

STAFF REPORT

SUBJECT: Review of Go Dublin Program
FROM: Michael Tree, Executive Director
DATE: May 7, 2018

Action Requested

Staff recommendation is that the Board approve an extension of the Go Dublin pilot discount program.

Background

In January of 2017 the transit agency launched the Go Dublin pilot discount program with Uber, Lyft and DeSoto cabs for rides within Dublin. With the discount, Wheels will pay half the customer fare, up to \$5, for rideshare trips that start and end in Dublin. To activate the discount, the customer simply enters the promo code GODUBLIN, then selects uberPool, Lyft Line or DeSoto Share as the mode choice. The discount is automatically applied to the customer's trip and appears on his/her receipt.

For more information on the Go Dublin pilot project visit <https://www.wheelsbus.com/godublin/>

Discussion

At the Board meeting staff will provide an initial preview of the results thus far on the Go Dublin pilot discount program. A more comprehensive review by Fehr & Peers will be provided to the Board in June. The pilot will officially end on June 30, 2018 and staff is seeking direction from the Board on continuing the pilot.

Recommendation

The recommendation is that the Board approve an extension of the Go Dublin demonstration project to provide the agency an opportunity to review the Fehr & Peers study and to compare the Go Dublin pilot program with other transportation options, including micro transit and fixed route service.

Submitted: _____