

# Lessons Learned in Implementing a Pilot TNC Project

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# Go Dublin Pilot

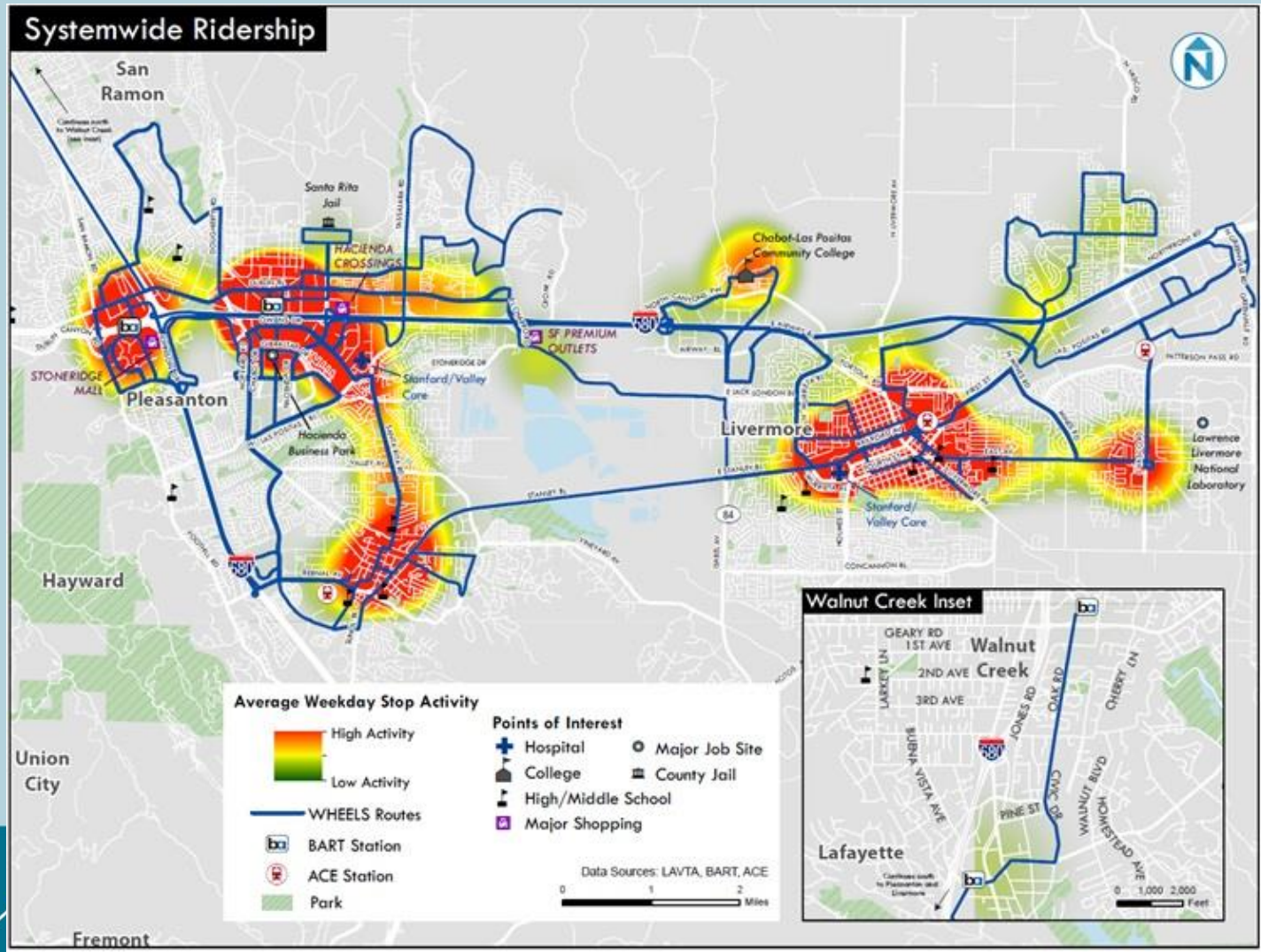
- Partnership with Lyft, Uber, De Soto Cabs
- Go Dublin pays for ½ the fare, up to \$5 per trip, for rideshare trips
  - Launched January 2017
  - Initial pilot through June 2017
  - Extended through Dec 2017
  - Coupon Code: GODUBLIN



# Pilot Development

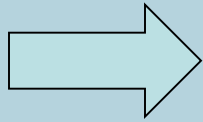
- Go Dublin developed after comprehensive review of Wheels fixed route bus system
  - Unproductive bus service eliminated in Dublin (\$15-\$20 per pax trip); service hours realigned
  - Improved frequency on major lines
  - Left city of Dublin without coverage in some areas
  - Considered alternatives beyond TNCs

# Dublin Fixed Route Ridership

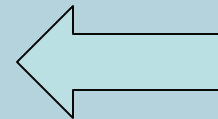


# Dublin Bus Service

Before



After



# Go Dublin Promotion

- Promotion available city-wide
- ADA vehicles provided through De Soto Cab
- “Unbanked” customers can use De Soto Cab



# Go Dublin Pilot

After nearly 6 months of the pilot...



# Lessons Learned

- Fare Structure
  - Cost exposure versus fare equity
- User Experience Decisions
  - Coupon code availability
  - Service area
- Pilot Structure
  - Choice of companies
- Communication with partners can be a challenge
  - Helps to be within a short drive of HQ

# Lessons Learned

- Data/NTD
  - Inconsistent across partners
- ADA
  - Vehicle Availability
  - Fare on De Soto versus Lyft/Uber
- Impact on fixed route ridership
  - Appears trips are relatively short. Service area and fixed route implications?

# Next Steps

- Project evaluation will occur in fall 2017.
  - Will evaluate ridership trends, cost, VMT impact
- Recommendations will be made to either continue, change, expand, and/or end the pilot.
- Look towards opportunities for mobile ticketing and other technological integrations

# Go Dublin Pilot

Thank you!

Christy Wegener

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