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?

• 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

SamTrans Microtransit Service Pilot
Pacifica, CA

SamTrans 2018
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
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
Goals/Metrics

- 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?