



APTA Bus and Paratransit Conference

Innovative Access and Mobility:
Exploring Partnerships with new and traditional
mobility partners

The “Mash-Up” of Micro-Transit and Paratransit

May 5, 2018



Conventional transit is hemorrhaging...

- We are challenged to keep our riders
- New mobility providers yet to make a profit
- Both better served by working together
- Personalize the travel experience
- Keep loyalty of those riding today but also attract those that don't ride



...yet paratransit demands are unsustainable



- Aging population
- Demand for service rising
- Industry avg. 8% of agency's service cost but only carrying 2-3% of ridership
- Necessary and mandated service
- Investments into accessible infrastructure not being leveraged

Pivot the mindset

Moving vehicles to moving people

- Accommodate individual transportation choice
- Establish culture of universal inclusivity
- Improve the travel experience
 - ➔ more direct and faster
- Internal frontline education is a necessity
- Services become more equitable, efficient, and sustainable
- Agency is future-proofed

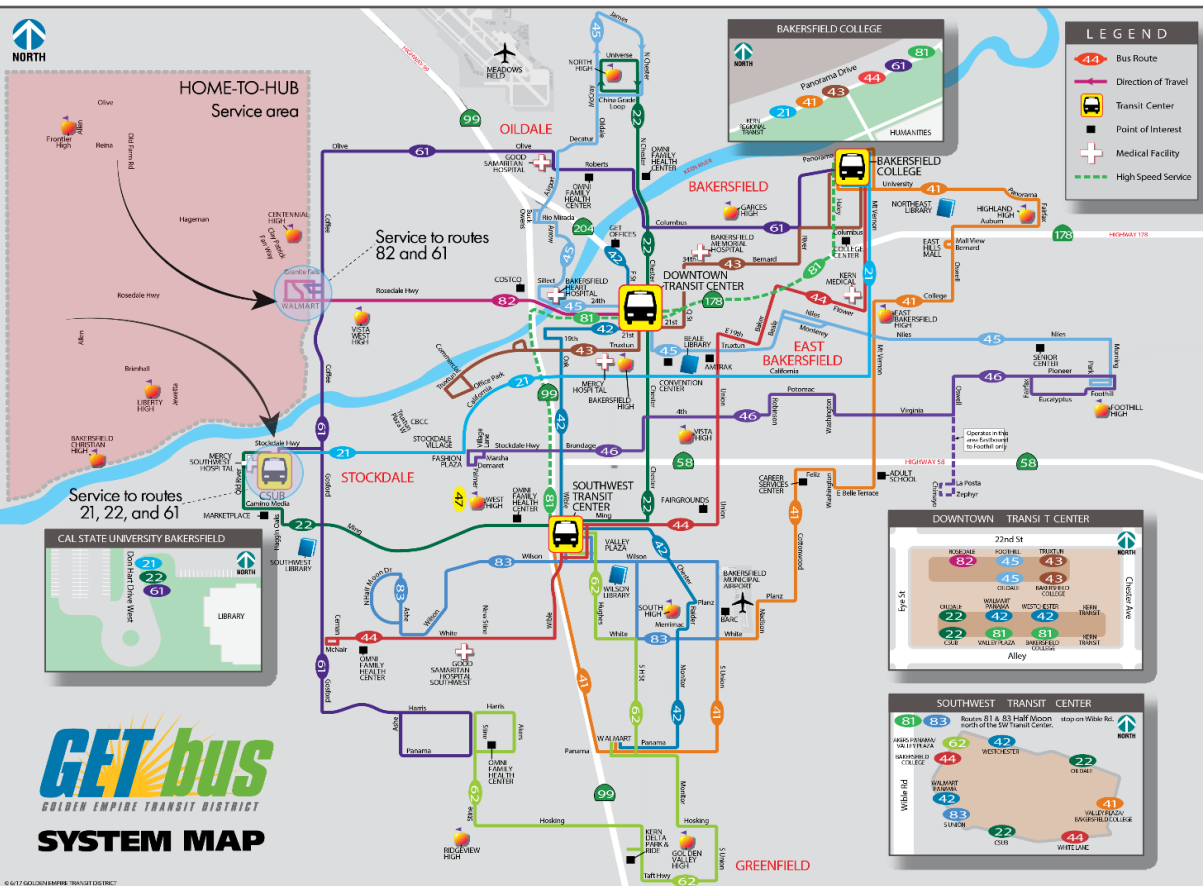


Some strategies that realize objectives



- Comingling para and non-para customers
 - Maximize productivity of a sunk cost
- Family of Services Concept
 - Optimize use of all transportation resources
 - Personalized trip planning
 - Public education
 - Travel training
 - Ride ambassadors
- Microtransit
 - Technology is the enabler

Bakersfield California Service Substitution: Home to Hub



Candidates:

- Routes 21, 22, 61, 82 and 84

Route 82

Option 1: Eliminate route 84 and replace with home-to-hub services west of Coffee Rd. and north of Rosedale Hwy.

Option 2: Also eliminate the portion of route 82 in between Walmart and CSUB, and extend the home-to-hub services south, as far as the Kern River.

Option 3: Also eliminate the remainder of route 82 east of Walmart, and extend the home-to-hub services east, as far as Highway 99.

