ATTACHMENT A – SUMMARY OF RESEARCH FINDINGS

Metro's research partners at the Eno Center for Transportation, UCLA and University of Oregon have analyzed data from the first year of service and found the following results.

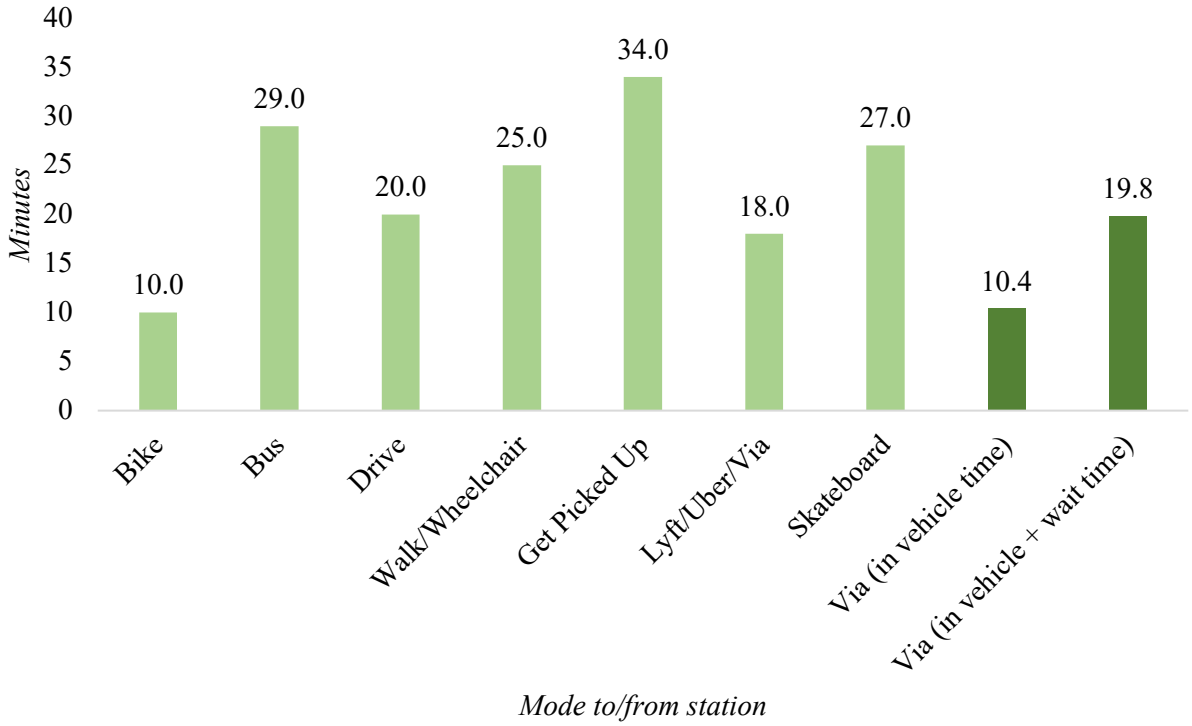
Before the service began, Metro conducted an in-person intercept administered in the three service zones in January 2019. These results were compared with a Via survey administered online between November 2019 and February 2020. The researchers note that the Via rider survey had a much smaller sample size than the other two surveys, so it likely contains more error.

Compared to intercepted Metro riders, a higher share of Via survey respondents traveled to Metro stations on Lyft or Uber, were dropped off or picked up, or did not use transit at all.

(Previous) First Last Mile Mode

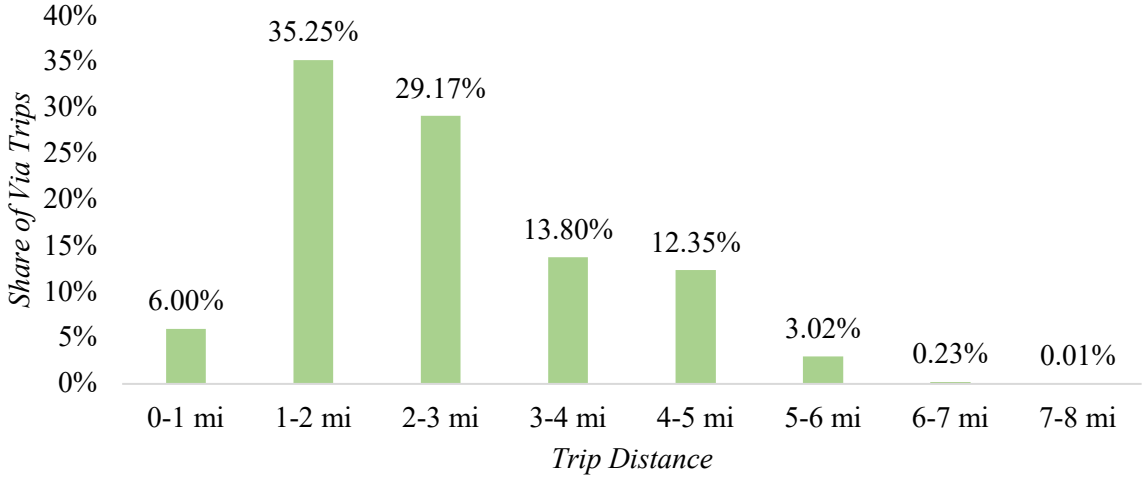
	Via	**Metro Intercept**
Drive	16.8%	17.5%
Dropped off/picked up	5.7%	0.9%
Lyft/Uber	17.3%	3.2%
Bus	33.4%	59.0%
Bike	2.7%	1.9%
Skateboard	0.5%	0.5%
Walk/wheelchair	10.6%	17.0%
Other	6.2%	0.0%
Did not use station	6.7%	0.0%
Total	100.0%	100.0%

First Last Mile Travel Times



Length of Via Trips

According to the survey respondents, using Via created significant time savings especially when compared to getting picked up, riding the bus, walking or skateboarding.



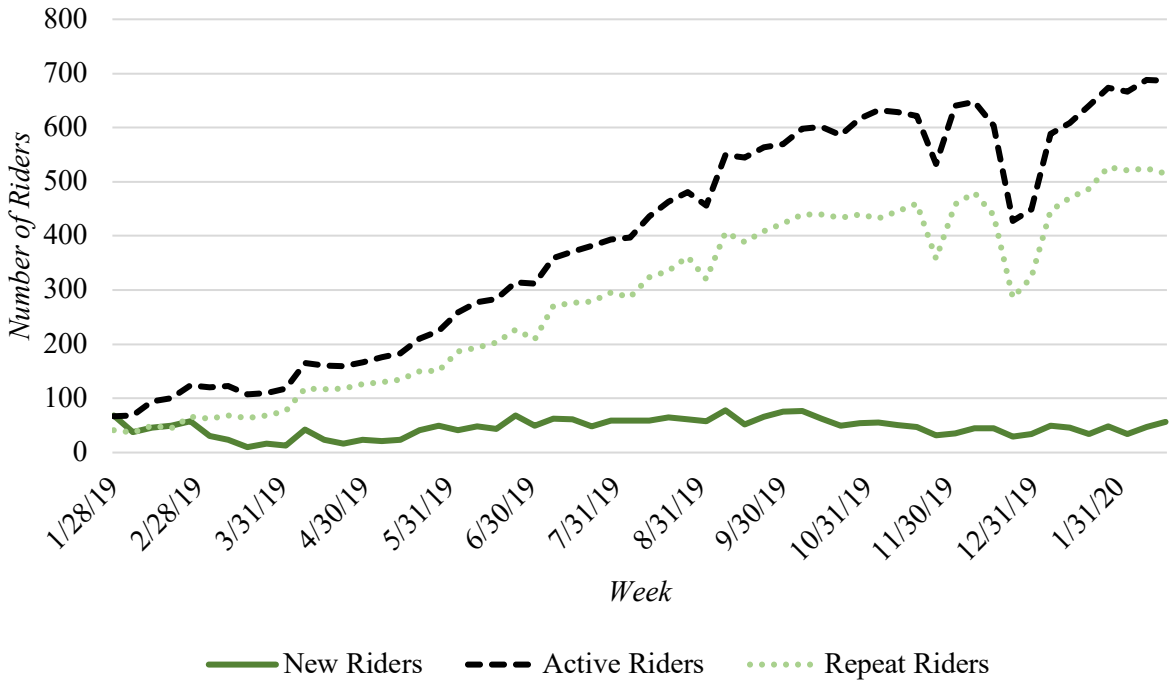
Share of Riders by Trip Request Frequency

	Number of riders	Percentage of riders
Once	1,772	40.3%
Less than once per month[1]	1,415	32.2%
1-3 times per month[1]	658	15.0%
1+ trip per week[1]	553	12.6%
Total	*4,398*	*100.0%*

[1]Excludes those who took only one trip between January 2019 to February 2020.

Between January 2019 and February 2020, 4,398 unique users used the Via MOD pilot program. Sixty percent of these riders requested Via at least twice. While some riders were avid users, most were occasional. Forty percent of riders requested Via only once, while another third (32.2%) of riders requested Via less than once per month. Just 12.6% of riders requested Via once a week or more. The number of new riders was steady, with about 46 new riders signing up for Via each week.

Rider Trends Over Time



Rider Characteristics on Via compared with pre-pilot intercept survey

	Via User	Intercept Survey
Race/Ethnicity		
Native American	0.9%	0.9%
Asian/Pacific Islander	21.9%	9.3%
Black	6.4%	15.3%

Latino	26.8%	39.0%
White	29.2%	18.0%
Other	8.2%	4.7%
Two or more races	6.6%	12.8%
Technology & Banking Access		
Smartphone	94.7%	71.0%
Cellphone	4.9%	24.7%
Neither	0.4%	4.3%
Checking Account (yes)	94.0%	75.9%
Car available to make this trip (yes)	50.0%	47.6%
Gender		
Male	53.8%	53.1%
Female	43.5%	45.8%
Non-Binary	2.7%	1.1%
Age		
<18	0.4%	2.9%
18-24	17.0%	17.9%
25-34	36.8%	25.8%
35-49	28.0%	27.0%
50-64	14.1%	20.4%
65+	3.6%	6.0%
Income		
<$5,000	5.6%	11.4%
$5,000-9,999	2.4%	3.4%
$10,000-14,999	7.1%	4.2%
$15,000-19,999	4.4%	10.6%
$20,000-24,999	8.6%	9.5%
$25,000-34,999	8.0%	7.6%
$35,000-49,999	10.7%	12.5%
$50,000-99,999	28.1%	24.6%
$100,000+	25.1%	16.3%
Disability (yes)	7.7%	4.4%

The researchers note that the Via rider survey had a much smaller sample size than the intercept surveys, so it likely contains more error. However compared to intercepted Metro riders, a higher share of Via survey respondents identified as white, were younger, had higher household incomes, and a larger share owned a smartphone. It is not known if this difference represents a true difference in users of the service, or a differential willingness to answer the Via survey. A higher share of Via survey respondents reported having a temporary or permanent disability compared to intercepted Metro users (7.7% vs 4.4%). **Error! Reference source not found.** shows the breakdown of disability types among Via respondents; of respondents who reported

a disability, about half (n=8) previously rode the bus to the station (we note the small sample size here, and advise interpreting data about this subgroup with caution).