TRB

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Presenting Microtransit in SJRTD

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Roadmap

- The company.
- The client.
- The process.
- The challenge.
- The solution.
- The results



Ecolane Company Overview

- ✓ 100% web-based, built for the web
- ✓ 190+ clients, all use Android MDTs
- ✓ Largest client over 4000 trips per day
- ✓ 232,536 Unique Riders in 2018
- ✓ 11,512,919 trips completed in 2018
- ✓ 136,551,039 Total Passenger Miles in 2018

The Client

- 1. San Joaquin Regional Transportation District (SJRTD).
- 2. Unique restrictions.
- 3. Desired better connectivity with passengers



RTD Van Go! Service Area as of 10/1/18 Includes Clements, Woodbridge, Linden, Lodi, Lockeford, and North Stockton. More areas will be added soon.

7 days a week, 8:00 a.m. - 5:00 p.m.

The Challenge

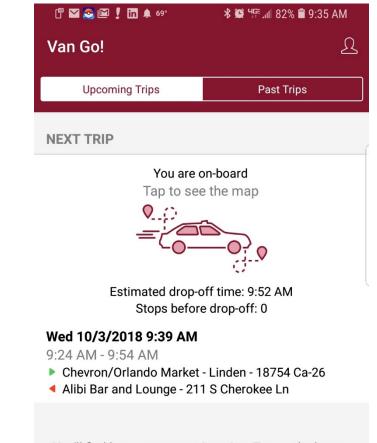
- Get people to regional transfer facilities and provide local service to shopping and employment.
- Deploy a full featured branded APP that provides self-registration, reservations, push notifications and cancellations.
- Needed a single solution for General Public and Dial-a-Ride service to provide greater community mobility.



The Solution: Phase I

On-demand project for general public and people with disabilities.

- Publish Van Go! mobile app to Play and APP Stores
- Empower customers to fully manage their mobility needs including: register, book, modify, and cancel transportation requests from their mobile device
- Proactively communicate service through push notifications and on-theway vehicle map tracking
- Define service criteria and rider quality rules used in both advanced and ondemand real-time scheduling



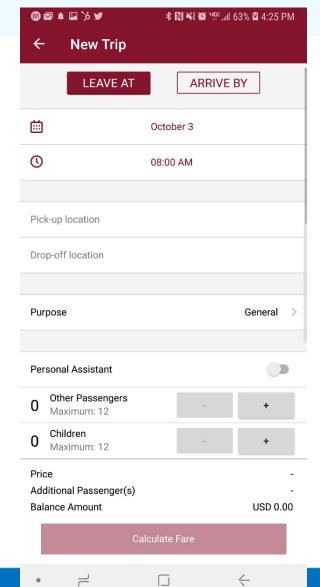
You'll find here your upcoming trips. Tap on the button below to book a new trip.

The Solution: Phase I

Real-time:

- Optimization for on-demand and advanced scheduling
- Solution capable of scheduling trips for people with disabilities on the fly
- Fully automated end-to-end scheduling

Facilitate a broad range of payment options like credit card, cash and diminishing balances transactions.



Trip Details

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No target runs specified

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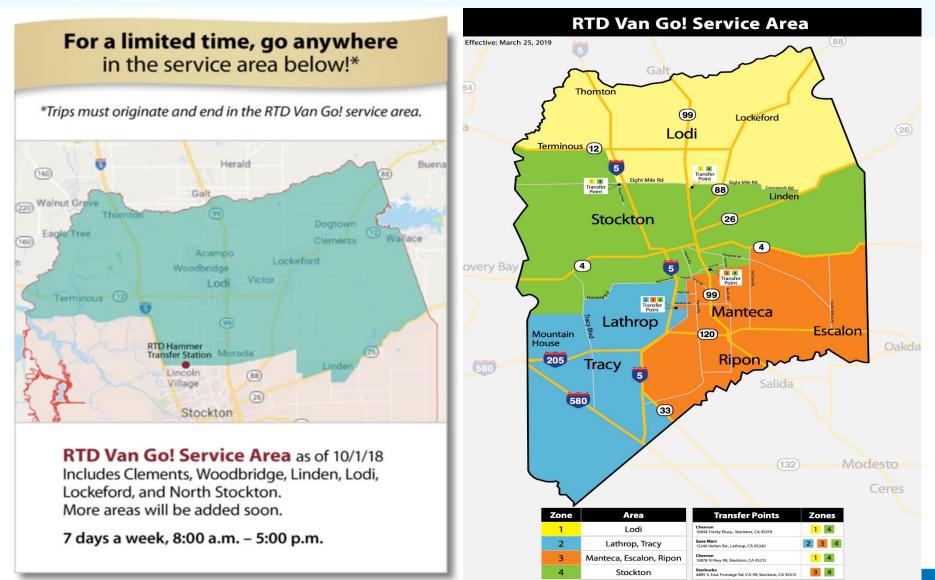
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The Solution: Phase II



Data, Oct. 1, 2018-April 1, 2019

Category	Number
Total Passenger Trips	20,566
List of Distinct Clients	1060
Daily average increase in trips	Up by 11%
Percentage of same day trips	89%
The average advanced booking time	84 minutes
Median advance booking time	34 minutes

NTD Ridership Activity Summary Report



Number of unlinked passenger trips excludes cancels, no-shows and trips without run.

Date range: 10/01/2018 - 04/01/2019 Counted passenger types: clients, assistants, children, family members, companions, other passengers.

		Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
SJRTD	Unlinked Passenger Trips, Weekdays	38	194	240	294	404	773	66	2,009
	Unlinked Passenger Trips, Saturdays	0	16	31	43	45	151	0	286
	Unlinked Passenger Trips, Sundays	4	11	37	30	45	136	0	263
	Unlinked Passenger Trips, Total	42	221	308	367	494	1,060	66	2,558
	Vehicle Revenue Hours (Est)	319	503	600	540	708	1,053	60	3,782
	Vehicle Revenue Hours (Act)	63	240	414	358	461	790	47	2,372
	Vehicle Revenue Miles (Est)	702	4,023	6,931	5,650	6,148	9,020	520	32,993
	Vehicle Revenue Miles (Act)	657	2,899	4,927	4,946	5,660	9,877	583	29,548
	Distinct Runs	7	8	8	8	8	30	26	30
	VOMS	6	6	6	6	6	12	12	12
	Regular Service Days	23	22	21	23	20	21	1	131
	Saturdays	4	4	5	4	4	5	0	26
	Sundays	4	4	5	4	4	5	0	26

The Results

- Delivered trips in under 15 minutes.
- Crossing multiple service areas with ease.
- Allowed for more mobility of all.



The Results Continued

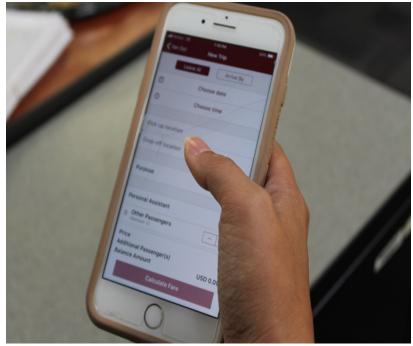
"Tailor-made trips are a click or call away with RTD Van Go! Residents start where they are and go where they want, fast. Unlike some other transportation options, RTD Van Go! will even pick up passengers in rural San Joaquin County."

-Donna DeMartino, CEO, SJRTD



Implications for the Future

- Riders will continue to look for more autonomy.
- Connecting with rider now means connecting with their technology.
- Agencies must stay up to date or risk losing riders.
- VanGO continues to grow and continues to monitor and adapt to the MaaS and MoD markets.



Recap

- The company.
- The client.
- The process.
- The challenge.
- The solution.
- The results.



THANK YOU.

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