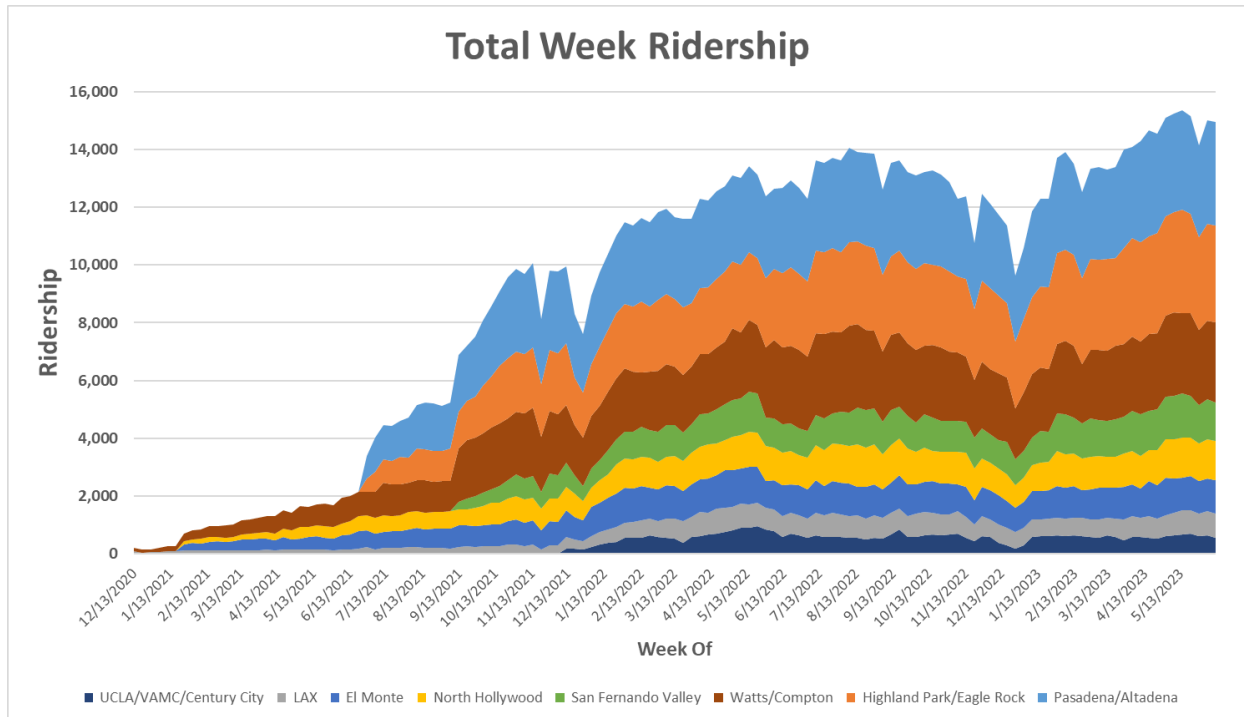# ATTACHMENT D – EVALUATION FINDINGS

Factors for considering zone optimizations and reductions to realign service and improve cost:
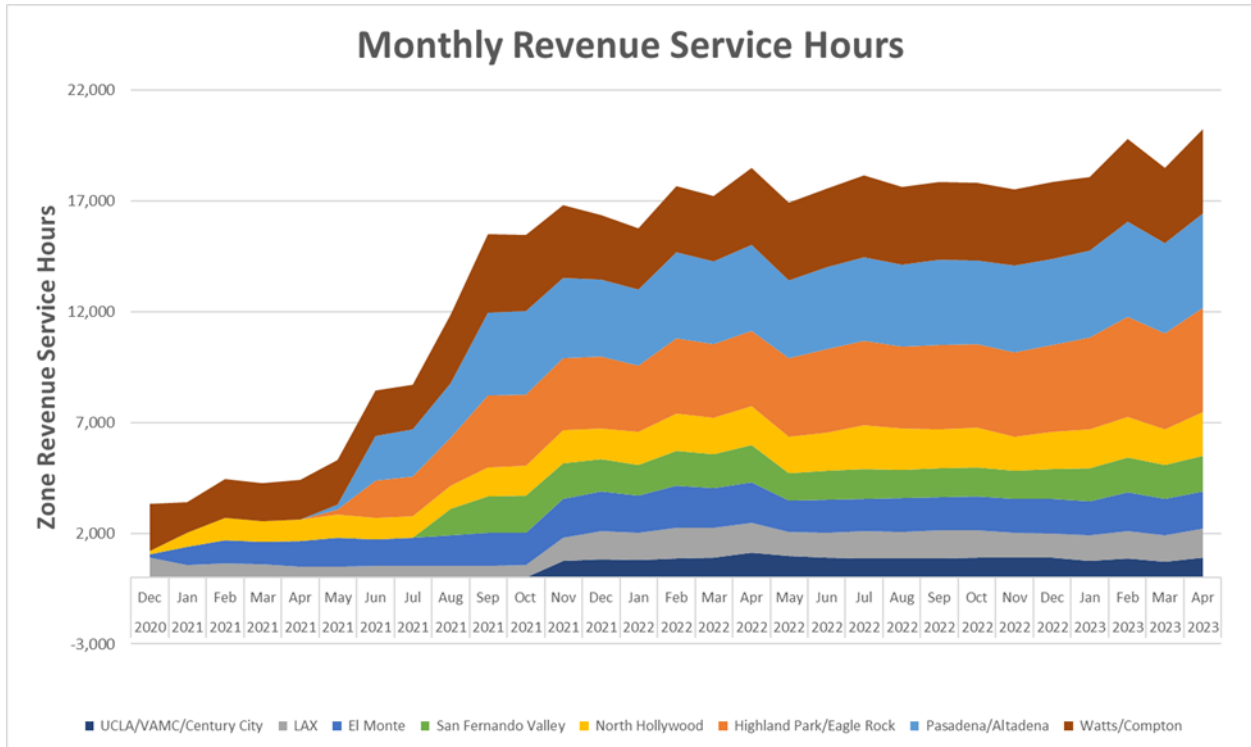
1. Ridership:
   The top three highest ridership zones are Pasadena/Altadena, Highland Park/Eagle Rock and Watts/Compton. The five lowest ridership zones are UCLA, LAX, North Hollywood, North San Fernanado Valley and El Monte.

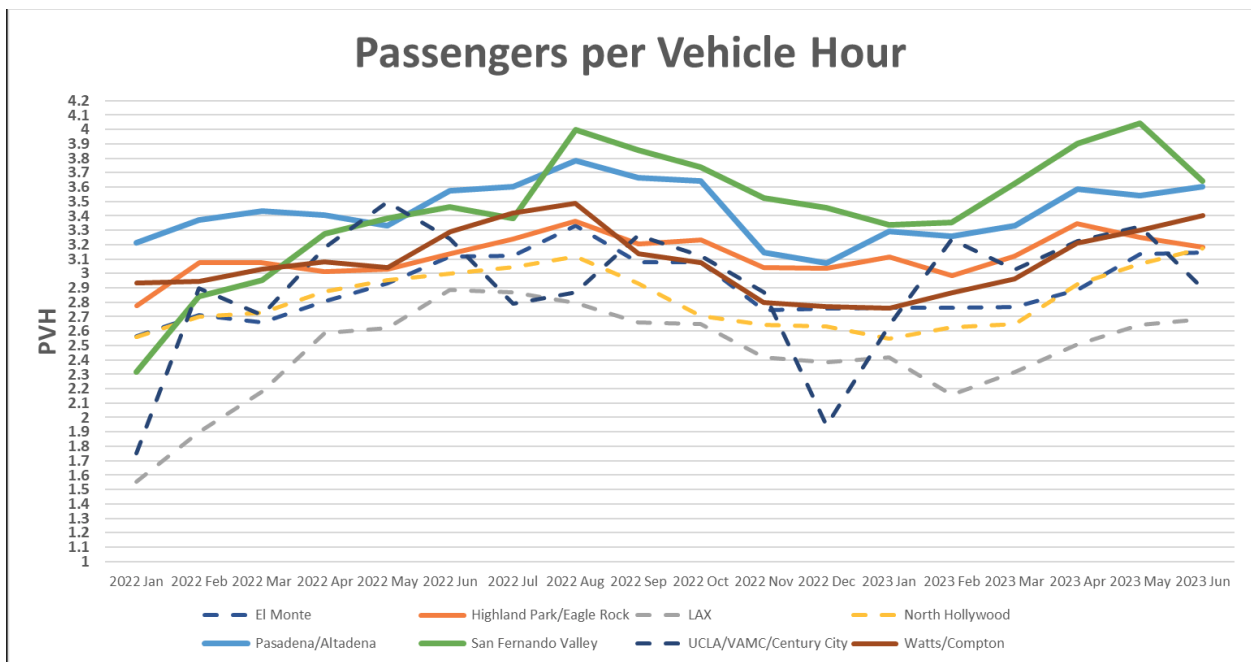2. Revenue Service Hours (RSH):
   The top three highest revenue service hours zones are Pasadena/Altadena, Highland Park/Eagle Rock and Watts/Compton. The lowest five RSH zones are LAX, UCLA, North Hollywood, North San Fernando Valley and El Monte.

ATTACHMENT D – EVALUATION FINDINGS

Monthly Revenue Service Hours

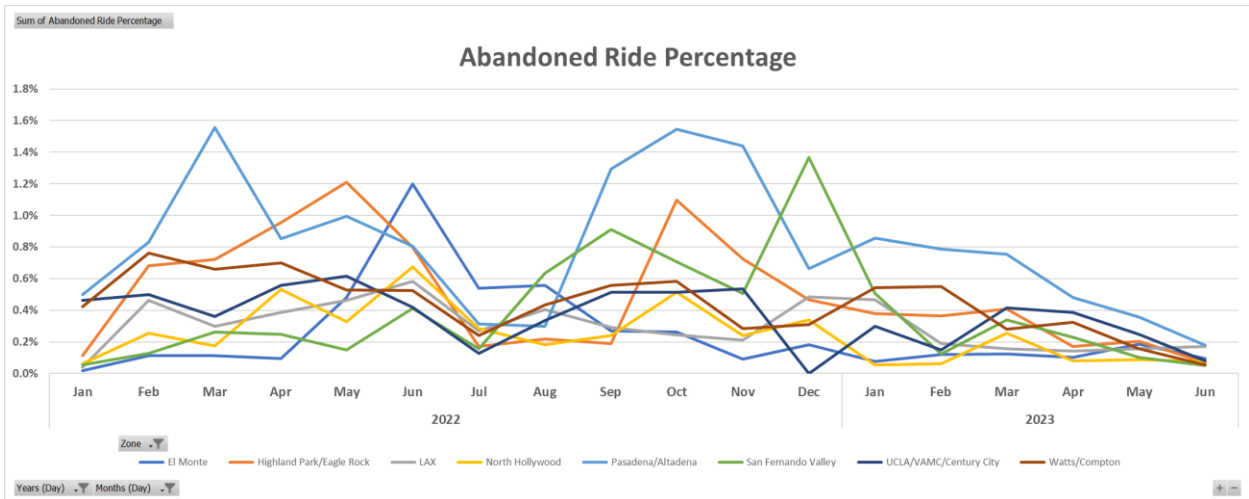3. <u>Passengers per Vehicle Hour (PVH)</u>
The top four highest PVH zones are North San Fernando Valley, Pasadena/Altadena, Highland Park/Eagle Rock and Watts/Compton. The lowest four PVH Zones are LAX, UCLA, North San Fernando Valley and El Monte.

Passengers per Vehicle Hour

ATTACHMENT D – EVALUATION FINDINGS

4. Shared Ride Percentages

The top two highest Shared Ride Percentage zones are Pasadena/Altadena and Highland Park/Eagle Rock. The lowest two Zones are LAX and El Monte.

Factors for considering software parameters and operation practices to improve productivity and cost efficiency:

1. Cancelled Ride Percentages
   Cancelled rides are trending downward since January 2023 due to Software parameter modification to limit users who booked too many trips and cancelled at the last minute thereby limiting the ability to serve other customers.

ATTACHMENT D – EVALUATION FINDINGS

2. Abandoned Ride Percentages

Abandoned Ride percentage is trending downward since January 2023 due to both software parameter changes and improved operation practices to allow for an increase in service availability to better serve our customers.

3. No-Show Ride Percentages

No-Show Ride improvements were realized from February to April 2023 but have increased for the months of May and June 2023. Staff is monitoring the no-show percentage KPI and working on adjustments to further disincentivize system abuse by customers who book multiple rides without cancelling the unused trips.