

# Pilot Participation Application Results

## Application Scoring Criteria

Metro's 2015 Service Guidelines Update established a set of prioritization criteria for Metro to use when evaluating the delivery of alternative services. Criteria include: time-based service gaps, geographic coverage service gaps, rural communities or emerging transit markets, market potential, and partnership opportunities for service or infrastructure.

- Metro incorporated criteria into a four-part questionnaire for the Pilot Participation Application Process conducted in the fall of 2016
- The four questions carried equal weight in the evaluation process
- Each question response was scored individually using a scale of 1 to 5 (with 5 being the highest)
- Individual question scores were totaled then averaged for an application score
- Applications were rank-ordered according to their overall application score

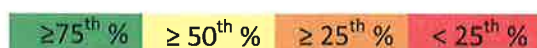
Question	Scoring Criteria
<b>1. Potential Market:</b> Geographic boundaries of the community and the potential market for an alternatives services solution to that community's mobility needs	Clarity in description of pilot community and market potential for services, taking into account activity/employment centers and the regional transit network
<b>2. Needs and Gaps:</b> Mobility need(s) in the community including any gaps in fixed-route transit service (geographic or time-of-day)	Specificity in identified day-of-week, time-of-day or geographic gaps in the fixed-route transit network.
<b>3. Equity and Social Justice:</b> Potential rider demographic/population to be served and how an alternative services solution would support historically disadvantaged populations	Specificity in description of population to be served and how alternative services solution would support historically disadvantaged populations
<b>4. Partnership:</b> How the applicants will support and participate in a project	Demonstrated partner interest supported with specific, proposed partnering concepts or opportunities

## Scoring Breakdown

The figure below represents the average percentile grouping for each applicant and each question. Each applicant is anonymized by number and is listed in rank order – highest application score first.

*Percentile Groupings by Applicant and Question (Note: Individual question scores may vary within each grouping)*

	Accepted applicants														
Applicant #	13	7	4	15	12	11	6	14	18	9	16	8	3	17	5
Question 1															
Question 2															
Question 3															
Question 4															



## Key Takeaways

- Responsiveness to all four questions made for a successful application
- Strong responses (described for each question below) were characterized by clarity and specific examples
- Some unsuccessful applications had strong individual question responses but did not achieve overall high scores due to multiple weak scores or one very weak score
- Weak responses were characterized by irrelevant information or a lack of specificity or clarity

### Characteristics of Very Strong Responses

1. Potential Market	2. Needs and Gaps	3. Equity & Social Justice	4. Partnership
<ul style="list-style-type: none"> <li>Clearly defined geographic boundaries and markets</li> <li>Made compelling argument why area is potential market</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrated significant geographic and temporal transit gaps</li> <li>No transit alternatives within ½ mile</li> </ul>	<ul style="list-style-type: none"> <li>Clearly described population to be served</li> <li>Demonstrated how project could serve specific disadvantaged communities</li> </ul>	<ul style="list-style-type: none"> <li>Expressed intention to support project with concrete examples</li> <li>Expressed steps already taken to support the partnership</li> </ul>

## Types of Partnership

The figure below shows the frequency with which applicants mentioned different partnering activities in their response to Question 4, including engagement/outreach, staffing, operations support, meeting space, and financial contributions. Frequencies for the whole applicant group are compared to frequencies for the eight applicants accepted for pilot projects in 2017.

- All applicants offered some form of engagement or outreach support
- More than half of both groups offered staffing support
- Three applicants offered to contribute finances, two of which were among those awarded projects

### References to Partnering Activities: Whole Applicant Group vs. Accepted Applicant Group

