Mass Transit On-Demand Pilot
City of Sioux Falls | Council Informational | December 3, 2019
1. Mobility On-Demand Landscape
2. Pilot Details
3. Next Steps
Mobility On-Demand Landscape
Community Partnerships: Marketing

Sioux Falls Design Center awarded $35,000 to assist the Transit Core Team with marketing
Types of Public Transit

MICROTTRANSIT

MASS TRANSIT
Types of Transit Service

ON-DEMAND

FIXED ROUTE
Mobility On-Demand Vendors

- Ecolane
- VIA
- bestmile
- TransLōc®
- moove
- spare
- Routematch
- Pantonium
- Circuit
- shotl
- TripSpark
- Liftango
- RIDEco
- TapRide
- D2D
Current On-Demand Pilots by VIA

- **North America**: 45
- **Europe**: 21
- **Asia**: 12
- **Australia & New Zealand**: 11
Sioux Falls: Mass Transit On-Demand Pilot
What is a mass-transit on-demand pilot?

Focused experiment that will provide transit service using an-on demand model with existing buses.
Proposed Pilot Details

Day of Week: Saturday

• Impacts fewer people
  • 491 unique riders per weekday*
  • 92 unique riders per Saturday*

• Eliminates need to hire additional drivers
  • Saturday service currently operates using eight buses

• Captures comparable data

*Based on “SAM 2018 Passenger Survey Summary”
Proposed Pilot Details

Fares: Keep Existing Fare Structure

• Captures comparable data
• Eliminates barriers to using new service
• Simplifies marketing messaging
Proposed Pilot Details

Service Area: Keep Existing Service Area

- Captures comparable data
- Maintains current operating costs
- Simplifies marketing messaging
Proposed Pilot Details

User Experience

• Same day, shared rides
• Schedule rides via smartphone, computer, or phone concierge
• Corner-to-corner service
  • 88% of current riders live 0-5 blocks of transit service
  • New service aims to deliver service within 0-3 blocks
• Use existing bus stops and add additional virtual stops

*Based on “SAM 2018 Passenger Survey Summary”
What might happen after we launch*?

Saturday pilot

IF OUTCOMES NOT MET

Revaluate alternative executions

IF OUTCOMES MET

Saturday expanded service area

IF OUTCOMES NOT MET

Return to regular service

IF OUTCOMES MET

Weekdays & evenings

*Example scenarios. Real iterations will depend on implementation outcomes.
Proposed Pilot Details

Saving Riders’ Time

**TODAY**

45 minutes

**PROPOSED PILOT**

~30 minutes

33% decrease in trip time
Next Steps
Request for Proposal Details

• Design, furnish, simulate, install, test, market, operate, iterate on-demand service
• Provide software and hardware
• Data owned by City of Sioux Falls
• Provide marketing and training support
• Optional phone concierge service
• Provide alternatives to cash fares
Request for Proposal: Selection Committee

- Public Transit Advisory Board member
- Sioux Area Metro employee
- City Council member
- Transit Core Team members
## Proposed Timeline

Based on estimated pilot costs, the initial pilot will have proposed a duration of 12 months, including 3-5 months of planning, marketing, and training prior to launch.

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<th>December</th>
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<th>March</th>
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<td>Issue RFP</td>
<td>RFP proposals due</td>
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Thank you!