

# GoDublin!

## LAVTA's TNC Partnership: The Story So Far

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CTA Fall Conference & Expo | October 25, 2018

# Overview

- Why GoDublin?
- Program Structure
- Program Results
- Lessons Learned
- Lessons Not Learned



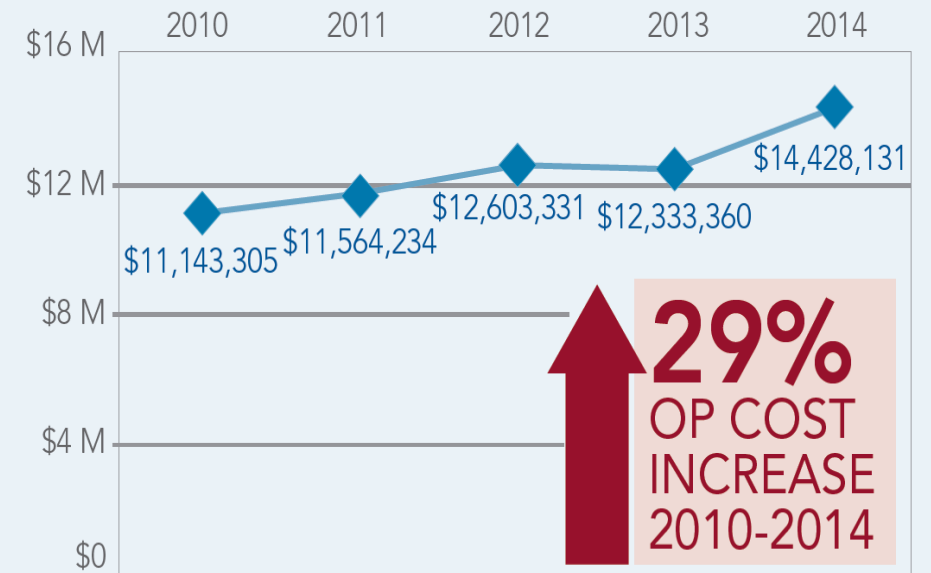
# Why GoDublin?

## Annual Ridership



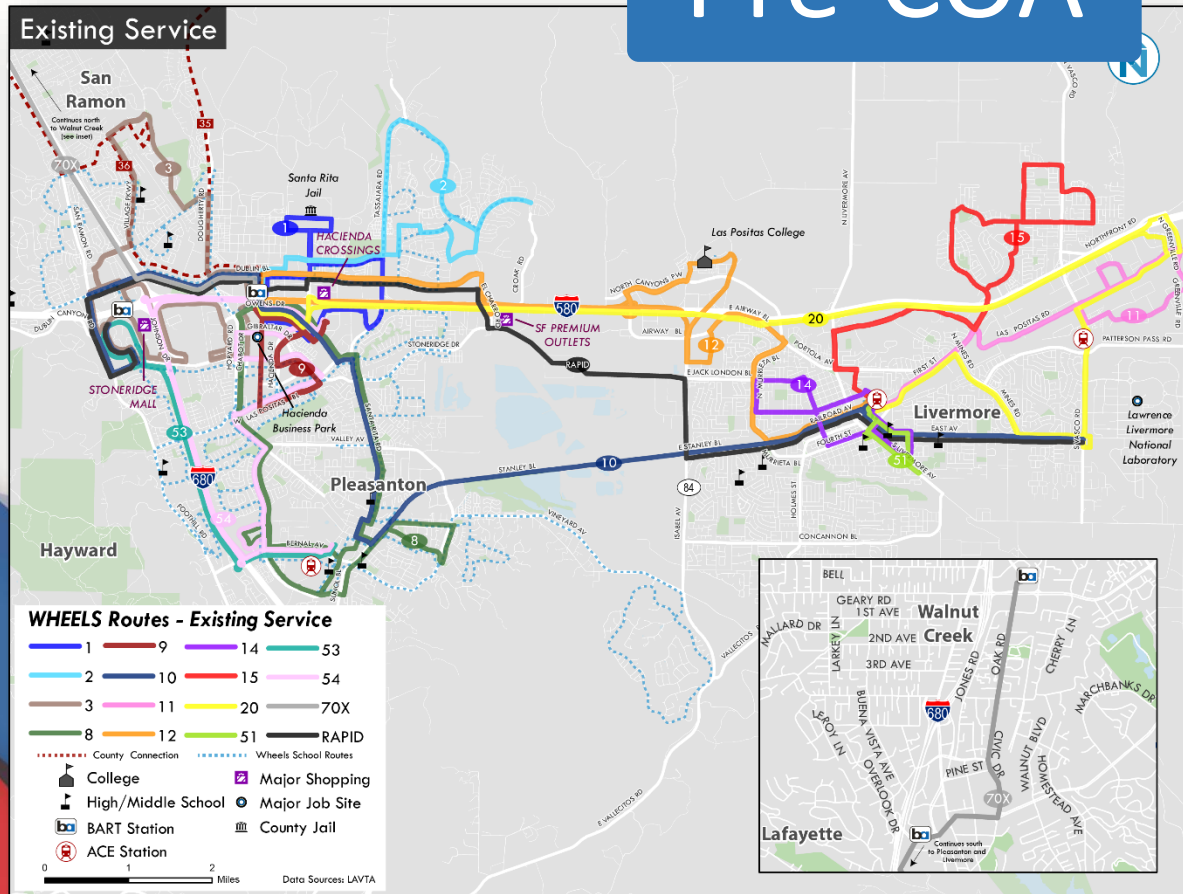
Source: LAVTA COA 2016

## Annual Operating Cost

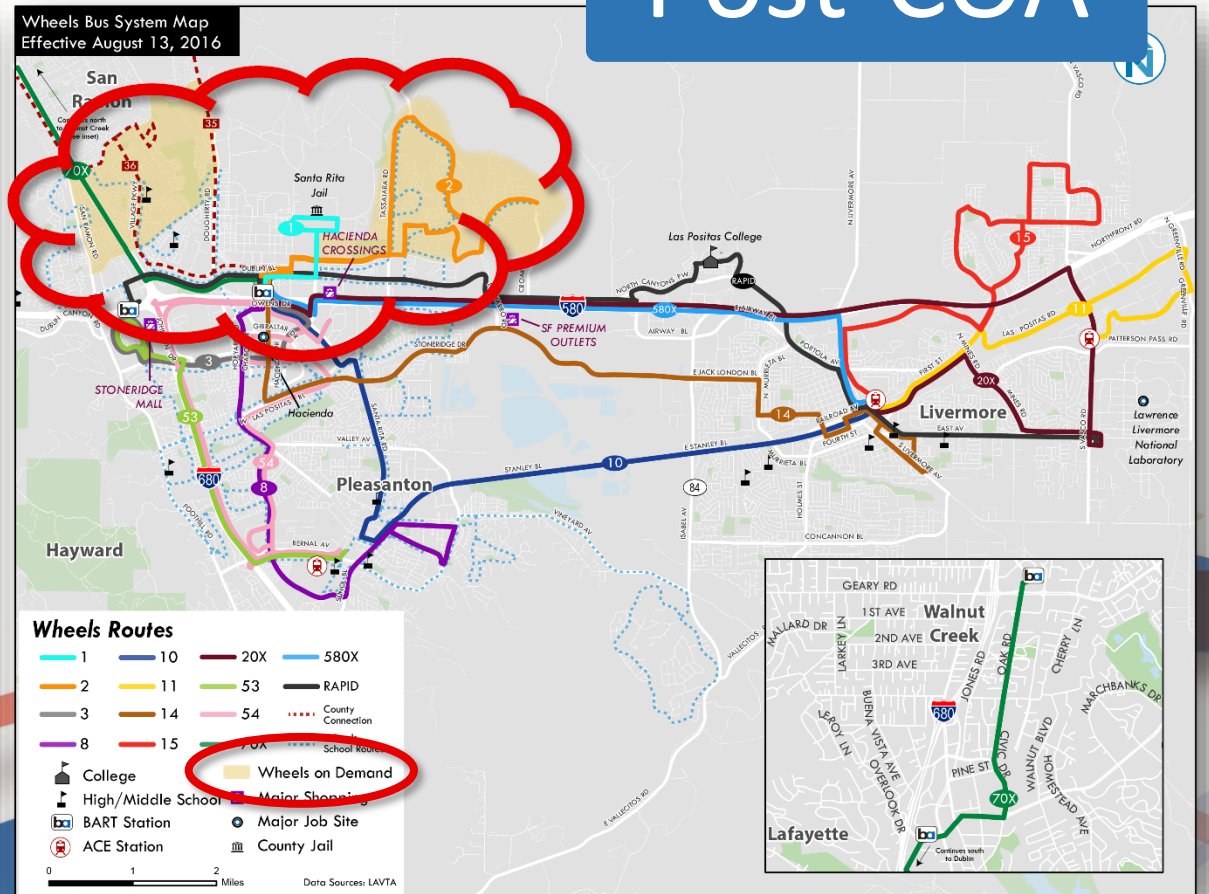


# Why GoDublin?

## Pre-COA



## Post-COA



# Why GoDublin?

## SFMTA: Residents prefer ride-hailing companies to buses and bikes

Public transit, bike, and pedestrian travel up in yearly survey, but not by much

By Adam Brinklow | Oct 19, 2017, 9:33am PDT

GOING PLACES

## Is Uber Helping or Hurting Mass Transit?

By Emily Badger

Oct. 16, 2017



## Uber and Lyft Are Cannibalizing Transit in Major American Cities

New research from UC Davis shows that cities must strengthen transit in response to the growth of ride-hailing services.

By Angie Schmitt | Oct 13, 2017 | 160

LOCAL // BAY AREA & STATE

## Uber, Lyft, transit agencies see potential for partnerships

Michael Cabanatuan | Jan. 12, 2017

## Uber and Lyft are creating more traffic and congestion instead of reducing it, according to a new report

Sean Wolfe Jul. 27, 2018, 11:42 AM

# Why GoDublin?

**Relationship Status:**

**Interested in:**


**Looking for:**

Networking

**Political Views:**

**Religious Views:**

Single  
In a Relationship  
Engaged  
Married  
It's Complicated  
In an Open Relationship  
Widowed



# Program Structure



**INTRODUCING *GoDUBLIN* RIDESHARE!**

We'll pay half your fare (up to \$5) when you ride with these services in Dublin!

Promotion code **GODUBLIN**

# Results: Program Exceeded Expectations

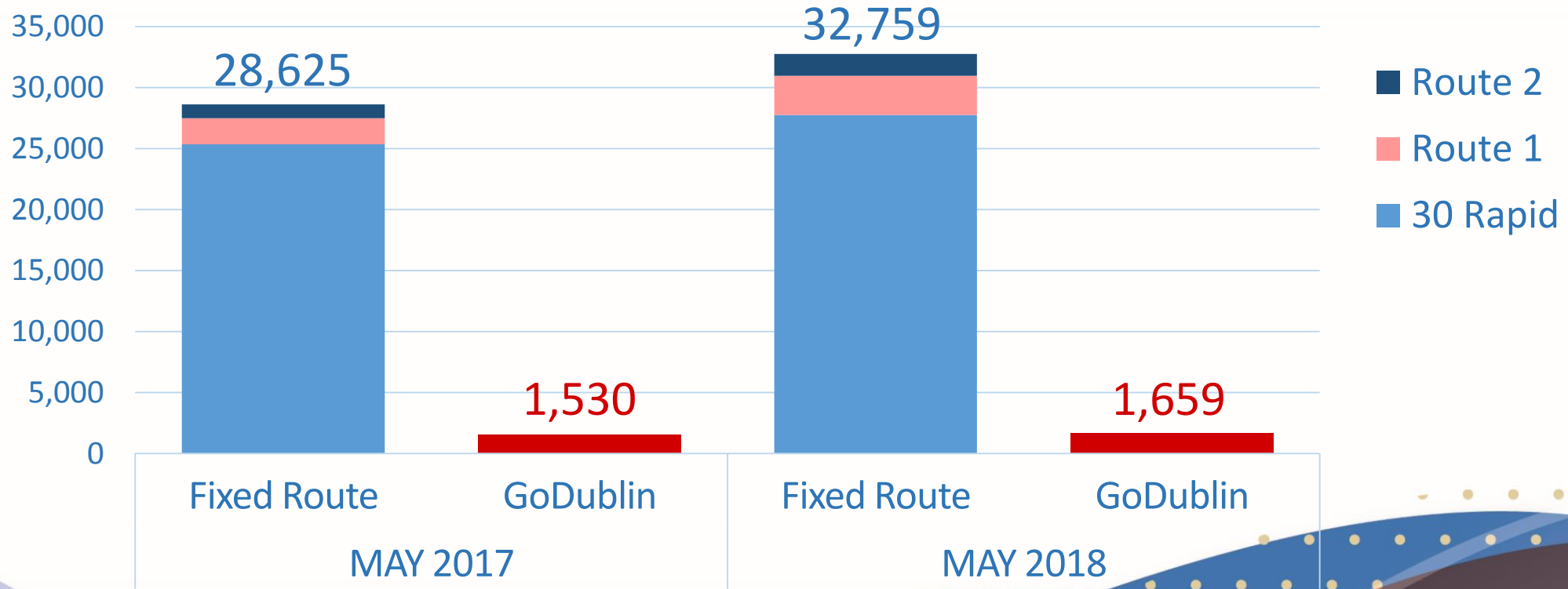
Measure	Pre-COA Dublin Route 3	COA Wheels-on- Demand Goal (limited service span)	GoDublin! Result (24/7/365)
Annual O&M Cost	\$224,000	~\$61,000	~\$34,000
Avg. Daily Ridership	42	120	34
Avg. Subsidy per Trip	\$26.13	\$4–\$10	\$2.35



# Results: Usage Aligned with Expectations

Time of Day	Most trips were weekday peak and midday
Distance	1–2 miles per fetch, 2–3 miles per fare
Travel Time	7–8 minutes waiting, 8–9 minutes traveling
O/D Frequencies	FM/LM connections between low-density residential neighborhoods and BART
Fares	GoDublin avg fares paid were higher than FR fare

# Results: Total Dublin Ridership Is Up



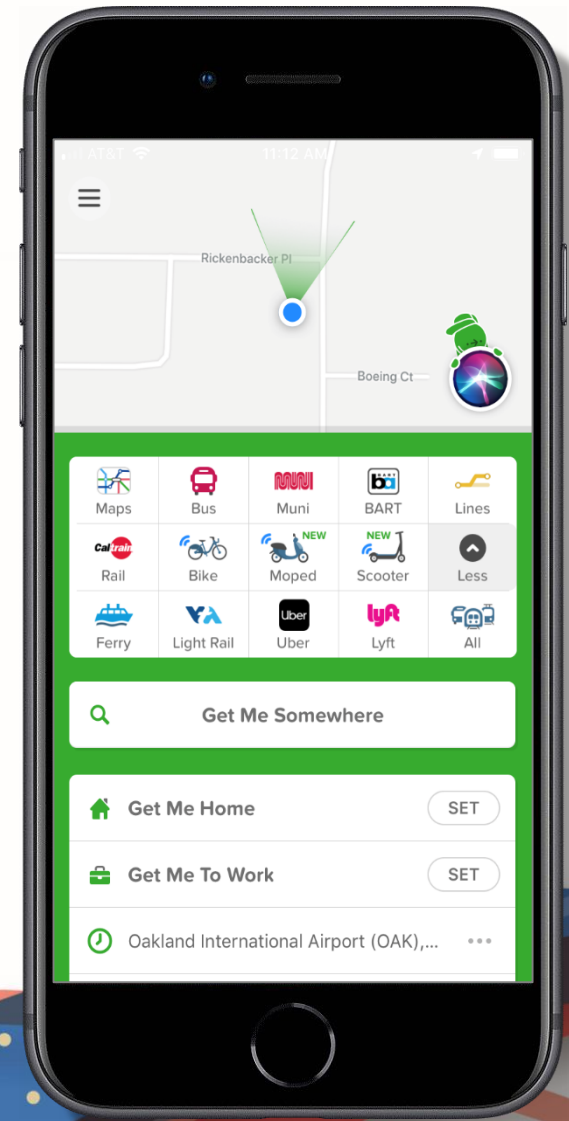
“A man of genius makes no mistakes. His errors are volitional and are the portals of discovery.”

—James Joyce  
*Ulysses*



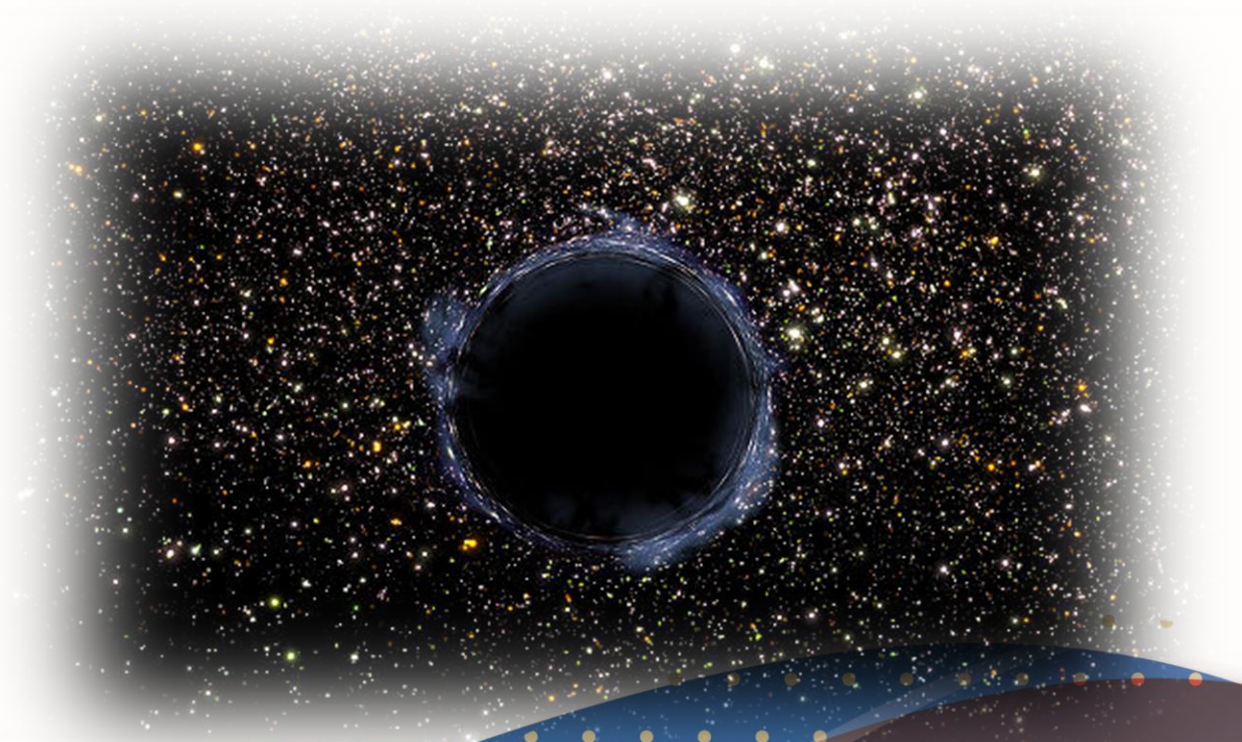
# Lessons Learned

- Our partners don't think like us
- Our Promo Agreement is all we have
- Integrate with a system people want to use
- Think beyond the pilot ➡ ingredients for program sustainability
- Brand integration not essential; users expect choices



# Lessons Not Learned

- Tracking induced ridesharing
- No comprehensive data-sharing across all partners
- Agency access to data vs. ease of use
  - Ease of accessing discount
  - Consistency across partners

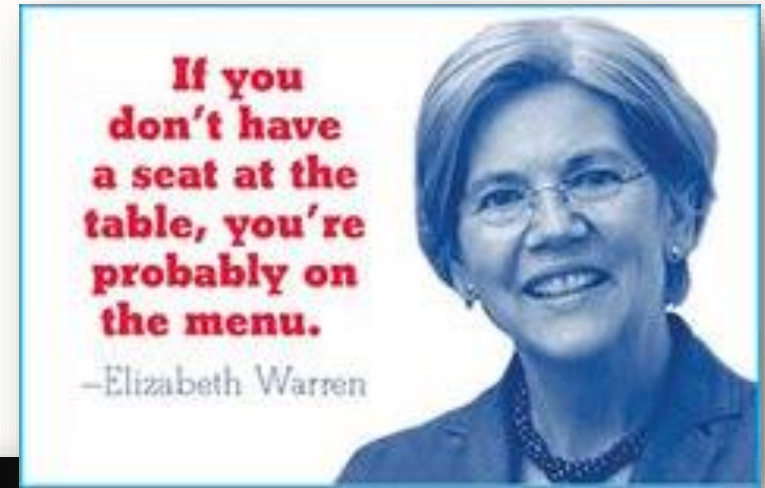


# Down the Road



If you're not at the table, you're on the menu

— *Michael Enzi* —



# The Road to the Future Never Ends



# Thank You

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[@wheelsbus](#)