

REGIONAL TRANSPORTATION COMMISSION

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# MOBILITY ON-DEMAND PILOT PROGRAMS



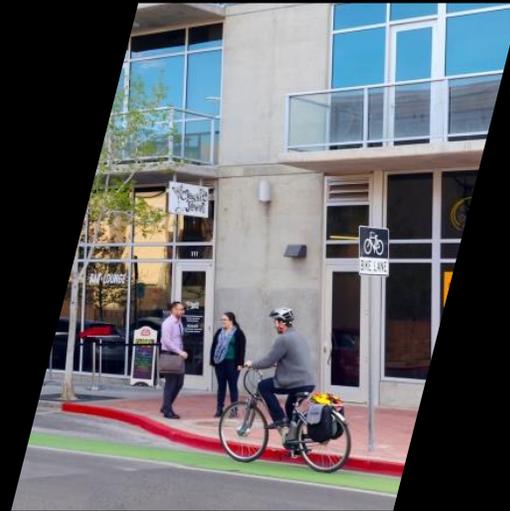
# WHO WE ARE



**Transit**



**Roadway  
Planning & Funding**



**Southern  
Nevada Strong**



**Traffic Management  
Systems**



# BUS SERVICE

64.4 Million Passenger  
Trips in FY 2019



39 Transit Routes



\$114.4 Million  
Contracted Service  
Cost for FY 2019



Regional Transp

# TRANSIT ROUTES



# WORKFORCE MOBILITY PROGRAM



Fanatics





OUTREACH



# HEY, ATHLETES!

Check out our partnership with Lyft for your last-mile rides to work from designated RTC transit stops.

## Questions?

Dona Fortner

[dfortner@fanatics.com](mailto:dfortner@fanatics.com)

## DOWNLOAD



# RESULTS

## FIRST YEAR:

- **1,320** Lyft rides
- **3,111 miles** that employees would have walked to and from bus stops
- Total cost to the RTC: **\$1,320**

# ADVICE AND LESSONS LEARNED

## ADVICE

- Look for private-sector employers willing to contribute financially.
- Employer engagement and on-site employee outreach is key.
- Data analysis and pre-implementation is important.
- Clearly brand pick-up and stop locations.

## LESSONS LEARNED

- Challenge companies to sharpen their pencils.
- Participation may ebb and flow depending on the industry.

# MICROTRANSIT ON THE STRIP



# RESULTS

A nighttime aerial view of a city, likely Las Vegas, featuring the Eiffel Tower replica and the High Roller Ferris wheel. The scene is illuminated by city lights, with a dark blue sky and a prominent tower in the background.

**MAY 1, 2019 TO NOVEMBER 9, 2019:**

- Total Riders: 48,433
- Total Rides: 16,373
- Average group size: 3.09
- Average wait time: 7.2 minutes
- Average trip mileage: 4.4 miles
- App rating: 4.93 out of 5 stars

# ADVICE AND LESSONS LEARNED

## ADVICE

- Be FLEXIBLE!
- Adjust service levels and evaluate pricing structure by analyzing performance and demand
- Adjust marketing efforts by instituting an end-of-ride survey and analyzing results
- Seek partnerships from businesses who can assist with promoting the service

## LESSONS LEARNED

- Limit the soft launch to a week, rather than a month
- A competitive service isn't welcomed by all



# PARATRANSIT SERVICE

1.35 Million Total Rides  
in Fiscal Year 2019



\$39.9 Million  
Contracted Service  
Cost for FY2019



Ride Fixed Route Free



# RIDE ON-DEMAND PILOT



# OUTREACH



CITY OF HENDERSON

SENIOR FACILITY



# RESULTS

## FEBRUARY 2018 TO SEPTEMBER 2019:

- 252 active clients
- 39,107 trips taken
- \$666,956 cost savings, or 495
- \$17.95 cost per ride to the RTC
- 94.57% satisfaction among Lyft clients (129)
- 100% satisfaction among Tango Car clients (26)

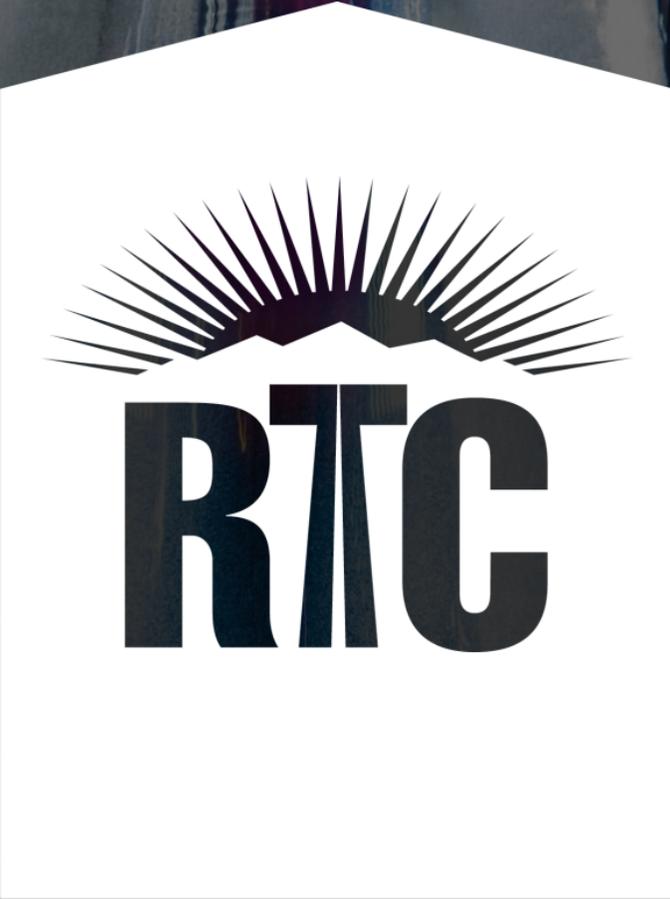
# ADVICE AND LESSONS LEARNED

## ADVICE

- Know what you are trying to solve for
- Start small and slowly, and be strategic
- Build in time for customer education and training
- Be conservative in extending the service

## LESSONS LEARNED

- A small group allowed us to address issues more quickly
- Don't overpromise, and set expectations
- Don't make assumptions about your client base
- Continued communication and routine surveying captures valuable feedback and data



**RTIC**