

Thank You

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CENTENNIAL, COLORADO

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GLOBAL CITY TEAM CHALLENGE SUPER ACTION CLUSTER SUMMIT

February 1 – 2, 2017 | *Portland, Oregon*

go  Centennial

February 1, 2017

THE FIRST AND LAST MILE PROBLEM



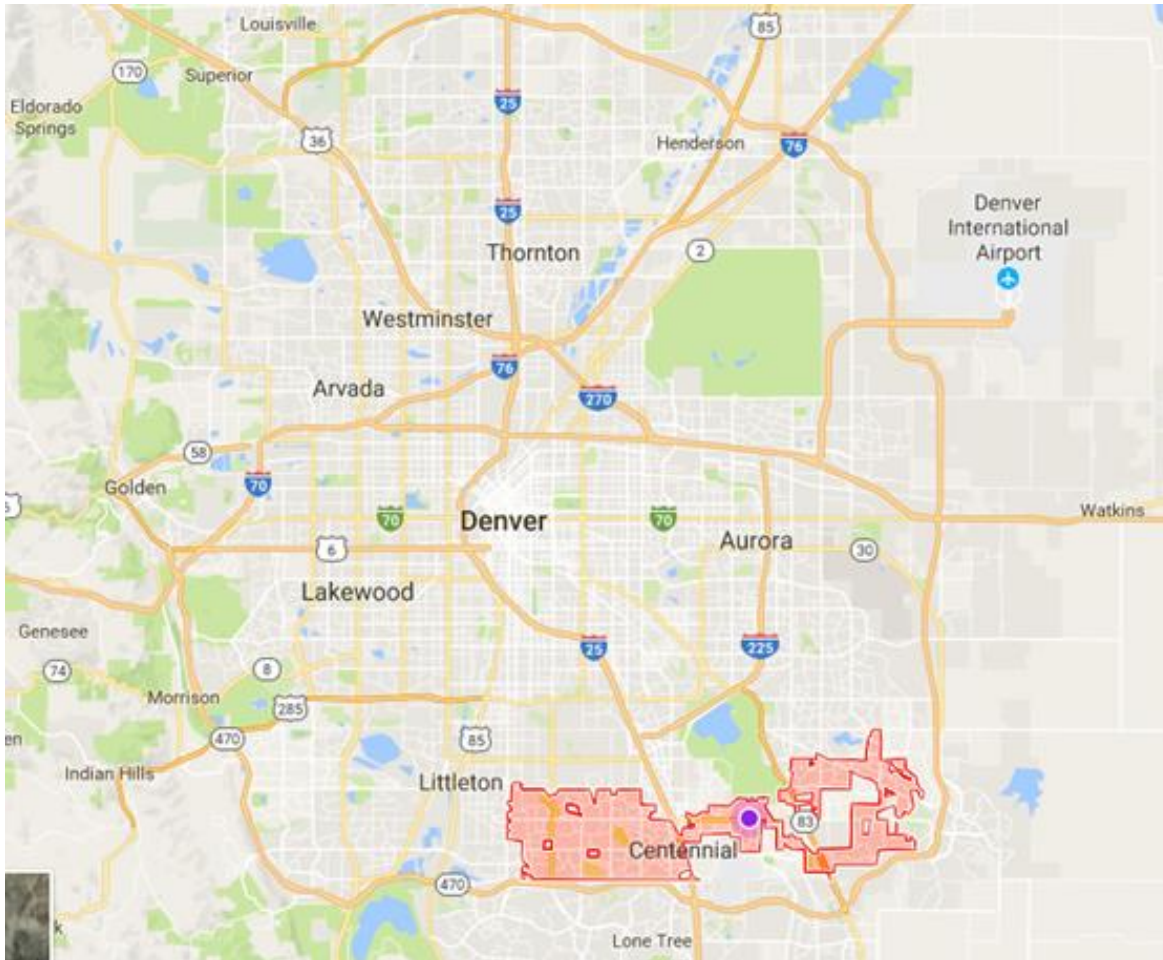
THE ASK

WHAT CAN YOU DO?

- Ideas related to scale up
- Ideas related to operations model
 - Numbers and diversity of partnerships
- Ideas around marketing
- Private partners to operate and maintain

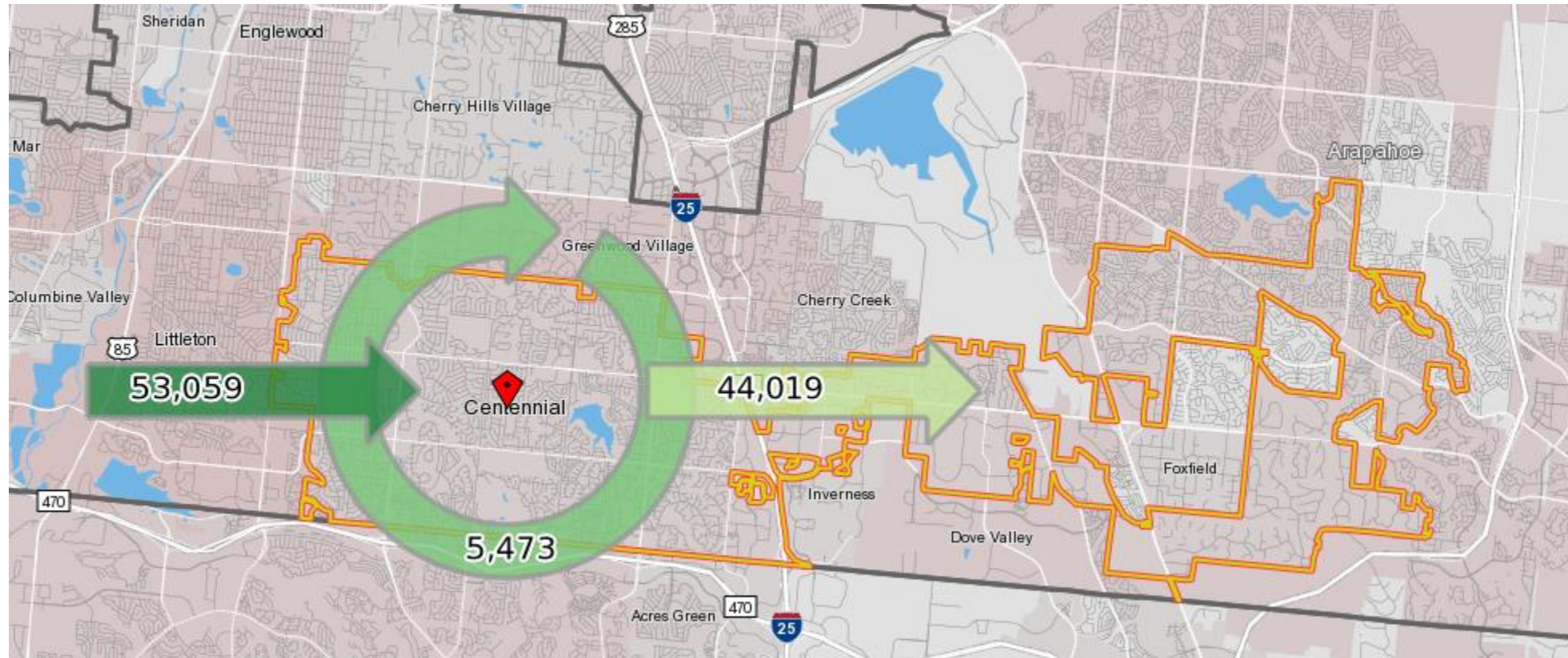
CURRENT CONDITIONS

CENTENNI-WHO?



- 106,000 residents
- 2 light rail lines to downtown
 - Runs along I-25, bisects the City
- Contract model city – 65 FTE
- Suburban land use
- No historic town center

COMMUTE PATTERNS

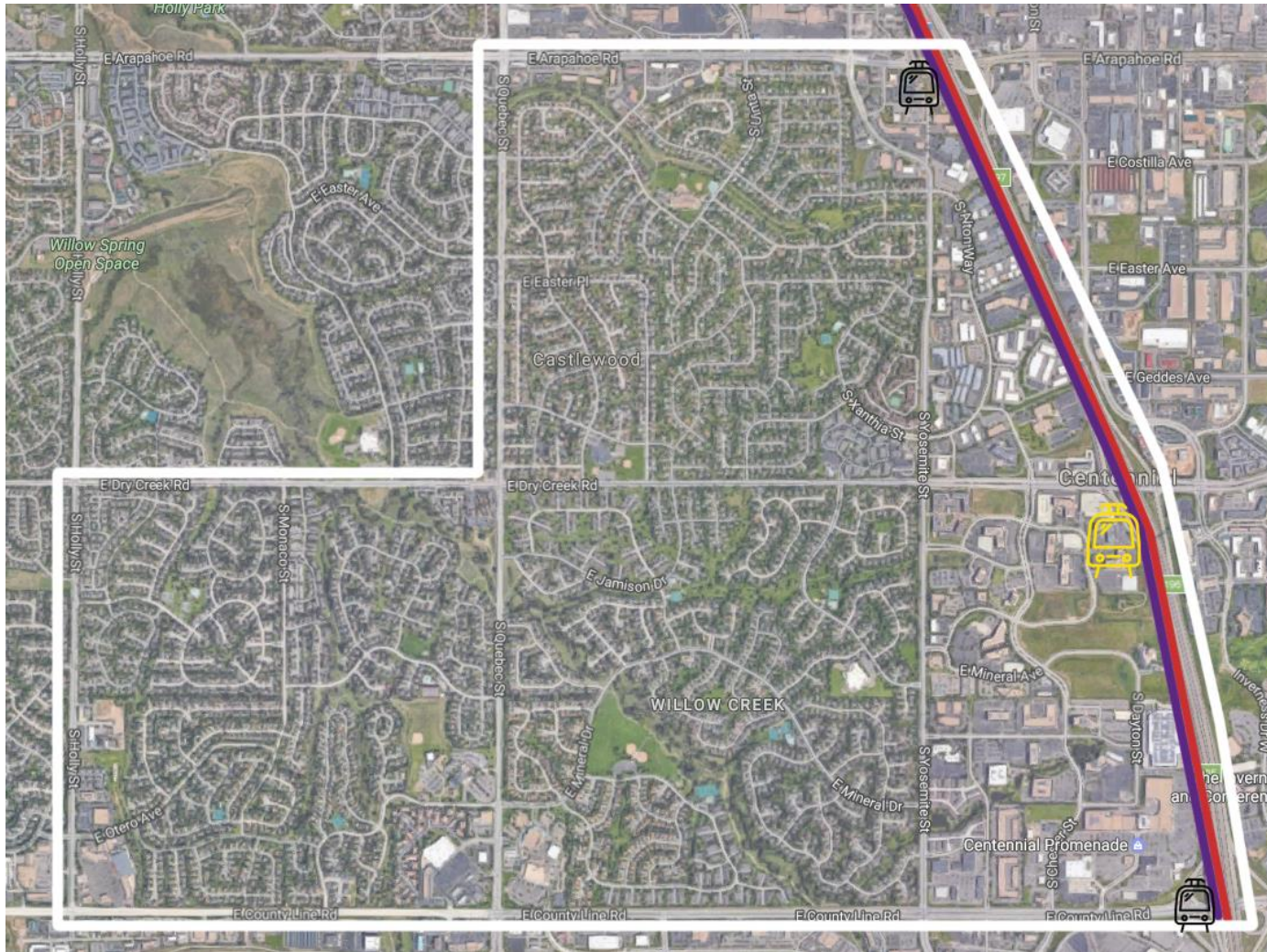


RTD (REGIONAL TRANSPORTATION DISTRICT)

- Bus lines in this area cut
- Current Call-n-Ride service has a per-trip subsidy of \$21
 - Not responsive to real-time demand
 - Vans fill up and people are turned away during rush hours



DRY CREEK STATION



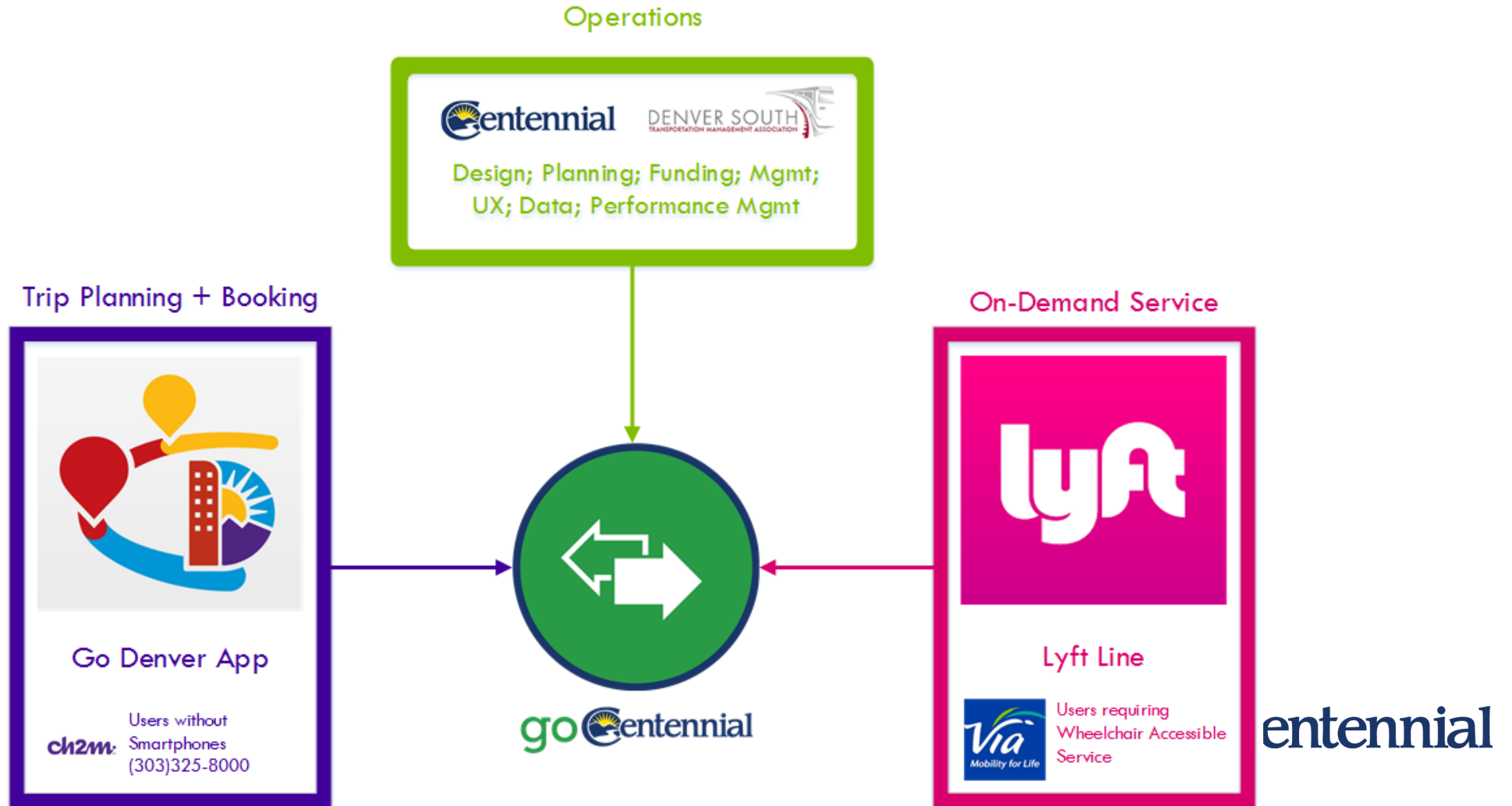
PILOT PHASE I

GOALS

- Encourage light rail ridership
- Reduce first and last mile subsidy compared to existing RTD Call-n-Ride
- Research latent demand for free first and last mile trips



PARTNERSHIPS

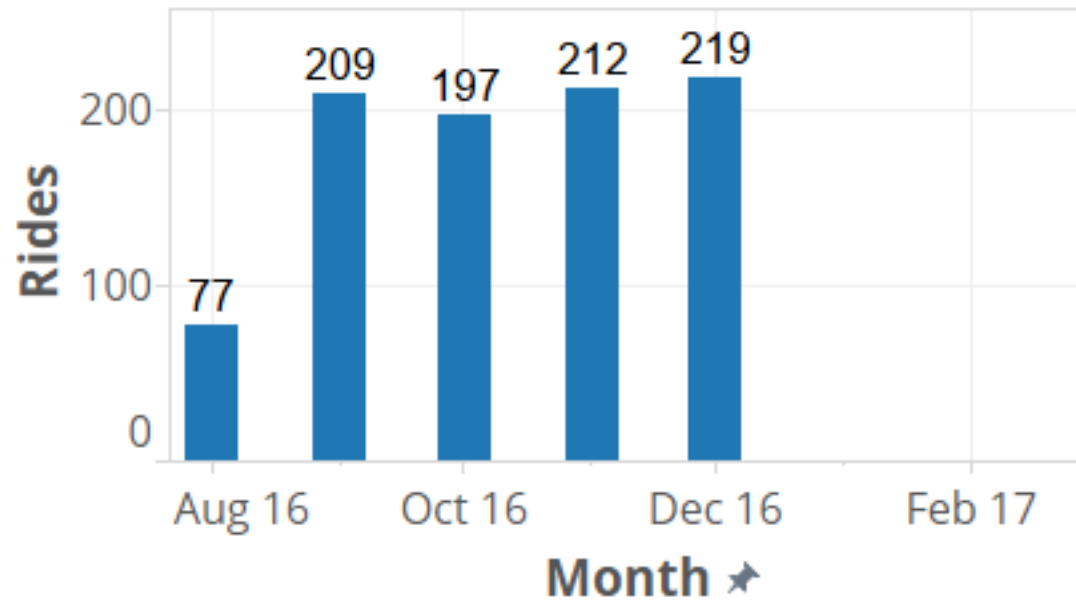


SERVICE DESIGN



TOTAL RIDES

Total Rides



914 total rides given

About 10 rides per day

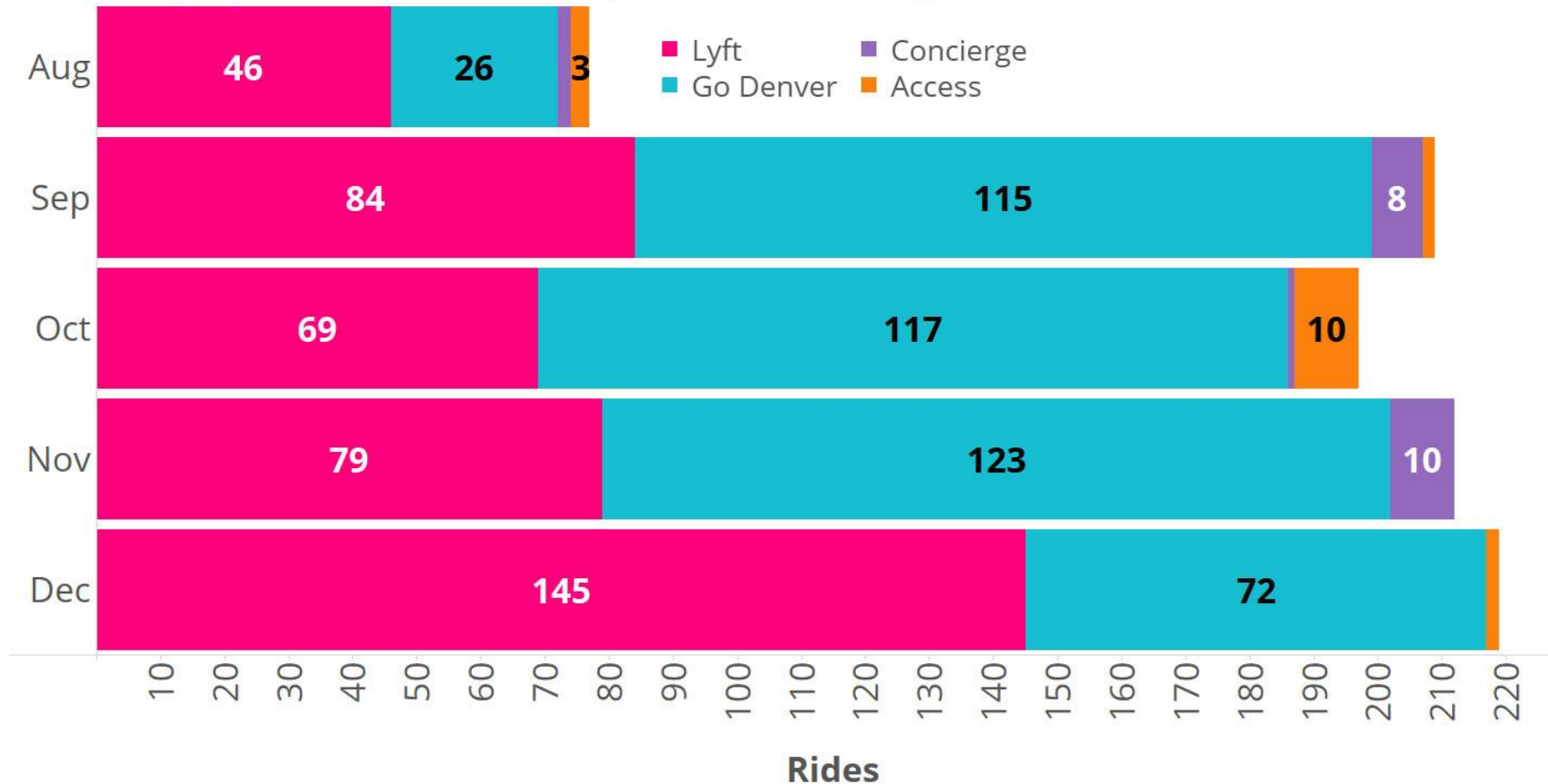
RIDERSHIP

105 unique riders

64% have used the service
more than once

HAILED RIDES

Rides by Month and Hailing Method



DESTINATIONS



40%



33%

COST

	Cost	Trips
Lyft Line	\$4,454.20	897
Access	\$34,076.06	17
Dry Creek Call- n-Ride	\$106,819.00 (this period, 2015)	4,934 (this period, 2016)

COST

If the Go Centennial model were to supplant the existing Call-n-Ride, it could provide the same number of trips for about

55%

of the cost.

PILOT PHASE 2 THE ASK RETURNS

KEY PILOT FINDINGS

- Better utilization of accessible vehicle
- More marketing
- Operations and maintenance not as simple as we hoped

OUR ASSETS

- Available funding
- High political interest
- Pilot phase 1 learnings
- Can leverage existing partnerships

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Melanie Morgan: Data Analyst – mmorgan@centennialco.gov

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