



Integration of MOD and Public Transit

Nashville Experience

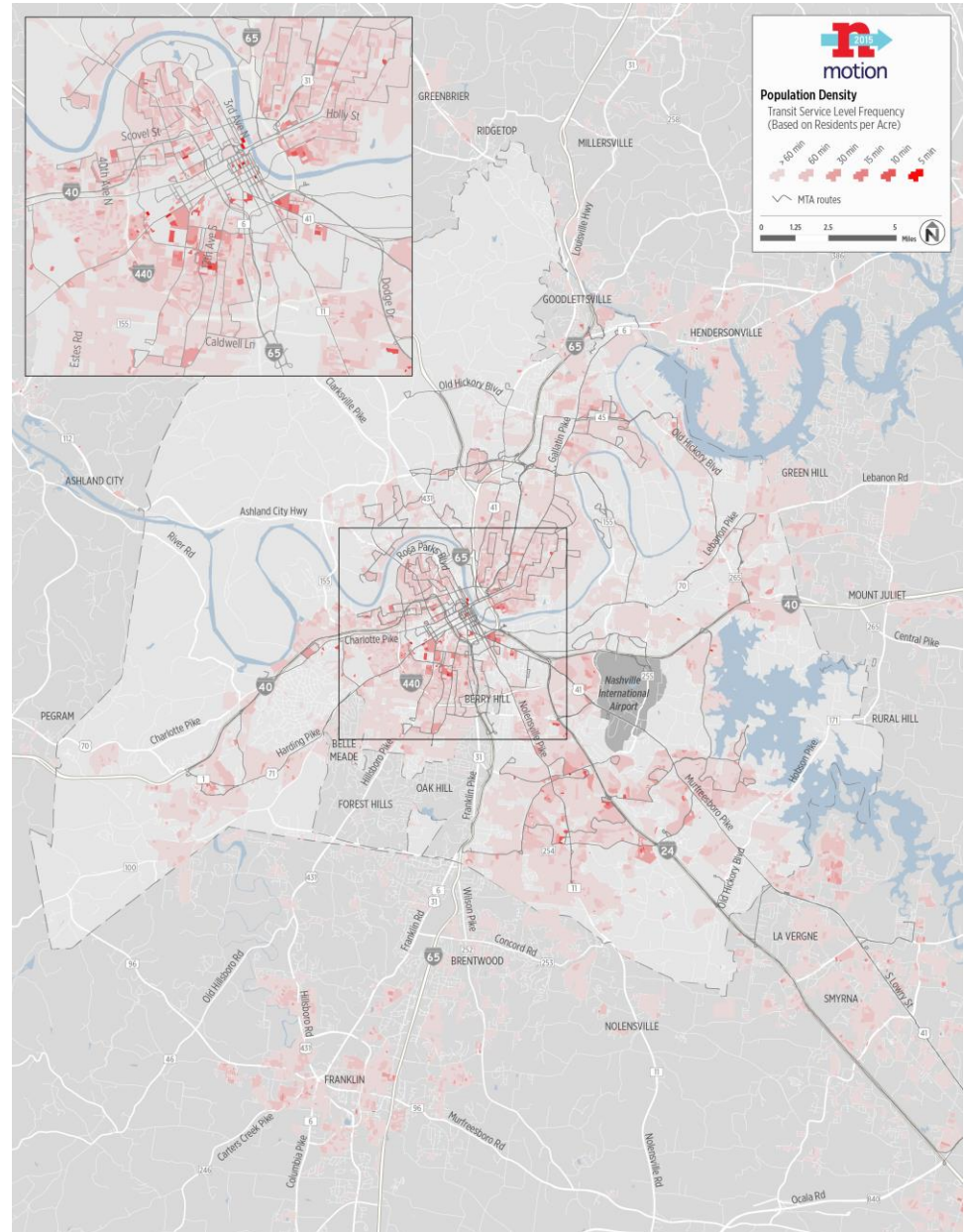


Overview

- Context for Public Transportation in Nashville
- Opportunities and Challenges for the Public Transportation Network
- Experiences to Date with Mobility on Demand
- Upcoming Projects
- Implementation Issues

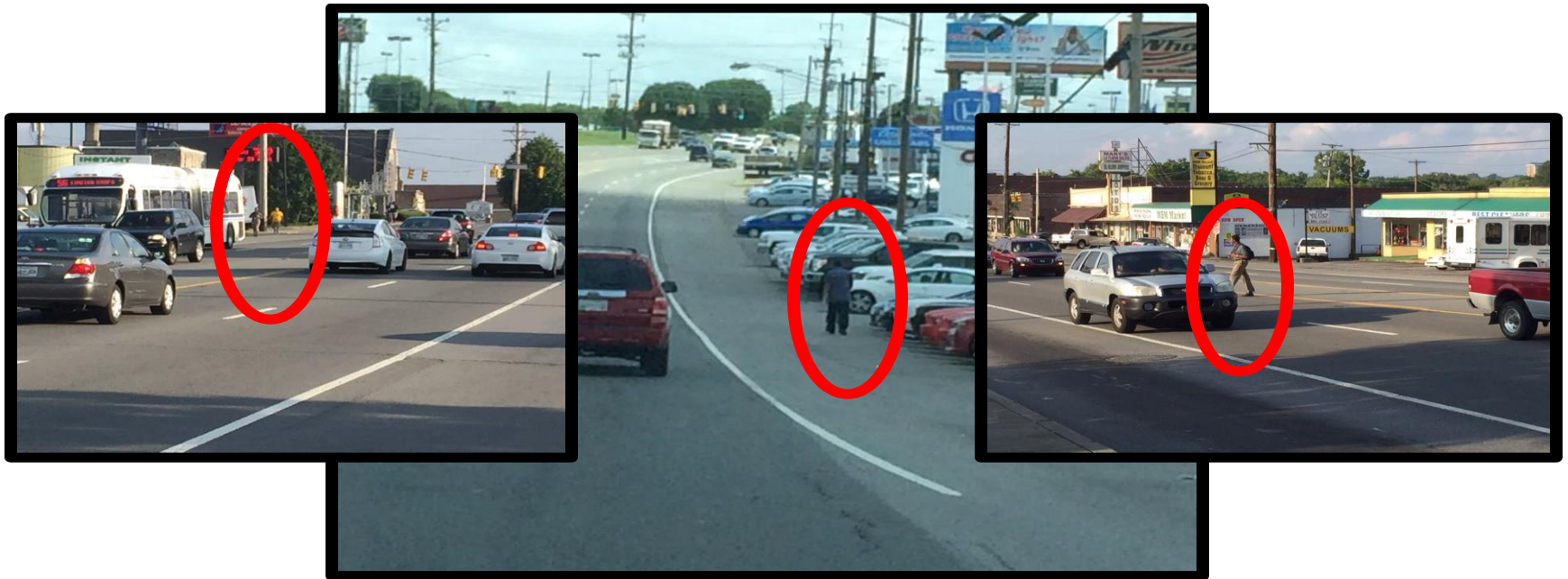
A Tough Place for Traditional Public Transit

- Generally Low Population and Job Density
- Radial Transportation Network
- Gentrification Issues Exacerbate Challenges



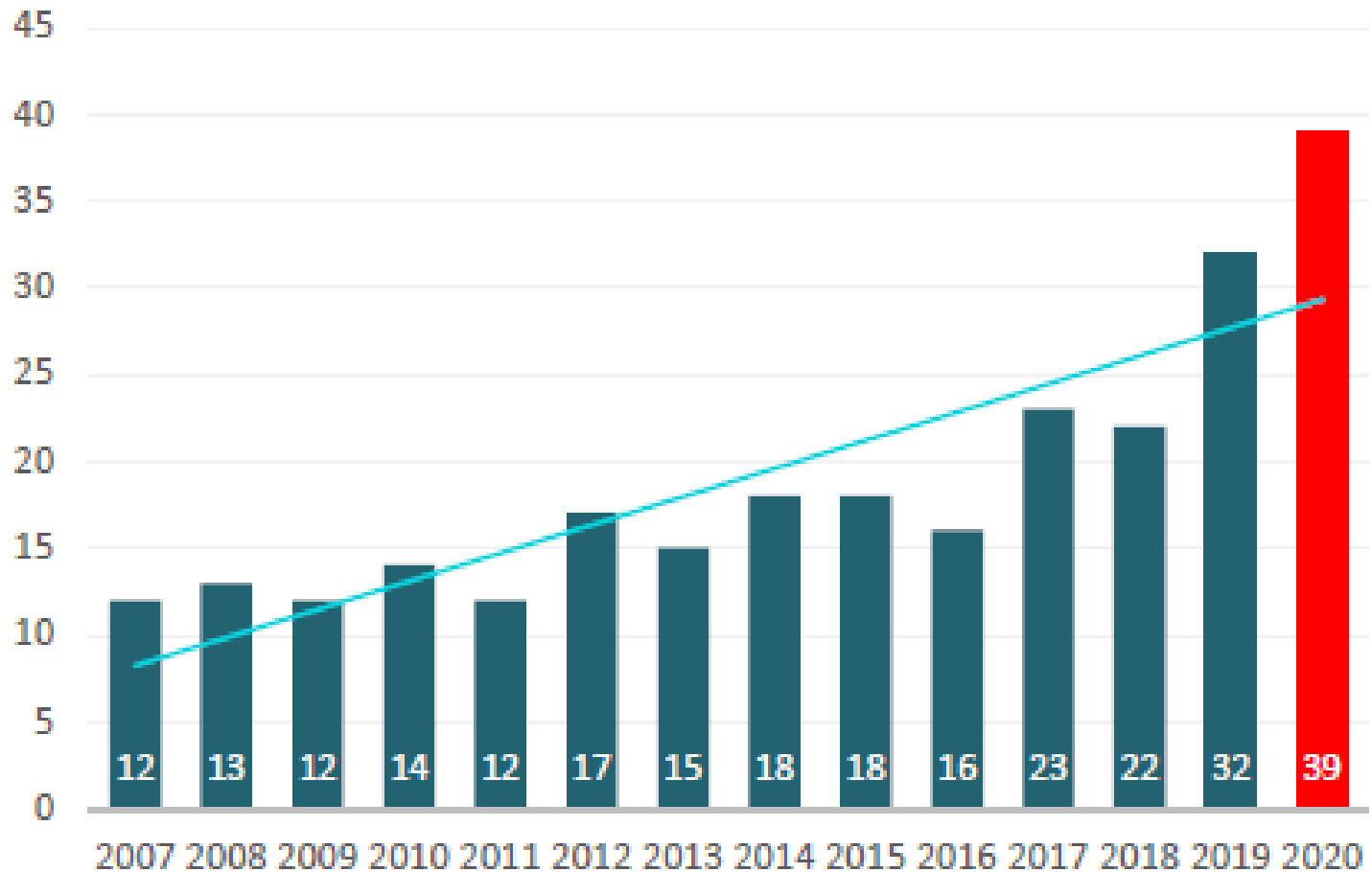
A Tough Place for Traditional Transit

- Infrastructure Not Designed for Transit Users

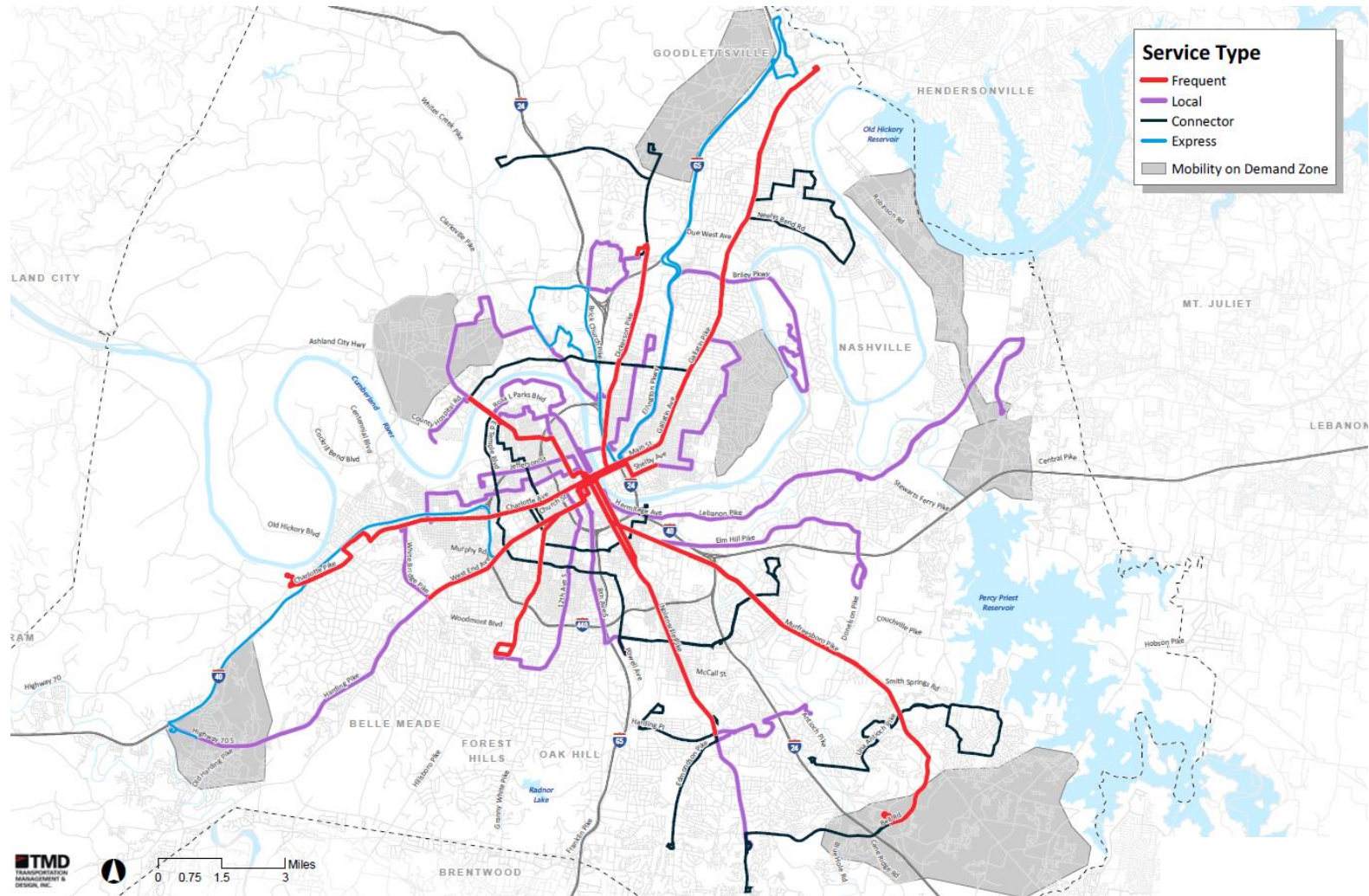


...or Pedestrians

Pedestrians Killed in Nashville



But Some Opportunities



Mobility on Demand: Setting 1

Access on Demand

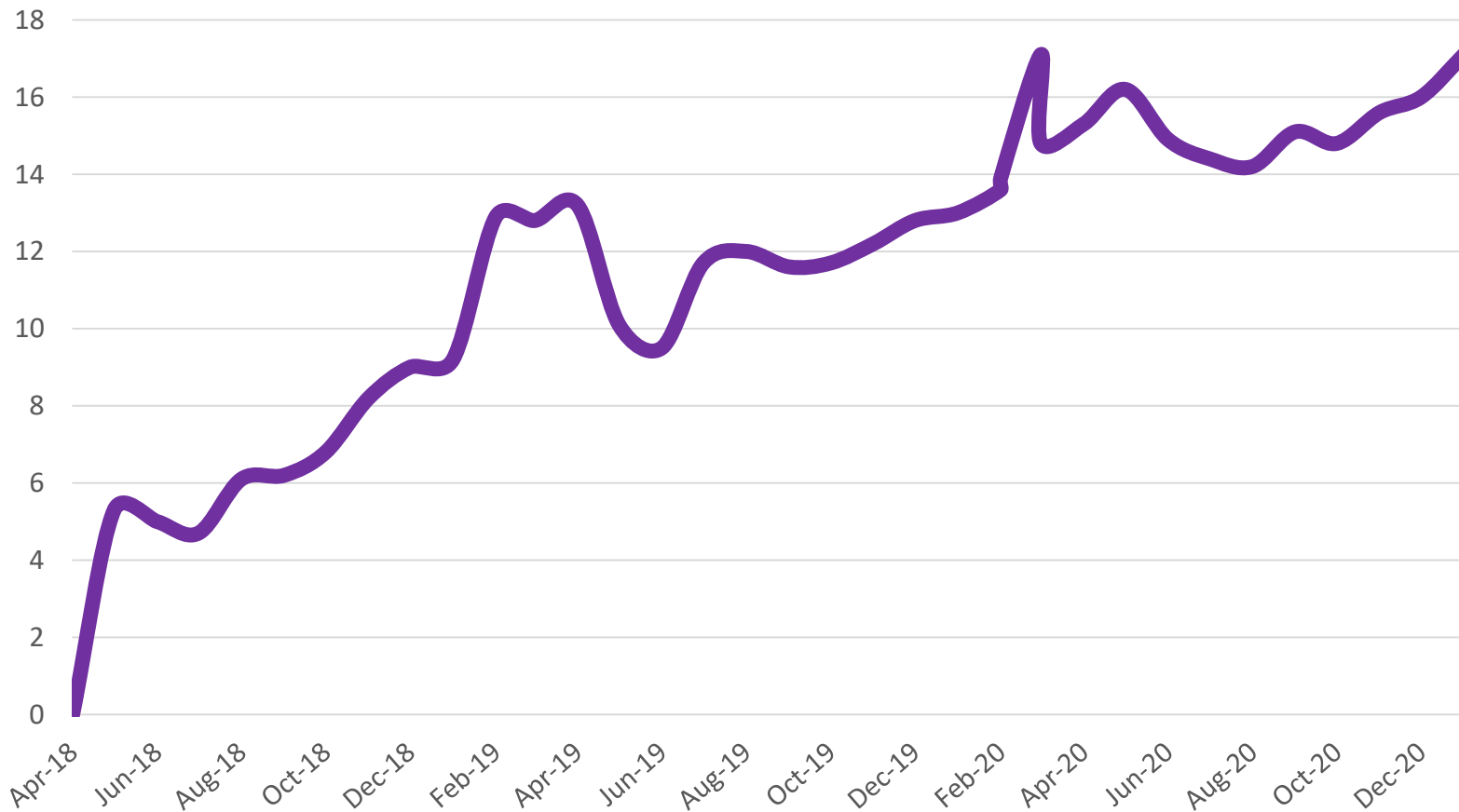


Access on Demand Parameters

- Premium Service Exceeding ADA Requirements
 - 2 Hour v. 24 Hour Advance Reservation
 - Higher Fare (\$7 + Zone Charges v. \$3.70)
- TNC Contractors, But Not The Uber/Lyft Model
 - Drivers Employed, Certified and Trained by TNC
 - 3 Contractors – User Choice Model
 - Wheelchair Accessible Vehicle Availability

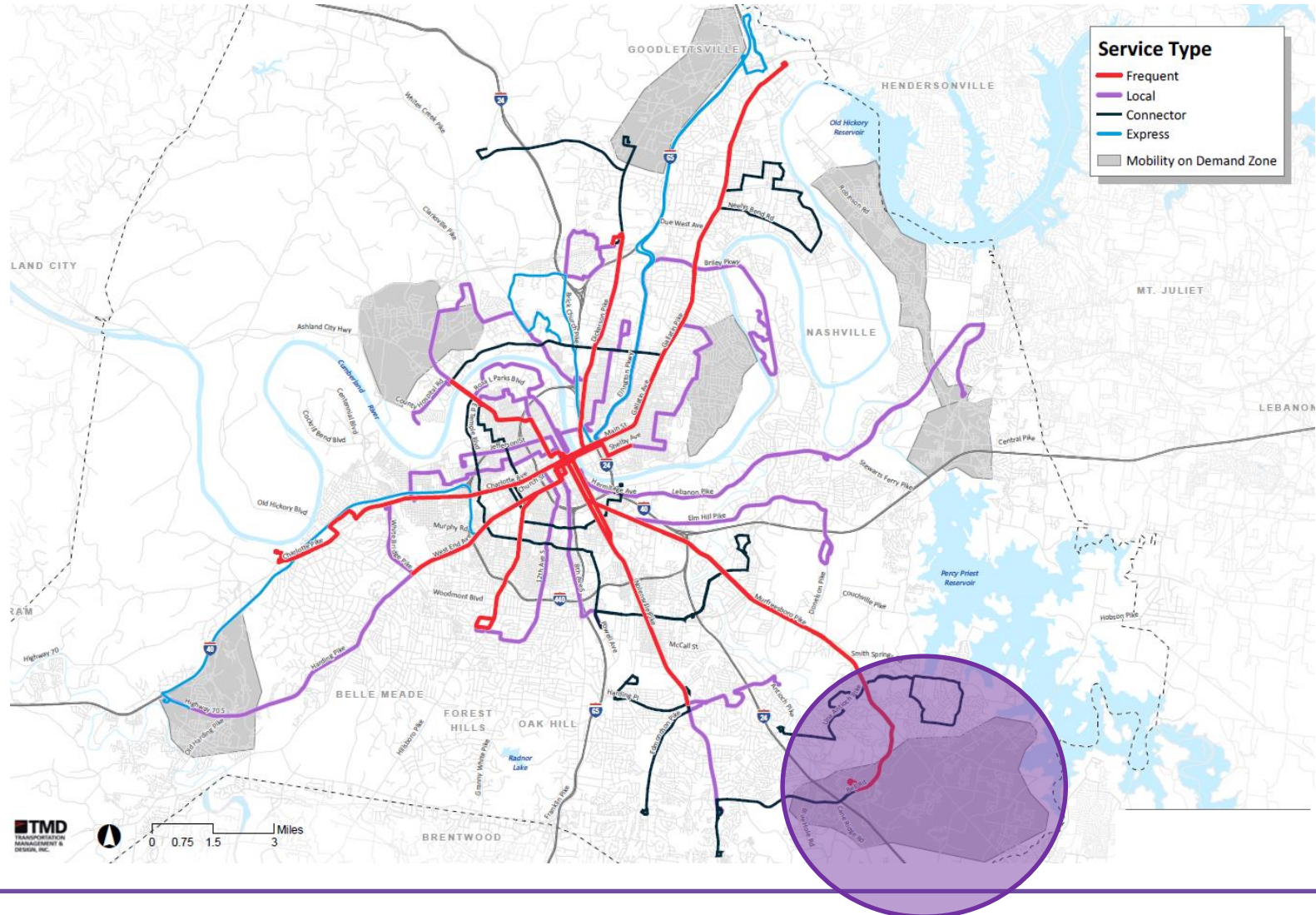
Access on Demand Market Growth

Access on Demand Ridership as a Percentage of Total Paratransit Ridership



Mobility on Demand: Setting 2

WeGo Link

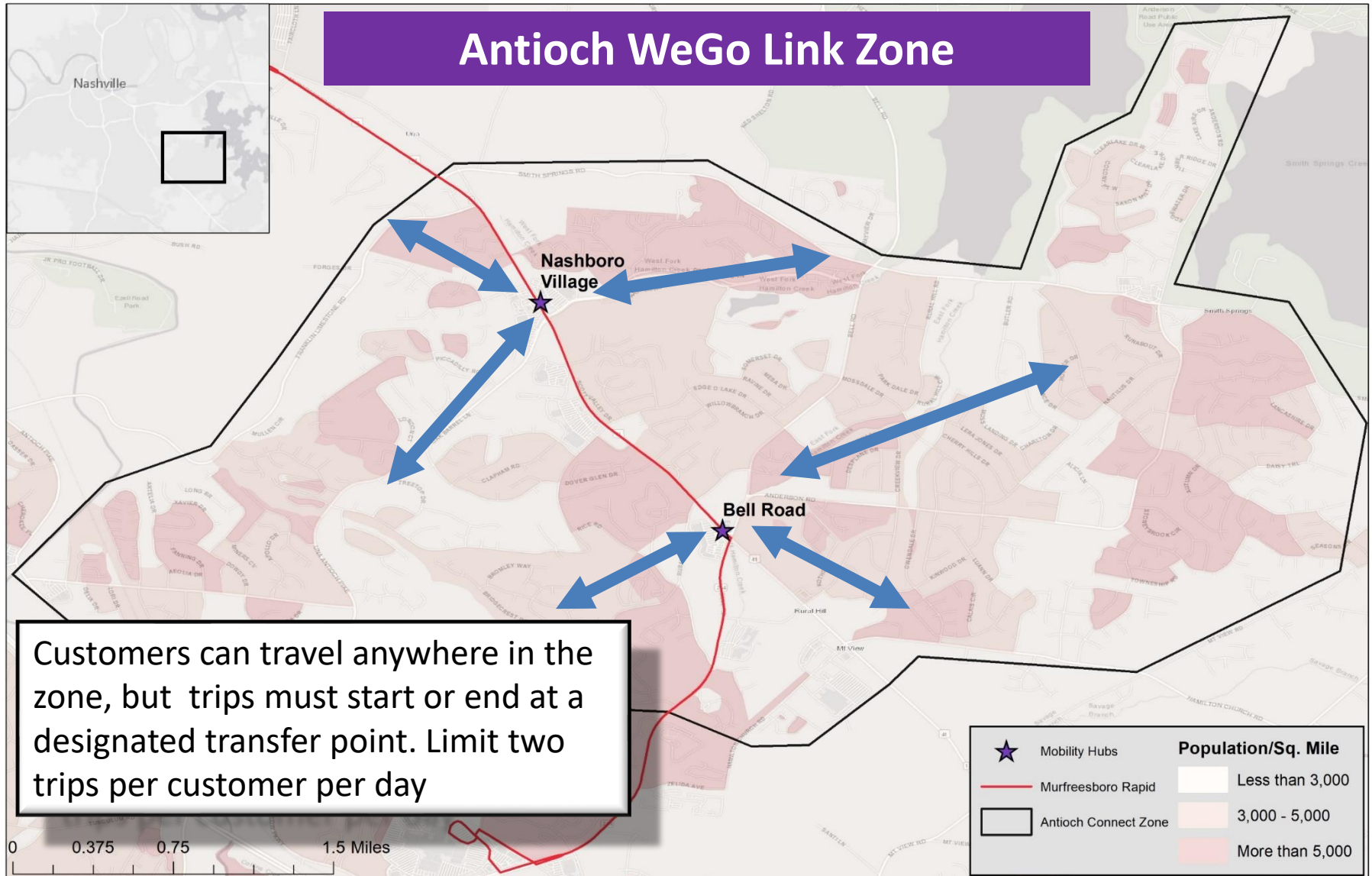


MOD Zone Evaluation Process

- Evaluated on Weighted Criteria, Including:
 - Minority and low-income population density
 - Zero and one vehicle households
 - Employment density and ridership generators
 - Access paratransit trip volumes
 - Proximity to frequent bus routes with ADA-accessible stops and shelters
- 5-8 Square Mile Zones
- Antioch Identified as Most Promising Area Without Significant Existing All-Day Bus Service

Service Concept: 1st/Last Mile Feeder

Antioch WeGo Link Zone



Transfer Location Criteria

- Covered Shelter
- Inbound/Outbound Pairs
- ADA Compliant Stop
- Real-Time Digital Transit Information
- Safe Off-Street Drop Off/Pick Up Area for TNC Vehicles



Fare Structure

- \$2.00 Base Fare with \$8.00 subsidy cap*
 - **Example 1: Total trip cost = \$7.00**
 - » Customer pays initial \$2.00 (base fare)
 - » WeGo pays \$5.00 (remaining trip cost)
 - **Example 2: Total trip cost = \$12.00**
 - » Customer pays \$4.00 (base fare plus overage beyond \$10.00 total trip cost.)
 - » WeGo pays \$8.00 (maximum agency contribution)
- Based on Existing Provider, the Vast Majority of Trips Would only Cost the Customer \$2.00
- Limited to 2 Trips Per Day

**More for wheelchair-accessible trips*

Customer Experience

- Customer chooses between Uber (via app) or one of our 3rd party Access-on-Demand service providers (via phone)
- Customer provides location and preferred bus stop transfer point
- Trip subsidy and customer fare is automatically calculated and applied during booking
- Customer can track vehicle ETA within the Uber app or by calling the Access service provider
- Customer billed for their portion of Uber trip through Uber account, WeGo billed for subsidy portion

Implementation Issues

- **Contracting Issues**
 - Indemnification and Insurance
 - Data Sharing/User Information
- **User Equity Issues**
 - ADA Accessibility
 - Smart Phone Availability
 - Access to Credit Cards
 - Language Barriers
- **Social Justice Issues**
 - Employment Status of Rideshare Drivers
- **Labor Relations Issues**
- **Regulatory Issues**
 - FTA Reporting Eligibility
- **Market Adoption**
- **Long-Term Systems Integration Issues**
 - Fare Collection
 - Itinerary Planning Apps
 - User Seamlessness

Thank You!