

The City of Pflugerville Pickup Pilot – Metrics

The City of Pflugerville completed their Transit Development Plan (TDP) in January 2017 in partnership with Capital Metro. The Pflugerville TDP Addendum was adopted in August 2018. Demand Response was one of the recommended TDP Addendum projects. Capital Metro continues to work with the City on a potential one-year Pickup pilot.

As part of implementation, Capital Metro is responsible for administration and operation of the Pickup service. Metrics for the service will be reported to Pflugerville monthly to assist the City in determining next steps beyond the pilot project timeframe.

Per the conclusion of the TDP we are providing a demand responsive transportation option that meets the four main goals of the TDP. We will measure our success with achieving each of these four goal areas with the following metrics:

TDP Goals:

- **GOAL 1:** Provide a safe, reliable, efficient, and accessible transportation option for residents of and visitors to the City of Pflugerville.
 - Related Metric(s):
 - Accident rate
 - Response times
 - On board time
 - Passengers per hour
 - Wheelchair Accessible Vehicles (WAV) use based on population
- **GOAL 2:** Address the mobility needs of the residents of Pflugerville.
 - Related Metric(s):
 - Ridership
 - WAV use based on population
 - Customer Ratings
- **GOAL 3:** Develop a local transit system that operates effectively and continues to develop regional transit options connecting the local community to the region.
 - Related Metric(s):
 - Ridership
 - Cost effectiveness – Cost per passenger
 - Connections to Tech Ridge
- **GOAL 4:** Pflugerville will have a regional transportation presence to ensure connectivity between emerging destinations and centers both within and external to Pflugerville, and to maintain a voice in regional transportation and planning cycles.
 - Related Metric(s):
 - Ridership
 - Connections to Tech Ridge

Metrics

The chart below outlines the goals for six months and their connection to the goals of Pflugerville’s TDP. These metrics can be evaluated, and the values can be adjusted before the service begins. Capital Metro can also add additional metrics that may be of importance to Pflugerville. The main requirement is that the metric must be measurable and must be within control of the Pickup operations team.

Supports TDP GOAL	Performance Measures	Goal at 6 Months of service.
GOAL 1	Accident Rate (per 1,000 miles)	<1.0
GOAL 1	Arrival time within x minutes of request (system-wide maximum is 15 minutes of request)	<12 min avg
GOAL 1	Total on-board maximum zone trip time from pickup to drop off is x Minutes (System wide maximum is 20 minutes)	<9 min avg
GOAL 1	Utilization (Passengers per Hour) <i>Average and best day during 6th month and best day</i>	2.0 Avg. / 4.8 High
GOALS 1 & 2	Number of total WAV (wheelchair accessible vehicle) trips to match or exceed proportion of population in zone.	7%
GOAL 2	Customer Rating (out of 5 stars)	4.7
GOALS 2, 3, & 4	Total passenger boardings for first 6 months / Average ridership in the 6th month / Highest ridership number in the 6 months - Weekdays Only	Avg 36/ Peak 50
GOAL 3	Cost effectiveness <i>cost per passenger trip in the 6th month average and best day.</i>	\$36.32 / \$26.15 Low (City Portion @60% \$21.79 & \$15.69)
GOALS 3 & 4	Number of customers pickup up or dropped off within 100' of a bus stop (Tech Ridge P&R for Pflugerville)	20% of passengers accessing Tech Ridge