

| <b>Microtransit Pilots</b><br>►<br><b>Goals of Microtransit Pilots</b> ▼             | <b>Lone Tree Link On-Demand Pilot with Uber – CO</b><br><b>SUCCESSFUL</b>   | <b>Go Centennial Pilot with Lyft – CO</b><br><b>DISCONTINUED</b>  | <b>PickUp Pilot with Via - TX</b><br><b>SUCCESSFUL</b>   |
|--|---|---|--|
| <b>LESSONS LEARNED</b>   | - Had trouble with Uber app. App. assumed the wrong size van<br>- Expanded service hours in pilot<br>- Realized call ahead scheduling was essential | - Roughly 75% of funding to provide accessible service -> could have one accessible vehicle to serve a larger area<br>- Must link with existing transit systems<br>- Improve back-end integration<br>- Expand pilot duration, service hours/area, marketing | - Increased dial-a-ride ridership nearly fourfold and decreased the cost per passenger by 50 percent<br>- After the pilot ended, had a new fixed route coming in and replaced on-demand route. Utilizing Via in 4 other areas around Austin (1 small town is about the size of Montpelier) |
| <b>ENCOURAGE PUBLIC TRANSIT:</b><br>Address first-last-mile                          | +   | +/-   | +  |
| Reduce costs of first-last-mile services or existing transit system                  | N/A   | +   | +  |
| Leverage existing investments  | +   | N/A   | +  |
| Feeder to high-capacity transit system   | N/A   | N/A   | +  |
| Increase ridership over existing system  | +   | N/A   | +  |
| <b>IN-TOWN PARKING:</b><br>Reduce congestion, parking demand                         | +/-   | -   | N/A  |
| <b>ECONOMIC DEVELOPMENT</b>  | +   | N/A   | N/A  |
| High return on investment for City   | N/A   | -   | +/-  |
| <b>ENVIRONMENT:</b><br>Reduce VMT  | N/A   | +/-   | N/A  |
| <b>EQUITABLE/USERS SATISFIED</b>   | N/A   | +   | +  |
| Users 'satisfied' or 'highly satisfied' with overall level of comfort during program | +   | -   | +  |
| Short wait time  | N/A   | +   | +  |



| <b>Service Parameters</b>                          | <b>Lone Tree</b>  | <b>GoCentennial</b>  | <b>PickUp</b>  |
|--|---|--|--|
| Service area provided by on-demand service         | 9.6 square miles  | 3-4 square miles   | 7 square miles – expanded to 12                            |
| Population within service area                     | Highly focused on employers – 7,700 employees, 14,000 residents   | 15,000 residents & 18,800 employees  | Unknown – northeast Austin                                 |
| Replacing current system or providing new system   | Replaced 1 bus with on-demand service in pilot  | New system – operated in parallel with Call-n-Ride and Access-a-Ride   | Replaced Dial-a-Ride system                                |
| On-demand service price                            | Pilot is free   | Pilot is free  | Pilot is free  |
| Days/time available                                | M-F 7 AM-7 PM – expanded to weekends  | M-F 5:30 AM-7 PM   | M-F 7 AM-7 PM; S 10AM-5PM                                  |
| Ways to access on-demand service (app, web, phone) | App or telephone during service hours   | App or telephone   | App., website, telephone                                   |
| Marketing  | - Most marketing through the City of Lone Tree, major employers, Denver South Transportation Management Association | - Trouble marketing b/c unsure of how long pilot would last<br>- Reported on most major Denver news outlets during week surrounding launch<br>- Month after launch, sent ambassadors to talk about pilot<br>- Reached out to homeowners associations, businesses | - Marketed through CapMETRO with additional media coverage |
| Vehicle description                                | Replaced city's 12-passenger shuttle  | Via mobility provided MV-1 accessible vans & Lyft Line drivers with vehicles   | Cutaway; agency owned vehicle – wheelchair accessible      |



| <b>Microtransit Pilots ►<br/>Goals of Microtransit<br/>Pilots ▼</b>                  | <b>Go-OnDemand Pilot<br/>with TransLoc - NC<br/><br/>DISCONTINUED</b>   | <b>West Sacramento, CA –<br/>Via<br/><br/>SUCCESSFUL</b>   | <b>Norwalk, CT – TransLoc<br/><br/>SUCCESSFUL</b>  |
|--|---|--|--|
| <b>LESSONS<br/>LEARNED</b>   | - Ridership fell from 120 to 80 boardings/day during pilot<br>- Not enough time spent marketing/educating (spent 4 months on this)<br>- Had issues with TransLoc mapping systems, some system crashes, inefficient algorithm at times | - South neighborhood has 2 poorly ridden fixed-routes<br>- Pilot very popular with millennial & senior population<br>- Via has a 3 <sup>rd</sup> party vendor who acquires Daimler vehicles at reduced rate and drivers pay into the vehicles at reduced rate (independent contractors)<br>- Nearly doubled the former Dial-a-Ride service | - First-last-mile, bringing people into the downtown for entertainment<br>- Has taken some riders away from existing fixed routes<br>- Cancellations are expensive<br>- Some issues with software in beginning -> TransLoc has been a good partner overall<br>- Would like more robust reporting mechanisms<br>- Millennials & seniors are excited about the service |
| <b>ENCOURAGE<br/>PUBLIC TRANSIT:<br/>First-last-mile issue</b>                       | +/-   | +  | N/A  |
| Reduce costs   | -   | +/-  | N/A  |
| Leverage existing investments  | +/-   | +  | +  |
| Feeder to high-capacity transit system   | +   | +  | +  |
| Increase ridership over existing system  | -   | +  | N/A  |
| Increase operational efficiency  | -   | +  | N/A  |
| <b>IN-TOWN PARKING<br/>Reduce congestion</b>   | -   | N/A  | N/A  |
| <b>ECONOMIC<br/>DEVELOPMENT</b>  | N/A   | N/A  | +  |
| High return on investment for City   | -   | +  | +/-  |
| <b>ENVIRONMENT:<br/>Reduce VMT</b>   | -   | +  | N/A  |
| <b>EQUITABLE/<br/>USERS SATISFIED</b>  | +/-   | +  | +  |
| Users 'satisfied' or 'highly satisfied' with overall level of comfort during program | -   | +  | +  |
| Short wait time  | +/-   | +  | +  |



| Service Parameters                                 | Go-OnDemand  | West Sacramento, CA  | Norwalk, CT   |
|--|--|--|---|
| Service area provided by on-demand service         | 21 square miles  | 22 sq. miles – Citywide service  | Around 2 sq. miles  |
| Population within service area                     | 21,000 residents & 51,000 employees  | 55,000   | 89,000  |
| Replacing current system or providing new system   | Replacing current shuttles   | Replacing dial-a-ride  | New system  |
| On-demand service price                            | Free for entire pilot  | \$3.50 one-way; \$1.75 seniors/disabled riders   | Free (City is subsidizing the pilot)  |
| Days/time available                                | M-F 6:30 AM-6:30 PM  | M-F 7 AM-10 PM;<br>Sat 9 AM-10 PM  | - Thursday-Saturday 5 PM – midnight<br>- Sunday 12 PM-9 PM  |
| Ways to access on-demand service (app, web, phone) | App., web browser, call center   | App., phone, website   | Just app. (will add phone, website once charging for service)   |
| Marketing  | - Marketing focused on existing riders 30-60 days (current riders are mostly choice riders) – proved to not be enough time<br>- New riders (get a sense of who might take service and what works for them) | - Brands the new system as on-demand <i>ride share</i><br>- Used KC/Bridj failure as a learning moment – did immense marketing and had a number of boots on the ground (used some interns) | - A lot of time went into marketing. Had a specific marketing director and team devoted to this. Businesses are a huge marketing ambassador for the program |
| Vehicle description                                | 16-passenger, wheelchair-accessible vans   | 10 Mercedes 6-passenger vans (some with wheelchair accessibility)  | Commuter shuttles (25 ft.)  |



| <b>Microtransit Pilots ►</b>                                | <b>Sacramento, CA – TransLoc</b>  | <b>Gwinnett County Transit - GA</b>   | <b>Lone Tree, CO – Via (revisit)</b>  |
|---|---|---|---|
| <b>Goals of Microtransit Pilots ▼</b>                       | <b>SUCCESSFUL</b>   | <b>SUCCESSFUL</b>   | <b>SUCCESSFUL</b>   |
| <b>LESSONS LEARNED</b>                                      | <ul style="list-style-type: none"> <li>- Originally Dial-a-Ride was very inefficient.</li> <li>- Removed the ability to advance book. Had issues w/passengers scheduling a hard appointment time (software unable to do this)</li> <li>- Some issues with software in beginning -&gt; TransLoc has been a good partner</li> <li>- Handling phone calls is expensive</li> <li>- Expensive, but ridership has nearly doubled</li> </ul> | <ul style="list-style-type: none"> <li>- New service in an area not supportive of transit (classic suburban sprawl).</li> <li>- Rides started at 20 per day and now at 300 per day (4 months after launch).</li> <li>- Biggest issue is with wait times</li> <li>- Ridership includes younger people without license, younger people who are comfortable with tech, and older citizens taking advantage of increased mobility options.</li> </ul> | <ul style="list-style-type: none"> <li>- Stressed the importance of customizable technology in RFP. Via has a metric called riders/loop that's been helpful.</li> <li>- Seen greatest increase in ridership (started with increase in 54 boardings/day with Uber, now 84 boardings/day with Via)</li> <li>- Initially started on-demand for last-mile from rail to employer. Found that intricacy is more important than first/last mile</li> <li>- Senior population loves the on-demand option</li> </ul> |
| <b>ENCOURAGE PUBLIC TRANSIT:</b><br>Address first-last-mile | <b>+</b>  | <b>+</b>  | <b>+</b>  |
| Reduce costs  | <b>-</b>  | N/A – new service   | N/A   |
| Leverage existing investments                               | <b>+</b>  | <b>+</b>  | <b>+</b>  |
| Feeder to high-capacity transit system                      | <b>+</b>  | <b>-</b>  | N/A   |
| Increase ridership over existing system                     | <b>+</b>  | N/A   | <b>+</b>  |
| Increase operational efficiency                             | <b>+</b>  | N/A   | <b>+</b>  |
| <b>IN-TOWN PARKING:</b><br>Reduce congestion                | N/A   | N/A   | <b>+/-</b>  |
| <b>ECONOMIC DEVELOPMENT</b>                                 | N/A   | N/A   | <b>+</b> project started as an economic development issue   |
| High return on investment for City                          | N/A   | <b>+/-</b>  | N/A   |
| <b>ENVIRONMENT:</b><br>Reduce VMT                           | N/A   | N/A   | N/A   |
| <b>EQUITABLE/USERS SATISFIED</b>                            | <b>+</b>  | <b>+</b>  | N/A   |
| Users 'satisfied' or 'highly satisfied'                     | <b>+</b>  | <b>+</b>  | <b>+</b>  |
| Short wait time   | <b>+/-</b>  | <b>-</b>  | N/A   |



| <b>Service Parameters</b>                          | <b>Sacramento, CA</b>   | <b>Gwinnett County, GA</b>   | <b>Lone Tree, CO (Via)</b> |
|--|---|--|----------------------------|
| Service area provided by on-demand service         | 2 zones: Citrus Heights and Franklin (area TBD)   | 6 sq. Miles + some outliers  | See metrics above.         |
| Population within service area                     | TBD   | Approx. 200,000  |                            |
| Replacing current system or providing new system   | Replacing current dial-a-ride service   | New  |                            |
| On-demand service price                            | \$2.75 per ride, lower cost for seniors/students  | Free for Pilot   |                            |
| Days/time available                                | M-F 7 AM-7 PM, expanded 6 AM-9 PM in one neighborhood   | M-F 7AM – 6PM  |                            |
| Ways to access on-demand service (app, web, phone) | App., phone, website  | App (85%) and phone (15%)  |                            |
| Marketing  | <ul style="list-style-type: none"> <li>- Transit Agency did a good job marketing</li> <li>- Went to senior centers, major stores, radio commercials, short commercial at movie theater</li> <li>- In the beginning, drivers would drive busses around to show off service &amp; answer questions</li> </ul> | <ul style="list-style-type: none"> <li>- Several public meetings</li> <li>- Train the trainer process</li> <li>- Met with schools and services to the elderly</li> <li>- County and advocate website</li> <li>- Earned media through articles</li> </ul> |                            |
| Vehicle description                                | - Paratransit vehicles (32' cutaways)   | - Cutaways   |                            |



| <b>Microtransit Pilots ►</b><br><b>Goals of Microtransit Pilots ▼</b>                | <b>HyperLINK with Transdev – FL</b><br><b>DISCONTINUED</b>   | <b>Harvard University – Cambridge, MA – first with TransLoc now with Via</b>  | <b>Arlington, TX with Via</b><br><b>SUCCESSFUL</b>   |
|--|--|---|--|
| <b>LESSONS LEARNED</b>   | - Averaged 5,200 trips/month (seen as successful)<br>- Every rideshare trip subsidized between 70-90% public \$ derived from a state grant or HART's own budget<br>- Sought new bids for another TNC to run it was too expensive to run<br>- Helped low-income population connect to bus | - On-demand has been part of service since 1990s. 2016 launched with TransLoc. 2018 replaced with Via<br>- TransLoc had inability to customize in a reasonable timeline and routing was inefficient/unreliable<br>- Via is better to work with. Strength in algorithm model and flexibility to adapt to changing situations. Scales really well | - September 2017, City partnered with Via (had no public transportation system)<br>- Won “Innovator Award” in 2018 from Southeast Tarrant Transportation Partnership<br>- Service zone has expanded 3 times since launch covering now almost 1/3 of residents. |
| <b>ENCOURAGE PUBLIC TRANSIT:</b><br>Address first-last-mile                          | N/A  | +   | +  |
| Reduce costs   | -  | N/A   | N/A  |
| Leverage existing investments  | +  | N/A   | N/A  |
| Feeder to high-capacity transit system   | +  | N/A   | +  |
| Increase ridership over existing system  | +  | +   | +  |
| Increase operational efficiency  | N/A  | +   | N/A  |
| <b>IN-TOWN PARKING:</b><br>Reduce congestion   | N/A  | N/A   | N/A  |
| <b>ECONOMIC DEVELOPMENT</b>  | N/A  | N/A   | N/A  |
| High return on investment for City   | -  | N/A   | +  |
| <b>ENVIRONMENT:</b><br>Reduce VMT  | N/A  | N/A   | N/A  |
| <b>EQUITABLE/USERS SATISFIED</b>   | +  | +   | +  |
| Users ‘satisfied’ or ‘highly satisfied’ with overall level of comfort during program | +  | +   | +  |
| Short wait time  | N/A  | +   | +  |



| <b>Service Parameters</b>                          | <b>HyperLINK</b>  | <b>Harvard University</b>  | <b>Arlington, Texas</b>  |
|--|---|--|--|
| Service area provided by on-demand service         | 3 square miles per zone (12 miles overall)  | Around 2 square miles  | 100 square miles total (within service area now covering 25% land area)  |
| Population within service area                     | 4 zones – Brandon(2), Temple Terrace, University  | Serves student population  | 400,000 people total (within service area now have 125,000 residents)  |
| Replacing current system or providing new system   | New system  | Replaced current system  | New system   |
| On-demand service price                            | \$1.00 to/from designated stop; \$3 to/from anywhere in zone                                      | N/A  | \$3.00 fare per person/trip<br>Option of purchasing \$15 weekly ViaPass (covers up to 4 trips/day)   |
| Days/time available                                | M-Su 5:30 AM-10:30 PM   | 7:00 PM-2:30 AM  | M-F 6:00 AM-9:00 PM<br>Sat: 9:00 AM-9:00 PM  |
| Ways to access on-demand service (app, web, phone) | App., desktop, tablet, call center  | Application  | Application, phone (can pay with credit, debit or prepaid card)  |
| Marketing  | - Marketed through HART's website and some additional media coverage<br>- Unsure of more details. | Through Harvard University   | Through City and Via   |
| Vehicle description                                | Mix of Vans + Tesla SUV, Tesla Model X, Tesla MV-1  | 6 vans available – only use 4. Use 14-passenger Ford E450 (2/6 are gas mild hybrids, other 4 diesel) | Started with 10 custom-branded Mercedes Metris vans (partnered with city paratransit system, Handitran, to make accessible for all riders) |

