TOWN OF 1901 BASALT

October 28, 2021

Dan Blankenship
Chief Executive Officer
Roaring Fork Transportation Authority
2307 Wulfsohn Road
Glenwood Springs, CO 81601

Re: Basalt Microtransit Proposal

Dear Dan,

Please consider this letter as the Town's request to share costs for a one-year pilot project for microtransit in the Town of Basalt. We have solicited a bid from Downtowner, who currently operates in Aspen, to provide options for first/last mile and travel within and between our distinct neighborhoods.

The attached proposal was recommended by our Town Council at their regular meeting on October 26th. The proposal will include services for eight months and will omit the "shoulder season" months of April, May, October, and November. During the months of operation, this option will include on-demand service which will be requested via phone or downloadable application (Downtowner App). The hours will include weekday service from 6 am – 9am and 3 pm -10 pm with weekend service on Saturday and Sunday from 6 am – 10 pm. Downtowner proposes to purchase two transit vans to provide the service.

The total estimated budget for the pilot would include a total cost of $379,586 which includes the following:

- Program setup: $10,894
- Year 1 operation costs: $363,424
- Annual service hours: $5,268

The Town requests that RFTA consider paying fifty percent of the cost. That equates to $189,793 for each of our organizations. The proposal indicates that this is a "proposed" budget so we will seek to finalize the cost with Downtowner but we do not expect the cost to materially increase.

In addition to the hard costs, we have an option to brand the vehicles with our logos or any other branding we wish. We will also need to provide two parking spaces for the vans, which you and I have discussed, and were proposed to be in a visible location in one of the RFTA Park and Ride lots in Basalt.

The Town is excited to partner with RFTA on this pilot project. We understand that a future funding source may need to be identified should we wish to continue the service beyond 2022. This has been a priority for the Town of Basalt and was identified in the 2020 Master Plan as the second highest ranked project, just after affordable housing, by our residents.

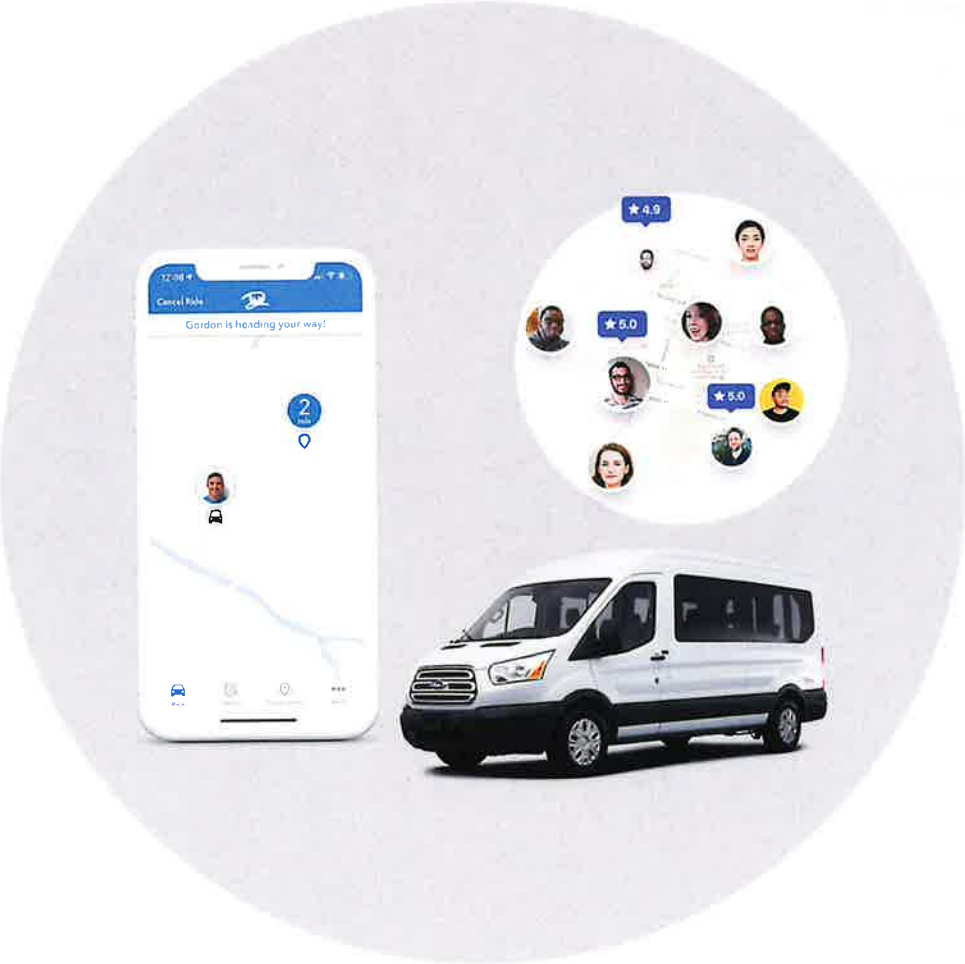
On behalf of the Town Council and Staff, we ask that you strongly consider this partnership, and we look forward to hearing back from you after your discussion with the Board of Directors. Please let us know if you have any questions.

Sincerely,

Ryan Mahoney, Town Manager

Enc. - Downtowner – Basalt Microtransit Proposal

Downtowner



Basalt Microtransit Proposal

Downtowner

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Background

Communities of all sizes and types - from small mountain resorts to large urban cities - use Downtowner's software and operations to deploy on-demand, fixed route and flex route transit systems. Downtowner has been providing on-demand and routed transit services in high volume, fast paced settings since our company launched in early 2012. Using patent pending algorithms designed to balance efficiency and user experience, our technology moves millions of passengers every year. Our philosophy stems from the desire to provide more usable public transits. Historically, public transit has been intimidating for many to use. Surveys show many people avoid public transit because they believe it to have confusing timetables, inconvenient routes and gaps in coverage. Downtowner simplifies the transit experience.

Making Shared Transit Smarter

Our dynamic route and shared ride technology is allowing us to reshape the mobility landscape. With a customizable platform and years of operational experience, we're providing our private and public partners with award winning transit systems. We offer turnkey programs operated by Downtowner as well as technology licensing to partners who wish to provide their own operations.

Customized and Integrated

Downtowner's roots in on-demand microtransit have led the way for our fully integrated software platform, which now also includes deviated-route and fixed-route systems. We've learned transportation is not one size fits all, so we're building the tools necessary to configure customized transit systems that fit the needs of our clients and are easy for our riders to use.

Providing Efficient and Usable Programs

We're focused on vehicle resource optimization as well as rider experience, and have a 4.9 out of 5 average rider rating on nearly 600,000 ratings. Many of our programs experience 50% or more of trips shared by 2+ parties, meaning we're moving more people with less vehicles. Our firm has deployments around the nation.

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Example Program: Aspen, CO

In Aspen, CO our company was contracted as part of a parking and transportation initiative to get nearby residents and visitors out of their cars. This effort was to fill in gaps in fixed route services, free up valuable downtown parking, decrease traffic caused by people looking for downtown parking and reduce carbon emissions. Our program was deployed alongside a downtown parking rate increase. Our service allowed for a positive incentive not to drive personal cars into the core, while the increased parking rates provided the negative incentive.

- 17,484 personal car trips replaced in 2019 according to in-app rider survey results

"There are fewer cars coming into town looking for a parking space. The service is also one of the things we have done in Aspen that has received near unanimous support from the local business community. I look forward to even stronger ridership and fewer vehicles needing to park in town." ***Mitch Osur, City of Aspen Parking Department Director***

Program type / software: Shared, on demand rides
Program launch date: June 17, 2016
Employee Drivers: 10 - 15 (depending on seasonality)
Vehicles online: up to 3

Fleet

Trip pattern visualization from ride data

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Basalt Operation

Service Hours

- Service operates 8 months out of the year (no service Apr, May, Oct, Nov)
- 6am - 9am + 3pm - 10pm, Daily
- 6am - 10pm, Saturdays and Sundays during summer months

Ride Requests

- Request rides on-demand using a mobile app or call in number
- Rides available within or between the Willits and Basalt zones

Fleet

- Transit Van
  - Quantity: 1
  - Standard passenger seating: 12
- ADA Transit Van
  - Quantity: 1
  - Standard passenger seating: 8
  - Wheelchair seating: 1

Vehicles and Equipment

Downtowner will provide a dedicated fleet of vehicles and corresponding equipment for this operation's use only.

Staff

Downtowner will provide local, onsite management staff and employee drivers.

Reporting

Downtowner will provide ridership reports to the Client at a designated interval. Custom reports will also be provided as requested.

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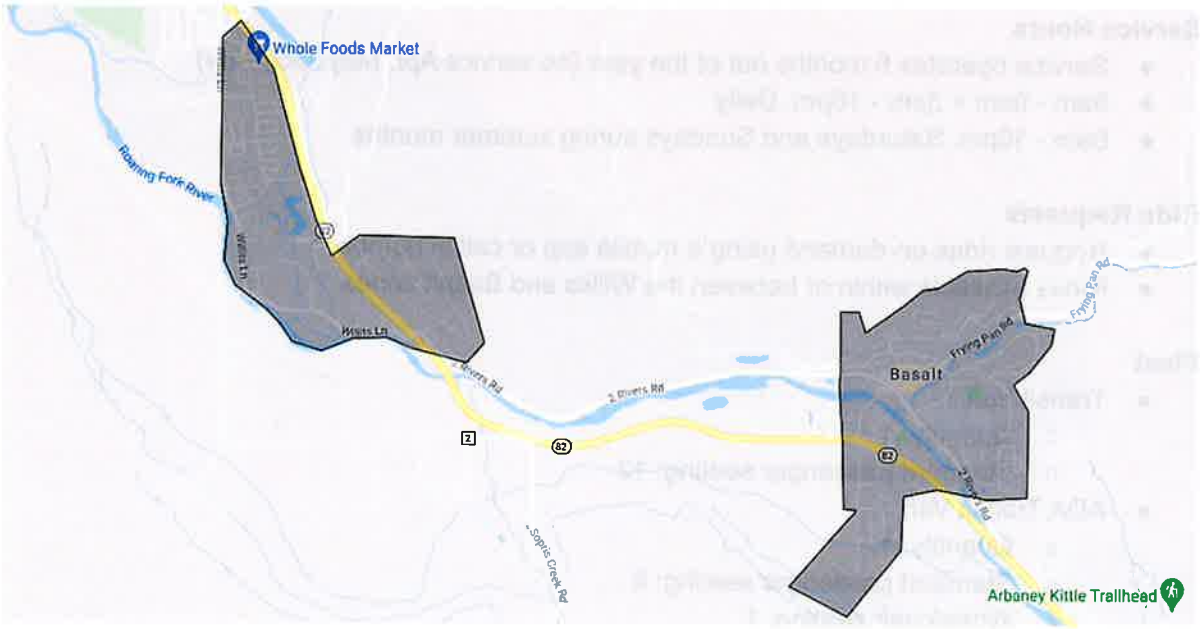
Service Area

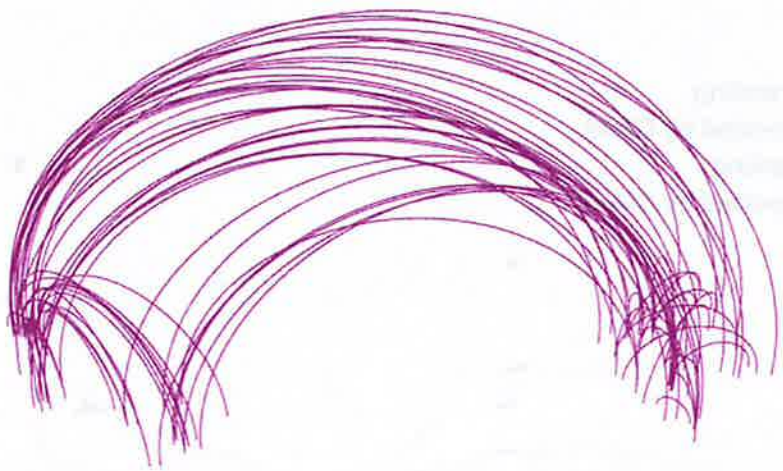


Trip Requests

Riders can request trips within or between the Willits and Basalt zones shown above.

Simulation

Simulation Trips



Simulation Results

- Inputs such as Trip Type, Passengers per Pickup, Peak Hours and Trip Direction are used to simulate ridership demand and vehicle needs
- We simulated 75 daily trips with two vehicles online

Vehicles online	Daily trips (3pm - 10pm)	Percent picked up in under 20 min
2	75	80%

Program Budget

Estimated Budget

- Program setup: $10,894
- Year 1 operation costs: $363,424
- Annual service hours: 5,268

Others

- Vehicle Branding
  - Provided by Client
- Vehicle Parking
  - Provided by Client