

# SamTrans OnDemand Pilot Update

California Transit Association  
Fall Conference

# SamTrans OnDemand Overview

- Converted the FLX Pacifica in May 2019
  - Former deviated fixed route
  - Hours of service and fare remained the same
  - Partnership with Via (technology license only)



# Why Pacifica?

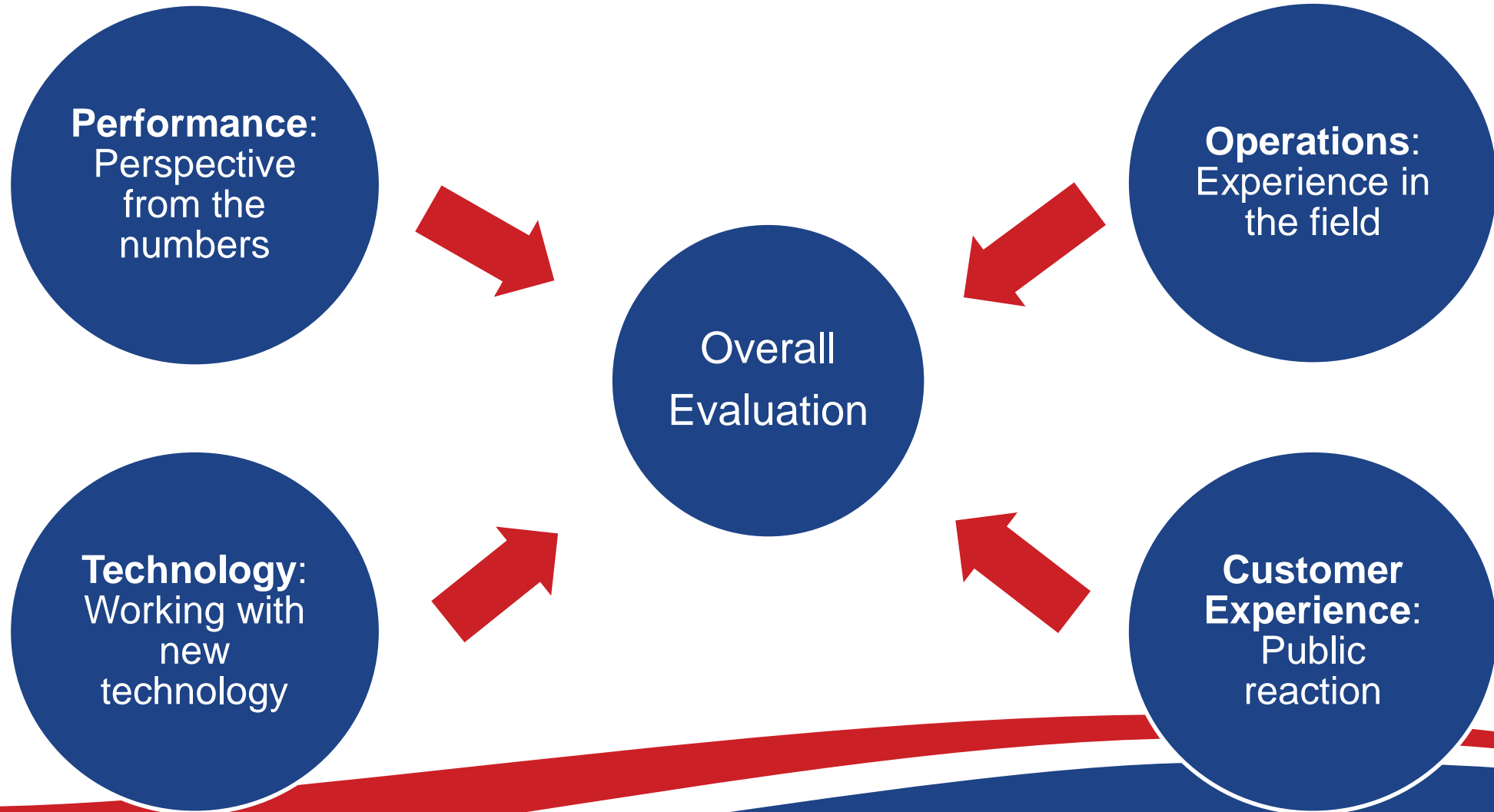
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- Can determine if **microtransit** works in **traditionally challenging areas** for fixed routes (low densities & remote geography)
- Test **technology**
- Allows for **before** and **after comparisons**
- Utilize **existing contract** for FLX Pacifica



# Evaluation Criteria

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# Evaluation Summary

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1. **Ridership levels are slightly lower than FLX Pacifica**
2. **Customer experience is positive**
3. **Microtransit may not be a good solution** for large groups of student riders, especially with one vehicle
4. **One vehicle has its limitations** but there is room to **push the algorithm**
5. **Internally** things have been **smooth**, but there are some **systemic challenges to address if expansion is desired**

# Performance Highlights

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- Most who ride OnDemand are former FLX riders
- Average weekday ridership for OnDemand lower than FLX; there is room to grow ridership
  - 6-7 passengers per hour
- Average ETA is approximately 12 minutes



# Operations Highlights

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## Driver training/feedback

- Incorporating the “Human Touch” very important
- Ongoing driver/admin training on updates is necessary

## Internally

- Requires 360 degrees of technology support
- Data reconciliation challenges

# Customer Experience Highlights

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- Positive internal feedback on ride-booking process
- Phone based trip requests: ~29% of total
- 63% of respondents thought that OnDemand was better than FLX Pacifica.



# Technology Highlights

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## External

- **Responsive technology** support is important
- Robust **ongoing training** and **technical assistance**

## Internal

- Ensuring **sufficient technical resources are available** if this type of service delivery is to be continued

## Initial Conclusion

- **Committed technology partner** important.
- Internal resources need to be developed to ensure **360 degrees of tech support**
- Consider **turnkey model** for expansion

# Recommendation & Next Steps

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- **Continue to monitor ridership for another quarter**
  - Monitor seat unavailable message
  - Continue to make modifications to algorithm
  - Continue marketing and outreach activities
- **Next steps**
  - Return with final recommendation by **February 2020**
  - Reimagine SamTrans will look for opportunities for OnDemand to provide coverage