Massachusetts Bay Transportation Authority

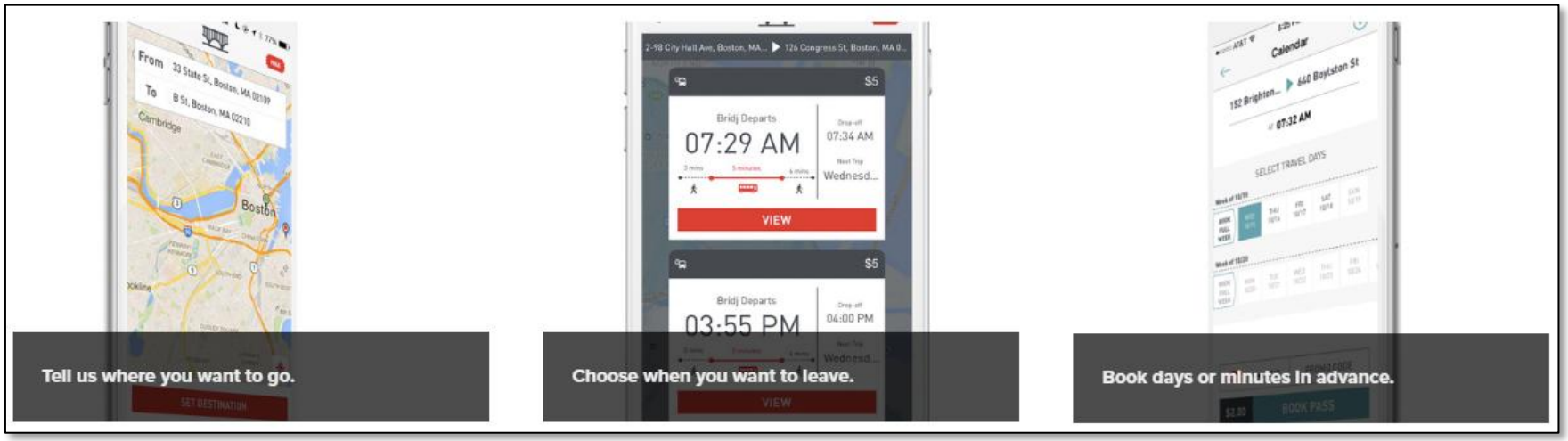
Innovation Proposals – Late Night

FMCB

October 2016

BRIDJ Late-Night Service Proposal: On-Demand service model

- BRIDJ optimizes pickups and drop-offs based on customer demand
- When users submit requests, they are matched to a computer generated pickup point, where they'll meet up with 8-10 other passengers going to a similar destination (stops guaranteed less than 8 min. from end destination)
- Flexible pickup and drop-off points result in a **40-60% more efficient trip (on average)** than traditional transit, at a $2 to $6 price point



BRIDJ Late-Night Service Proposal: Accessibility approach (Kansas City)

- BRIDJ is the first and only transportation technology service to be **fully accessible for non-ambulatory passengers in all markets that they serve**
- Accommodates passengers with special needs (e.g., service dogs, travel companions) and fully accessible for passengers with mobility devices

Kansas City Area Transit Authority (KCATA):

- BRIDJ's **RideKC** service deploys a mix of vehicles, including wheelchair accessible vehicles, that provide accessibility options for passengers who need them
- Drivers meet same regulatory standards as most traditional bus drivers – CTAA Passenger Service and Safety online training program, proprietary safe driver training, etc.

RideKC's Accessibility Program

BRIDJ Late-Night Service Proposal: Business model for proposed pilot

Estimated Cost

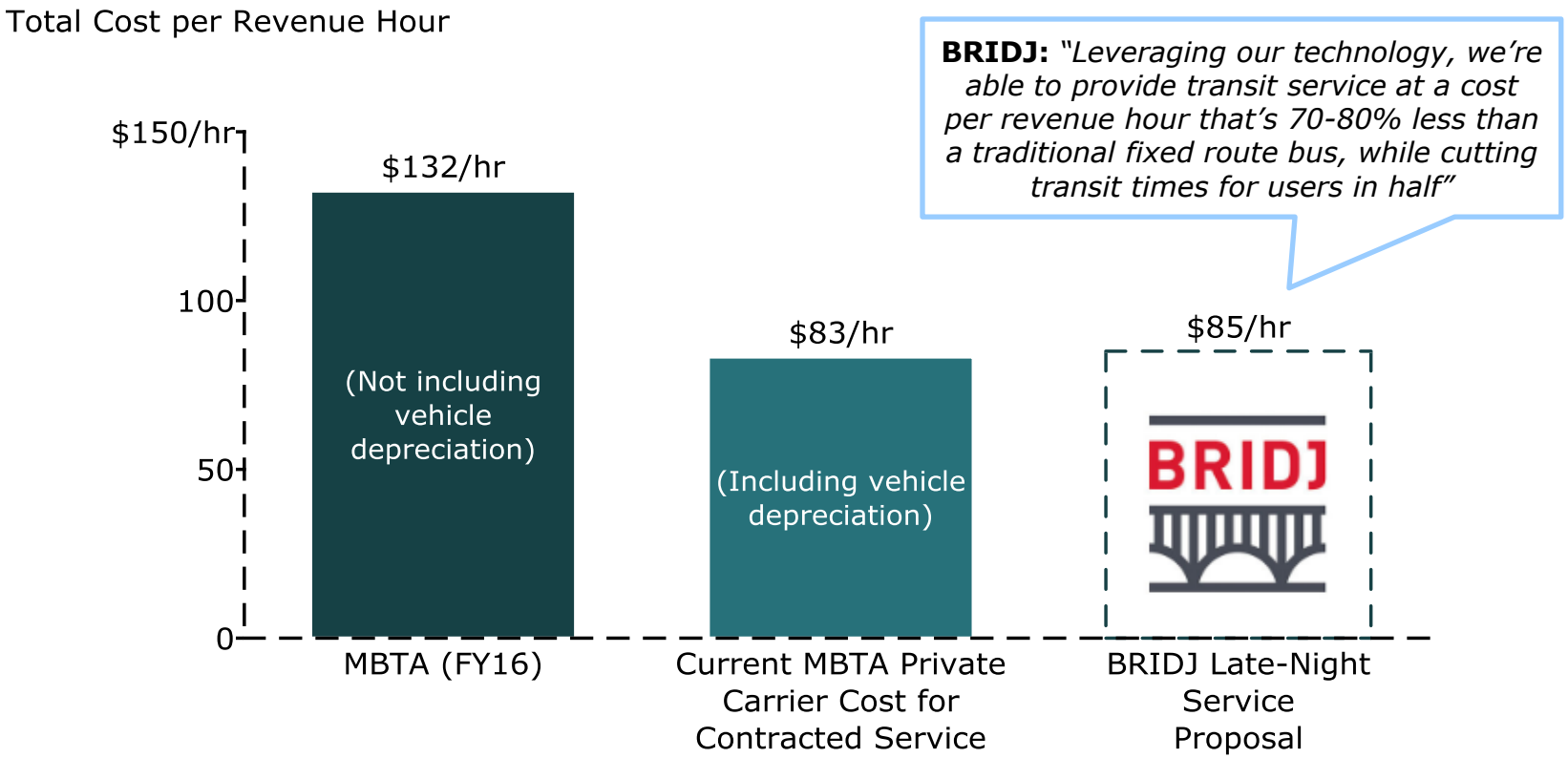
Estimated Annual Cost of Proposal:

Cost per Hour:	$85
Hours per Night:	5
Days per Year:	365
# of Buses:	10
Estimated Annual Cost:	**$1.55M**
Fare Recovery:	**TBD**
Total Net Subsidy:	**TBD**

Overview

- BRIDJ has expressed interest in **"public utility" model**
  - MBTA sets fares for service
  - Customers register with BRIDJ app
  - MBTA pays BRIDJ on a per vehicle hour basis ($85/hr.)
  - BRIDJ passes through fare revenue to MBTA, less credit card processing fees
- BRIDJ expects to reduce cost per trip by 40% compared to traditional models and to decrease average trip times by ~55% (when compared with traditional "night owl" service)
- BRIDJ anticipates 3-year contract length

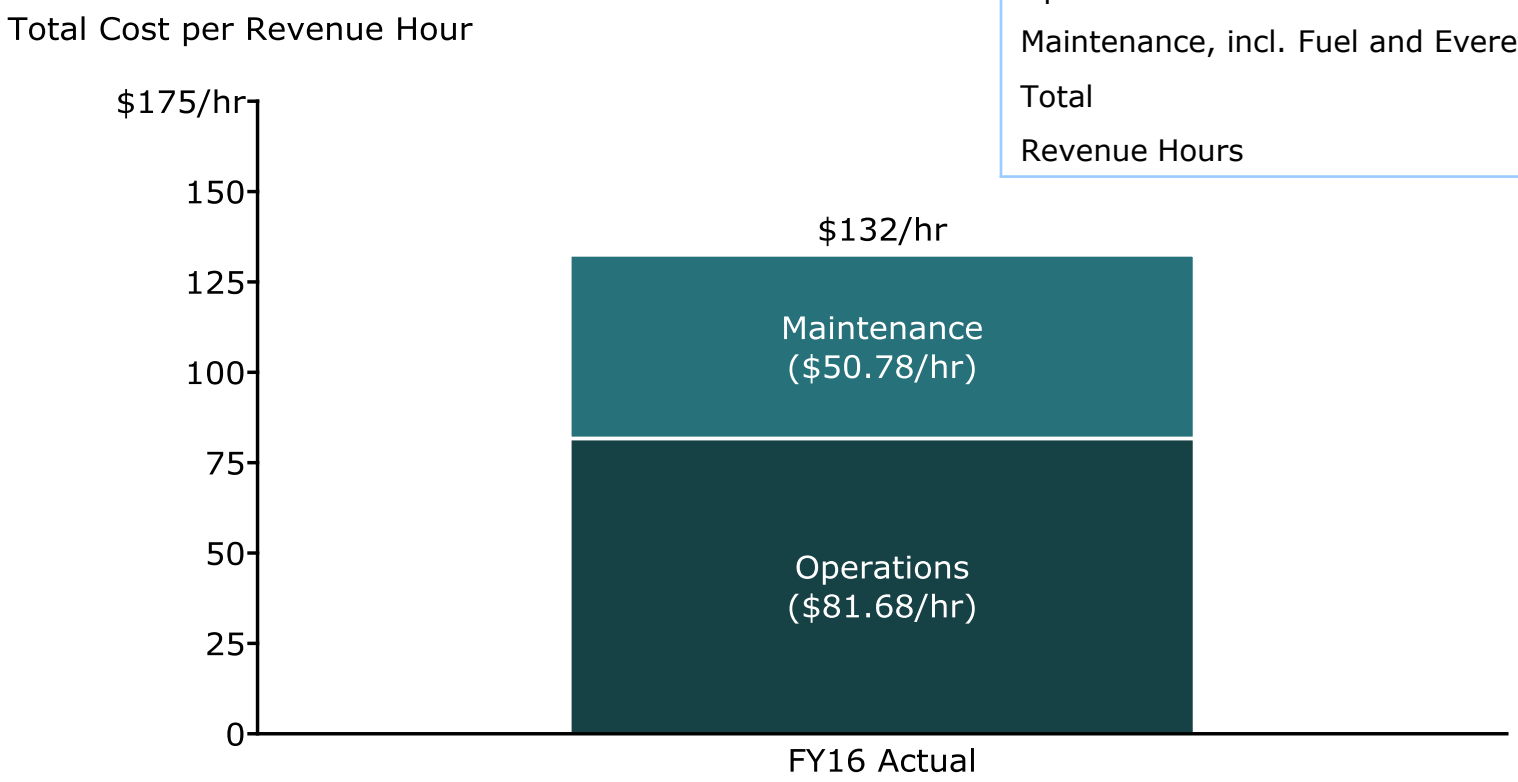
BRIDJ proposal is comparable to current contract bus costs and 35% below MBTA internal costs



Note: MBTA internal cost per hour reflects pure cost only, and includes the cost of Everett heavy repair facility ($19M per year) and excludes the cost of non-revenue shops ($6M per year); cost per hour for private bus carrier includes vendor profit margin and depreciation
Source: MBTA Internal Data; Transit Profiles: Top 50 Agencies; National Transit Database; U.S. DOT; Office of Budget and Policy, Oct. 2014

MBTA bus operations cost (internally provisioned) in FY16 was $132 per revenue hour and does not include vehicle depreciation

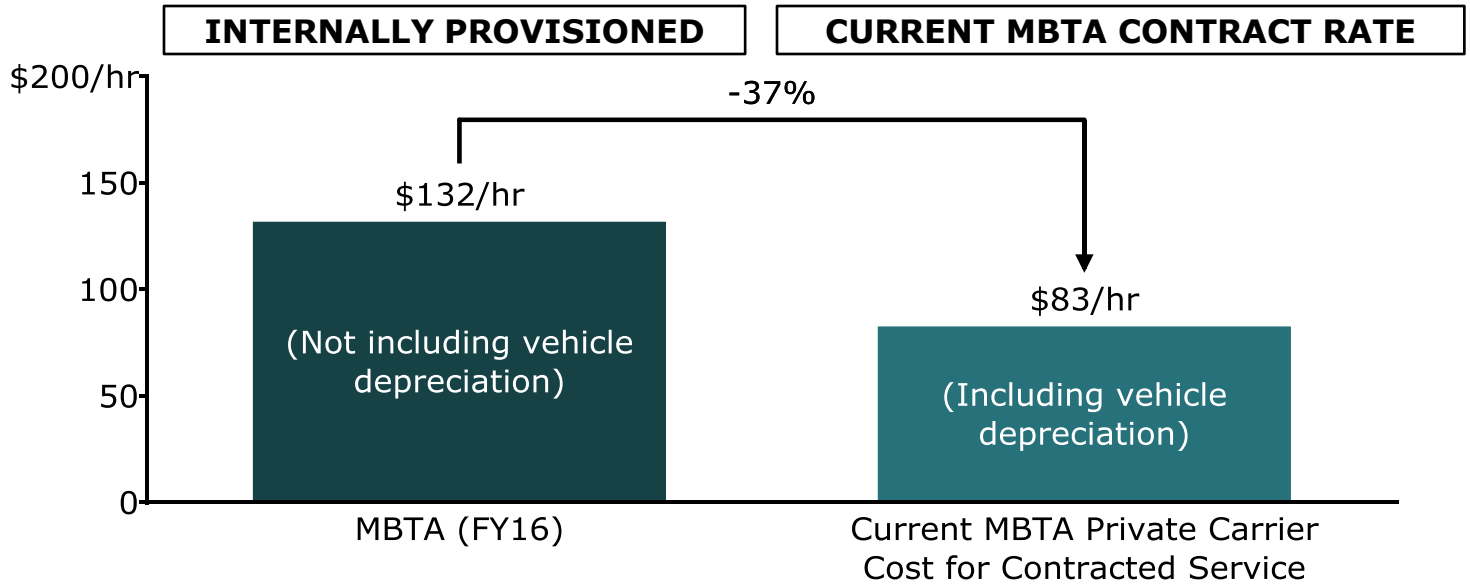
FY16 Actual MBTA Bus Costs:	
Operations	$200M
Maintenance, incl. Fuel and Everett	$125M
Total	$325M
Revenue Hours	2.45M



Note: MBTA internal cost per hour reflects pure cost only, and includes the cost of Everett heavy repair facility ($19M per year) and excludes the cost of non-revenue shops ($6M per year)
Source: MBTA Internal Data

Current MBTA contract bus services, which also employ union drivers, are 35% less expensive the internally-provisioned bus service

Total Cost per Revenue Hour



Operator Affiliation	Carmen's Union L589	Teamsters Local 25
Unscheduled Absence Rate	11.7% *(Calendar YTD 2016, as of 9/30)*	

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BRIDJ Late-Night Service Proposal: Key Considerations

Are people using it?

- Ridership
- Rider demographics

Is it financially sustainable?

- Fare strategy (new, premium service – charge current fare through credit card – no interoperability with current Charlie Cards/tickets)
- Subsidy partnerships (cities, MRA, labor unions, etc.)
- Cost per passenger and net subsidy per trip

Pilot Program

- 12 month pilot with 6 month check-in
- Possibility of pilot extension in partnership with FTA

Other considerations

- Parallel paratransit

Next Steps

1. **Discuss with FMCB**
2. **Decide whether to request a Detailed Proposal**
3. **Engage with Stakeholders, Potential Customers and Municipal Partners**

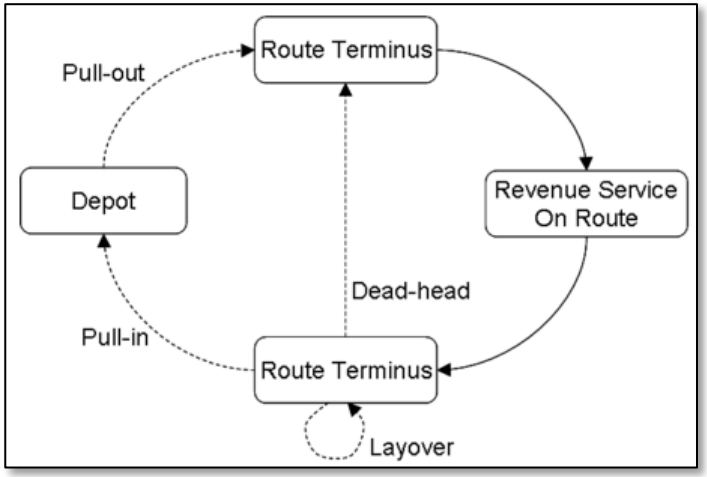
Back Up

Vehicle Hours Summary – MBTA Bus Maintenance and Operations

FY16 MBTA System-Wide Bus Statistics

Vehicle Hours Statistic	Definition	Total Hours	Cost / Hour
Total Vehicle Hours*	Includes revenue hours, plus deadhead and pull-in / pull-out hours	**2.70M**	**$121**
Total Vehicle Revenue Hours	All hours that a bus is in revenue service (excludes deadhead and pull-in / pull-out hours but includes layovers and recovery time built into routes)	**2.45M**	**$132**
Total Vehicle In-Service Hours	Hours that a bus is travelling in service (excludes layovers and recovery time)	**1.92M**	**$169**

Explanation of Terms



FY16 Actual MBTA Bus Costs:

Operations	$200M
Maintenance, incl. Fuel + Everett	$125M
Total Cost	$325M
Revenue Hours	2.45M
Cost per Revenue Hour	**$132**

*Does not include time spent training operators or performing other functions not related to direct operation of service
Note: MBTA internal cost per hour reflects pure cost only, and includes the cost of Everett heavy repair facility ($19M per year) and excludes the cost of non-revenue shops ($6M per year)
Source: MBTA Internal Data