

SHD Year End Report 2020-2021

Peninsula Volunteers Findings Overview and Funding Request

Since the beginning of the pandemic, demand for the transportation program has been dramatically impacted. The number of riders using the transportation service has decreased from a high of 500 (SHD subsidy-eligible) riders per month in January 2020 to a current average of 175 rides per month. This includes the newly added destinations of supermarkets and pharmacies.

With the “soft-opening” of Little House Activity and San Carlos Adult Community Center in July, and Veterans Memorial Center in August, we anticipate more seniors will venture out to return to their regular activities.

A short survey of our riders indicated that they were very grateful that the service was operational for most of the “shelter-in-place” period and felt safe riding in Lyft and Uber cars.

The grant of \$144,000 was intended to last until July 2021 based on rider anticipated usage and growth at the time. As of May 31, 2021, the remaining funds in this grant cycle is approximately \$74,000. Given the current and forecasted rate increase, this balance should be sufficient until June 30, 2022. We request that we be allowed to use these funds until the end of that period.

Below is a statistical calculation of various user/cost measurements:

Summary of Findings ¹

- 1) What is the current average cost per ride?

Answer: \$14.72

- 2) What is the average cost per user?

\$210.57 - based on 104 unique riders.

- 3) What rider has the highest ride usage?

Both the volume of rides and the overall cost in answering this question.

- ***Rider Harrington had the most rides - 110***
- ***Rider Burry accrued the highest cost of all users - \$1,817***

¹ The data and methodology supporting the answers are in the separate attached Word and Excel files.

4) What rider has the lowest ride usage?

Both volume and cost were considered in responding to this question.

- ***12 unique riders with a single ride over the 11 months,***
- ***Rider Connolly had a single ride, with the lowest cost of \$9.21.***

5) Divide the ride usage into 3 tiers:

- a) *8 riders averaged "in excess of four (4) rides per month, with an average spend of \$990 over the course of the 11-month study period,*
- b) *17 riders used our service between two (2) and four (4) times per month, with an average spend of \$457, and*
- c) *15 riders took less than one (1) ride per month, with an average spend of \$202.*

6) What is the average cost difference between Lyft and Uber?

Lyft is 8.7% less expensive, averaging a cost of \$13.32 per ride, while Uber averaged \$14.48 for those identical rides.

Accordingly, we will be relying on Lyft for our primary ride provider. When there is a rider who needs paratransit services or if there is a geographic difficulty in locating a rider², Uber can be used. *Also, it will be advantageous to retain the Uber platform, both to continue to assess the cost difference, as well as for those rare occasions where there is an issue accessing the Lyft platform.*

² Certain destinations are easier for drivers to find on the Uber platform rather than Lyft