied	Neither	Unsatisfied	Very unsatisfied
Call center	56%	28%	9%	3%	5%
GOIN' app	33%	43%	4%	11%	10%
Wait times	29%	44%	15%	7%	6%
Feeling safe	79%	17%	2%	0%	2%

Goal #3

Meet Customer Needs

Zip generated strong customer loyalty

- 1,083 customers have booked Zip trips
- 72% of Zip customers have taken multiple trips
 - Averaging more than 18 trips per customer

Goal #4

Provide a service that is environmentally friendly

- 81% of customers that use ORCA connect to bus
- Highest activity for the service is at Lynnwood Transit Center
- Average customer boardings per trip is 1.2
- Service has one hybrid-electric vehicle

Budget

Pilot Project Budget

Project Budget	\$1,300,000
Spent through May	(\$723,075)
Anticipated June - Oct	\$465,891
Anticipated Pilot Service Cost	\$1,188,966

Recommendation

Continue Microtransit Service in Lynnwood

- Zip has strong ridership and is continually adding new customers
- Zip is connecting customers to bus
- Zip is allowing customers to take trips that they may not have been able to take before
- Zip is providing an efficient and easy travel experience
- Zip is filling the east-west service gap in the Alderwood zone

Next Steps

Next Steps

- Jul 31: *Complete Service Evaluation*
- Aug 3: *Board Meeting*
 - Aug 3 - Sept 7: *Public Engagement & Title VI Process*
- Sept 7: *Board Meeting - Public Hearing*
- Oct 5: *Board Meeting - Service Adoption*

Thank You

communitytransit



RFP #2023-070 Purchase of Battery Electric Bus - Pilot Charging Station

RECOMMENDATION:

That the Board of Directors authorize the Chief Executive Officer to negotiate and award Contract #2023-070 Purchase of two Battery Electric Bus - Pilot Charging Stations (DES #06719) to Gillig, LLC., for a not-to-exceed amount of \$330,400.