



samTrans

SamTrans Microtransit Pilot

SamTrans Planning and Development
Committee
October 3, 2018
Agenda Item 4

Today's Discussion

- Overview of Microtransit
- Pilot Concept
- Cost
- Goals/Metrics
- Next steps
- Questions



What is Microtransit?

- A form of demand-responsive technology-enabled transit service that offers on-demand ride booking and flexible routing/scheduling.
- Typically operated with smaller mini-buses (vans, cutaways) in a geo-fenced area.
- Flexible routing used to minimize wait time, maximize directness of travel to reduce travel time.
- Shared rides.

Why a Microtransit Pilot?

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- **Goal: Determine feasibility of microtransit in San Mateo County; use pilot project to test proof of concept.**
- **Long term potential to modify the bus network to use microtransit for coverage and first/last mile connectivity.**
- **Further study would be required.**

Convert the FLX Pacifica to microtransit technology platform for a one-year pilot

- Offer service within the Pacifica zone; utilize current operators and vehicles
- Modify operations: all trip requests shift to on-demand; vehicle routed dynamically throughout the day
- Utilize app and call center for real time trip booking
- Book rides in advance or on-demand (passenger given an ETA)

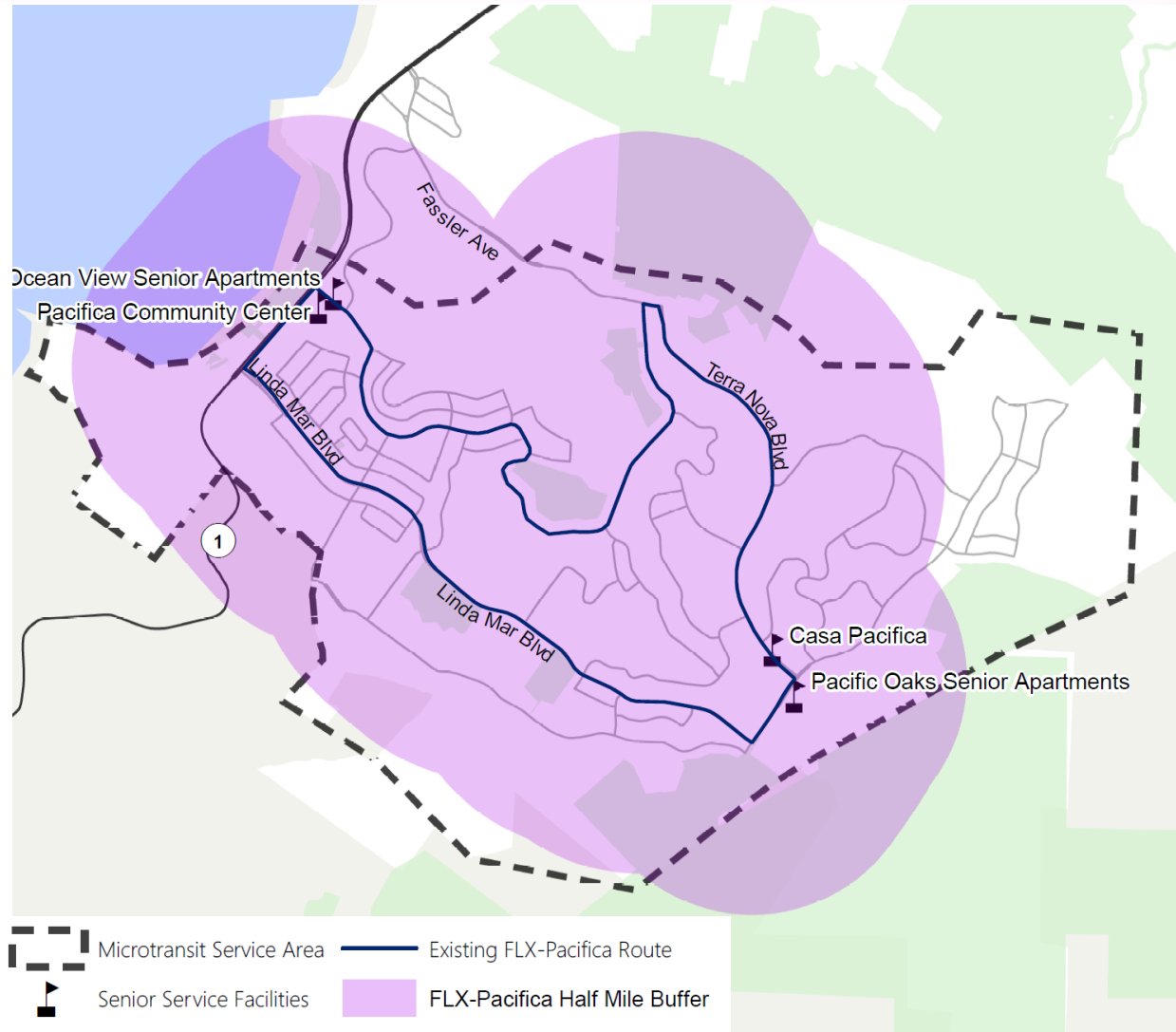


- SamTrans Microtransit Service Pilot
Pacifica, CA



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FLX Pacifica Pilot Area



Why FLX Pacifica?

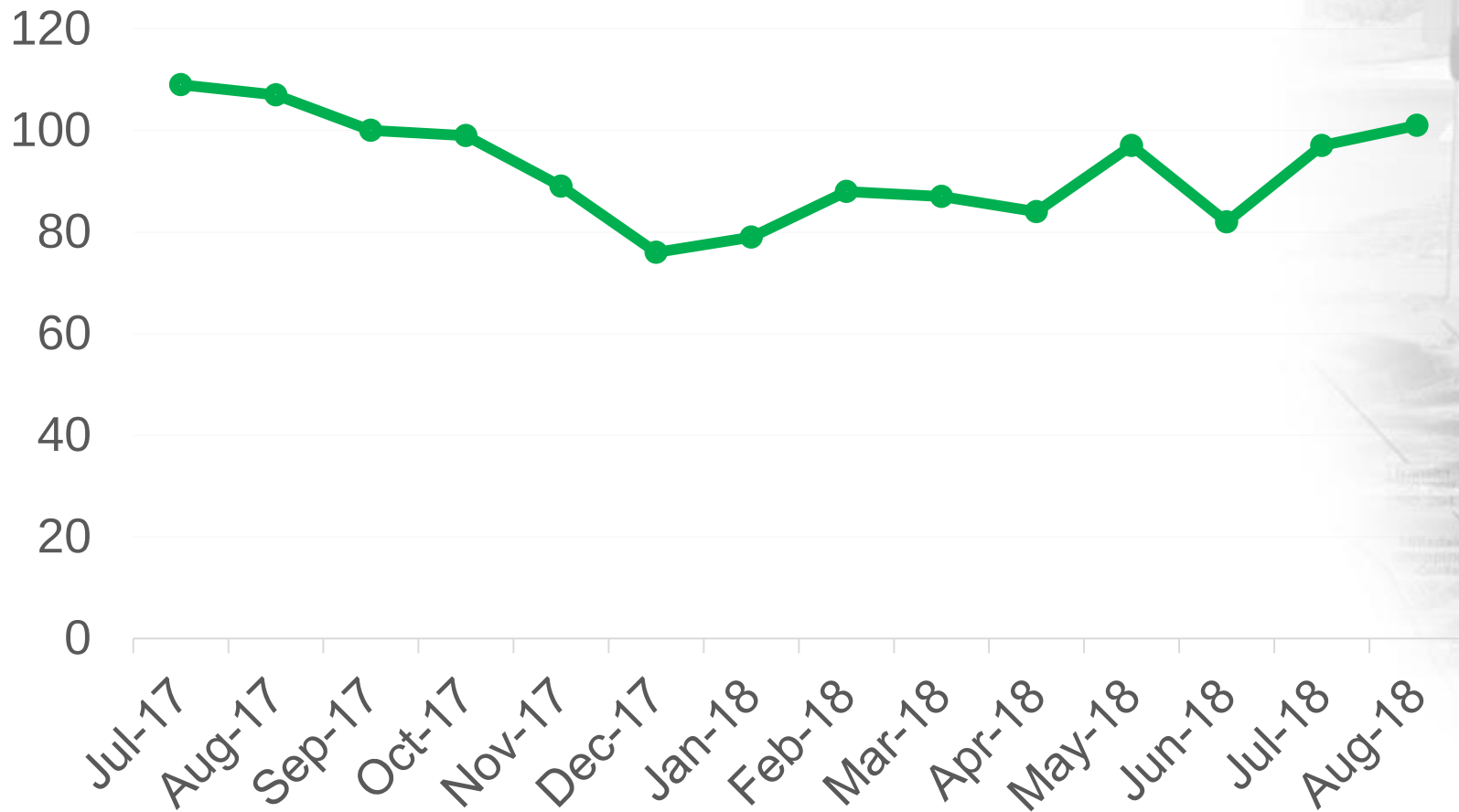
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- **Allows for a true before-and-after comparison of rider behavior**
 - **Impact of on-demand technology**
- **Currently operated with smaller vehicle – no new capital equipment needed**
- **Contracted operation – flexible start date**
- **Scalable**
- **Potential new service model for low-density communities**
- **Addresses requests from Coastside**

Ridership



FLX Pacifica Average Weekday Ridership



Pilot Cost

- Annual technology license, training, for up to 10 vehicles
- Tablets for vehicles
- Marketing and communications
 - Outreach plan to inform existing and new customers
- Operations contract modifications

Total - \$100,000

Microtransit Simulation



- Technology vendor will simulate several operational scenarios
- Using existing ridership and operational parameters, the following will be simulated prior to launch:
 - Average wait time
 - Average distance/time on vehicle
 - Average walk distance

- **Simulation Data**
- **Increased ridership**
- **Improved customer satisfaction**
- **Improved access to destinations**
- **Improved connectivity to mainline routes**
- **Increased service efficiency (pax per hour/mile)**
- **Shift in paratransit trips**

Next Steps

- **Finalize the contracts process**
 - Technology procurement
 - MV contract amendment
- **Finalize implementation plan and pilot evaluation criteria**
- **Develop outreach/marketing plan**
- **Target New Service Rollout – March 2019**

Questions?