Marketing Successful Mobility on Demand Pilot Projects

Hosted by the Shared-Use Mobility Center

December 13, 2017

Mobility On Demand Sandbox Innovation and Knowledge Accelerator, funded by FTA
Webinar Info

1. Please submit written questions through the GoToWebinar chat box. Q&A will immediately follow the webinar.

2. If you need further assistance viewing the presentation, please email Rudy Faust, SUMC Research Associate at rudy@sharedusemobilitycenter.org.
Making it possible to live well without having to own your own car, by creating a multimodal transportation system that works for all
Connect public agencies and transit, community and private sectors to scale benefits of shared mobility for all.

Create tools for cities to share best practices and develop policies.

Serve as a clearinghouse through conducting innovative research with practical results.

Working with cities to plan & test shared mobility pilot projects.

Convene the public and private sectors through workshops and conferences.
National SHARED MOBILITY SUMMIT
Chicago • March 12-14, 2018

Register by 12/22 to receive 5% off with promo code SUMMIT5OFF
Mobility on Demand

A **VISION** of integrated and connected multi-modal network of **safe, affordable, and reliable** transportation options that are **available to all**

- Mode-agnostic
- Partnership-driven
- Traveler-focused
- Technology-independent
Innovation Knowledge Accelerator
MOD Sandbox Projects
Webinar Speakers

- **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center
- **Direct Connect:** Bonnie Epstein & Juan Luvian, Pinellas Suncoast Transit Authority (PSTA)
- **Scoop to BART:** Jumana Nabti, Strategy Lead, MTC 511 Carpool Program, SwitchPoint Planning
- **RTD Call-n-Ride:** Jeff Becker, Senior Manager of Service Development; Brian Matthews, Manager, Special Services, Regional Transportation District
IGO CarSharing – First in market in Midwest

Highly recognizable brand in Chicago with loyal membership base

Four Big Marketing Lessons:
1. Focus on culture – Community
2. Hyper local
3. Personalize and build evangelizers
4. Connect with existing transit
Webinar Speakers

• **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

• **PSTA Direct Connect:** Bonnie Epstein and Juan Luvian
Marketing and Outreach for PSTA’s Direct Connect Program

Shared Use Mobility Center MOD Marketing Webinar
December 13, 2017

Pinellas Suncoast Transit Authority (PSTA)
St. Petersburg, Florida
Background

- Referendum loss in November 2014

- Budget constraints led to recommendations to eliminate lowest performing routes

- Alternatives needed to be identified for affected riders

- National Industry move to “Mobility Management”
Direct Connect Service

• First/Last mile connection to the PSTA fixed route system

• Provides trips within two specific geographic zones to and from designated bus stops

• Riders choose from Uber, United Taxi, or Care Ride
Direct Connect Phase 1

• People originating within zone can use app or call to get ride within 20 minutes
• Trip must begin or end at designated bus stops which connect riders to multiple PSTA fixed routes
• PSTA subsidizes 50% of ride up to $3.00
Focused on areas that would lose bus service and current riders

Called senior centers, senior living communities

Exhibits, events, presentations

PPT presentation, tri-fold brochure, Direct Connect Stops
Phase 1 – Lessons Learned

• Media attention caused some confusion
• Try Direct Connect concept in a different market
• Users of Direct Connect – Uber vs Taxi
• Difficulty for some to use Uber
Direct Connect Service – Phase 2

- From two zones to county-wide
- Fare starting at $1/trip
- Restrictions to ensure used as intended

![Map of Direct Connect Service Zones & Stops]

**Legend**
- Stop Location
- Zone Number

<table>
<thead>
<tr>
<th>#</th>
<th>Location</th>
<th>Stop IDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Huey Ave @ Tarpon Ave</td>
<td>2992, 3561, 3977, 5638</td>
</tr>
<tr>
<td>2</td>
<td>Tampa Rd @ Pine Ave N</td>
<td>5461</td>
</tr>
<tr>
<td>3</td>
<td>Main St @ Patricia Ave</td>
<td>5267, 5268</td>
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<tr>
<td>4</td>
<td>PSTA Layby</td>
<td>6532, 6533, 6570, 6671</td>
</tr>
<tr>
<td>5</td>
<td>Pinellas Park Transit Center</td>
<td>6538, 6539, 6540, 6641</td>
</tr>
<tr>
<td>6</td>
<td>Seminole Blvd @ Orange Blossom Ln</td>
<td>2593, 2602</td>
</tr>
<tr>
<td>7</td>
<td>16th St S @ 18th Ave S</td>
<td>7246, 7254, 8379, 8380</td>
</tr>
<tr>
<td>8</td>
<td>E Bay Dr @ Missouri Ave N</td>
<td>4002, 4057, 4069, 4091</td>
</tr>
</tbody>
</table>
Direct Connect Outreach (Phase II)

- Seniors, riders, non-riders, PSTA employees
- Called major places of employment, libraries, schools within a 3 mile radius
- Exhibits, events, presentations
- Free Ride Promotion (ask me how to get a free bus pass)
- PPT presentation, palm card, new Direct Connect stops, maps, promotional giveaway
Phase 2 Lessons Learned

- Confusion on zones and zone boundaries
- Many users selecting the PSTA option but not going to a DC stop
- New PSTA program with Uber and United Taxi as partners
- New data from Uber on zone ranking – Zone 1 in top 3
Direct Connect Phase 3

- Remove zone boundaries
- 24 DC stops
- Uber in-app marketing

Greensboro will be busy this week

The Wyndham Championship kicks off today, with practice rounds through Wednesday and the tournament taking place Thursday - Sunday. Pickups will peak from 3pm-6pm daily.

As the preferred ridesharing partner of the tournament, we have an Uber Zone at the corner of Anson Road & Rockingham Road to make pickups and dropoffs easier. You will be able to make wait for trips in our staging lot, located at 6012 W Cate City Blvd. When you match with your rider, head over to the Uber Zone via Scotland Road.

GET THE DETAILS
Lessons learned on marketing

- Marketing materials
- Create journey maps for target markets
- Communicate with other departments
Webinar Speakers

• **Moderator:** Sharon Feigon, Executive Director, Shared-Use Mobility Center

• **Scoop to BART:** Jumana Nabti, Switchpoint Planning
511 Carpool Program

Marketing the Carpool to BART Pilot
Carpool to BART Partnership
Parking at BART
How the program works

• Guaranteed parking at BART for carpooling with Scoop
• Drivers destined for BART are sent a placard to print out and place on their dashboard
• Scoop matches carpools the night before.
• Scoop sends license plate info to BART
• Parking enforcement checks license plate list when they see placard
• Permit parking is reserved by BART for this program
• Scoop pays BART for parking that is used.
• Users share the cost in-app (not available yet)
Thanks for using Scoop to carpool to Dublin/Pleasanton BART station!

- Park anywhere in the “Permit” parking on the South (Pleasanton) side of the station, shaded in the map below.

- Print out this sheet and place on your dashboard with the Scoop logo showing clearly, each time you carpool to BART with Scoop, or you will be subject to citation.
  
  - Note: This is not a parking permit. Parking Enforcement Officers will check your license plate number to ensure you carpooled with Scoop each day. Please make sure that the license plate information of the vehicle you drive to BART is included in the driver’s Scoop profile.

- Do not pay for parking inside the station. Parking payment will be through the Scoop App, but for now it is FREE!

- Some conditions apply, more info at blog.takescoop.com and bart.gov/carpool
Marketing strategy

- Out-of-Home
- Email + Web
- In-Person

Participation
Out-of-Home Media (free)
Guaranteed parking at BART when you carpool with Scoop.

Learn more at takescoop.com/BART
Design of Marketing Collateral

Get guaranteed parking at BART.

Carpool to Rockridge BART to get guaranteed parking until 10 a.m.!

1. Visit takescoop.com and download the Scoop app.
2. Set your work location as Rockridge BART station.
3. Schedule your trip. When you match, you’ll be sent instructions on how to get your parking space!

Use code for $5 ROCKRIDGE05

*Some conditions apply – info at bart.gov/carpool and blog.takescoop.com
Budget Allocation Considerations

- Leverage partnerships
  - Prioritize partnership communications for expanded reach

- Consider low-cost marketing
  - Banners, A-frames, postcards

- High-cost marketing
  - Street team outreach
  - In-station paid advertising
  - Invest where the potential is

- Station prioritization
  - Station ridership (scale of impact)
  - Size of parking lot (availability)
  - Parking fill time (demand for incentive)
Marketing Evaluation

- Monitor interest at each step of the communications flow
- Iterative and flexible process
Thank You!
Please contact us with any questions or further information on the Marketing aspects of Carpool to BART!

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Webinar Speakers

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• **Denver RTD Call-n-Ride**: Jeff Becker and Brian Matthews
FTA MOD Marketing Webinar

Denver RTD Call-n-Ride

December 13, 2017

Jeff Becker, jeff.becker@rtd-denver.com
Brian Matthews, brian.matthews@rtd-denver.com

Regional Transportation District
What are the Markets?

**Characteristics/Rationale**
- Suburban, low density
- Dispersed travel pattern and streets
- Jurisdictional equity where bus ineffective
- Complement to transit network

**Two Primary Markets**
- **First/Last Mile** – regular, reverse commute
- **Community Circulation** – residential, mixed-use

**Call-n-Ride**
- Call or book online for on-demand or board spontaneously at scheduled checkpoints/stations
What Are the Travel Patterns?
How to Configure Service to Attract Customers & Be Sustainable?
What are the Customer Characteristics? 2011 On-Board Survey

<table>
<thead>
<tr>
<th></th>
<th>Call-n-Ride</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>64% Female</td>
<td>55% Female</td>
</tr>
<tr>
<td>Age</td>
<td>Similar Distribution</td>
<td></td>
</tr>
<tr>
<td>Household Income</td>
<td>26% &lt;= $25K</td>
<td>43% &lt;= $25K</td>
</tr>
<tr>
<td>Trip Purpose</td>
<td>81% Work</td>
<td>68% Work</td>
</tr>
<tr>
<td>Transfers Required</td>
<td>23% None, 49% 2+</td>
<td>49% None, 16% 2+</td>
</tr>
<tr>
<td>Connect With Rail</td>
<td>51%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Call-n-Ride has high satisfaction rating of 4.6 out of 5
What is the Market Size & Share? Reasonable Expectations? Objectives?

Go Centennial-Lyft Project
• Identical service offering and fare to Call-n-Ride
• Gained 10 boardings/day; Call-n-Ride maintained 53; so Lyft added about 20%
• Lessons: not typical Lyft customer; need to plan for market; commuters don’t need reservations; customer concerns about TNCs; transit is about shared-riding

Lone Tree Link Shuttle
• 10 minute frequency shuttle from station to 3 large employers totaling 7,700 employees
• After 2 years has 320 boardings/day, about 2% of the employees is serves
How to Promote the Service?

Important Considerations

• Fares integrated with transit network
• Service can’t be discovered in trip planners ... yet.
• Community circulation or FLM
• Community ownership

FLM: Train ↔ Call-n-Ride Connection
How to Promote the Service?

- **Community**: schools, Walmart, social services, senior residences, extended stays, management offices, library, rec center

- **Commuters**: reverse commute; TMO; residential; station

- **Competitive/Complementary Services**: employer or government shuttles

- **Direct marketing**: mail, flyers, direct contact, associations, municipalities, transit vehicles
Summary: The Importance of Effective Marketing

- Building awareness
- Reaching target user groups
- Educating public on how to use new services
- Understanding your ridership market
- Leveraging and coordinating resources between public and private partners
- Improving service with pilot project

Sharon Feigon
SUMC
**Questions?**

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