



JOSEPHINE COUNTY ON DEMAND TRANSPORTATION SERVICE SOLUTIONS

Prepared for:
Josephine Community Transit

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FEHR PEERS



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EXECUTIVE SUMMARY

This report recommends the implementation of three different types of on demand transportation service in Grants Pass. The following document describes the operations, marketing, evaluation and economic benefits of the proposed on demand transportation services to complement Josephine Community Transit's (JCT) existing fixed route service. The documented analysis in this report describes how the services being recommended will provide reliable, comprehensive and cost-effective transportation options in the Grants Pass area for a wider range of users. The three different proposed services being recommended are:

1. First last mile service (FLM) – This service provides riders with access between bus stops/stations and any location within the designated service area. This service would operate concurrently with JCT service, from 6:30 am to 6:30 pm. This service will help residents, visitors and employees who are too far from bus stops to access fixed route transit.

2. Point to point daytime service (P2P daytime) – This service provides riders with access between any two points within the designated service area. This service would operate concurrently with JCT service, from 6:30 am to 6:30 pm. This service will help those that want to travel within Grants Pass where transit does not currently operate.

3. Point to point evening service (P2P evening) – This service provides riders with access between any two points within the designated service area after JCT operating hours, from 6:30 pm to 9:30 pm. This service will provide transportation to those who need to travel in the evening after fixed route services stop operating.

In order to inform the operations model and characteristics of these services, an existing conditions analysis of Josephine County was performed to assess demographic and built environment factors as well as map how residents and visitors currently travel within the county by analyzing

big data of smart phone locations purchased from StreetLight Data, Inc.. This analysis provides insight into the potential demand for an on demand transit service—both from users currently taking other modes and trips not being made (latent demand). This analysis revealed that most (94 percent) of trips in the region have an origin and/or destination in Grants Pass. The specific volumes were used to determine ridership estimates of the proposed services.

Best practices were also researched through a literature review and case studies of communities with peer on demand transportation services. A review of the literature provided insight into wait times, costs, destination types, ADA and non-smart phone use as well as potential long-term risks. The case studies of four communities' peer on demand services revealed the importance of marketing these services, collecting and evaluating data, and integrating on demand services with the existing fixed route transit system.

These three services are proposed under two different provider models—operated by a Transportation Network Company (TNC) or operated by Josephine Community Transit (JCT). A third provider model, run by existing contractors who provide non-emergency medical transportation, is also a possible model. It is described at the end of this section, but not covered in detail in this report.

This report outlines the pros and cons of the two provider models including the costs, risks, long-term considerations and legal components. A service area is defined for all three service types, determined based on key destinations, demand, and cost-effectiveness.

A summary of the forecasted ridership and costs for each service type, discussed in detail in **Appendix A**, are summarized here. It is important to estimate ridership demand to determine the potential benefits of this program, estimate the costs and calculate the cost-effectiveness.

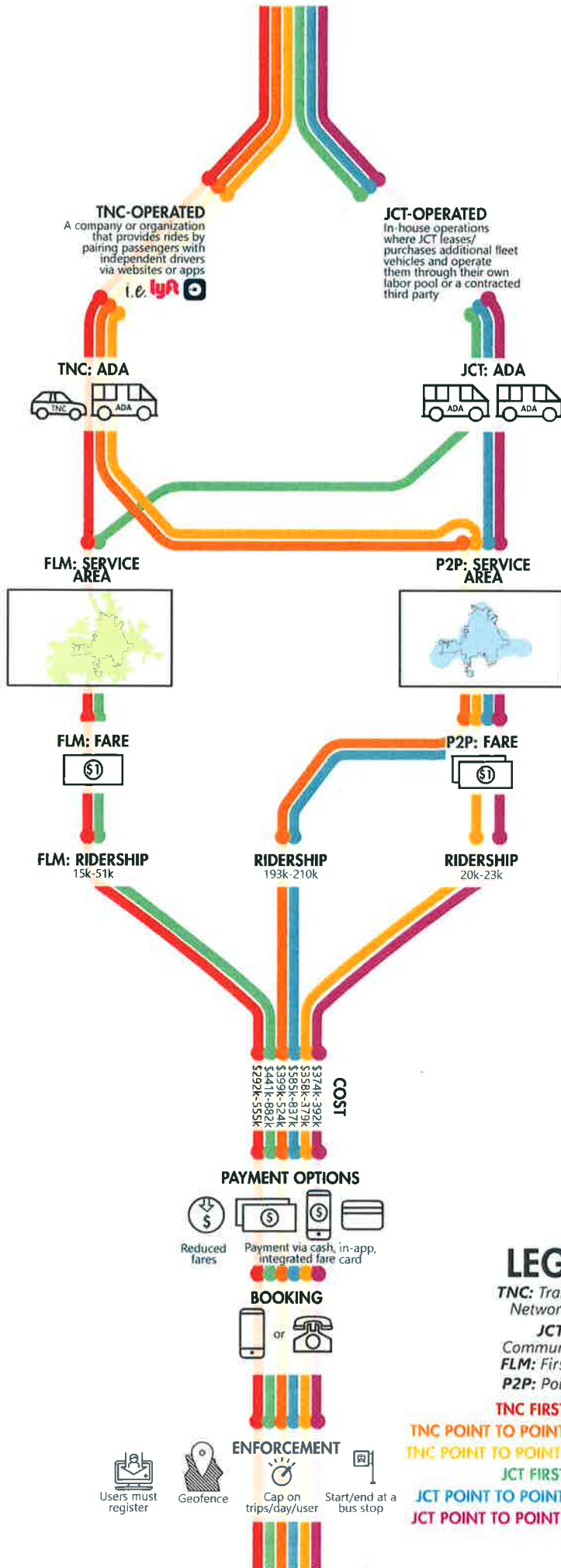
This report also provides recommendations and guidance



on details of the operations of these services including how users will book a trip, recommended fare for users, and how to enforce compliance with the intended trip types and eligibility. This includes specific recommendations on implementation such as funding sources, how to phase from a pilot to permanent program, and accompanying projects such as curbside management and wayfinding.

A benefit-cost analysis was also conducted, which assesses the costs in relation to an estimation of the monetized direct and indirect benefits of these three service types. This analysis reveals that the ratio of cost to benefits is greater than one for all proposed services.

Lastly, this report includes a Marketing Plan and Evaluation Plan for the proposed services. The Marketing Plan emphasizes the importance of branding, signing and promoting these services through key outreach events, media and information distribution to target audiences that will benefit most from the pilot. The Evaluation Plan defines the goals of the pilot and identifies corresponding performance measures and data points to those goals, in order to be able to assess the success of the services during and at the end of the pilot.



WHAT IS ON DEMAND SERVICE?

An efficient solution to complement the existing services in the region and expand affordable mobility options.



Shared rides



Door to door service

Small to medium size vehicles



Flexible routing



Flexible scheduling

LEGEND

TNC: Transportation Network Company

JCT: Josephine Community Transit

FLM: First-last mile

P2P: Point to point

TNC FIRST-LAST MILE

TNC POINT TO POINT (DAYTIME)

TNC POINT TO POINT (EVENING)

JCT FIRST-LAST MILE

JCT POINT TO POINT (DAYTIME)

JCT POINT TO POINT (EVENING)



BACKGROUND INFORMATION

Grants Pass has the highest density of population, employment, children, the elderly, low-income, low vehicle access, those with disabilities and key destinations

EXISTING CONDITIONS

- 94% of trips within the JCT service area start or end within Grants Pass and 69% occur entirely within Grants Pass

- Other high priority nodes for future phases of the program include Cave Junction, Wolf Creek and Merlin

BEST PRACTICES

Lessons learned from interviews with:

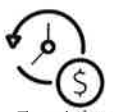


LITERATURE REVIEW

Spurred questions such as: *how can long-term risk be assessed and mitigated, how does level of service provided by TNCs compare to transit agencies, how can equity considerations be incorporated, will this program reduce active modes, will on demand service take away from fixed route ridership?*

IMPLEMENTING AND ASSESSING THE PILOT

ECONOMIC BENEFIT



Travel time savings



Increased access to jobs and services



Job creation



Increased transit fares

IMPLEMENTATION



Funding through federal grants or state and local funding sources



Phasing from pilot after a year to full time implementation

MARKETING



Target markets: low income families, transit dependent, elderly, students, youth

JCT

Build off JCT brand



Outreach and promotion

EVALUATION



Important to measure, track and analyze data from the existing pilot

Collect key data points from provider



Conduct surveys to all users

Goals-> Performance measure-> Data