



**Pierce
Transit**

Mobility Innovations

Penny Grellier

Business Partnership Administrator

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524

WASHINGTON
C4313C

First/Last Mile

- FTA MOD Sandbox \$205,000
- Partner with Lyft
- Fully subsidized rides
- Connects to transit at designated spots
- As of 9/30/19: 6,644 trips, \$11/trip

Plans to continue similar service



Microtransit

Microtransit systems are not restricted by an individual's mobility needs or their ability to use fixed route transportation. They often act as an extension of regular transportation services through a partnership with public transportation departments.

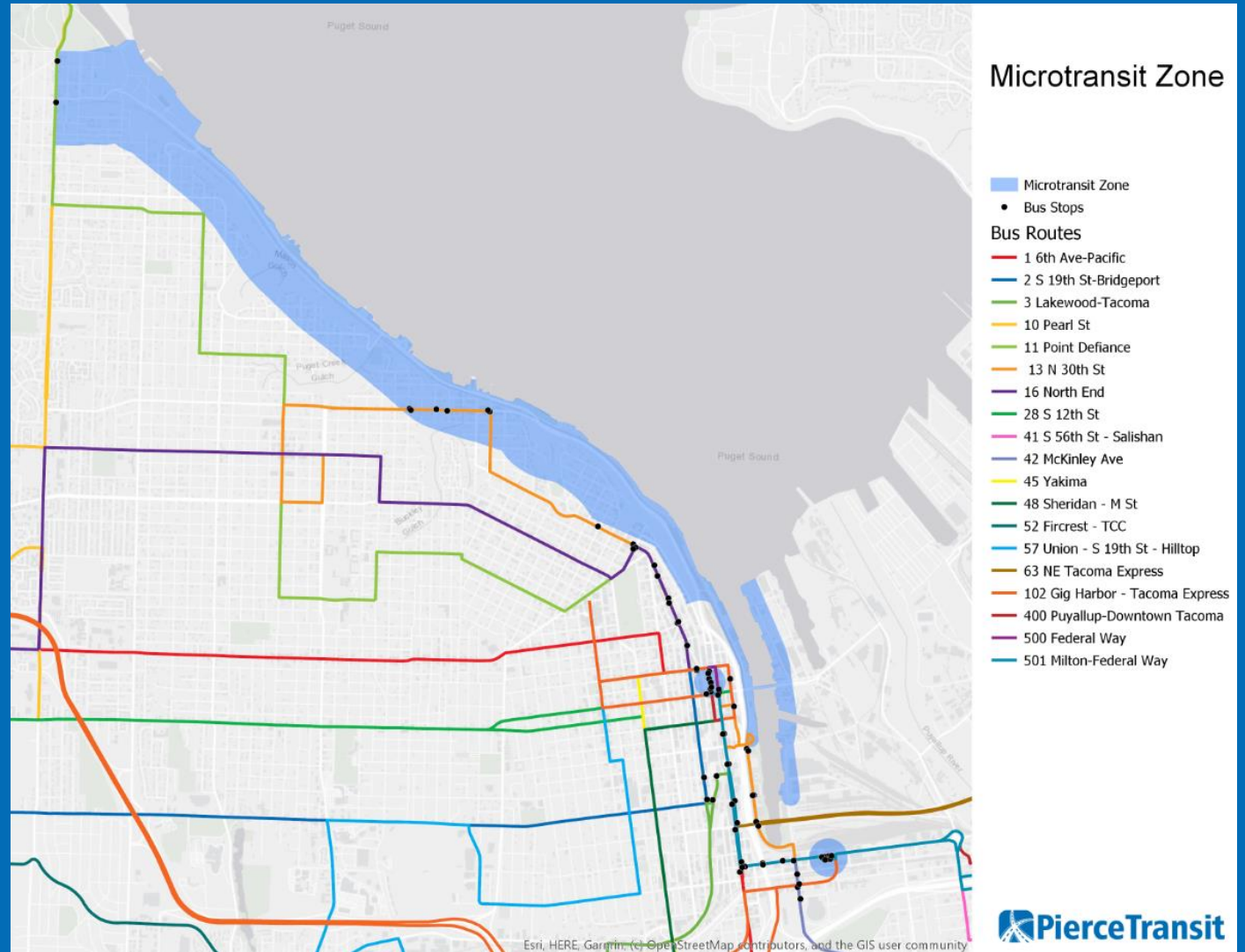
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Transit agencies are implementing microtransit solutions that improve the rider's experience by operating small-scale, on-demand public transit services that can offer fixed routes and schedules, as well as flexible routes and on-demand scheduling.

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Service area

- App-based, on-demand
- No route, no bus stops
- Feeds into existing routes at N. 51st, downtown and TDS
- Pick-ups and drop-off in the zone, at connection points



Service details (proposed)

- 7 days per week
- 6am to 11pm
- Headways roughly 15 minutes
- 3 vehicles on road at all times (including ADA)
- Call center for those without smartphones
- Fare payment method TBD

Service cost (proposed)

Software/app	\$42,000 year
Call Center	\$6,000/year
Vehicle with Operator	\$2.17/mile
Hop-on/Hop-off	\$1.00/instance
Monthly Reporting	\$500/month
Estimated overall cost	\$230,000

Project 'next steps'

- Negotiate Agreement
- Partners meet
- Service design finalized
- Marketing plan finalized
- Service begins

Questions?

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253-589-6886

pgrellier@piercetransit.org