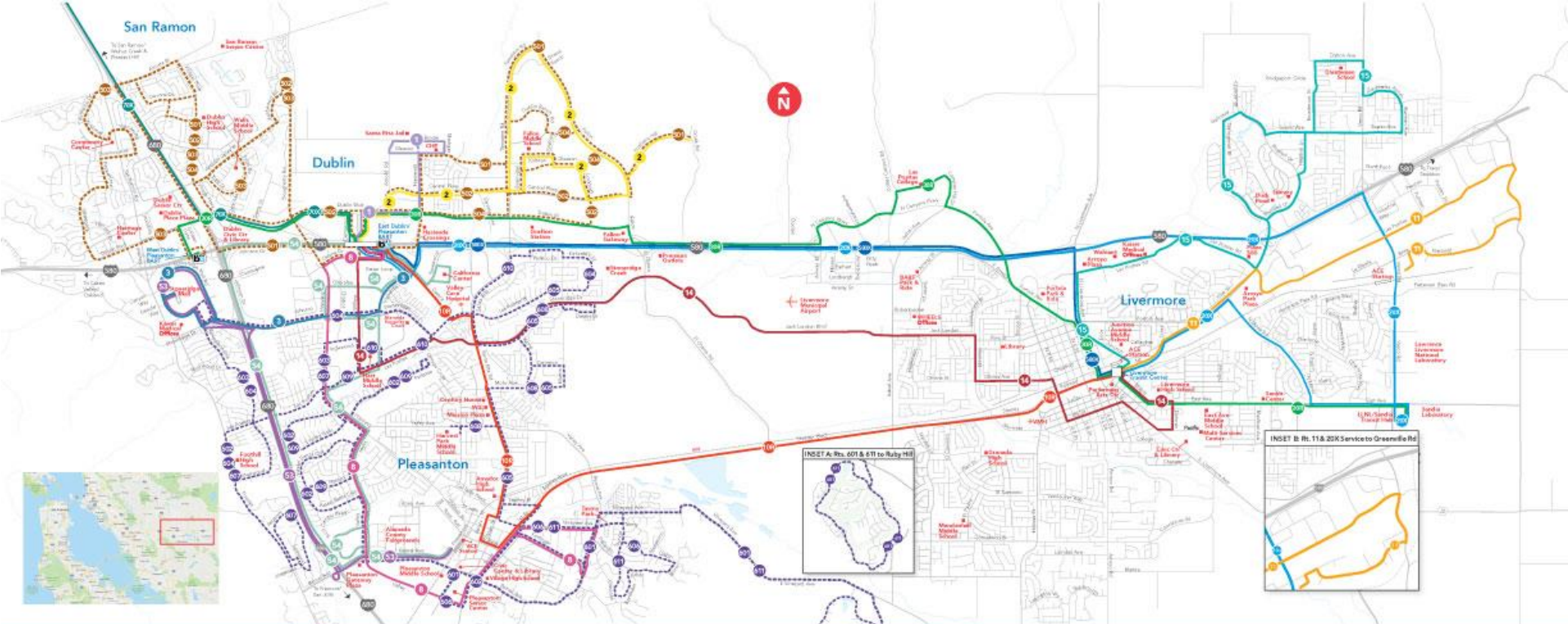


APTA | 2018 Bus & Paratransit Conference

FEHR & PEERS
Go Dublin!
LAVTA/Wheels
Rideshare Pilot






System Map Legend

- Route 1
- Route 2
- Route 3
- Route 8
- Route 10R
- Route 11
- Route 14
- Route 15
- Route 20X
- Route 30R
- Route 53
- Route 54
- Route 70X
- Route 580X
- Routes 501-504
501, 502, 503, 504
- Routes 601-611
601, 602, 603, 604, 605,
606, 607, 608, 609, 610, 611



Pilot Overview

- Objective: Test replacement of low-performing (5-8 boardings per hour) fixed-route service with subsidized rideshare
 - Three providers: Lyft, Uber and DeSoto Cab
- Initiated in January 2017 in conjunction with new route structure resulting from comprehensive operations analysis



GO DUBLIN!

UBER
Lyft
DESOTO
CAB COMPANY

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

Promotion code **GODUBLIN**

Initial Results

- **Comparative Data for May 2017**

- **Total Trips**

- Go Dublin: 1,587
- Local Bus: 2,877
- Rapid Bus: 45,747

- **Average Subsidy per Trip**

- Go Dublin: \$3.30
- Bus (Local and Rapid): \$7.66



Initial Results

Total LAVTA Ridership in Dublin



MAY 2015



MAY 2017

2016-17



Route 1: 3,674

Route 2: 1,093

Route 3: 1,926

Route R: 30,941

Route 1: 1,922

Route 2: 955

Route 30R: 45,747

Challenges and Concerns



- Obtaining data from rideshare operators
- ADA access – separate contract to provide “on-call” wheelchair accessible vehicle
- Promo code doesn’t always work
- Higher cost for passengers (~\$3 or more per trip)

Questions

- Goal: coverage v. first-/last- mile service?
- Fixed route v. microtransit v. rideshare – what's the best overall option?
- Should cities manage or sponsor subsidized rideshare programs instead?
- What are the effects on VMT and roadway congestion?



For More Information

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