



Working Towards Inclusive & Integrated Demand Response

May 20, 2019
Louisville, Kentucky



As the mobility leader for the region, RTA
will deliver a **seamless, accessible,
customer-focused mobility experience**
for all.

Americans aged 65+ will nearly double by 2030.

Lack of access to mobility services in unserved & underserved areas.

We will outlive our ability to drive by 8 to 10 years.

85% of Americans are choosing to age in place.

No show rates to critical medical appointments reported as high as 40%.

Demand for mobility is growing. Costs increasing & shifting.

Mobility as a Service

The RTA continues to develop a mobility network where all modes of mobility can be seamlessly coordinated by RTA through strategic partnerships and projects that build upon each other to enhance the mobility of all people in the region.





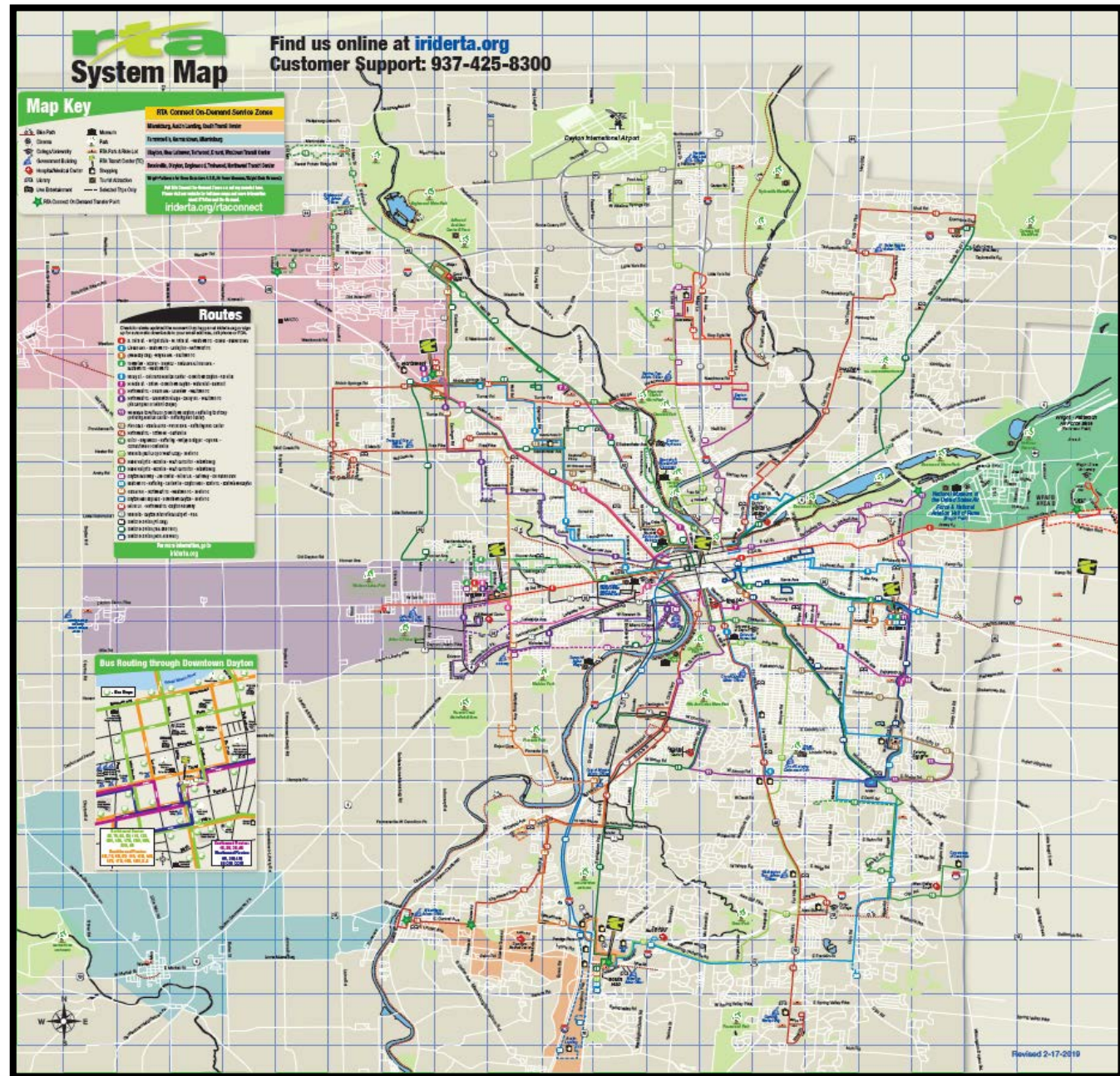
One Tap  One Call



rtta connect



rtta connect on-demand





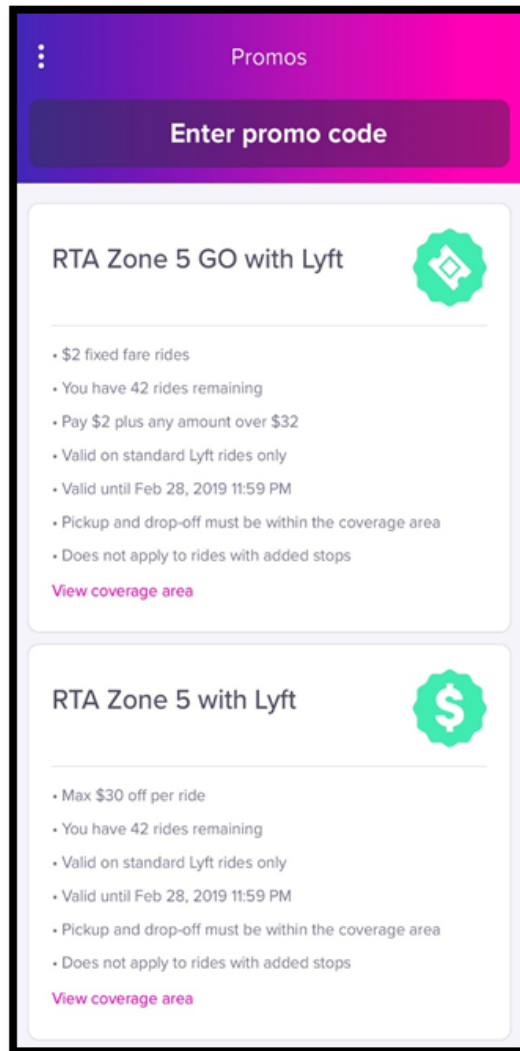
How it Works

RTA Connect On-Demand offers the convenience of booking your trip around your schedule. On-Demand offers door-to-door service within certain areas of the region where fixed-route service is either unavailable or limited. This service is available 24/7, 365-days a year by booking with the Lyft app, or by making a same-day, advanced or recurring reservation with RTA Customer Service. Free when connecting to fixed-route and \$2 per trip within zones.



RTA Connect On-Demand Zone 5:

Wright-Patterson Air Force Base Area A & B, Air Force Museum, Wright State University



The screenshot shows the 'Promos' section of the app. At the top, there is a purple bar with a white menu icon and the word 'Promos'. Below this is a dark purple button with the text 'Enter promo code'. The main content area has a white background and contains two promotional cards. The first card is titled 'RTA Zone 5 GO with Lyft' and features a green icon with a white diamond. The second card is titled 'RTA Zone 5 with Lyft' and features a green icon with a white dollar sign. Both cards list terms and conditions and include a 'View coverage area' link.

Promos

Enter promo code

RTA Zone 5 GO with Lyft

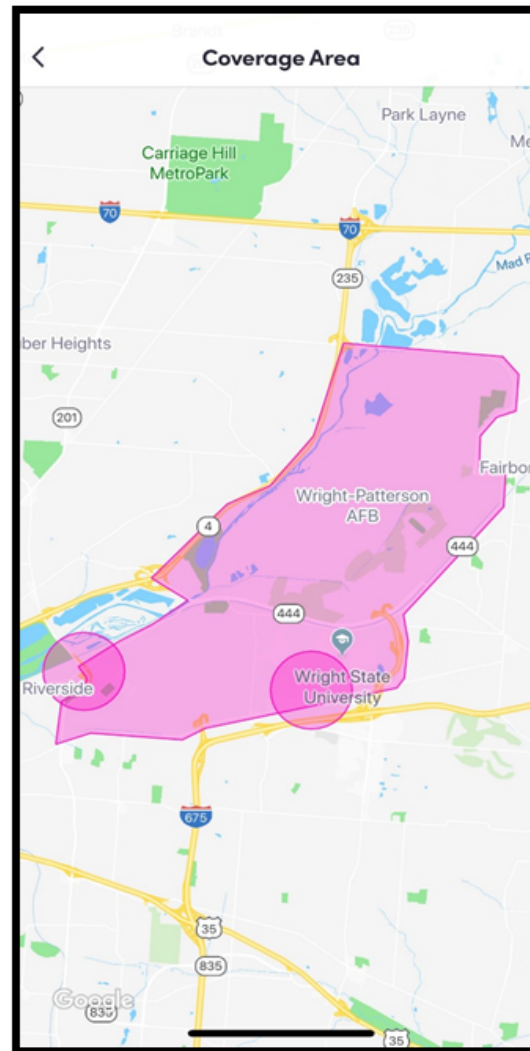
- \$2 fixed fare rides
- You have 42 rides remaining
- Pay \$2 plus any amount over \$32
- Valid on standard Lyft rides only
- Valid until Feb 28, 2019 11:59 PM
- Pickup and drop-off must be within the coverage area
- Does not apply to rides with added stops

[View coverage area](#)

RTA Zone 5 with Lyft

- Max \$30 off per ride
- You have 42 rides remaining
- Valid on standard Lyft rides only
- Valid until Feb 28, 2019 11:59 PM
- Pickup and drop-off must be within the coverage area
- Does not apply to rides with added stops

[View coverage area](#)



Connect On-Demand is a door-to-door service available to customers 24-7 hours a day, 365 days a year.

Cost:

Free = Trips within the zone that are to or from a Transfer Point .

\$2 = Trips within the Zone that do not start or end at a Transfer Point.

How to book a trip:

Download the Lyft app and use promo code: **RTAZONE4** for trips to or from Transfer Points.

Or **RTAZONE4GO** for trips that do not start or end at a Transfer Point.

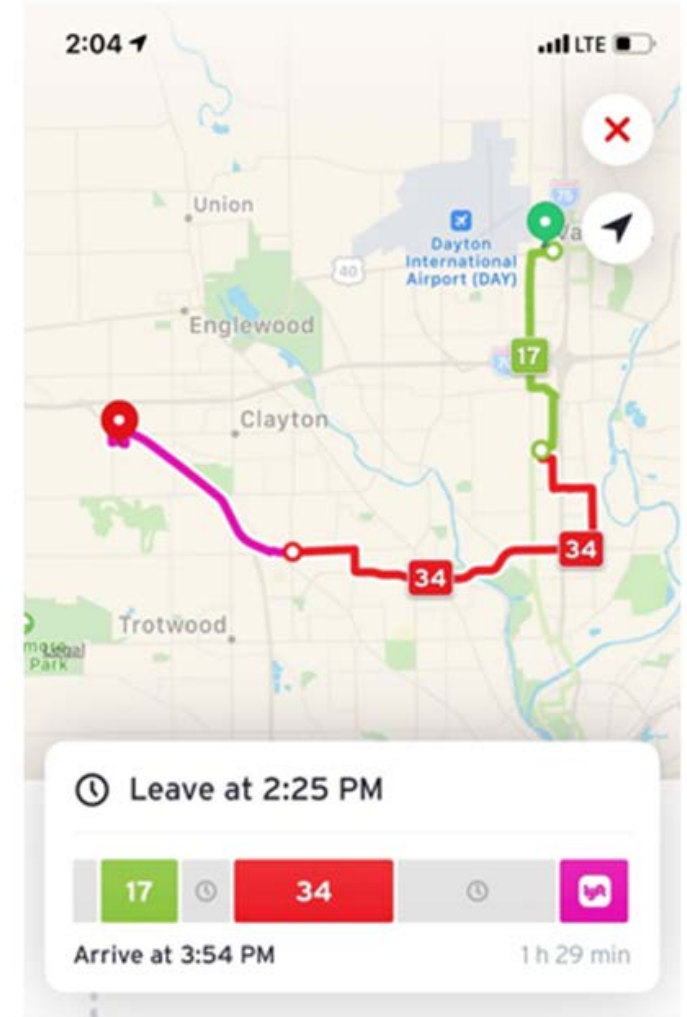
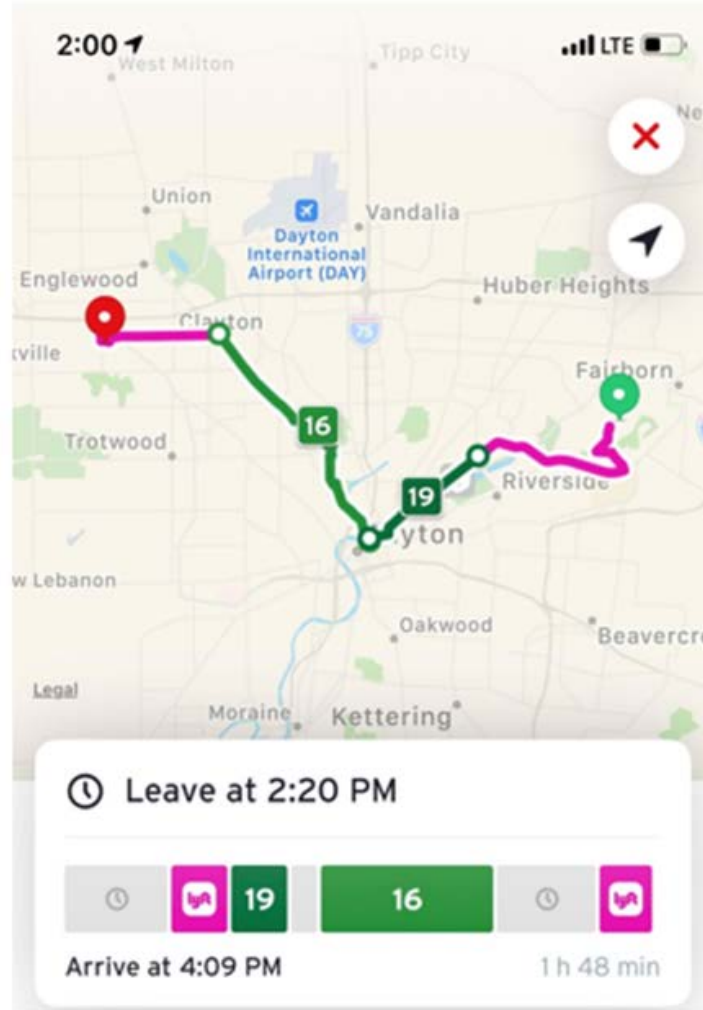
No Lyft app? Call RTA at **937-425-8300** to book a trip the day of or up 7 days in advance.

iriderta.org/rtaconnect

(937)425-8300



Multi-modal Trip Planning (Beta Phase)



Creation of RTA
Connect

On-Demand Services
Discovery

2016

Q1

Q2

Q3

Q4

2017

Implementation of
1st Service Area

Board Pilot
Approval

Mobility Provider
Discovery

Q4

Q3

Q2

Q1

2018

Expansion to 4
Service Areas

Board Approval
Expansion & Extension

Expansion to 5
Service Zones

Q1

Q2

Q3

Q4

2019

rtta
connect
on-demand





How to Guide

Discovery & Planning

- Listen to your peers, other mobility providers, share & steal
- Don't over think it
- Realize what you already have with technology, vehicles & personnel
- Do you homework...
 - Ridership/Costing, Bargaining Agreements, FTA, ADA & Title VI
- Legal & Insurance input for operating agreements
- Allow for flexibility in the pilot program



How to Guide

Engagement

- Jurisdictional
- Attend city council meetings
- Ride the routes, survey the area, talk to customers
- Educate & sign up before transition
- Emphasis on different mode, better service

Finding Providers

- Open solicitation, don't make it difficult (how are you funding?)

Funding & Revenue

- Unrestricted local operating funds
- Under or budget neutral goal
- Weigh the value of charging fare

Challenges

- Adapting existing technology to new services
- Changes to existing operating practices
- Provider availability
- Employee acceptance
- Customer acceptance
- Minor operational & technical issues

Program Highlights



- 19,280 trips provided since June 2017
- 30,000 hours of fixed-route service
- Fixed-route operating cost = \$ 2.4 million annually
- Operating cost = \$ 290,367
- Average cost per trip = \$ 15.06
- Over 80% of trips connect with fixed-route
- Overall high customer satisfaction & adoption

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