



Downtowner

+





# Microtransit In Your City

## Improve Existing Mobility

We compliment existing fixed route services, and make them more usable by providing the first and last mile of transit.

## Ease Parking & Traffic

Door to door rides keep local cars in driveways and out of valuable parking spots. Our algorithm groups riders heading in the same direction, cutting down on vehicle traffic.

## Less Infrastructure

No need to lay down tracks, build stations or wait months for expensive vehicles. We can be operational within weeks for a fraction of the cost. Our cost per passenger is consistently lower than comparables such as busses or trolleys.

## Connect the Community

Mobility drives local economy, increases downtown livability and keeps visitors coming back. We add value and convenience to living and working in the downtown core and surrounding neighborhoods.

## High Volume, Low Cost

More riders in less time equals the lowest possible cost per passenger. Our algorithms are constantly optimizing driver work flow, picking up riders in the smartest way possible.

## More Analytics

Understand when, where and how your city is moving. Our data analysis tools provide cities with valuable insight into their transit patterns.



# Tampa, FL



6

Vehicles

7

Months

100,754

Passengers

## Top drop off locations

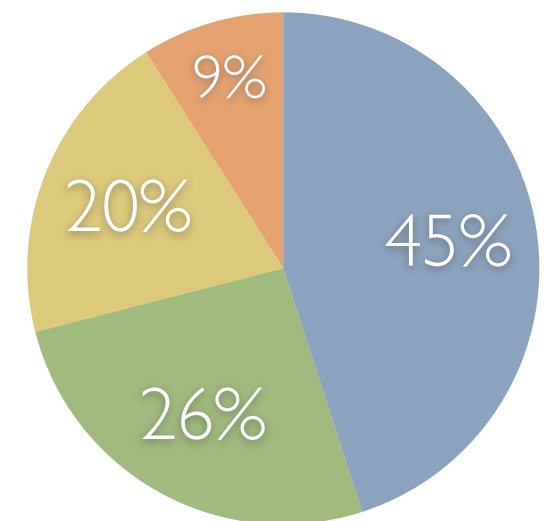
- 1 Marion Transit Center
- 2 University of Tampa
- 3 Publix Supermarket
- 4 Curtis Hixon Park

"Downtowner has been a game-changer for Tampa's downtown. The user experience is great and the app-based, on-demand service has paved the way for a smarter transportation system. Kudos!"

Vik Bhide, Chief Traffic Engineer, City of Tampa

## My main reason for using Downtowner 1,078 responses

- It's convenient
- I'd rather not drive my car
- Parking downtown is difficult
- Other



**Funding sources:** Community redevelopment agencies, FDOT, Tampa Downtown Partnership, Private Sector



# Aspen, CO



2

Vehicles

11

Months

45,365

Passengers

**14%** Decrease in parking occupancy

**22%** Increase in sales tax revenue in first 4 months



Proven in an independent study done by Smarking, focusing on getting cars off the road and boosting local economy in Aspen, CO.

**4.9** Average driver rating



10,837 total ratings

**6:49**

Average wait time

“We’re seeing increased turnover in the core and there are empty spaces in the core on a regular basis. It’s working exactly as planned. These are cars off the road.”

Mitch Osur  
Aspen City Parking Director

**Funding sources:** Parking department, Transportation department



# Manhattan Beach, CA



3

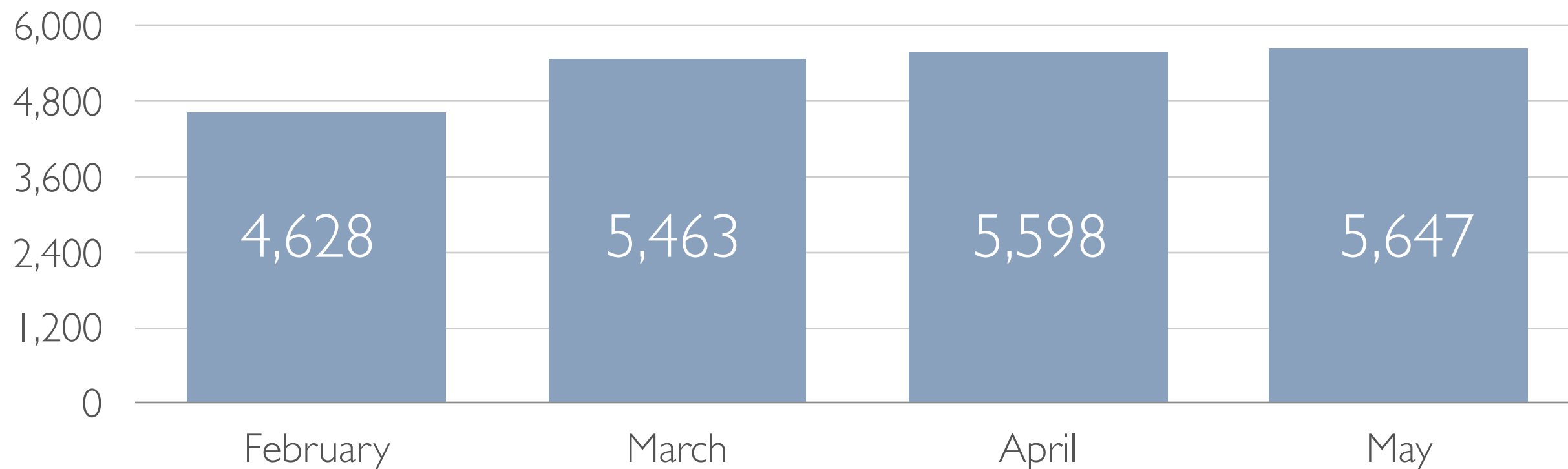
Max vehicles on road

4

Months

21,336

Passengers



4.9 Average driver rating



5,278 total ratings

11:54

Average wait time

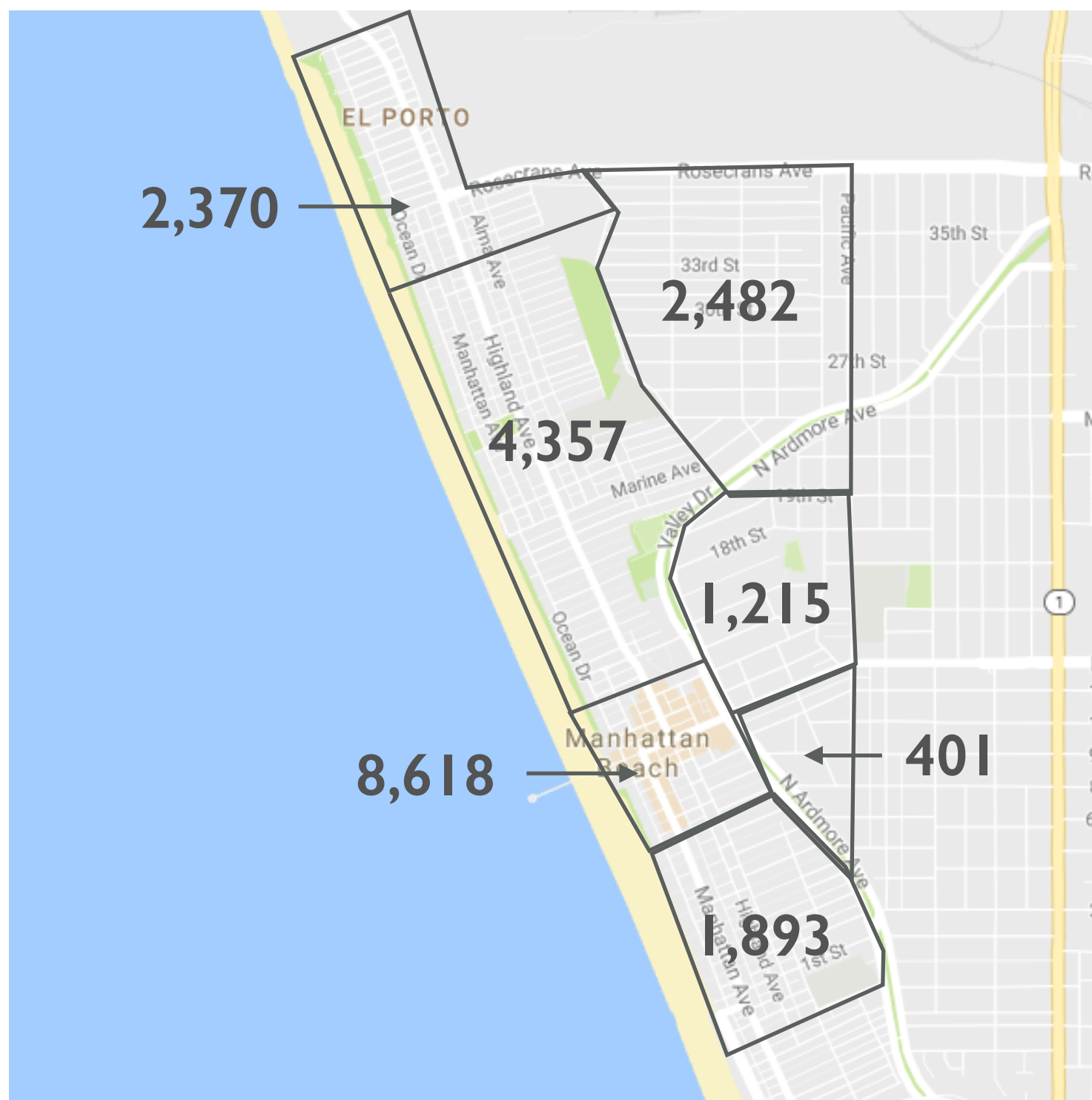


0 Emissions



# Usage By Zone

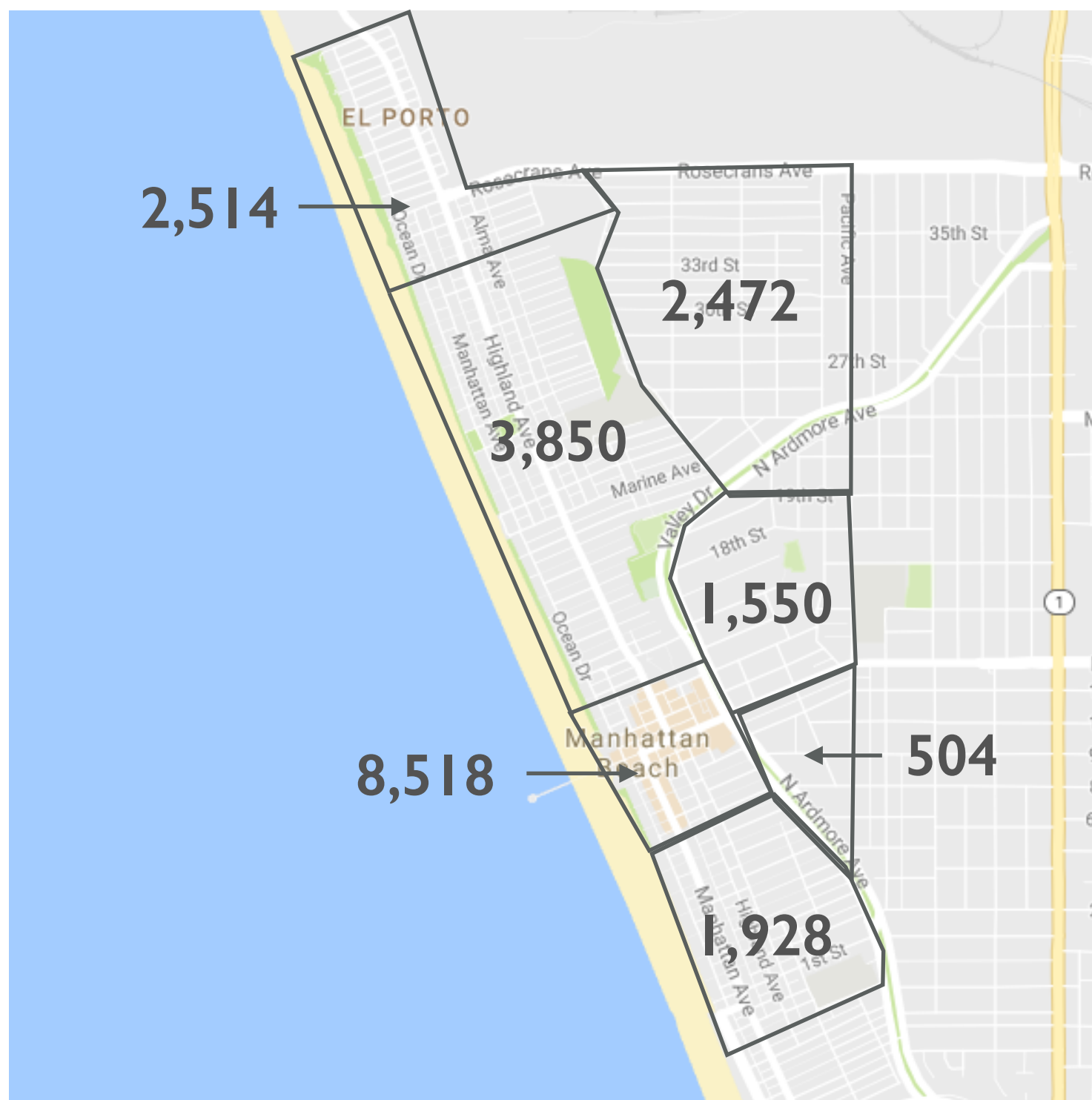
Numbers represent total passengers **picked up** in zone





# Usage By Zone

Numbers represent total passengers **dropped off** in zone



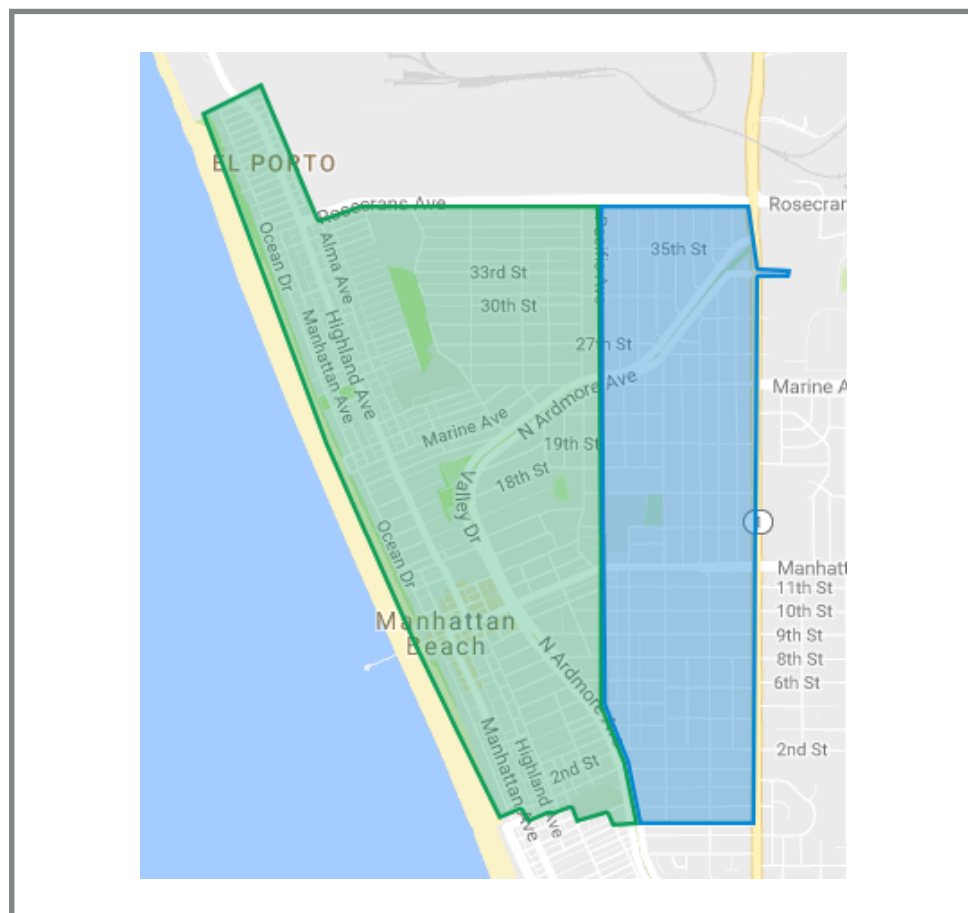




# Service Enhancements



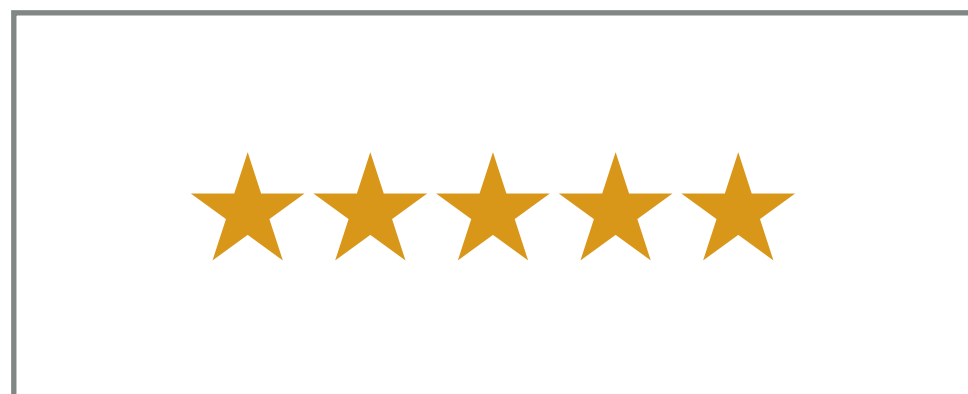
Expanded service area



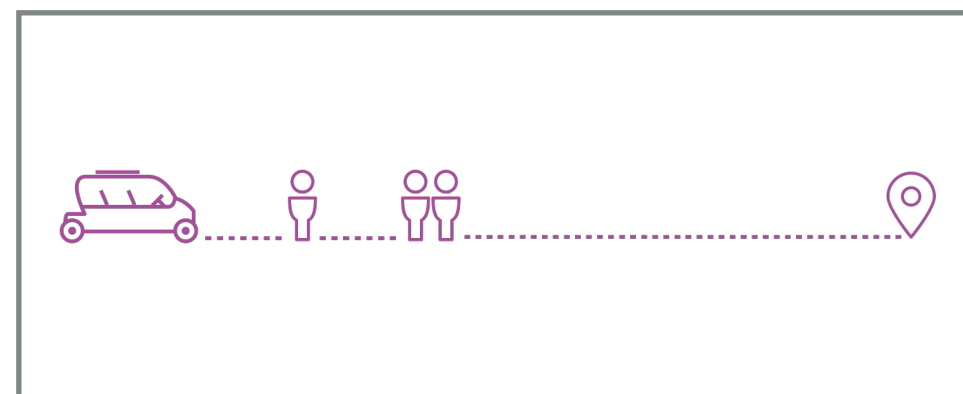
Additional vehicles



Hourly paid drivers



Combo rides







# Expanded Service Area

Current service area      Added service area



Service to Sepulveda Blvd. & Mall



Connect downtown with Manhattan Village  
Less cars parking downtown  
Less traffic downtown  
Less carbon emissions

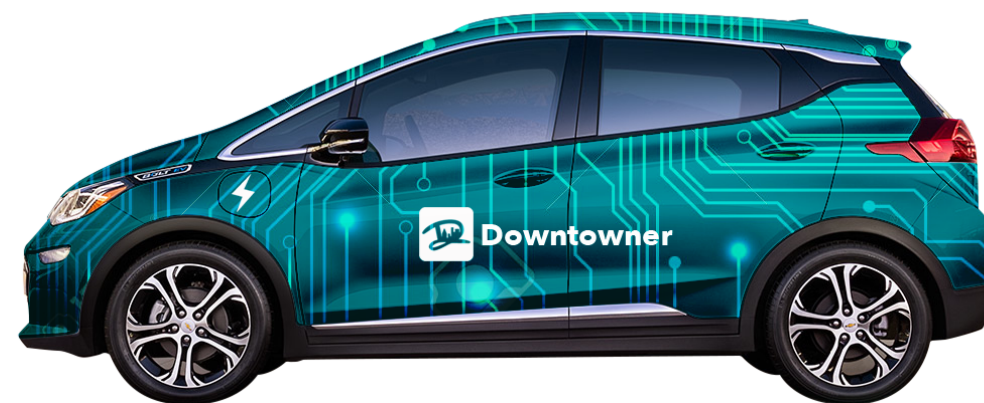


# Additional Vehicles



## Why Chevy Bolt?

**More efficient** The Chevy Bolt gets 238 miles per charge. This battery technology will allow us to operate our entire fleet continuously throughout the day. Fleet size can be reduced by 50%.



**Lower cost** The total cost of putting a vehicle on the road is **\$26,000 less** per year when using Bolt vs GEM.

**Increased experience** Cold or hot, rain or shine, the Bolt provides additional comfort to riders and our driver team. Advanced vehicle features give us the opportunity to further customize the ride experience. Favorite music, temperature settings and more, all adjustable in your rider app profile settings.

**Higher ridership + lower wait times** The Bolt's battery range means no charging or switching vehicles throughout the day. Real world testing in current operations has shown Bolt vehicles are capable of completing up to **25% more rides** per hour than GEM vehicles.



# Hourly Paid Drivers



Why paid drivers?



**More consistent experience** Having the ability to schedule employees allows us to better match demand with supply. We can ensure lower wait times by keeping our capacity under 100%.

**Higher ridership** A more consistent experience leads to higher service utilization and a lower cost per passenger overall. We've experienced our highest service utilization in Tampa, FL (paid drivers) leading to the lowest cost per passenger figures of any Downtowner service area.

**Quality control** We think of our driver team members as Manhattan Beach city ambassadors. Providing an hourly wage helps ensure we have the highest level personnel behind the wheel.

**Truly free rides** Providing drivers with an hourly wage makes the service completely free to the user. This allows us to help decrease the cost of living for Manhattan Beach residents and increase economic growth.



# Combo Rides



**Combo rides** Grouping nearby rides heading in the same direction can vastly improve resource efficiency, as well as lower wait times for riders. By simulating past ridership data with new algorithms, we're finding even smarter ways to move our riders. With a high percentage of 1 and 2 passenger rides, there are plenty of opportunities for combo rides. Our system will automatically group nearby riders heading in the same direction. Combo rides will launch later this year.

## Frequent passenger count

70%

1 and 2 passenger rides

## Top pick/drop-off zone

81%

of rides begin or end downtown



# Service Options



	Option 1	Option 2	Option 3
Fleet	Current	Expanded	Expanded
Service Area	Current	Expanded	Citywide
Standard vehicles	6 GEM	6 GEM + 3 Bolt	9 Bolt
Max vehicles on the road	3	6	9
Power source	100% electric	100% electric	100% electric
Hours of operation	11am - 11pm	11am - 11pm	11am - 11pm
Estimated yearly cost (operating)	\$520,000	\$647,000 +24%	\$840,835 +61%
Driver hourly wage	\$10	\$10	\$10
Total Estimated yearly service hours	11,648	16,536 +42%	25,038 +117%
Estimated ridership capacity (yearly)	93,000	133,000 +43%	200,304 +115%
Estimated cost per passenger	\$5.59	\$4.86 -13%	\$4.20 -25%
Service area (square miles)	1.21	1.92 +57%	3.94 +226%
Advertising revenue credit (yearly)	75,600	113,400	113,400
Estimated net yearly cost (operating)	444,400	533,600	727,435
Estimated net cost per passenger	\$4.78	\$4.01 -17%	\$3.63 -24%

Percentages are in relation to Option 1