

# Innovative Partnerships Between Transit Agencies & Vendors

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Mobility On Demand



## “...Dismal Failure”?!


HOME USA NYC LA CHI SF DEN CAL SE OH STL TEX

**STREETSBLOG USA**

Podcast / Transit / Bike/Ped / Smart Growth

### The Story of “Micro Transit” Is Consistent, Dismal Failure

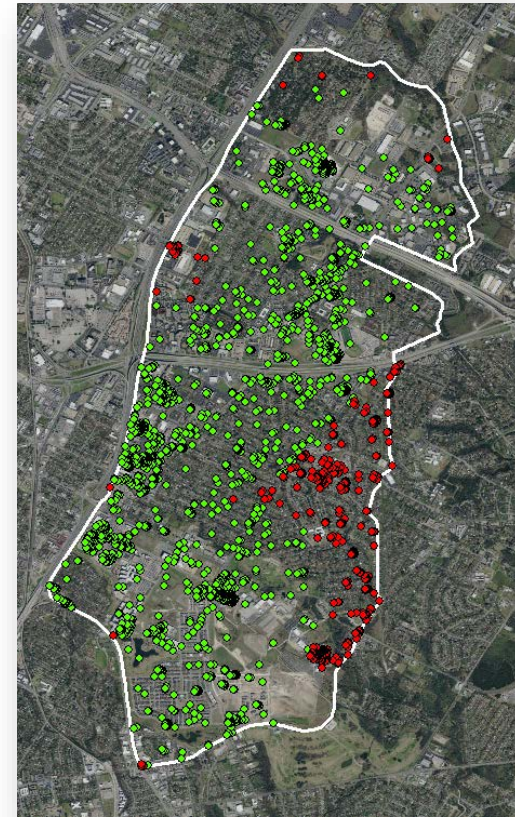
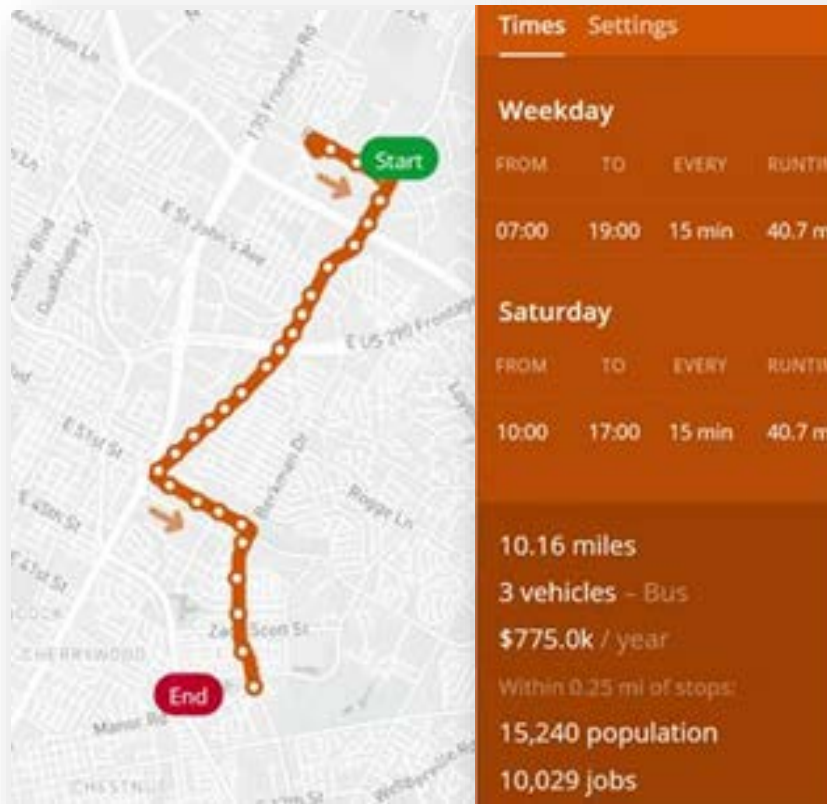
By Angie Schmitt | Jun 26, 2018 | 46

A photograph of a dark grey Chariot van with teal accents and the word 'chariot' written on the side. The van is parked on a city street with brick buildings and a suspension bridge in the background. A person is walking past the van.

The Chariot vans running around Brooklyn streets are mostly empty. Photo: Ford



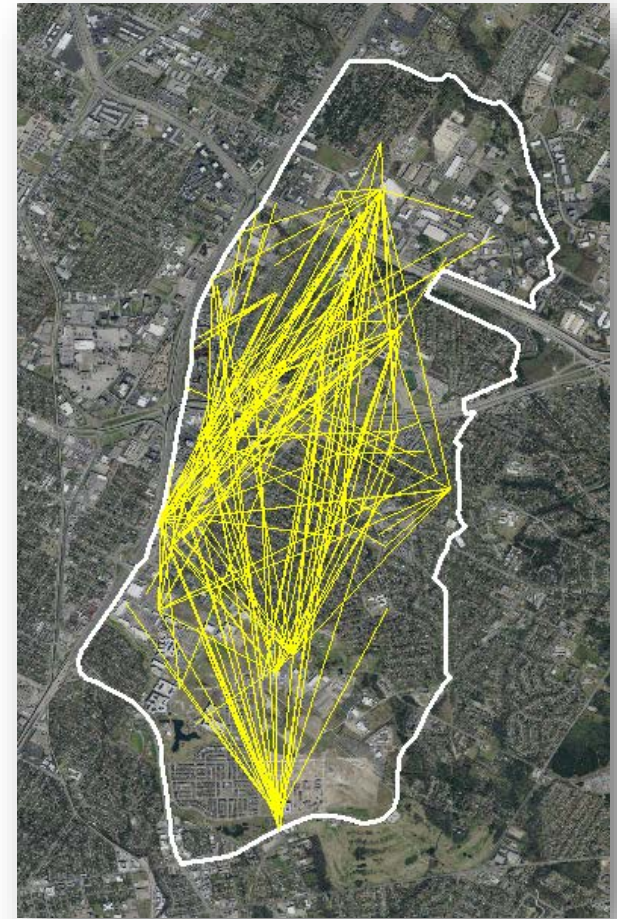
## Coverage vs. Ridership





## Pickup Service Area

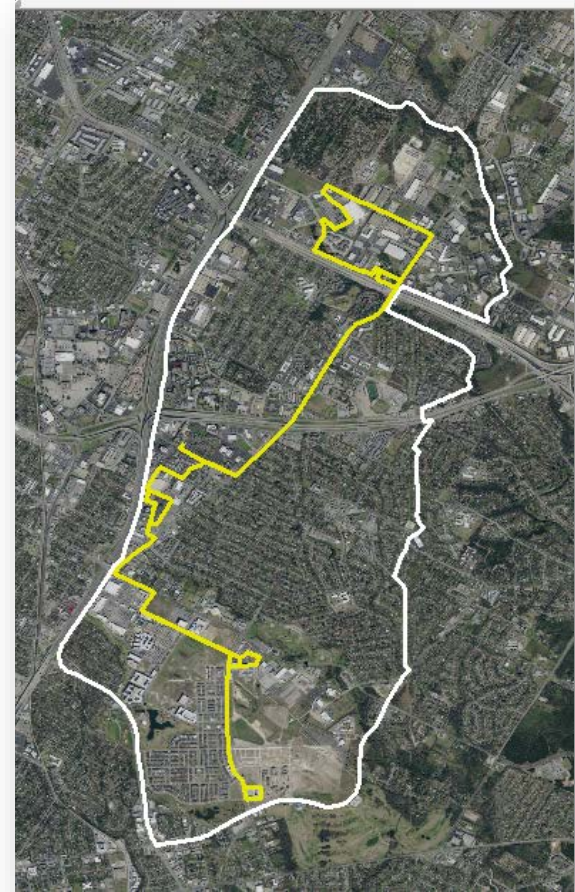
- Lack of Existing Transit
- Paratransit Activity
- Mix of Retail and Residential





## Service Area

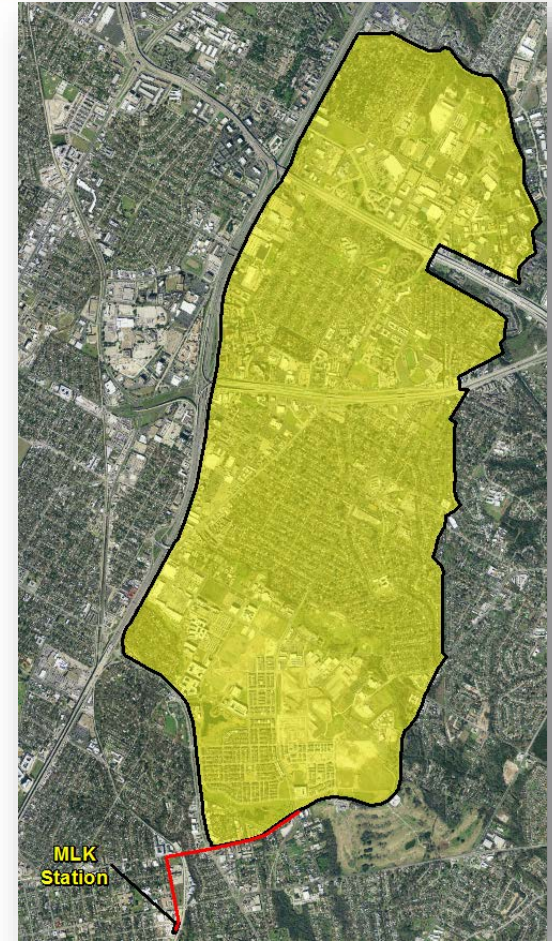
- Started as a Flex service





Pilot Project Goals:  
Determine Capital Metro's  
ability to operate an on-demand  
style service.

- Dispatch?
- Operations?
- Scalable?
- 100% accessible?



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## Service Periods

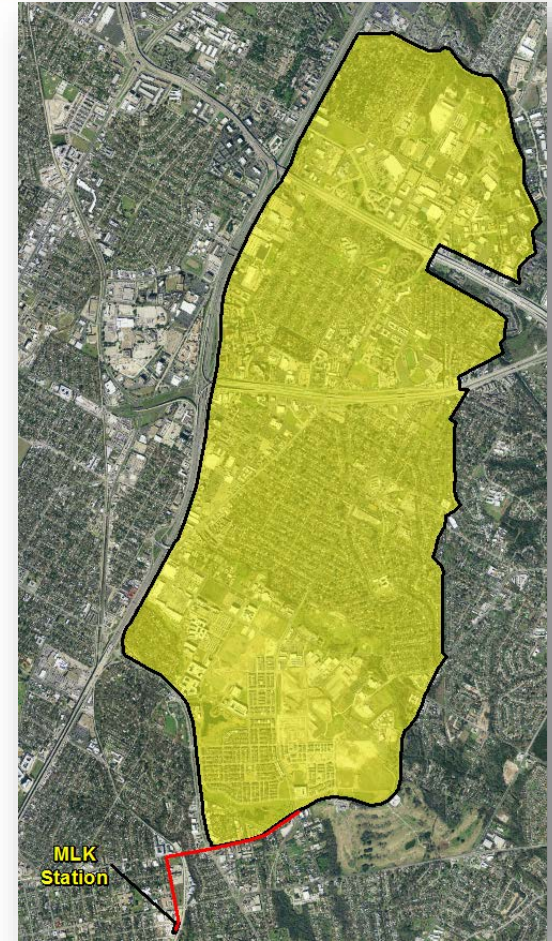
Phase 1: June 6, 2017 – September 30, 2017

Ran Tuesday, Thursday, Saturday

Phase 2: October 2, 2017 – June 2, 2018

Ran Monday – Saturday

Added service to MLK Station





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## Market Messaging

- Facebook Advertising
- Local News
- Area Mailers
- Email and In-App Service Announcements
- Cap Metro Blog

**Pickup by METRO**

Free for a limited time

Serving Mueller, Windsor Park & Coronado Hills 9 a.m. - 6 p.m. Tuesdays, Thursdays & Saturdays

Say Hello to Pickup!

Capital Metro is bringing ride-hailing to public transportation. With our new Pickup app, you can arrange on-demand transit service from your home to doctor's appointment, a visit to Seaworld/Park, a trip to Capital Plaza or anywhere within its service zone. Available Tuesdays, Thursdays and Saturdays between 9 a.m. and 6 p.m., this pilot program will operate in the Mueller and Windsor Park neighborhoods, take riders north of I-67 to Wal-Mart and Luby's and serve kids going to Reagan High School and the St. John's Library Branch. Seats are 100 free.

**Service Details**

What Pickup by Cap Metro is an on-demand service that will take you to anywhere within its service zone. You can request a ride directly from your phone.

Where? The Pickup service will replace Capital Metro's MetroFlex Upper Eastside pilot route (which will be discontinued May 27) and serve the same area of Northeast Austin from the intersection of Manor Rd. and Airport Blvd. to the I-67 access road north of Rutherford. It includes the Mueller Development, Capital Plaza, Coronado Hills and Cameron Road near Dobe Middle School. See the map for exact boundaries.

When? This pilot program will begin on June 6. Pickup by Cap Metro will be available three days a week: Tuesdays, Thursdays and Saturdays between 9 a.m. and 6 p.m.

How? Download the app from your phone's app store, register for an account and you'll be ready to go. Book a ride and we can be there within 15 minutes. Those without access to the smartphone app may call 512-969-6200.

But how much? Nothing at all! For a limited time, we're offering this service free of charge.

Download the App

Powered by VIA

Download the App

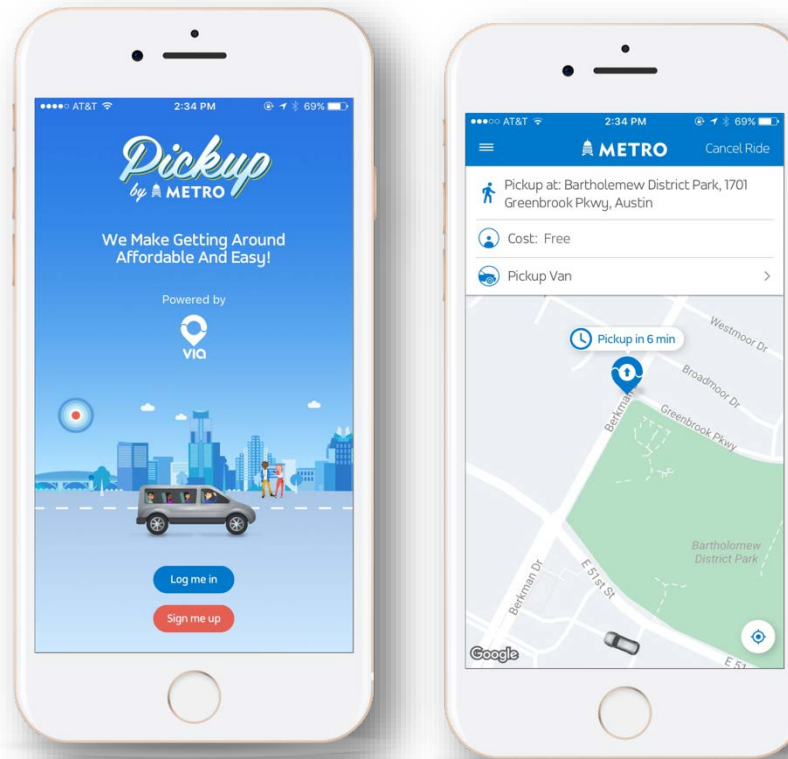
See Coverage Map

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## User App

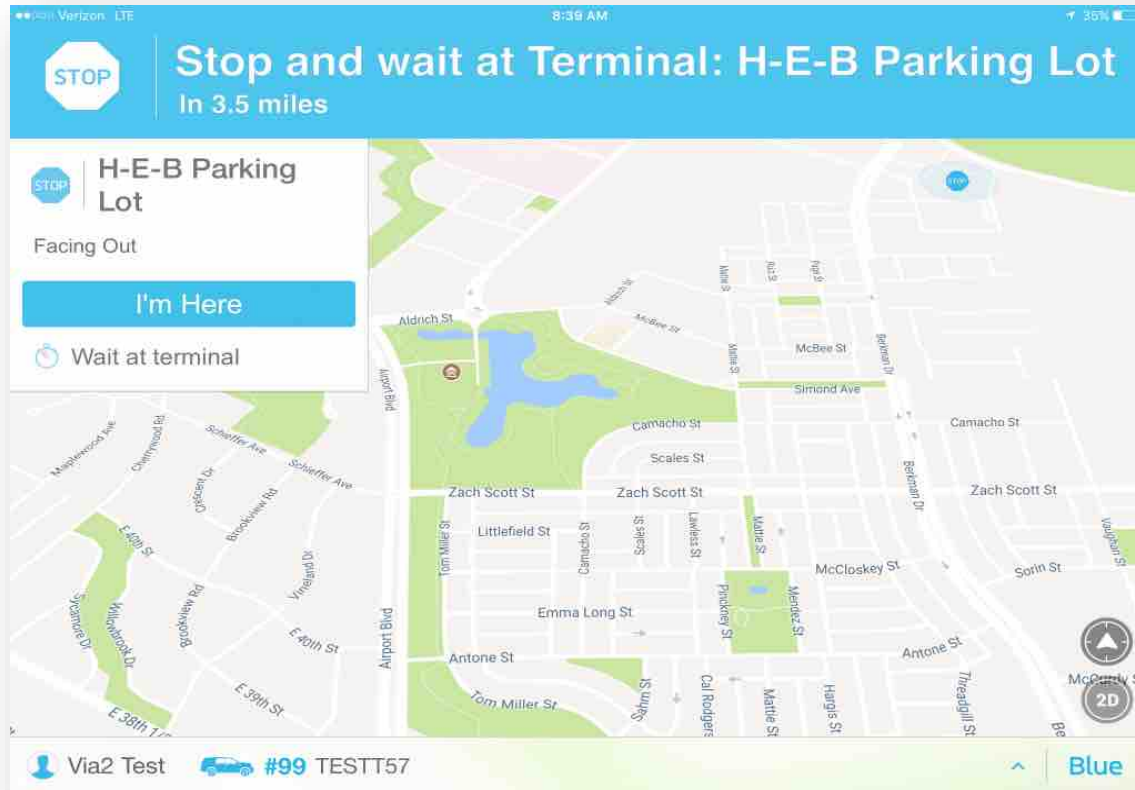


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## Driver App



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## Dispatch App

Temperature: 83.6F (28.7C)  
Feels like: 90.6F (32.6C)  
Precipitation: 87%

Service Mode: Mixed mode

Driver ID

Major alerts

Rider ID

Terminals: austin\_noon  
Speeds: aus afternoon

Rider ETAs: Google+Manual

x1.33 baseline

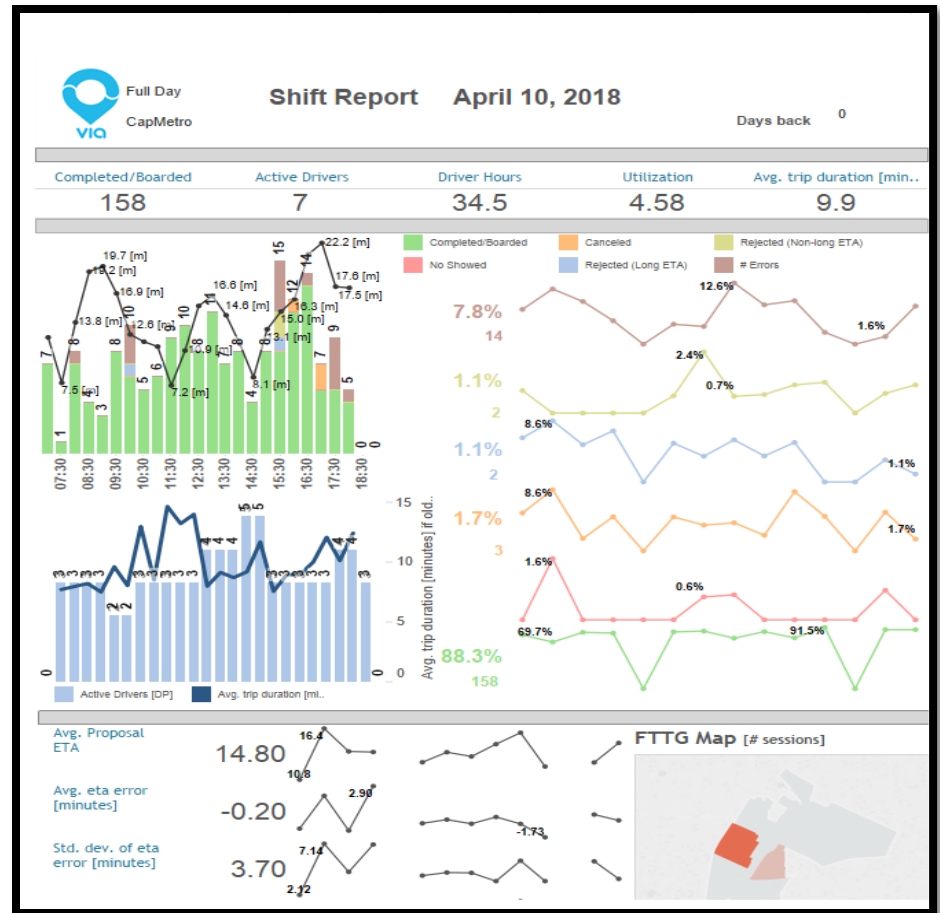
**Driver:** Sarah Johnson (ID: 1) (DP)  
**Driver phone:** +1 222-222-2222 [Text driver](#)  
**Driver Doesn't have a masked phone!**  
**Van ID:** 63 [Change to unavailable](#) or [Set shift end](#)  
[Set break start](#)  
**Van Plate:** 2222222  
**Van Capacity:** 9 (max: 9)  
**Battery percentage:** 100% (charging)  
**Van's shift is set to end at:** 18:00 Oct 3rd  
**Visual Identifier:** Pickup Van  
**Window Identifier:** 702  
**Car Type:** Chevy Champions  
**iPad app version:** 5.8.3  
**Riders:** (Accepted/Boarded) [Text all riders](#)

Alex Davis (ID: 593) solo (+/-), [waive](#), [text](#), [dropoff](#), [cancel](#)  
Sarah Moore (ID: 585) solo (+/-), [waive](#), [text](#), [dropoff](#), [cancel](#)

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## Daily Shift Reports



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## Tableau Reporting

The screenshot shows the Tableau interface for the 'CapMetro Reporting' project. The top navigation bar includes the Tableau logo, a search bar, and user profile icons. Below the navigation bar, the project name 'CapMetro Reporting' is displayed with a sub-description: 'PROJECT - Holds dashboards and views related to KPIs & service reporting'. The interface shows a grid of 13 reports, each with a thumbnail and a title. The reports are:

- Report Card V2 (299 views)
- Shift Summary Report - CapMetro (261 views)
- Daily Utilization Report\_CapMetro (180 views)
- CapMetro Growth Report V1 (71 views)
- MLK Station Analysis V1 (65 views)
- Daily Cumulative Passenger Count (18 views)
- Supply Planning Tool (14 views)
- Monthly Utilization Report\_CapMetro (10 views)
- CapMetro Capacity Denials (9 views)
- FTTG Sheet (2 views)
- Raw Ride Data V2 (1 view)
- Error Graphs (0 views)

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## Pickup/Drop-Off

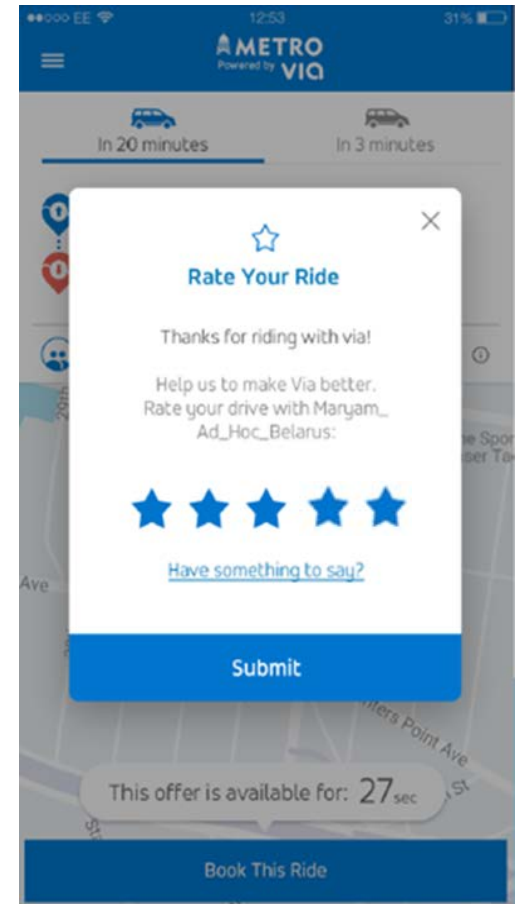


Mobility On Demand

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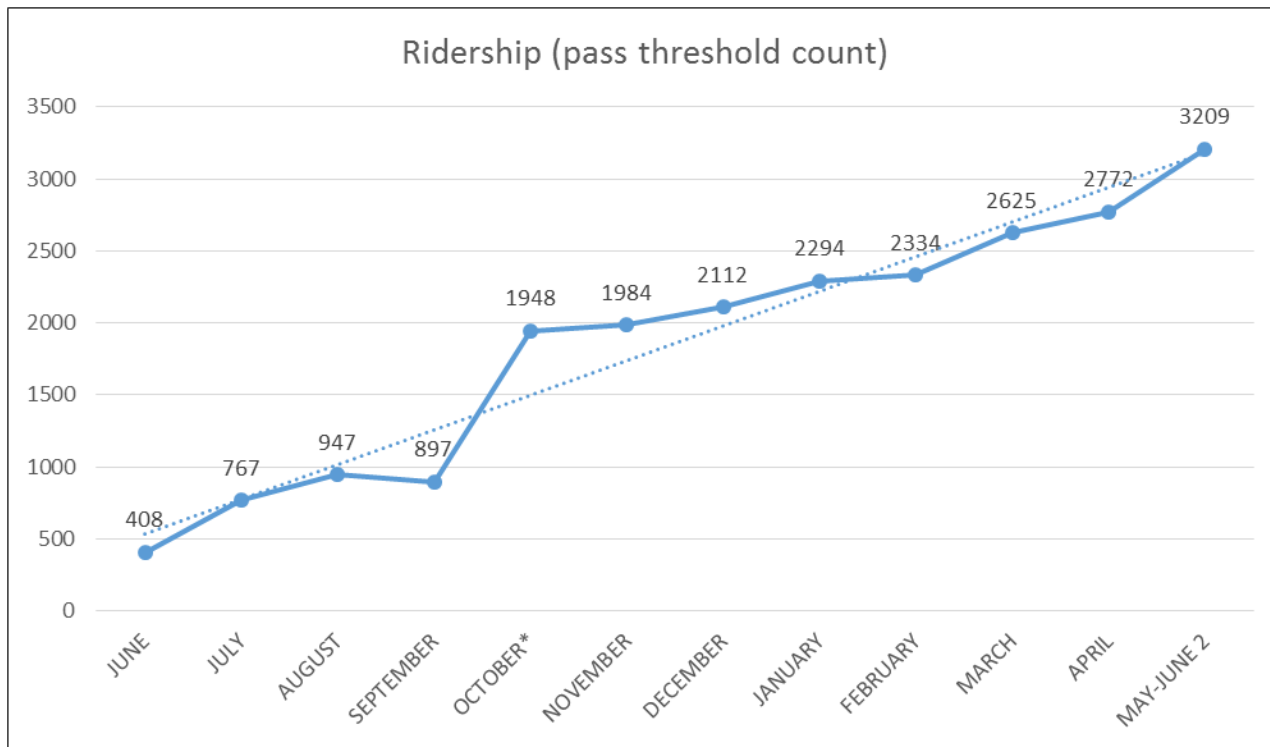


- Most Rides in One Day: 158
- Average Ridership/Hour: 3.65
- >20,000 rides provided
- 75% of conditional paratransit customers in service area used service.
- 40% of trips were shared
- Average Customer Rating: 4.8 out of 5





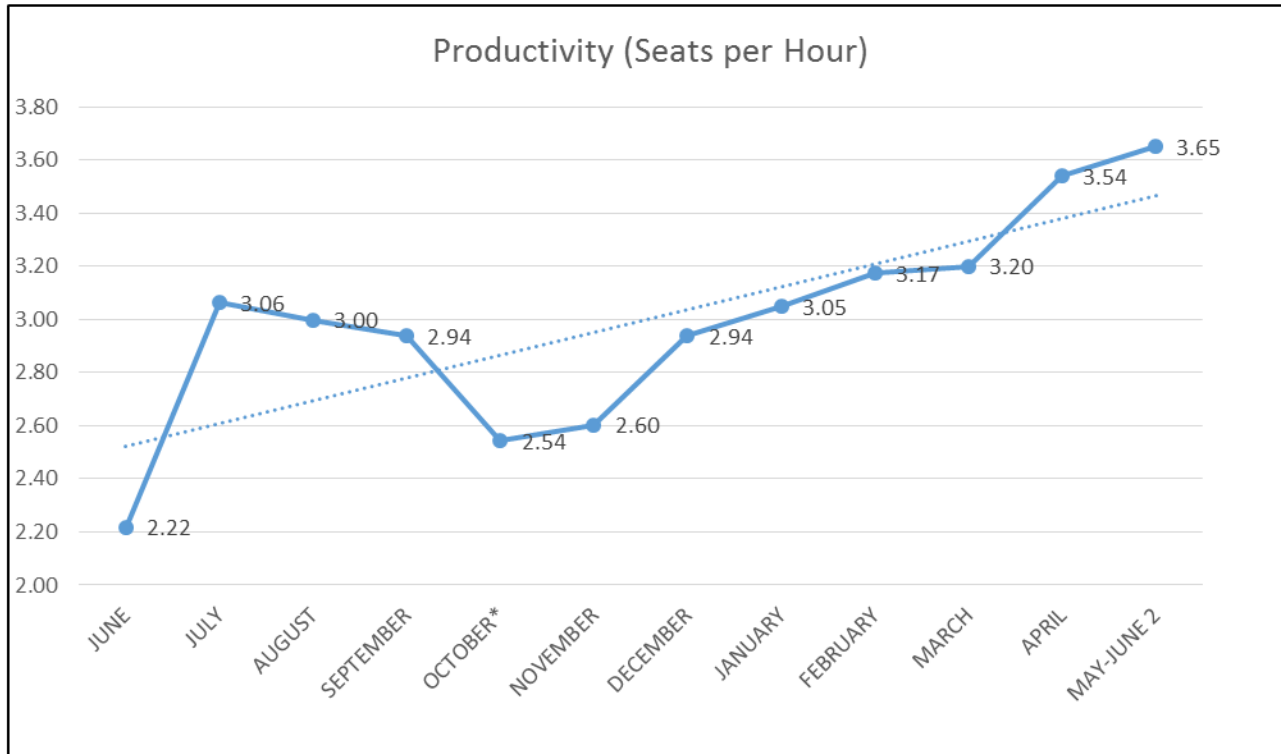
# Pickup by Capital Metro powered by Via



\* Went from 3 days per week to 6 days per week - October

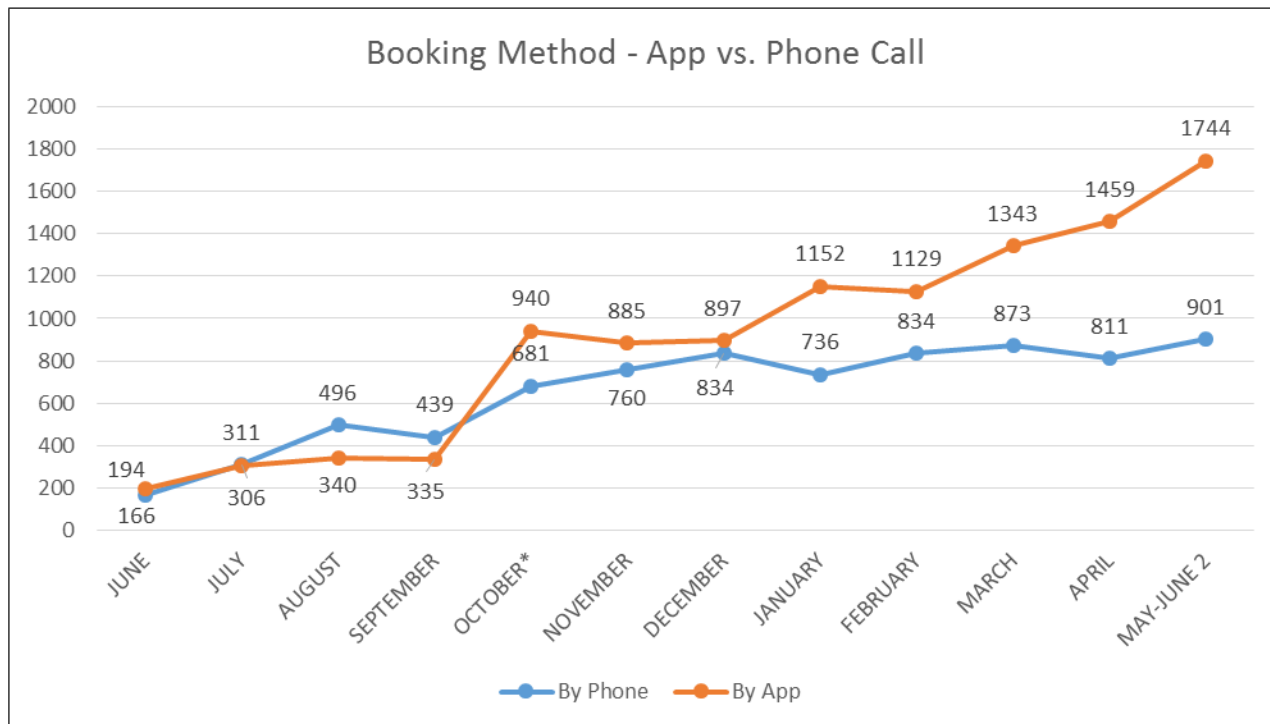
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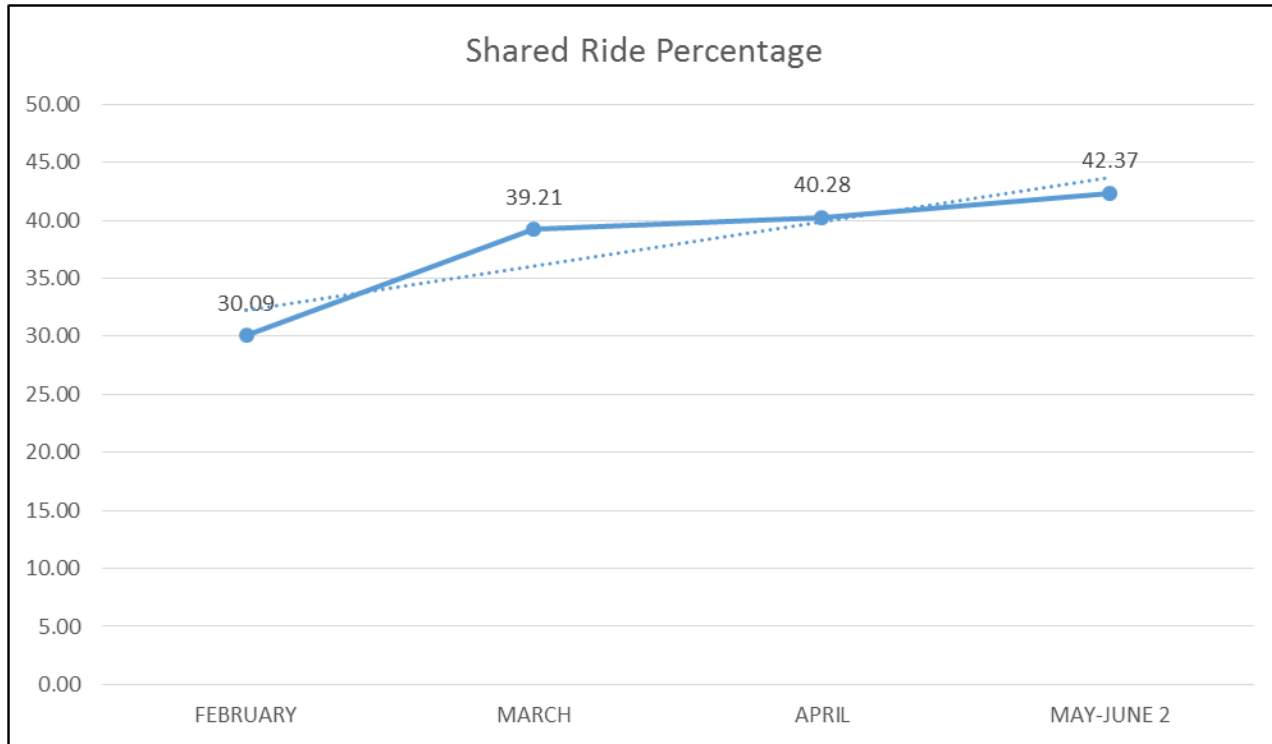
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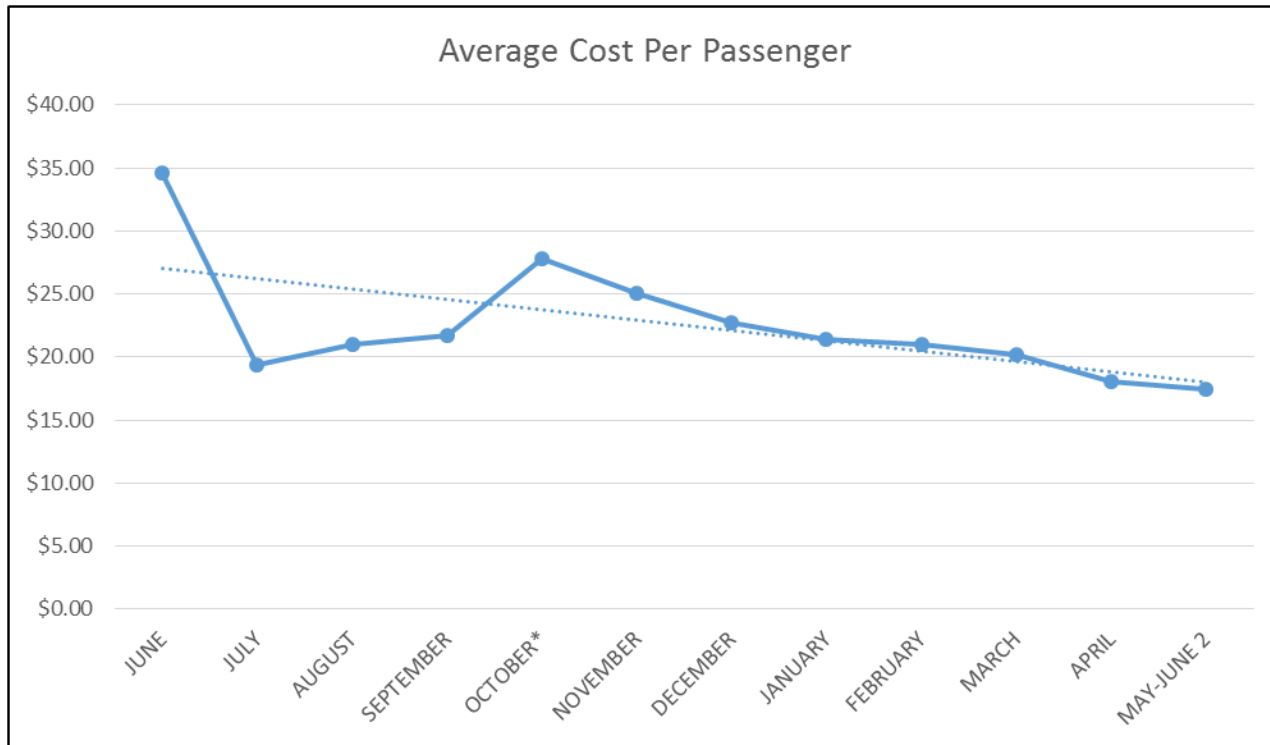
## Mobility On Demand

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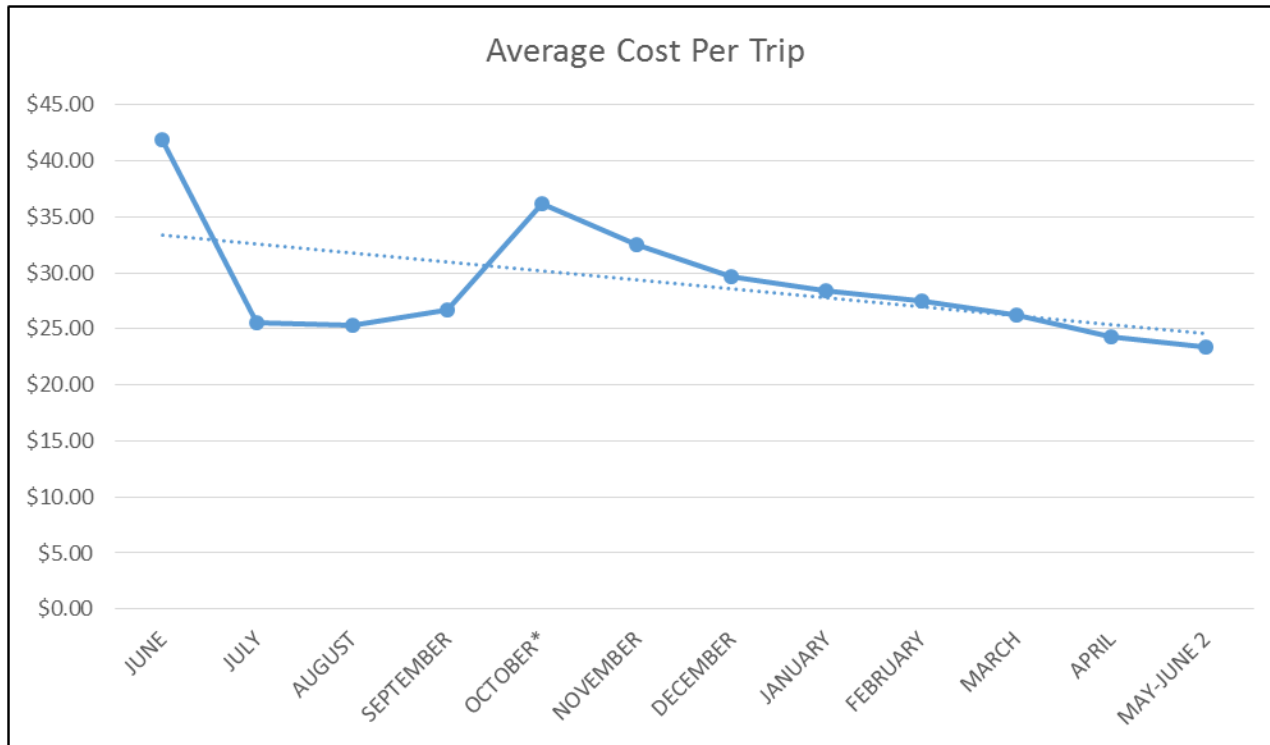
Mobility On Demand

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Capital Metro is studying many areas around Austin to determine locations for future innovative pilots.

