

Transportation Demand Management As A First/Last Mile Solution

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Key Presentation Take-Aways

- City of Centennial First and Last Mile Pilot
- Pilot Projects and Technology
- Project Outcomes

City of Centennial 6 Month Demo Project

- Public Private Partnership with Conduent™, Lyft™, VIA™, City of Denver, and City of Centennial
- Centennial is part of the Denver/Aurora/Lakewood Metropolitan Area
- Funded through partnership with Southeast Public Improvement Metropolitan District

Pilot Project: Friend of Foe

- Demonstrating usefulness of mobility projects within a technology driven solution
- Assumes the population will be early adopters
- Making lifestyle choices with unreliable information

Project Requirements

- Go! Denver is a trip planning app with the integrated ability to pay for the Lyft ride
- Go! Centennial per trip subsidy projected to be ~\$5-9
- Customers self identify for ADA needs during registration

Project Outcomes

- Average subsidy ended up being \$4.97 per Lyft Ride
- Average Subsidy/Trip Dial-A-Ride: \$21.64

http://sire.centennialcolorado.com/sirepub/view.aspx?cabinet=published_meetings&fileid=105630



Project Outcomes

Engagement: 65% of people that used it once, used it again

57% of all bookings were directly through the GO! Denver app, confirming the conjecture that a single integrated booking/planning app would be more utilized.

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