

Assessing Impacts on Operations and Customers of Ride-hailing and Optimization Applications to DRT Services

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**GREAT INSIGHTS.
GREATER OUTCOMES.**



Key Discussion Points

Mobility needs are growing and we have technology...

...we need to make operations work with technology!

- ▶ *Technology - supports dynamic service delivery - opportunity*
- ▶ *Customers - benefit from enhanced mobility - opportunity*
- ▶ *Applications - must fit the concept of operations - challenge*
- ▶ *Need operations and technologists on same page - challenge*

Advances in Technology

- ▶ *Transit agencies can customize mobility solutions*
- ▶ *MOD - provides local mobility and to access fixed network*
- ▶ *Improved reporting; we can fit service hours to demand*
- ▶ *Provide real time information for operations and customers*
- ▶ *Shift certain ADA trips to general public MOD services*

Benefits for Customers

- *Personalized mobility solutions*
- *Real time service information; easier to navigate*
- *Convenient local mobility and first/last mile connections*
- *Increases access to mobility for general public and ADA*

...provides convenience and access to opportunities

Apps and Operations must be Seamless

- ▶ *Technology applications must fit the operating concept*
- ▶ *Technologists are not experts in operations or transit reporting*
- ▶ *Establish data terms, data collection, reporting requirements*
- ▶ *Technology, service delivery, and SOPs require field testing*
...a soft launch test period is the best way to get it right



Biggest Challenge is Managing Change

What can go wrong, will...

- *Transit sees the need for change*
- *Change isn't easy in Transit*
- *Change requires commitment*
- *Proactive operational leadership mgt through front line operators*

...change must be managed and enforced

Recent Examples

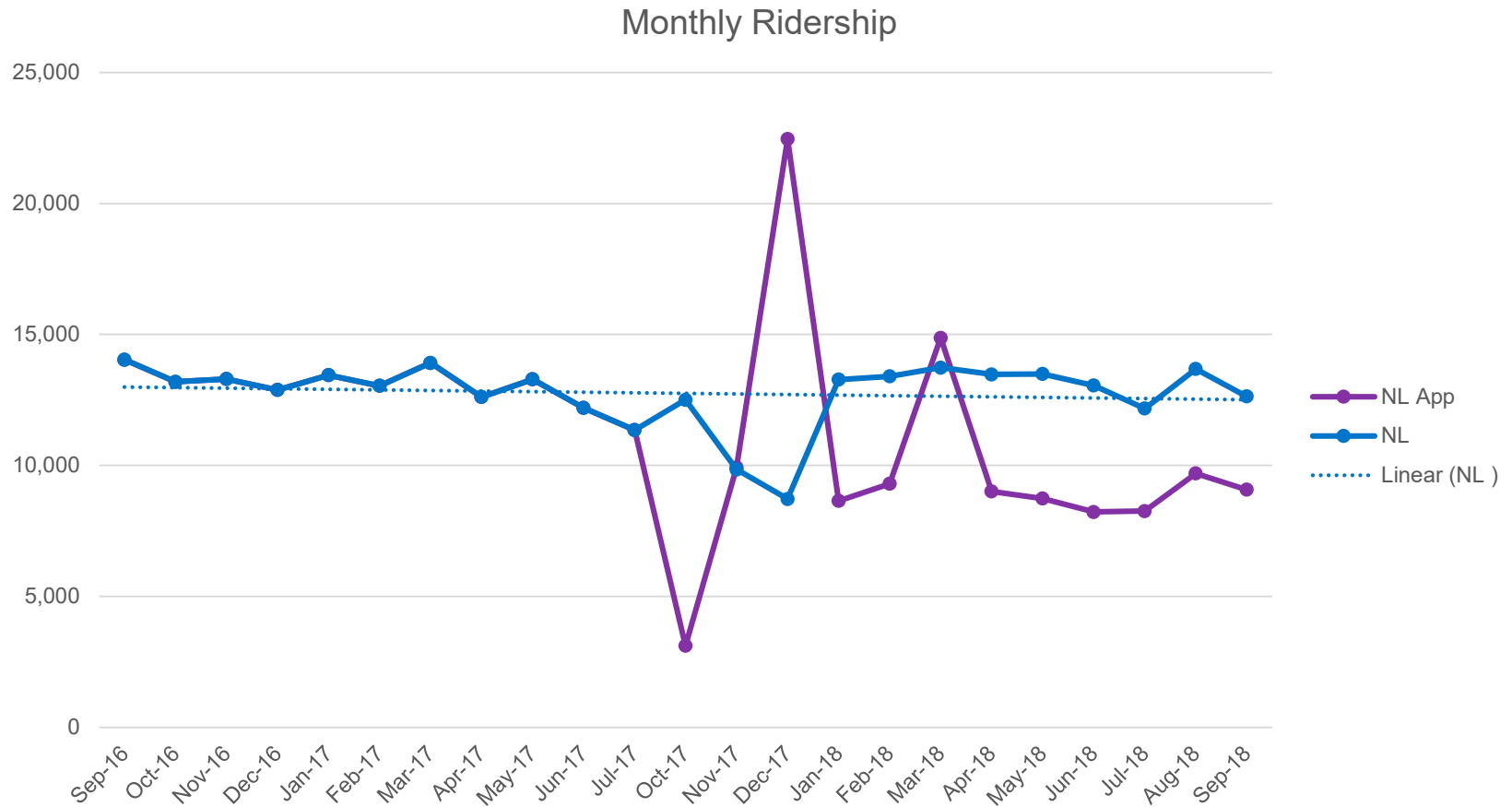
- ▶ *San Jose FLEX – cancelled after six months, hazy vision*
- ▶ *NeighborLink Mobility on Demand – no committed leadership*
- ▶ *AC FLEX – first/last mile connector*
- ▶ *JTA Community Shuttle – general public DAR, evolving*
- ▶ *Palm Tran Go Glades – general public MOD pilot*

FLEX



NeighborLink MOD Pilot

Impact of loss of committed operations management pre and post launch



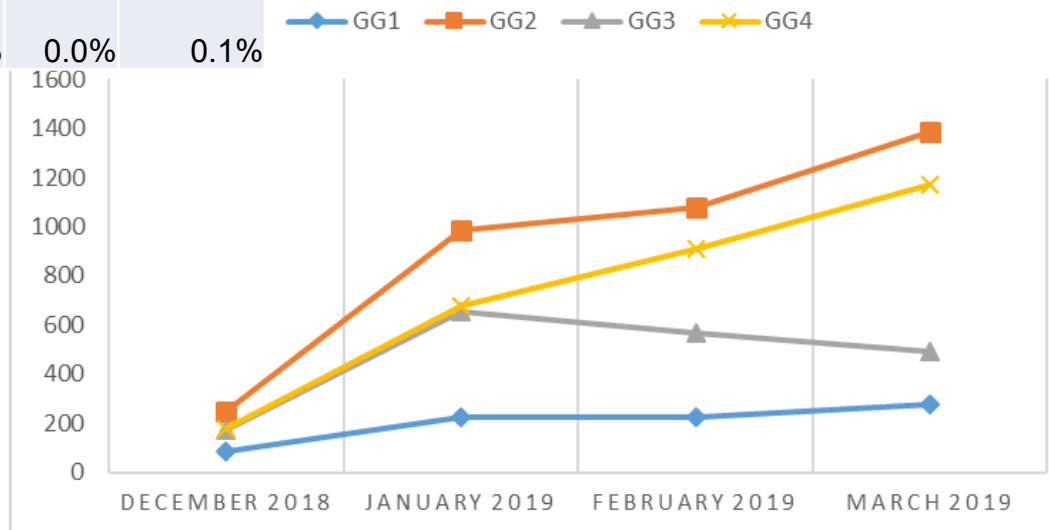
Go Glades Pilot

Post launch ridership serves as input for conversion to full MOD service

	GG1	GG2	GG3	GG4	GG Total
December 2018	83	246	173	175	677
January 2019	225	985	652	680	2542
February 2019	222	1076	565	910	2773
March 2019	275	1386	489	1170	3320
Total	805	3693	1879	2935	9312
WC Percent	0.0%	0.5%	0.1%	0.2%	0.3%
Deviation Percent	54.4%	6.0%	2.2%	4.4%	4.7%
Use By ADA Eligible	27.1%	39.2%	20.5%	24.1%	29.6%
Stranded Passengers	0.1%	0.2%	0.0%	0.0%	0.1%



GO GLADES RIDERSHIP



> Attractive to ADA Eligible

> No effort to shift from

ADA

> Demonstrates demand

> Flex service not best fit

> Conversion to full MOD

Key Takeaways

- ▶ *Need collaboration in application, concept of operations, and service delivery design for MOD to be viable and successful*
 - ▶ *Before and after launch, transit agencies must proactively manage the operations, operators, and systems; and adjust as needed*
- ...why should we care?**
- ▶ *Because the majority of youths, persons in poverty, and folks aging in place reside in the suburbs; where access to mobility is most limited*
 - ▶ *If transit can't provide affordable, convenient mobility, we will see further bifurcation in access to opportunity and a growing*

Questions

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