County Connection

INTER OFFICE MEMO

To: Operations & Scheduling Committee   **Date:** 06/20/2017

From: Ruby Horta, Manager of Planning   **Reviewed by:**

SUBJECT: Pilot Project in Alamo Creek (CSA T-1)

Background:

In 2014, County Connection entered into an agreement with Contra Costa County to provide transportation service within the County Service Area T-1 (CSA T-1) located in defined neighborhoods in Eastern Danville near Blackhawk. The County formed the special CSA specifically for the purpose of financing public transit service for the residents. The service is paid for by the County using fees collected from residents through their property taxes.

Since implementation, the service has been operated by First Transit with LINK shuttle vans and is free for residents in the defined area. The service is demand response for individuals traveling between the defined neighborhoods, the Danville Park 'n Ride lot, and the Walnut Creek BART station. The shuttle may also stop at other locations within the 1.5 mile corridor along Camino Tassajara and I-680.

The shuttle picks up passengers at their door and operates during the commute hours, 3 trips in the morning and 3 trips in the afternoon. It is scheduled to leave Alamo Creek (headed to Walnut Creek BART) at: 6:30, 8:00, and 9:00 in the morning and in the afternoon it leaves Walnut Creek BART (headed back to Alamo Creek) at 3:00, 4:30, and 6:00. Currently, passengers must call LINK's dispatch office to schedule their pick up/drop off. Passengers have identified this process to be inconvenient and due to high call volumes at LINK, passengers are often placed on long holds. In an effort to enhance this existing service, staff has been evaluating software options that will allow passengers to book their rides directly on their mobile device, thus making the service more convenient and more accessible to potential riders.

About Transloc:

Staff has been researching new technology solutions and would like to introduce the TransLoc on-demand scheduling system, on a trial basis. TransLoc is a transportation technology provider that is on the forefront of delivering micro transit solutions to transit agencies. Their software is similar to that of transportation network companies (TNCs), such as Uber and Lyft. In our case, Alamo Creek residents would download the TransLoc application, create a profile and schedule or cancel their rides directly on their mobile device. Additionally, passengers will be able to track the bus and receive notifications, in the event of an unforeseen delay. Riders will continue to have the

option of calling dispatch to schedule their rides. Scheduled rides are automatically assigned to the vehicle and communicated to the driver, over the cellular network using iPads that will be installed in the vehicles. TransLoc will provide training for both the drivers and dispatchers.

Pilot Project:

County Connection understands that transit and passenger needs are shifting. The 6-month pilot project designed for the Alamo Creek service will allow staff to gain experience with on-demand software, with minimal financial risks. The cost to operate the service is paid for by the County and it has an existing captive audience. Upon completion of the 6-month pilot, staff will evaluate its success and lessons learned. Based on the level of success of the pilot project, staff may consider deployment in other areas. As the agency works to improve productivity, this type of transit option may provide opportunities as staff evaluates route realignments.

Recommendation:

For information only.

Financial Implications:

County Connection has agreed to pay $15,000 for the 6-month pilot which includes software licensing for up to 15 vehicles. This fee also covers the cost for computer simulations of other potential areas that could be suitable for this type of service.

Implementation of this transportation solution in other areas would require additional ongoing financial commitments. The annual per vehicle licensing fee would range between $3,600 and $6,000 and each vehicle requires a data plan priced at about $500 per year.

We've made responsive transit simple. TransLoc OnDemand is revolutionizing first-mile/last-mile services with automated demand-response technology.
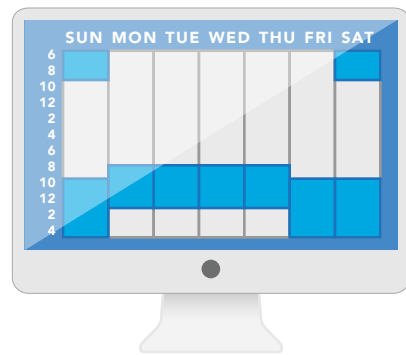
HOW ONDEMAND WORKS

1 | SETUP

DEFINE REGIONS

Map out service area regions.

SCHEDULE SERVICES
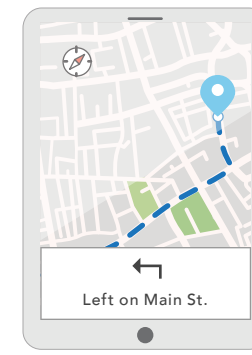
Configure operating hours to best fits your needs.

ASSIGN VEHICLES

Pre-allocate vehicles to regions & services—change them at any time.

2 | OPERATION
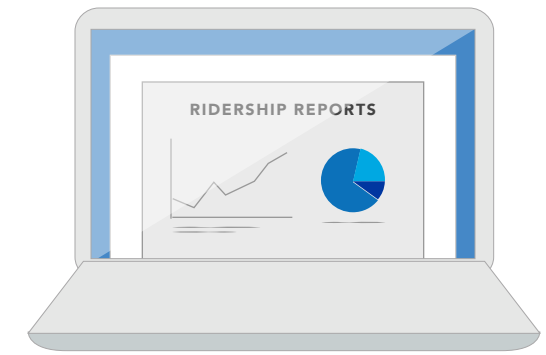
DIRECT OPERATORS

Vehicle operators get iPads that automatically track & direct rides.

SIMPLIFY DISPATCH

Dispatchers log in to one intuitive dashboard to manage services.

OVERSEE SERVICES

Administrators can review historical data in real time & access in-depth reporting

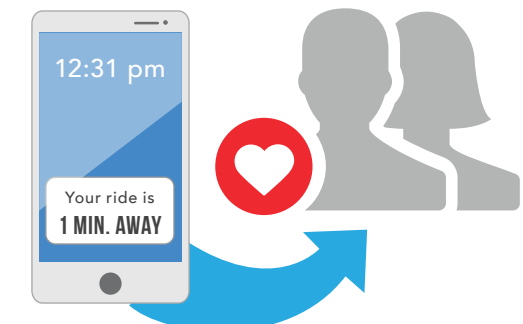## 3 | EXECUTION

BOOK RIDES

Passengers request rides via their mobile phone or online & dispatchers field calls to book rides from anywhere.

MANAGE TRIPS (AND YOUR BUDGET)

OnDemand optimizes driver directions & groups rides/riders based on origin/destination, making your system more efficient & economical—automagically!

IMPROVE THE PASSENGER EXPERIENCE

Your passengers stay in the know with real-time tracking and get alerts when their ride is close—reducing their wait time and keeping passenger satisfaction at an all-time high.

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