



Palo Alto Link

12-month Performance Review

March 2023 - February 2024

PTC Meeting

March 27, 2024



Today's Presentation

1. Performance Evaluation

2. Rider Demographics & Insights



Performance Snapshot

Link has unlocked an accessible, efficient, and sustainable way to get around Palo Alto.



Palo Alto Link

- **Convenient shared -ride alternative to private vehicles**, with the ability to book on-demand trips through an intuitive mobile app
- **Seamless connections to key points of interest**, including major employers, transit hubs, schools, and local shops
- **Sustainable and accessible service**, with a custom-branded fleet of hybrid and wheelchair accessible vehicles



50,220+
completed
rides



840+
unique riders
per month



13.8 min
average wait
time

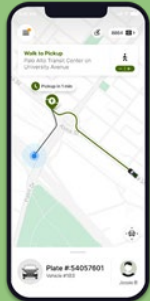
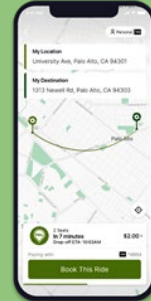


4.8/5
average ride
rating

**Data from March 7, 2023 - February 29, 2024*



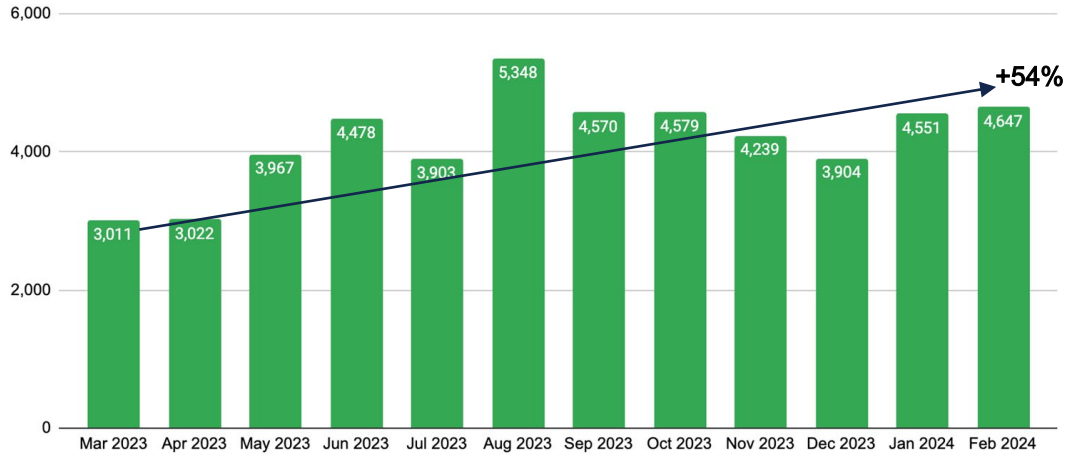
Introducing Palo Alto Link —
rideshare reimaged.



Ridership

Link has grown steadily since launch in March 2023.

Completed Rides per Month



what riders are saying about their trip experiences:

"Wonderful service! Good price, short wait time, and way better than the old bus shuttle system."

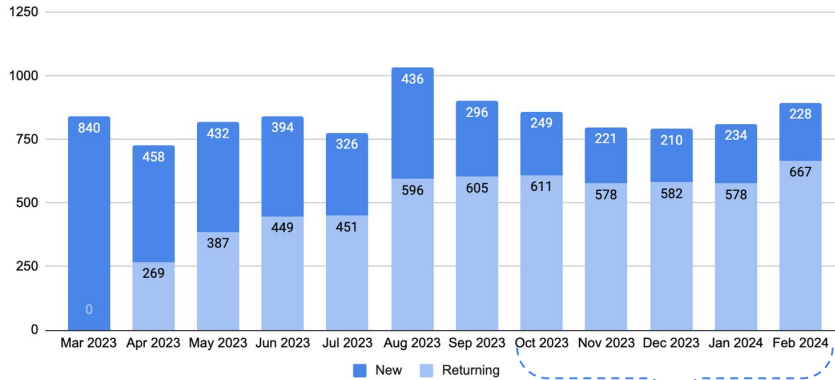
"I love the ease of the app in obtaining a ride share that is reasonably priced, convenient, eco -friendly."

"Link is the best thing happening in my life. I get a ride in a few minutes, the ride is affordable, and the drivers are very efficient and friendly"

Ridership

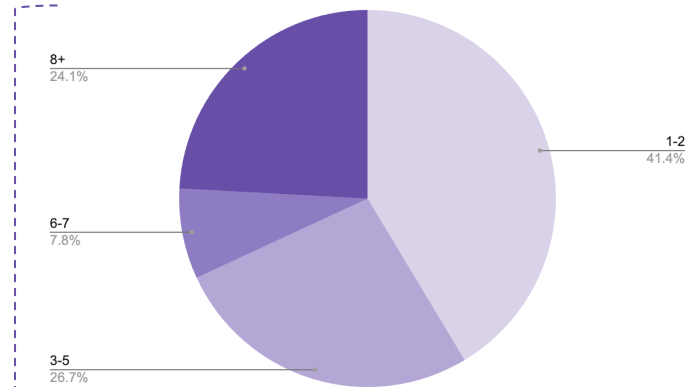
Link continues to attract new riders while maintaining an engaged base of repeat riders.

Active Riders Split By New vs. Returning



73%+ of trips were taken by returning riders.

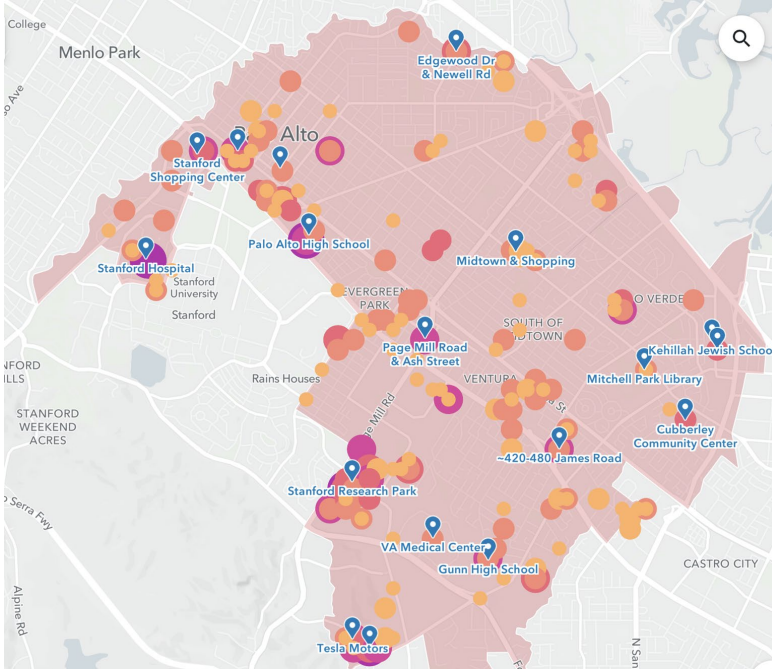
Active Riders Split By Number of Trips Per Month



Nearly 60% of riders took 3+ trips per month.

Ridership

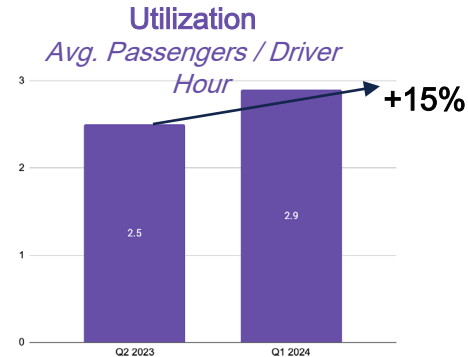
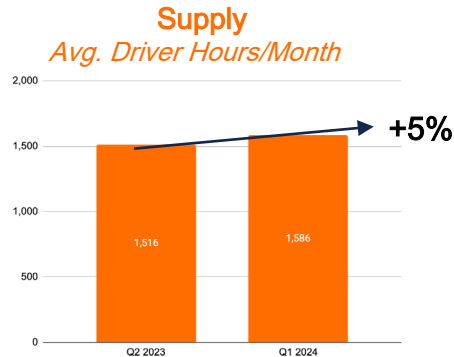
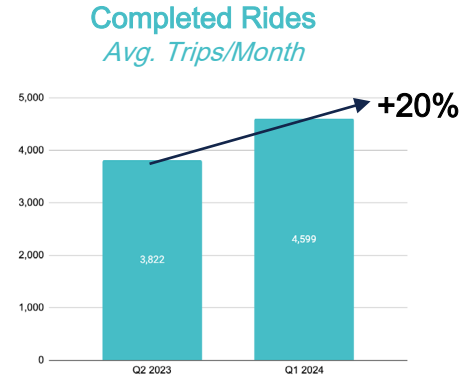
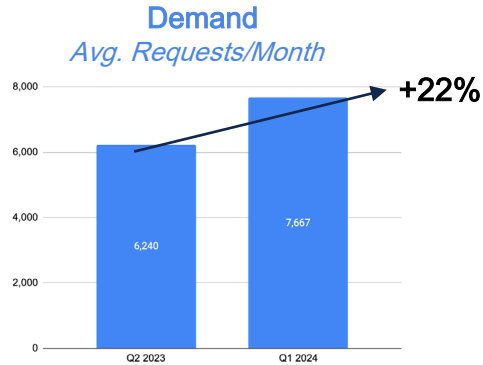
Riders use Link to reach key community resources, including schools, employers, transit hubs, and local shops.



Top Pickup/Dropoff Locations	% of Total Trips (Sep - Jan Avg.)
Stanford Research Park	32%
Palo Alto High School	7%
Stanford Mall	4%
Gunn High School	3%
Palo Alto Caltrain Station	3%
Stanford Hospital	2%

Efficiency

Even though supply has remained relatively flat, Link has been able to absorb ~20% more rides over time.



Quality of Service

Link continues to meet growing demand while maintaining a high quality of service for riders.



4.8/5 ride rating

on average, riders leave a 4.8/5 rating after taking a trip



94% met demand rate

<6% of requests are not met with a trip proposal

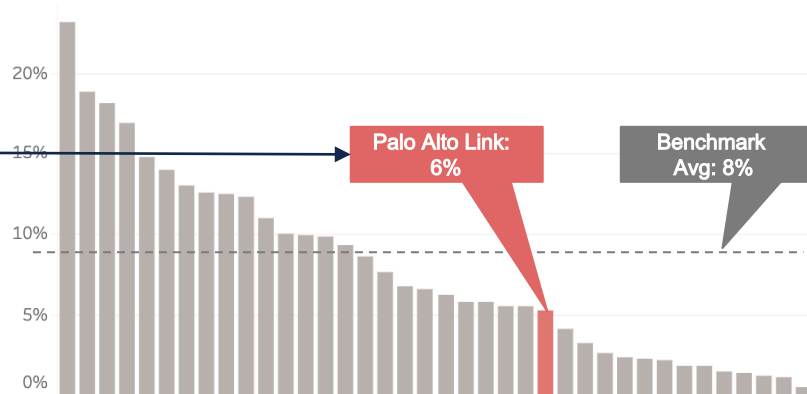


13.8 min wait time

Link provides an estimated wait time of ~13 min, on average

**Data from Mar 7, 2023 - Feb 29, 2024*

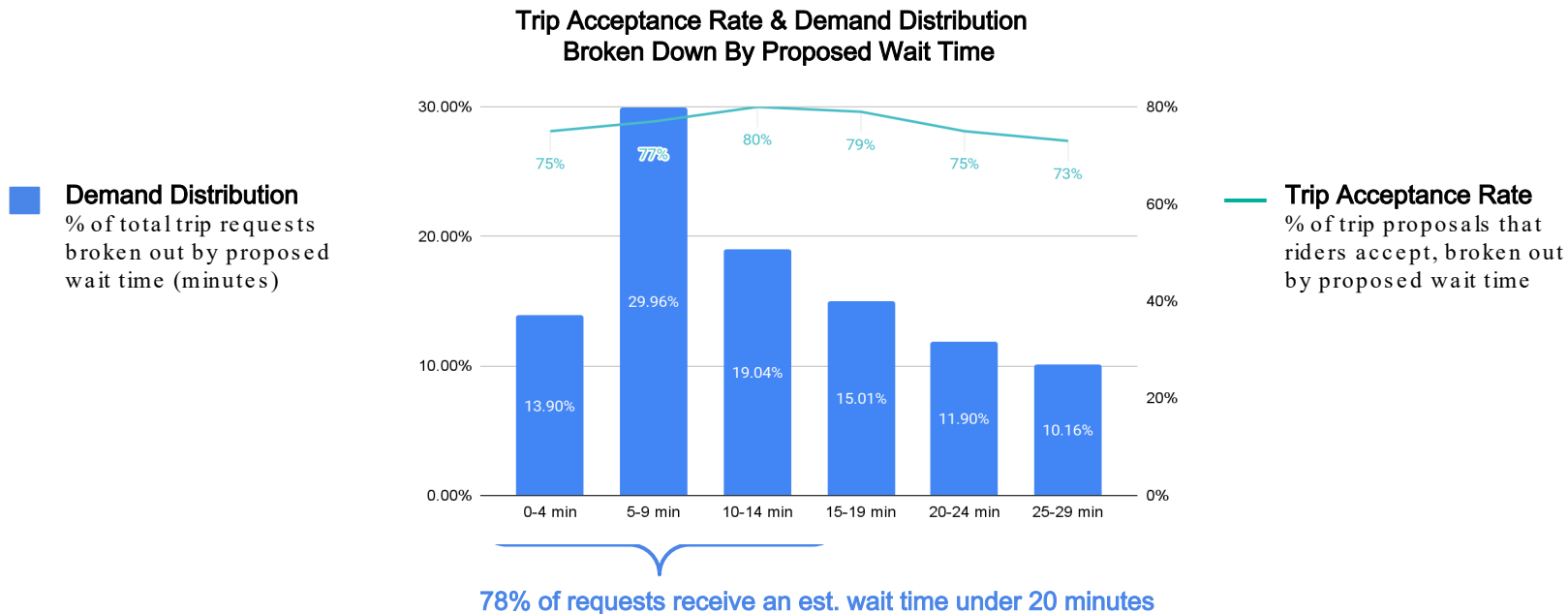
Unmet Demand Rate Across Benchmark Microtransit Services



**Benchmark services = Via -powered on -demand microtransit deployments in the US (data from Quarter 3 of 2023)*

Quality of Service

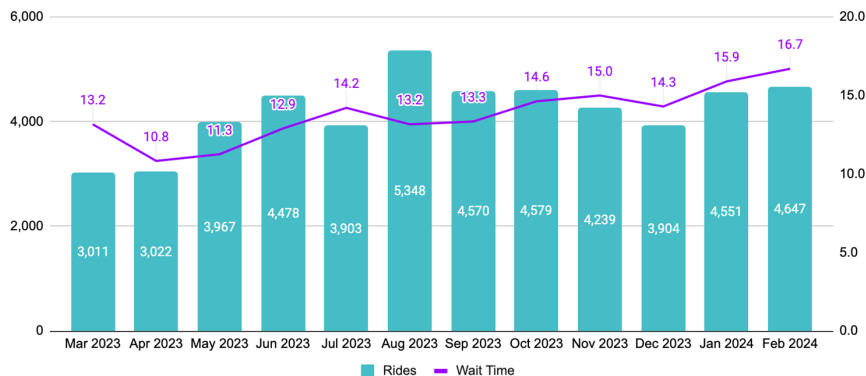
While Link riders typically accept wait times up to 30 minutes, over 80% of requests receive a wait time below 20 minutes.



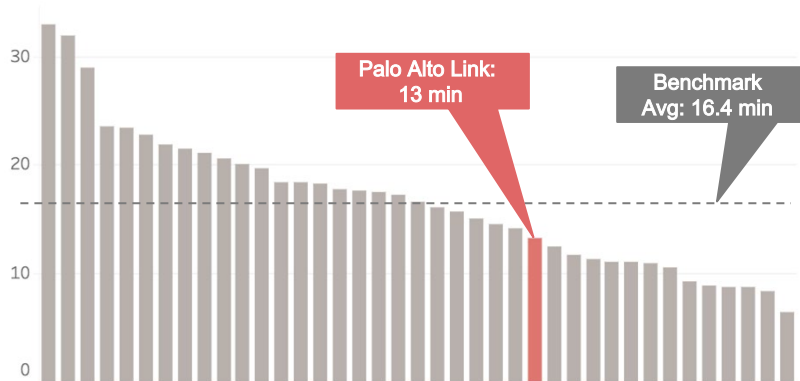
Quality of Service

As the fleet has become busier with more rides, wait times have slightly increased since launch, but still remain better than the industry average.

Palo Alto Link Rides & Average Wait Times By Month



Average Wait Time Across Benchmark Microtransit Services



**Benchmark services = Via - powered on - demand microtransit deployments in the US (data from Quarter 3 of 2023)*

Agenda

1. Performance Evaluation

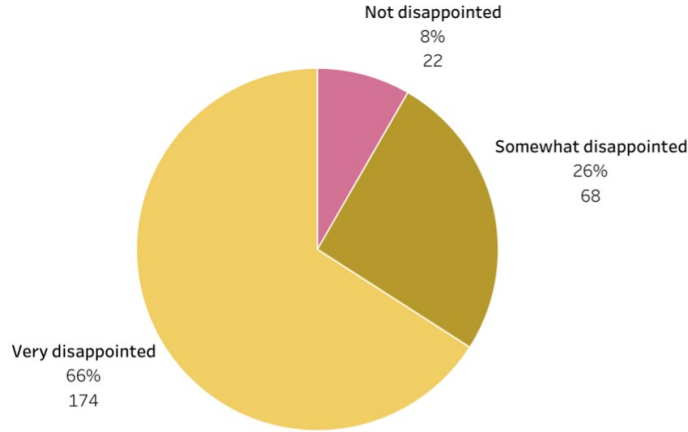
2. Rider Demographics & Insights



Riders have come to love and rely on Link for essential mobility.

Survey Question:

“How disappointed would you be if you could no longer use Link?”



What riders are saying

“This is a **great community service** and I would miss it very much if it was no longer an option.”

“There is a **huge need** for this transportation.”

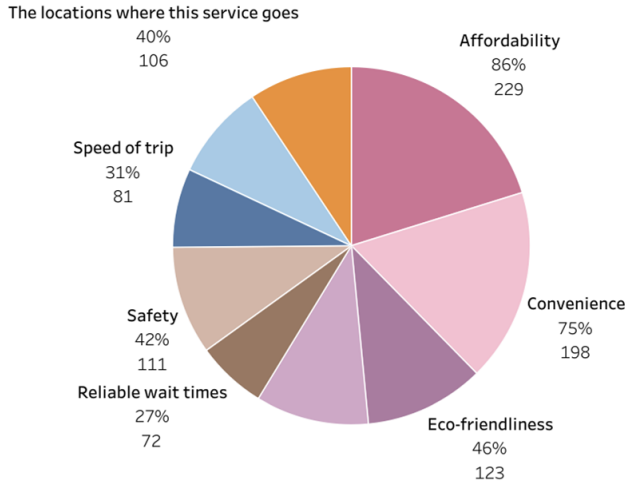
“I **use it daily** so it would be a big inconvenience to not have access to it anymore.”

“The Palo Alto Link is the **best thing** happening in my life.”

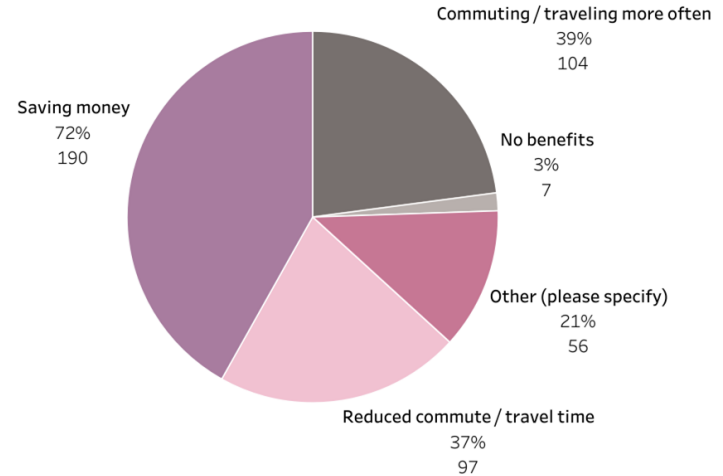
“It is affordable and clean and safe and the drivers are awesome. **PLEASE don't ever take this service away** .”

Riders value the affordability, sustainability, and faster commute that Link has unlocked.

Survey Question:
“Why do you use this service?
(select all that apply)”

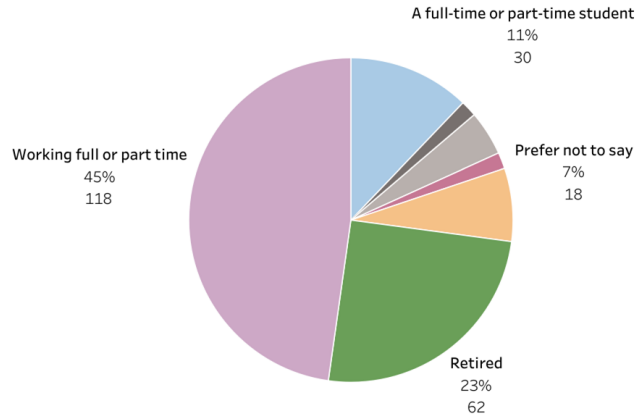


Survey Question:
“What benefits have you seen from using this
service? (select all that apply)”

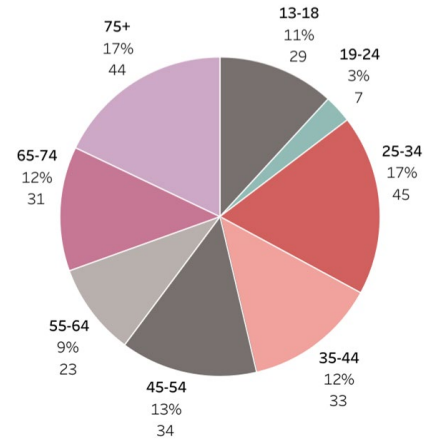


The rider base is diverse in terms of employment status and age.

Survey Question:
“What is your employment status?”



Survey Question:
“What is your age?”



**Based on 265 survey responses collected Sep - Oct 2023*

Link is serving many residents who otherwise could not afford safe, high-quality transportation.



What riders are saying

“Without Link, many youth, students, and seniors wouldn’t have an **affordable and safe** means of transit within Palo Alto.”

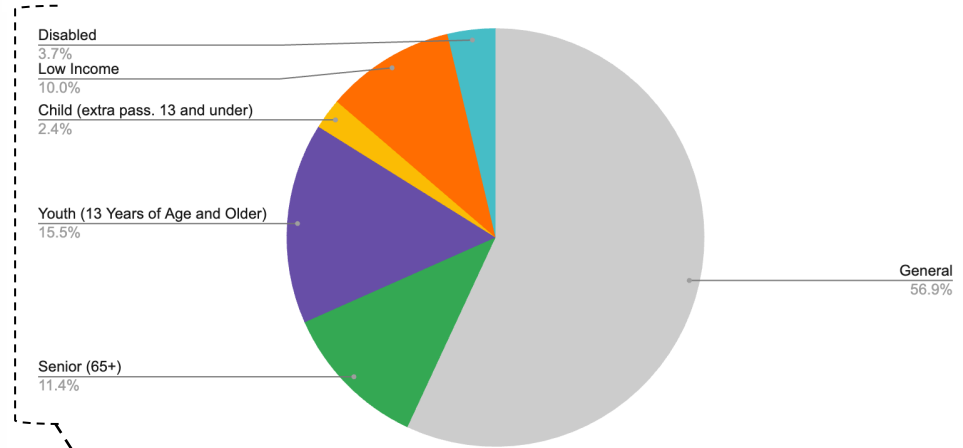
“It is a way I can **afford to get to work** and **medical appointments** .”

“Link saves transit time and is **affordable for low - income families** .”

“It is a great **affordable alternative** to Lyft/Uber, and it feels **safer** .”

**Based on 265 survey responses collected Sep - Oct 2023*

Riders Split By Fare Concession Category



43% of riders qualify for discounted fares.

**Based on ridership data from Oct 2023*

Link provides independence for seniors and those with mobility limitations.



What seniors are saying

"I am getting older and need a way to get to the doctor, store, repair shops etc."

"Link gives me **greater independence** since I no longer drive or own a car."

"I love the **social aspect** of riding with driver and others."

"The service is very **approachable for seniors**."

"I anticipate that it will be **increasingly important to me as aging** inevitably restricts my other means of getting around."



What mobility -limited riders are saying

"This service has given me much **greater independence as someone with physical mobility limitations**."

"I need the service to **get home from school since I have a foot injury**."

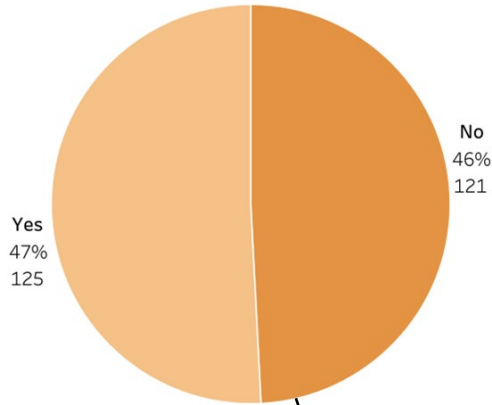
"This service was **extremely helpful when I was injured** and couldn't drive."

"I walk most places in Palo Alto but **use it when we're with our disabled son**."

"As a native Palo Alto resident born with mild cerebral palsy, it helps with doing my weekly errands and just **getting out of my house**."

Link unlocks mobility access for those without cars, and allows residents to forego or reduce car ownership altogether.

Survey Question:
“Do you have access to a private vehicle?”



*Based on 265
survey responses
collected Sep - Oct
2023

46% of respondents do
not have a private car.



What riders are saying

“Link **reduces car dependence for me** . It obviates the need for a personal vehicle.”

For someone without a car, Link has been **essential** in making very valuable trips practically possible.”

“My family **needs Link since we do not drive** .”

“Link allows us to **get by with only one car** for this household.”

“Link was a **key part of my decision to not purchase a car** upon moving to Palo Alto.”

Link is encouraging residents to choose shared transit over high-emission private vehicle travel.

Survey Question:

“How would you have made your most recent Link trip if it wasn’t an option?”



52% would have used
Uber/Lyft/taxi or a personal car



what riders are saying

“Excellent service using **environmentally sound transportation** ”

“I rely on Link as an **eco-friendly** way to go to work.”

“I like the fact that **vehicles are eco-friendly** .”

Survey Question:

On your last Link trip, did you use the service to connect to other forms of transit?



16% report using Link to
connect to other forms of transit



what riders are saying

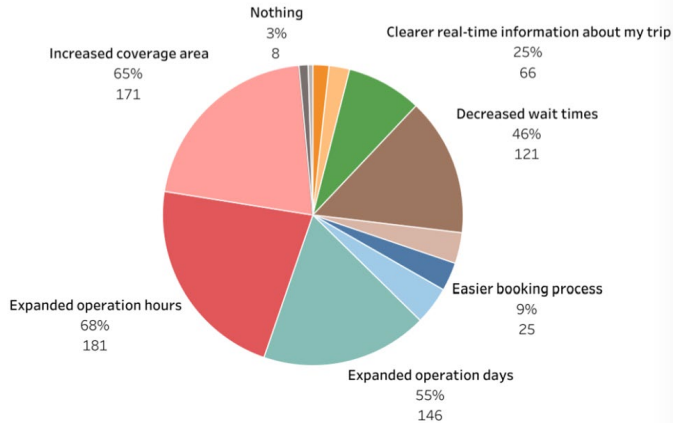
“It is extremely **helpful getting to areas without a bus stop** within 10 minutes walk.”

“It is really **convenient where the bus doesn’t run frequently** and **for long trips where I am unable to bike** ”

Looking ahead, riders want to see Link expand in terms of time and geographic coverage.

Survey Question:

“What would you like to see improved about the service?”



**Based on 265 survey responses collected Sep - Oct 2023*



what riders are saying about time coverage:

“It would be nice to extend the service **into the evenings and on the weekends** .”

“If the service could **go past 6pm** , we could use more often.”

“As a nurse, my **work schedule varies** , so increased hours and days of operation would be greatly appreciated.”

“During daylight hours I can bicycle most places in Palo Alto. If hours were extended to 8pm, it would cover **trips after dark** .”

“I would love Link to be available for more hours. **Late night trips** to places are a must.”



what riders are saying about geographic coverage:

“Please extend to neighboring towns: **Menlo, Mountain View, Redwood City** .”

“Since many of our medical facilities are in Menlo park, I would like to see this wonderful service extend to **Menlo Park** .”

“I’d love to see Link cover the area of **Palo Alto Bayland and Foothill Park** .”

“Would be nice to ride Link to places in Menlo Park and Mountain View, **at least hospitals and grocery shopping** places.”

“It would be great if the service extends to a wider area including **Stanford campus** .”

Thank you.



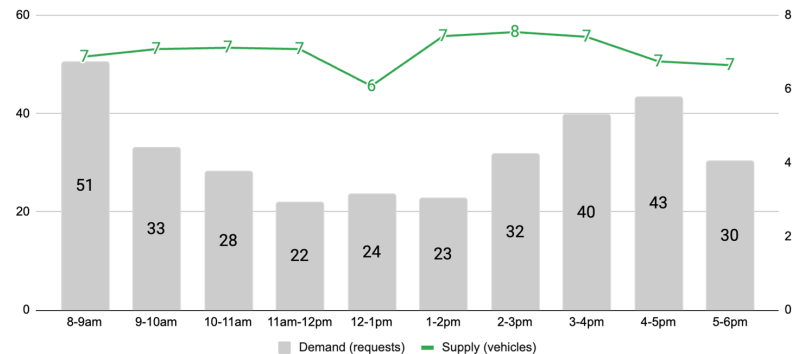
CITY OF
**PALO
ALTO**



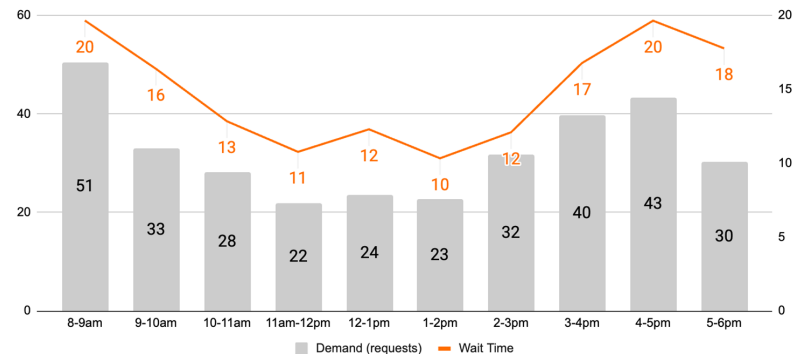
Quality of Service

Over the course of the day, the fleet scales with demand in order to minimize wait time spikes during peak demand hours.

Average Demand & Supply By Hour



Average Demand & Wait Time By Hour



**Average hourly data from Oct 2023 - Feb 2024*

