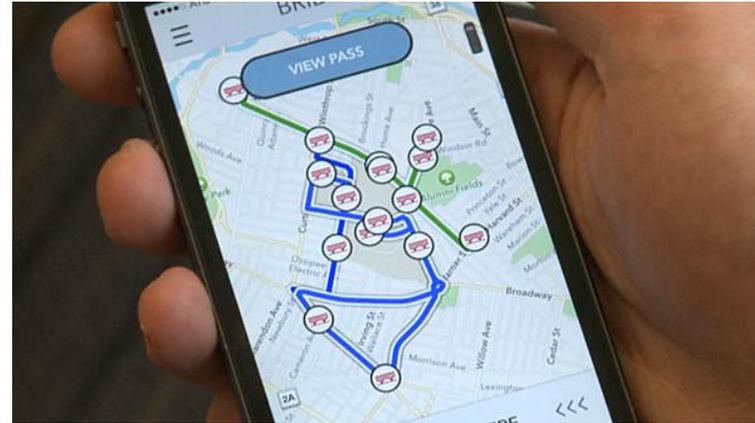


Demand Responsive Service Micro Transit

CAC Technology & Innovation Ad Hoc Committee

What is Micro-Transit?

- Shared-Ride
- Curb-to-Curb, Hub-to-Hub
- On-Demand Software Dispatching
- Service for Low-Demand or New Markets



Where Could Micro-Transit Work in OC?

- First/Last Mile Connections to Transit Hubs
- Existing Low-Demand Transit Areas
- Areas Previously Unserved by Transit



Partnerships with TNCs vs. OCTA Operated

- **FTA Considerations**

- Allow for alternative methods of payment besides a credit card
- Allow for alternative methods of reservations besides a smartphone
- Accessibility for persons with physical or intellectual disabilities
- Comparable level of service for non-ambulatory passengers
- Personnel must be ADA trained/sensitive

- **Issues with Partnerships**

- Lack of accessible vehicles
- Unwillingness to provide data required to substantiate services provided
- Legal risk

Goals of OCTA Micro-Transit Pilot

- Provide public transit mobility in lower-demand areas
- Reduce total operating & capital costs
- Reduce Vehicle Miles Travelled (VMT)
- Meet customer needs

Market Research: Response Time & Cost

Responses	0 to 5 min	6 to 10 min	11 to 15 min	16 to 20 min	21 to 30 min	31 to 60 min	60+ min	Other	Grand Total
\$0 to \$0.99	47% of Responses: Less than 15 min Less than \$9			0.08%	0.00%	0.00%	0.00%	0.00%	0.99%
\$1 to \$2.99				2.75%	2.29%	0.84%	0.00%	0.15%	20.75%
\$3 to \$4.99				2.44%	3.66%	0.84%	0.08%	0.23%	16.86%
\$5 to \$9.99				5.49%	9.46%	2.36%	0.08%	0.38%	39.59%
\$10 to \$14.99	0.38%	2.36%	4.12%	1.14%	3.59%	1.14%	0.08%	0.00%	12.81%
\$15 to 20	0.08%	0.08%	0.61%	0.23%	0.61%	0.00%	0.00%	0.00%	1.60%
\$20+	0.08%	0.15%	1.07%	0.46%	0.76%	0.15%	0.08%	0.00%	2.75%
Other	0.08%	0.92%	1.37%	0.46%	0.84%	0.23%	0.00%	0.76%	4.65%
Grand Total	4.27%	22.81%	31.27%	13.04%	21.21%	5.57%	0.31%	1.53%	100.00%

Market Research: Where and When

When would you use such a service? Please specify weekday and weekend time frames.
Check all that apply.

Day	Morning (5:30AM-9:30AM)	Mid-Day (9:30AM-3:30AM)	Afternoon (3:30PM-6:30PM)	Evening (6:30PM-10:30PM)	Grand Total
Weekdays	10.3% 7	16.9% 1	14.9% 3	11.0% 6	53%
Weekends	6.2% 8	15.4% 2	13.3% 4	12.0% 5	47%
Grand Total	17%	32%	28%	23%	100%

Market Research: Where and When

Top 20 Destinations for Weekday & Weekends	Morning (5:30AM-9:30AM)	Mid-Day (9:30AM-3:30PM)	Afternoon (3:30PM-6:30PM)	Evening (6:30PM-10:30PM)	Grand Total
grocery store	4.70%	11.03%	9.03%	7.15%	31.92%
mall / shopping center	1.38%	2.77%	2.69%	2.33%	9.17%
warehouse stores	1.30%	2.73%	2.54%	2.17%	8.75%
shopping	0.88%	2.15%	2.08%	1.70%	6.81%
school	0.86%	1.38%	1.38%	1.12%	4.74%
restaurant	0.48%	1.25%	1.31%	1.07%	4.11%
pharmacy	0.38%	1.00%	0.73%	0.51%	2.63%
home improvement store	0.41%	0.89%	0.69%	0.46%	2.45%
hospital	0.42%	0.95%	0.62%	0.36%	2.35%
park	0.43%	0.59%	0.63%	0.69%	2.35%
beach / lake	0.30%	0.77%	0.68%	0.54%	2.29%
doctor / medical appointment	0.36%	0.81%	0.60%	0.44%	2.21%
gym	0.45%	0.65%	0.62%	0.49%	2.21%
library	0.32%	0.73%	0.64%	0.41%	2.10%
movie theater	0.24%	0.50%	0.54%	0.47%	1.75%
bank	0.24%	0.72%	0.45%	0.27%	1.68%
church	0.29%	0.60%	0.35%	0.33%	1.56%
fast food	0.26%	0.42%	0.52%	0.27%	1.47%
college	0.29%	0.39%	0.39%	0.33%	1.39%
mail / post office	0.14%	0.32%	0.29%	0.24%	0.98%
Grand Total	14.13%	30.65%	26.78%	21.35%	92.91%

Technology

1 | SETUP

DEFINE REGIONS



Map out service area regions.

SCHEDULE SERVICES



Configure operating hours to best fit 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—automatically!

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.



TransLoc – Simulator

