



Microtransit Implementation



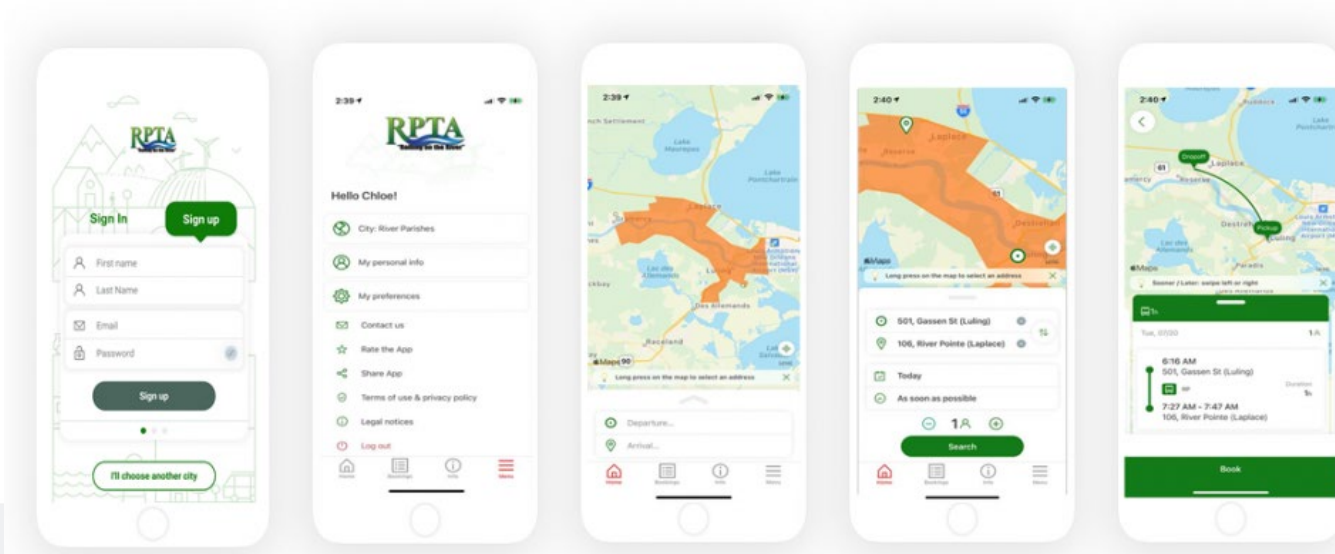
Operations Planning | January 4, 2023

Presentation Overview

- What is microtransit?
- Implementing *Reimagine SamTrans*
- Partnership with Transdev / CityWay
- Timeline & Next Steps

What is microtransit?

- On-demand transit dynamically routed based on trip requests using app-based technology
- Pick-up arrival time is provided in real-time, just like ride-hailing apps
- Trips must start and end in defined zone

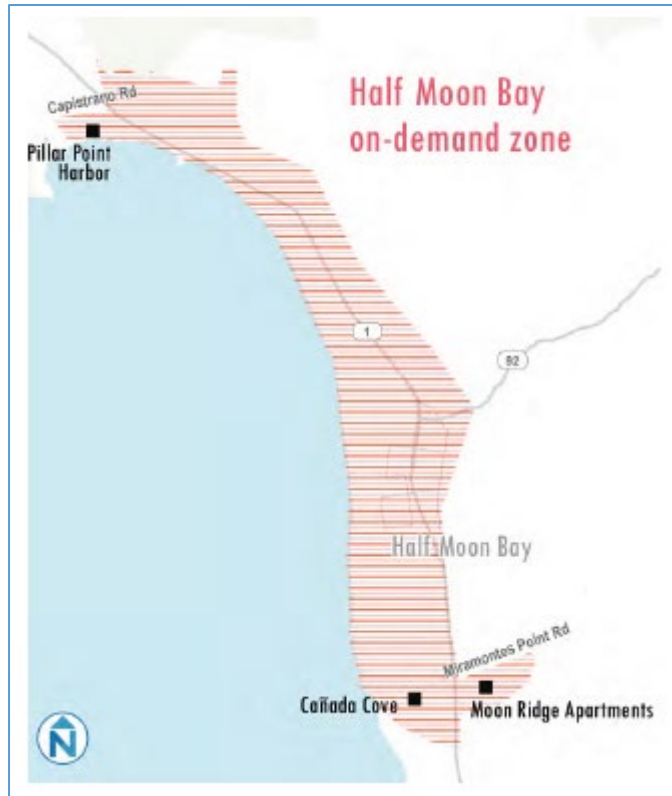


Example from River Parishes Transit Authority in New Orleans

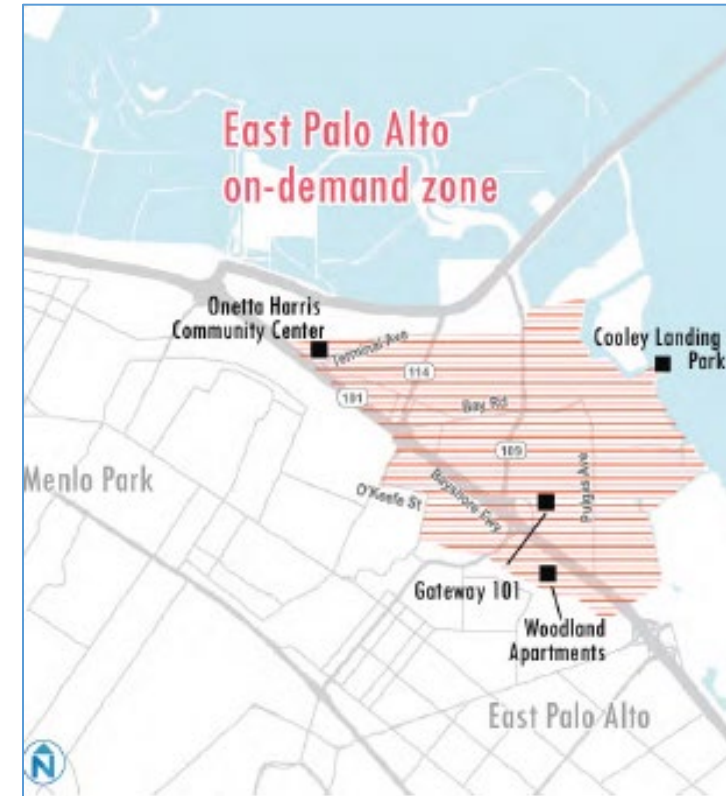
Implementing *Reimagine SamTrans*

- The *Reimagine SamTrans* network includes consolidated routes and streamlined services to improve efficiency.
 - More direct and frequent routes
 - Some reduction in coverage
- To complement the new route network, two microtransit zones were included in the final network.
 - Half Moon Bay and East Palo Alto

Microtransit in *Reimagine SamTrans*



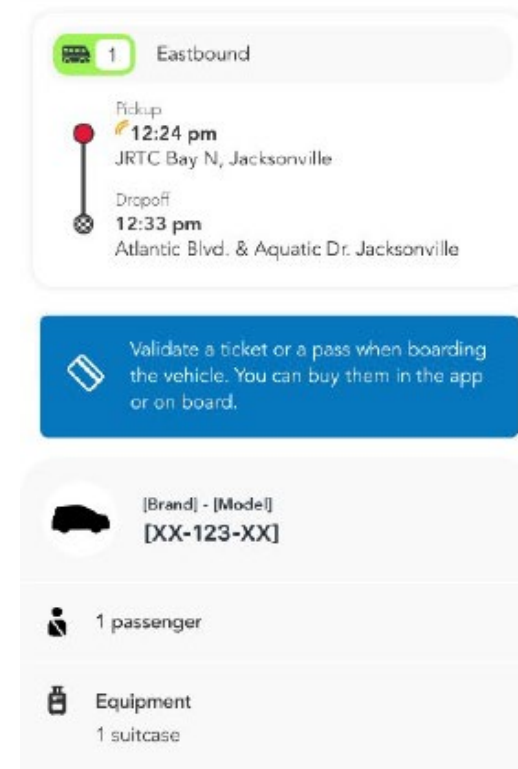
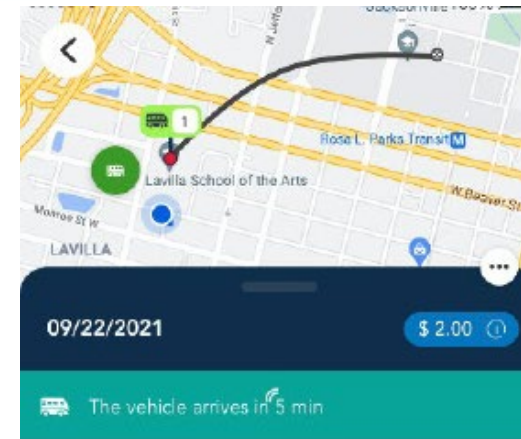
8:00 AM – 5:00 PM
7 days a week



6:00 AM – 10:00 PM
7 days a week

Partnership with Transdev

- Cityway Division:
Full Turnkey Solution includes
 - Passenger-facing booking app
 - Operators
 - New Ford Transit Vans
 - Customer/Call Center Support



Transdev Microtransit – Full Turnkey Solution



- **SETUP**
Define service area
Schedule service
Assign drivers/vehicles



- **OPERATIONS**
Ease dynamic dispatch/routing
Driver application with RT manifest
Real-time operation monitoring



- **BOOKING**
Call center
Website
iOS/Android Apps



- **MOBILITY ECOSYSTEM**
Integration with Transit GTFS/GTFS-RT, APIs
Accessibility guidelines ADA/WCAG/W3C
Manage mixed Regular/ADA trips



- **OPTIMIZATION**
Group riders on O/D
Dynamic routing
Operational efficiencies
/Riders' satisfaction



- **REPORTING NTD READY**
Monitor 60+ KPIs
Track operational efficiencies
Adjust services



- **RIDERS EXPERIENCE**
RT notifications
Live vehicle tracking
In app payment, Rate your ride

Timeline

January
2023

- Approve Transdev contract

Winter
2023

- Develop name, logo, bus wrap design, and marketing materials

Spring
2023

- Community outreach in EPA and HMB

June
2023

- Launch microtransit along with fixed route changes in Runbook 142



Questions?



Thank You!