SERVICE DESIGN

• August 2016 – February 2017
• Monday – Friday
• 5:30 a.m. – 7 p.m.
• To or from Dry Creek Station
RESULTS
MOSTLY USED BY COMMUTERS
NEW TO FIRST-LAST-MILE AND RIDESHARE

How frequently do you use RTD Call-n-Ride?*

- Daily/almost daily: 11%
- 1-3 times a week: 4%
- 1-3 times a month: 3%
- Less than once a month: 14%
- Never: 68%

*Users registered through Go Denver (n = 75)

How frequently do you use Lyft?*

- Daily/almost daily: 1%
- 1-3 times a week: 17%
- 1-3 times a month: 24%
- Less than once a month: 22%
- Never: 36%

*Users registered through Go Denver (n = 75)
## EASY USER EXPERIENCE

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>August*</td>
<td>24</td>
</tr>
<tr>
<td>September</td>
<td>9</td>
</tr>
<tr>
<td>October</td>
<td>9</td>
</tr>
<tr>
<td>November</td>
<td>6</td>
</tr>
<tr>
<td>December</td>
<td>1</td>
</tr>
<tr>
<td>January</td>
<td>2</td>
</tr>
<tr>
<td>February*</td>
<td>0</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>8.5</strong></td>
</tr>
</tbody>
</table>

*service provided for 2 weeks

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**EASE OF USE OF GO DENVER AND LYFT**

- **Very Easy**: 33%
- **Somewhat Easy**: 33%
- **Indifferent**: 33%
- **Somewhat Difficult**: 17%
- **Very Difficult**: 10%
QUALITATIVE RESULTS

• National and international media attention
• 50 organizations and Cities across the country have reached out to the i-team
• 10 of those were in Colorado
# Fiscal Results

Service Provision Expenses (City + SPIMD Funding)

<table>
<thead>
<tr>
<th>Vendor/Line Item</th>
<th>Service</th>
<th>Total Pilot Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lyft</td>
<td>Lyft Line rides</td>
<td>$6,000</td>
</tr>
<tr>
<td>Via</td>
<td>Accessible service</td>
<td>$45,760</td>
</tr>
<tr>
<td>CH2M</td>
<td>Concierge service</td>
<td>$10</td>
</tr>
<tr>
<td>Conduent</td>
<td>Hosting, data collection, analysis</td>
<td>$9,000*</td>
</tr>
</tbody>
</table>

*Expected cost - final invoices not received.  

**Total**  

$60,770*
### FISCAL RESULTS

Implementation and Marketing Expenses (Bloomberg Philanthropies Funding)

<table>
<thead>
<tr>
<th>Vendor/Line Item</th>
<th>Service</th>
<th>Total Pilot Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduent</td>
<td>Building and implementing screens for Go Centennial</td>
<td>$26,000*</td>
</tr>
<tr>
<td>Multiple Companies</td>
<td>Marketing and communications</td>
<td>$710</td>
</tr>
<tr>
<td>Fehr &amp; Peers</td>
<td>Project management services, data collection and analysis</td>
<td>$42,237</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong> $68,947*</td>
</tr>
</tbody>
</table>

*Expected cost - final invoices not received.
LESSONS LEARNED
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Integrate with RTD
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Formalize Pick-up and Drop-off Locations
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Formalize Pick-up and Drop-off Locations

Improve Back-end Integration
LESSONS LEARNED

Expand Duration, Service Hours and Service Area
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Increase Marketing
LESSONS LEARNED

Expand Duration, Service Hours and Service Area

Increase Marketing

Improve User Experience
LESSONS LEARNED

Provide an Accessible Service
LESSONS LEARNED

Provide an Accessible Service

Address Risks
LESSONS LEARNED

Provide an Accessible Service

Address Risks

- Integrate with RTD
- Formalize Pick-up/drop-off locations
- Improve Back-end Integration
- Expand Duration, Service Hours and Service Area
- Increase Marketing
- Improve User Experience
- Provide an Accessible Service
- Address Risks
CONCLUSION
QUESTIONS

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For report, go to: http://go.centennialco.gov/