



GOLDEN EMPIRE
TRANSIT DISTRICT

COMMINGLING

AZTA – APRIL 2022



*We make life better by
connecting people to places
one ride at a time.*



INTRODUCTION

Robert Williams – IT Supervisor/Project Lead

With GET for 4 years

First major project was to help start Microtransit at GET

DR Implementation Team

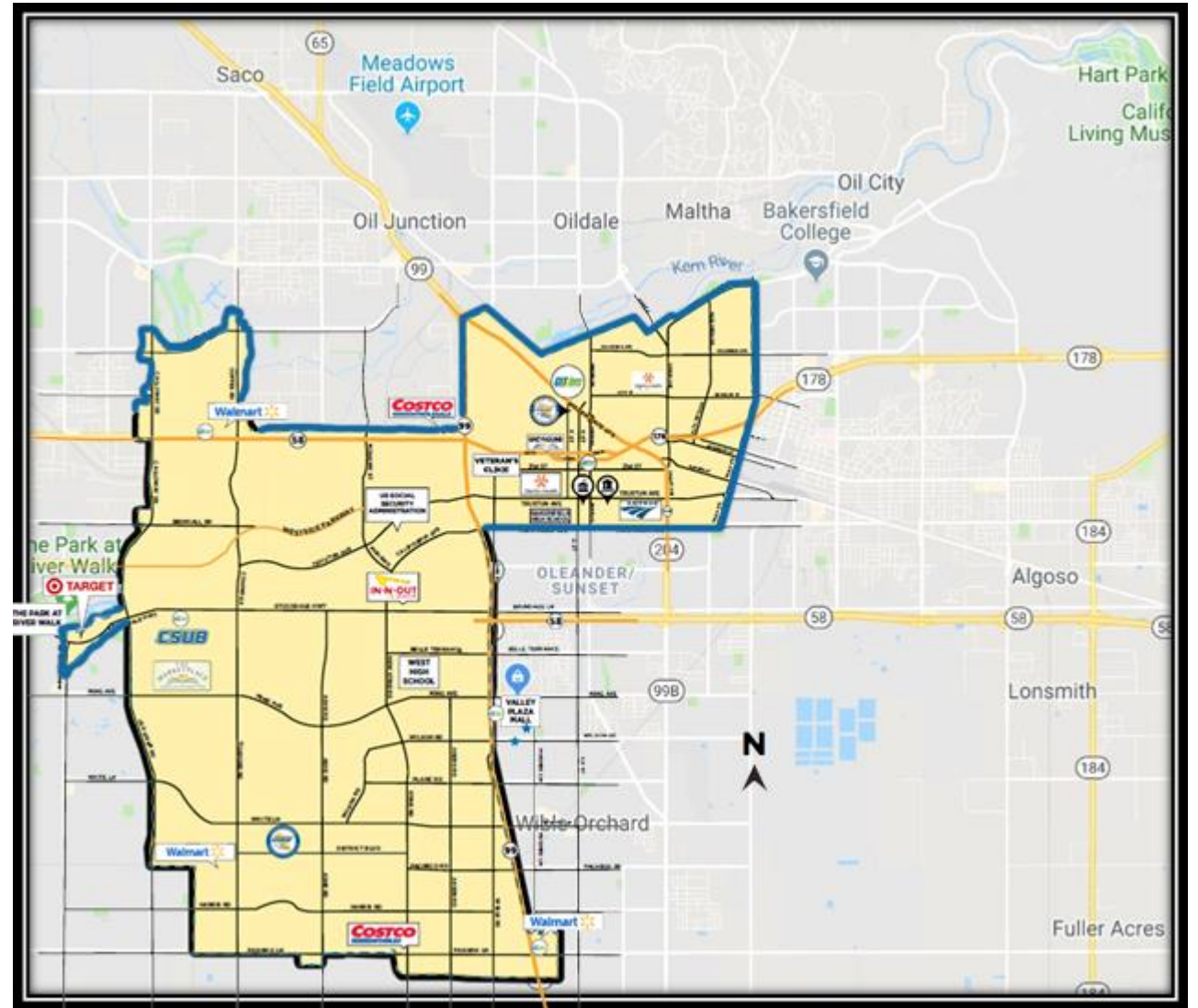
8 people from Administration, Operations, Planning, Marketing, Customer Service and IT





Where we are...

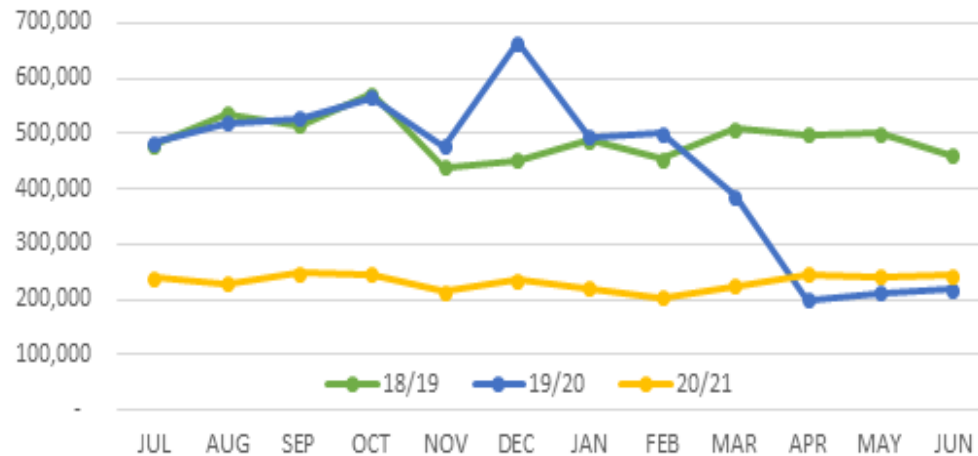
- Expansion of Microtransit Zone
- Change in Fare Structure
- Introduction of NEMT Service
- Rebranding of DR Services
- Internal Changes for Efficiency
- Moving to a Commingled Environment
- Introduction of CTSA – July 2022



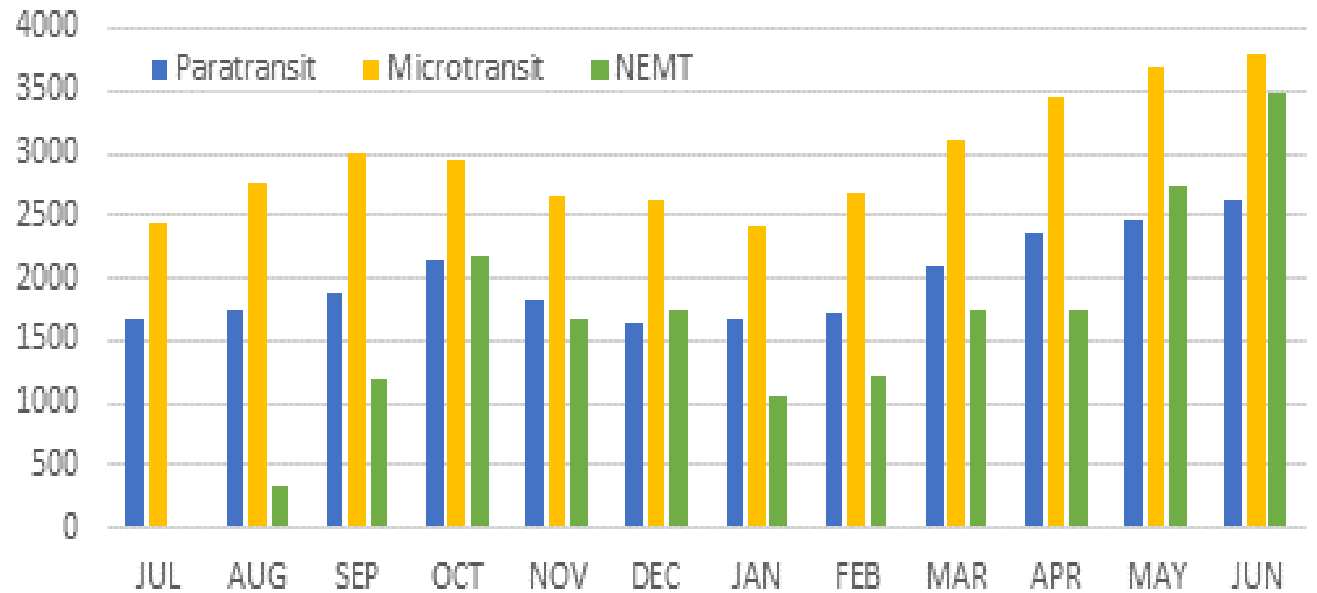


RIDERSHIP COMPARISON

Monthly Fixed Route Ridership



On-Demand Comparison FY20-21



THE RFP

June of 2020 GET issues RFP For Full-Suite Demand Response – 3 services

Wants:

Set out for best of each service:

- Provider with one platform would be preferred
- Interviewed 10 vendors, all with different takes
- Scored on many factors, flexibility and needs

Awarded Contract to Via in Sept 2020

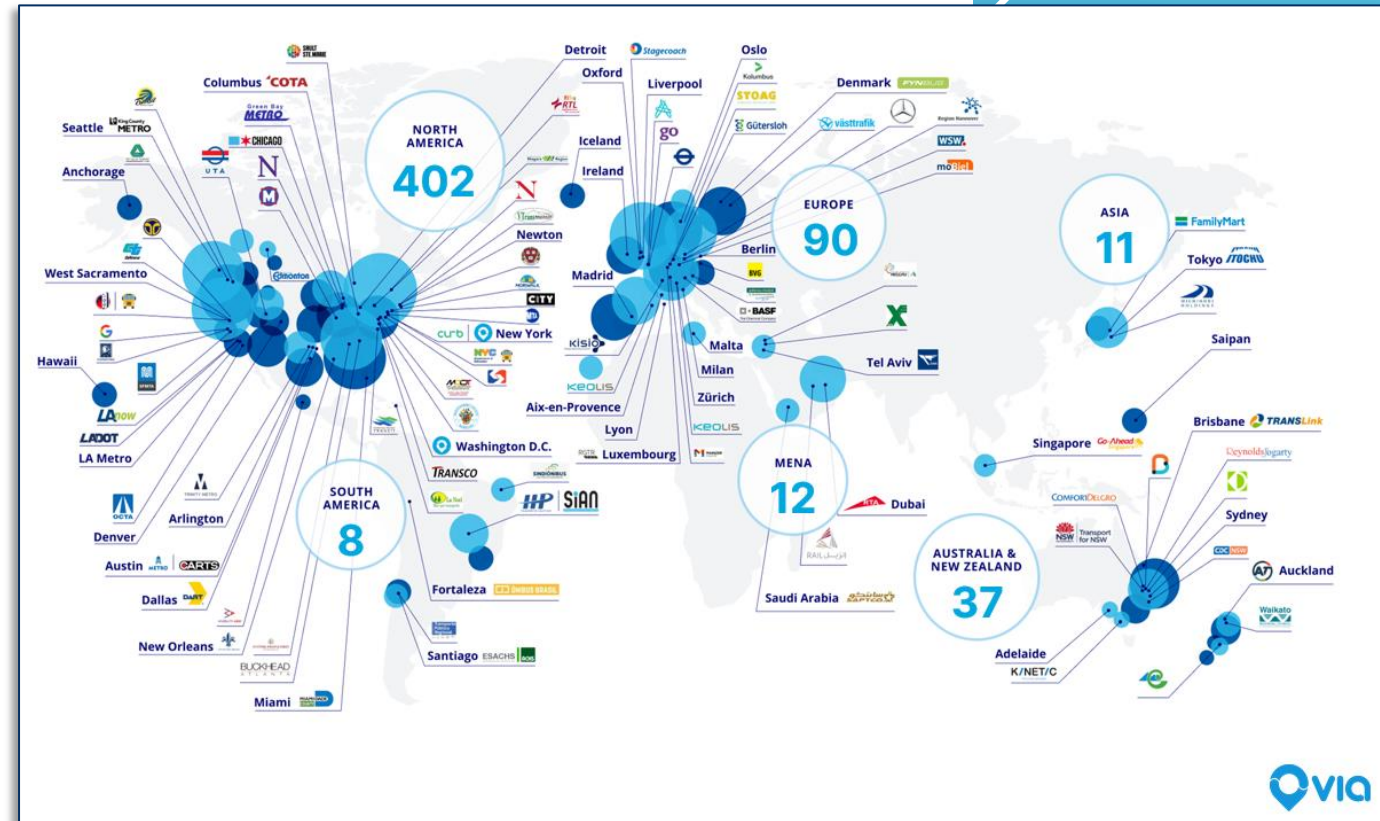
A large, disorganized stack of papers and documents, some with yellow and red string tied around them, illustrating the volume of paperwork involved in the RFP process.

The paperwork is never done

TRANSIT TECH PROVIDER - VIA

Via's Integrated Mobility Solution

Via's technology integrates multiple service modes into a single, unified platform to utilize resources more efficiently, reduce costs, and create a better experience for all users — operators, riders, and drivers.



CURRENT CHANGES

Call Center – all calls, soon one number

Operations - one Demand Response Dispatch Center

Now “On-Demand” –Ryde, Get-A-Lift, NEMT become **On-Demand, On-Demand Paratransit** and **On-Demand Medical Transport** (NEMT)

Moving toward **Commingling**



GET's new Customer Service Call Center

COMMINGLING – WHAT'S THAT MEAN?

Implementation

Launched as separate services – December 2020

Change of Thought

Could we run as one service?

Commingling, Marketing, Departments, Consolidation of Resources

Leading the way

GET is the first to this approach, but other agencies are looking at the idea

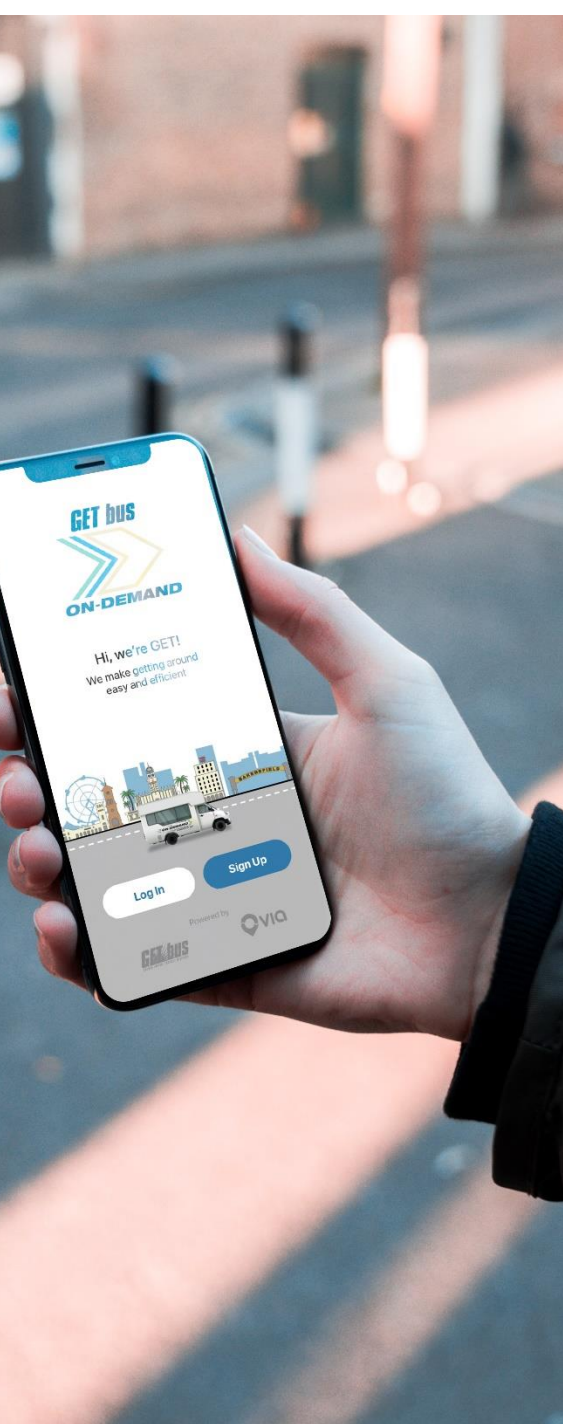
Our method was watch and wait, but technology is allowing us to lead

Key Points

Still have all rules and goals - ADA vs Micro

Will still schedule as now except for one large block of service
pick up times vs. scheduled appointments

Will roll out service slowly (van at a time)





COMMINGLING AT GET

Timeline

February 2022

How do we see it working?

Paratransit with NEMT

NEMT with Microtransit

Microtransit

Single Click to activate





COMMINGLING AT GET

One Pane of Glass

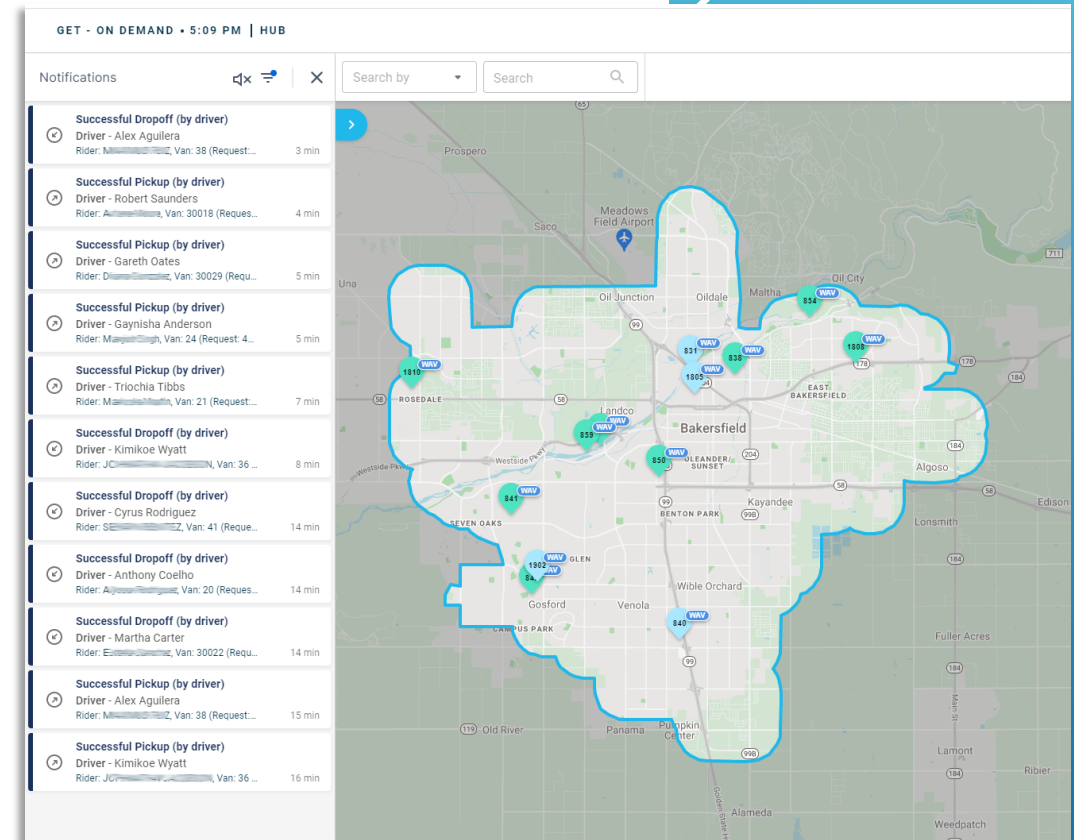
View all Services in one window

One Vehicle, Multiple Services

Efficient operation with less downtime

Agency Changes with a single call
center and focused dispatch

Single APP for Micro/Paratransit



CHANGES AND GAINS

What do we need to do? What do we expect?

Changes

- ▶ Functionally we can break down silos, streamline
 - ▶ **Customer Service** – take all incoming calls / reservations
 - ▶ **Marketing** - All vehicles as one brand, outreach is less service specific, allows us to reach more new, choice riders
 - ▶ **Finance** - streamline allocations to one service.
 - ▶ **Operations** – will manage all 3 services, watch to improve specific efficiencies

Gains

- ▶ Increased efficiencies:
 - ▶ **Maintenance** - instead of 3 vehicles down on one service, 3 vehicles down across the service, PMs
 - ▶ **Operations** - Drivers who no-show/call-out - less effect
 - ▶ **Efficiency on the road** - instead of having a possible 4 vehicles for the ride to be assigned to, 3x that
 - ▶ **System** - Paratransit sign in vs first ride
 - ▶ **Metrics** - 15% increased aggregation to date
 - ▶ **IT / Training** – One software, one solution. Less Training,
 - ▶ **Flexibility** – On-the-fly changes in vehicles and drivers to respond to demand. Ability to make changes within a very short timeframe.



FUTURE POSSIBILITIES

Evening / Weekend Service

Replacement of Underperforming Fixed Routes

Expansion of NEMT

- “500” rides-a-day
- Multiple Service Providers

Expansion into unserved areas before Fixed Route

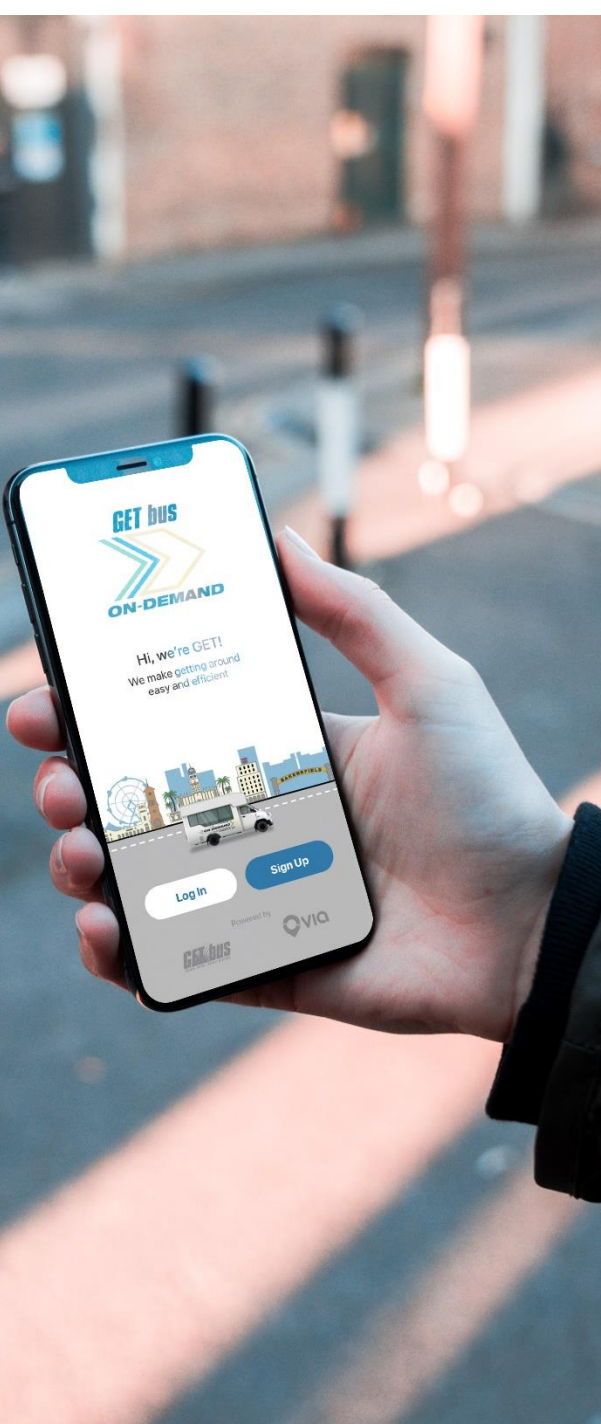
Overnight Service

- Partnerships?

Electric Vehicles

Kiosks for Microtransit and NEMT

Cross-use Passes and Transfers



THANK YOU

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Demand Response – Rider Application

