

# CDTC Transit Task Force

# MICROTRANSIT

The logo for the Central District Transit Authority (CDTA) is located in the bottom right corner. It features the letters 'CDTA' in a bold, white, sans-serif font. The letters are stylized with horizontal lines passing through them, giving it a modern, dynamic appearance. The background of the slide is dark blue with a faint, light blue pattern of overlapping lines and curves, suggesting a transit network or infrastructure.

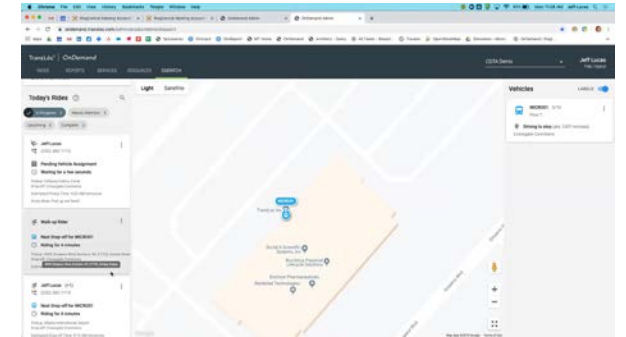
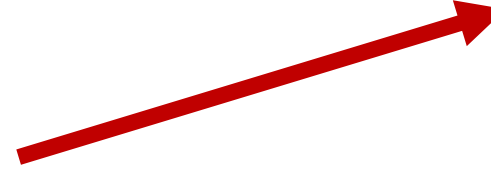
# WHAT IS MICROTANSIT?

- Public transit's version of Transportation Network Company (e.g., Uber/Lyft) type service
- Customers request a ride through mobile app or phone call
- Usually operated by local transit agency with shared use vehicles picking passengers up in dedicated areas
- Curb-to-curb travel, includes connections to transit hubs
- Cover food and transit deserts; expand system hours



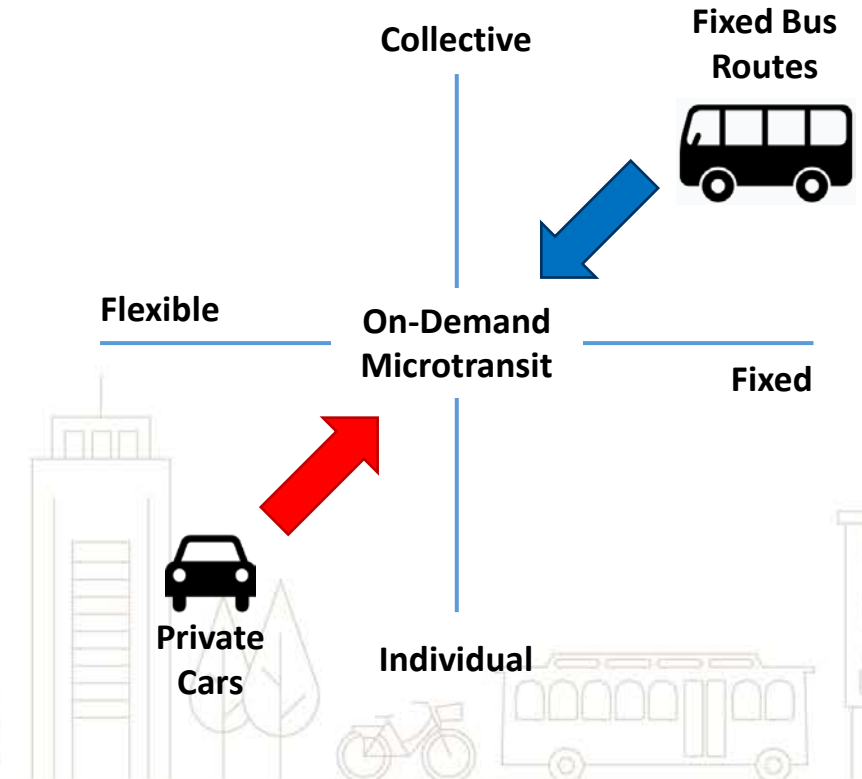
# HOW IT WORKS

- Customers request a ride within the area through:
  - Mobile app on smartphone or tablet
  - Phone call to dispatch
- TransLoc software analyzes ride requests to create optimized shared “routes”
- Routing is transmitted to vehicle operator tablets, which provide turn-by-turn directions



# WHERE DOES IT WORK?

- Provide coverage to areas not served well by fixed route transit
- Replace less efficient routes and/or route segments
- Provide supplemental service during off-peak times (nights, weekends)
- Provide Guaranteed Ride Home instead of taxis



# TRANSLOC, INC.

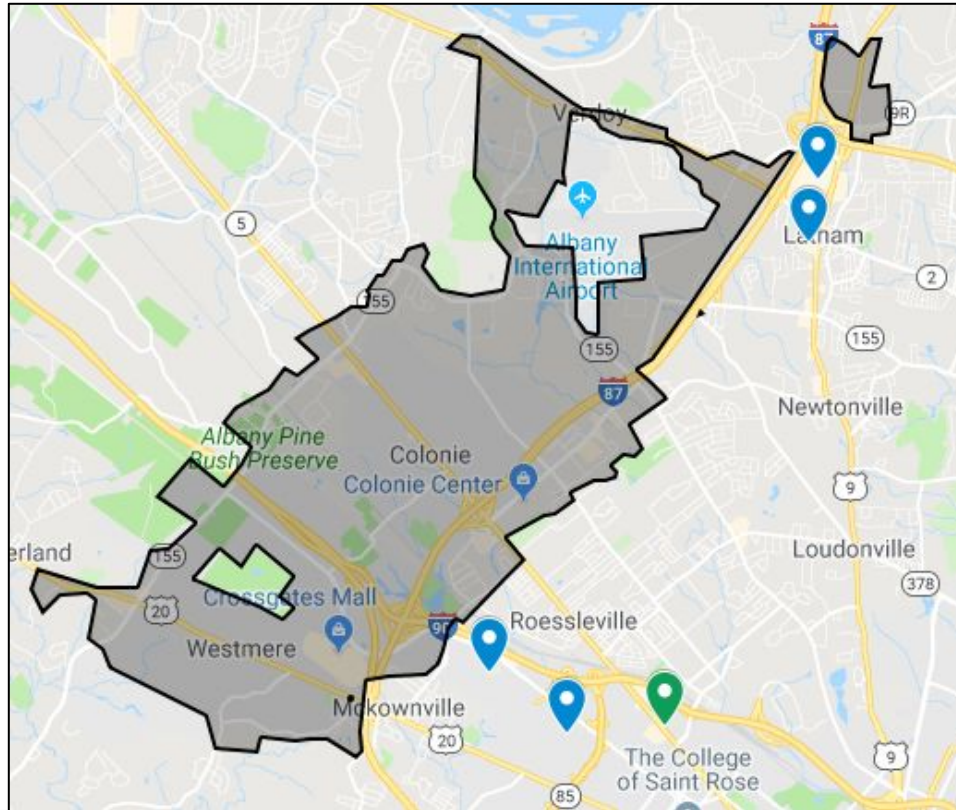
- Subsidiary of Ford Smart Mobility
- Data scientists, developers, and marketing staff
- Emphasis on operating microtransit w/transit agencies
- Working in 55+ cities across the country
- CDTA to operate pilot with Transloc in Fall 2019



FORD **SMART MOBILITY**



# MICROTRANSIT PILOT



- Guilderland / Colonie Area
- Pick-ups / drop-offs anywhere within area or at transfer points in Albany and Latham
- Currently under-served by fixed-route transit due to suburban / auto-centric development
- **Fare-free** for first 6 months; then priced between transit and ride-sharing



# SCHEDULE

- Ongoing marketing work:
  - Branding, promotion, operational logistics
- Mid-to-late October
  - Vehicle delivery and testing
- Late October
  - On-site training for operators and dispatch
- Late Fall
  - Service launches



**Ford Transit Microtransit Vehicle**

