

Mobility on Demand for All:



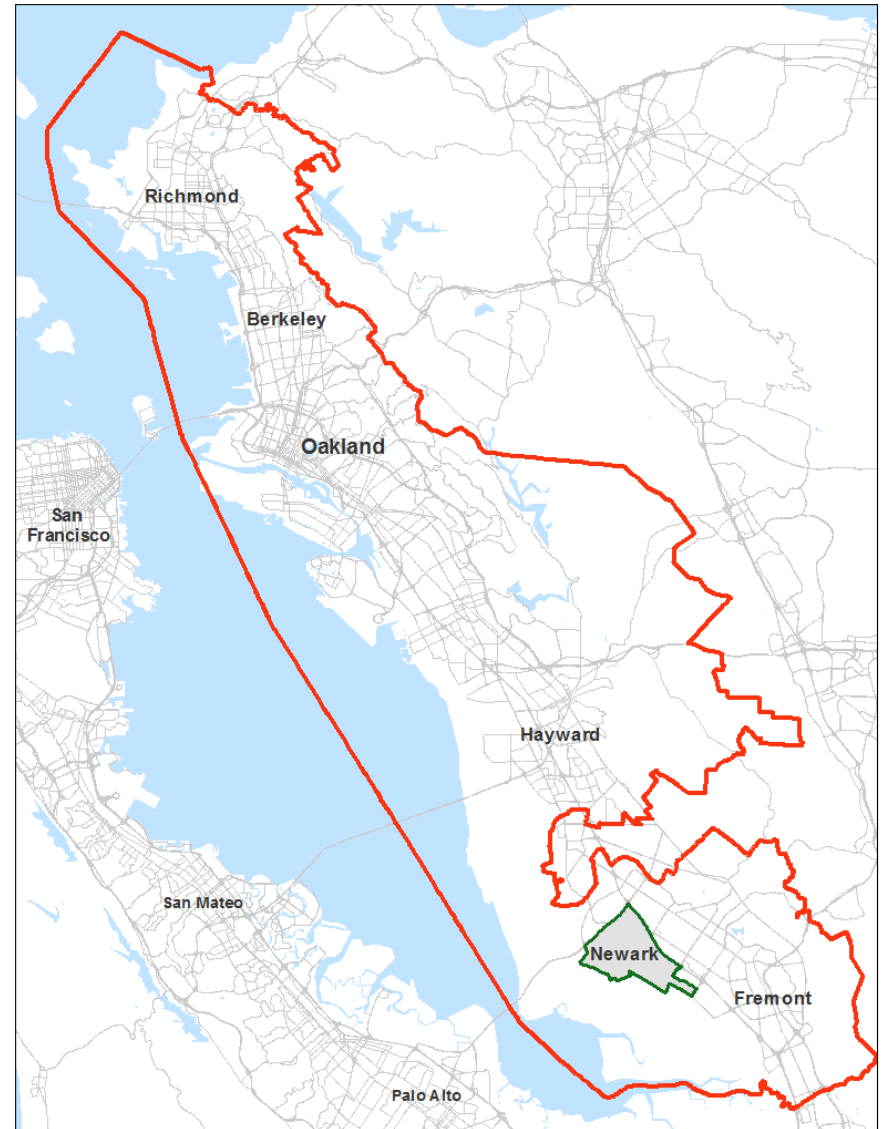
APTA Bus & Paratransit Conference, May 2018

Sally Goodman, Title VI Program Administrator

Alameda-Contra Costa Transit District

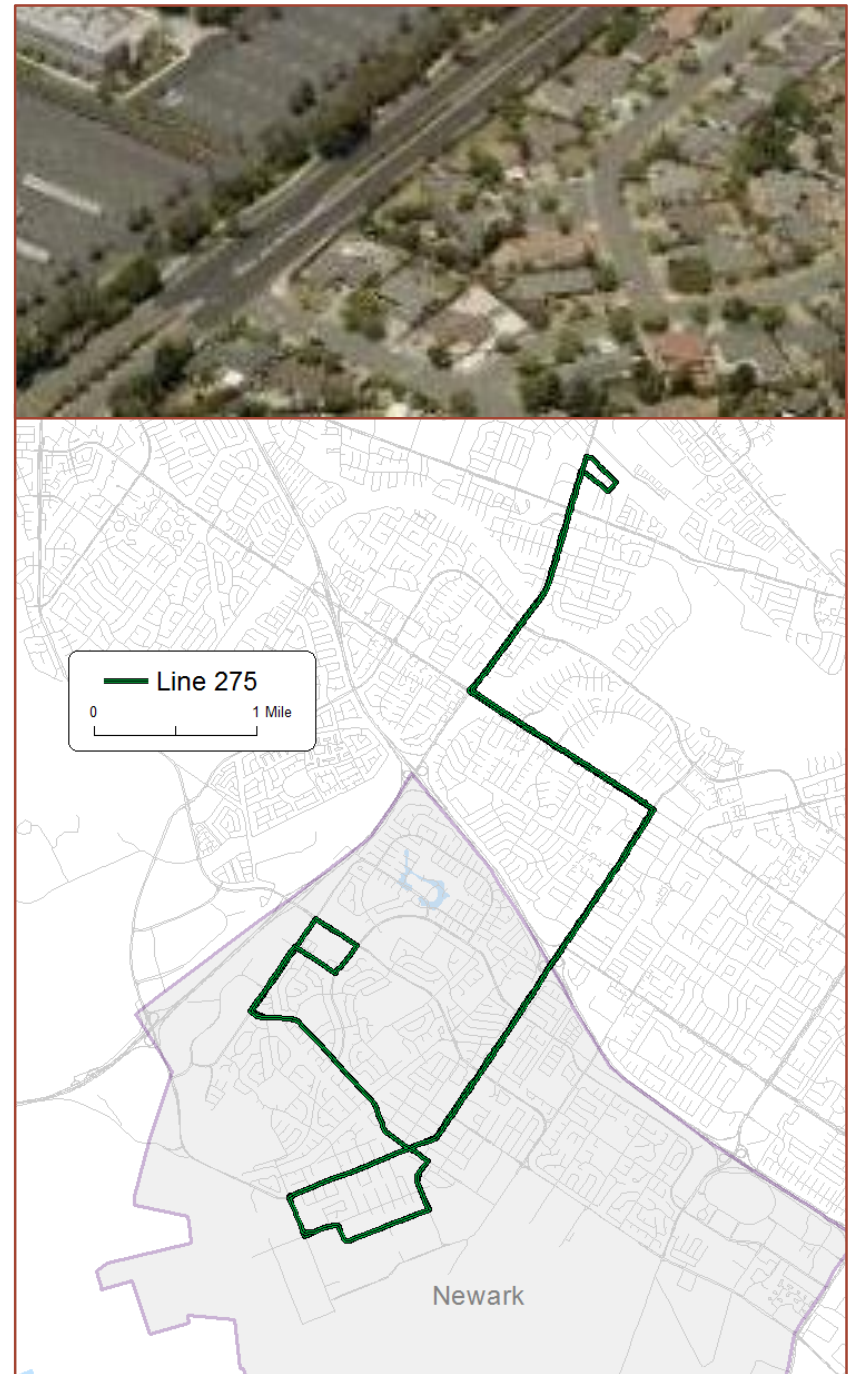
AC Transit serves...

- 364 Square Miles
- 1.5 million people
- 13 cities and adjacent areas in 2 counties
- Service across San Francisco Bay
- 155 bus routes
- Daily ridership 170,000



Fixed Route 275

- Suburban, low-density community
- Poor productivity
- Targeted for elimination



Flex Pilot Goals

- Maintain service along route targeted for elimination
- Improve service in low density, low demand area
- Respond to changing customer expectations



Future: support development of service network with mix of high-frequency and Flex routes

The equity challenge

Implement mobility
on demand while
maintaining access
and equity

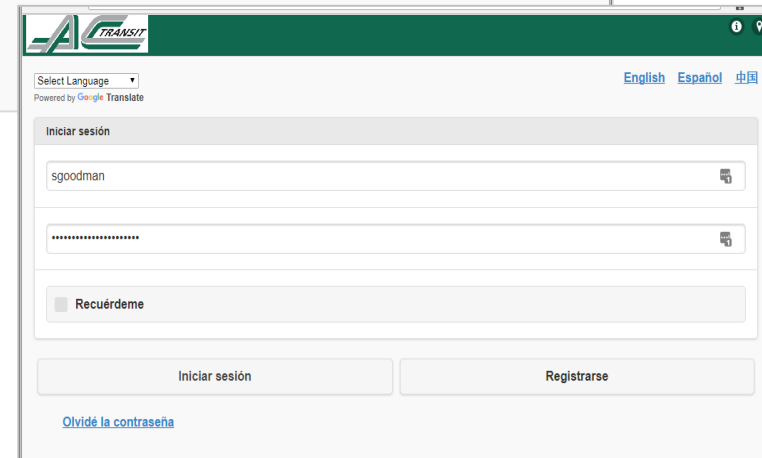
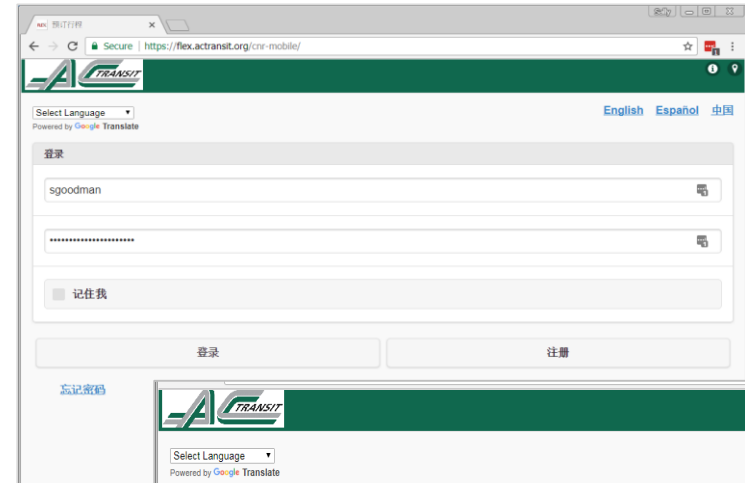
Service Design

- Service at bus stops
- At-stop signage & Free Language Assistance notice
- On-demand boarding without a reservation
- Fares same as all other service
- Farebox & smartcard reader on bus
- Operates every 30 minutes vs. fixed-route 45 minute headway



Reservation System

- Set up an account & schedule ride using smartphone, computer, or by phone
- Over-the-phone interpretation service
- Website translated into Spanish and Chinese; Google Translate button on every page
- Professionally translated automatic messages
- Free Language Assistance notice on every webpage



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Riding Flex

- Uses a standard “cutaway” transit bus
- Wheelchair accessible vehicles
- Professional AC Transit union drivers
- Fares, ways to pay same as regular service



Meeting the equity goals



FTA & AC Transit Policies

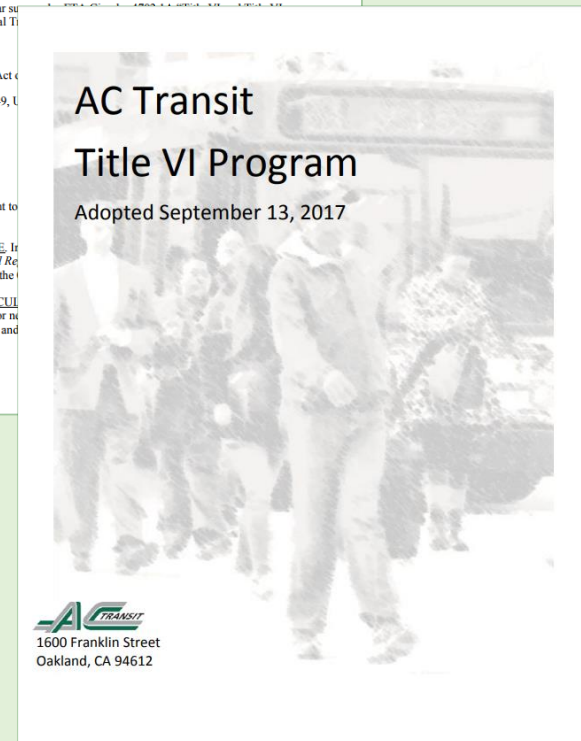
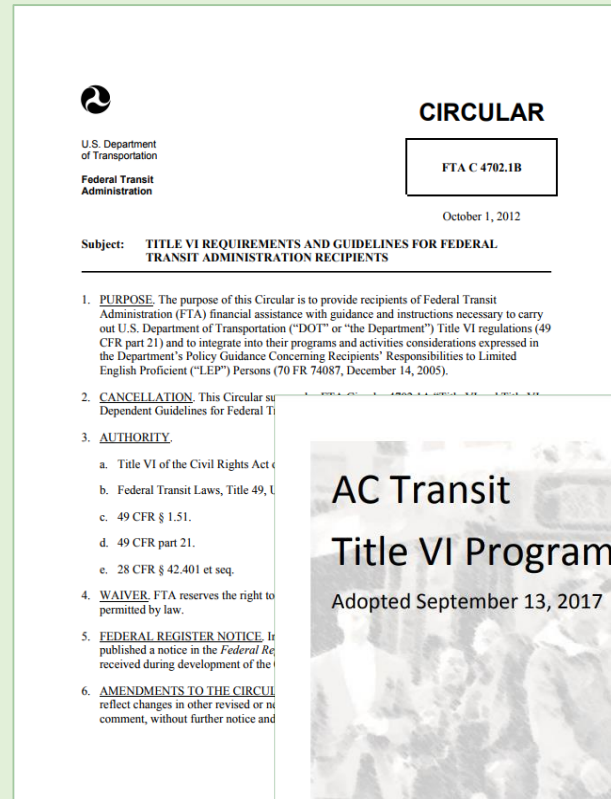
FTA Title VI Circular 4702.1B:

- Demand-response service only mentioned as ADA
- No requirement for equity analysis

AC Transit policies:

- Elimination of Line 275 = Major Service Change
- Creation of a new line (Newark Flex) = Major Service Change

FTA guidance and technical assistance



Going Further

- Emphasis on public engagement
- Demographics of the specific geography
- Address transit dependent, traditionally marginalized, underrepresented
- Design service to meet new challenges



Public Engagement



Public Engagement

- Posted step-by-step guides
- Community meetings
- Presentations to community organizations & government bodies
- Tables at community fairs, festivals, school activities
- Direct mail
- In bus brochures, flyers, ad/car cards, seat drops
- At-stop signage
- Promotional buttons
- Articles in local newsletters
- Ads and articles in print media
- Digital Media, social media, website
- Brand ambassadors - “street teams”
- One-on-one meetings w/public & private stakeholders

PUBLIC HEARING
THE FUTURE OF FLEX AND LINE 275

Wednesday, December 13 • 5 p.m.

AUDIENCIA PÚBLICA
EL FUTURO DE FLEX Y LA LÍNEA 275

公听会
FLEX 和 275 号线未来展望

Miércoles, 13 de diciembre • 5 p.m.
Oficinas de AC Transit
1600 Franklin Street, Oakland, CA 94612

星期三, 12月13日 • 下午5点
AC Transit General Offices
1600 Franklin Street, Oakland, CA 94612

¡Háganos saber lo que piensa!
Asista a una reunión comunitaria en Union City BART el 5 de diciembre, o en Castro Valley el 6 de diciembre. También puede enviar comentarios por correo electrónico, teléfono, fax y correo postal de los EE.UU.

让我们倾听您的声音!
参加12月5日在 Union City BART 站, 或者12月6日在 Castro Valley 举办的社区会议。您也可以透过以下方式发送评论: 电子邮件、电话、传真和邮寄。

CONTACTOS EN:
ACTRANSIT.ORG/FLEX
(510) 891-4777

AC TRANSIT

詳情請往:
ACTRANSIT.ORG/FLEX
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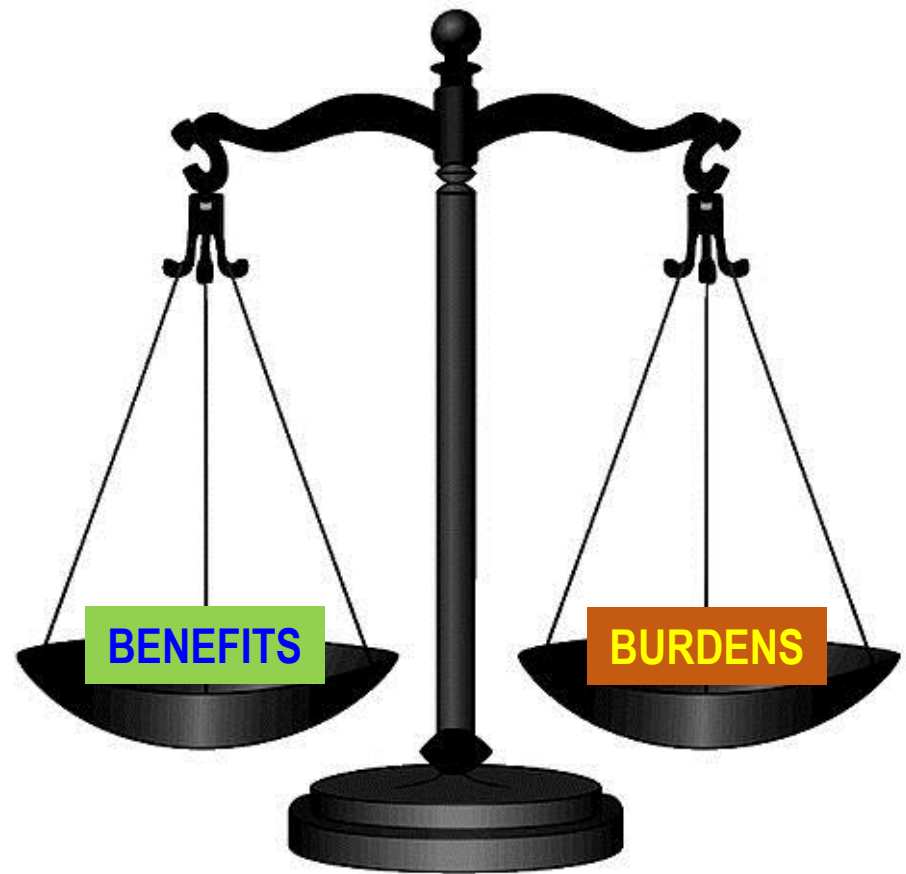
Let us hear from you on the
future of Flex and Line 275!

SEA Data Analysis

	Existing Line 275	Proposed Newark Flex	Change	% Change
Total	74,024	76,606	2,582	3.48%
People of Color	57,996	59,701	1,705	2.94%
White not Latino	16,028	16,905	877	5.47%
			Difference	-2.53%
Low-Income	14,844	15,426	582	3.92%
Not Low-Income	59,180	61,180	2,000	3.38%
			Difference	0.54%

- Flex would provide more service to all populations
- People of color would have slightly less increase in service with the Newark Flex service than white people
- Low-income people would have a slightly greater increase in service with the Newark Flex service
- Differences between protected and non-protected populations were well under DI/DB thresholds, so no finding of discriminatory effect

Assessing benefits and burdens



Use your agency's own
policies and practices

Carefully assess new
service models

Conclusions & Questions

- Is the service cost-efficient?
- Is it manageable?
- Can it be replicated?
- Can it be implemented more widely without it becoming non-equivalent or non-equitable?

Thank You!

Sally Goodman
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www.actransit.org/CivilRights
www.actransit.org/flex or (510) 891-5470



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