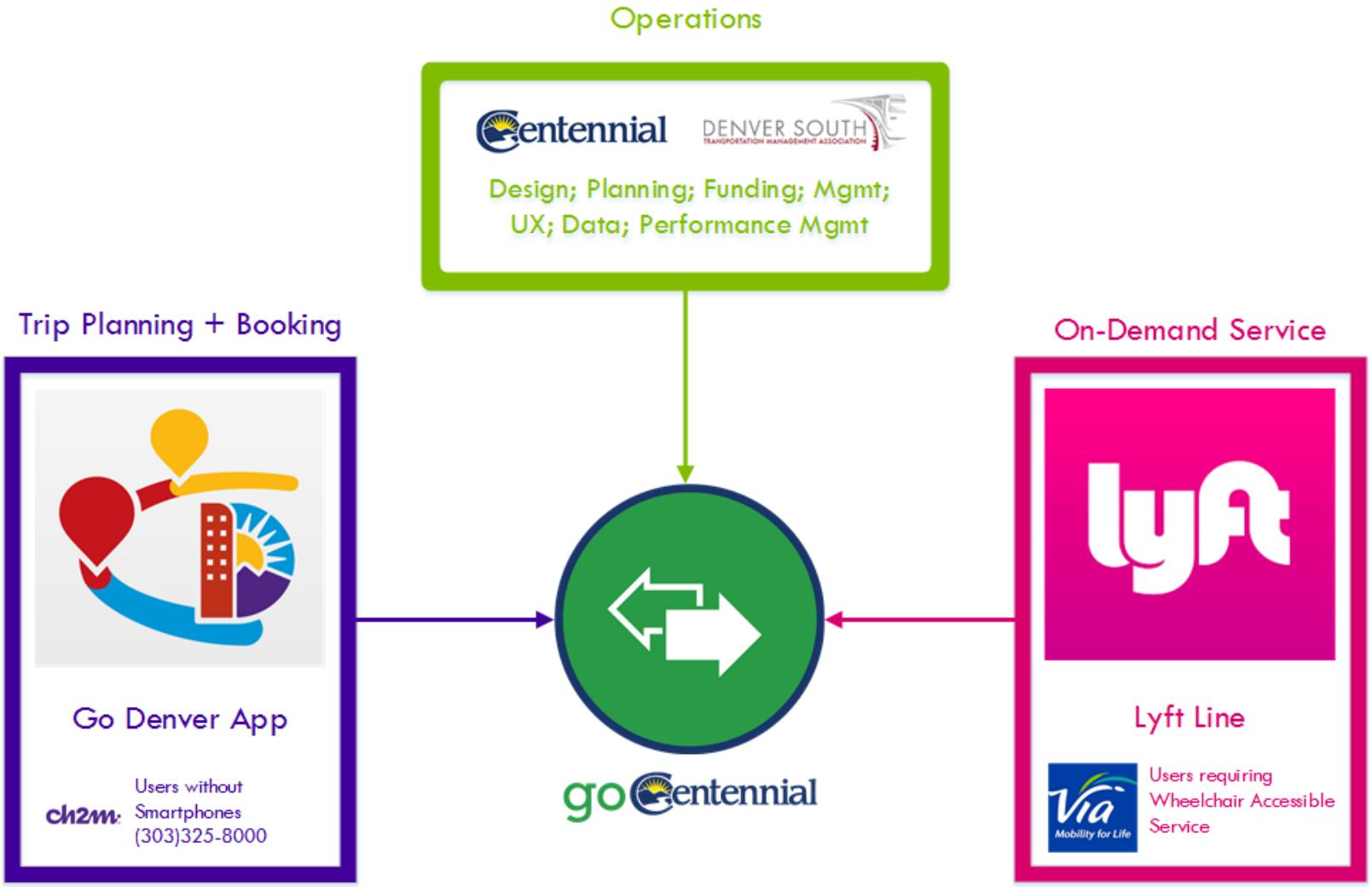
goCentennial

Q&A WEBINAR

JULY 13, 2017

PARTNERSHIPS



SERVICE DESIGN

- August 2016 – February 2017
- Monday – Friday
- 5:30 a.m. – 7 p.m.
- To or from Dry Creek Station

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SERVICE DESIGN

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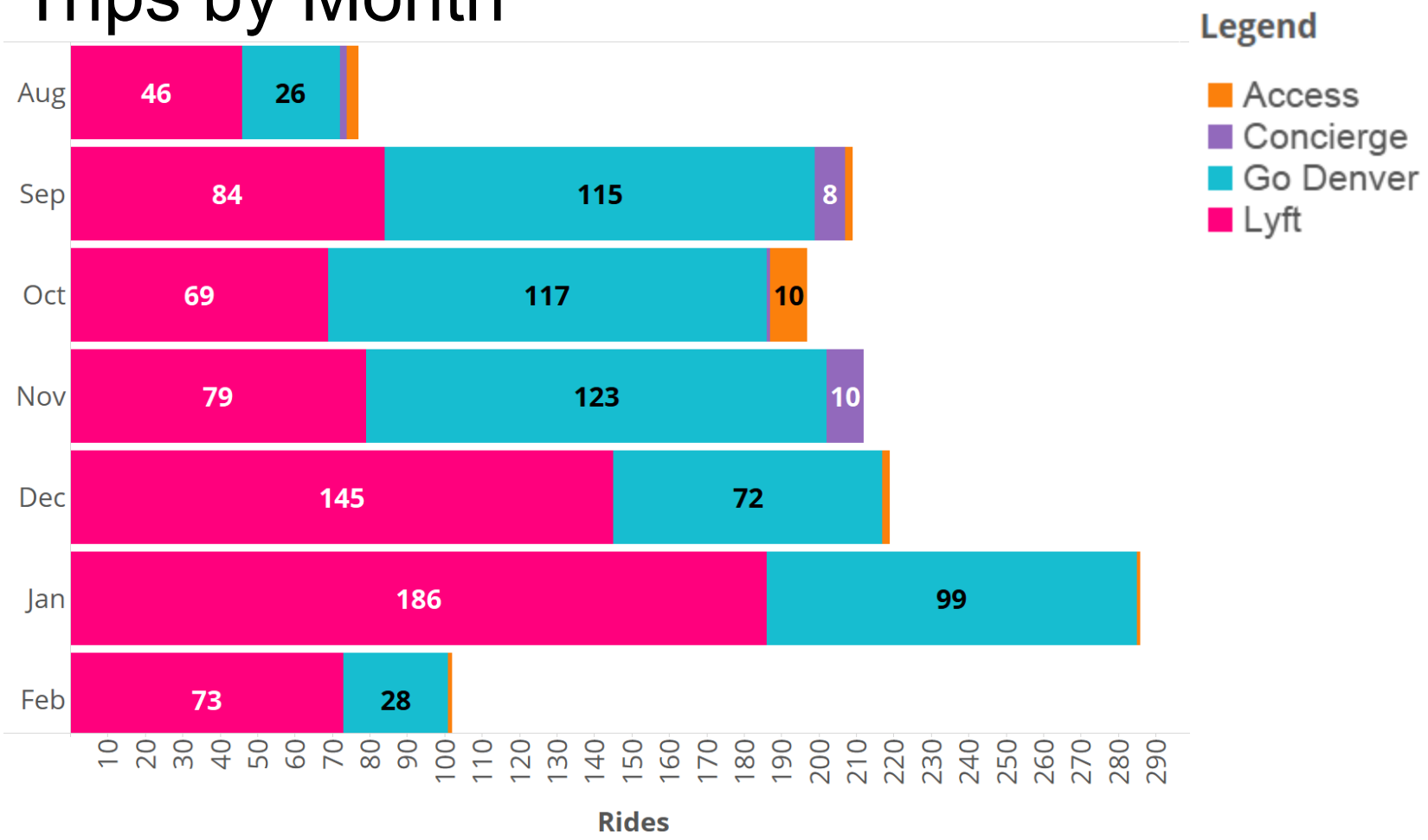
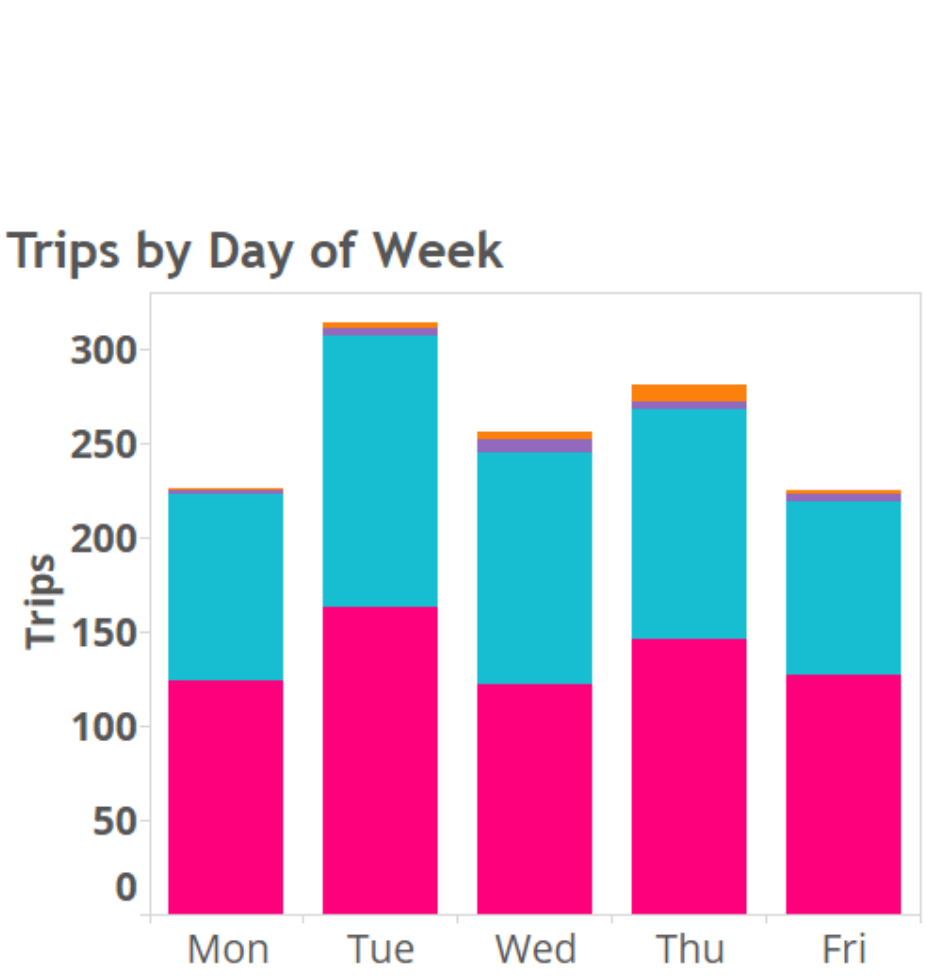
RESULTS

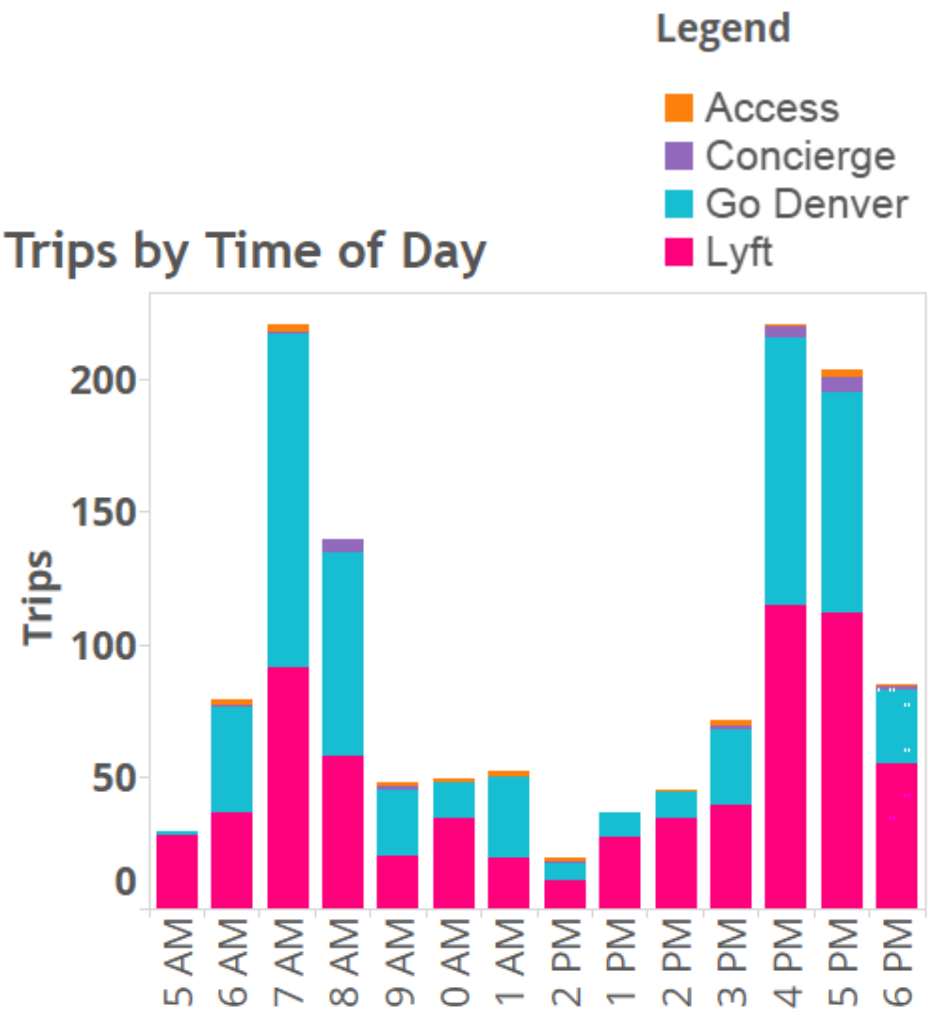
MONTHLY RIDERSHIP

Trips by Month

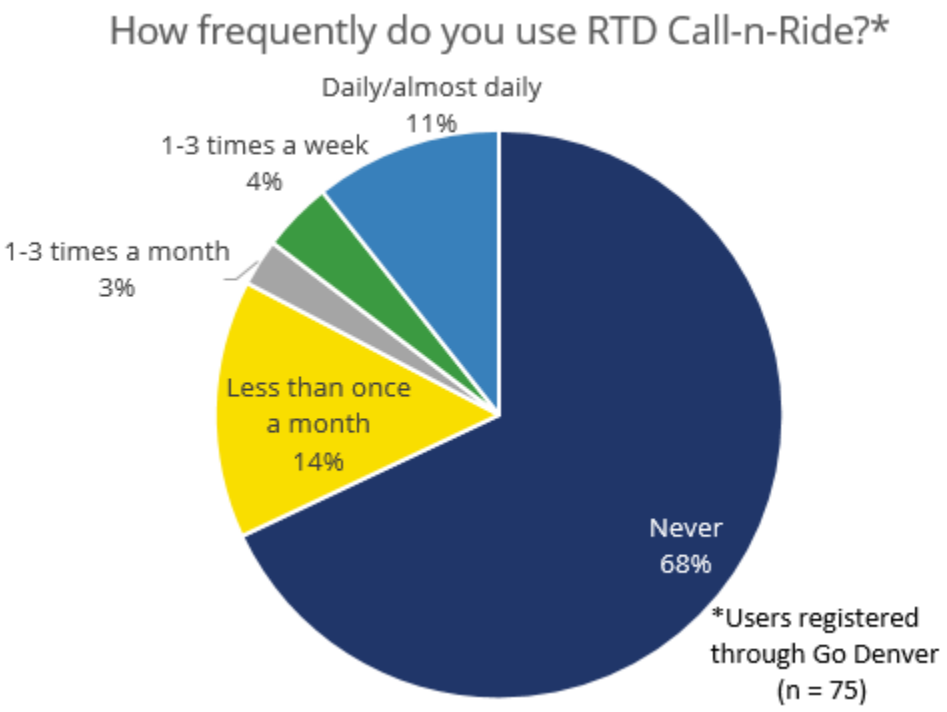


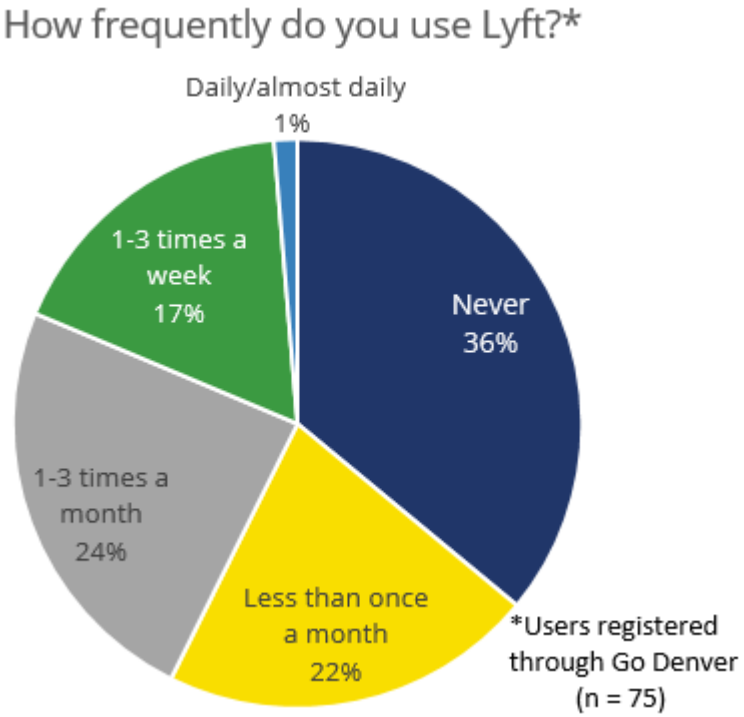
MOSTLY USED BY COMMUTERS





NEW TO FIRST-LAST-MILE AND RIDESHARE





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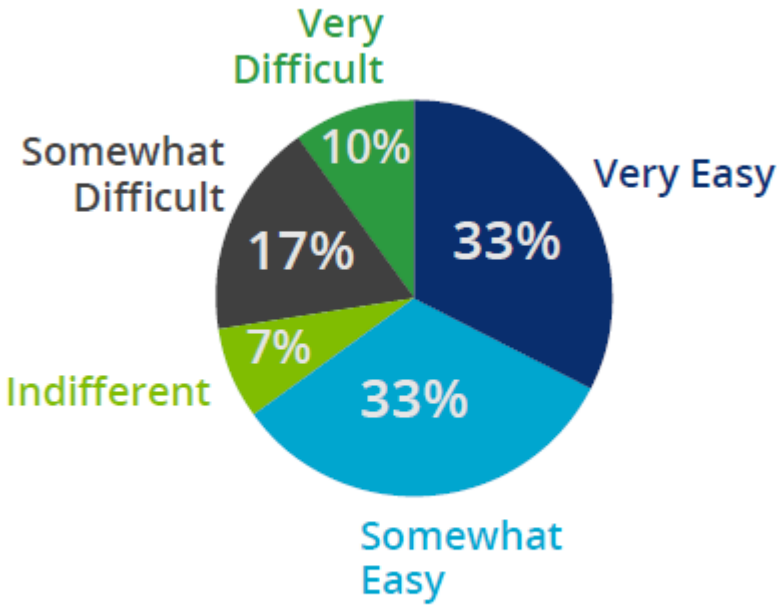
EASY USER EXPERIENCE

Month	Number of Calls
August*	24
September	9
October	9
November	6
December	1
January	2
February*	0
Average	**8.5**

*service provided for 2 weeks



EASE OF USE OF GO DENVER AND LYFT

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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)

Vendor/ Line Item	Service		Total Pilot Cost
Lyft	Lyft Line rides		$6,000
Via	Accessible service		$45,760
CH2M	Concierge service		$10
Conduent	Hosting, data collection, analysis		$9,000*
	*Expected cost - final invoices not received.	**Total**	**$60,770***

FISCAL RESULTS

Implementation and Marketing Expenses (Bloomberg Philanthropies Funding)

Vendor/ Line Item	Service	Total Pilot Cost
Conduent	Building and implementing screens for Go Centennial	$26,000*
Multiple Companies	Marketing and communications	$710
Fehr & Peers	Project management services, data collection and analysis	$42,237
*Expected cost - final invoices not received.	**Total**	**$68,947***

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LESSONS LEARNED

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Integrate with RTD

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Formalize Pick-up and Drop-off Locations

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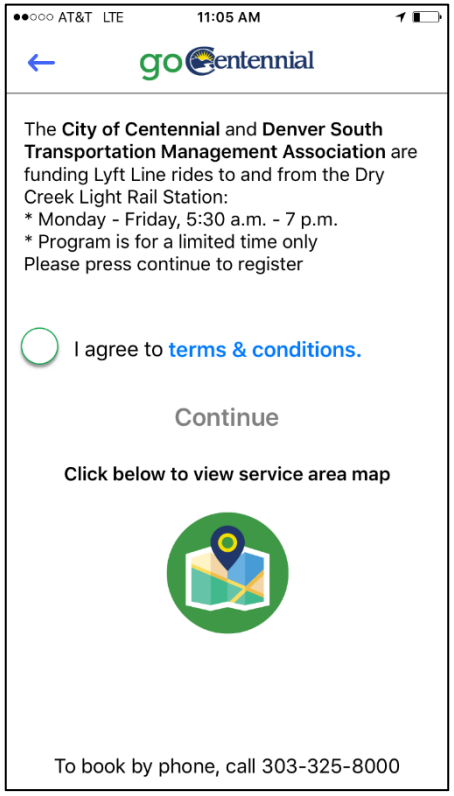
Formalize Pick-up and Drop-off Locations

Improve Back-end Integration



LESSONS LEARNED

Expand Duration, Service Hours and Service Area

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Increase Marketing

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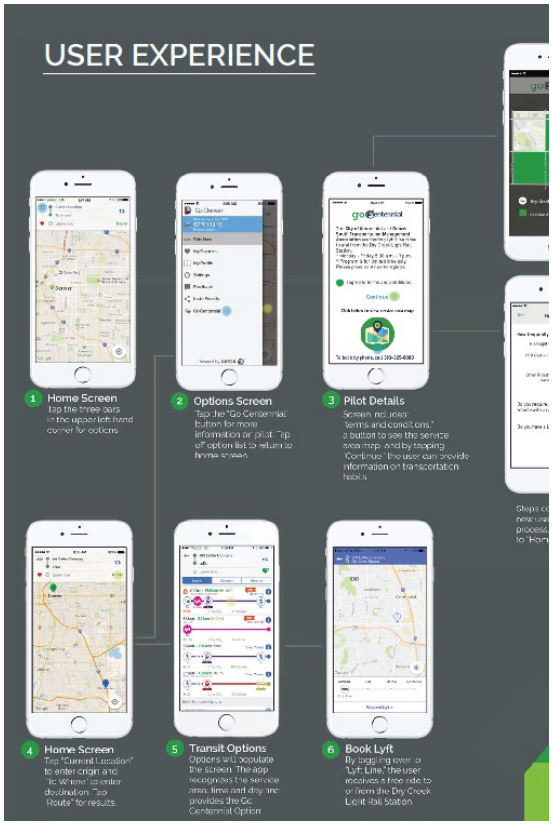
Improve User Experience



LESSONS LEARNED

Provide an Accessible Service

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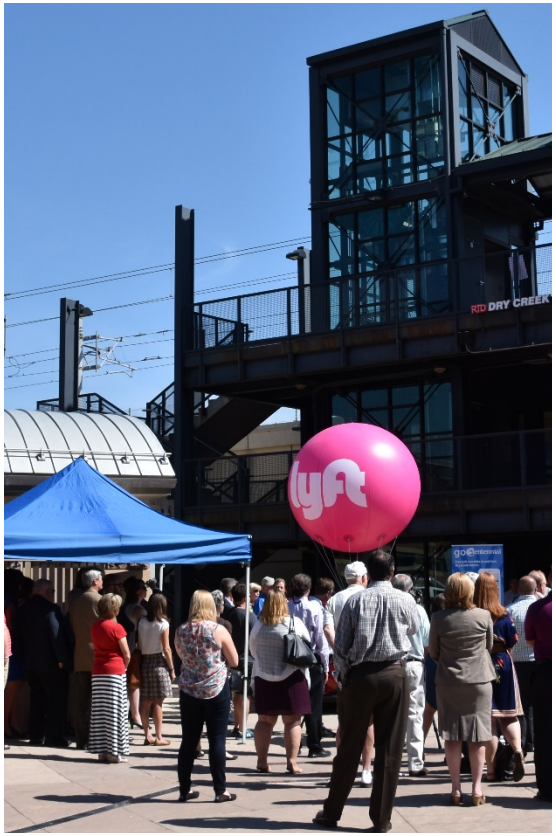
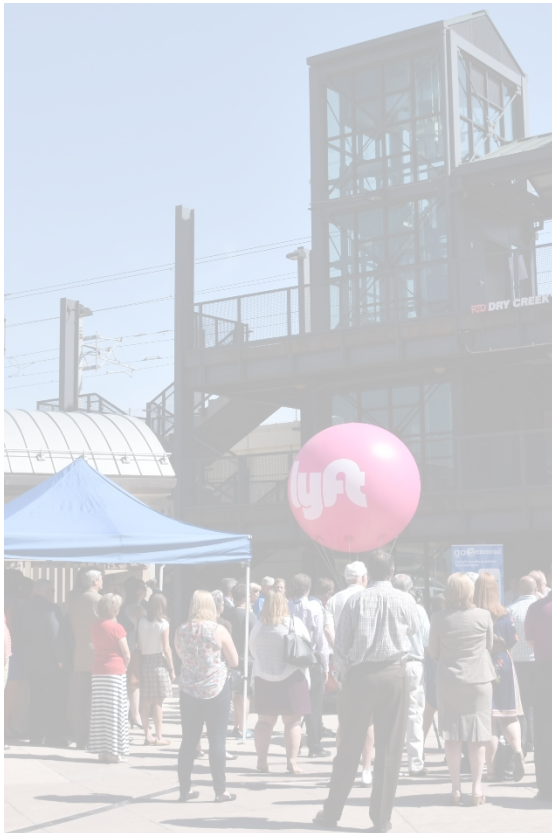
Address Risks



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/