GoDublin!
LAVTA’s TNC Partnership: From Here to Mass Transit

Jonathan Steketee
Customer Service & Contract Compliance Manager | LAVTA
CalACT Spring Conference and Expo | April, 2019
Overview

• The Move that Started it All.
• Why GoDublin?
• The Transit Rider Dilemma.
• Why Not GoDublin?
• Program Structure.
• Program Results.
• Lessons Learned
The Move That Started It All

**Annual Ridership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>1,740,297</td>
</tr>
<tr>
<td>2011</td>
<td>1,712,879</td>
</tr>
<tr>
<td>2012</td>
<td>1,751,211</td>
</tr>
<tr>
<td>2013</td>
<td>1,727,085</td>
</tr>
<tr>
<td>2014</td>
<td>1,652,151</td>
</tr>
</tbody>
</table>

5% RIDERSHIP DECLINE 2010-2014

**Annual Operating Cost**

<table>
<thead>
<tr>
<th>Year</th>
<th>Operating Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$11,143,305</td>
</tr>
<tr>
<td>2011</td>
<td>$11,564,234</td>
</tr>
<tr>
<td>2012</td>
<td>$12,603,331</td>
</tr>
<tr>
<td>2013</td>
<td>$12,333,360</td>
</tr>
<tr>
<td>2014</td>
<td>$14,428,131</td>
</tr>
</tbody>
</table>

29% OP COST INCREASE 2010-2014

Source: LAVTA COA 2016
The Move That Started It All

Pre-COA

Post-COA
Why GoDublin?

- Helps Solve the Coverage vs. Frequency Challenge
- Minimal Infrastructure Change
- Enables Transit Agencies to promote shared rides
The Transit Rider’s Dilemma

Jonny Millennial
Lives 50 miles from work.
Driving Takes ~1 hr. 5 mins minutes each way.

What if Jonny Took Public Transit?
The trip would take 2 Hours & 34 Minutes Each Way!!!

What if Jonny Took a TNC to Rapid Transit?
Ride would be 1 Hour and 30 minutes
Why Not GoDublin

- Will a TNC Partnership Destroy Our Bus Ridership?
- Will a TNC Partnership Make More Traffic Than Less?
- Is This in Line With Our Vision?
Millennial, the largest living adult generation in the United States with a population of more than 79.8 million, will determine the economic and cultural future of the nation.

*Florida Union Times*

The study, by the University of Michigan, shows that just a little over 3 out of 4 people ages 20-24 possess a driver's license now. The actual figure - 76.7% - is a sharp decline from 82% in 2008, and fully 92% in 1983.

*https://www.ridenowchandler.com/read-about-of-Millennials*
TNCs Are a Bridge to Mass Transit!
Program Structure

INTRODUCING GODUBLIN RIDESHARE!

We'll pay half of your fare (up to $5) when you ride with these services in Dublin!

Promotion code: GODUBLIN
Results: Program Performance Exceeded Expectations

<table>
<thead>
<tr>
<th>Measure</th>
<th>Pre-COA Dublin Route 3</th>
<th>COA Wheels-on-Demand Goal (limited service span)</th>
<th>GoDublin! Result (24/7/365)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual O&amp;M Cost</td>
<td>$224,000</td>
<td>~$61,000</td>
<td>~$34,000</td>
</tr>
<tr>
<td>Avg. Daily Ridership</td>
<td>42</td>
<td>120</td>
<td>40</td>
</tr>
<tr>
<td>Avg. Subsidy per Trip</td>
<td>$26.13</td>
<td>$4–$10</td>
<td>$2.81</td>
</tr>
</tbody>
</table>
## Results: Usage Aligned with Expectations

<table>
<thead>
<tr>
<th></th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time of Day</strong></td>
<td>Most trips were weekday (88%) peak (70%) and midday (25%)</td>
</tr>
<tr>
<td><strong>Distance</strong></td>
<td>94% =&gt;6 miles</td>
</tr>
<tr>
<td><strong>Travel Time</strong></td>
<td>70% of rides were between 0-10 minutes &amp; 94% less than 15 minutes.</td>
</tr>
<tr>
<td><strong>O/D Frequencies</strong></td>
<td>FM/LM connections between low-density residential neighborhoods and BART</td>
</tr>
<tr>
<td><strong>Fares</strong></td>
<td>GoDublin avg fares paid were higher than FR fare ($2.81 vs. $2.00)</td>
</tr>
</tbody>
</table>
Results: Total Dublin Ridership Is Up

Bus Ridership Increased 6% YoY
GoDublin Increased 17% when comparing Q3&4 YoY
Lessons Learned

• Just a promo agreement is working fine.
• The model works.
• TNCs can enhance transit operations.
• Data is available, just have to be sensitive to our partners.
The Road to the Future Never Ends
Thank You

jsteketee@lavta.org

@wheelsbus