

GoWake Access Transportation Advisory Board (TAB) Minutes

April 7, 2021 – 9:00-11:30

Information to Join

[Join Microsoft Teams Meeting](#) (link embedded)

In attendance

Danielle Omori

Hannah Lundy

Sean Abrams

Akul Nishawala

Allyson Faizon

Anita Davis

CJ Loomis

Connor Jones

Kenny Coleman

Kevin Wyrach

Will Sutton

Kimberly Scott

Mical McFarland

Sharon Peterson

Claudia Garay

Chris Whitenhill

Bryan Coates

Mae Freeman

- I. Welcome and Introductions** (*Danielle Omori, TAB Chair*)- 5 minutes
- II. Adjustments/Updates to the Agenda** (*Danielle Omori, TAB Chair*)-5 minutes
- III. General Public Comments** (*Danielle Omori, TAB Chair*)- 10minutes
 - No general public comments
- IV. Meeting Minutes** (*Danielle Omori, TAB Chair*)- 5 minutes
 - Akul moves to approve minutes, Kevin Wyrach seconds
 - Minutes approved
- I. Final Report on NE Microtransit Plan**-(*Anita Davis-Haywood/Will Sutton KFH*)-20 minutes (presentation attached)
 - In November 2020, GoWake and KFH and Associates began the study phase of the plan to implement a microtransit pilot project in NE Wake County
 - Akul Nishawala: when determining service hours options, did the project consider people working unconventional time windows (retail, for example)?

- i. Will Sutton, KFH: yes, but for the pilot, they were hesitant to operate in lower-demand hours, so for expansion options, we could show productivity and usage. In addition, the survey indicated demand for 8-5 hours
 - ii. Anita Davis: GoWake decided on option 2 (8 hours, 3 vehicles) due to budget, but throughout project, we will be looking at data and adjusting service based on usage. Ultimately, GoWake is hoping to expand hours and into other areas
 - iii. Sharon Peterson: flexible based on information that we get from service and community
- Danielle Omori: how early can someone book a trip?
 - i. Anita: can book up to 14 days in advance - via phone app or call center hours
- Anita: for the pilot, GoWake is considering fare-free service, but need to make sure it doesn't create over-capacity issues
- Chris Whitenhill: what type of data will be collected?
 - i. Hours used
 - ii. Total cost per trip
 - iii. Revenue per trip, net cost per trip, fares collected
 - iv. Trips per revenue hour
 - v. Unique individuals
 - vi. Trips through smartphone vs call center
 - vii. % of denied trip
 - viii. Average ridership per week
 - ix. Wait time
 - x. Customer rating
 - xi. On-time performance
 - xii. Miles and minutes per ride
- Chris Whitenhill: is there survey information for low-income passengers?
 - i. Not at this time, but it is something GoWake can look at including in future surveys
- Anita: the current name is "GoWake NE Smart Ride"
 - i. Akul Nishawala: maybe change "NE" to subtitle instead of main name – make Smart Ride the primary part of title. Kevin Wyrach agrees.

II. PTASP/SSP Update-(Kennard Coleman)-15 minutes

- ⊖ Change to agenda: remove item below, move approval of PTASP and SSP to June meeting
 - ~~i. Requested action: Approval of the SSP Updates. Signature of Board Chair~~
- Updates: FTA extended enforcement from December 31, 2020 to June 30, 2021.
- Hope to make recommend edits by the end of April and resubmit to FTA Assistance for any final comments

V. Trips/Funding Report (Hannah Lundy) – 10 minutes (attached)

- **Vaccine Transportation Update**
 - i. Trips/Outreach efforts

- Akul Nishawala: what is the procedure for waiting with a passenger during vaccine appointment?
 - i. Hannah Lundy: if it's a drive-up facility such as PNC, we wait with them; for drop-off facilities, we have a 30 minute turnaround

VI. Vendor Report (*CJ Loomis*) – *10 Minutes* (attached)

- Akul Nishawala: can we compare current numbers to early lockdown numbers, rather than pre-COVID19?

VII. Complaints Report (*Claudia Garay*) – *5 Minutes* (attached)

VIII. Good of the Order announcements- *5 minutes*

IX. Adjourn

GoWake Access
Transportation Advisory Board (TAB)
April 7th, 2020 – 9:00am-11:30am

Welcome and Introductions





Adjustments/Updates to the Agenda

General Public Comments? (3 minutes)

Meeting Minutes

Requested action: Consider approval of the 12/2/20 TAB meeting minutes.

NE Wake County Micro Transit Study Updates

- KFH Group, Inc
 - Presentation on Final Microtransit Plan

Northeastern Wake County Rural Microtransit Service Plan

GoWake Access TAB Meeting | April 7, 2021



Study Overview

- Project Background
- What is Rural Microtransit?
- Key Service Characteristics
- Study Tasks & Implementation Steps
- Key Takeaways

Project Background

- Wake County recently awarded an FTA Integrated Mobility Innovation (IMI) grant
- Northeastern Wake County Rural Microtransit Service
 - Greatly improve access to jobs, school, healthcare, and other community services
 - Focuses on the most transit dependent in the most underserved transit area in Wake County
- Tremendous potential to increase transit ridership and expand opportunities for residents

Rural Microtransit

- Goes beyond the traditional “first mile, last mile”
- Service up to **5 or 7 miles** from major destinations
- All the benefits of microtransit
 - ▷ On-demand and real-time – book when you’re ready
 - ▷ Dynamic routing and scheduling – route will vary
 - ▷ Operates within a “geofenced zone” – shorter trips
 - ▷ App based – leverages your smartphone and new tech



Northeastern Wake County Rural Microtransit Service

- Northeastern Wake County (including Rolesville, Wendell, and Zebulon)
- The microtransit pilot project is derived from previous plans
 - Wake County Coordinated Human Service Public Transportation Plan
 - Wake Transit Plan

GOALS FOR THE PILOT PROJECT

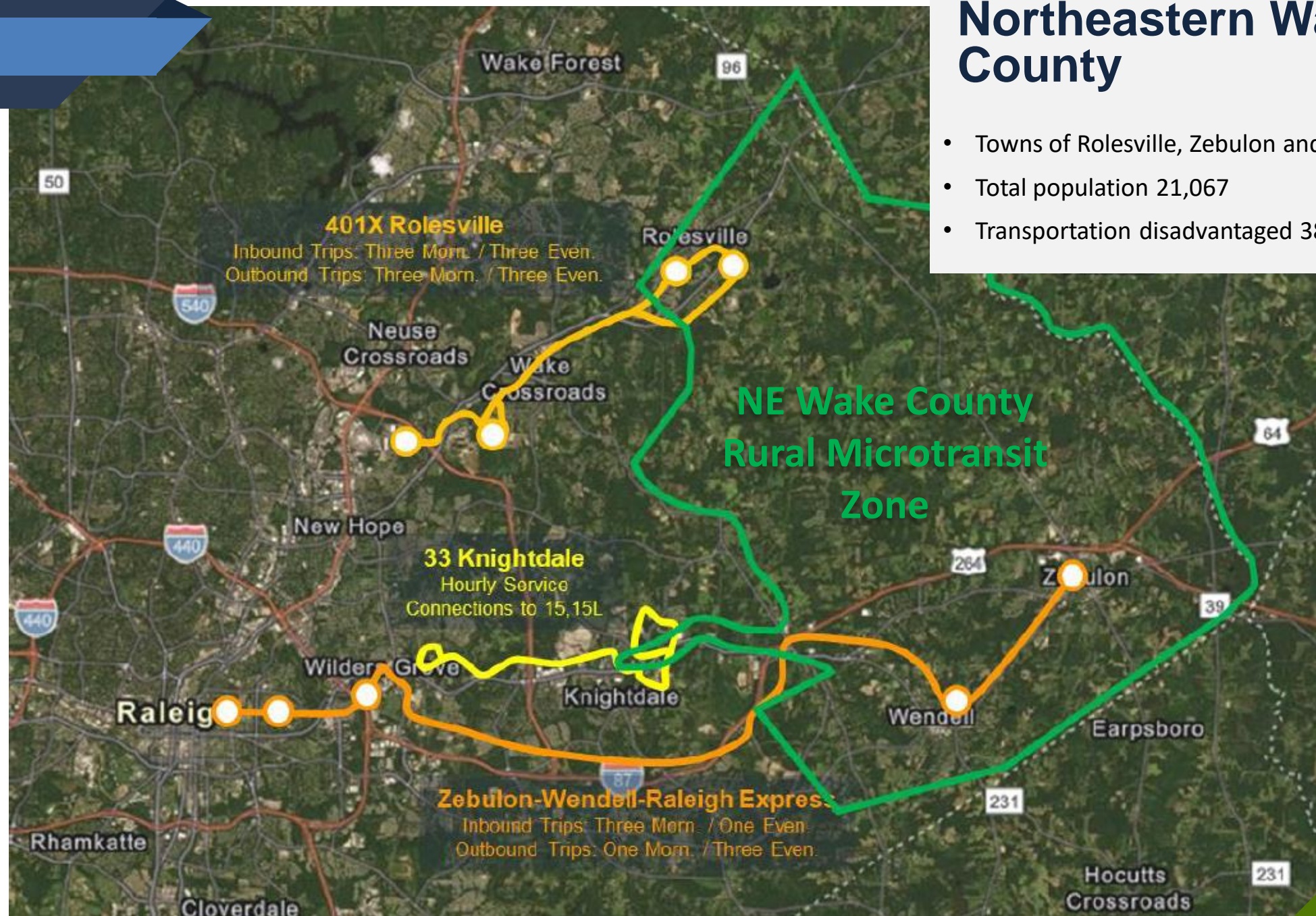
1. Exceed in tripling the number of residents in the zone that utilize public transit.
2. Decrease average system operating cost by at least 25% in the microtransit zone.

Key Service Characteristics

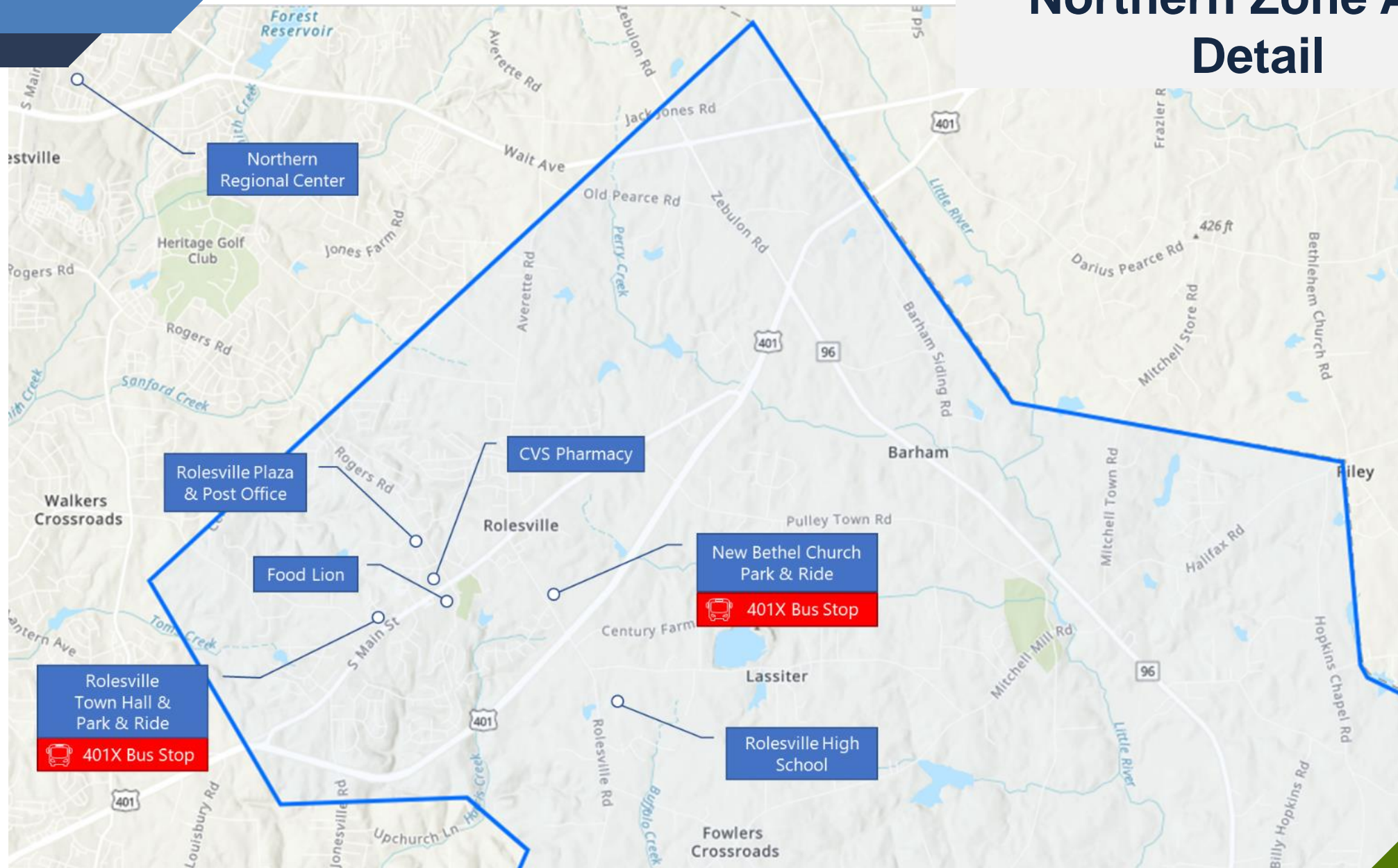
- **Wait Times** – service is available in real time, wait times must be consistent and reliable
- **Shared Trips** – shared trips will increase efficiency and performance
- **Regional Connections** – trips outside of the zone are available through transfers to regional services
- **Enhanced Service** – increases access and flexibility, but this is not a replacement for existing demand response service

Northeastern Wake County

- Towns of Rolesville, Zebulon and Wendell
- Total population 21,067
- Transportation disadvantaged 38%



Northern Zone Area Detail





Microtransit Service Plan

- Communications Plan
- Operations Plan
- Capital and Technology Plan
- Five-Year Financial Plan
- Evaluation Plan
- RFP for Contract Services



Communications Plan

- Microtransit service was well received by the community
- Outreach revealed that wait-times of 30 minutes or less would be preferred
- A fare range of \$2 to \$4 per trip was commonly cited, and the need for regional fare integration
- A service span of Monday to Friday from 7:00 a.m. to 6:00 p.m. was the ideal
- Approximately 90% of survey respondents use a smartphone
- Beyond marketing, public education on microtransit is needed

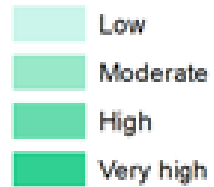
Service Plan

- Wait/response time is a major factor in operations
- Geofenced zone must balance size and vehicles
- Additional considerations for safety in rural locations
- Identified regional transfer locations
- Working through contract and partnership options for service
- Existing conditions analysis showed high transit demand around Wendell/Zebulon and low demand around Rolesville

Microtransit Propensity Index

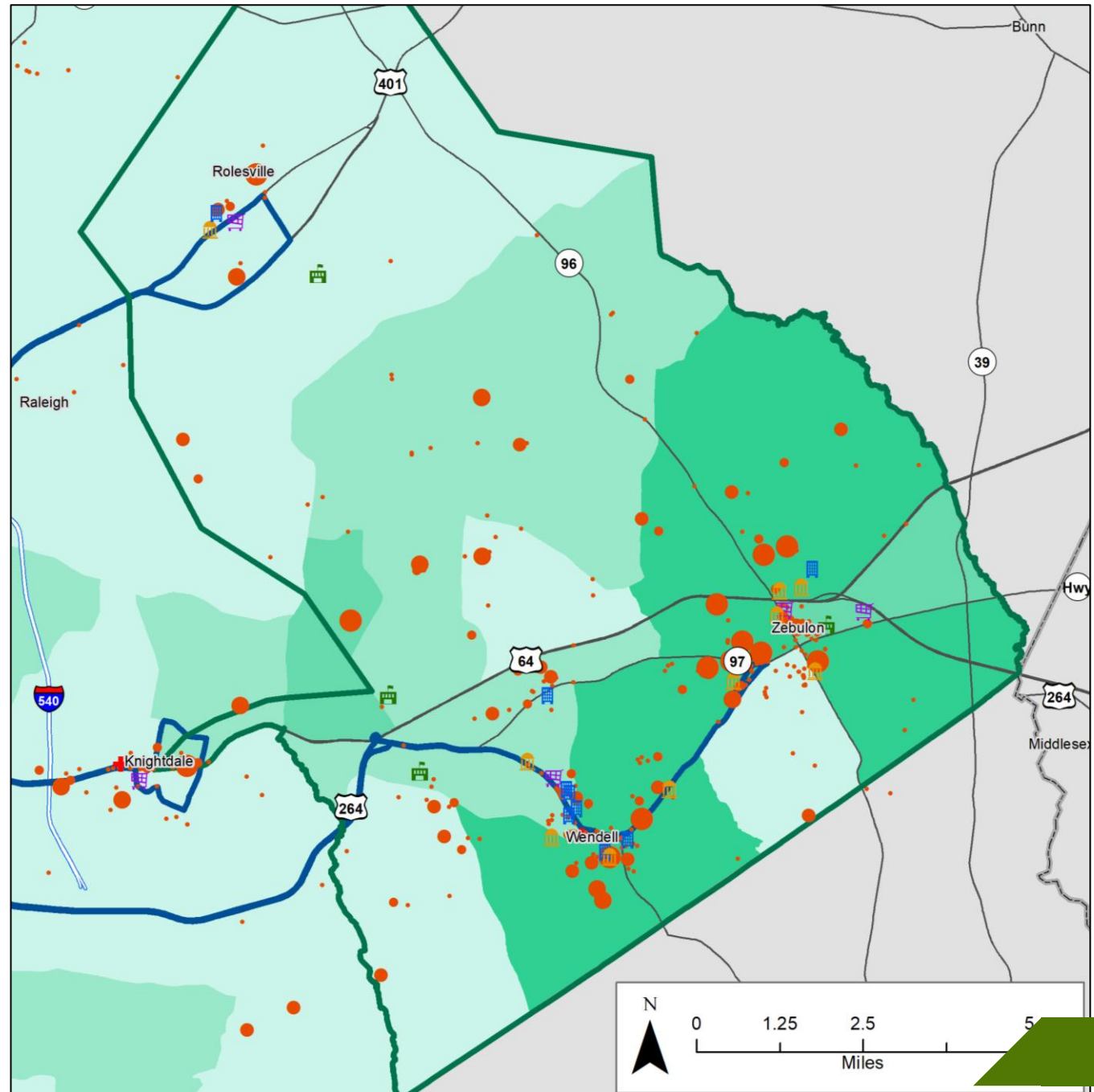
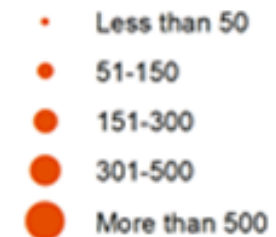
Wake County Census Block Groups

Microtransit Propensity Score



Go Wake Destinations

of FY19 Trips



Capital and Technology

■ Vehicle type and availability

- ▷ Smaller vehicles ideal for rural nature of service
- ▷ All vehicles must be ADA accessible
- ▷ Transportation as a Service (TaaS) – RFP

■ Technology assessment

- ▷ Uber/Routematch integration – City of Raleigh
- ▷ Currently exploring a partnership and costs
- ▷ Software as a Service (SaaS) – RFP



Financial Plan

- Integrated Mobility Innovation (IMI) Grant
- Projected operating costs for various service spans
- Potential Future Funding

Wake County IMI Grant Detailed Breakdown

Item	Federal Amount	Wake Transit	Program Income	Total
Contract Transit Services	\$227,664	-	\$105,155	\$332,819
Software	\$132,363	\$15,000	\$30,000	\$177,363
Transit Consulting	\$33,500	\$15,000	\$1,500	\$50,000
Travel and Misc.	-	-	\$2,000	\$2,000
Total	\$393,527	\$30,000	\$138,655	\$562,182

Projected Operating Costs

Service Options	Level of Service			Annual Service Days	Projected Annual Revenue Service Hours	Projected Annual Operating Costs
	Service Span	Revenue Vehicles	Projected Daily Service Hours			

Monday - Friday Service

Option 1	8 hours	2	16	260	4,160	\$175,427
Option 2	8 hours	3	24	260	6,240	\$263,141
Option 3	10 hours	2	20	260	5,200	\$219,284
Option 4	10 hours	3	30	260	7,800	\$328,926
Option 5	12 hours	2	24	260	6,240	\$263,141
Option 6	12 hours	3	36	260	9,360	\$394,711

Future Potential Funding

■ Federal funding

- ▷ FTA's S.5311 rural public transit funding is allocated by the state
- ▷ Urban designation will require S.5307 urban funding – allocated locally (CAMPO)

■ State funding

- ▷ Rural Operating Assistance Program (ROAP)
- ▷ Consolidation and Coordination Program (ConCPT) funds coordination efforts

■ Local funding

- ▷ CAMPO's Community Funding Area Program (CFAP)
- ▷ Local government, employer, and non-profit partnerships

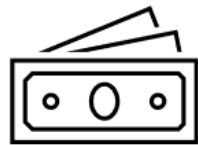
■ Discretionary grants for micro mobility and expanding transit access

Establishing Performance Measures

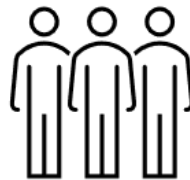
- Respond to poor performance early!
- Evaluate your key performance measures daily
- Performance metrics must be easily accessible
- Pick metrics that matter to the customer



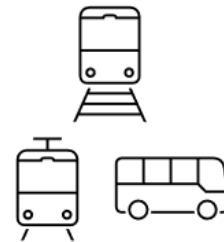
Productivity



Cost
Effectiveness



Shared Ride



Connecting to
Transit



Customer
Satisfaction

RFP for Contracted Services

■ Technology Platform

- ▷ Option 1: Build upon current Routematch software
- ▷ Option 2: Conduct a procurement for microtransit technology

■ Service Provider

- ▷ Option 1: Contract services to an established transit company
- ▷ Option 2: Contract with technology company to also operate the service

Next Steps

- Determine the feasibility of coordinating with the City of Raleigh's Routematch software
- Determine the need for/develop an RFP for service
- Work with the technology contractor to finalize service characteristics
- Do not forget about marketing and getting the word out!

**ANY
QUESTIONS?**



THANK YOU!

NE Wake County Micro Transit Study Updates

- KFH Group, Inc
 - Next Steps
 - Finalizing Contracts – May 2021
 - Finalizing all Capital Purchases- June 2021
 - Marketing/Outreach- June 2021-August 2021
 - Soft Launch-August 2021
 - Microtransit Service Starts- September 2021

PTASP/SSP Update

(Kennard Coleman)

- PTASP
- SSP- (requested action: Approval of the SSP Updates)

- Transit Reports

- Trips/Funding (Hannah Lundy)
 - Vaccine Transportation Update
- Vendor Report (CJ Loomis)
- Complaints Report (Claudia Garay)



GOWAKE ACCESS TRANSPORTATION ADVISORY BOARD FY21 GENERAL PUBLIC SUMMARY REPORT

	One-Way Trip Counts by Funding							
	July	August	September	October	November	December	January	February
General Public	3,521	3,989	4,512	5,048	4,155	4,806	3,666	3,764
<i>Elderly or Disabled</i>	961	1,182	1,491	1,645	1,265	1,611	1,172	1,144
<i>Rural General Public</i>	1,505	1,611	1,699	1,848	1,647	1,802	1,378	1,579
<i>Employment</i>	1,055	1,196	1,322	1,555	1,243	1,393	1,116	1,041
Medicaid	5,076	5,204	5,566	6,069	5,068	5,493	5,148	5,293
Sponsor Agencies	431	831	803	977	737	381	84	169
<i>General Sponsor Agency</i>	90	125	95	108	81	70	80	132
<i>COVID-related (Housing, Vaccine)</i>	341	706	708	869	656	311	4	37
Total Trips	9,028	10,024	10,881	12,094	9,960	10,680	8,898	9,226

GoWake Access Vaccination Trips

Trips to COVID19 Vaccination		Vaccine Passengers	
January	4	Scheduled	72
February	30	Completed	61
March	110	New Passengers	28

Home City	No. of Trips	Avg. Distance (Home to Site)
Apex	3	19
Cary	8	10
Fuquay Varina	5	23
Garner	3	12
Holly Springs	2	13
Knightdale	1	11
Morrisville	2	20
Raleigh	39	11
Rolesville	3	20
Wake Forest	2	16
Wendell	3	11
Willow Spring	1	22
Zebulon	1	20

	Destination City (Vaccine Site)								Grand Total
	Cary	Garner	Holly Springs	Knightdale	Raleigh	Rolesville	Wake Forest	Wendell	
Apex					3				3
Cary	1				7				8
Fuquay Varina		1			4				5
Garner		0			3				3
Holly Springs			1		1				2
Knightdale					1				1
Morrisville					2				2
Raleigh	2	0		4	31	1	1		39
Rolesville					3				3
Wake Forest					2				2
Wendell						1	1	1	3
Willow Spring					1				1
Zebulon					1				1
Grand Total	3	1	1	4	59	2	2	1	73

Origin City (Home City)

Vendor Report – CJ Loomis, MV

January Year over Year	Go Wake	Go Wake	Month/ Month %
	Year to Date 2020	Year to Date 2021	
Total Trips	19632	8,288	-57.78%
Revenue Miles	236584	149,306	-36.89%
Revenue Hours	12626	7,730.71	-38.77%
Passengers per Rev Hour	1.55	1.07	-31.05%
Revenue Miles per Trip	12.05	18.01	49.49%
No Shows	691	457	-33.86%
No Shows as % of Trips	4%	6%	56.66%
Cancels	3288	1540	-53.16%
Cancels as % of Trips	16.75%	18.58%	10.94%
Total Cancel/No Show %	21.02%	29.68%	41.20%
On Time Performance Overall	76.90%	88.91%	15.62%
On Time Performance Pickup	76.40%	87.81%	14.93%
On Tip Performance Dropoff	77.40%	89.84%	16.07%
Ambulatory	15913	6,889	-56.71%
Wheelchair	2089	1,399	-33.03%
Attendants	1550	622	-59.87%
Guests	116	59	-49.14%
Nulls	143	66	-53.85%
Missed Trips	165	113	-31.52%

February Year over Year	Go Wake	Go Wake	Month/ Month %
	Year to Date 2020	Year to Date 2021	
Total Trips	15803	8,574	-45.74%
Revenue Miles	212598	164,155	-22.79%
Revenue Hours	10896	8,082.83	-25.82%
Passengers per Rev Hour	1.45	1.06	-26.86%
Revenue Miles per Trip	13.45	19.15	42.32%
No Shows	596	482	-19.13%
No Shows as % of Trips	4%	6%	49.06%
Cancels	3814	1412	-62.98%
Cancels as % of Trips	24.13%	16.47%	-31.76%
Total Cancel/No Show %	15.63%	34.14%	118.45%
On Time Performance Overall	75.30%	86.09%	14.33%
On Time Performance Pickup	79.50%	87.60%	10.19%
On Tip Performance Dropoff	69.20%	84.82%	22.57%
Ambulatory	14042	7,140	-49.15%
Wheelchair	1761	1,434	-18.57%
Attendants	1468	692	-52.86%
Guests	138	47	-65.94%
Nulls	138	81	-41.30%
Missed Trips	157	118	-24.84%



Human
Services

Customer Service Ticket Summary

Presented to
Wake County Transportation Program Manager Anita Davis
February FY-21

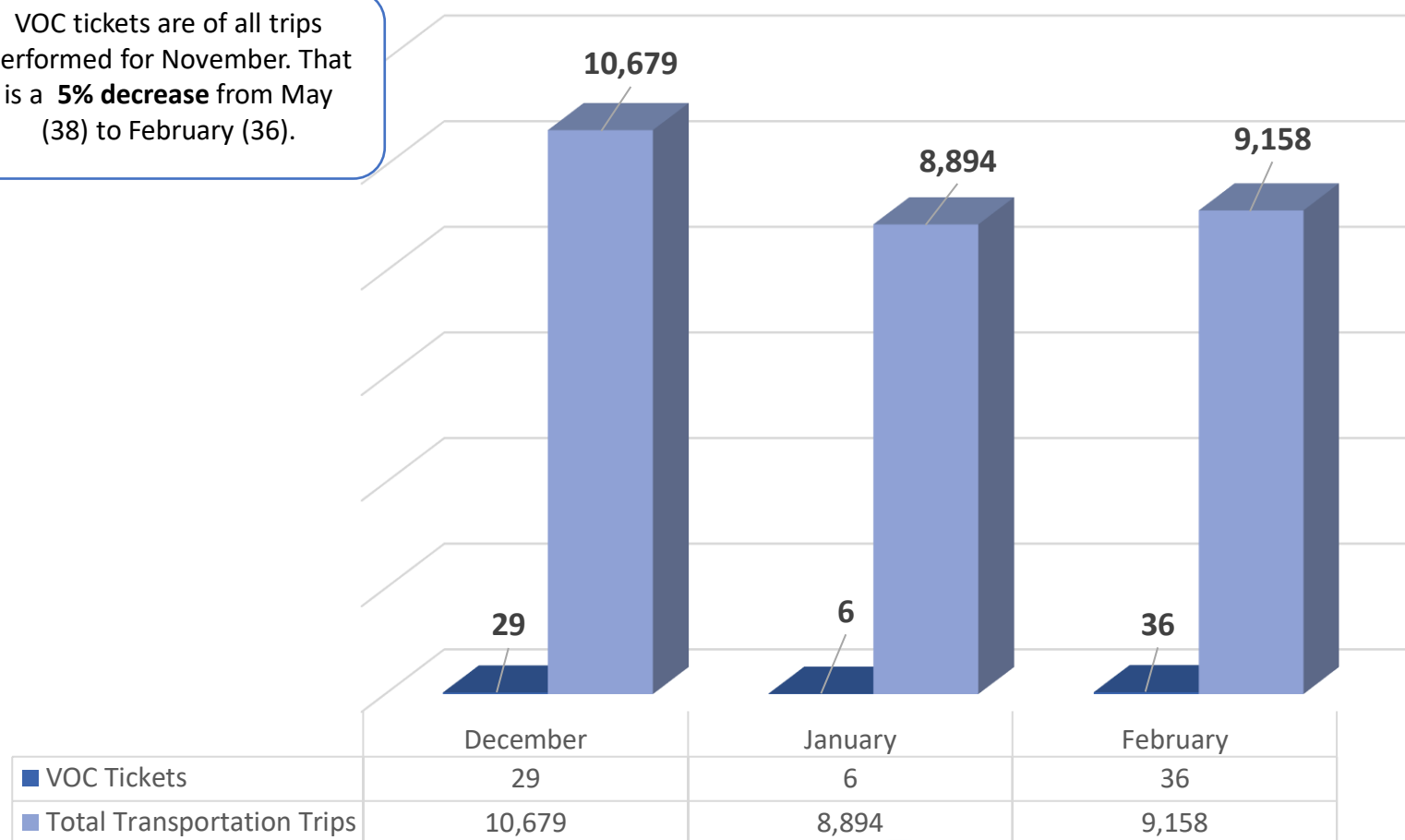
Intradepartmental data summary compiled by
the *Voice of the Customer* unit.
NOT FOR PUBLICATION



February FY-21

February Transportation Tickets “v” Total Rides

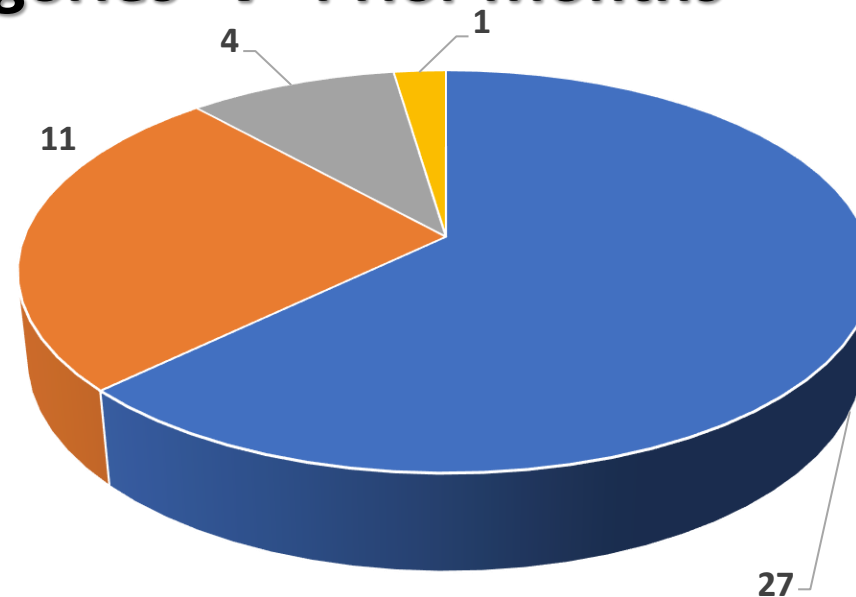
VOC tickets are of all trips performed for November. That is a **5% decrease** from May (38) to February (36).



Service Ticket Categories “v” Prior Months

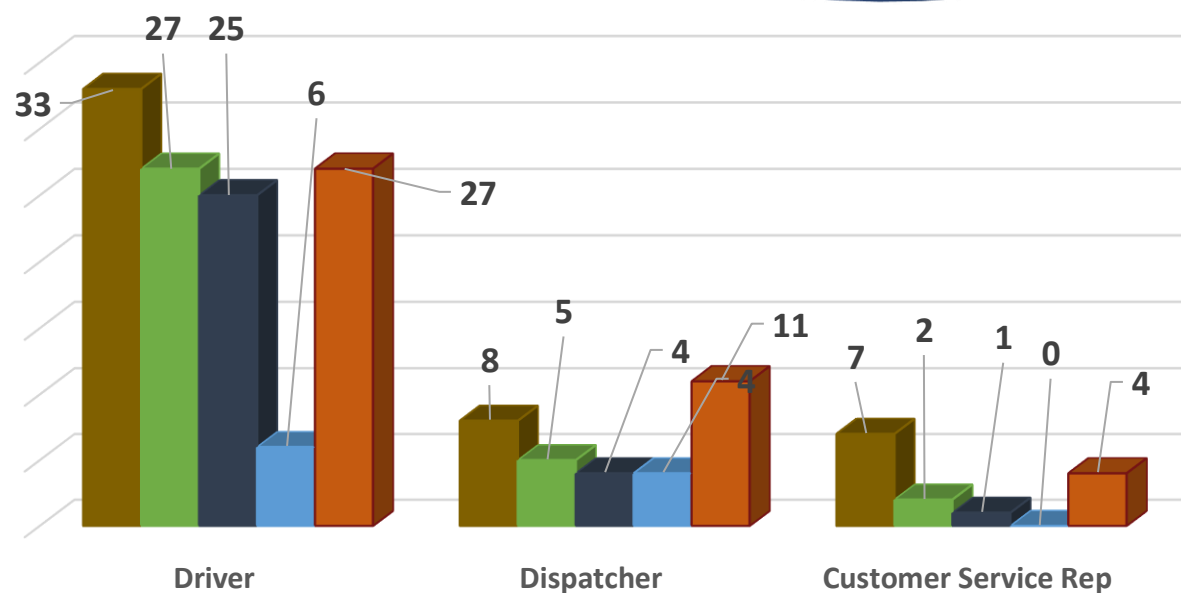
Who was the complaint about?

Ticket	Total
Driver	27
Dispatcher	11
Customer Service Rep.	4
Other	1
Vendor Manager	0
TOTAL	43



From October to February

- October
- November
- December
- January
- February

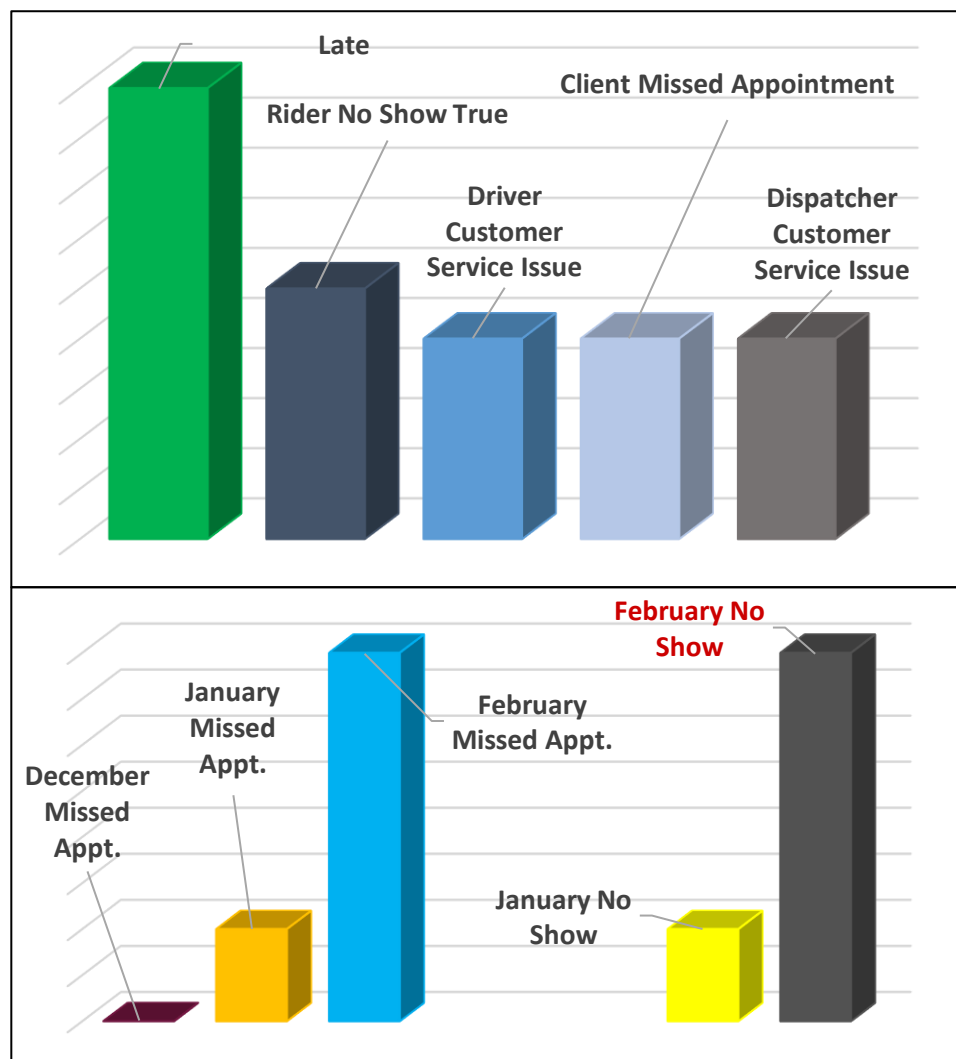


February FY-21

February Service Ticket Sub-Category

“Vendor No Show” has increased in amount from July to February.

February Top Five Categories



February Reasons for Calls	Number of Incidents
Late	9
Rider No Show True	5
Driver Customer Service Issue	4
Client Missed Appointment	4
Dispatcher Customer Service Issue	4
Vendor No Show	4
County Rep Customer Service Issue	3
Appointment/Phone Line	3
Rider No Show False	2
Repeated issues	2
Notification Concerns	1
Information and Referral	1
Service Accessibility	1
Early	1
Safety/Careless Driving	1
Wait Time	1
Total	46

[illegible]

A 3D bar chart comparing the number of employees in February for Fiscal Years 2020 and 2021. The chart features two blue bars on a light gray background with horizontal grid lines. The first bar, representing February FY20, has a value of 57. The second bar, representing February FY21, has a value of 36. Labels for each bar are placed directly above them.

Fiscal Year	February
FY20	57
FY21	36

Questions?

Good of the Order Announcements

Adjourn
