

GoDublin!

LAVTA's TNC Partnership: From Here to Mass Transit

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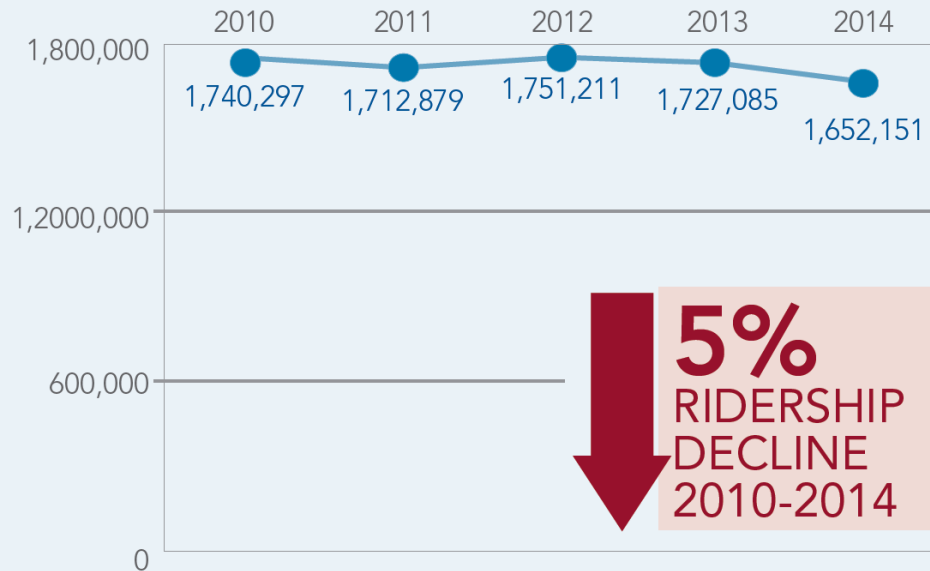
Overview

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

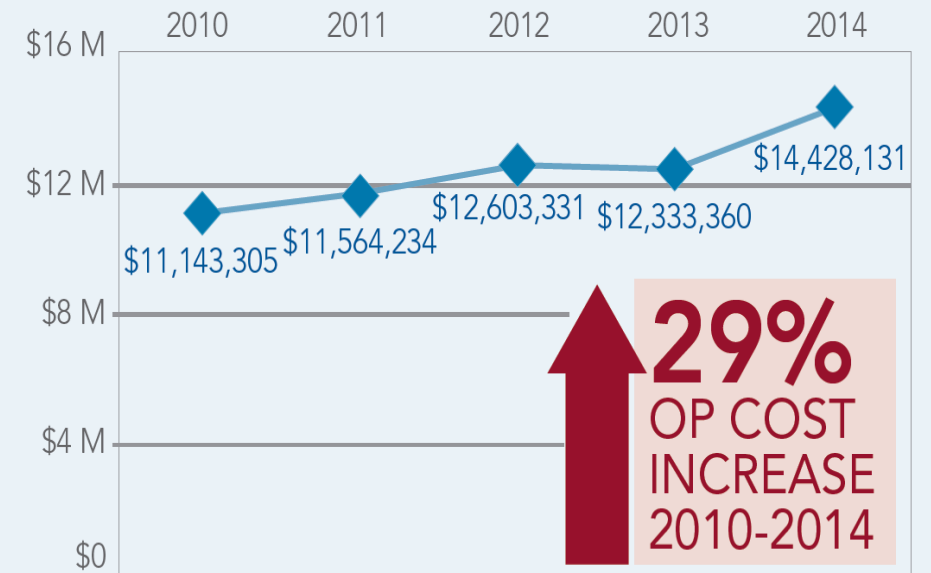


The Move That Started It All

Annual Ridership



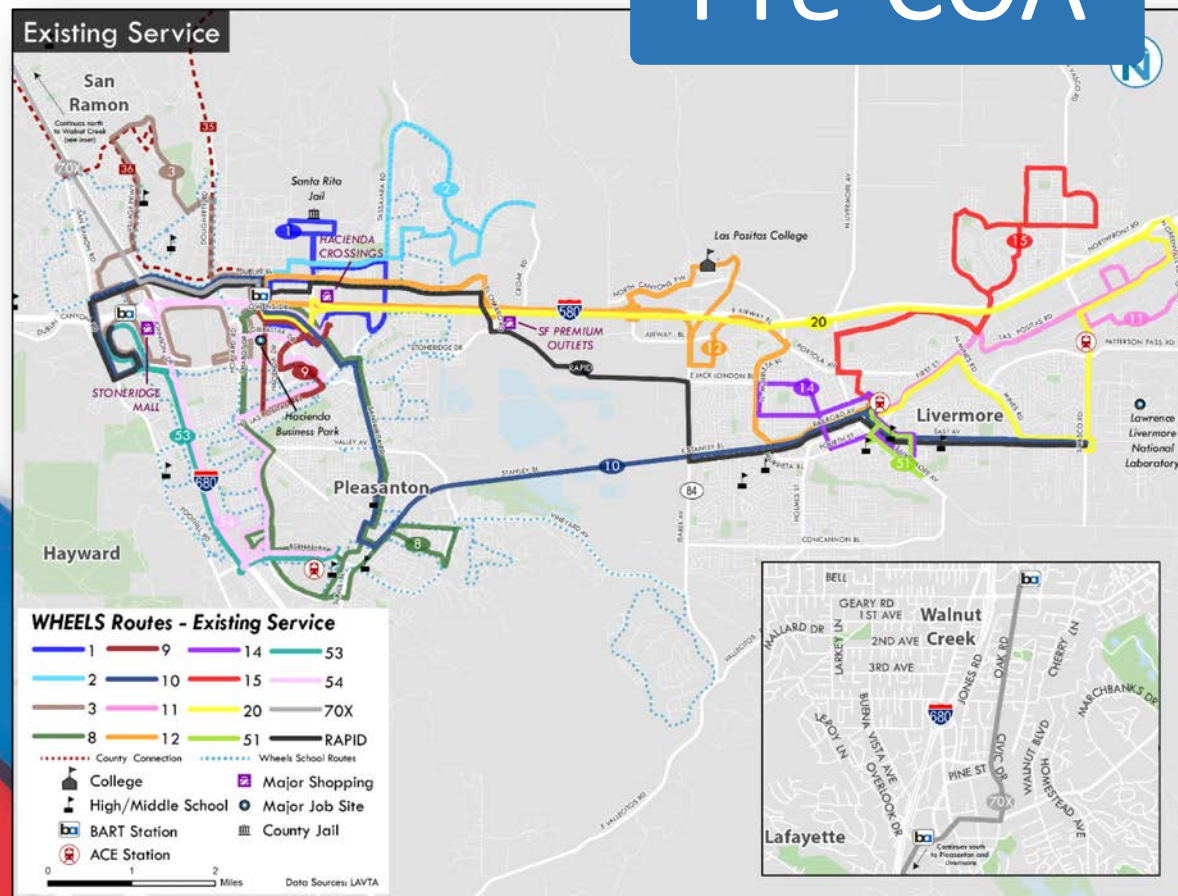
Annual Operating Cost



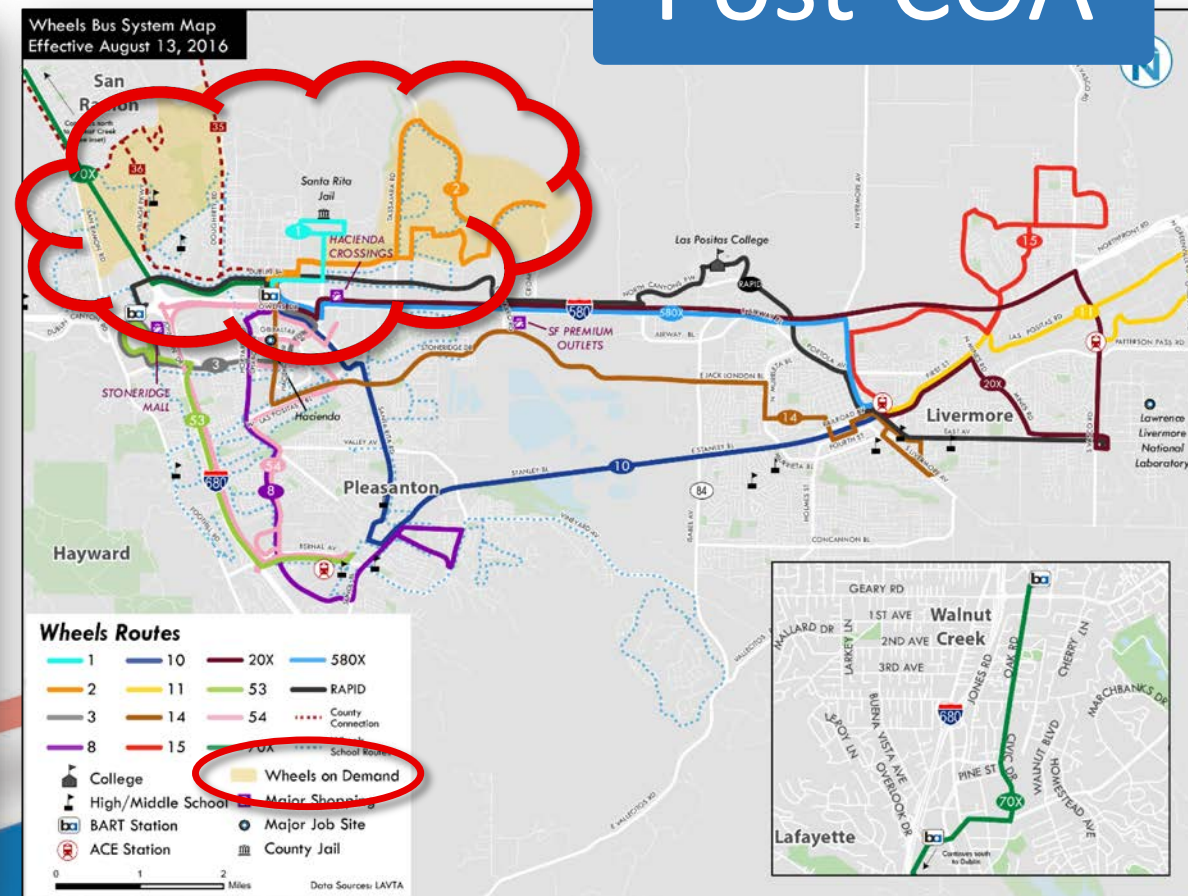
Source: LAVTA COA 2016

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?

Uber and Lyft Are Cannibalizing Transit in Major American Cities

New research from UC Davis shows that cities must strengthen transit in response to the growth of ride-hailing services.

By Angie Schmitt | Oct 13, 2017 | 160

Uber and Lyft are creating more traffic and congestion instead of reducing it, according to a new report

Sean Wolfe Jul. 27, 2018, 11:42 AM

SFMTA: Residents prefer ride-hailing companies to buses and bikes

Public transit, bike, and pedestrian travel up in yearly survey, but not by much

By Adam Brinklow | Oct 19, 2017, 9:33am PDT

Times are Changing



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>



Mobility

We don't mind having a car, but we want **TRANSPORTATION OPTIONS**. We support the maintenance of roads, but expanding public transit and alternatives to driving should be above building new roads.

TNCs Are a Bridge to Mass Transit!



Program Structure



A promotional graphic for the GoDublin! Rideshare program. The background is green. On the left, a person's hands are shown holding a smartphone. To the right of the hands is a large white arrow pointing right. Further right is the 'GO DUBLIN!' logo, where 'GO' is in green with a shamrock in the 'O', and 'DUBLIN!' is in green. To the right of the logo are the logos for UBER, Lyft (in pink), and DESOTO CAB COMPANY. Below the logos, the text 'INTRODUCING GoDUBLIN RIDESHARE!' is written in white. To the right of this text, it says 'We'll pay half your fare (up to \$5) when you ride with these services in Dublin!' and 'Promotion code GODUBLIN'.

INTRODUCING *GoDUBLIN* RIDESHARE!

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

Promotion code **GODUBLIN**

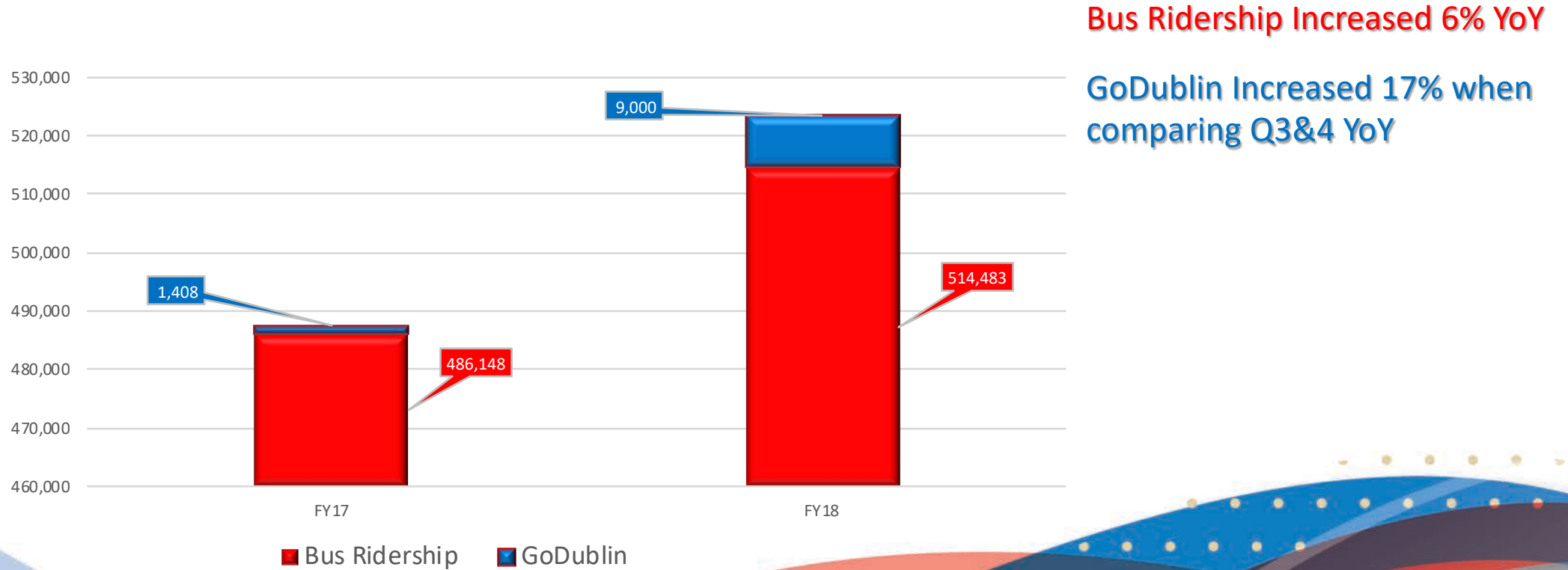
Results: Program Performance Exceeded Expectations

Measure	Pre-COA Dublin Route 3	COA Wheels-on- Demand Goal (limited service span)	GoDublin! Result (24/7/365)
Annual O&M Cost	\$224,000	~\$61,000	~\$34,000
Avg. Daily Ridership	42	120	40
Avg. Subsidy per Trip	\$26.13	\$4–\$10	\$2.81

Results: Usage Aligned with Expectations

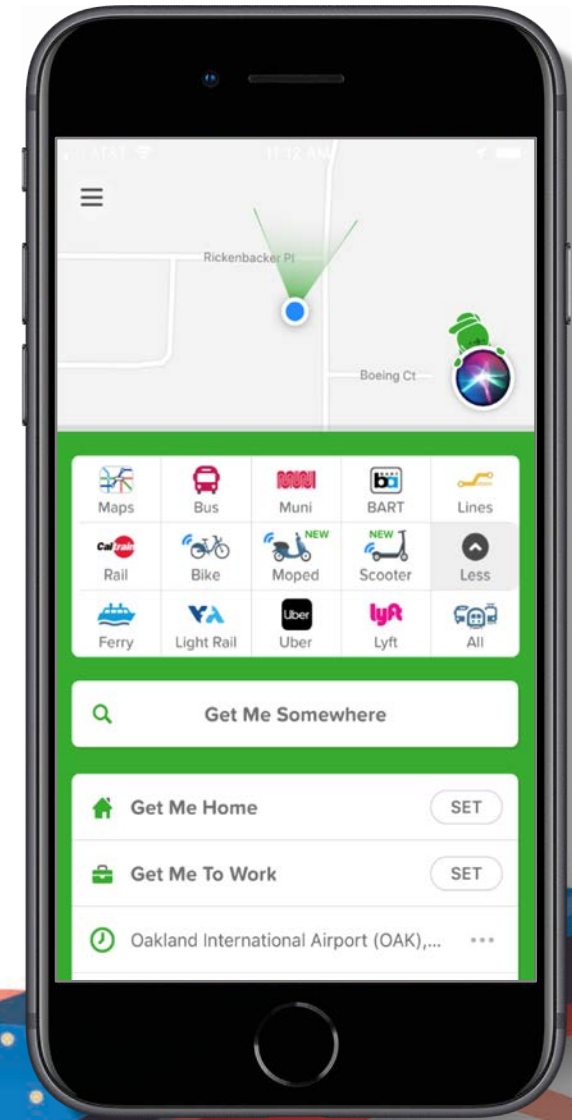
Time of Day	Most trips were weekday (88%) peak (70%) and midday (25%)
Distance	94% =>6 miles
Travel Time	70% of rides were between 0-10 minutes & 94% less than 15 minutes.
O/D Frequencies	FM/LM connections between low-density residential neighborhoods and BART
Fares	GoDublin avg fares paid were higher than FR fare (\$2.81 vs. \$2.00)

Results: Total Dublin Ridership Is Up



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

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[@wheelsbus](#)