



Item #7

DATE November 6, 2019

TO GCTD Board of Directors

FROM Margaret Schoep, Paratransit & Special Projects Manager *Margaret Schoep*

SUBJECT Consider Authorizing the General Manager to Sign an Agreement with TransLoc to Provide Pre-Pilot Case and Simulation Consulting followed by a One-Year Pilot Period to Provide On-Demand “Microtransit” Scheduling Software and Support

SUMMARY

Gold Coast Transit District (GCTD) provides fixed route to the general public and demand response paratransit services to qualified individuals needing mobility assistance in the GCTD service area.

Microtransit is a public transit on-demand, rideshare service that is being tried in several parts of the state and the country to reverse declining ridership. Using a smartphone app, passengers can request a ride for pick up and drop off anywhere within a defined microtransit service area.

The proposed microtransit pilot project aims to improve the customer experience and service level for current GCTD riders and perhaps drive new customer acquisition by operating a new service that provides demand-responsive pick-ups and drops-offs, with real-time customer information within South Oxnard. This new service will connect more people and places to our existing system.

To properly plan and execute the project, staff proposes to have the General Manager sign an agreement with TransLoc to provide pre-pilot case and simulation consulting followed by 12 months of revenue service scheduling software support. The cost of this contract would be fully funded through existing PTMISEA grant funds in the amount of \$27,000.

It is recommended that the Board of Directors authorize the General Manager to sign an Agreement with TransLoc to provide pre-pilot case and simulation consulting followed by a One-Year Pilot Period to provide on-demand “microtransit” scheduling software and support.

BACKGROUND

Gold Coast Transit District (GCTD) provides fixed route to the general public and demand response paratransit services to qualified individuals needing mobility assistance in the GCTD service area. Staff is proposing service changes in the South Oxnard areas in 2020 that may result in consolidation of underutilized bus stops in order to support more frequent service on major streets in the area. To help provide coverage to those locations, as well as other new

GOLD COAST TRANSIT DISTRICT

November 6, 2019

Consider Authorization of General Manager to Sign an Agreement with TransLoc to Provide Pre-Pilot Case and Simulation Consulting Followed by a One-Year Pilot Period to Provide On-Demand "Microtransit" Scheduling Software and Support.

Page 2 of 2

developments that may be outside of walking distance to our fixed routes, staff is proposing to introduce a microtransit pilot service in South Oxnard to support coverage to these areas.

Microtransit is a public transit on-demand, rideshare service that is being tried in several parts of the state and the country to reverse declining ridership. Using a smartphone app, passengers can request a ride for pick up and drop off anywhere within a defined microtransit service area.

The proposed microtransit project aims to improve the customer experience and service level for current GCTD riders and perhaps drive new customer acquisition by operating a new service that provides demand-responsive pick-ups and drops-offs, with real-time customer information within South Oxnard. This new service will connect more people and places to our existing system.

To properly plan and execute the project, staff proposes to have the General Manager sign an agreement with TransLoc to provide pre-pilot case and simulation consulting followed by 12 months of revenue service scheduling software support. The cost of this contract would be fully funded through existing PTMISEA grant funds in the amount of \$27,000.

Founded in 2004, TransLoc is a subsidiary of Ford Smart Mobility who offers a suite of mobility solutions to enhance the ability of transit agencies to serve their communities. TransLoc solutions are currently in use across the United States. California transit properties currently using TransLoc solutions include Monterey-Salinas Transit, Tri-Delta Transit in Antioch, CA and Golden Empire Transit in Bakersfield.

RECOMMENDATION

It is recommended that the Board of Directors authorize the General Manager to sign an Agreement with TransLoc to provide pre-pilot case and simulation consulting followed by a One-Year Pilot Period to provide on-demand "microtransit" scheduling software and support.

GENERAL MANAGER'S CONCURRENCE



Steven P. Brown
General Manager