

# Microtransit Pilot In Sacramento



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TransLōc<sup>®</sup> and  | FORD **SMART MOBILITY**

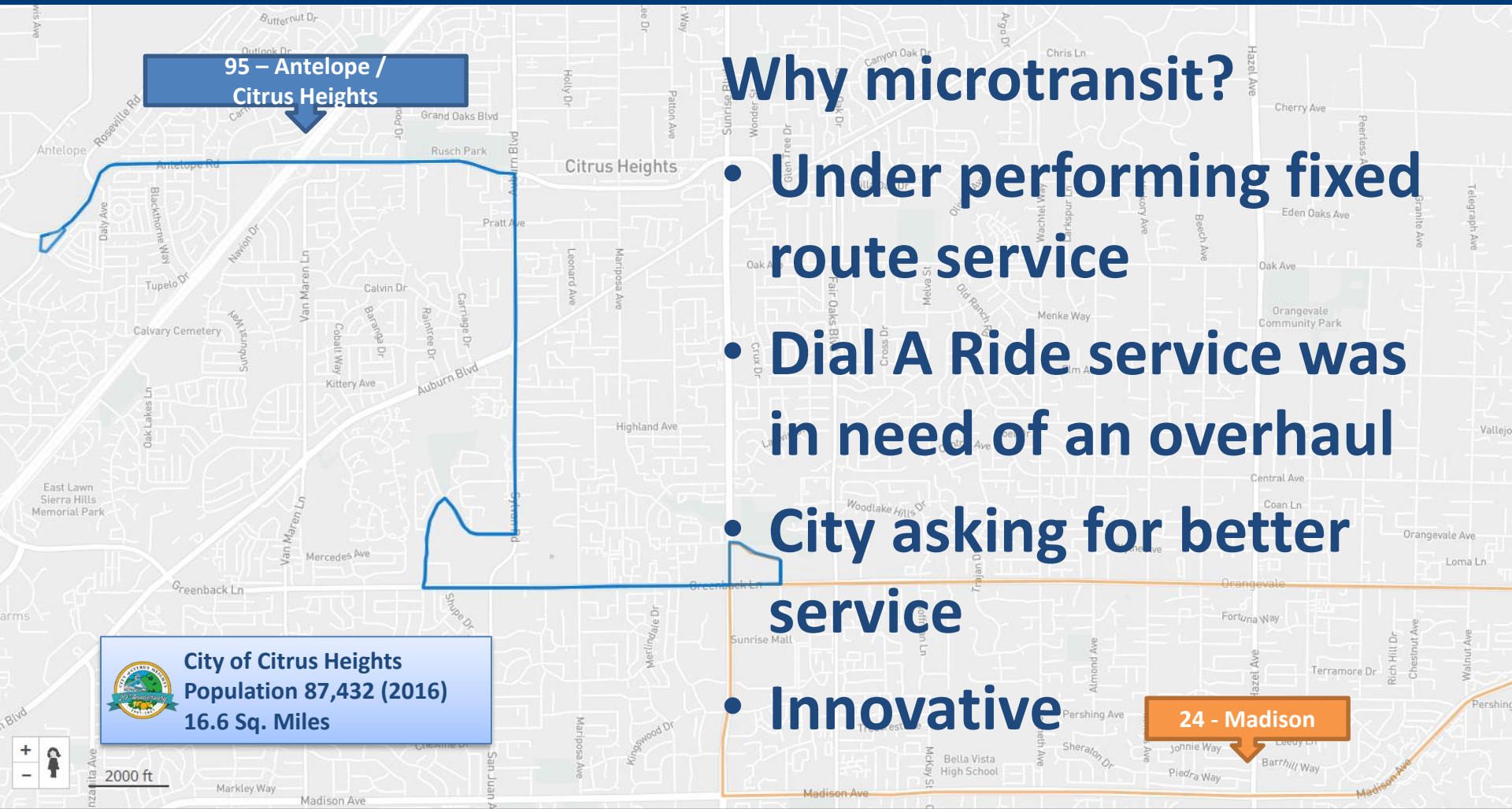
- Founded in 2004. Acquired by Ford Smart Mobility in 2018.
- Creators of the first mobile transit-tracking app to show real-time bus movement
- Lead industry with 20 microtransit pilots. Most recently, RTC Washoe, Kansas City ATA, and Sacramento RTD.

# WHAT IS MICROTRANSIT?

Flexible, demand-response transit services

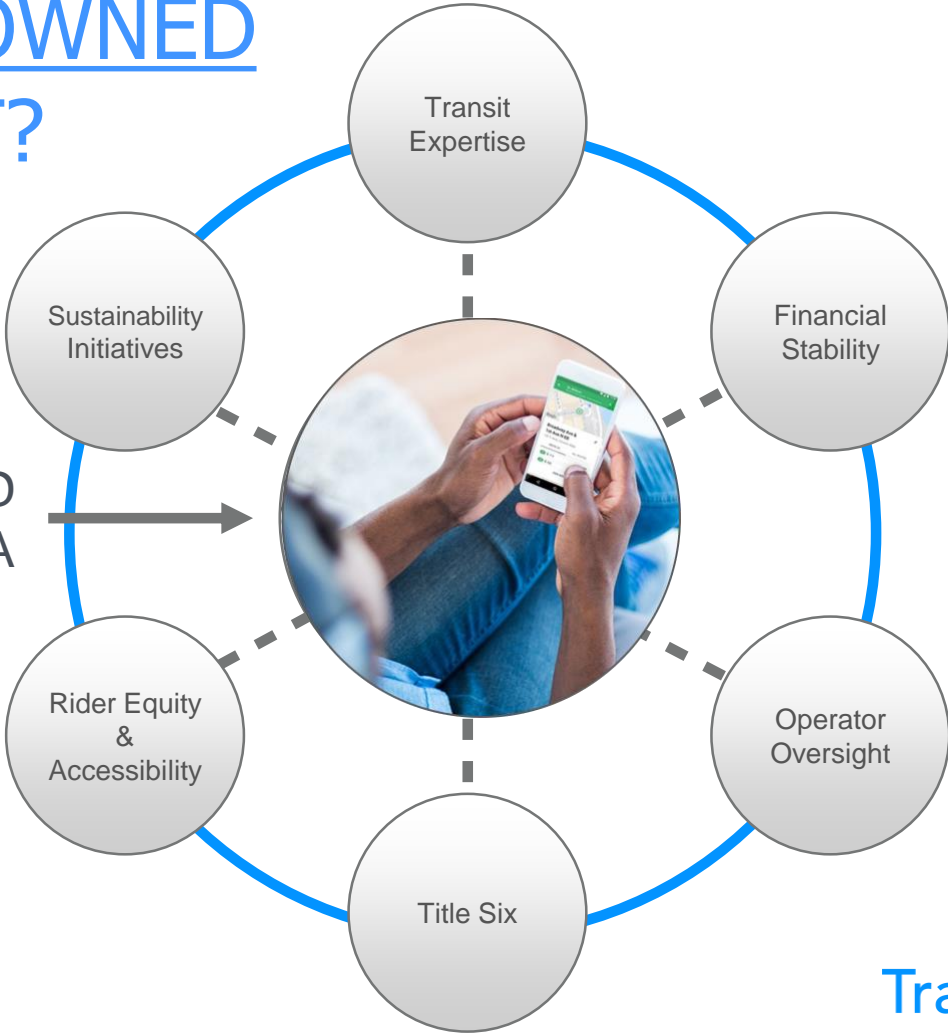
- First Mile/Last Mile
- Route Replacement & Modification
- Underserved Areas
- Unserved Areas
- Weekend Route Replacement
- Food Desert

# Microtransit Pilot in Sacramento



# WHY AGENCY-OWNED MICROTRANSIT?

PASSENGER AND RIDERSHIP DATA



# Microtransit Pilot Project

## Project Timeline

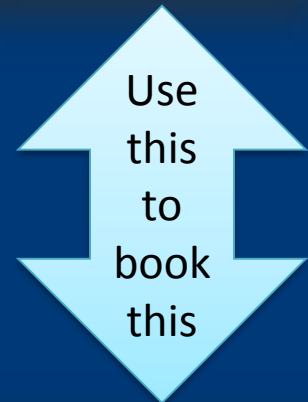
- Simulation Model – December 2017 (Complete)
- Develop Implementation Pilot Plan – (Complete)
- Operator & Dispatcher Training – (Complete)
- Launch Microtransit 6-month Pilot (In Progress)
  - Phase 1 “City Ride” – February 12, 2018
  - Phase 2 Orangevale Expansion – April 23, 2018
- Survey Smart Ride Customers (In Progress)
- Ridership & Data Analysis (In Progress)

**BEFORE**

# “City Ride”

## City of Citrus Heights

- Monday – Friday, 7 am to 7 pm
- Dial A Ride Service
- Book one day in advance by phone
- Two Dedicated Vehicles
- Trip Denials/Cancellations
- 2017 Avg. Daily Boardings 30

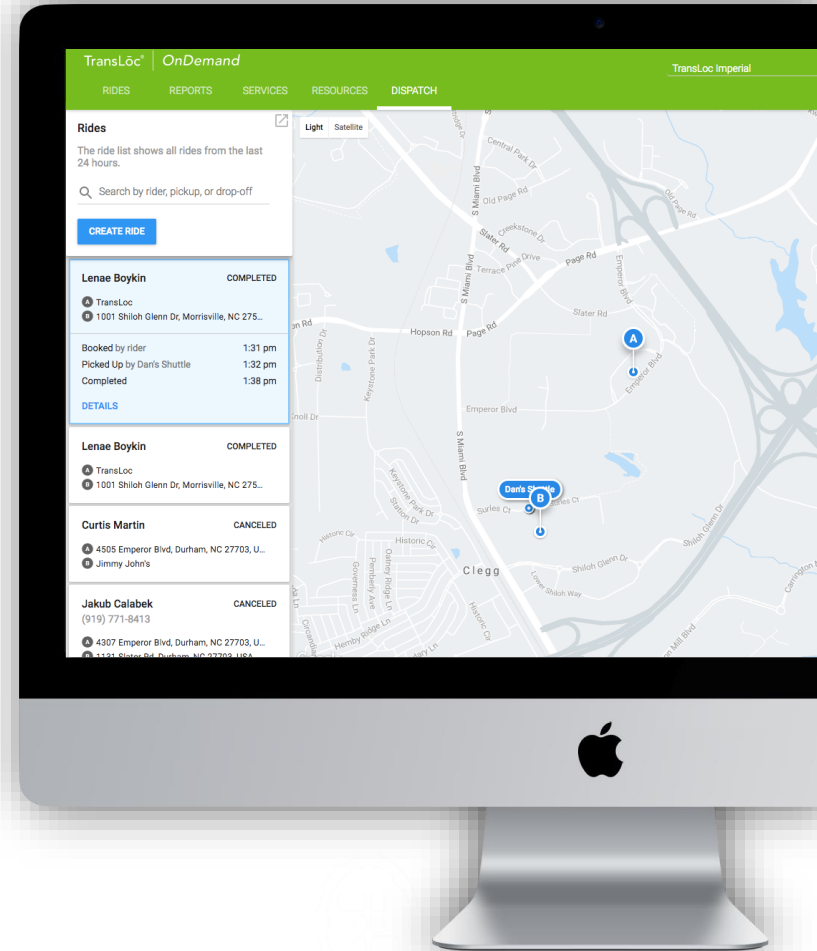
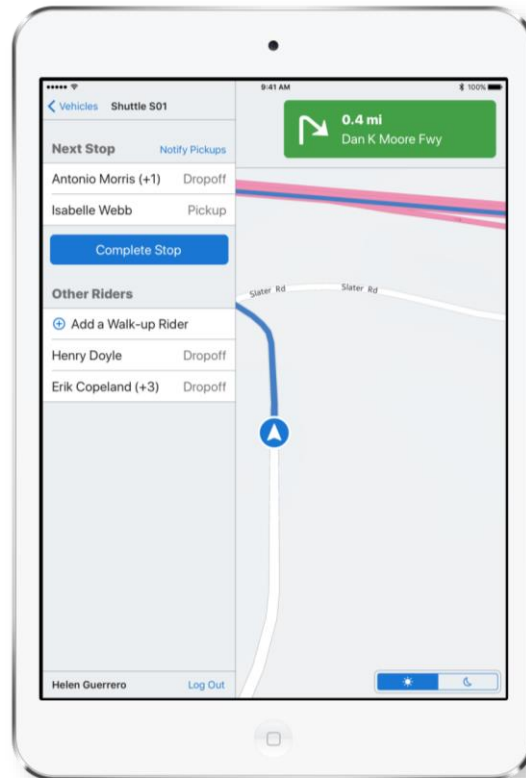
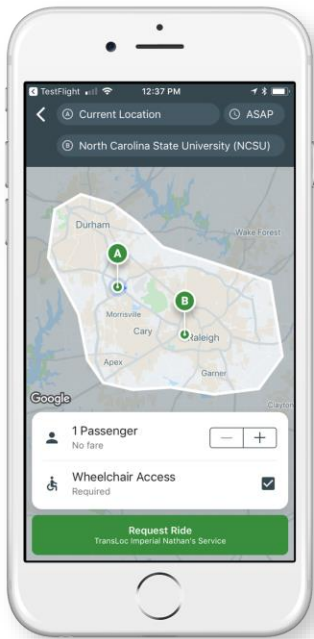




**Launched on February 12, 2018**



# AUTOMATIC DISPATCHING WITH RIDE GROUPING



AFTER

# “SmaRT Ride”

City of Citrus Heights

- Monday – Friday, 6 am to 9 pm (extended hours)
- On Demand Service
- Same Day Booking – Phone, App, Online (real time info)
- 4 Dedicated Vehicles
- Ride Sharing Enabled
- Avg. Daily Boardings since launch of new service 61



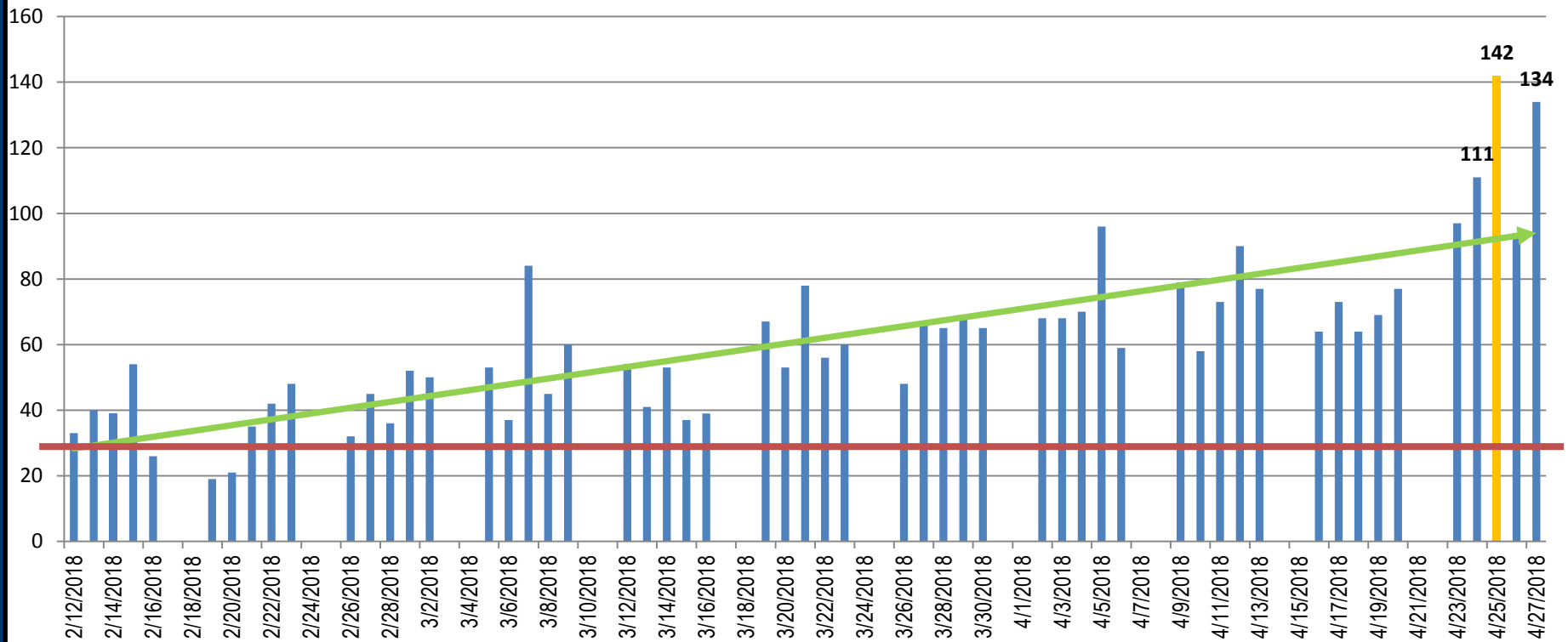
Use  
this  
to  
book  
this



# Microtransit Pilot Project



## Daily Boardings



# Microtransit Pilot Project

## Early Findings:

- Marketing & community outreach
- Easy to use app, easy to transition
- Adoption by new customers
- No trip denials and less trip cancelations/no shows
- Easy for Dispatchers and Operators to operate
- Access to great data and statistics
- Positive feedback
- Ridership steadily growing



# SmaRT Ride Phase II



## Antelope, Orangevale & Folsom Light Rail Station Service Area Expansion April 23, 2018

# Microtransit Pilot Project



- Survey SmarT Ride customers
- Watch impacts on wait times and ride duration times
- Watch for diversion of paratransit trips
- Conclude pilot project and determine implementing permanently in Citrus Heights, Antelope, Orangevale &/or Folsom Light Rail Station
- Launch additional pilots in Downtown Sacramento and in other neighborhoods
- Procure a permanent microtransit software solution