

GoDublin! LAVTA's TNC Partnership

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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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The Move That Started It All

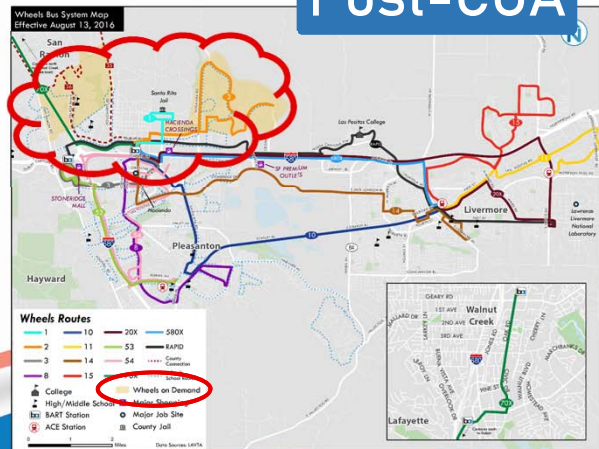
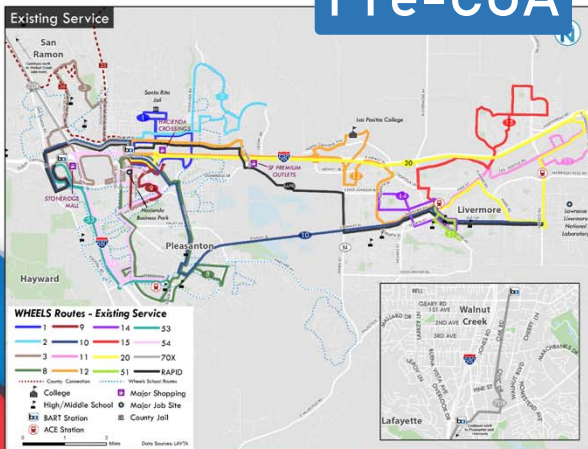


Source: LAVTA COA 2016

The Move That Started It All

Pre-COA

Post-COA



Why GoDublin?

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

LOCAL BAY AREA & STATE
 Uber, Lyft, transit agencies see potential for partnerships
 KQED Education | Jan. 10, 2017

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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?

Uber and Lyft Are Cannibalizing Transit in Major American Cities

New research from UC Davis shows that cities must strengthen transit in response to the growth of ride-hailing services.

By Angie Bohman | Oct 13, 2017

Uber and Lyft are creating more traffic and congestion instead of reducing it, according to a new report

By Dan Wills | Oct 22, 2017, 11:42 AM

SFMTA: Residents prefer ride-hailing companies to buses and bikes

Public transit, bike, and pedestrian travel up in yearly survey, but not by much

By Adam Brubaker | Oct 16, 2017, 9:34 AM PDT

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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

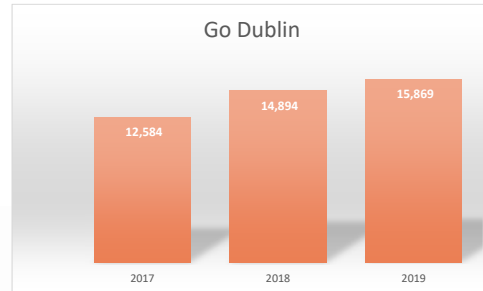
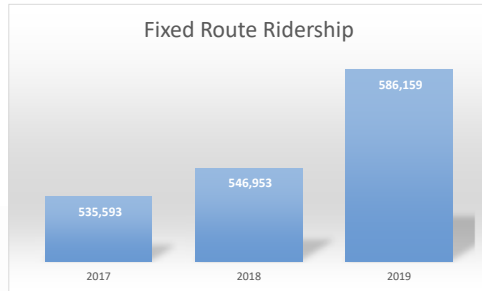
Time of Day	Most trips were weekday (88%) peak (70%) and midday (25%)
Distance	94% =>6 miles
Travel Time	70% of rides were between 0-10 minutes & 94% less than 15 minutes.
O/D Frequencies	FM/LM connections between low-density residential neighborhoods and BART
Fares	GoDublin avg fares paid were higher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

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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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