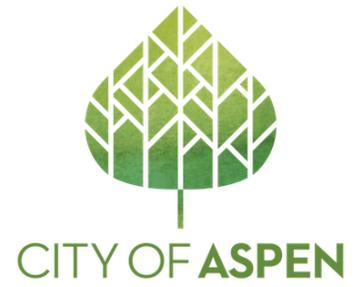


# AGENDA

## INFORMATION UPDATE

February 11, 2020

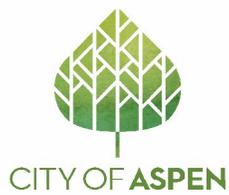
5:00 PM,



---

## INFORMATION UPDATE

Downtowner Update



## INFORMATION ONLY-MEMORANDUM

**TO:** Mayor and City Council

**FROM:** John Krueger, Director of Transportation

**THROUGH:** Scott Miller, Assistant City Manager  
Trish Aragon, PE, City Engineer

**MEETING DATE:** February 11, 2019

**RE:** Information Only: Downtowner Update For 2019

---

### SUMMARY:

The purpose of this memo is to provide Council an update on the Downtowner service for 2019.

### BACKGROUND

The Downtowner microtransit service began as a pilot in the summer of 2016. Service was considered successful and has continued. The Downtowner, is currently operating under an annually-renewable five-year contract that expires in 2022.

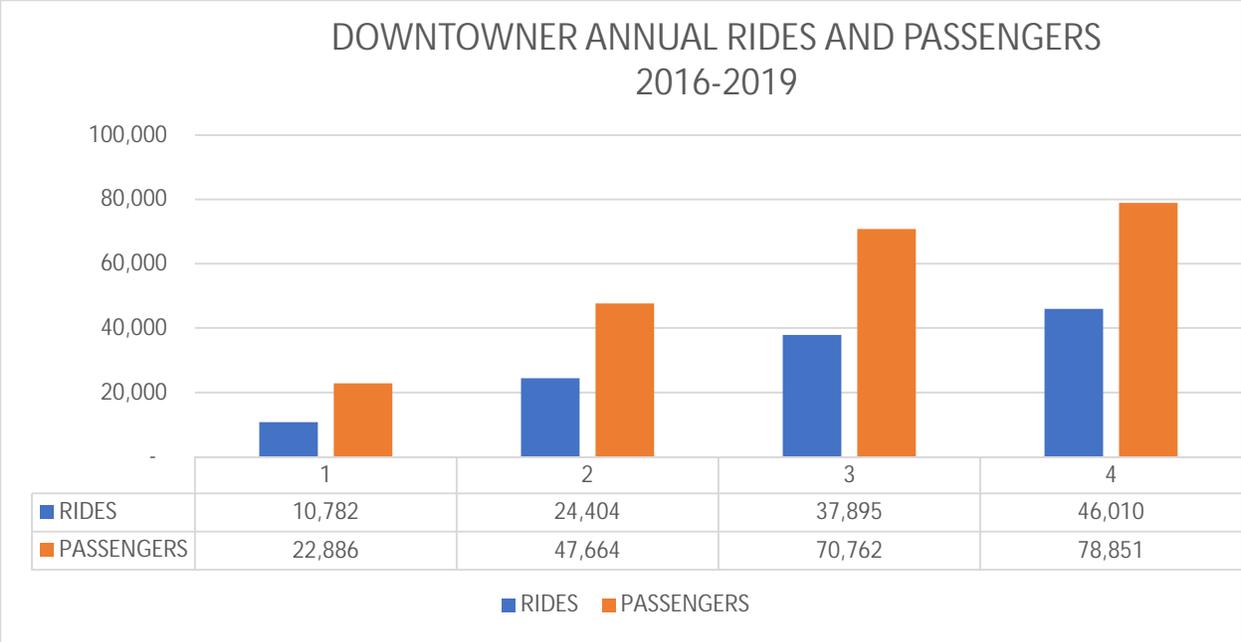
### DISCUSSION:

Since its inception, the Downtowner program has grown in terms of ridership, service hours and boundaries. Current hours of service are 8:00am-11:00pm in the winter and 11:00am-11:00pm for the rest of the year.

### 2019 METRICS AND HIGHLIGHTS:

2019 was another positive year for the Downtowner. The number of passengers carried and the number of rides both increased over 2018. Passengers carried increased 11.4% and the number of rides increased 21.4%. Both passengers carried and rides provided have increased dramatically since the inception of the program. Ridership began with 22,886 in 2016 and has increased to 78,851 in 2019. The number of rides taken have increased from 10,782 in 2016 to 46,010 in 2019.

YEAR	2016	2017	2018	2019	TOTAL
RIDES	10,782	24,404	37,895	46,010	119,091
PASSENGERS	22,886	47,664	70,762	78,851	220,163



## 2019 Downtowner Stats

### Annual Passengers

78,851

### Annual Rides

46,010

### Shared Rides

10,396 = 22.6%

### Wheelchair Rides

6

### Average Wait Time

8:39

### Average Rider Experience Rating

4.93 out of 5

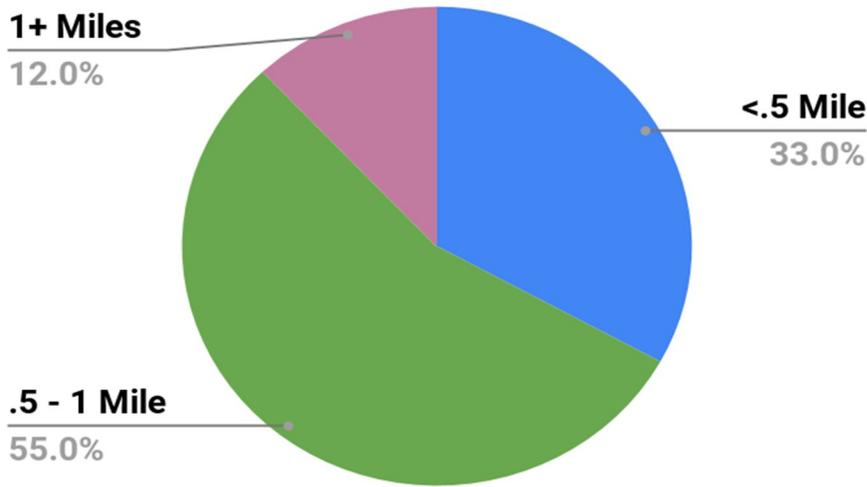
### CO2 Emissions Avoided

Up to 21 tons

### Personal Car Trips Replaced (from in-app survey question)

17,484 = 38%

### Average Trip Distance



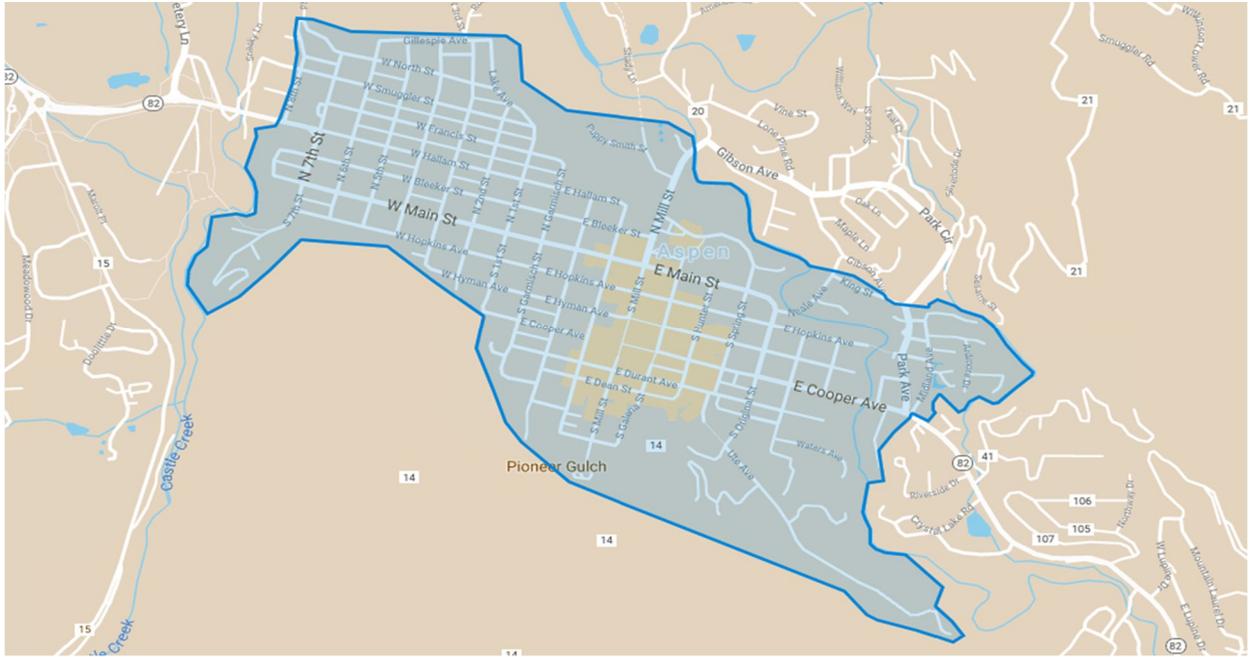
### Short Rides

% of rides with distance of less than 4 blocks: 1.42%

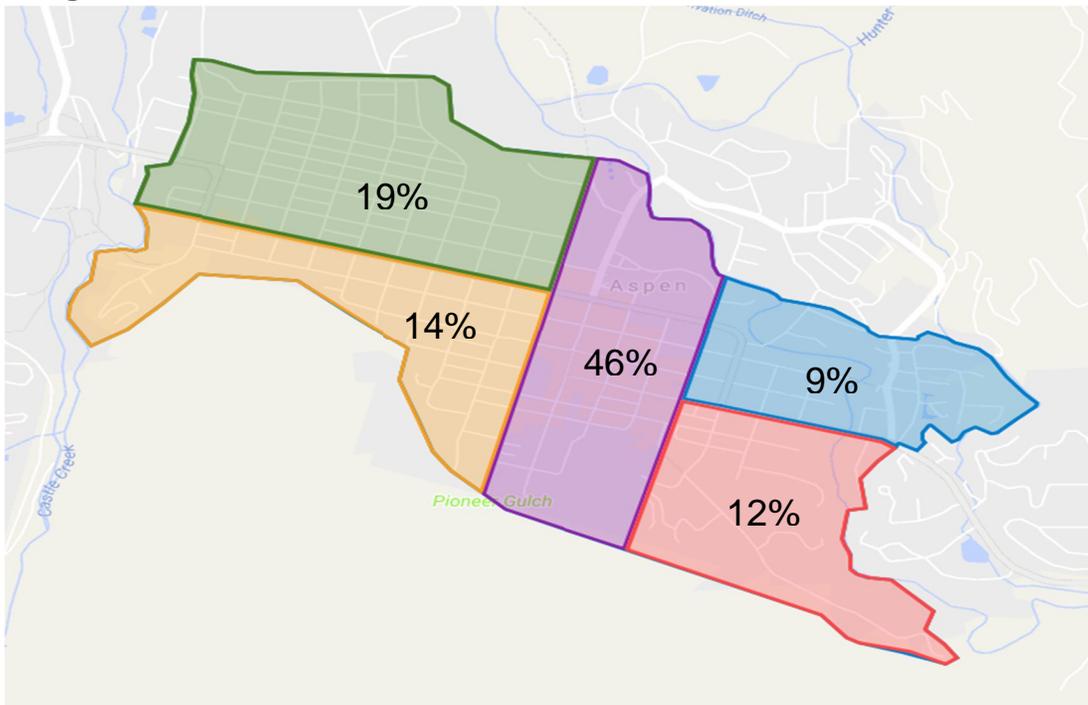
### Top 10 Most Used Locations

Location	Ridership (to & from)	Percent of Total Ridership
Gondola	7,822	10%
City Market	5,317	7%
Rubey Park	3,800	5%
St. Moritz	3,133	4%
Corner of Mill St. & Main St.	2,783	4%
Jerome	2,471	3%
Little Nell (likely skiers)	2,069	3%
Hotel Aspen	1,450	2%
Paradise Bakery	1,370	2%
Clarks Market	1,294	2%

## Current Service Area

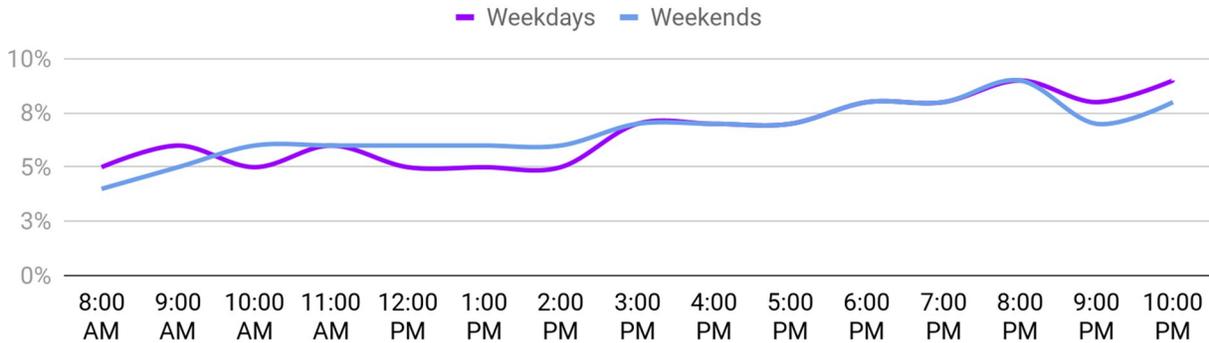


## Usage Per Zone

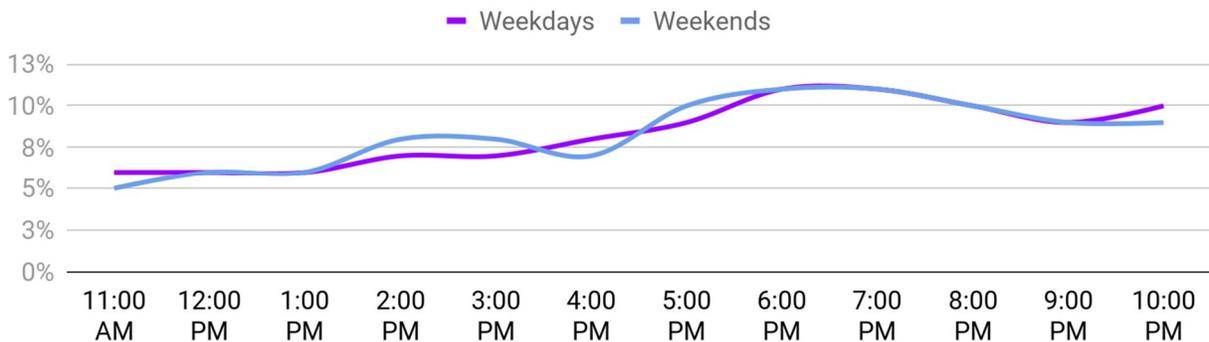




## Winter Ridership by Hour



## Summer Ridership by Hour

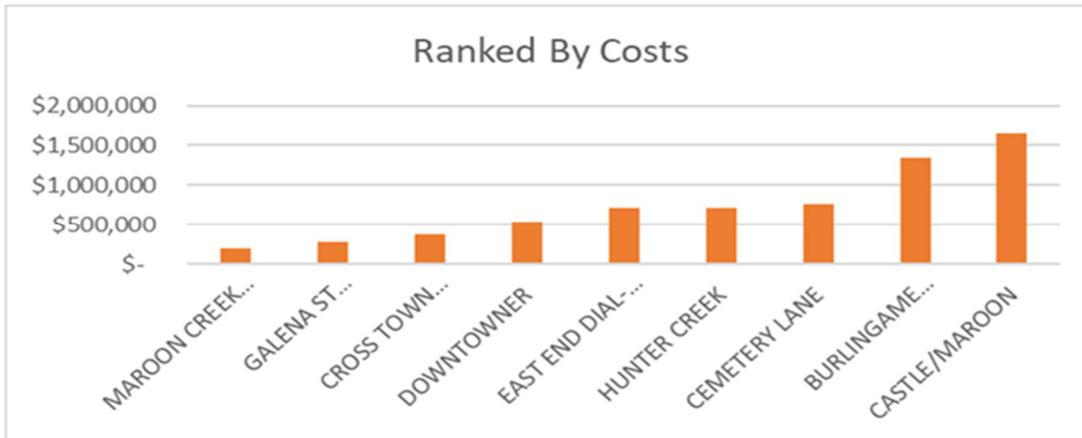
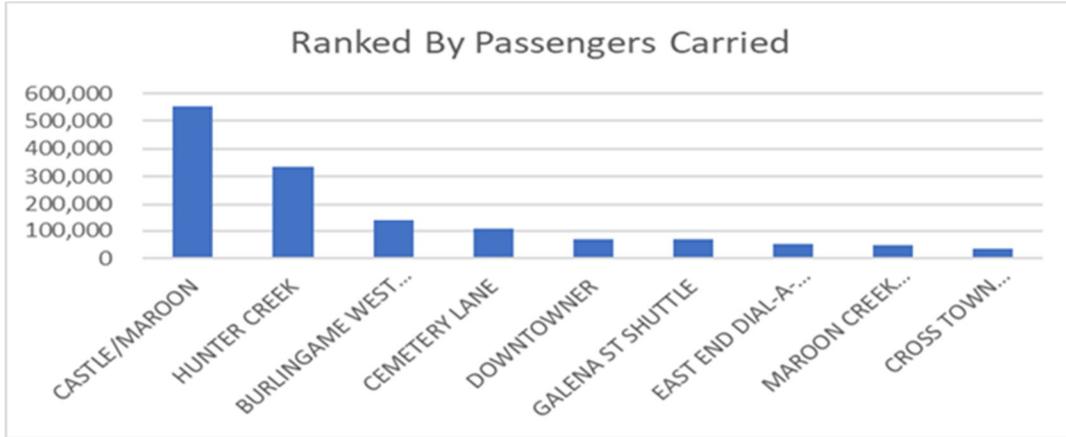


## Council Questions and Answers:

### Does the Downtowner service provide a good value?

- I think the Downtowner does provide good value to the City and the users. I believe that the Downtowner has provided the service requested of it at a pretty high level. The reliability is high, the customer service is very good, their drivers are well trained, and the ratings it receives from users are very high. The Downtowner is flexible, accountable and easy to manage. The Downtowner service is the result of Council's desire to implement an electric-powered, app-based on-demand service as a means of reducing traffic and parking congestion in downtown Aspen. At the time of implementation, the intent was to provide a high level of service within a well-defined service area either not well-served by transit or served by transit that is not well-utilized. Additionally, the service area excludes some locations based on input from taxi businesses concerned about the creation of competition.*
- The value of the Downtowner is not just in dollars and cents. The on-demand micro-transit service is part of a wholistic transportation plan to provide the community with options and alternatives to driving their car and taking up valuable parking spaces in downtown Aspen.*

*In terms of metrics the Downtowner ranks well. In 2018 the Downtowner ranked 5th in passengers carried, 6th in total costs and 4th in cost per passenger when compared to the local eight route transit system (see charts below). I think this shows that it is a good value and a good service. With the more reliable vehicles (Chevy Bolt all electric vehicles) this winter, I think the Downtowner will carry more passengers and become more productive.*



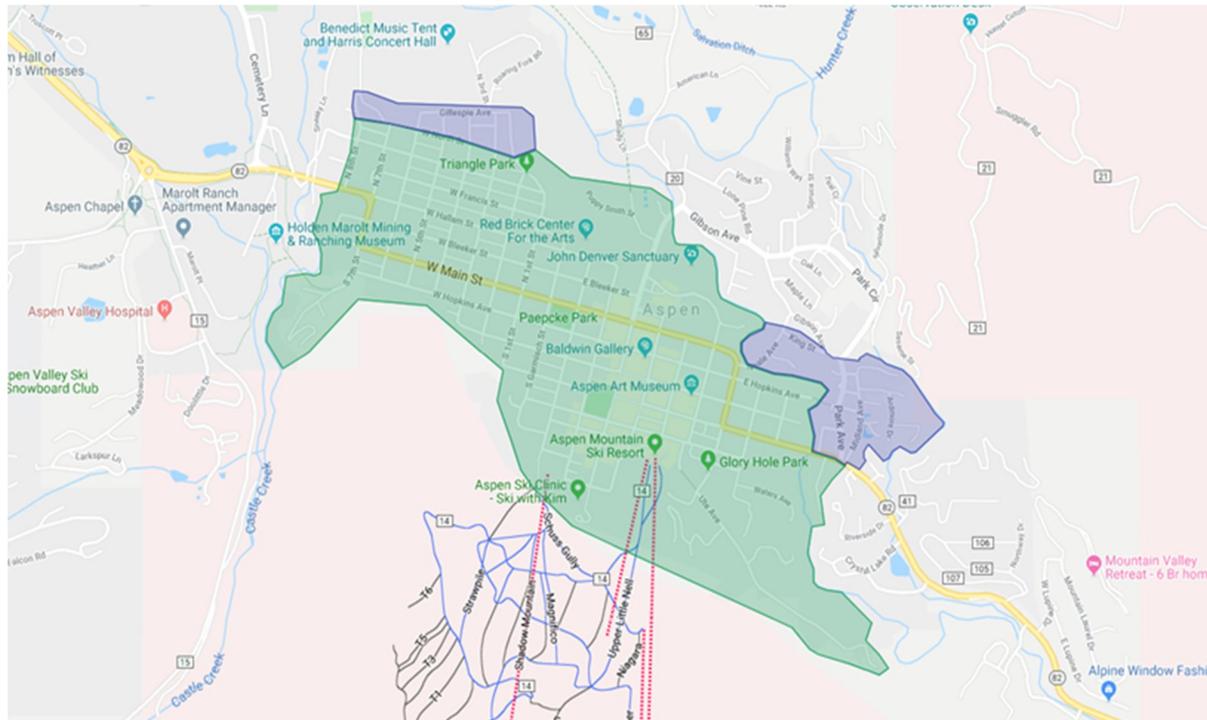
**The vehicles currently in use are not what were envisioned by the contract – all electric**

- *All of the vehicles in the fleet are “electric”. The GEM vehicles are electric vehicles and the Chevy Bolts are electric plugin vehicles. Both vehicles must be plugged in to charge. Both vehicles are zero emission vehicles and produce no emissions via the tail pipe. In 2019 up to 21 tons of CO2 were avoided using electric vehicles. The contract does not specify the vehicle type Having an all-electric fleet was Council and staff direction to the Downtowner.*

**The area serviced by the Downtowner is outside the contracted area.**

- *The service area has changed over the years usually at Council direction. The current contract has the following language concerning the service area: “Service area may be changed administratively upon agreement between both the City and the Contractor”.*
- *Since 2016, the service area has grown from .74 square miles to .84 square miles. The map below shows the original service area in green and the areas that have been added in blue. The RFP released for the program allowed for a larger area, but Transportation staff and Downtowner agreed that this smaller service area was best.*
- *We routinely get requests to expand the program to new neighborhoods in the City. Only a few new areas have been incorporated into the plan. We discuss the service area regularly with the Downtowner to see if it is productive and providing the best service possible.*

**Current Service Area**



### **Shared Rides:**

- *The Bolt does not necessarily increase the opportunity for more shared rides, but it does increase the ability to complete more rides per hour. The Bolt has 4 seats while the GEM has 5. So, the Bolt has one less seat to use when sharing. Where the Bolt has an advantage is in its battery range. It can drive all day without charging. The GEM must be charged throughout the day and has to go back to the garage to be swapped out with another GEM every hour or two. This takes away from the time it is out on the road completing rides.*
- *22.6 % of all rides are shared rides*
- *70% of shared rides include 3 or more people*
- *5 passenger rides: 5 passenger rides have historically made up only 3 - 4% of the total rides provided. More than one vehicle can be sent for larger groups.*

### **Can people with ski boots on actually get into the back seat? Are the ski racks on the Bolt user friendly?**

- *We haven't received any negative feedback regarding getting in and out of the Chevy Bolts with ski boots on.*
- *The ski racks are standard and simple to use. The drivers always help anyone needing assistance loading skis/snowboards. A roof ski rack model was chosen because we wanted to keep the trunk area easily accessible for passengers to use for bags and groceries. There are a lot of trips to/from the grocery stores.*
- *We have received many comments that the Chevy Bolts are nicer and much warmer than the GEM cars.*

### **How many rides are for more than three passengers – what the Bolt will hold?**

- *The Bolt can hold 4 passengers. The GEM cars can hold 5 passengers.*
- *For 2019:*
  - *Percent of rides requested for 4 passengers: 5%*
  - *Percent of rides requested for 5 passengers: 3%*

*\*Note: There is a GEM on the road which can do the 5 passenger trips if needed.*

### **How many vehicles in service at any given time?**

- *Depending on the day and time of the year, there are anywhere from 1 - 4 vehicles in service*
- *Demand analytics tools are used to optimize staffing and vehicles needed on the road depending on demand*

### **On getting cars off the road**

- *In the past 12 months, we've replaced over 17,000 personal car trips*
- *According to the survey riders take while they wait to be picked up*

### **On being local**

- *The staff and drivers are local, much of whom were born and raised in the valley*
- *The management is local as well. The co-founder of the company lives in Snowmass*
- *The company has been part of the community for over 3 years now*