Driving Innovation in Mobility

Customer Focused

Data Driven

Increasing Operational Efficiency

Informing Future Decisions

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Dynamic Microtransit

BRIDJ is the world’s most advanced demand responsive transit platform, cutting trip times by **over 50%** for riders (over traditional bus service) while providing an hourly operating cost up to **70% lower than fixed route service**.

- Launched in Boston in June 2014
- RideKC:BRIDJ Partnership with KCATA Launched in March 2016
Our Value Proposition to Riders is Simple

- **Express Service** - all our trips have minimal stops and no transfers
- **Vehicle Tracking** - with automated alerts and dedicated customer service
- **Reserved Seating** - a safe, comfortable seat and WiFi on the vehicle
- **Adaptive Routing** - routes and stops that are responsive to consumer demand
BRIDJ Encourages & Serves Growing Demand

The “Who’s On Board 2016” study found that “the two most important factors driving satisfaction with transit are service frequency and travel time”. “Real-time information, and service reliability” are also at the top of the list, but “the improvement commuters value most is cutting travel time”. More direct routes improve efficiency AND increase ridership.

“As convenient as city buses are, rides can feel torturously long as they zigzag their way across town. A trip that should take 20 minutes via a direct route can easily double in travel time by bus, as they often follow a more roundabout path, taking detours off of main roads and making loops around faraway neighborhoods. Add in traffic, and you’ve got a possible hour long ride.”

Transit Center’s recent survey of 3,000 transit riders from 17 metropolitan regions.
BRIDJ in Arlington

- Modern service that responds to prevailing cultural trends by attracting a generation of riders who balk at a lack of options in a world increasingly driven by variety and choice.

- A nimble fleet of comfortable, WiFi equipped vehicles that can match ebbs and flows of demand throughout the day.

- Routing that is responsive to both emerging travel flows within the city and the users on the platform.

- An affordable and scalable microtransit solution that discovers and adapts to emerging travel patterns.
Initial Service Area

- 6 vehicles for ~15 minute headways
- Continues to connect Centreport aligned with TRE arrival/departure times
- Adds a downtown circulator route transporting riders from residential areas to the southeast and west of downtown into the center of downtown and vice versa, with stops at UT Arlington.
- Adds a route transporting riders between apartments at Brown and Lamar Blvd’s and Pioneer Parkway, with stops at Six Flags and GM.
Based on a combination of our analysis and data provided by the city of Arlington

This route would transport riders between Downtown and The Park with stops at UT Arlington and Mayfield Apartments.

Vehicle requirement for service initialization: 3 vehicles
Cooper/Matlock <>
The Parks at Arlington

- Based primarily on data provided by the City of Arlington
- This route would offer service between the Cooper/Matlock neighborhood and the Parks with no stops in between (subject to change if demand is demonstrated).
- We estimate this would require 3 vehicles to accommodate peak load and traffic during the first 3 months of service.
BRIDJ Platform Features

- Mobile Application
- Driver Application
- Backend Technology
- Scheduling
- Performance Management & Reporting
- Operations Support
- Route Assessment & Analysis
- Gauge Effectiveness of Marketing Efforts
BRIDJ Cost Elements

- Platform Costs

- Vehicle Operating Costs
  - Driver
  - Insurance
  - Maintenance & Cleaning
  - Lease

Costs based on number vehicles and hours of operation