



MDOT Tech Talk

BCGo – A Calhoun County Coordinated Mobility Pilot

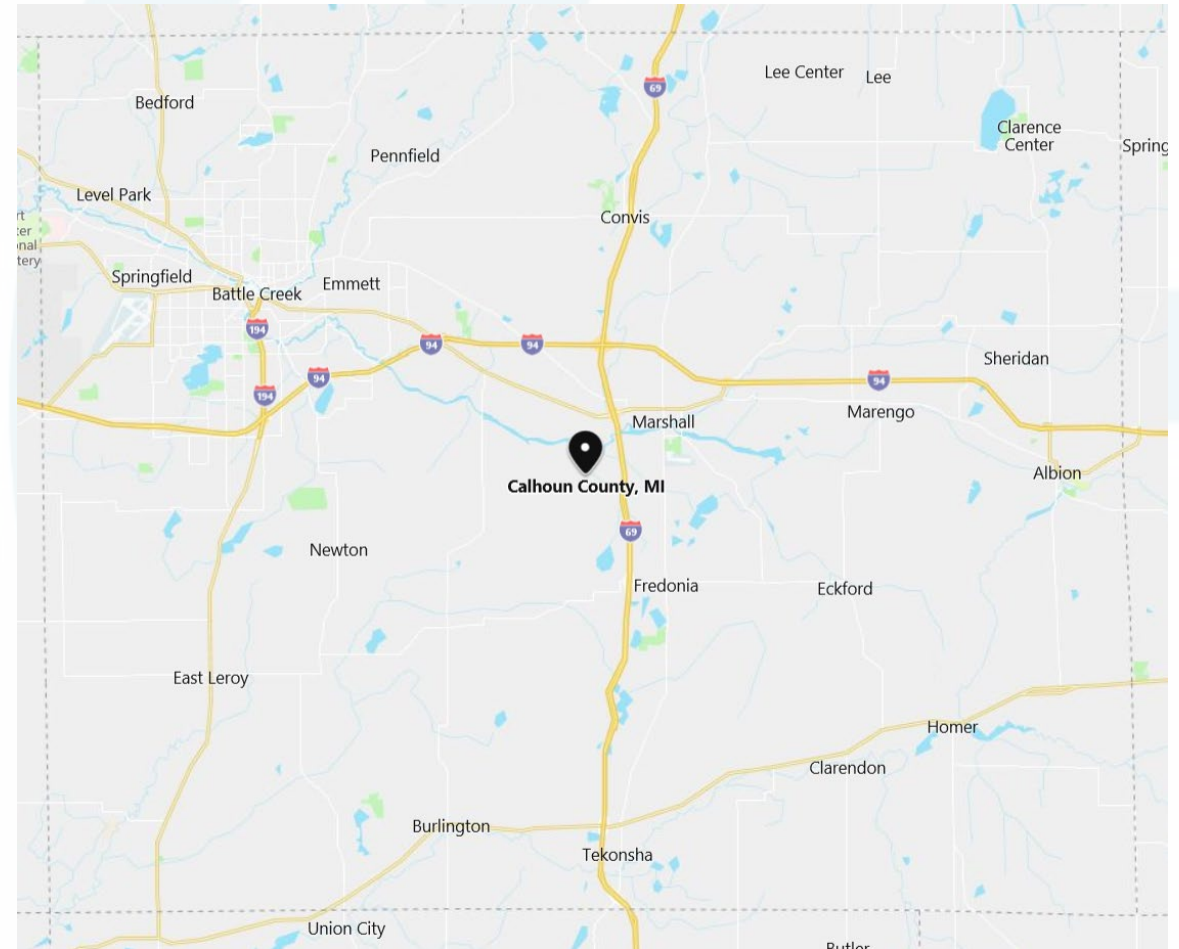
Presented by:

Mallory Avis, Public Transit Director

Kristy Grestini, Mobility Manager

Calhoun County Snapshot

- Roughly 136,000 residents
- Primarily rural
- Population density in Battle Creek, Albion, and Marshall
- 45% of County residents have either no or only one car
- 69% of County residents have an annual income of less than 150% FPL
- 16% of County residents are over the age of 65
- 14% of County residents are disabled



Existing Public Transportation Options

- Battle Creek Transit (Monday through Saturday)
 - Limited to Battle Creek area
- Albion Marshall Connector (Monday through Friday)
 - Limited to Albion and Marshall
- Marshall Dial-a-Ride (Monday through Friday)
 - Limited to Marshall and 1 mile surrounding
- Community Action (Monday through Saturday)
 - Limited to seniors and individuals with disabilities
- Specialized Services providers (CIR, Marian Burch, etc)
- Private Transportation providers (Charter, Taxi, etc.)
- NEMT providers (LifeCare, Mobility1, AMT, etc)

Provider	Service Area		Days	Hours
BCT	Battle Creek		Mon-Fri	5:15am - 12:00am
			Sat	9:15am - 5:00pm
Marshall DART	Marshall		Mon-Fri	7:00am - 6:00pm
Community Action	Countywide	Albion	Mon-Fri	8:00am - 4:00pm
		Albion	Sat	8:00am - 11:30am
		Battle Creek	Mon-Fri	8:00am - 4:30pm
AMC	Marshall/Albion		Mon-Fri	7:30am - 5:30pm

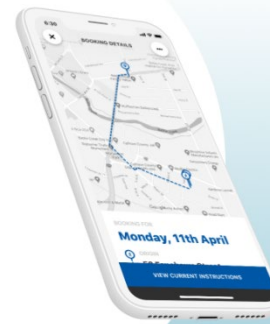
Coordinated Mobility?

- Reduce duplication of services
- Expand access to available resources
- Combine and share resources where possible
- Utilize additional capacity of collaborating agencies

Pilot Solution: CENTRALIZED DISPATCH PLATFORM

Example:

- Senior Transportation Company X has a pick up for one of their clients in Albion at 10:00am. Their next pick up isn't until 11:30am when the client is done with their medical appointment.
 - Current solution: Wait...
 - Coordinated solution: Turn on BCGo app



BCGo

Barriers to Implementation

- Passenger policy differences
- Driver policy differences
- Fare differences
- Technology differences
- Staff training
- Willingness to collaborate



BCGo Calhoun County

On-demand countywide microtransit demonstration

Distance-based

Fare: \$3 - \$15

Payable in app or
onboard

Hours: 6am-9pm
Mon-Friday

9am-5pm Saturday



718 SQ MILE SERVICE ZONE



DOOR-TO-DOOR SERVICE



2 VEHICLES



WHEELCHAIR ACCESSIBLE
VEHICLES



12 MONTH MICROTRANSIT
FEASIBILITY PILOT



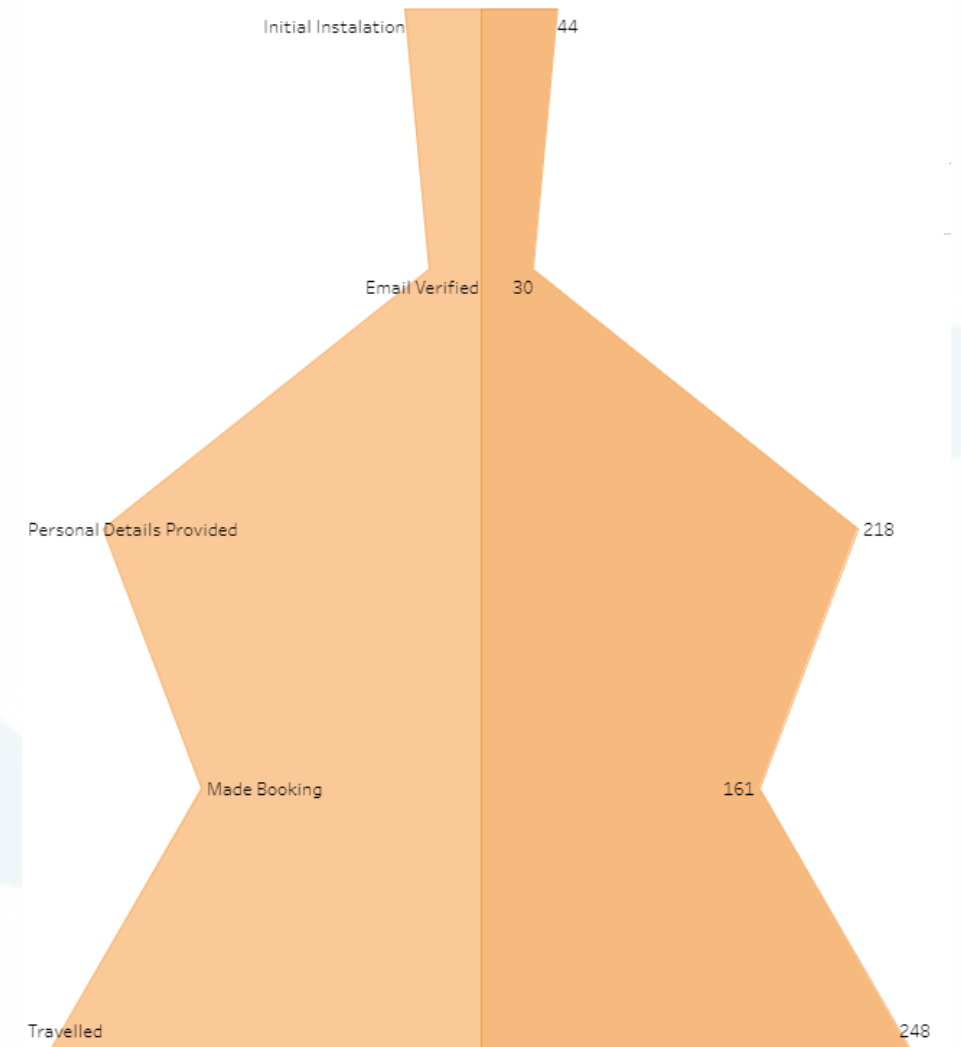
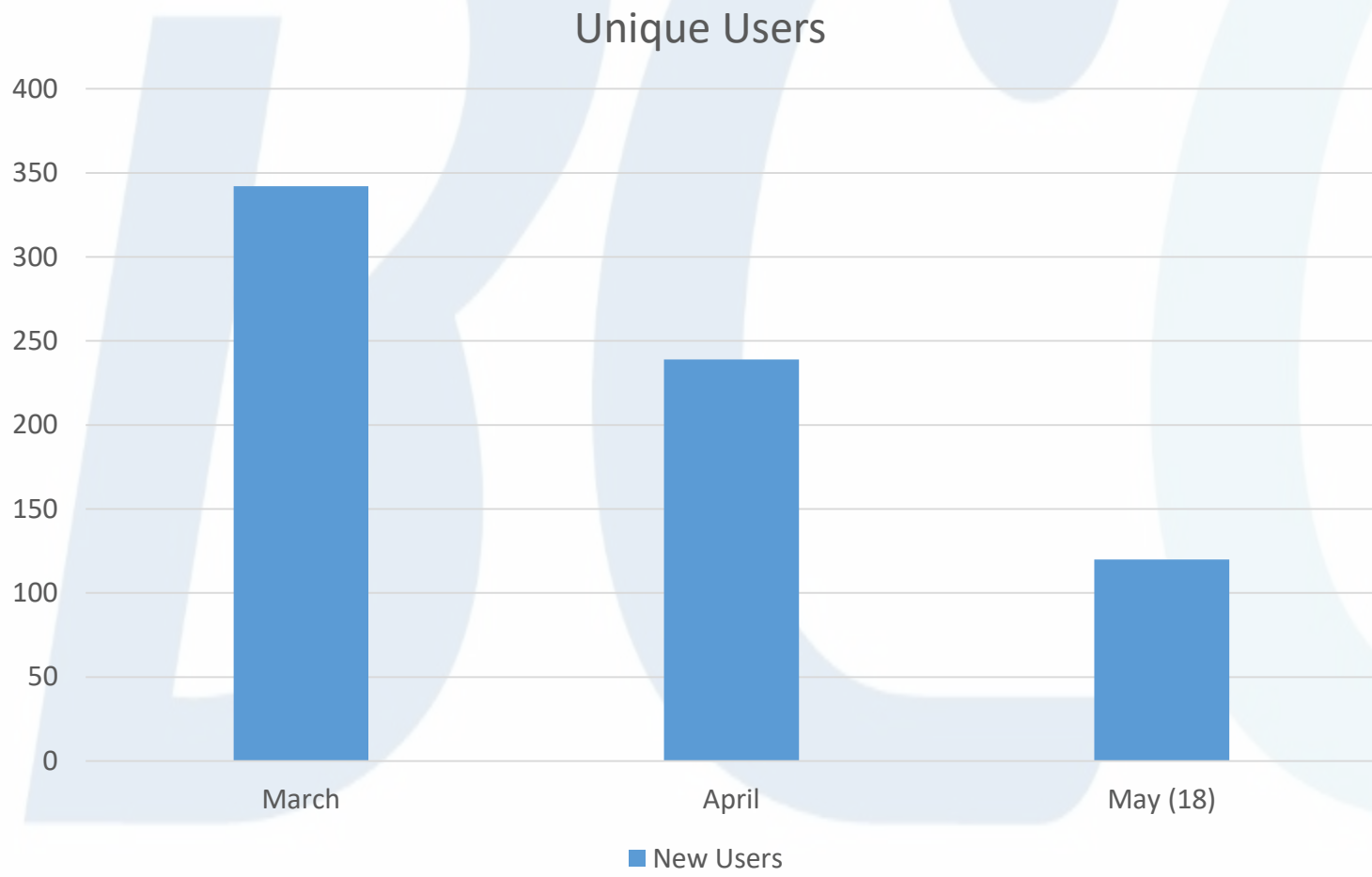
COORDINATED MOBILITY
PROJECT

Operated on the Liftango platform

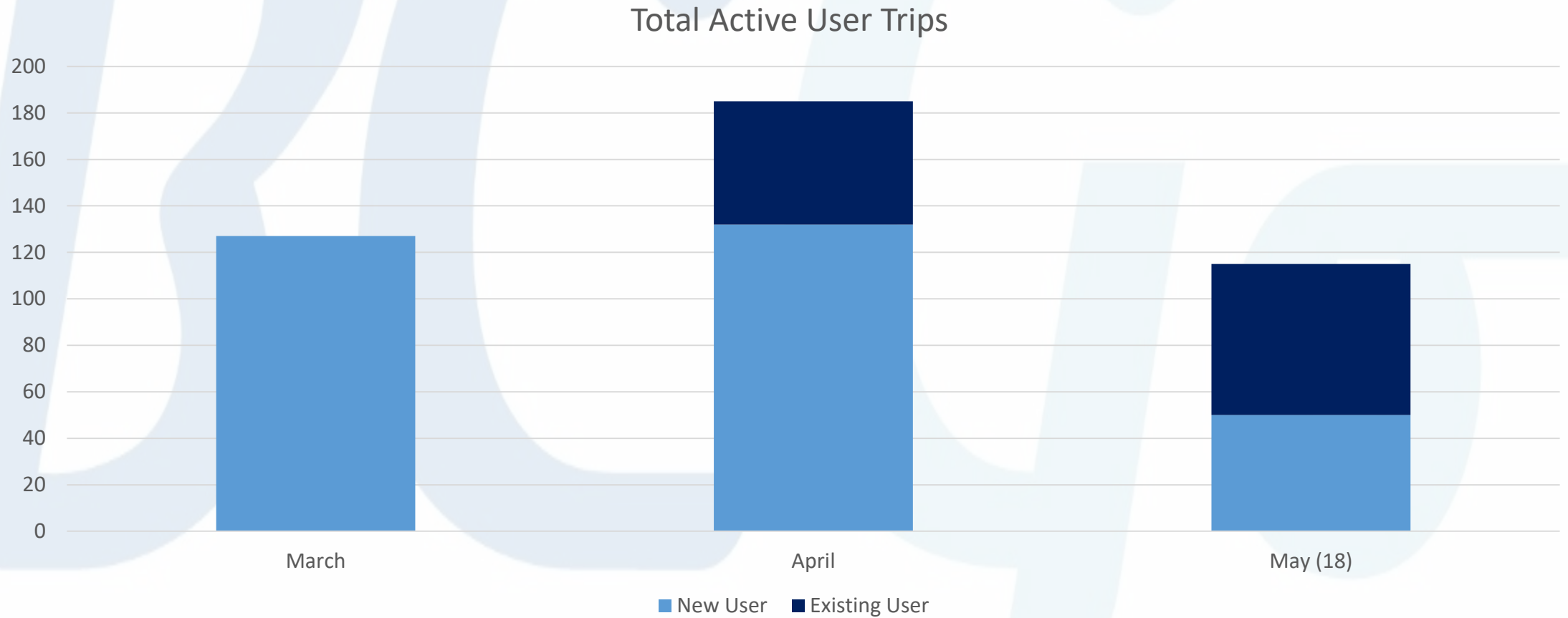
- Successful microtransit and bus services in Australia, New Zealand, England, Sweden, Malaysia, and Brazil.
- Piloting US public transit operations with Battle Creek.
- Piloting US corporate transportation options with 2 agencies in CA.
- Autonomous vehicle pilot with Santa Clara Valley Transit Authority and local VA hospital.



How is it going?

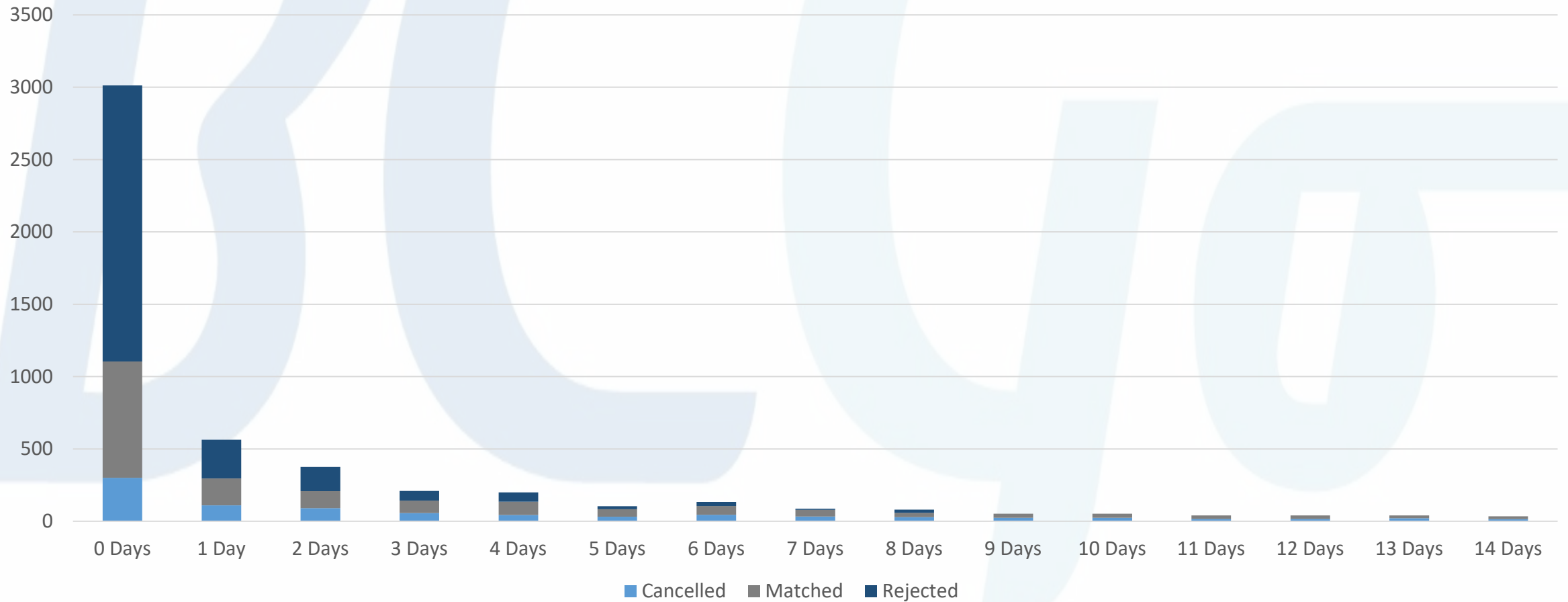


How is it going?



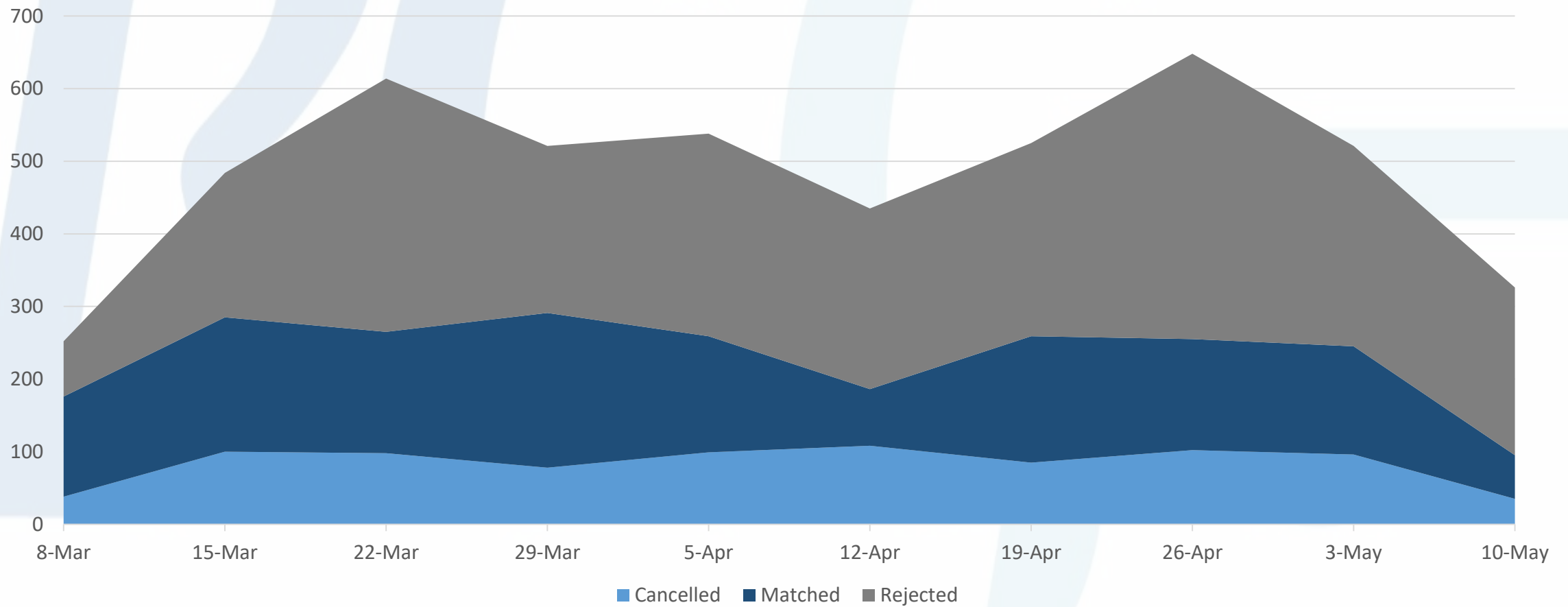
How is it going?

Booking Days in Advance

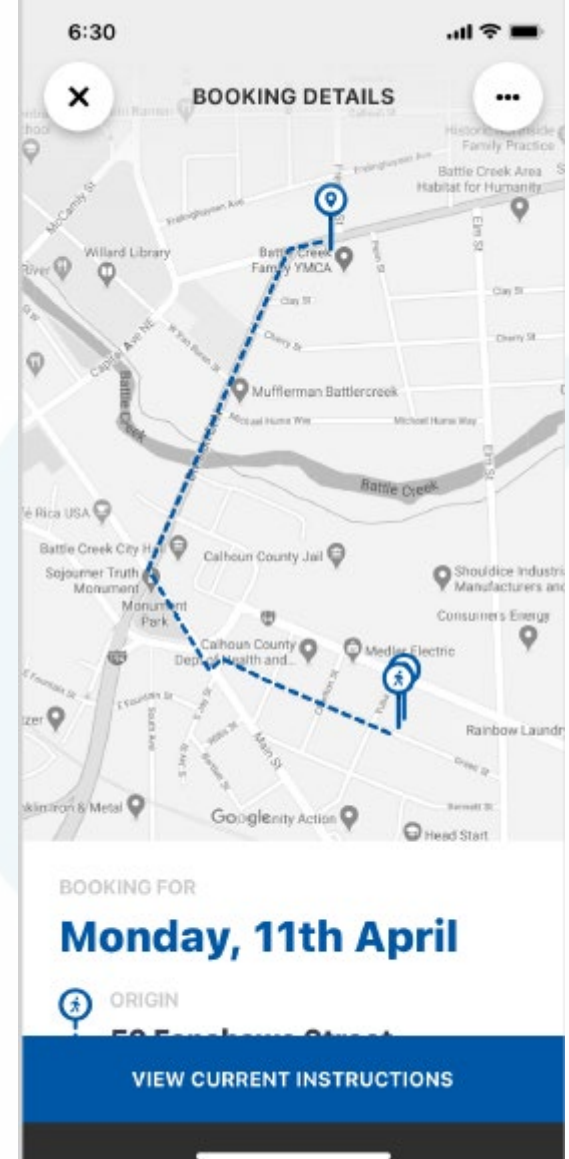
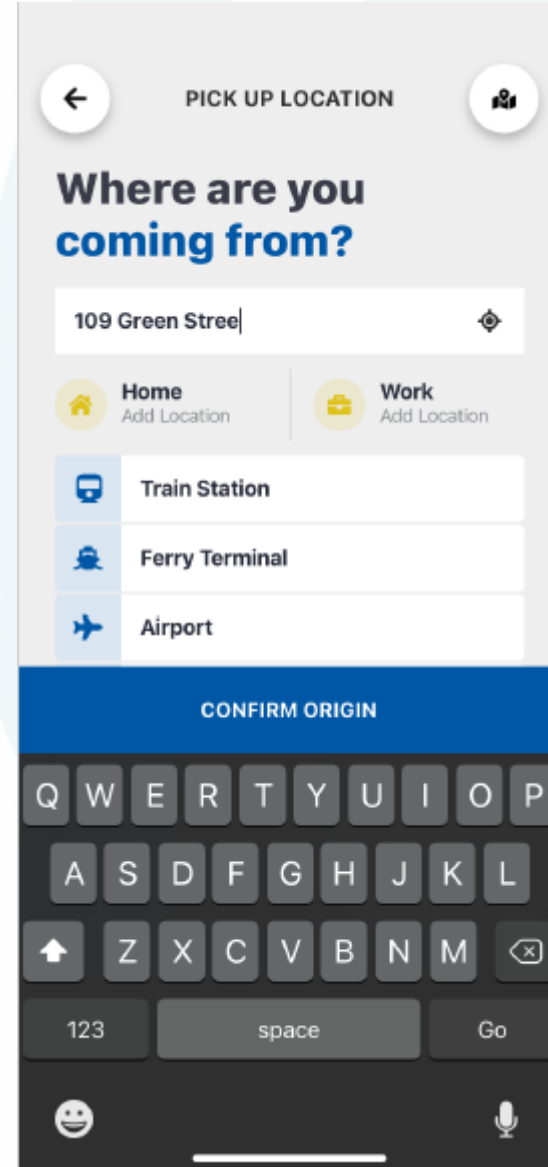
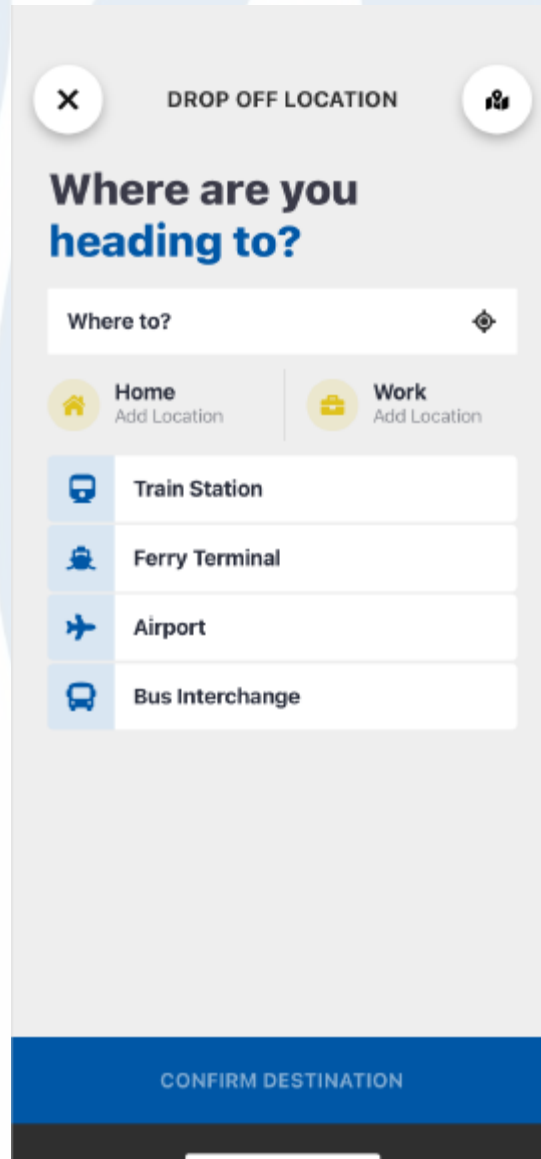
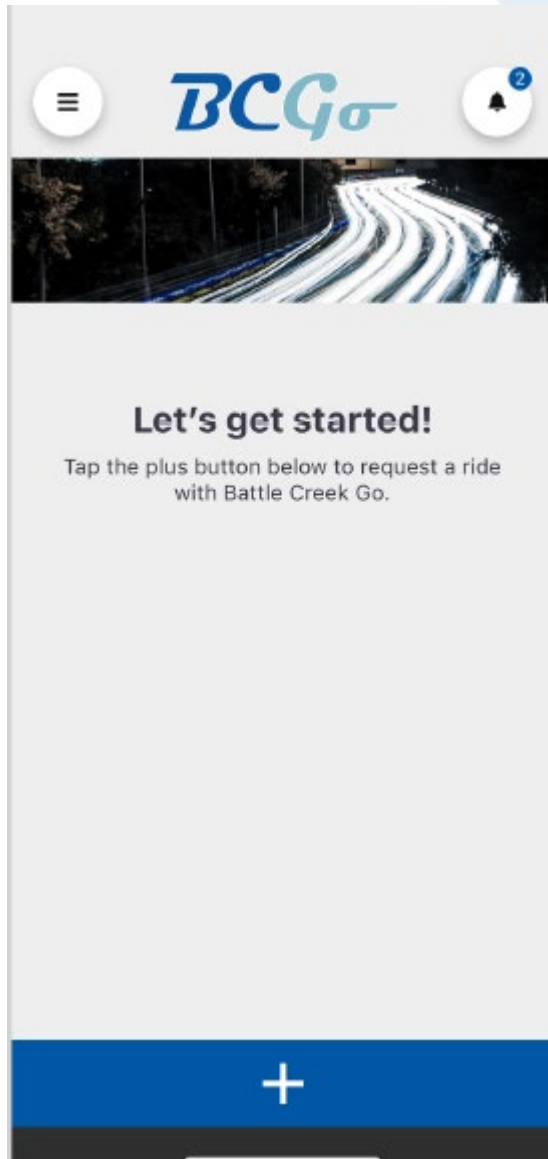


How is it going?

Booking Requests by Status



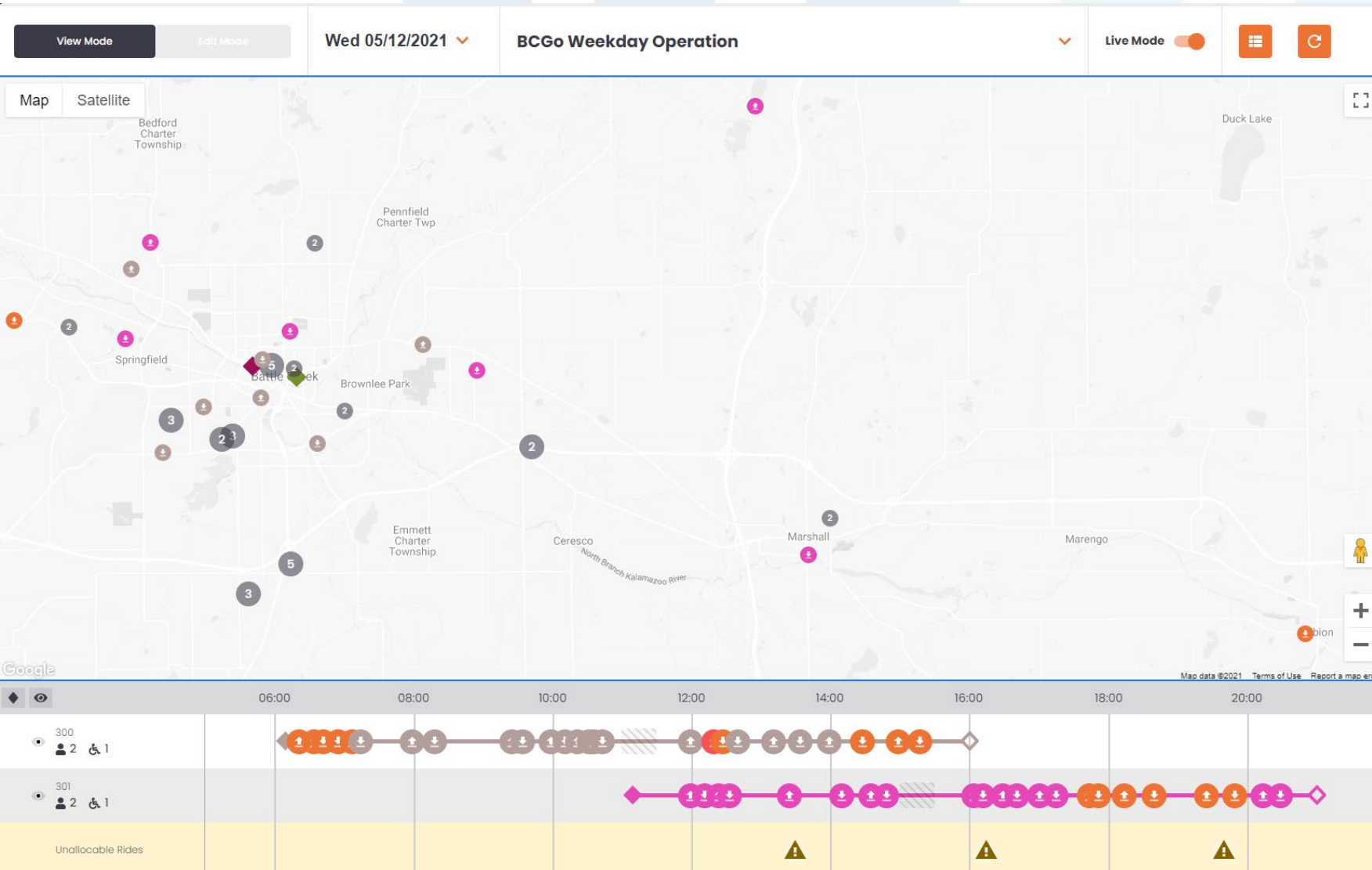
User Experience



User Experience



Operations Experience



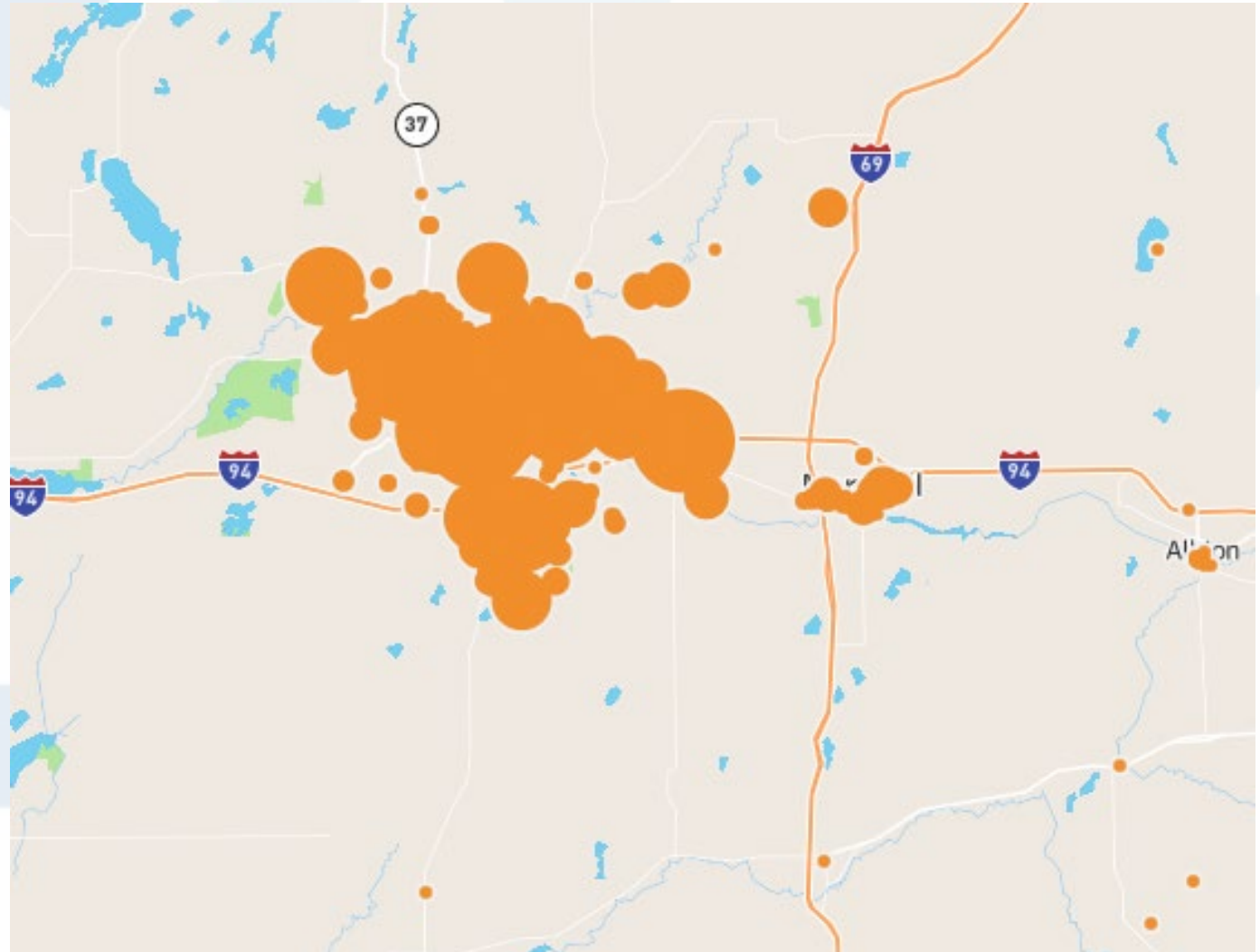
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11:10, 05/12/2021 - 21:00, 05/12/2021

Pick Up 11:59	15 Capital Ave NE, Battle Creek, MI 49017, USA [Redacted Name]
Drop Off 12:11	217 Briarcliff Ln, Springfield, MI 49037, USA [Redacted Name]
Pick Up 12:24	100 W Van Buren St, Battle Creek [Redacted Name]
Drop Off 12:32	1965 E Columbia Ave, Battle Creek [Redacted Name]
Pick Up 13:24	22756 Junction Rd, Bellevue, MI 49021, USA [Redacted Name]
Drop Off 14:09	515 S Kalamazoo Ave, Marshall [Redacted Name]
Pick Up 14:35	32 Territorial Rd E, Battle Creek [Redacted Name]
Drop Off 14:49	450 North Ave, Battle Creek [Redacted Name]

What have we learned?

- Trips are primarily clustered around the urban areas
- Shift in Tele-Transit/ADA
- Minimal marketing
- Working with collaborating agency to expand availability



What have we learned?

- 68 percent of passengers make bookings using the BCGo App
- 32 percent of passengers make bookings through the call center
- Average trip time is 13 minutes
- Peak trip request time is 2:00pm
- The highest usage by a single passenger has been 37 trips per month
- 6 percent missed trip rate
- 66 percent of passengers pay through the app

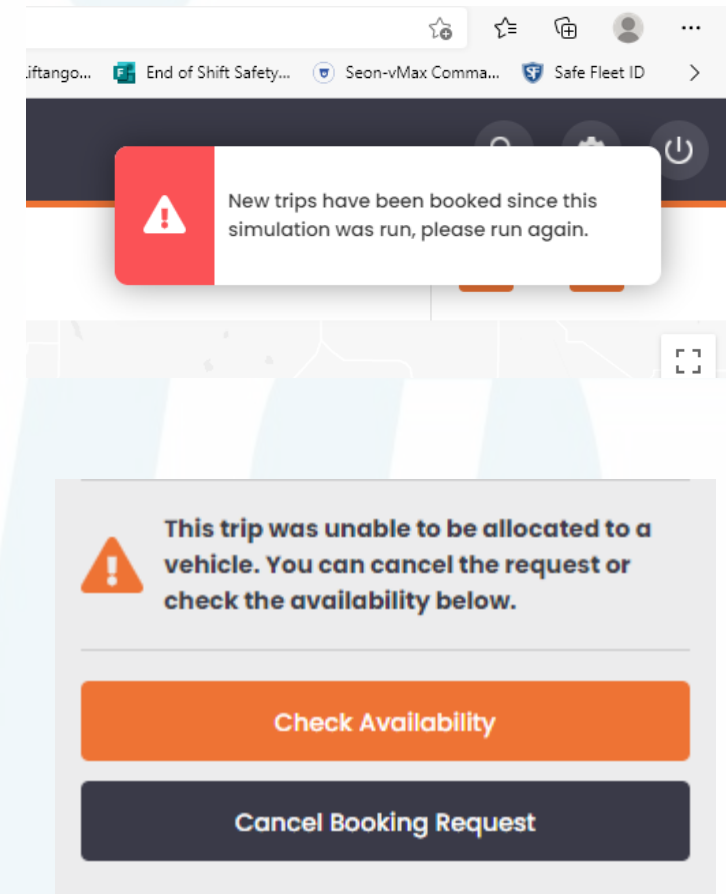
What has been the feedback?

- 1 complaint received to date
- Excitement from the community
- Interest from businesses

I want to tell you how impressed I am with BCGO. I give your service 5 stars. All your driver's and dispatchers are so friendly and personable. I'm thrilled with this new service. Keep up the good work.

What have been the challenges?

- Vendor experience
 - Private versus public transportation needs
 - Geographic challenges
 - Understanding of public transit requirements
- Agency experience
 - Ambitious timelines
 - Beta-testing
 - Demand prediction & vehicle capacity
- Technology adaptation
- Continuous need for changes



Words of wisdom from our experience...

- Know what data you want to collect in advance.
- Be prepared for a slower roll-out than anticipated.
- Consider your beta-testing timeline then add *more* time.
- Understand app or developer limitations before daydreaming.
- Test app accessibility before launching (find volunteers if necessary).
- Work through possible scenarios with your development and operations team before app is finalized (i.e. adding passengers, changing addresses, identifying different sized mobility devices, etc.)
- Develop a training plan for all staff, and ensure staff are trained in both the user facing and operations facing sides of the app/portal.

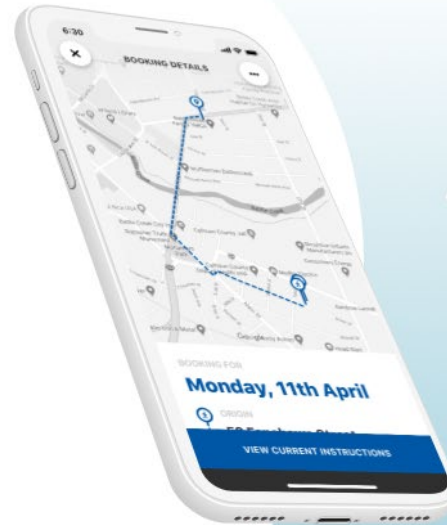
Questions?

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BCGo