

Mobility and Innovation

Presenting Mobility on
Demand and Microtransit
Worldwide &
at San Joaquin RTD

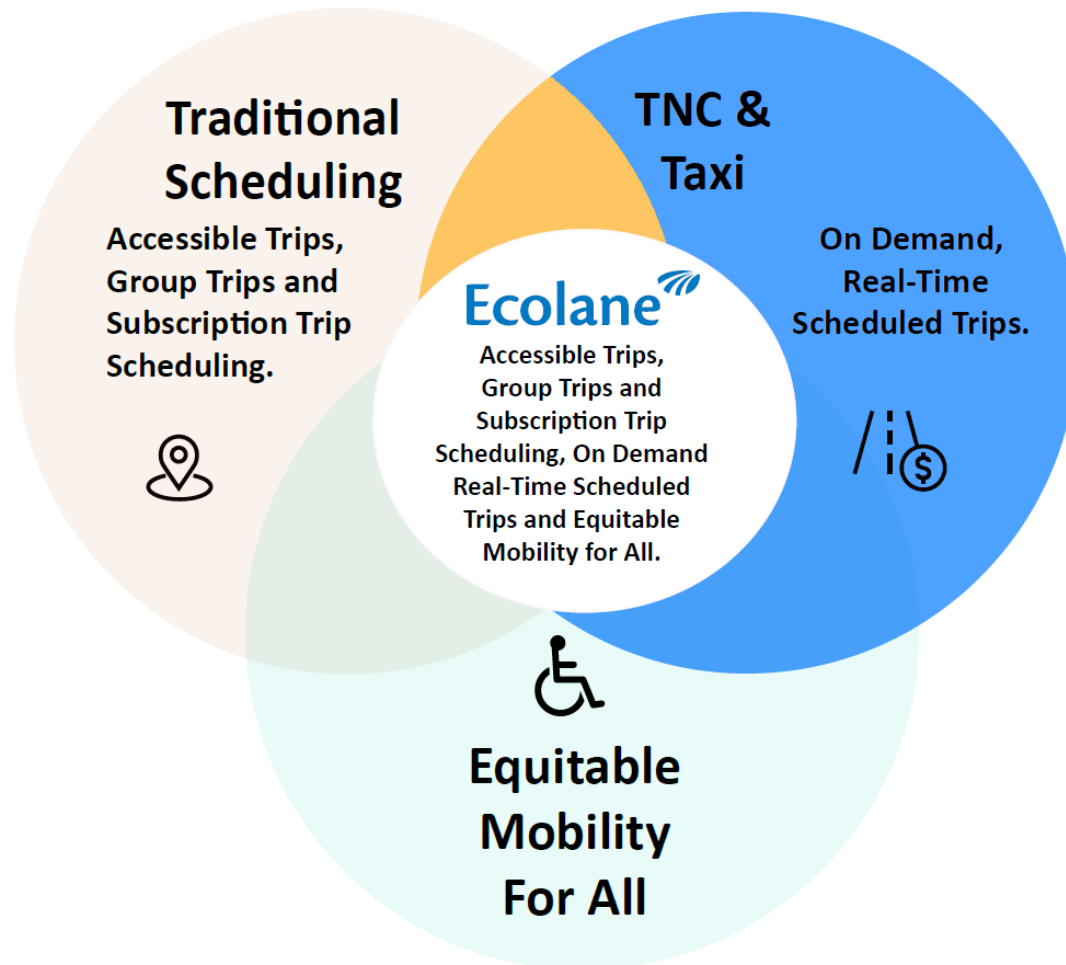
Ryan Larsen
COO and SVP

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Ecolane Company Overview

- ✓ 100% web-based, built for the web
- ✓ 190+ clients, **all use Android MDTs**
- ✓ Largest client over 700 vehicles, 7000 trips per day
- ✓ 232,536 Unique Riders in 2018
- ✓ 11,512,919 trips completed in 2018
- ✓ 136,551,039 Total Passenger Miles in 2018

Ecolane Bridges Multiple Platforms



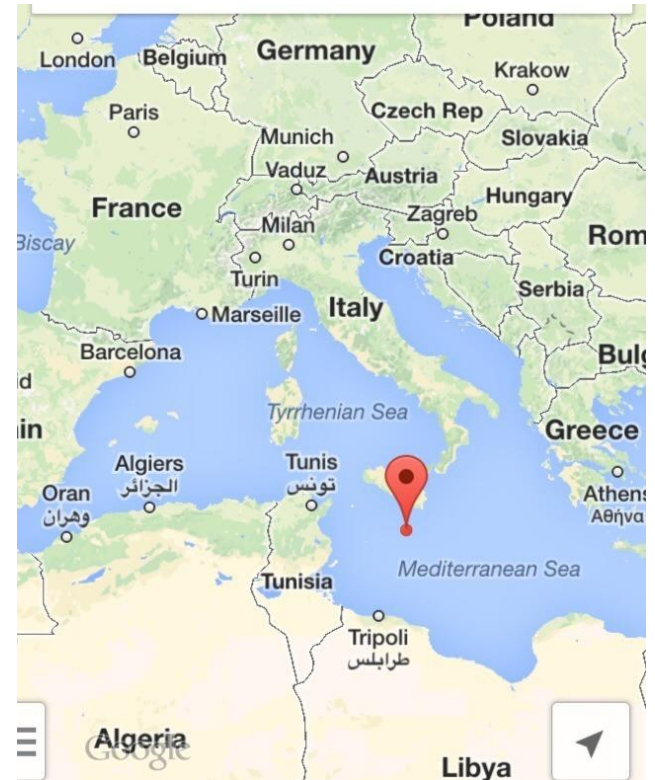
Waco Transit System – Baylor University

- ✓ Innovative pilot project in Waco, Texas with the Ecolane mobile app
- ✓ Combines paratransit and campus shuttle transportation with one mobile app.
- ✓ Used as a replacement for Lyft/Uber for Baylor university students to increase campus safety.



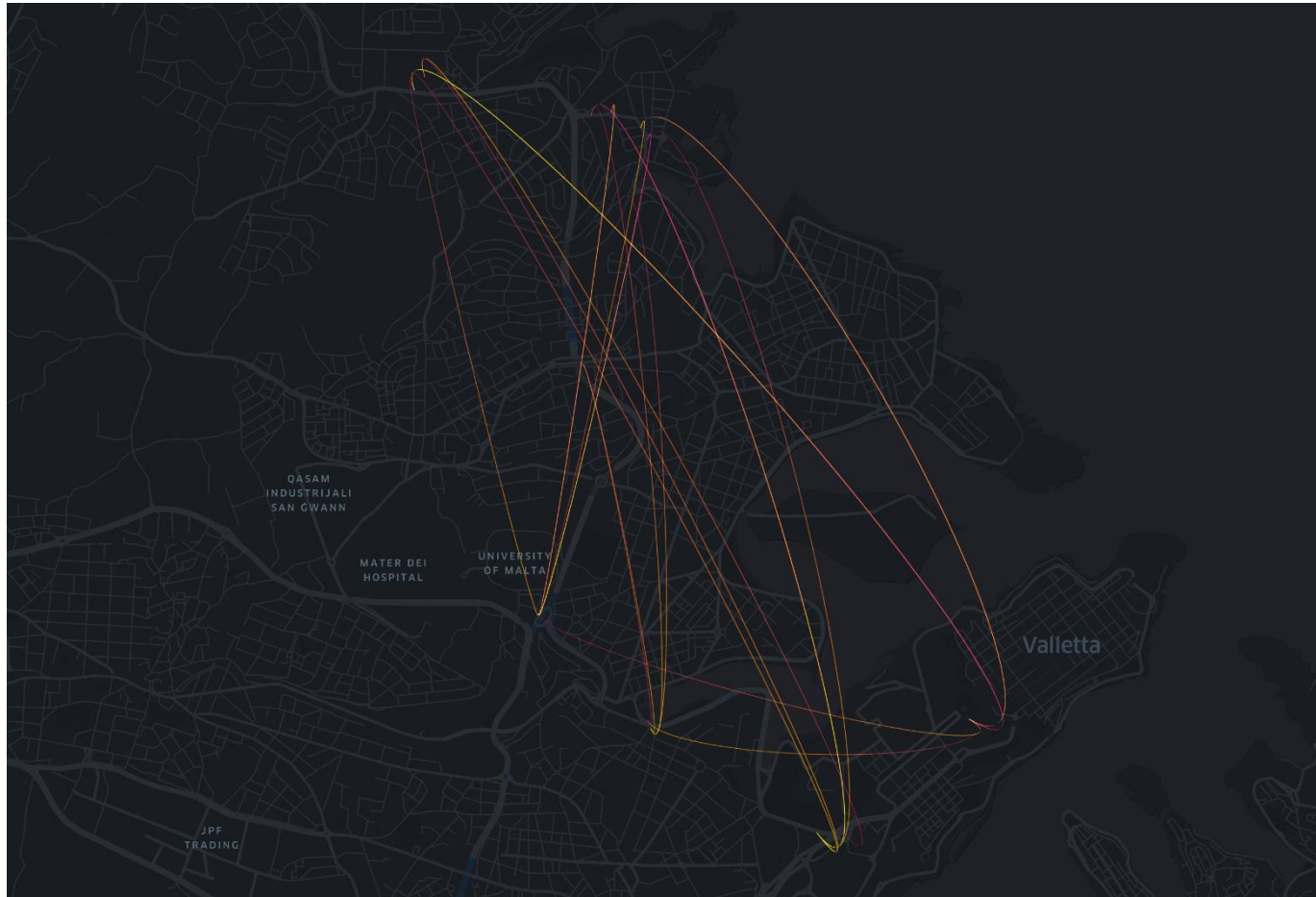
MicroTransit MALTA

- ✓ Partnership with MPT and Deloitte Digital.
- ✓ Ecolane mobile api was integrated into the MPT mobile app, allowing users to book on-demand trips.
- ✓ Utilizes fixed stops, allowing Autobuses de León to make use of their exclusive contract with the government of Malta.

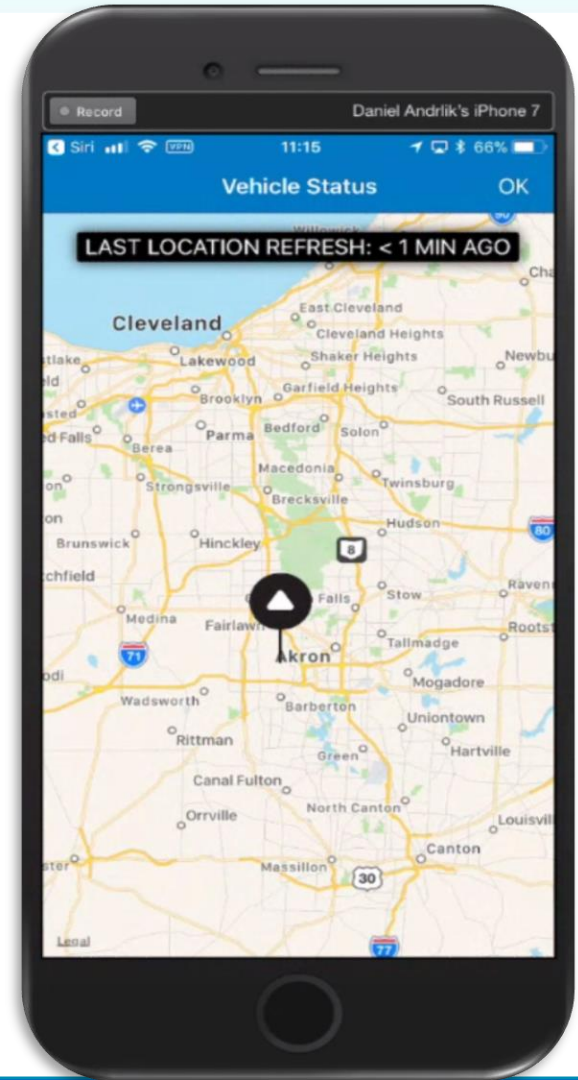
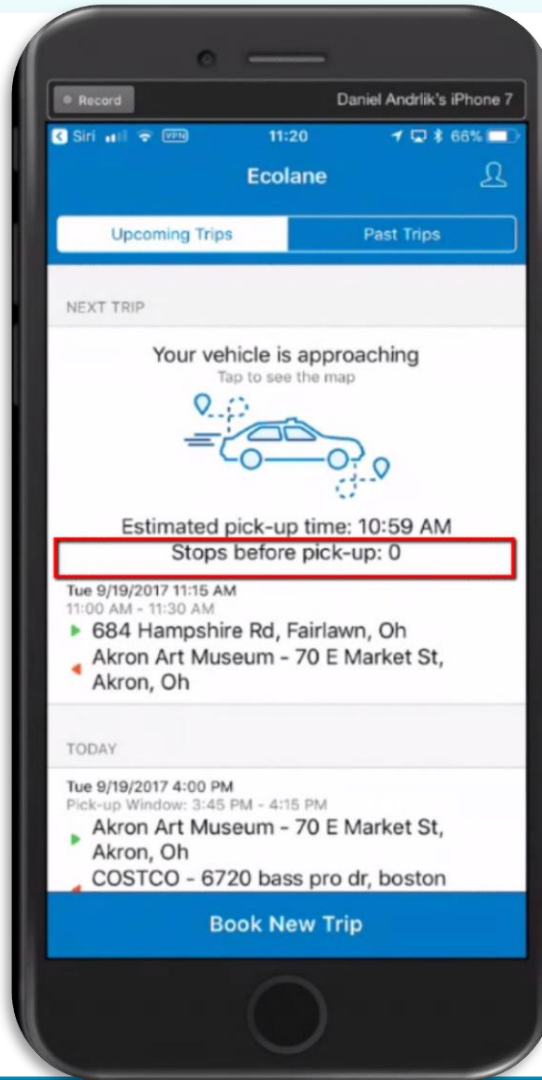
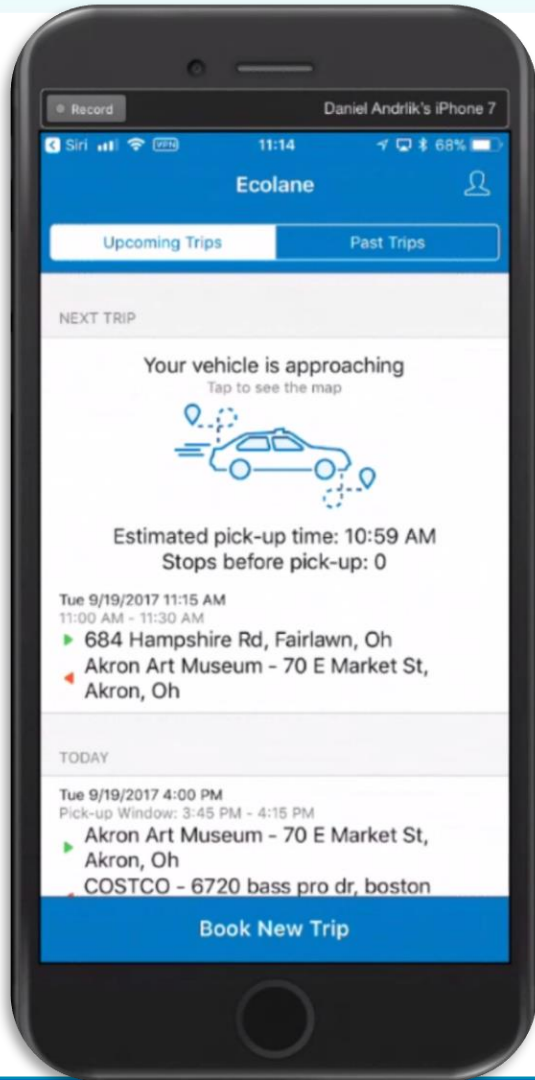


MicroTransit MALTA

✓ Heat Map of trips provided



Microtransit at Arlington Handitran



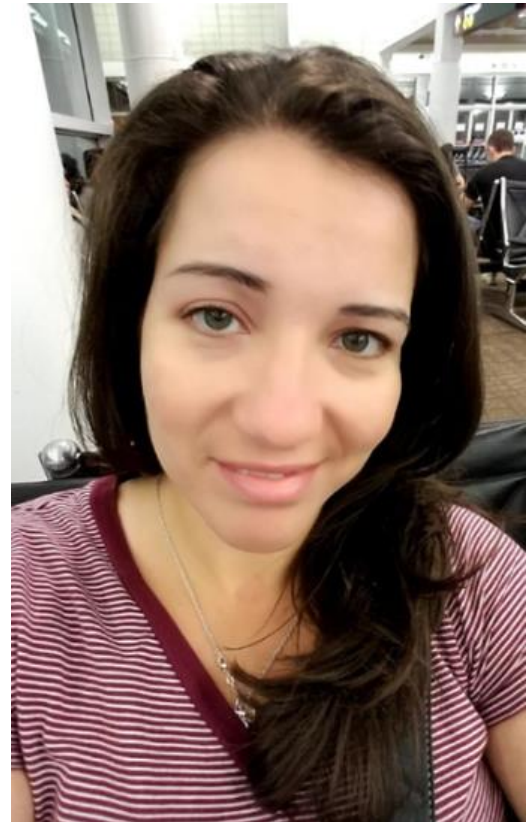
Micro Arlington Handitran

✔ Combined paratransit and general public

Trip Details														page generated at 01:10:20	Refresh
Order#	Reservation time	Agent ID	Trip type	Service type	Provider (status)	Status	Shared	Archived							
2635743	Tue 27 Feb 2018 20:01	mobile	Normal	Unrestricted	- (none)	Complete	Yes (28)	Thu 03/08/18 18:54							
Map	Location	Location phone	Requested time	Negotiated time	Estimated time	Vehicle arrived	Vehicle departed	Stop duration (min)	Date						
Pick-up	1800 West Valley, Suite 1100 - 1800 West Valley, Arlington, TX		-	10:04 Central	09:49 (09:49/10:19) Central	09:49 Central	09:49 Central	0	03/08/18 (Thu) Central						
Drop-off	1800 West Valley, Suite 1100 - 1800 West Valley, Arlington, Tx 76006		11:00 Central (-30/0)	-	10:33 (10:30/10:50) Central	10:26 Central	10:26 Central	0	03/08/18 (Thu) Central						
Group	Device	Vehicle req.	PCA	Companions	Children	Other pass.	Cust. phone	Recip. phone	SMS notification	IVR callout	IVR notification				
-		None	No	-	-	-	8173002042	-	No	No	No				
Funding source	Purpose	Sponsor	Billing code	Full fare code	Client co-pay code	Sponsor share code	Additional psgrs code	Fare type	Full fare	Funding share	Sponsor share	Final client co-pay	Additional passenger fare	Final client received	
Handitran	WRK	-	Self-Pay	Self Pay	Self Pay	-	-	Monthly pass	\$2.00	\$0.00	\$0.00	\$2.00	\$0.00	\$2.00	
Event history [-]															
Timestamp	Type	Event	Event details	Run	Prev. run	Agent ID									
02/27/18 20:01:29	7	Trip was ordered	Trip status changed to "Ordered"	-	-	mobile									
02/27/18 20:01:30	9	Trip combined	Trip status changed from "Ordered" to "Open (assigned to run)"	HT-02	-	mobile									
02/28/18 03:21:30	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
02/28/18 03:21:37	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y10	-	AUTO									
03/01/18 03:15:41	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/01/18 03:16:12	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y04	-	AUTO									
03/02/18 03:10:19	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/02/18 03:10:38	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y07	-	AUTO									
03/03/18 03:05:48	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/03/18 03:06:09	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y07	-	AUTO									
03/04/18 03:01:28	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/04/18 03:01:48	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y07	-	AUTO									
03/05/18 02:55:26	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/05/18 02:55:47	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y06	-	AUTO									
03/06/18 02:51:10	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/06/18 02:51:58	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y07	-	AUTO									
03/07/18 02:45:26	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/07/18 02:45:52	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y09	-	AUTO									
03/07/18 15:01:59	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/07/18 15:02:24	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y10	-	AUTO									
03/07/18 17:01:28	8	Trip reoptimization	Trip status changed from "Open (assigned to run)" to "Being reoptimized"	-	-	AUTO									
03/07/18 17:01:51	9	Trip combined	Trip status changed from "Being reoptimized" to "Open (assigned to run)"	Y10	-	AUTO									
03/08/18 09:05:43	14	Trip was removed from run	Trip status changed from "Open (assigned to run)" to "Ordered"	Y10	-	AUTO									
03/08/18 09:05:43	9	Trip combined	Trip status changed from "Ordered" to "Open (assigned to run)"	Y05	-	AUTO									
03/08/18 09:05:51	4	Trip dispatched to run	Trip status changed from "Open (assigned to run)" to "Allocated"	Y05	-	D:akhan, V:Y-05, R:Y05									
03/08/18 09:49:42	2	Trip started	Trip status changed from "Allocated" to "Active"	Y05	-	D:akhan, V:Y-05, R:Y05									
03/08/18 10:27:10	3	Trip ended	Trip status changed from "Active" to "Complete"	Y05	-	D:akhan, V:Y-05, R:Y05									
Leave comment [±]															
Scheduling results															
Ideal	Duration	Length	Run	Fare distance	Run ID	Run company	Vehicle ID	Vehicle license	Vehicle phone						
Combined	31 min	13.37 miles	Y05	0.66 miles Update	Y05	Yellow	Y-05								
Actual	45 min	14.82 miles													
Actual	37 min	14.82 miles													
Target runs: No target runs specified															

Microtransit at Arlington Handitran

The Ecolane NEXT App has given me freedom. I can plan my trips, when I want including same day trips. I love the flexibility to travel when I want to, even if it's a spontaneous excursion. Sometimes you wake up in the morning and feel like taking a ride, meeting friends or go shopping – with Ecolane I can do that! – Olivia, Arlington Handitran



Ecolane in Stockton -The Client

1. San Joaquin Regional Transportation District (SJRTD).
2. Unique restrictions.
3. Desired better connectivity with passengers

**For a limited time, go anywhere
in the service area below!***

**Trips must originate and end in the RTD Van Go! service area.*

RTD Van Go! Service Area as of 10/1/18
Includes Clements, Woodbridge, Linden, Lodi,
Lockeford, and North Stockton.
More areas will be added soon.

7 days a week, 8:00 a.m. – 5:00 p.m.

The Challenge

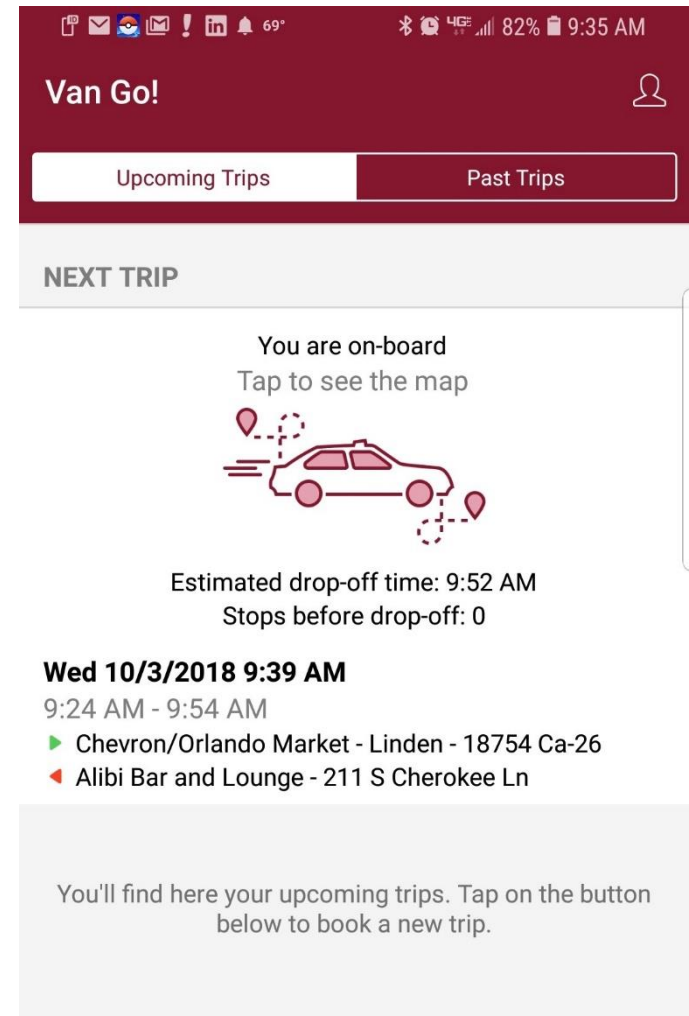
- ✓ Get people to regional transfer facilities and provide local service to shopping and employment.
- ✓ Deploy a full featured branded APP that provides self-registration, reservations, push notifications and cancellations.
- ✓ Needed a single solution for General Public and Dial-a-Ride service to provide greater community mobility.



The Solution: Phase I

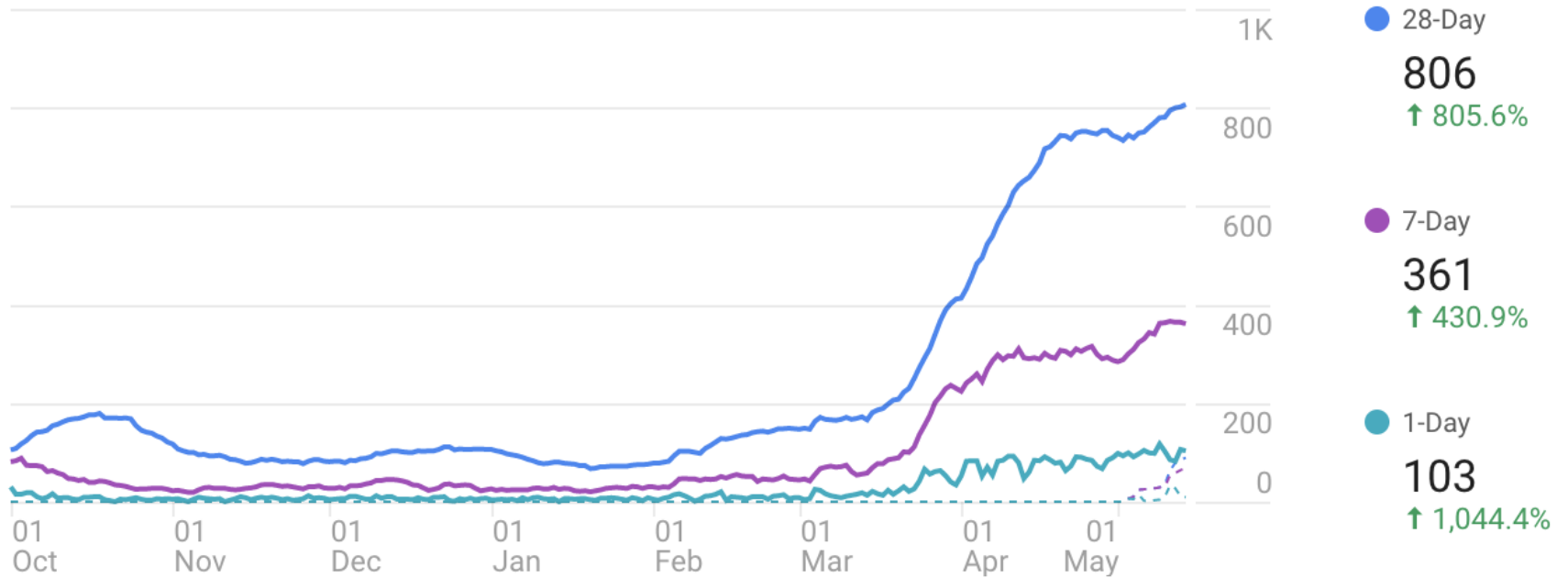
On-demand project for general public and people with disabilities.

- ✓ Publish Van Go! mobile app to Play and APP Stores
- ✓ Empower customers to fully manage their mobility needs including: register, book, modify, and cancel transportation requests from their mobile device
- ✓ Proactively communicate service through push notifications and on-the-way vehicle map tracking
- ✓ Define service criteria and rider quality rules used in both advanced and on-demand real-time scheduling



Active Users SJRTD

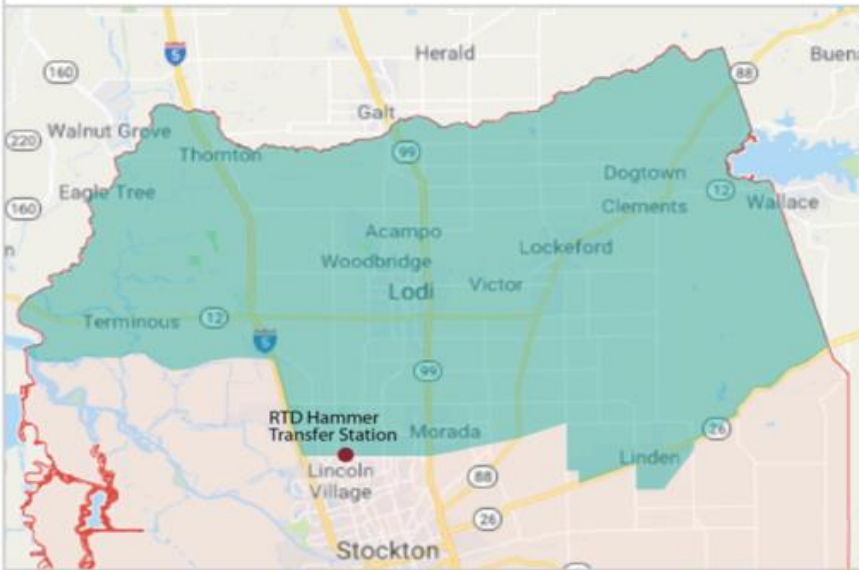
Active users [?](#)



The Solution: Phase II

**For a limited time, go anywhere
in the service area below!***

**Trips must originate and end in the RTD Van Go! service area.*

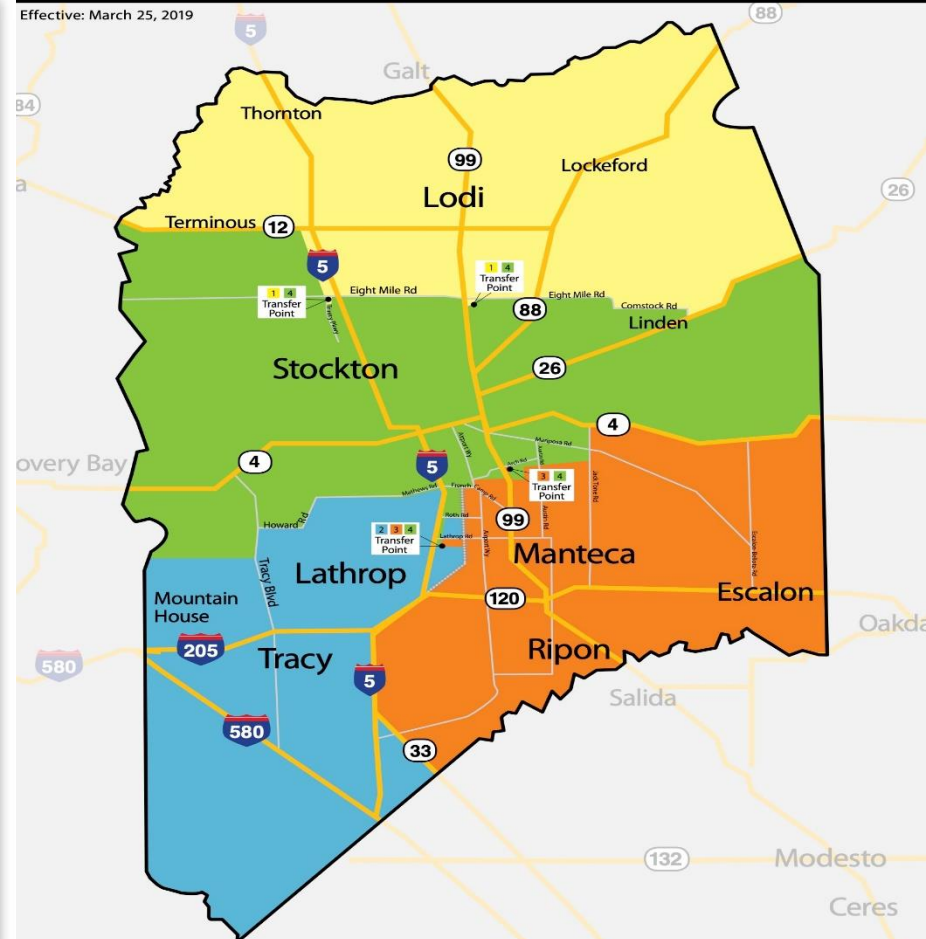


RTD Van Go! Service Area as of 10/1/18
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More areas will be added soon.

7 days a week, 8:00 a.m. – 5:00 p.m.

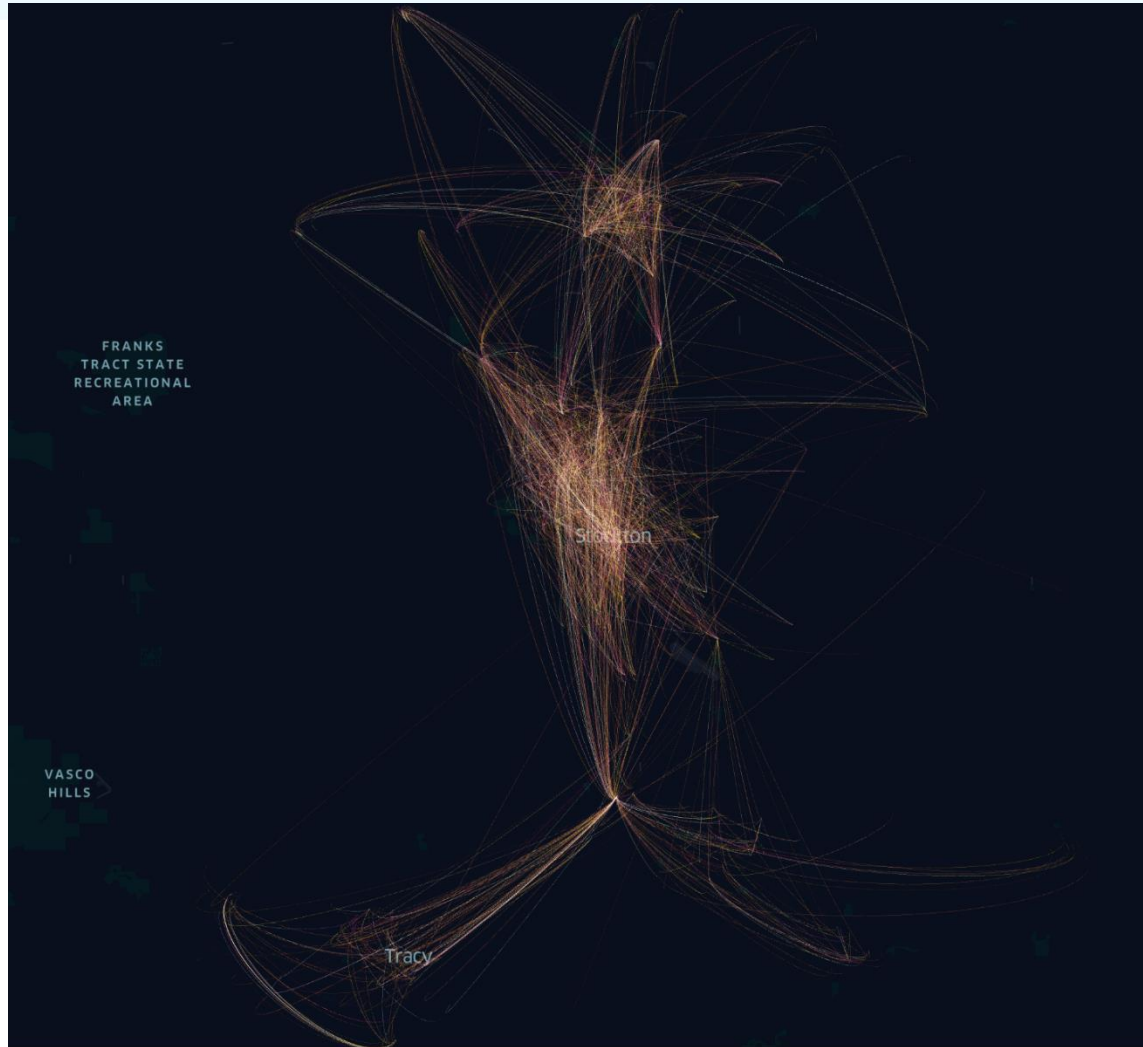
RTD Van Go! Service Area

Effective: March 25, 2019



Zone	Area	Transfer Points	Zones
1	Lodi	Chevron 10858 Trinity Pkwy., Stockton, CA 95219	1 4
2	Lathrop, Tracy	Save Mart 15240 Harten Rd., Lathrop, CA 95330	2 3 4
3	Manteca, Escalon, Ripon	Chevron 10878 N Hwy 99, Stockton, CA 95212	1 4
4	Stockton	Starbucks 4895 S. East Frontage Rd. CA-99, Stockton, CA 95215	3 4

Heat Map SJRT



Trip Details

Order#	Reservation time	Agent ID	Trip type	Service type	Provider (status)	Status	Shared	Archived
539	Mon 01 Oct 2018 11:47	mobile	Normal	Unrestricted	- (none)	Complete	Yes (3)	Mon 10/01/18 16:30

Map	Location	Location phone	Requested time	Negotiated time	Estimated time	Vehicle arrived	Vehicle departed	Stop duration (min)	Date
Pick-up	Carls Jr - Shopping area, 4300 W Barrett St, Lodi, CA 95242		12:20 Pacific (-60/60)	12:41 Pacific	12:41 (12:26/12:56) Pacific	12:57 Pacific	12:57 Pacific	0	10/01/18 (Mon) Pacific
Drop-off	Wal-Mart, 2002 W Ballantine Ln, Lodi, CA 95242		-	-	13:06 (12:26/13:25) Pacific	13:10 Pacific	13:10 Pacific	0	10/01/18 (Mon) Pacific

Group	Travel alone	Device	Vehicle req.	PCA	Companions	Children	Other pass.	Cust. phone	Recip. phone	SMS notification	IVR callout	IVR notification
-	No		None	No	-	-	-	-	-	No	No	No

Funding source	Purpose	Sponsor	Billing code	Full fare code	Client co-pay code	Sponsor share code	Additional psgrs code	Full fare	Funding share	Sponsor share	Final client co-pay	Additional passenger fare
MOD PHASE 1	General	-	5_flat_fee	5.00 Flat	5.00 Flat	-	5.00 Flat	\$5.00	\$0.00	\$0.00	\$5.00	\$0.00

Fare type	Fare quantity	Additional fare type	Additional fare quantity	External payment method	Final client received	Final add. psgrs received	Balance used for client	Balance used for add. psgrs	Ext. payment for client	Ext. payment for add. psgrs
External	1	-	-	Visa ***5926 (12/19)	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$0.00

Paid fare type	Paid fare quantity	External payment method
External	1	Visa ***5926 (12/19)

Event history [-]						
Timestamp	Type	Event	Event details	Run	Prev. run	Agent ID
10/01/18 11:47:17	7	Trip was ordered	Trip status changed to "Ordered"	-	-	mobile
10/01/18 11:47:17	9	Trip combined	Trip status changed from "Ordered" to "Open (assigned to run)"	FLAG CITY	-	mobile
10/01/18 11:47:52	4	Trip dispatched to run	Trip status changed from "Open (assigned to run)" to "Allocated"	FLAG CITY	-	D:6907, V:MOD 6, R:FLAG CITY
10/01/18 12:57:33	2	Trip started	Trip status changed from "Allocated" to "Active"	FLAG CITY	-	D:6907, V:MOD 6, R:FLAG CITY
10/01/18 12:57:33	26	External payment started	External payment pending	-	-	D:6907, V:MOD 6, R:FLAG CITY
10/01/18 12:57:33	1	Fare changed	Fare changed from none to "External"	FLAG CITY	-	D:6907, V:MOD 6, R:FLAG CITY
10/01/18 12:57:38	27	External payment ready	External payment ready. Result: Success	-	-	AUTOMATION-EPM_THREAD
10/01/18 13:10:27	3	Trip ended	Trip status changed from "Active" to "Complete"	FLAG CITY	-	D:6907, V:MOD 6, R:FLAG CITY

Leave comment [+]

Scheduling results									
Duration	Length	Run	Fare distance	Run ID	Run company	Vehicle ID	Vehicle license	Vehicle phone	
Ideal	14 min	5.19 miles	FLAG CITY	5.19 miles	Update	FLAG CITY	SJRTD	MOD 6	
Combined	26 min	5.19 miles							
Actual	13 min	5.19 miles							

Target runs: No target runs specified

Data, Oct. 1, 2018-July 24, 2019

Category	Number
Total Passenger Trips	23,201
List of Distinct Clients	1541
Daily average increase in trips	Up by 11%
Percentage of same day trips	89%
The average advanced booking time	84 minutes
Trip lengths of 40 minutes or less	64%

The Results

- ✓ Delivered trips in under 15 minutes.
- ✓ Crossing multiple service areas with ease.
- ✓ Allowed for more mobility of all.
- ✓ Continued pursuit of improved app usability



The Results Continued

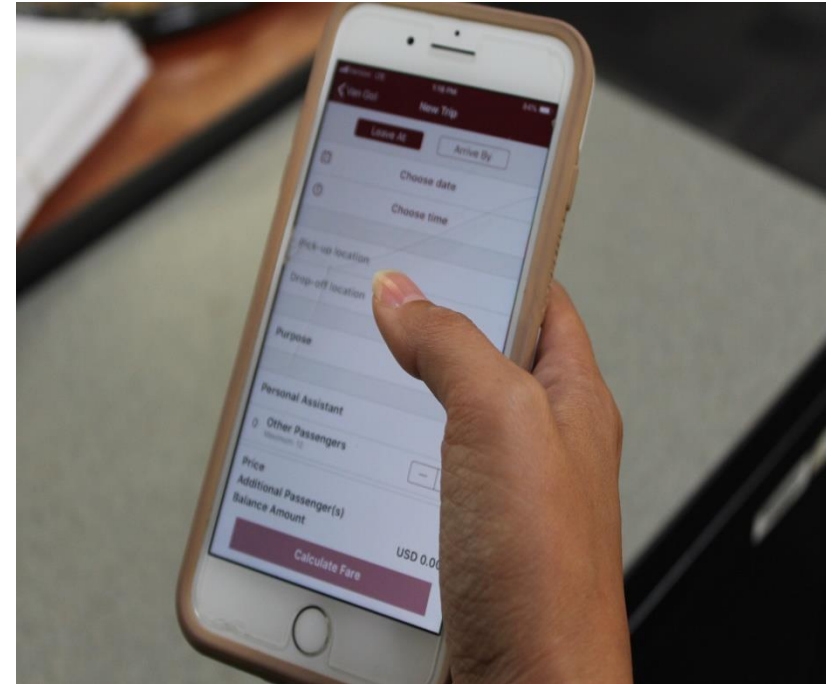
“Tailor-made trips are a click or call away with RTD Van Go! Residents start where they are and go where they want, fast. Unlike some other transportation options, RTD Van Go! will even pick up passengers in rural San Joaquin County.”

-Donna DeMartino, CEO, SJRTD



Implications for the Future

- ✓ Riders will continue to look for more autonomy.
- ✓ Connecting with rider now means connecting with their technology.
- ✓ Agencies must stay up to date or risk losing riders.
- ✓ VanGO continues to grow and continues to monitor and adapt to the MoD market.



THANK YOU.

Ryan J. Larsen

COO and SVP

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