



TRANSPORTATION THAT'S A WORK OF ART

RTD Van Go!

CTA 54th Annual Fall Conference
Monterey, CA
November 13, 2019

Donna DeMartino
General Manager/Chief Executive Officer

Donna DeMartino, San Joaquin RTD

Where is San Joaquin RTD?



Services

- Commuter
- BRT
- Fixed Route
- Paratransit
- Deviated Fixed Route
 - Hopper
- Mobility on Demand
 - Van Go!



The Evolution of Service Delivery



Fixed Route Bus



Hopper



Transportation
Network Company



RTD Van Go!

What is Van Go?

- **Convenient On Demand Rideshare Service available throughout San Joaquin County**



Why Van Go?

- **Every Van Go! vehicle is equipped to handle mobility devices**
- **Van Go! drivers are trained, licensed, and fully prepared to help with accessibility needs**

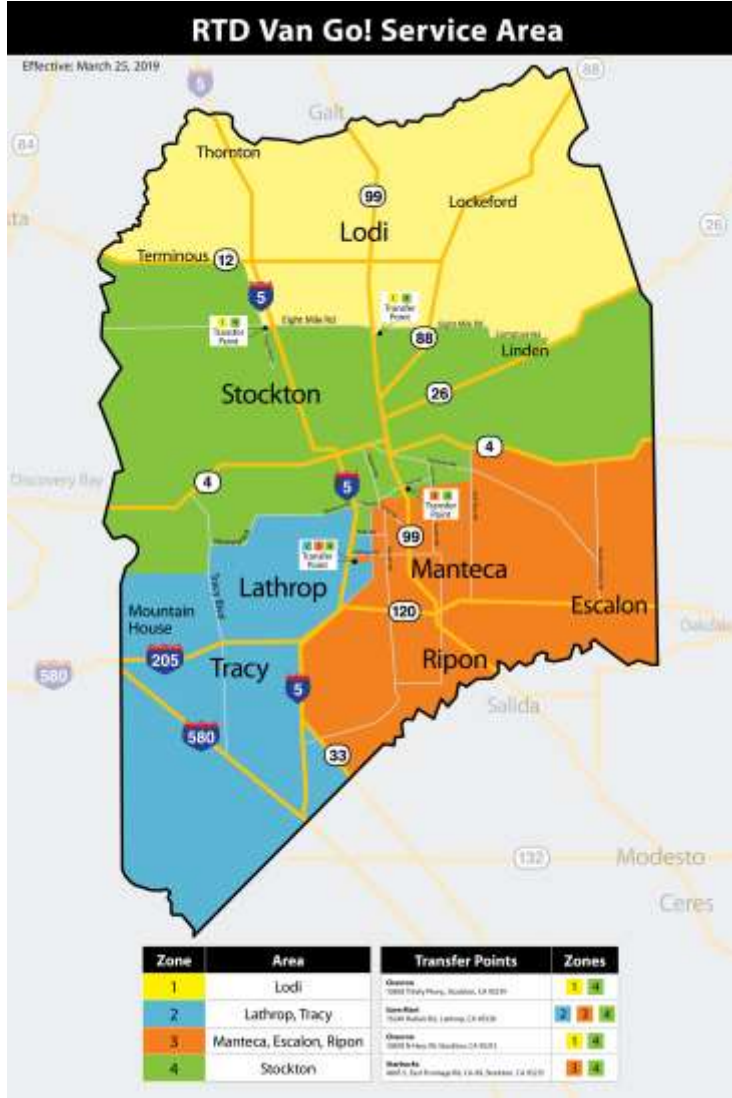


Why Van Go?

- **Free transfer to fixed-route bus service**
- **Countywide service area, including unincorporated areas such as Linden, Lockeford, Thornton, Mountain House and more**



Where to Go on Van Go?



- On October 1, 2018, RTD launched Van Go! as a pilot in Northern San Joaquin County
- As of March 25, 2019, countywide service became available to allow travel anywhere within a zone, or via transfer points to travel between zones

How Much is a Trip on Van Go?



- **Each one-trip trip, whether for a single passenger or along with up to three of their friends, is only \$4**
- **A discount is also offered for seniors, veterans, disabled and ADA-certified passengers so their trips are just \$3 one-way**

When is Van Go! available?

Seven Days a Week

Monday – Friday

6:00 a.m. to 6:00 p.m.

Saturday – Sunday

6:00 a.m. to 10:00 p.m.

Fare	One-Way Trip	Transfer to Fixed-Route
Regular	\$4.00	Free
Discount*	\$3.00	Free

*Discount Fare valid only for seniors (ages 60 and over), persons with disabilities, U.S veterans, Medicare cardholders, and all other eligible passengers with a valid Discount Fare Card (DFC).

All fares are valid for groups up to four people. Fares subject to change without notice.

How to Ride Van Go?

- To book a trip using a smartphone, download the RTD Van Go! app from the Apple App Store or Google Play
- For passengers without a smartphone, a dedicated phone line is available for reservations and assistance



Book a new trip
Reserve a trip up to 48 hours in advance

Choose to **Leave At** or **Arrive By** a certain time

Select a **Date and Time** during service hours
See front cover

Enter **Pick-Up** and **Drop-Off Locations**

Add a **Mobility Device** or **Driver Notes** (optional)

Scroll down to add **Other Passengers**

Choose to **Pay With Credit Card** or pay with cash or present a pass to the driver at pick up

Tap **Calculate Fare** to view trip price

Tap **Book Trip** to confirm and receive a pick-up window
The estimated time you receive is based on availability

A screenshot of the RTD Van Go! app interface. The screen displays a "New Trip" form with fields for "Leave At" and "Arrive By" (set to September 13, 10:20 AM), "Pick-Up" and "Drop-Off" locations (Rinaldi's Market and Linden Branch Library), "Mobility Device" (none), "Driver Notes", "Purpose" (General), and a price breakdown (Price: USD 4.00, Additional Passenger(s): USD 0.00, Balance Amount: USD 0.00). A "Book Trip (USD 4.00)" button is at the bottom. A second, smaller screenshot shows the "Calculate Fare" screen with a "Calculate Trip" button.

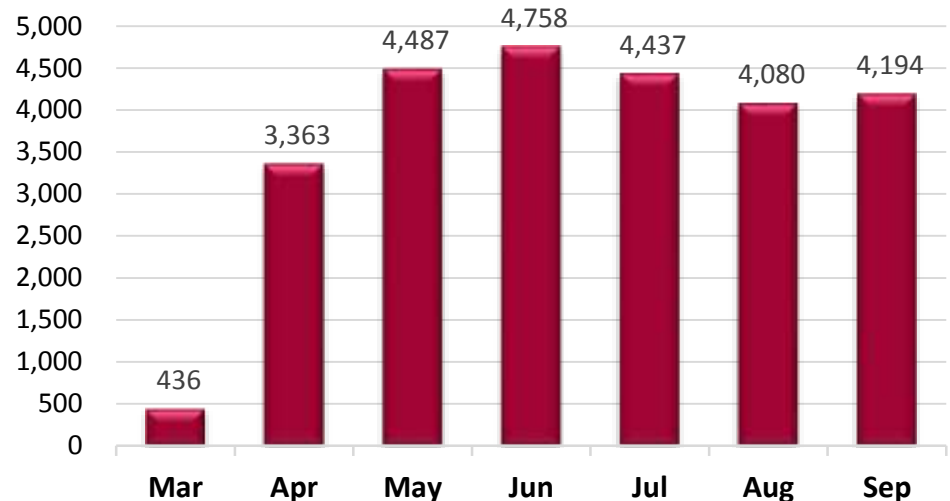
How Will I Recognize the Van Go Vehicles?



How is Van Go! Going?

- Demand after countywide rollout was much higher than anticipated
- Operational challenges related to operator shortage
- Most trips were booked through reservationists but that has shifted towards mobile app over time
- Word of mouth spreading exponentially
- Expanding the fleet and possibly service hours

TOTAL BOARDINGS



BOARDINGS PER HOUR

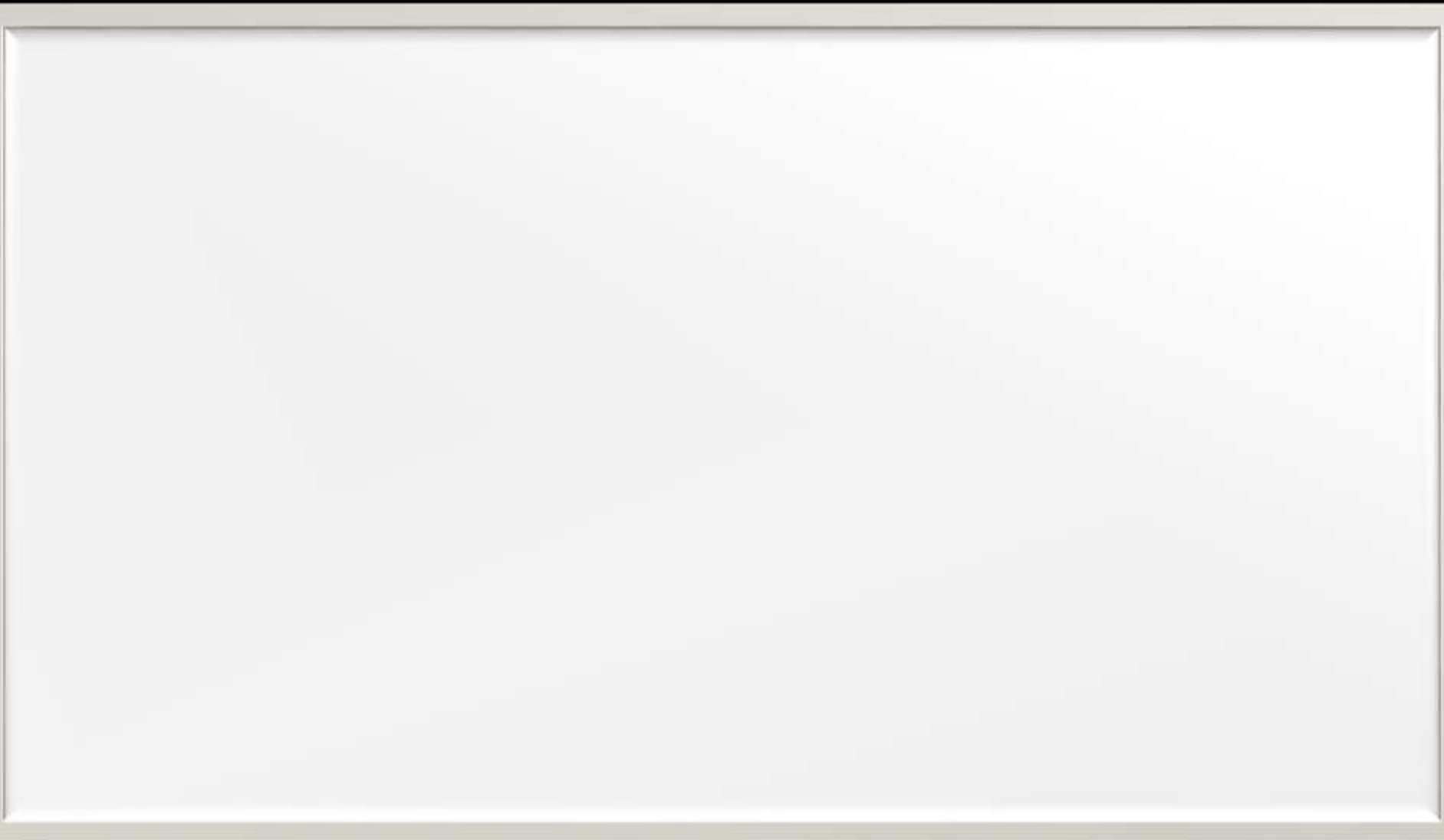
Mar	Apr	May	Jun	Jul	Aug	Sep
0.61	0.97	1.26	1.44	1.40	1.43	1.40

Lessons Learned

- **Be careful about publishing a phone number**
- **Be mindful of Apple Store approval time**
- **Allow enough time to thoroughly test software, including beta testing before updates are released**
- **Be thorough and descriptive in grant applications**
- **Understand your passenger demographic**



Introducing Van Go! to the community





Questions?