Ridematching Committee Meeting

December 15th, 2020

Agenda

1 Introductions

2 Current Vanpool Challenges

3 Solving the Problems

4 Walkthrough of Key Features

5 Targeted Outcomes

6 Customer Success

MagicBus

Who we are

We're a team that's passionate about using technology to make transportation easy

- Our product makes vanpooling more dynamic, real-time, and ad hoc
- Our software has been used by more than 50,000 riders
- Backed by top Silicon Valley investors

Our work has been featured on:

Y Combinator   mLIVE   TechCrunch   CRAIN'S DETROIT BUSINESS   500   7x7   Product Hunt

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Challenges of Existing Experience...

Inflexible schedule & long -term commitment is a barrier

Current vanpool operations are **not compatible** with the **future of flexible work arrangements**
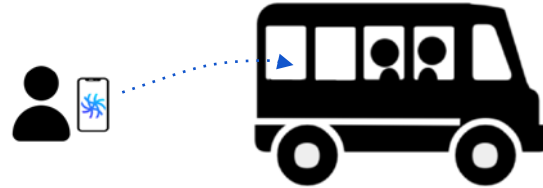
Awareness and outreach to potential riders is a common pain point

Vanpools' **purpose and potential** aren't realized due to **underutilization**

MagicBus enables part-time or occasional riders to book a ride on the empty seats of a vanpool

How We Solve the Problem

This make vanpooling more **flexible** , **dynamic** , and **accessible** , so more people leverage this affordable and sustainable transportation service.

Key Features

Book Empty Seats

Riders instantly book single or multiple trips on existing vanpool routes

Geo-targeted Advertising

MagicBus invests in geo -targeted advertising on digital platforms to improve effectiveness of marketing and outreach

Data & Metrics Dashboard

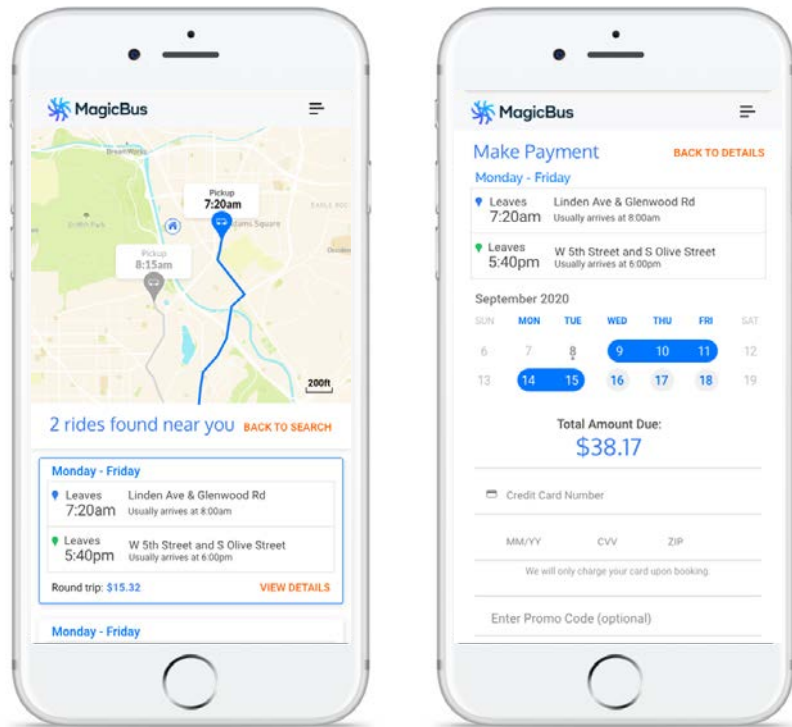Access to accurate real -time data metrics & customizable reports

1 Collect data on ridership and empty seats

- Chatbot messages permanent riders every week

- >90% participation by drivers and riders

- No need to download an app
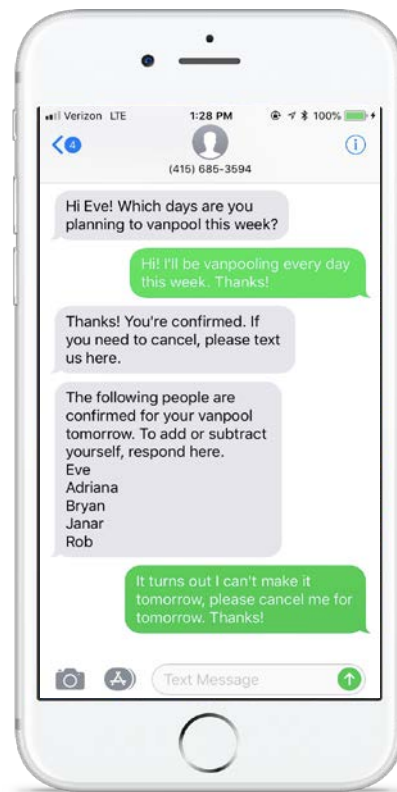
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Enable new riders to book rides through MagicBus Rider App

- Search, select, and book a vanpool ride
- Book one-time or multiple days at a time
- Book what works with their schedule, with no long-term commitments
- Digital payments
- If no route found, user can "advocate" for a new route

Mobile web app/desktop

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Where do you want to go?

Pick up

Starting address or cross streets

Drop off

Destination address or cross streets
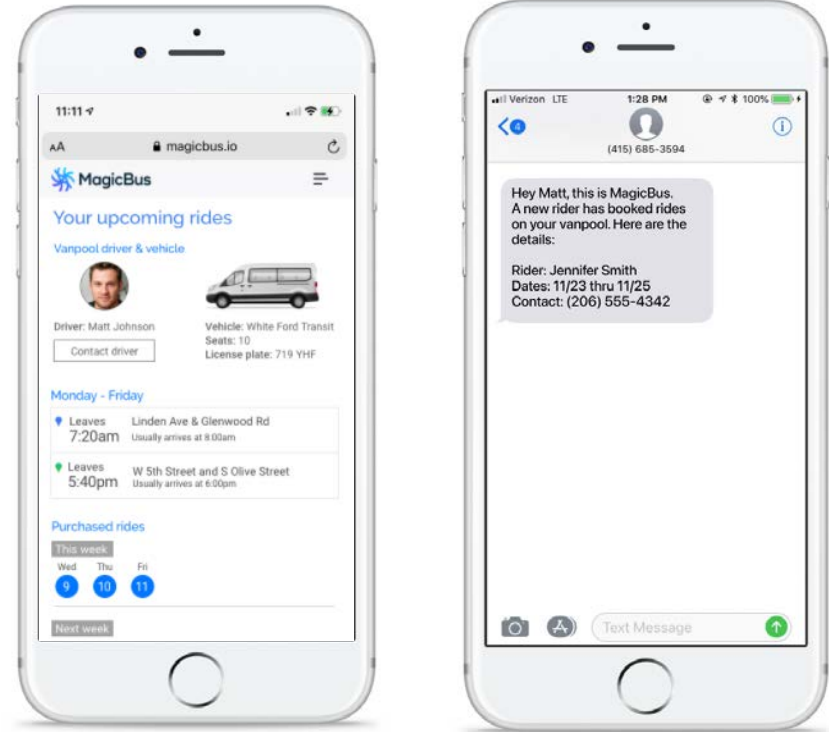
FIND A VANPOOL

9

3 Facilitate the ride!

- Riders receive purchase receipt and instructions for taking the ride
- Vanpool coordinator or driver is notified via email and text message

Rider and Coordinator/Driver Receipts

1 **Design marketing strategy**

- "Know your customer"

- Develop key messages that resonate with target customer

Example Customer Persona

JULIA MEIER

AGE 38

GENDER Female

LOCATION O'Fallon, IL

OCCUPATION Production Line Operator, $35/hr

COMMUTE
- Home is ~30 minutes away from work
- Is an essential worker and continues to commute during pandemic
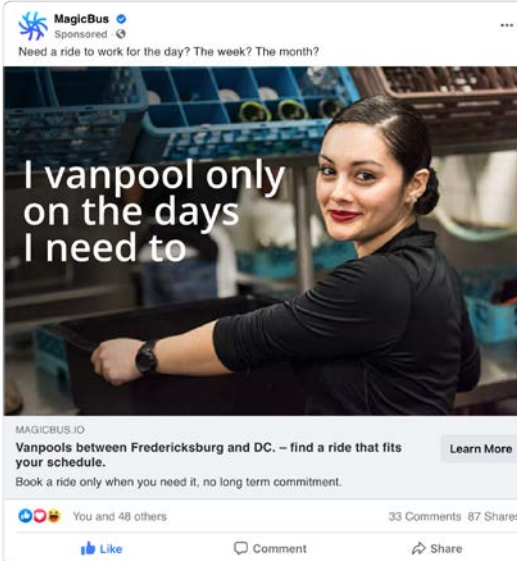- Shares a vehicle with her husband

FRUSTRATIONS
- No daily independent access to a car and needs to be dropped off by her husband

VALUES
- Giving time back to herself and her husband
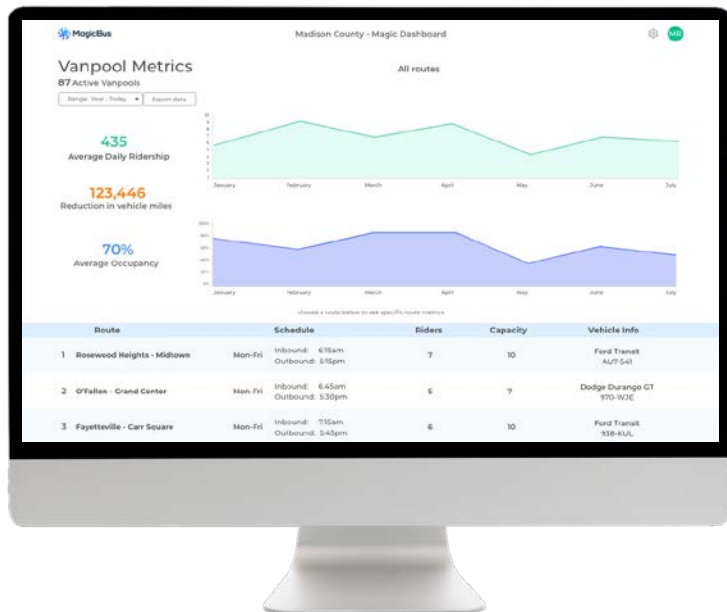
Example Facebook Ad

2 **Acquire new riders that travel along a specific route**

- Strategically invest in ads on digital platforms (Facebook, Google)

- Geo-target ads toward users who have a commute route that matches the commute route of existing empty seats

- Analyze conversion data & optimize future ad messages & placements

MagicBus ✔
Sponsored · ◉
Looking for a safer way to commute?

I feel confident about my commute

MAGICBUS.IO
Join a vanpool and commute with a regular group of people
Ride to work in a controlled, clean, and contained environment. Vanpools between Fredericksburg and DC.

Learn More

👍❤️😆 You and 21 others   28 Comments 65 Shares

👍 Like   💬 Comment   ↪ Share

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1 ## Provide metrics to program managers

- Vanpool ridership
- Daily attendance logs
- Vehicle utilization rates
- Reduction in Vehicle Miles Traveled

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Targeted Outcomes

Grow ridership by making vanpooling more dynamic and acquiring new users with geo -targeted marketing

Improve **transportation equity** by **connecting communities** underserved by transit to jobs

Easily **track and analyze** vanpool program data

Adapt to new **flexible/staggered work schedules**

Reduce SOV rates to **decrease emissions, congestion** , and **parking demand**

Provide an **enhanced, digital experience** for riders

Customer Success

- Increased ridership by **increasing seats filled by 45% within 6 months**

- **Reduced single -occupancy vehicle trips by 18%** on average

- Implemented by shuttle and vanpool programs, with **riders from more than 125 organizations**

  Programs include:

LIONSGATE™

NASA JPL

Ucla

Keck Medicine of **USC**

"This solution has completely removed the administrative headache from shuttle coordination. It lets me accept part-time riders without worrying about overbooking."

Rob Younes
Vice President, Facilities and Administration
Lionsgate Entertainment

Case Study

UCLA

155 vans

Challenges

- Increasing ridership
- Manual processes to track empty seats
- Manual processes to track new rider interest and match to vans
- In-person booking and cash payments
- Achieving density to launch new routes

How MagicBus Helped

- Partnered with UCLA to digitize the tracking and booking of empty seats
- Enabled crowdsourcing of new routes

Results

- Increased seat utilization by 28%
- Added 36 new routes
- Eliminated manual processes to match interested riders to empty seats, saving time for riders and drivers/coordinators

Thank You!

We look forward to collaborating with you to help create an accessible and sustainable vanpool program

isabelle@magicbus.io
joy@magicbus.io

magicbus.io

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