SamTrans Microtransit Pilot

Strategic Planning, Development and Sustainability Committee
February 6, 2019
Today’s Update

- Pilot Update
- Marketing and Communications Plan
- Launch Schedule
- Evaluation Criteria
- Questions
FLX On-Demand
Technology Partner - Via

- Public transit partnerships in Marin, West Sacramento, and Los Angeles
- Operates privately in Chicago, New York, and Washington DC
- SamTrans licenses the technology for the one-year pilot
- Via will provide goal-setting, simulation, training, marketing assistance and technology support
FLX On-Demand Launch Schedule

- **February**
  - Product Installation, Testing
  - Simulation
  - MV Contract Amendment
  - Survey existing riders

- **March**
  - Operator and customer service Training
  - Development of marketing and outreach materials
  - Launch of webpage
  - Launch phase 1 marketing and communications plan

- **April**
  - Continue phase 1
    - Rider outreach
    - Senior tech training
    - Street team

Launch April 29!
Marketing and Communications Plan

- Phase 1 – Focus on current riders
  - On-board materials (take-ones, seat drops, car cards)
  - Bus stop signage
  - Tabling event(s) at Linda Mar P&R
  - Senior Center Outreach
    - Tech training opportunity
  - “Street Team”
- Mid-March through May
Marketing and Communications Plan

- Phase 2 – After service settles in, shift to building new ridership
  - Community events
    - Summer farmers market
  - Digital ads
  - Newspaper ads
  - Bus shelter advertising

- Formal pilot evaluation will begin in September
Evaluation Criteria

- Simulation data from Via
  - Average wait time, average time/distance on vehicle
- Ridership metrics
  - Daily ridership, frequency of use, paratransit trips
- Efficiency
  - Passengers per hour/mile
- Customer Satisfaction
  - Ease of use, complaints
- Operations
  - Operator feedback, call center feedback
Questions?

Thank you!

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