

When the last mile solution is
really all miles in rural markets

Transitions Commute Solutions, LLC



What we do.

- Justin Rison, CEO, Transitions Commute Solutions, LLC
- GTA Treasurer, Conference Co-Chair
- Currently managing 18 rural counties in the state of Georgia using coordinated systems.
- 330,000 annual trips
- 85 vehicles



Concerns – Real Time

- Lyft, Uber platforms have yet to become profit positive YOY.
- Current rideshare software programs reducing ridership, farebox and NTD dollars (competing platforms with public systems.)
- Rideshare platforms have a reduced standard of operational and driver requirements (not always beneficial).
- Ride Apps require a “smart device” or a connected user.
- Current FTA / DOT policies limit “competing” models.
- Current trip order platforms cannot produce real time trip requests.

If you are having a last mile conversation in rural markets, you are doing good!

- ◎ Fixed route systems are either absent or minimal.
- ◎ Dial-a-ride programs do not support employment very well (pick-up window v. employment start.)
- ◎ Uber / Lyft, taxi services are minimal in rural regions (deadhead miles bad for all businesses).

Fixed Route Systems – reason for last mile “solutions”.

- Fixed Route systems may not have good walking / bike options.
- Vehicles are limited with long circular times.
- Start end times, may not be “beneficial” for commuters (work day v. commute day).
- Limited density equals higher cost per trip than some dial-a-ride programs.

First, getting to the last mile(s) conversation in rural markets -

- ◎ Vanpool programs (Over a hundred today supported by Enterprise Rideshare.)
- ◎ Employee / Employer Shuttle programs(Like those used within CRC)
- ◎ Deviated fixed route systems (TRRC)
- ◎ Rideshare apps via TPO.
- ◎ Telecommute options.

Integration with Rideshare software – Way Forward

- Allow for smaller vehicles with GDOT Funding, sedan, minivan options.
- Create third party partnerships with App based systems which allow for real time scheduling (geographic perimeters needed).
- Create partnerships which support better collaborative funds (Medicare / Medicaid, rideshare, other TPO resources.)
- Improve rural / all funding for operational services which promote increased complete trip options (As long as funding is permitted without last mile(s) solutions, last mile solutions are not incentivized.)

Technology to Improve Program Transparency; Operational Reporting

- When working with Uber / Lyft partners, higher rate of review for driver / vehicle services.
- Build for those that need, want the services.
- Create programs that meet the needs of those that want / will use the program (Bigger isn't always better for rural systems.)

Looking Forward

- ◉ Continue to improve / expand coordinated services models (match).
- ◉ Better collaboration with Employer / Care source models for match.
- ◉ Driverless Technology; Does not replace need for care giver in vehicle.
- ◉ Consolidated Call, Data, Maintenance Center.

