

GoDublin! LAVTA's TNC Partnership

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ACTC/PAPCO February 2020

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Overview

- The Move that Started it All.
- Why GoDublin?
- Why Not GoDublin?
- Program Structure.
- Program Results.
- Lessons Learned



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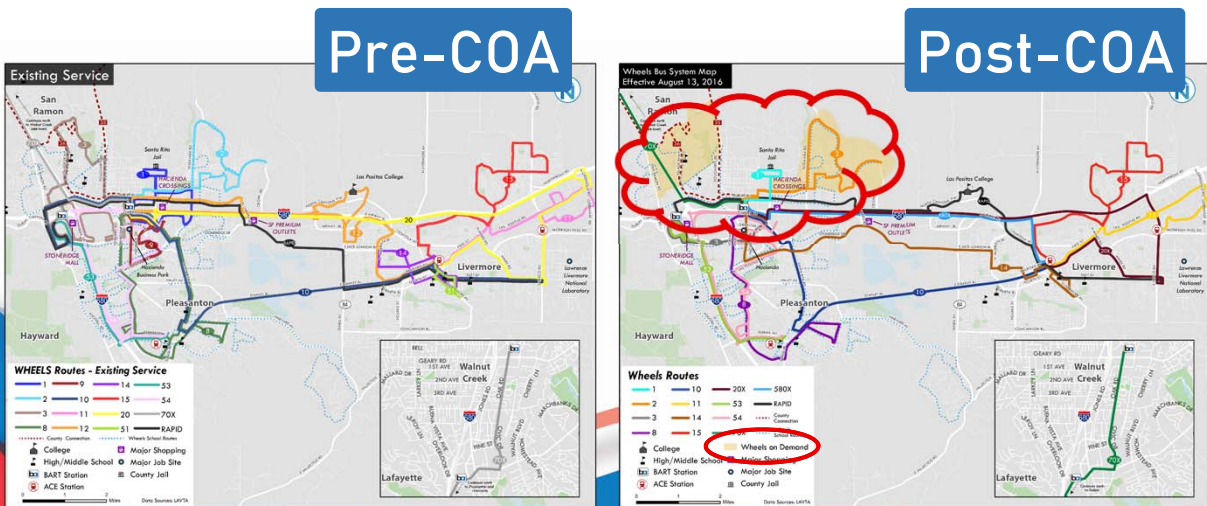
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The Move That Started It All



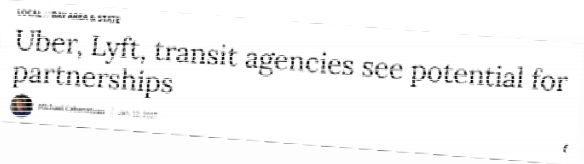
Source: LAVTA COA 2016

The Move That Started It All



Why GoDublin?

- Helps Solve the Coverage vs. Frequency Challenge
- Minimal Infrastructure Change
- Enables Transit Agencies to promote shared rides

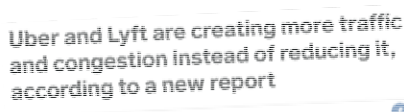


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Why Not GoDublin

- Will a TNC Partnership Destroy Our Bus Ridership?
- Will a TNC Partnership Make More Traffic Than Less?
- Is This in Line With Our Vision?



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TNCs Are a Bridge to Mass Transit!



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Program Structure

INTRODUCING *GoDUBLIN* RIDESHARE!

We'll pay half your fare (up to \$5) when you ride with these services in Dublin!

Promotion code: **GODUBLIN**

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Results: Program Performance Exceeded Expectations

Measure	Pre-COA Dublin Route 3	COA Wheels-on- Demand Goal (limited service span)	GoDublin! Result (24/7/365)
Annual O&M Cost	\$224,000	~\$61,000	~\$34,000
Avg. Daily Ridership	42	120	43
Avg. Subsidy per Trip	\$26.13	\$4-\$10	\$3.16

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Results: Usage Aligned with Expectations

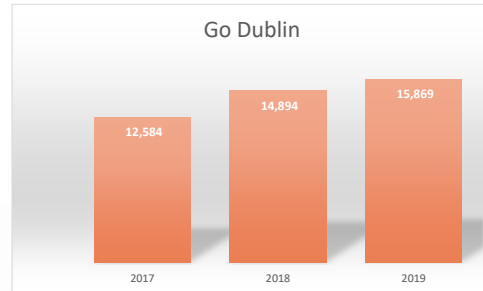
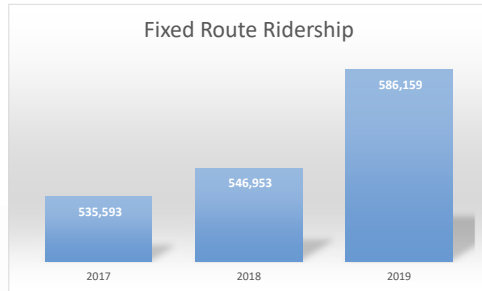
Time of Day	Most trips were weekday (88%) peak (70%) and midday (25%)
Distance	94% =>6 miles
Travel Time	70% of rides were between 0-10 minutes & 94% less than 15 minutes.
O/D Frequencies	FM/LM connections between low-density residential neighborhoods and BART
Fares	GoDublin avg fares paid were higher than FR fare (\$3.16 vs. \$2.00)

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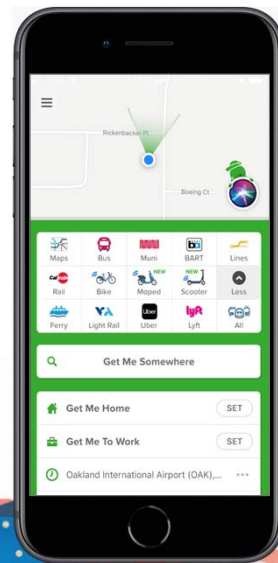
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Results: Total Dublin Ridership Is Up



Lessons Learned

- Just a promo agreement is working fine.
- The model works.
- TNCs can enhance transit operations.
- Data is available, just have to be sensitive to our partners.



The Road to the Future Never Ends



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Thank You

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