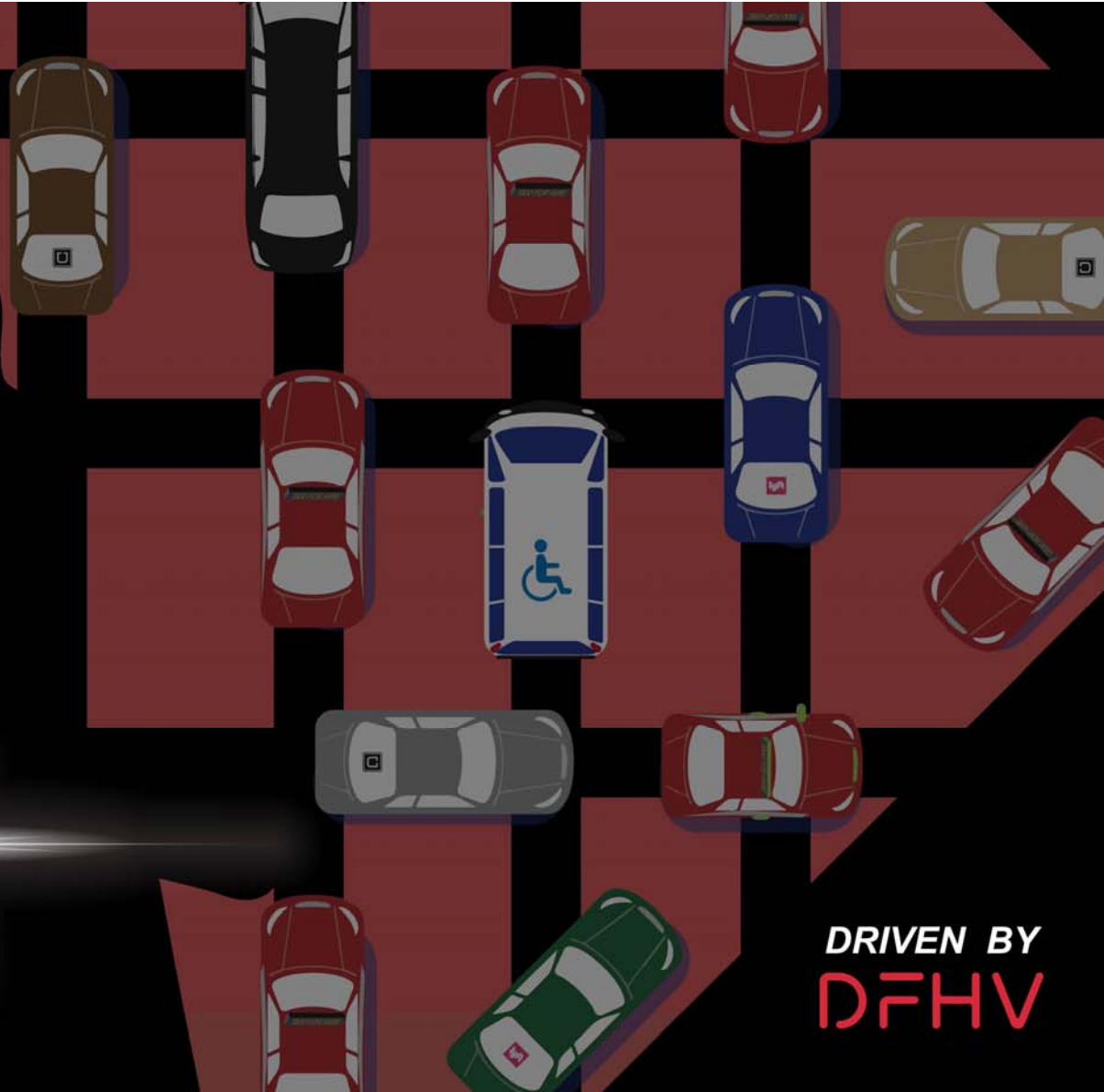


# THE EVOLUTION OF THE RIDE



DRIVEN BY  
DFHV



D.C. Department of For-Hire Vehicles

# Shared Riding & Micro Transit



Summer 2018

# DFHV

## Shared Riding & MicroTransit

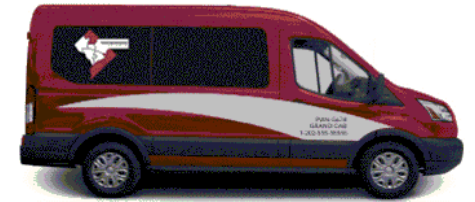


# POLICY GOALS

*What problems are we trying to solve?*

- 1: Expand availability of transportation across the city
- 2: Reduce congestion and emissions
- 3: Improve safety/QA across the VFH spectrum
- 4: Modernize technology infrastructure

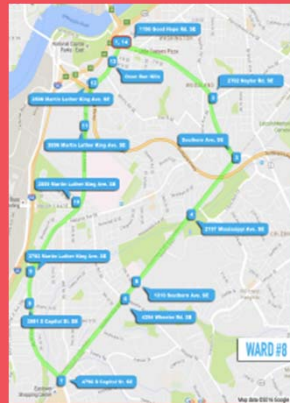
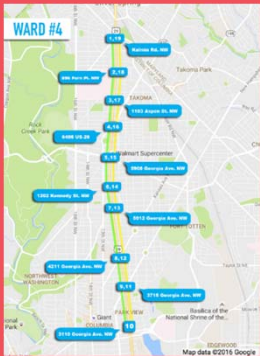
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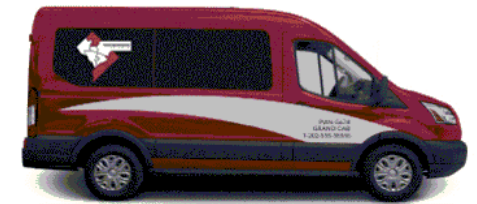


- **Improve access to transportation in underserved areas**
- **Studied transportation options in areas with low taxicab use (data and surveys)**
- **Laid out four routes based on projected ridership, trip purpose, and trip length**
- **Launched as pilot in FY17, with grants for companies to buy vans and train drivers, plus vouchers to use the service**



- **Linear and circular routes in Wards 4, 7, and 8**
- ***Small, comfortable 8-seat Ford Transit vans***
- **Pickups at fixed locations**
- ***Dropoffs anywhere on route & allowed to turn***
- **Fare \$3.25**
- ***Passengers pay cash, payment card, or phone***
- **High customer satisfaction, mixed route viability**





- **MicroTransit can solve transportation problems**
  - Provide better service at lower prices*
  - **Create new revenue for taxicabs**
  - Focus routes on ridership and viability*
- **Linear routes outperform circular routes**
  - Include last mile to/from Union Station*



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En Route to  
MicroTransit  
Shared Rides

## FEATURES

- available now
- gives passengers a new, lower-cost option
- shared ride fare 45% lower (\$1.20 vs. \$2.16/mi)
  - vehicle types includes all taxi sedans
    - opens the road to micro-transit



# DFHV

# DFHV

## MicroTransit Expansion



## FEATURES 1 of 2

- builds on the Neighborhood Ride Service
  - vehicles expanded to taxi sedans
  - uses the lower, shared ride fares
- data-optimized routes/marked pickup locations including union station to city center

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## MicroTransit Expansion



## FEATURES 2 of 2

- New: vehicles expanded to TNCs
  - New: option to hail via app
- New: use of ehaul smart buttons
  - New: link to digital signage
- Participants and app by RFP and/or grants
  - Seeking partners now

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## Shared Riding & MicroTransit



## POLICY GOALS

- 1: Expand availability of transportation across the city  
*Shared ride fare in all taxicabs now*
- 2: Reduce congestion and emissions  
*Same number of vehicles, more trips*
- 3: Improve safety/QA across the VFH spectrum  
*Data required from all VFHs*
- 4: Modernize technology infrastructure  
*Support digital signage, all apps participate*

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# DFHV

[DFHV.dc.gov](http://DFHV.dc.gov)

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