

OPERATIONS

California Microtransit Projects



RETHINK TRANSIT

How does On-Demand Mobility fit into a traditional public transit service model?

**November
13, 2019**

FIRST TRANSIT

- **335 Locations**
 - Traditional fixed route and ADA paratransit services
 - ADA call centers services and brokerage services
- **350M Passengers Annually**
- **37K Vehicles & Equipment Maintained**
- **64 years in business**



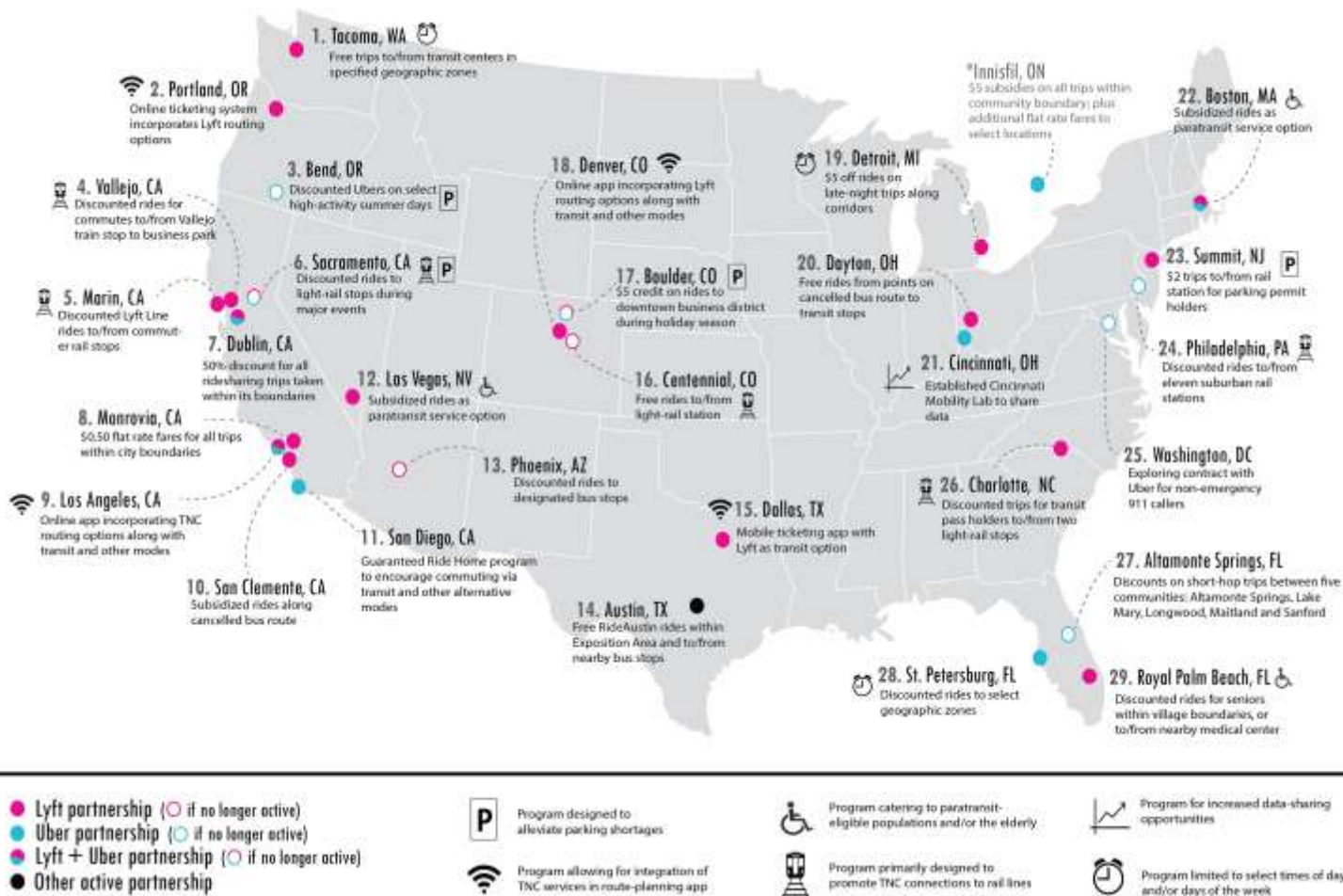
FORD SMART MOBILITY



ASK SIRI!



TRANSIT AGENCIES AND TNC'S



Source: Metro Magazine, 2018

MICRO TRANSIT OPERATIONS

Sample Current Clients



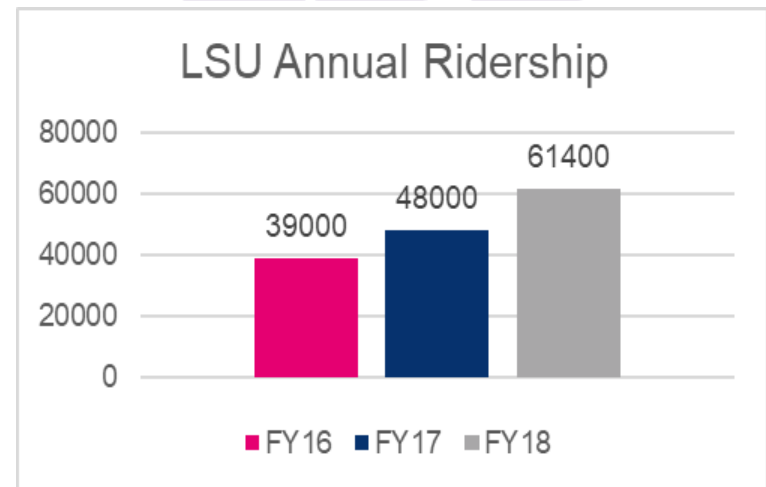
Yale



LSU



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



TRANSLINK ON DEMAND



TRANSLINK BOWEN ISLAND PILOT

Issues

- Inefficient service
- No GPS
- Low ridership

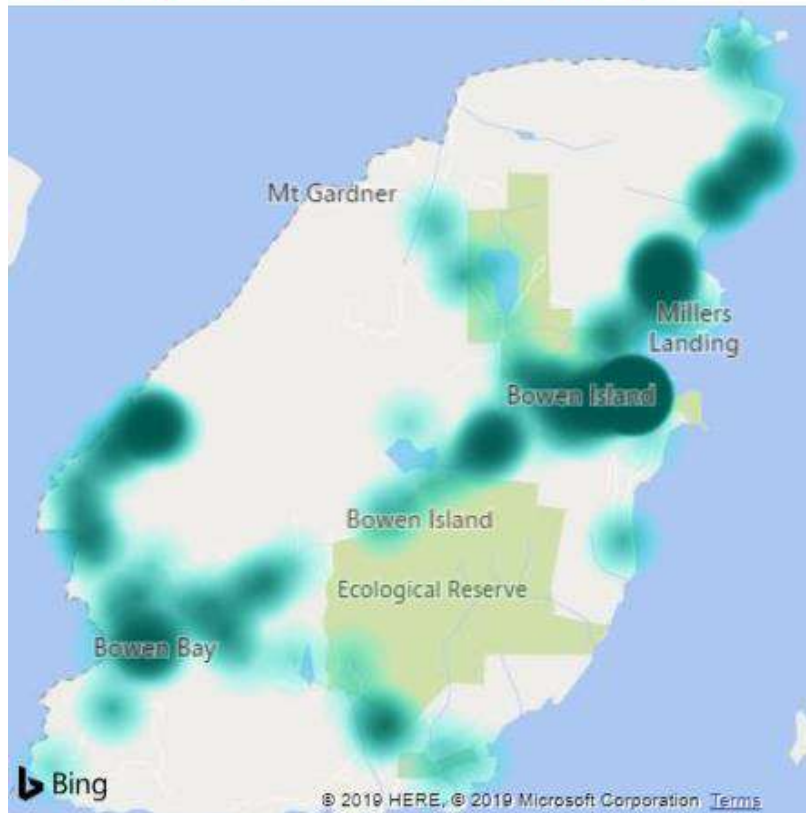


Results

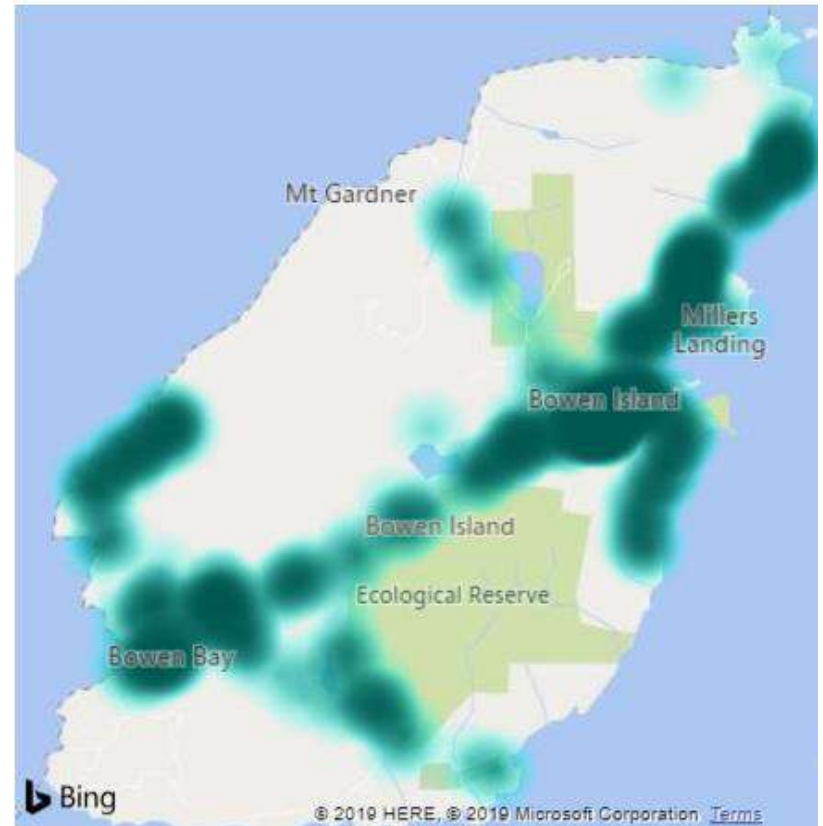
- Flexible pick ups/Drop-offs
- Real-time Bus location
- 1200 trips
- 550 Unique Users
- Customer Adoption
- 3.4 pass per hr. weekday
- 7.1 pass per hr. weekend

33% OF PICK UP AND DROP-OFFS WERE IN AN AREA WITH NO FIXED ROUTE

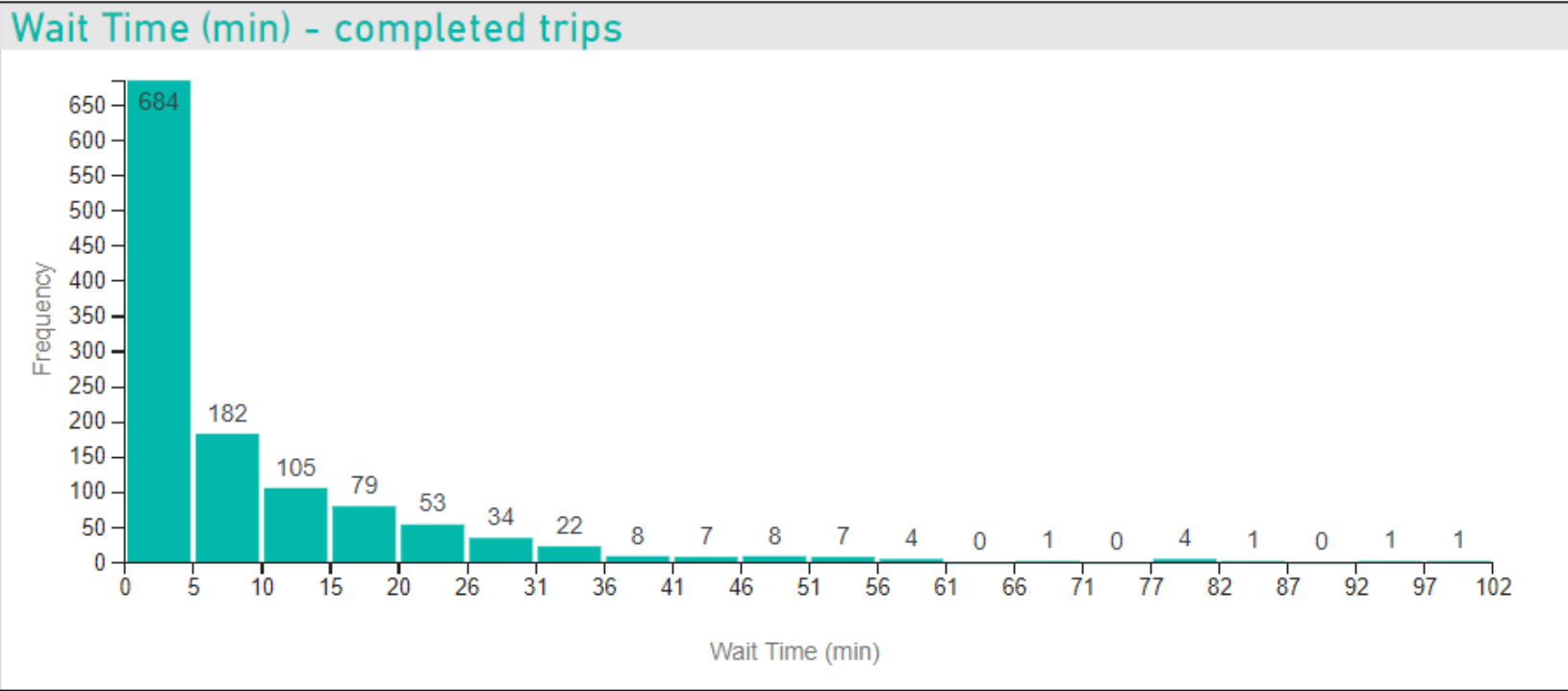
Pick-up Location - Heat Map



Drop-off Location - Heat Map



WAIT TIME



Issues:

- Underperforming or lacking service



Results:

- 2 Zones adjacent to BART
- Increased ridership
- Increased mobility options
- Avg. daily ridership 147.8 pax
- Avg. Wait times:
 - 09:56 – Hillcrest
 - 08:32 – San Marco

SERVICE AREA:
**HILLCREST
ANTIOCH BART**



Ride anywhere in the Hillcrest Service Area.

Start from anywhere in the **Hillcrest Service Area** and choose a **Point of Interest**.

Or, start from a **Point of Interest** and be dropped off anywhere in the **Hillcrest Service Area**.

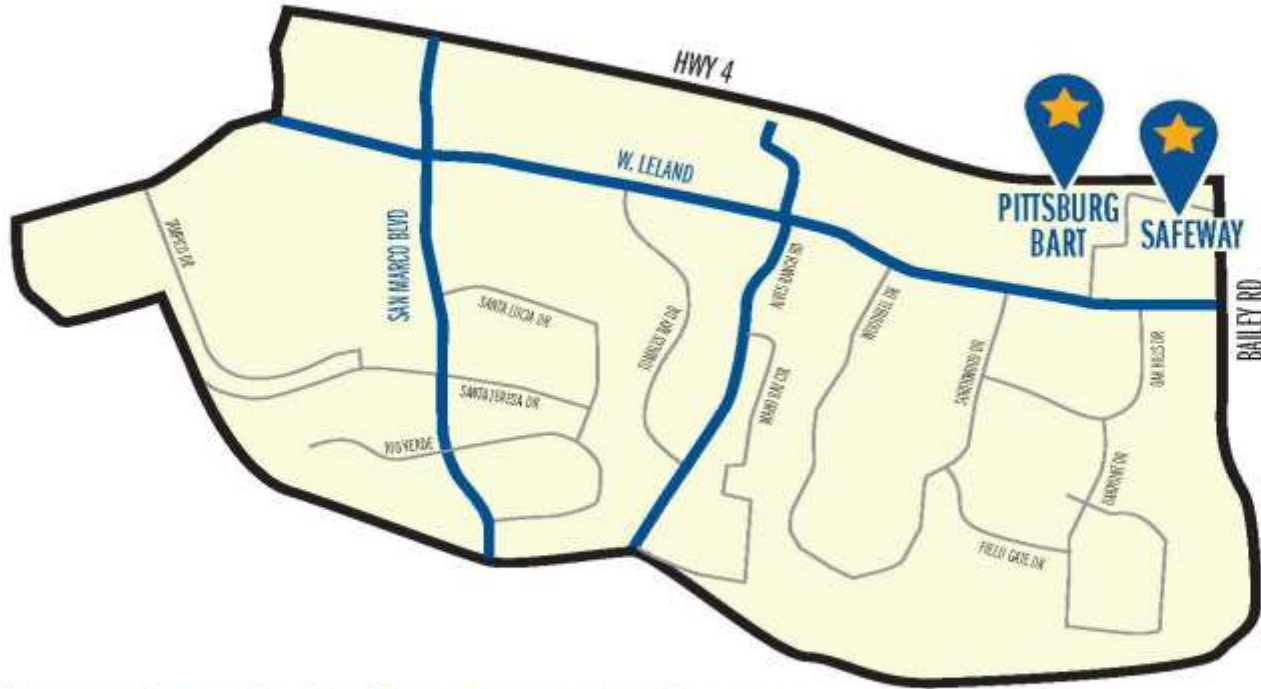
www.TriMyRide.com

This innovative pilot program is launching June 2019.





SERVICE AREA:
**SAN MARCO
PITTSBURG BAY POINT BART**



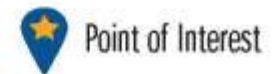
Ride anywhere in the San Marco Service Area.

Start from anywhere in the **San Marco Service Area** and choose a **Point of Interest**.

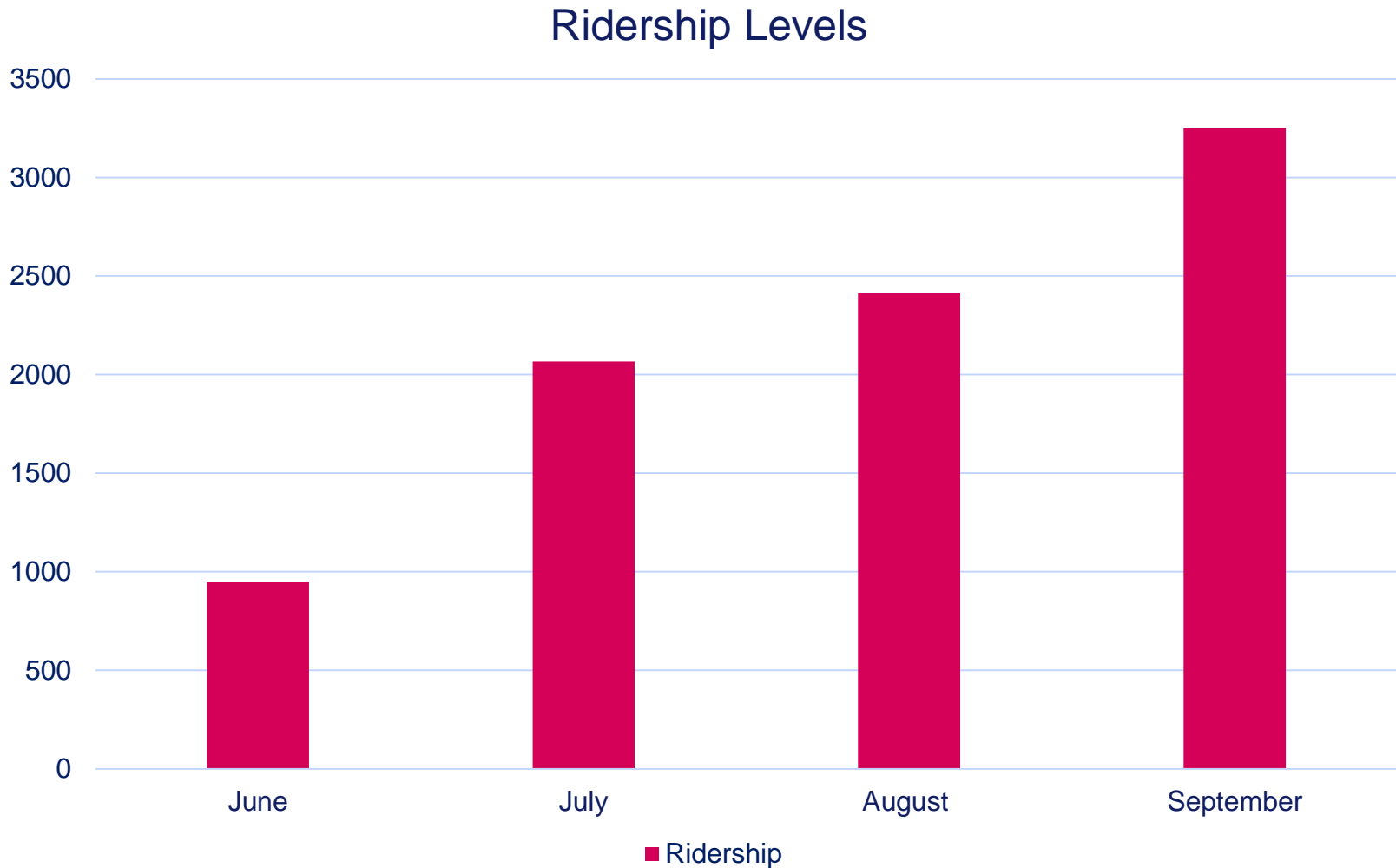
Or, start from a **Point of Interest** and be dropped off anywhere in the **San Marco Service Area**.

www.TriMyRide.com

This innovative pilot program is launching June 2019.



RIDERSHIP LEVELS – BOTH ZONES



LESSONS LEARNED

- Establish Key performance metrics
- Pilots
- Vehicles
- Zones
- Marketing
- Funding
- What's Next?



Questions?



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