

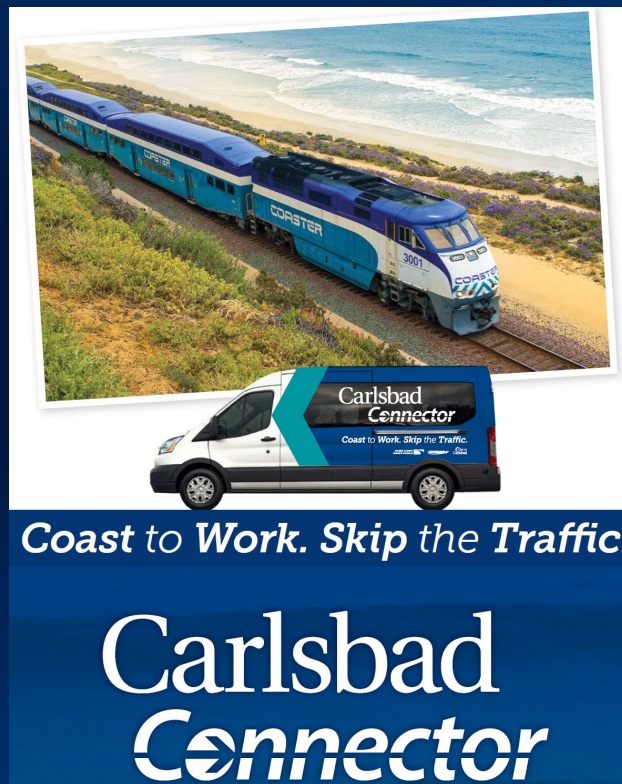
The background image shows a blue and white van with 'Carlsbad Connector' written on its side. Below the name, it says 'Coast to Work. Skip the Traffic'. Logos for 'NORTH COUNTY ANIMY DISTRICT', 'SANDAG', and 'City of Carlsbad' are visible. Three people are walking away from the camera on a bridge or overpass. In the background, there are cars on a highway and a 'CROSSWALK' sign.

The Carlsbad Connector On-Demand Micro Transit Pilot Program

**ITE Workshop
September 10, 2020
Nathan Schmidt, AICP
City of Carlsbad Transportation Planning and Mobility Manager**

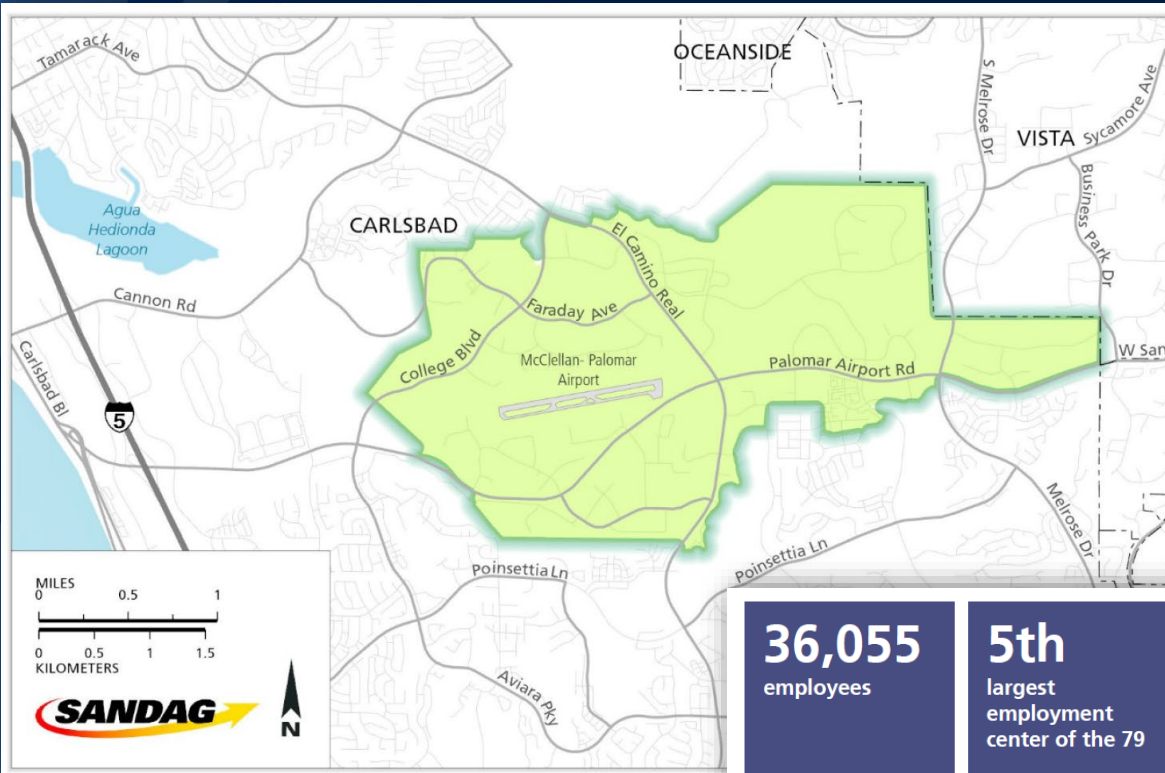
Agenda

- Background
- Origin of the Pilot
- Service and Technology Details
- Impacts due to COVID-19 & Future of the Connector
- Carlsbad TDM Activities



Background

Palomar Airport Rd. Business Park



36,055
employees

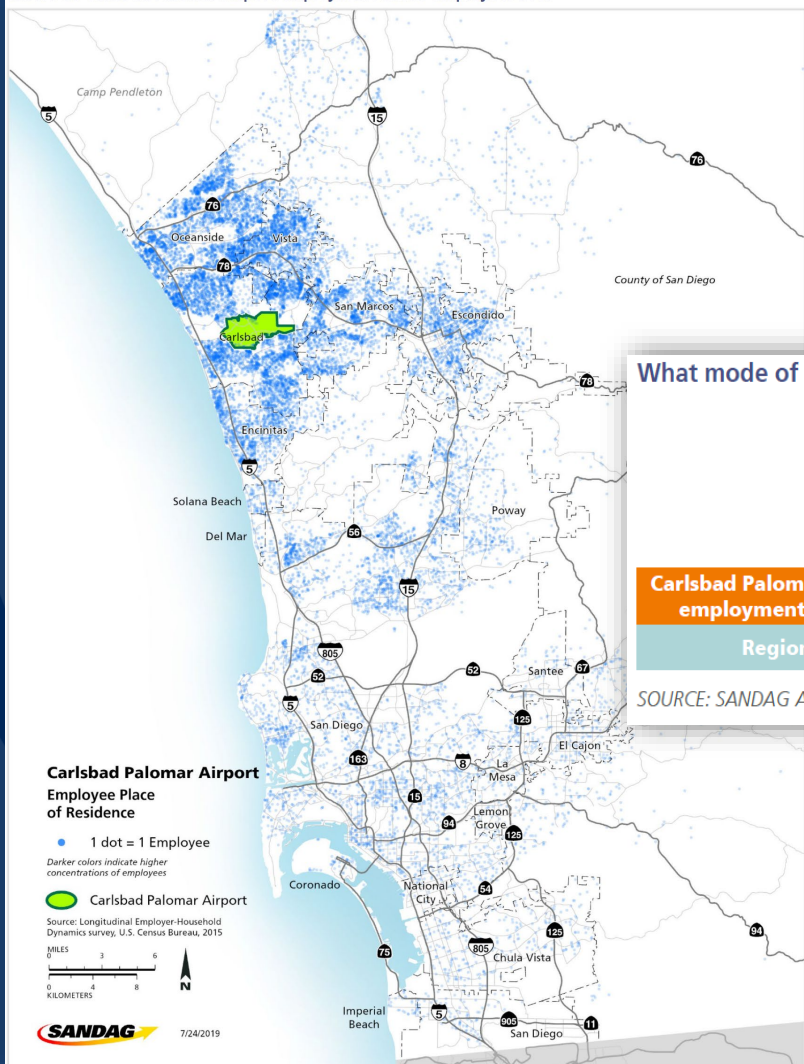
5th
largest
employment
center of the 79

4.81
square miles

7,496
employees
per square mile






0.1%
of employees
in this employment
center also live
in this employment
center

SOURCES: SANDAG Employment Estimates, 2016; LEHD LODES OD, 7.3, 2015



Background

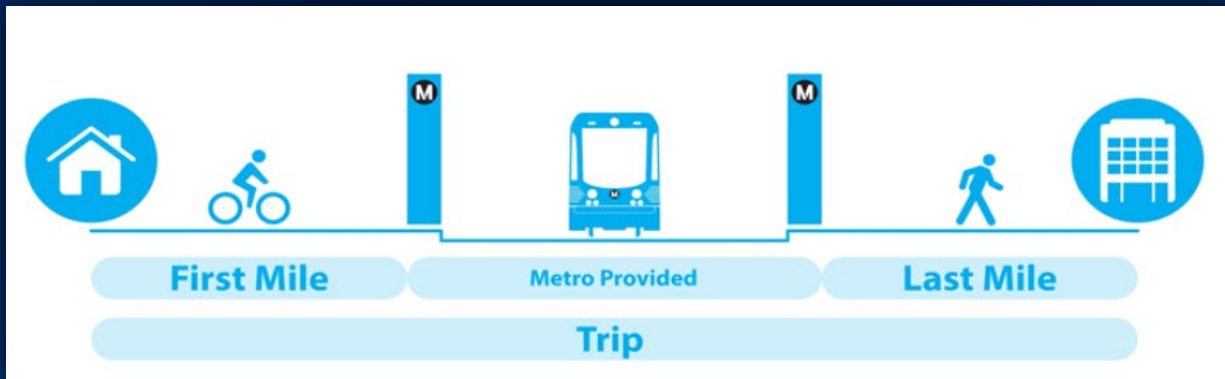
What mode of transportation these employment center employees use to get to work during peak period?

	Drive alone	Transit	Carpool	Bike	Walk
					
Carlsbad Palomar Airport employment center	84%	2%	14%	1%	<1%
Region	80%	4%	13%	2%	1%

SOURCE: SANDAG Activity Based Model, 2016

First-Last Mile Problem

- Rail transit like COASTER is not located in close proximity to residential neighborhoods or employment centers
- Describes the beginning or end of the trip, which if not convenient, deters use of transit entirely



Origin of the Pilot Program

- Partnership made it possible
- RFP Issued by City of Carlsbad
- Collaborative messaging and branding
- Goal: Scalability



Carlsbad
Connector



Pilot Program Goals

- Limited service plan focused on proof of concept
 - Introduce public to new riding concept
- Extend the reach of COASTER service
 - First/last mile connection to the COASTER and increase ridership
- Ridership target of 100 trips per day
- Better target evolving customer needs
 - Improve on existing fixed route service (BREEZE Rte. 444/445)
- Evaluate viability of new type of service in North County

4:59

Book a Ride

2505 Gateway Rd, Carlsbad, CA 92009, USA

Poinsettia Station

1

5:00 PM

Today

FIND RIDES

2:09

Book a Ride

2505 Gateway Rd, Carlsbad, CA 92009, USA

Poinsettia Station

How many riders?

Standard

- 1 +

passenger or large object

Standard with bike

- 0 +

standard seat plus a bike rack

SDM Standard Seat

- 0 +

senior/disabled/medicare

ADA Accessible seat

- 0 +

securement required

SDM ADA Accessible seat

- 0 +

securement required

* Valid proof of eligibility required for all SDM
(Senior/Disabled/Medicare) bookings

CANCEL

OK

Service Technology



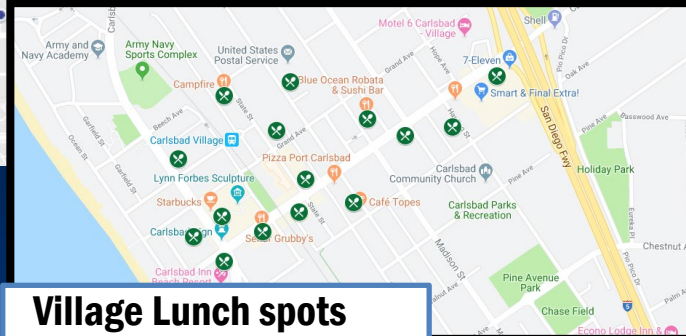
- On-demand (like Uber / Lyft)
- Reservation based
- Optimizes trips to be as efficient as possible (dynamic routing)
- Call-in option for those without smartphones

Service Planning

Business park and lunch stops

**Poinsettia
Station**

- Virtual stops all within 5-minute walk to destinations



**Village Lunch spots
(Mid-Day Service Only)**

Service Vehicles

Four 12-passenger shuttles

- One fully ADA compliant
- Wi-Fi enabled
- 2-bike capacity racks
- Branded to the service for recognition and easy boarding



Service Operations

- On-demand / Optimized routing
- Peak hour service:
 - Pick-Ups: 7:00 a.m. to 9:00 a.m.
 - Drop-Offs: 3:00 p.m. to 6:00 p.m.
- Mid-Day Service:
 - 9:00 to 3:00 p.m.
 - Carlsbad Village Lunch Service
- Monthly or all-day COASTER pass
 - No additional cost
- \$2.50 per one-way ride (without pass)



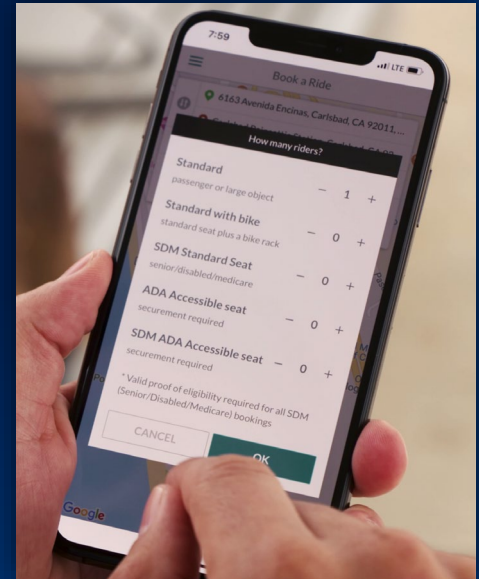
Service Promotion

- Press conferences
- Local news interviews
- Try transit passes
- Outreach with local employers
- Co-marketing with SANDAG “5 Big Moves”



Service Performance

- Launched August 2019
- Over 10,000 trips from launch to July 31, 2020
- Weekly Ridership (Average daily riders):
 - Week 1: 32
 - Week 27: 96 (Highest)



Service Performance Cont.

- The average trip duration with planned stops was 16 minutes compared to 12 minutes if passengers were to drive themselves
- Shared ride percentage: 95%
- Average ride rating: 4.9 stars
- On-time performance: 96%



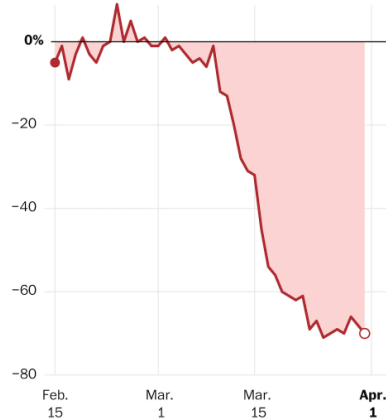
COVID-19 Impacts

U.S. public transit finds a new level, 70% below the old one

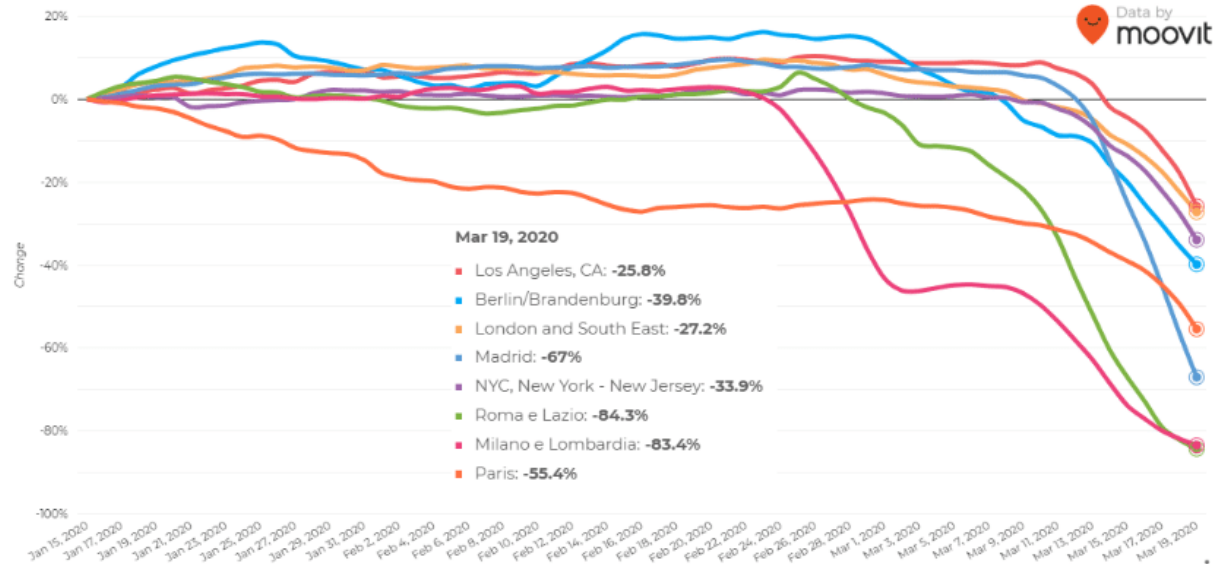
How 2020 mass-transit demand differs from normal

Note: Demand is measured based on how often the app is used, and how much it differs from what the company would normally expect on that particular day.

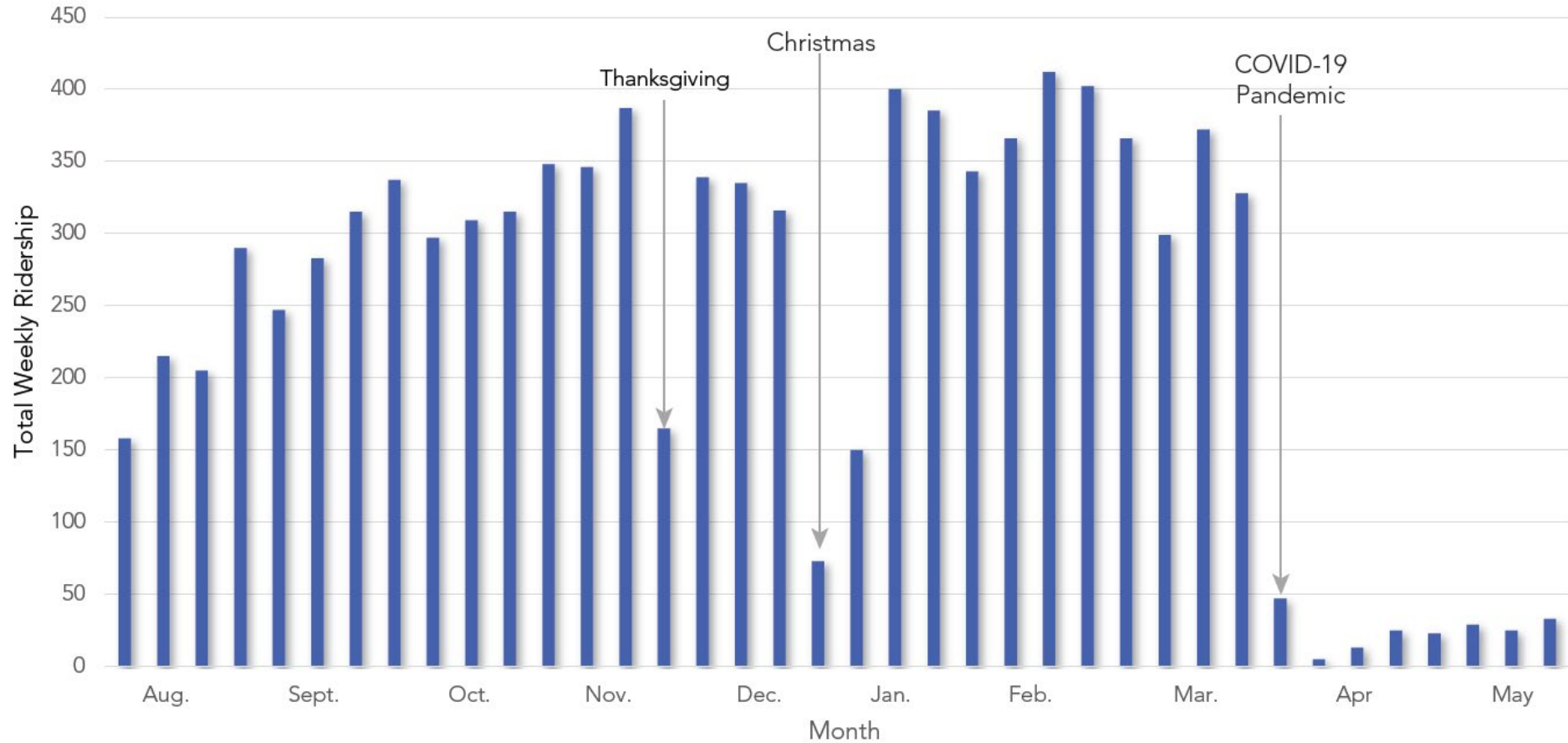
Sources: Transit
THE WASHINGTON POST



Coronavirus: Effects on Public Transit Usage Around the World



Total Riders by Week



Future Service Plans

- Service was temporarily suspended on July 31, 2020
- NCTD plans to implement new pilot on-demand service in April 2021 within the Cities of Carlsbad and San Marcos
- Aligned with NCTD's new service and operational plans
 - NCTD Strategic Multimodal Transit Implementation Plan

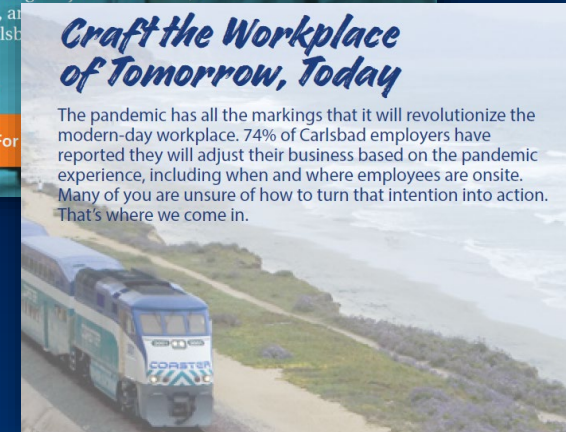
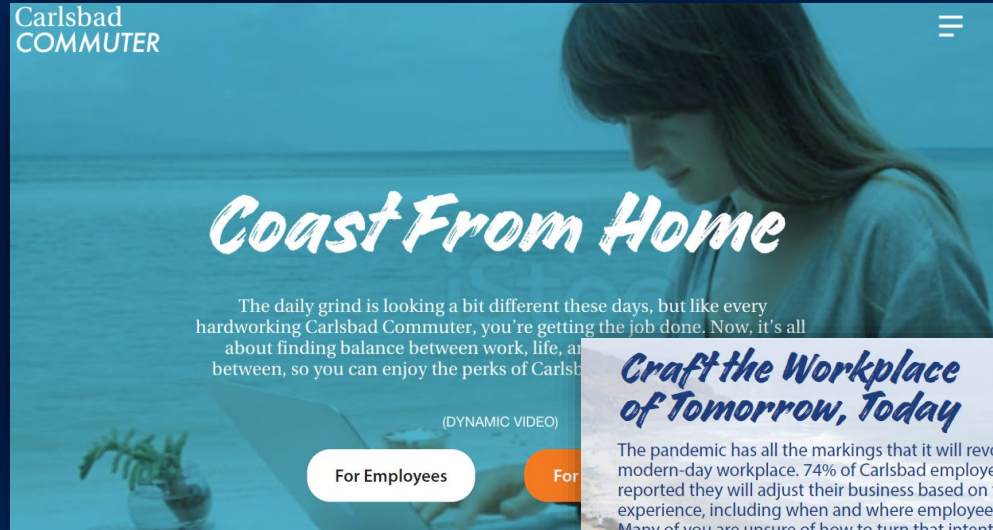


Other Service Benefits

- App based technology allowed to limit vehicle capacity to allow for social distancing
- Dynamic vehicle routing provided improved travel times versus fixed route.
 - Avoid collisions, construction activity, congestion
- Virtual stops were continually adjusted throughout the program lifetime
- Other options considered: Senior Center trips

Carlsbad TDM Program

- New Focus:
Balanced Work/Life
 - 74% of Carlsbad employers now teleworking
- Free consulting to Carlsbad employers
- Ride tracking platform
 - Ride Amigos



Questions

Nathan Schmidt

Transportation Planning and Mobility Manager

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