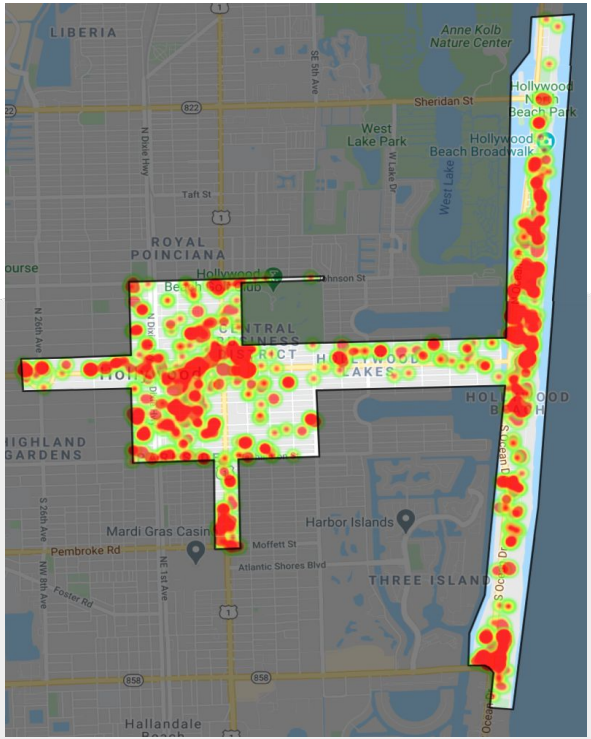
HOLLYWOOD

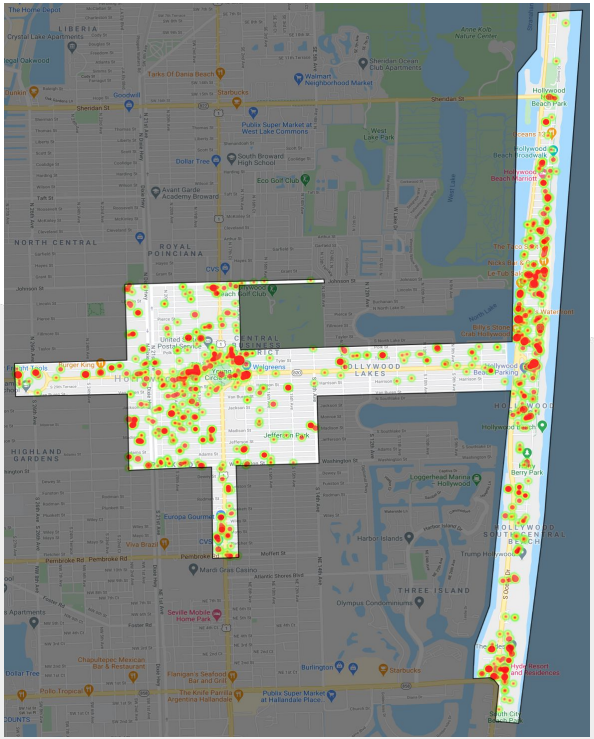
January 2021 Report

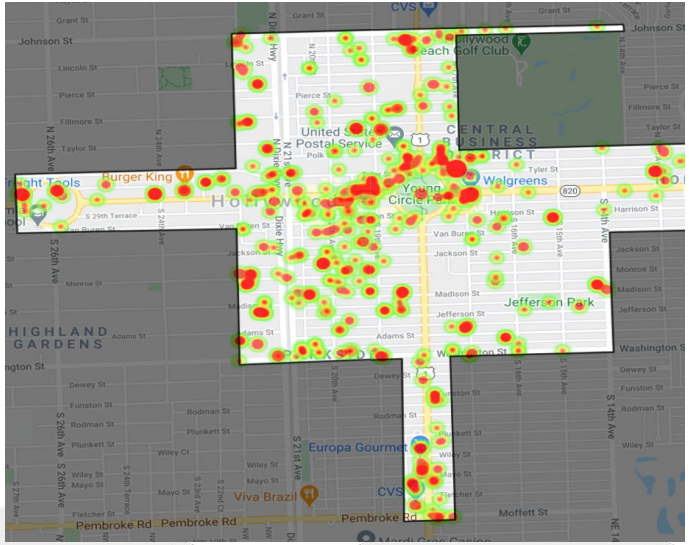
HEATMAP

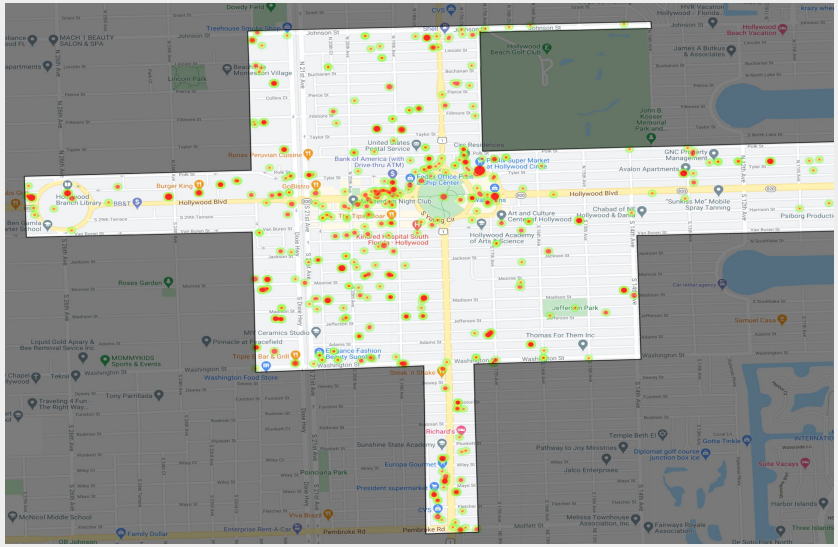
Overview

January 2021









HEATMAP

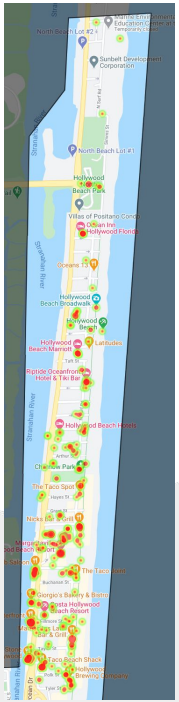
Downtown

January 2021

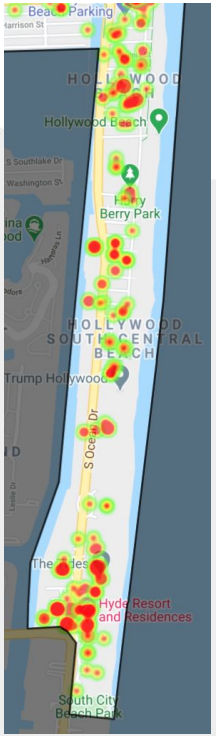
HEATMAP

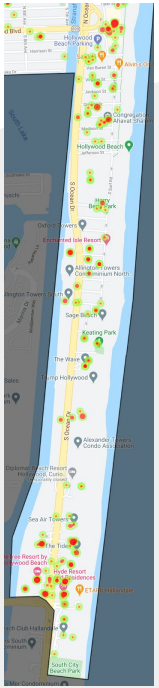
Beach

January 2021



North of Hollywood Beach Resort





South of Hollywood Beach Resort

TOTALS

January 2021

7,315 Rides

11,527 Riders

Rides increased by 14% from December 2020
Ridership increased by 33% from December 2020

BCT Metric

January 2021 - Sun Shuttle Exceeds by 364%

32.96 PPRH*

PPRH = Passengers Per Revenue Hour Per Route
***BCT requirement to exceed 7.1 PPRH per route for Community Shuttles**

PERFORMANCE

January 2021

11,152 Total Requests
6,129 Completed Rides
3,682 Cancelled*
1,341 Missed**

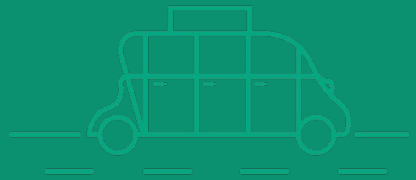
*Cancelled rides are requests connected to driver then canceled, includes rider cancels
**Missed rides are requests not connected to driver due to all available drivers on other requests

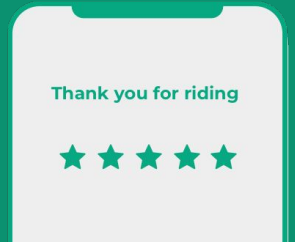
APP REQUESTS

January 2021

6,742 Rides

10,493 Riders





*Pooling technology adjusted due to COVID-19 and capacity limits

FLAG DOWNS

January 2021

573 Rides

1,034 Riders

AVERAGES

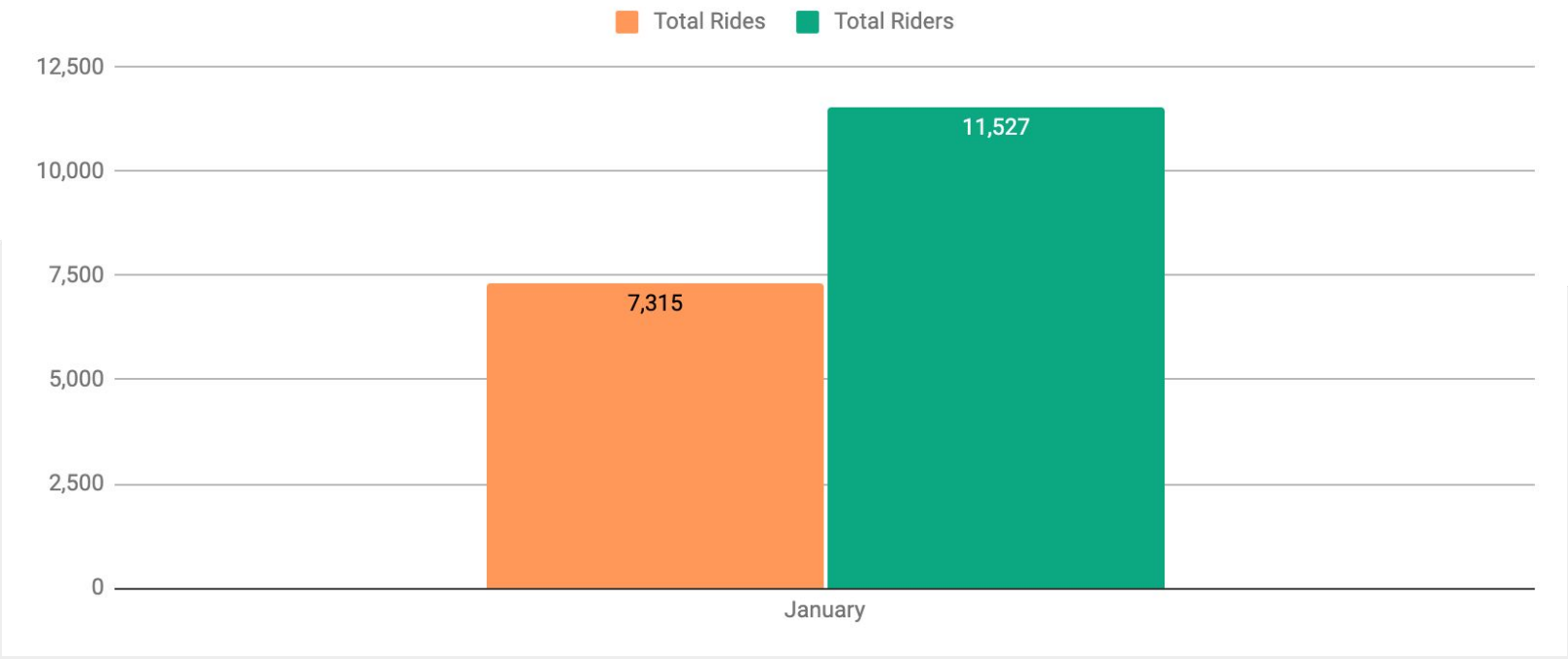
January 2021

236 Daily Avg. Rides

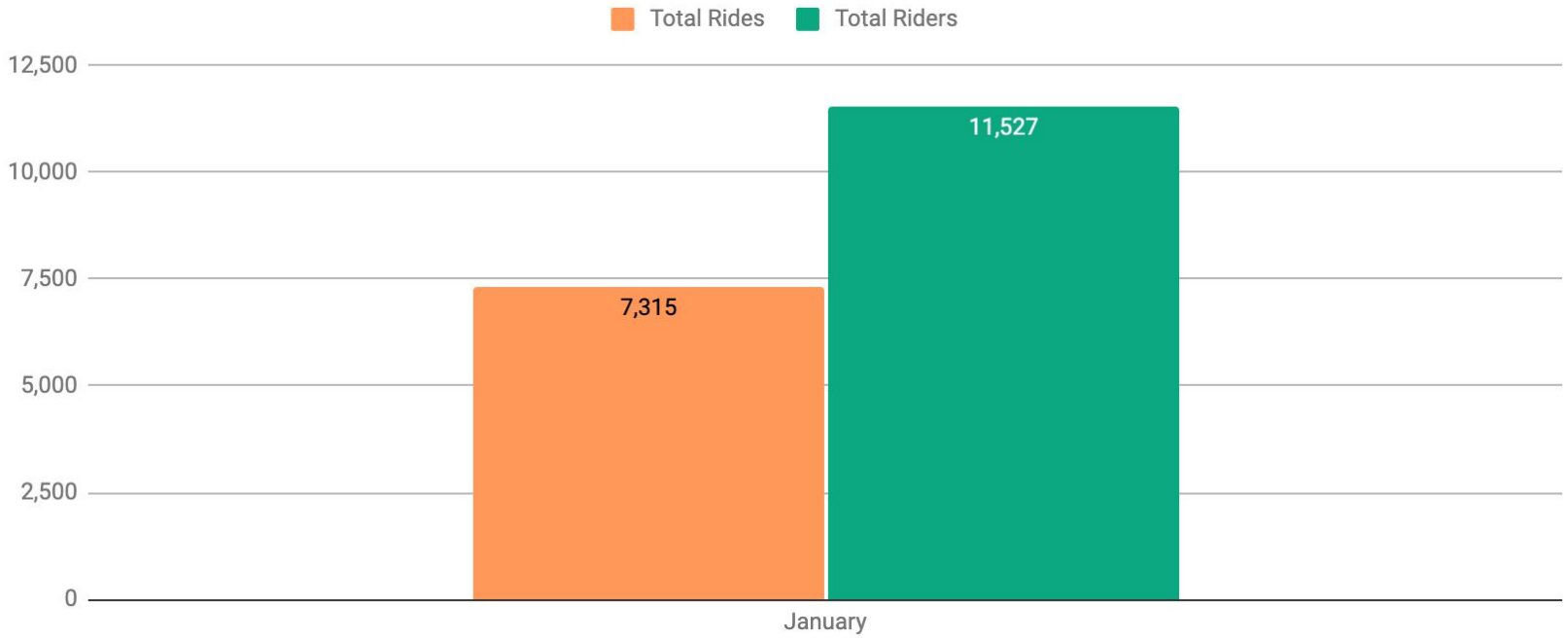
372 Daily Avg. Riders

1.58 Riders/Ride

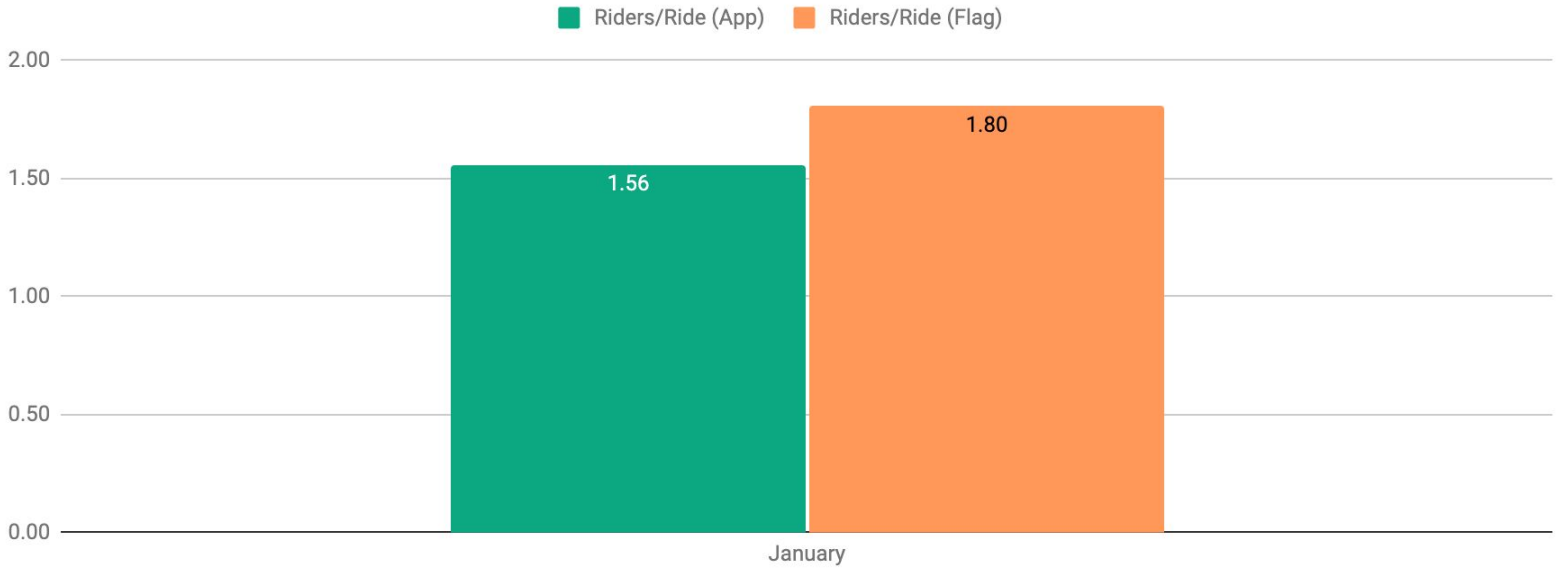
HOLLYWOOD
Total Rides vs. Total Riders
January 2021



HOLLYWOOD
Daily Avg. Rides v. Daily Avg. Riders
January 2021



HOLLYWOOD
Riders/Ride (App) v. Riders/Ride (Flag)
January 2021



AVERAGE RIDER RATING & REVIEWS

Average Rider Rating: 4.9/5

Awesome driver. Give good tips about Hollywood and Miami area

Outstanding driver with a positive attitude

Very Safe and responsible driver.

Great Tour Guide of Hollywood!

Wonderful trip and thank you for finding my phone. I really appreciate the help.

it was a great adventure. it is our first time at Hollywood we are celebrating our 48 anniversary. Steven, the driver, is so kind, courteous, and a very good tourist guide. we are so grateful of the City on this service. you are Excellent .we rate you 100%.

Excellent service helped buckle the kids in and everything kind gentleman

driver was courteous and willing to help without asking. Good job!

Best driver ever..Always professional and kind. He also, always make we are safe. He makes us buckle up.My favorite driver

GLOSSARY

Total Requests
Total amount of app requests made in Hollywood

Completed
Total amount of completed app requests (individual requests, not riders)

Cancelled
Total amount of rides cancelled after the ride is connected to driver (95% by rider)

Missed
Total amount of rides requested that receive “no drivers available” due to ride volume at time of request

Daily Average Rides
Average amount of rides, both app requests and flag downs, given on a daily basis

Daily Average Riders
Average amount of riders on a daily basis

Riders Per Ride
Average number of people in each request’s party (Total Riders divided by Total Rides)

Rider Rating
Rating given by the rider through the app after the ride is complete

THANK YOU!