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
WORKFORCE MOBILITY PROGRAM
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

Download

[ Lyft logo ]
[ riderRTC logo ]
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

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
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