



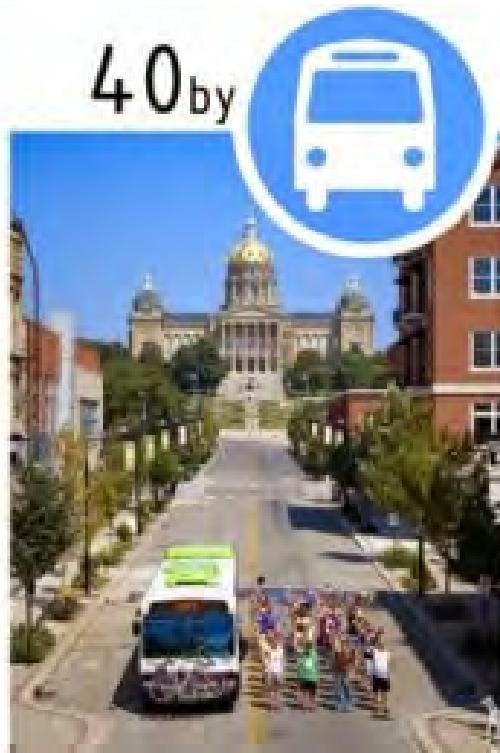
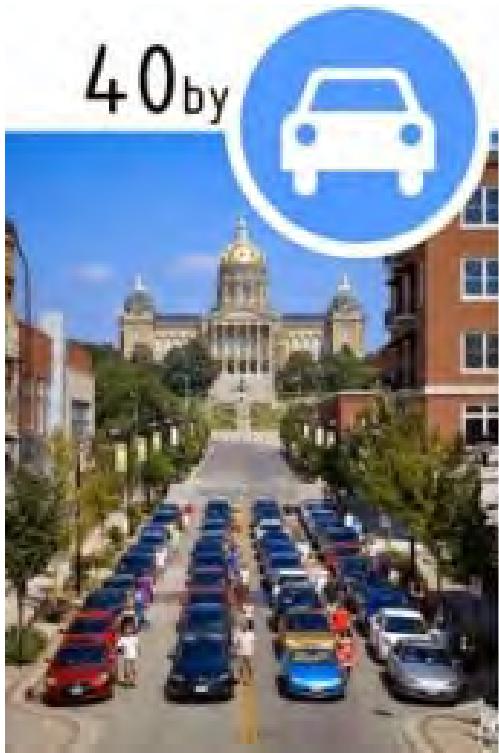
Transit Research Board

Committee Meeting

Donna DeMartino, RTD CEO

August 14, 2019

Public Transit is Good for Cities



Buses are Important and Have Evolved



Today's Buses:

- are safer and smarter
- have the latest technology features
- produce low or no emissions.
- integrate with traffic signals and Smartphones



Buses have always been the backbone of our public transit systems, providing over 51% of all public transit trips.

Buses operate in cities where there are no other transit options

Buses provide services to people who cannot afford TNCs.

Rightsizing our Services and Fleet to Meet the Needs



Commuter



BRT



Electric BRT



Hoppers – Deviated Fixed Routes



RTD Go! UBER Partnership

Van Go! Mobility on Demand



Rate	One-Way Trip	Day Pass	Transfer to Fixed-Route
Regular	\$4	\$10	Free
Discount*	\$3	\$7	Free

All fares are valid for groups up to four people.
Fares subject to change without notice.
(*Discount applies to seniors ages 60 and over, persons with disabilities, U.S. veterans, Medicare cardholders, and all other eligible passengers with a valid Discount First Card (DFC).)

Use the RTD Van Go! app on your smartphone

[App Store](#) [Google Play](#)
or call 1 (800) FOR-RIDE
(367-7433)

Pay with credit/debit through the RTD Van Go! app or pay cash to the driver.

RTD [sjRTD.com/VanGo](#) [Facebook](#) [Twitter](#) [YouTube](#) [LinkedIn](#)

TRANSPORTATION THAT'S A WORK OF ART
RTD Van Go!
On-demand service throughout San Joaquin County

Starting March 25, 2019
Go anywhere within the zones below!
*Pick up and drop off must be within one zone.



\$4 ONE-WAY TRIP

Weekend & Holiday Service Available

Rideshare Service will transport you and up to three friends for \$4. Free service to and from most service to continue longer trips.

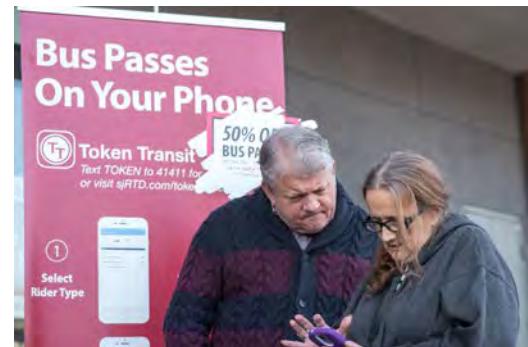
Accessible & Safe vehicles can transport wheelchairs. Drivers are professionally trained, licensed, and prepared to help.

7 days a week
Weekdays: 6:00 a.m. – 6:00 p.m.
Weekends: 6:00 a.m. – 10:00 p.m.

RTD [sjRTD.com/VanGo](#)

If Public Transit is So Important and So Evolved, Why is Ridership Down? What Can We Do?

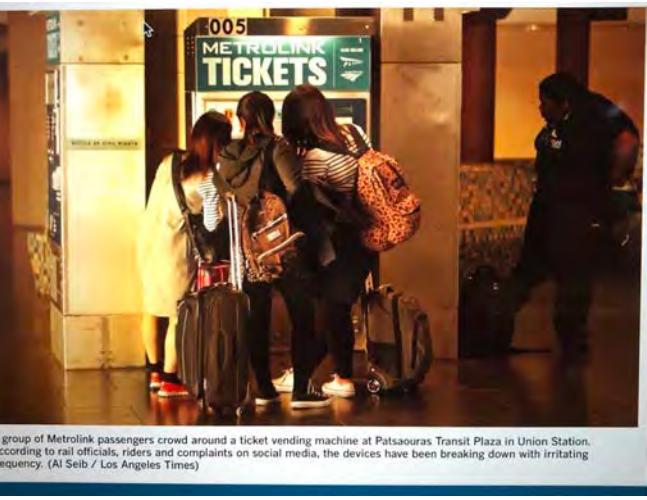
- Redefine services in our communities
 - Making the right investments
- Focus on becoming Mobility Managers in our communities
- Refine Mobility as a Service (MaaS)
 - New apps, partners, options
- But, what can we do now?



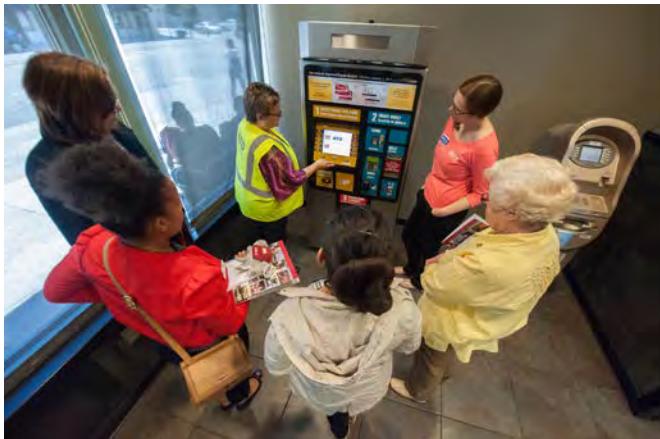
Does it Need to be So Difficult to Use Public Transit?



Schedules



Fare Payments



Connectivity



The places you can go with public transit, but how?



Building Blocks to MaaS

We are getting better, but most of us still have a long way to go.

We have a BIG GOAL. Are there some building blocks to help us get there?

- Can we create intuitive and easy options for our customers to plan and pay to use services in our communities?
- Can we provide intuitive and easy options for our customers to integrate into our neighboring transit services, if they need to journey outside of our service areas?
- Then, can we integrate other mobility options - bikes, scooters, car sharing services – so our customers see us as a great partner and an essential part of their mobility options?