

The logo for samTrans, featuring the text "samTrans" in a bold, sans-serif font. Below the text are two horizontal bars: a red one on top and a blue one on the bottom. The entire logo is enclosed in a white rectangular box with a thin black border.

samTrans

The background of the slide is a blue-tinted photograph of a bus. The bus is white with blue and red accents. The number "644" is visible on the front. The text "samTrans" is also visible on the side of the bus. The bus is parked on a street, and the background shows some buildings and trees.

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?

samTrans

- **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)**

FLX Pacifica Pilot Area



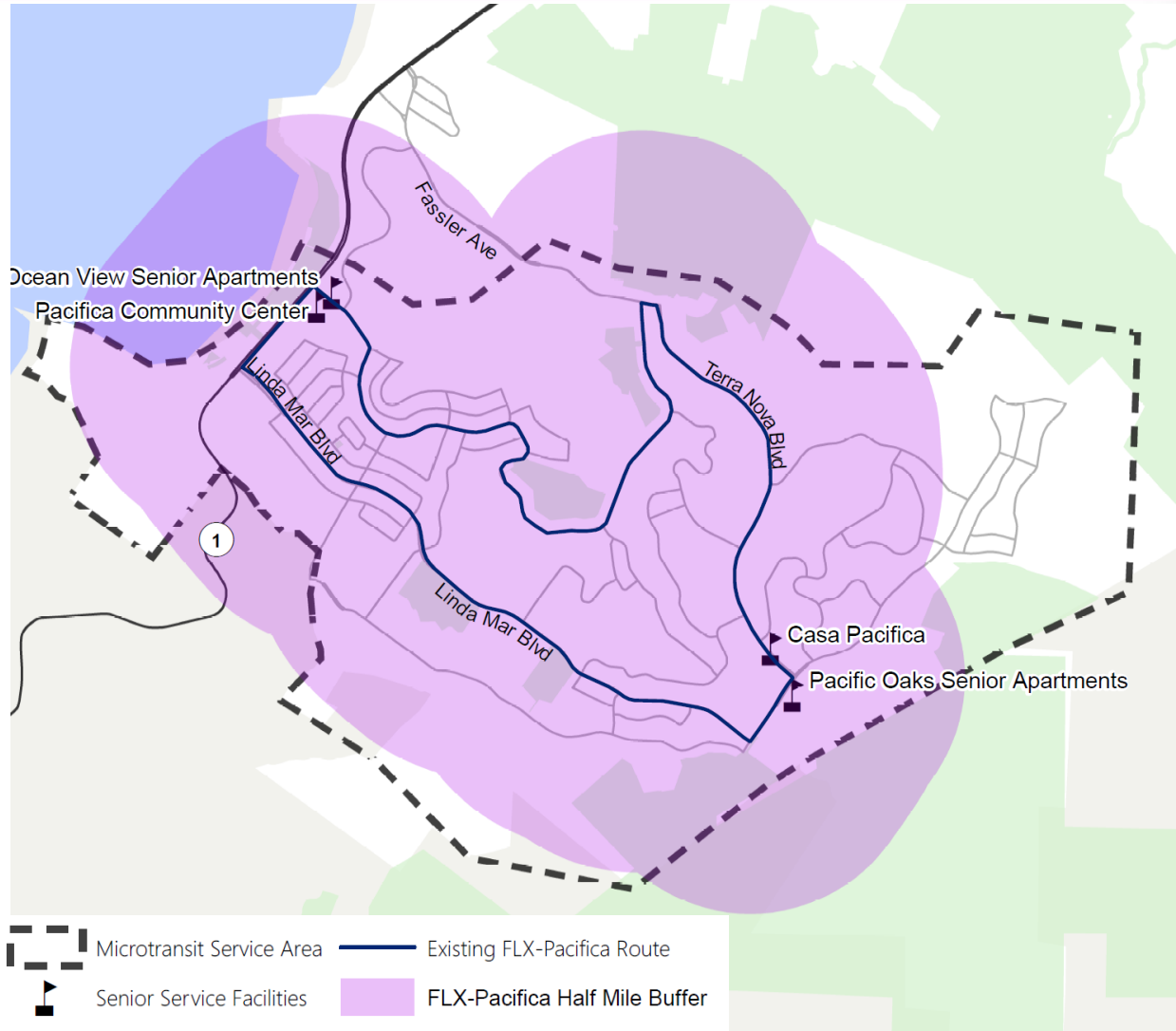
- Microtransit Service Area
- Senior Service Facilities
- Existing SamTrans Route
- Existing FLX-Pacific Route

SamTrans Microtransit Service Pilot
Pacifica, CA



SamTrans 2018

FLX Pacifica Pilot Area



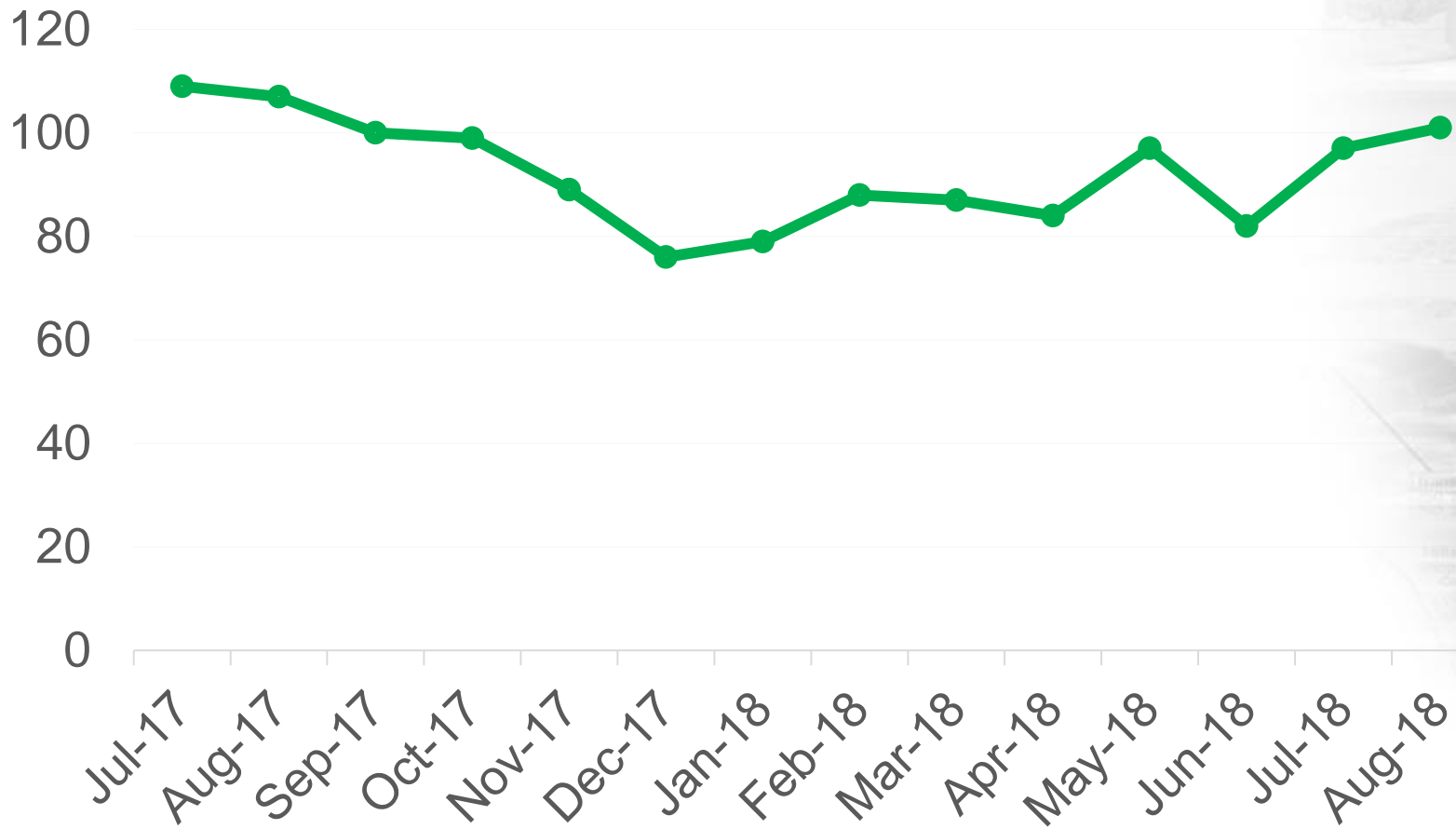
Why FLX Pacifica?

- **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

- **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?

