

SamTrans Microtransit Pilot

Strategic Planning, Development and Sustainability Committee

February 6, 2019

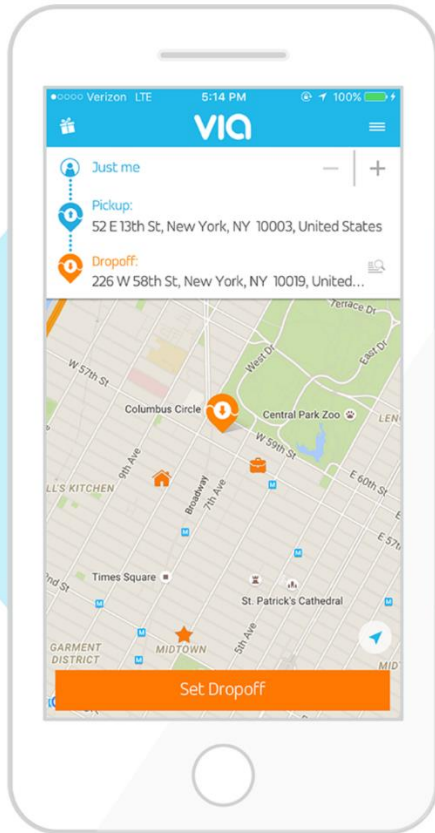
Today's Update

- 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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