Downtowner

Basalt Microtransit Proposal

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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.

Example Program: Aspen, CO

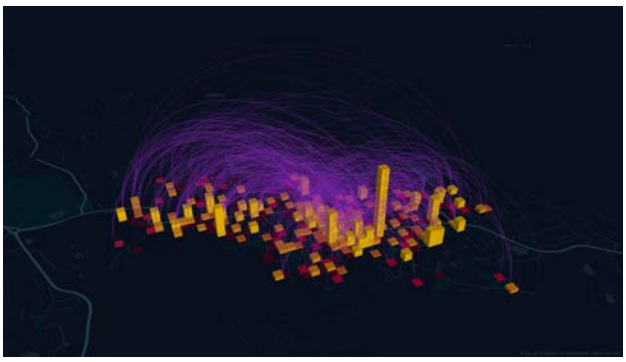
In Aspen, CO our company was contracted as part of a parking and transportation initiative to get nearby residents and visitors out of their cars. This effort was to fill in gaps in fixed route services, free up valuable downtown parking, decrease traffic caused by people looking for downtown parking 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

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.

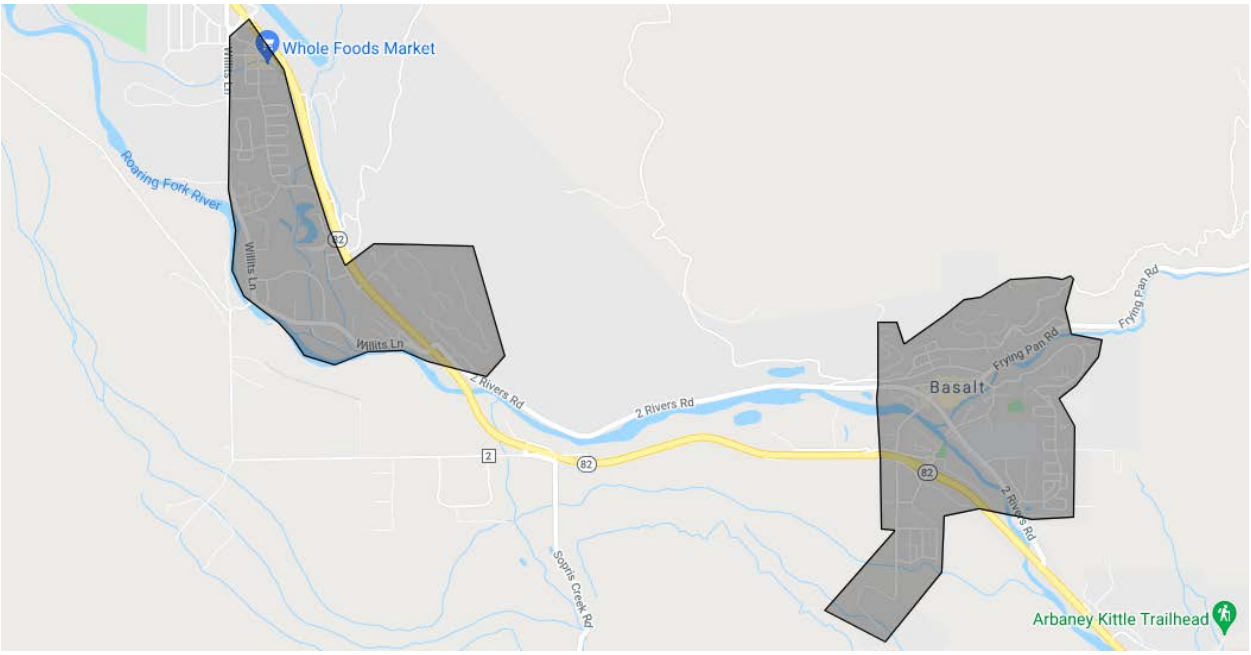
Staff

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.

Service Area



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

Simulation

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