MTI Research Snaps presents:

### Google It: Microtransit Pilot Via2G and the Future of Commuting





#MTIResearchSnaps

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#### Overview

- Pilot Motivation and Goals
- Pilot Design
- Research Design
- Findings
- Recommendations



## Google Context

### Pre-Pilot Commute Modal Split (2019)

#### SUNNYVALE



**MOUNTAIN VIEW** 

#### Project Goal:

Provide Google employees additional commute options without having to drive alone and park.

Pilot Solution:

Google partnership with Via to provide **on-demand shared microtransit commute option**, called Via<sub>2</sub>G.

The pilot is open to employees who commute to the Sunnyvale and Mountain View campuses and live in nearby communities.

#### **Benefits of Success**

• To society: decreases congestion and emissions

• To commuters: saves fuel and parking costs, allows for multi-tasking during commuting, and reduces pressures to own a car

• **To employers** reduces demands for costly parking infrastructure, and potentially kindles relationships between commuters sharing a ride

# Research Design



Research Objectives

- Monitor new and repeat riders of Via2G
- Examine temporal ridership patterns on Via2G
- Document mode shift among Google employees
- Evaluate service performance including cancellations, walk distances, and wait times

#### Pilot Service Area



Via Data

• Trip level for all requests made between January 1 and March 5, 2020

- Request O, D, date, time
- Vehicle ETA
- Passenger load
- WAV request
- Acceptance and cancelation
- Actual wait time, O, D, walking distance
- Ride distance and speed
- Ride rating

• Via data linked to Employee Survey with Rider IDs

## Research Findings

Pre-Pilot Assessment: Interest in Via2G Pilot







Employees without cars were slightly more interested in Via2G vs employees who do own a car Higher interest in pilot among those who drove more frequently to work

### Selected Pilot Evaluation Metrics



8,636 (87.8%) of trip requests resulted in a ride. Most unfulfilled requests outside of operating times



895 employees requested 1+ ride. Average # of riders per day grew from 79 riders in January to 123 and 121 riders per day in February and March, respectively



Most riders were recurring Via2G users: 72% of users requested at least two Via2G trips



A lower share of reoccurring Via2G users had a car available for commuting compared to all surveyed Google employees

Number of Via2G Requests by Day of Week



#### Requests Outside Pilot Hours



### **Trip Characteristics**

- 94% of trips had wait times within 5 minutes of ETA
- No significant correlation between the difference in estimated versus actual wait time and the number of trips employees have taken
- 72% of completed trips were shared with another rider

Completed Trip Characteristics	Mean	St Er
Avg Walk Dist (miles)	0.03	0.00
Avg Trip duration (min)	18.09	0.10
Avg trip distance (miles)	3.40	0.01
Avg trip speed	13.11	0.25
Avg ETA (min)	11.09	0.07
Avg actual wait time	11.26	0.08
Avg difference between estimated and actual wait times	0.17	0.03

#### Recommendations

- **1.** Via2G should look into ways to minimize deadheading
  - Mitigates congestion and environmental externalities of driving alone to work
- 2. Future programming and/or evaluations should focus on employees who always drive, as well as those who complete errands to/from work
  - Monitors new and repeat Via2G riders
  - Documents mode shift
  - Equip Google to reduce SOV commuting
- 3. Google should consider expanding service hours to examine latent demand between 10am and 4pm as well as later in the evenings, Monday through Thursday
  - Reduces SOV commuting
  - Mitigates congestion and environmental externalities associated SOV commuting
  - reduces parking demand
- 4. Via2G should continue the pilot and associated research
  - Progress research and employer objectives in a changed environment with COVID-19

Thank you for joining us for:

#### Google It: Microtransit Pilot Via2G and the Future of Commuting

View the full report at: https://transweb.sjsu.edu/research/2002-Microtransit-Evaluation

#### **Questions? Author Contact Information:**

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