ONEACADIANA

Enhanced Public Transit Solutions

A Feasibility Study

For

One Acadiana

October 2024

Introduction One Acadiana

A needs assessment for One Acadiana was important to ensure the feasibility study accurately reflects the region's unique transportation requirements. This assessment provided valuable insights into the current transportation challenges, demographic trends, and community needs, forming the foundation for developing effective transit solutions. By identifying specific gaps and opportunities, the needs assessment enabled a targeted approach to planning and implementation. Detailed findings from this assessment are included in the appendix, offering a thorough understanding of the local context and guiding the feasibility study's recommendations.

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Scope of Proposed Solutions for One Acadiana

Project Overview Based on the Needs Assessment

Following several discussions with stakeholders and elected officials, as well as significant input from One Acadiana, it has become clear that there are important areas requiring improved transportation options to facilitate workforce mobility. These discussions highlighted the significant barriers for transportation to employment and economic participation, particularly for prime-age individuals in distressed areas. Addressing these transportation needs aligns with the goals of the Recompete Pilot Program and the Strategy Development Grant (SDG), both of which aim to alleviate economic distress by closing the employment gap and fostering comprehensive economic development.

Improved transportation is a critical component of this strategy, as it directly addresses one of the main barriers to employment. By providing reliable and efficient transportation options, we can enhance access to job opportunities, thereby supporting economic growth and stability in the region. The needs assessment, in the appendix, provided a detailed understanding of the specific transportation challenges faced by the community, guiding the development of targeted transit solutions.

Phoenix Corporate Services, LLC (PCS) will outline several transit options, each tailored to meet the identified needs. These options will include a turn-key operation model, self-managed operation model and a model utilizing an existing transit provider with the capacity to leverage federal funds. For each option, PCS will provide detailed pricing information, allowing stakeholders to make informed decisions based on budget constraints and community priorities.

It is important to note that there will be limitations based on available funding and the feasibility of implementing each service. While it may not be possible to fund every proposed service, presenting a range of options will enable One Acadiana to prioritize and select the most impactful solutions. This approach ensures that the chosen transit services will effectively address the region's transportation needs, supporting the broader goals of economic development and employment growth. Stakeholders will need to carefully consider the financial and operational constraints to make informed decisions that best serve the community's needs.

Services Proposed by the Needs Assessment

Based on the community feedback in the One Acadiana region, PCS recommended the following public transportation service options to address the gaps in existing service. Following suggestions were outlined and presented by PCS in the Needs Assessment:

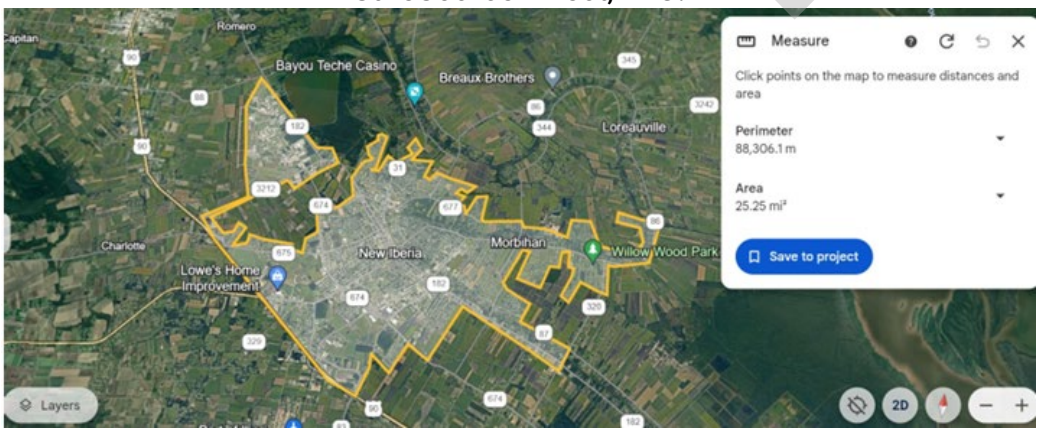
> **Intercity Bus Route**: This service aimed to connect Opelousas, Lafayette, Broussard, and St. Martinville with New Iberia. To address this gap, PCS proposed Intercity Bus routes. These routes would operate in both directions, connecting these key cities, creating opportunities to connect employers along the way with interested job-seekers.
>
> **Microtransit Options**: PCS recommended establishing microtransit services in the following areas:
>
> - **New Iberia**
> - **Opelousas**
> - **70501 Lafayette**
> - **70506 Lafayette**

This intercity bus and microtransit services were intended to offer flexible transportation solutions tailored to the specific needs of each community. By leveraging app-based technology and flexible routing, these services would provide efficient and convenient transportation options that would complement existing public transit.

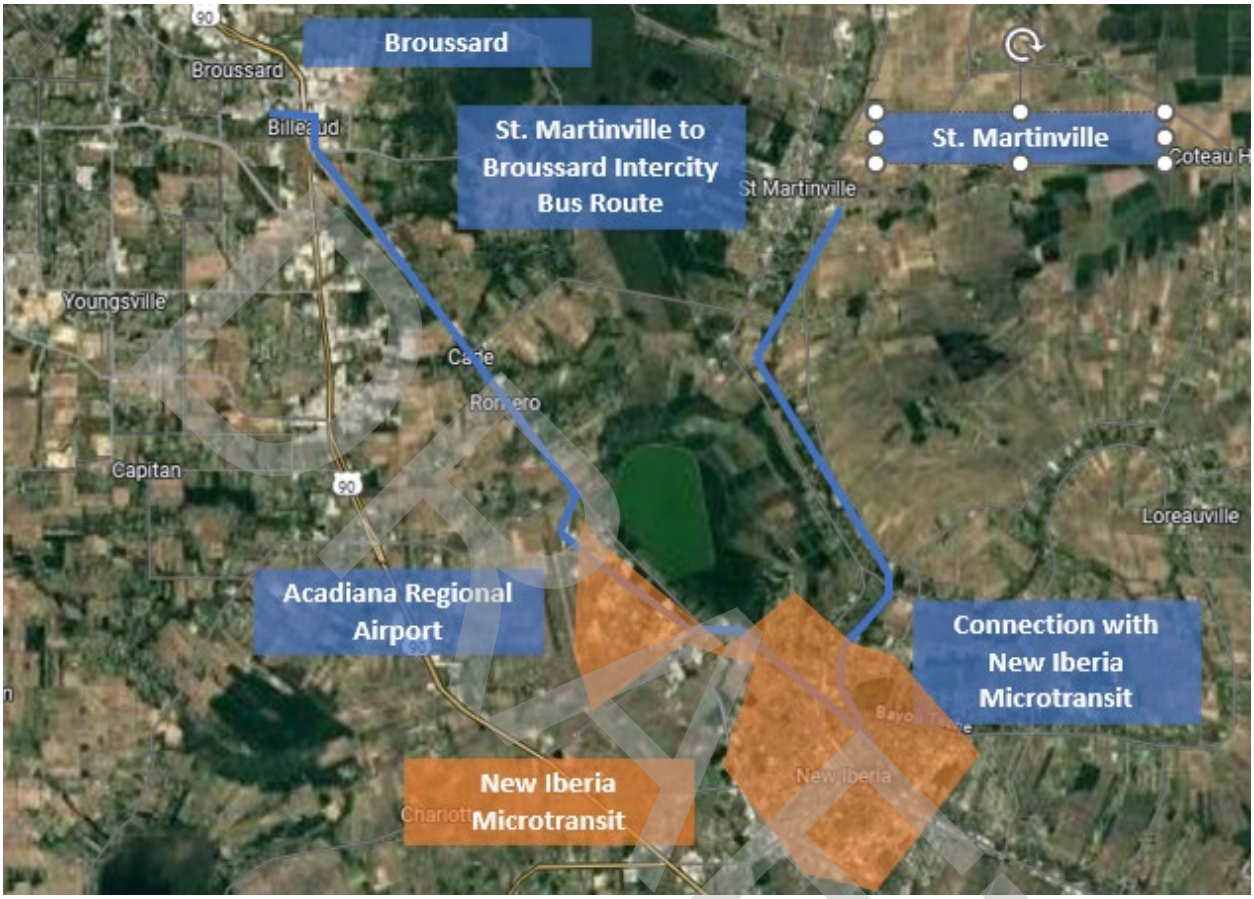
Proposed Services Selected for the Feasibility Study

Following feedback generated by the Needs Assessment, and several follow up meetings with local officials, PCS has revised the scope of proposed services to include areas deemed high priority. Areas and services identified in the Needs Assessment remain viable should the situation regarding, needs, resources and priorities change.

Based on the feedback received, PCS has prioritized an Intercity Bus Route from St. Martinville to Broussard, passing through New Iberia, along with a microtransit service in New Iberia. Both services were highlighted in the Needs Assessment. The New Iberia microtransit would cover approximately 25 square miles, servicing New Iberia and surrounding areas near US Highway 90 and Louisiana Highway 182. This service aims to connect New Iberia residents with employment and training opportunities at the Acadiana Regional Airport development, including positions at the planned First Solar facility and other local employers, as well as training at South Louisiana Community College. Furthermore, the microtransit service would integrate with the planned Intercity Bus route, providing St. Martinville residents access to New Iberia and enabling both communities to reach employment opportunities in Broussard, such as those at SafeSource Direct, LLC.



The map of the One Acadiana region illustrating the services proposed in the Needs Assessment has undergone significant changes for the Feasibility Study, reflecting a revised scope based on feedback. The focus of the feasibility study has shifted to prioritizing the establishment of services in the areas surrounding New Iberia.



Goals of the Proposed Transit Services

The primary goals of the proposed transit project, as outlined by the Needs Assessment, for One Acadiana are to enhance transportation options to support economic development and address the employment gap among prime-age individuals in distressed areas. This project aims to provide reliable, efficient, and accessible transportation solutions that will facilitate greater economic participation and improve the overall quality of life. The following objectives outline the specific aims of the project:

1. **Enhance Workforce Mobility**:
    - **Objective**: Improve access to employment opportunities by providing reliable transportation options for prime-age individuals (ages 25-54) who face significant barriers due to inadequate transit services.

- **Relevance:** By addressing transportation challenges, the project will specifically help prime-age residents enter the workforce more effectively. Improving mobility for this age group will increase their ability to access job opportunities, thus directly boosting their participation in the workforce and supporting overall economic growth.

2. **Support Economic Development**:
   - **Objective**: Foster economic growth by improving connectivity between residential areas and key economic hubs, including business districts, industrial parks, and educational institutions.
   - **Relevance**: Enhanced transportation options will help prime-age residents (ages 25-54) access job opportunities more effectively, making it easier for businesses to staff their operations. Improved transit connectivity will enable a more reliable and accessible workforce, attracting businesses and investors to the region, creating new job opportunities, and driving economic growth.
3. **Promote Inclusive Growth**:
   - **Objective**: Ensure that transportation services are accessible to all residents, including those in rural and underserved areas, to promote equitable economic development.
   - **Relevance**: Improved transportation will help prime-age residents (ages 25-54) in rural and underserved areas, including those who have abandoned job searches due to transportation issues, to rejoin the workforce. By bridging the gap between different communities, these inclusive transportation solutions will allow more residents to access job opportunities and actively participate in economic growth.
4. **Increase Public Transit Utilization**:
   - **Objective**: Encouraging the use of public transit by providing convenient and flexible microtransit options, along with connections to intercity bus routes, will complement existing services and improve ridership for current public transit options.
   - **Relevance**: Enhancing public transit with flexible microtransit and intercity bus options will help prime-age residents (ages 25-54) access job opportunities more easily, especially for those living outside walking distance of fixed routes provided by Lafayette Transit System (LTS).

     Improved transit options will reduce traffic congestion, lower transportation costs, and improve connectivity with existing services, making it easier for residents to join and stay in the workforce.
5. **Leverage Technology for Efficiency**:
   - **Objective**: Utilize app-based technology and data-driven approaches to optimize transit routes and improve service efficiency.
   - **Relevance**: Implementing technology to improve transit routes and increase flexibility will provide prime-age residents (ages 25-54) with more

reliable and adaptable transportation options. This will help them reach job opportunities more easily. Over time, enhanced service reliability and flexibility can shift public perception, build trust in transit services, and generate broader support for public transit overall.

6. **Foster Public-Private Partnerships**:
    - **Objective**: Collaborate with private sector partners to leverage resources, expertise, and innovation in the development and operation of microtransit services.
    - **Relevance**: Public-private partnerships can provide crucial transportation options during off-hours, weekends, and holidays when public transit is unavailable. This will enable prime-age residents (ages 25-54) to access job opportunities that are normally inaccessible, particularly for shift work and businesses needing staff during nights and weekends. By improving transportation options, these partnerships will support both job seekers and employers, helping to meet workforce needs and enhance overall employment opportunities.
7. **Ensure Financial Sustainability**:
    - **Objective**: Develop a funding strategy that includes a mix of local government budgets, federal and state grants, user fares, and private investments to ensure the long-term viability of the transit services.
    - **Relevance**: To build trust and reliability in public transit as a dependable way to reach work, services need to be consistently available over time. Securing long-term funding is crucial to maintain and expand these services. A well-funded, reliable transit system will ensure that prime-age residents (ages 25-54) have dependable transportation options for accessing job opportunities, which supports their integration into the workforce.

By achieving these goals and objectives, the proposed transit project will address the critical transportation needs of One Acadiana, supporting economic development and closing the employment gap among prime-age individuals. This approach will ensure that the region's transportation infrastructure is equipped to meet current and future demands.

Environmental Goals (Additional Goal)
Environmental considerations are crucial for implementing a transit system that promotes sustainability and resilience in One Acadiana. By utilizing electric or hybrid vehicles, we can significantly reduce operating costs and greenhouse gas emissions compared to personal vehicles, which improves air quality and helps mitigate climate change impacts. Transit-oriented development fosters higher-density growth around transit hubs, minimizing urban sprawl, preserving green spaces, and creating more walkable communities. Furthermore, reliable and convenient transit options can ease traffic congestion, resulting in shorter travel times and less commuting stress. Overall,

public transit systems are typically more energy-efficient than personal vehicles, contributing to energy conservation and reducing reliance on fossil fuels.

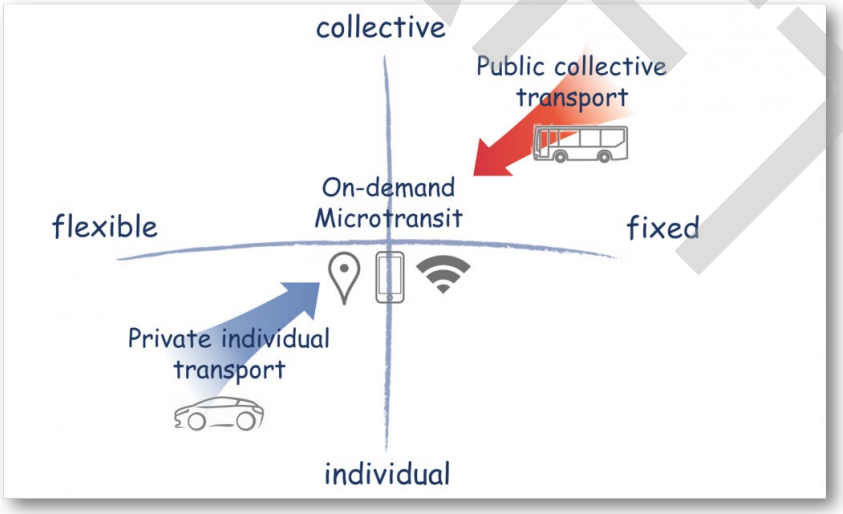
Types of Proposed Transit Services

Intercity Bus

Currently, there is a commuter service between Lafayette and Carencro provided by LTS, primarily focused on connecting to the Amazon distribution center. Broussard is linked to the LTS fixed route system, but no connections exist to serve Opelousas, St. Martinville or New Iberia. Based on discussions with stakeholders, economic development professionals, and local government representatives, employers in Broussard, such as SafeSource Direct, LLC, would greatly benefit from an intercity bus route that connects Broussard with the workforce in St. Martinville and New Iberia. By utilizing both rural and urban resources to fund operating and capital expenditures, long-term funding stability could be achieved while improving connectivity, establishing services in rural and underserved areas, and enhancing employment and workforce development opportunities in One Acadiana.

Microtransit Services

The proposed New Iberia Microtransit service is an ambitious plan focused on connecting New Iberia residents with the planned developments at the Acadiana Regional Airport (ARA). The microtransit will not only provide services to residents of New Iberia, but also connect with the proposed St. Martinville – Broussard Intercity Bus route. Such a combination of services should greatly improve access to the industrial development at ARA.



Current Conditions in One Acadiana

Available Services

The Lafayette Transit System

LTS does not provide transportation services across the entire One Acadiana region; their services are mainly confined to the City of Lafayette, aside from their commuter route to Carencro. Although LTS offers a range of services to address various community needs, they, like other service providers, face limitations due to funding availability. LTS's participation in future microtransit plans in Lafayette opens up access to Federal Transit Administration (FTA) funding through the 5307 - Urbanized Area Formula Grants.

SMILE Community Action

SMILE provides weekday demand response services in rural areas of Iberia Parish for medical and social service appointments, employment, job training, and educational programs. Their involvement in the microtransit plans for Iberia Parish allows for access to FTA funding through the 5311 - Formula Grants for Rural Areas.

Paratransit Services

LTS and SMILE provide paratransit services for individuals with disabilities, offering door-to-door transport options. This service is essential for those who are unable to use the fixed-route system due to physical or mental disabilities. Paratransit services are available within a ¾ mile corridor of the fixed routes serviced by LTS in urban areas. Rural areas covered by SMILE are not limited by this ¾ mile rule and pick up and drop off is on-demand based on availability. This expands accessibility for eligible individuals. However, this service does not provide assistance to commuters attempting to reach training and employment opportunities.

Vanpools and Ridesharing

There are some vanpool and ridesharing programs available to employees in the region. These programs are often organized by employers, community groups, and private industry to facilitate transportation for workers who live in areas not served by public transit. While these initiatives help to bridge some of the gaps, they are not sufficient to meet the overall transportation needs of the community.

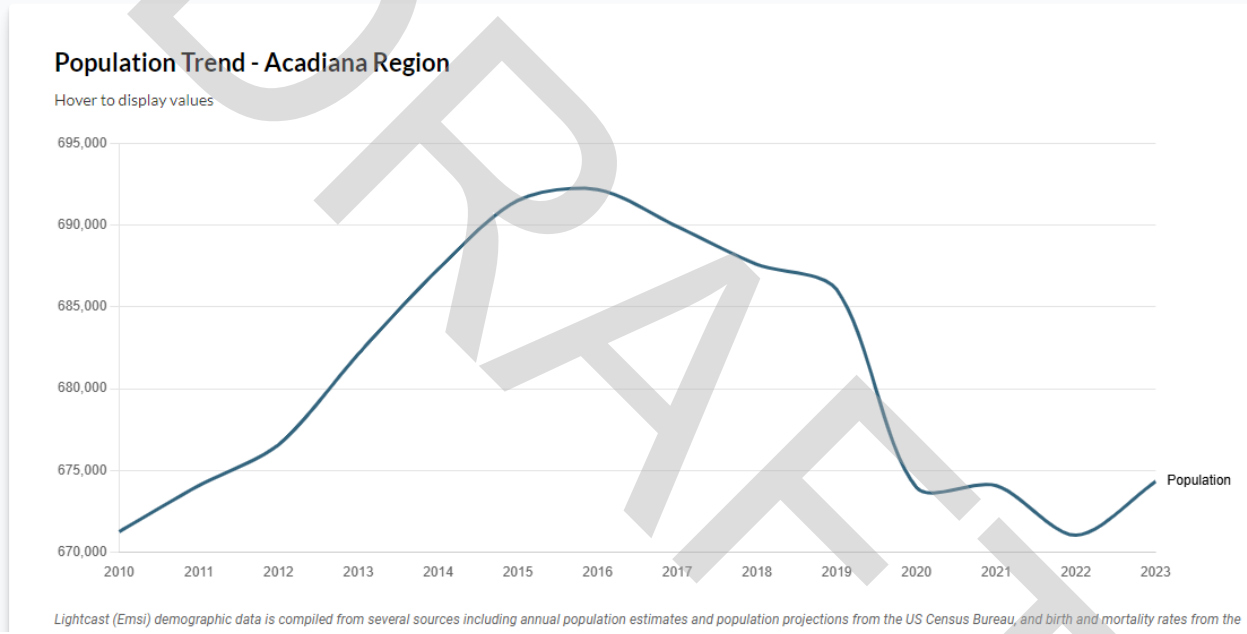
The current transportation infrastructure, while providing essential services, falls short in addressing the comprehensive needs of One Acadiana. Enhancing and expanding these services, particularly in underserved areas, is crucial for supporting economic development and improving access to employment opportunities.

Demographics and Population Analysis

The One Acadiana region includes nine parishes (Acadia, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, and Vermilion). The area has experienced notable demographic shifts and changing population trends in recent years. Understanding these changes is crucial for planning effective transportation solutions that meet the needs of the community.

Population Growth and Distribution

As of the 2020 Census, Lafayette Parish was the only area in Acadiana to see a population increase, growing from 221,600 in 2010 to 241,800 in 2020—an increase of 9.1%. In contrast, the rest of Acadiana experienced a population decline of 3.9%, losing around 16,200 residents across the other eight parishes.



Age Distribution

The age distribution in One Acadiana is diverse, with a significant portion of the population in the prime working age group (25-54 years). This demographic is particularly important for economic development initiatives, as they represent the core workforce. The region also has a growing elderly population (65+ years), which underscores the need for accessible and reliable transportation options.

Population by Age Cohort - Acadiana Region

Click column headers to sort data

Age Cohort	2017 Population	2022 Population	Change	% Change	2022 % of Cohort
Under 5 years	48,908	44,047	-4,861	-10%	6.53%
5 to 9 years	47,715	46,483	-1,232	-3%	6.89%
10 to 14 years	47,735	46,782	-953	-2%	6.93%
15 to 19 years	44,790	43,224	-1,566	-3%	6.41%
20 to 24 years	43,331	42,439	-892	-2%	6.29%
25 to 29 years	52,246	42,905	-9,341	-18%	6.36%
30 to 34 years	47,200	47,407	207	0%	7.03%
35 to 39 years	44,804	44,666	-138	-0%	6.62%
40 to 44 years	38,738	43,042	4,304	11%	6.38%
45 to 49 years	41,206	37,145	-4,061	-10%	5.51%
50 to 54 years	44,452	39,641	-4,811	-11%	5.88%
55 to 59 years	47,758	42,332	-5,426	-11%	6.27%
60 to 64 years	42,450	44,513	2,063	5%	6.6%
65 to 69 years	33,424	38,439	5,015	15%	5.7%
70 to 74 years	24,469	28,882	4,413	18%	4.28%
75 to 79 years	17,341	19,444	2,103	12%	2.88%
80 to 84 years	11,851	12,144	293	2%	1.8%
85 years and over	11,481	11,164	-317	-3%	1.65%

Source: Lightcast

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Updated 08-30-2024

Dashboard by eIMPACT. A Lightcast Company

Workforce Demographics

The prime working-age population (ages 25-54) makes up a significant portion of One Acadiana's overall population. According to the latest census data, this age group accounts for 37% of the region's population, although it has been declining as the total population ages. This demographic is crucial because it includes individuals who are most likely to be employed and require reliable transportation for their daily commutes.

Economic Indicators

Economic indicators reveal that the One Acadiana region has a mixed economic profile, with areas of both prosperity and economic distress. Major employers in the region

include the Lafayette General Health System and the University of Louisiana at Lafayette, which collectively employ thousands of workers. However, there are also pockets of high unemployment and underemployment, particularly in rural and underserved areas. Enhancing transportation options can play a critical role in bridging these economic disparities by improving access to job opportunities.

Housing and Urban Development

Housing trends in One Acadiana reflect a blend of urban and suburban development, with a notable increase in housing units in areas experiencing population growth. However, challenges related to housing affordability and availability persist. Economic pressures from housing costs can significantly impact residents' ability to afford reliable transportation.

Real Estate Data - Lafayette Parish			
	Jun 23	Jun 24	%Δ
Market Inventory	862	1,162	34.8%
Number Sold	308	269	-12.7%
Average Price	$284,747	$297,950	4.6%
Days on Market	67	75	11.9%

Source: REALTOR® Association of Acadiana

Implications for Transportation Planning

The trends in Acadiana's population highlight critical implications for transit planning. With only Lafayette Parish experiencing growth, the overall region is aging, and the prime working-age population is decreasing. As more people relocate to Lafayette for better employment opportunities, the demand for reliable transportation access to jobs will intensify, particularly as employers compete for a shrinking pool of viable candidates. Additionally, the aging population will create a growing need for transportation services to facilitate access to medical appointments, as there will be fewer prime-age residents available to provide support. Therefore, transit planning must prioritize flexible and accessible transportation options that cater not only to the workforce but also to the increasing number of seniors requiring assistance in reaching healthcare services. This dual focus will be essential in addressing the changing demographics and ensuring that all residents can participate fully in the community.

Market Analysis

Identification of Potential Ridership

Identifying potential ridership is crucial for the success of the proposed transit project in the One Acadiana region. This section focuses on the workforce within the prime age group (25-54 years), a demographic that plays a significant role in the region's economic development potential. Based on the demographic and employment data, the

following segments of the workforce are identified as potential ridership for the proposed transit services:

- **Single Car Families**: Single-car families, whether by choice or necessity due to temporary circumstances, often find themselves heavily reliant on public transportation.
- **Blue-Collar Workers**: Employees in manufacturing, construction, and other blue-collar industries who may benefit from reliable and affordable transportation options.
- **Healthcare Workers**: Staff at hospitals and healthcare facilities who require dependable transit services to accommodate varying shift schedules.
- **Service Industry Employees**: Workers in retail, hospitality, and other service sectors who often have irregular work hours and need flexible transportation solutions.
- **Young Professionals**: Individuals in the early stages of their careers who may not yet own a vehicle and rely on public transit for their daily commutes.
- **Rural Commuters**: Workers from rural areas who currently lack reliable and affordable transportation options to access job opportunities in urban centers. Providing such transportation could significantly enhance individuals' lives by opening doors to better employment prospects. Additionally, it would enable large employers in the region to tap into a previously unused pool of potential candidates, helping to address labor shortages and drive economic growth.

Employment Centers
Several major employers in the One Acadiana region are not fully accessible via the existing public transit routes. These key employment centers include:

- **First Solar**: Located in New Iberia, First Solar is a leading global provider of comprehensive photovoltaic (PV) solar solutions. Their presence in New Iberia is expected to create numerous job opportunities and drive economic growth.
- **SefeSource Direct, LLC**: Located in Broussard, SafeSource Direct specializes in supply chain management and distribution of personal protective equipment (PPE) and safety gear. The company currently employes over 400 employees and is in the process of expanding with concerns in regards to staffing.
- **Stuller Inc.**: Also in Lafayette, Stuller Inc. employs approximately 1,300 workers. The lack of direct public transit routes to this facility poses a significant barrier for employees.

Commuting Habits
The commuting patterns in One Acadiana reveal a high reliance on personal vehicles. According to the American Community Survey, approximately 82% of workers in the region commute by car. This reliance on personal vehicles is partly due to the limited availability of public transit options, particularly in areas with large employers.

Improving public transit could reduce traffic congestion, lower transportation costs for workers, and provide a more sustainable commuting option.

Understanding travel habits and behaviors is crucial for designing effective transit services that address the needs of the One Acadiana community. Various factors influence travel behavior in the region, including the lack of transportation options, travel time, cost, and convenience. Surveys and ridership data show that residents prioritize convenience and reliability when selecting their mode of transport. Due to limited coverage and frequency of existing public transit services, many residents rely on personal vehicles, even for short trips. However, there is a growing interest in alternative transportation options, especially among younger residents and those in lower-income brackets who may not have access to a reliable vehicle.

The Impact of Population Trends on Transit Ridership

This study focuses on identifying potential ridership within the prime working-age demographic, which is crucial for the region's economic development. Improving transportation options for this group can enhance access to job opportunities, reduce commuting costs, and support overall economic growth in One Acadiana. Insights gathered during the preparation of the needs assessment and from conducted public meetings have been invaluable in understanding the specific transportation challenges faced by the community, guiding the development of targeted and effective transit solutions.

To estimate potential ridership, it's essential to consider current population trends and employment data. The Lafayette MSA has demonstrated population growth, with an increase in the prime working-age group, while the remaining eight parishes have experienced a decline since the last census, accompanied by an aging population. This trend indicates that individuals from rural areas are migrating to the city.

The concept of a reliable vehicle is fluid; a dependable vehicle can quickly become unreliable, leaving many residents just one major repair away from unemployment. Rising housing costs and inflation may lead residents of One Acadiana to neglect regular vehicle maintenance, possibly resulting in catastrophic failures for those relying on their vehicles for daily commutes. The loss of a vehicle can create significant challenges in urban areas where some transportation options are available, but it can be devastating in rural settings. This situation affects not only the individual commuter but also their employers and the overall economic health of the region.

Trip Origins and Destinations

Major trip origins and destinations in the One Acadiana region include residential neighborhoods, housing developments, employment centers, educational institutions, healthcare facilities, and commercial areas. Key employment centers, such as the University of Louisiana at Lafayette and Lafayette General Medical Center, attract

thousands of workers daily. Educational institutions like the University of Louisiana at Lafayette and South Louisiana Community College also generate significant travel demand. Commercial areas, including shopping centers and business districts in Lafayette and New Iberia, are frequent destinations for both work and training opportunities.

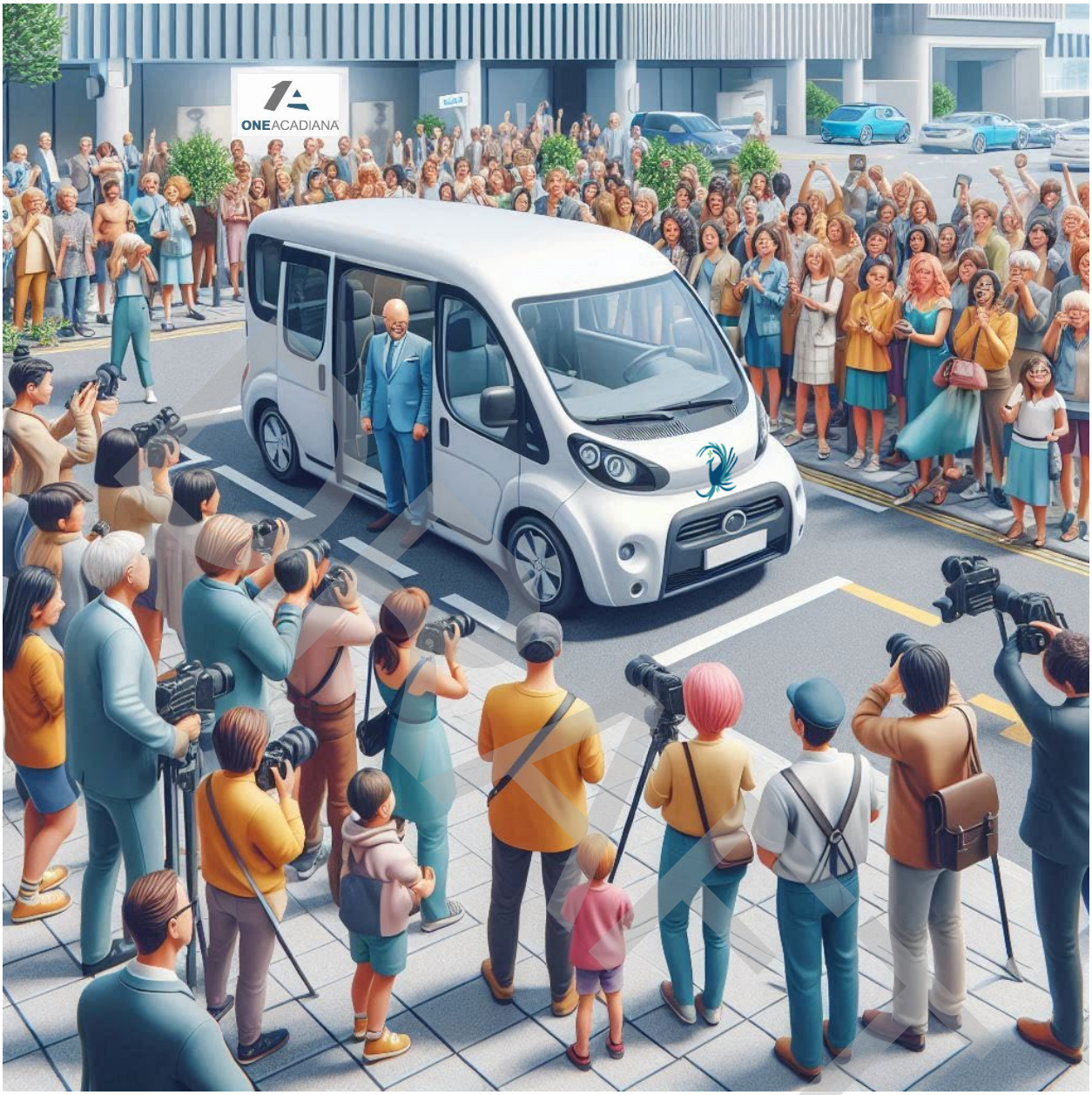
Promoting Public Transportation

Promoting public transportation in One Acadiana involves addressing the barriers to transit use and highlighting the benefits of using public transit. Key strategies include:

- **Change Current Perception of Public Transit** - Changing the perception of public transit in One Acadiana requires a strategic approach, particularly targeting younger generations. Emphasizing the benefits of convenience, cost-effectiveness, and environmental sustainability can shift attitudes. Tools like social media campaigns, influencer partnerships, and interactive apps can effectively reach this demographic, making transit more appealing and relatable. Collaborating with local schools, colleges, and youth organizations to promote transit options through events, discounts, or special programs can further encourage usage. Additionally, modernizing the transit system with user-friendly technology, real-time tracking, and aesthetically pleasing designs can help redefine public transportation as a smart, trendy choice for young people.
- **Ensuring Reliability and Building Trust**: To overcome skepticism about the reliability of public transit, it is essential to consistently provide on-time and dependable service over a long period of time. Ensuring that transit services adhere to published schedules and addressing any disruptions promptly will improve the perception of public transit as a dependable option for daily commuting.
- **Improving Convenience:** To make public transit more attractive, it's important to ensure that services are well-timed and easily reachable. This means optimizing routes to include major destinations, minimizing wait times, and making sure transit stops are accessible. Adding complementary transportation options, like shuttle services or microtransit, can help people get to bus stops that might be

too far from their homes. Additionally, features such as real-time tracking, user-friendly apps, and convenient parking at transit hubs can further enhance the convenience of public transit and encourage more people to use it for their daily commutes.

- **Enhancing Safety and Comfort:** Improving the safety and comfort of public transit involves installing well-lit, secure shelters at bus stops and ensuring that all transit facilities are clean and well-maintained. Providing visible security measures, such as surveillance cameras and regular patrols, can further enhance passengers' sense of safety. Comfortable and weather-protected shelters will make waiting for transit more pleasant and encourage more people to use public transportation regularly.
- **Improving Service Coverage and Frequency**: Expanding the coverage of transit routes and increasing the frequency of services to make public transit a more convenient and reliable option.
- **Enhancing Accessibility**: Ensuring that transit services are accessible to all residents, including those with disabilities and those living in underserved areas.
- **Marketing and Outreach**: Conducting targeted marketing campaigns to raise awareness of the available transit options and their benefits, such as cost savings, reduced traffic congestion, and environmental sustainability.
- **Public-Private Partnerships:** Collaborating with private sector partners can significantly boost the quality and coverage of public transportation services, especially for critical sectors like large manufacturing plants, hospitals, and other businesses with demanding shift schedules. By integrating private sector resources, such as ride-sharing services and on-demand shuttles, transit agencies can extend service hours and fill gaps in the public transit network. This collaboration can provide essential transportation options for employees working non-standard hours or in locations where public transit is limited or unavailable. For instance, private sector solutions can offer transportation to and from large manufacturing facilities and hospitals during early morning or late-night shifts, ensuring that workers have reliable access to their workplaces around the clock. This approach not only enhances service quality but also supports local businesses by helping them maintain a consistent workforce, ultimately contributing to the region’s economic vitality.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Implementation of Proposed Solutions for One Acadiana

Proposed Complementary Transit Services

For the purpose of the feasibility study, the proposed solutions will focus on the proposed New Iberia Microtransit and the proposed Intercity Bus route.

The intercity bus route is designed to connect with the LTS fixed routes. The intercity bus route would connect from St. Martinville to the proposed New Iberia microtransit system. Along the route, there would be a stop at the Acadiana Regional Airport creating a service for students and employees of the South Louisiana Community College. St. Martinville residents would also gain access to job openings at First Solar and other large employers located at the Acadiana Regional Airport complex.

Proposed microtransit services cover approximately 25 square miles in New Iberia and its surrounding areas near US Highway 90 and Louisiana Highway 182. The proposed service area is substantial and may require setting priorities and limit service to designated destinations, especially at the onset of the operation. This microtransit would connect residents with employment opportunities, including positions at the planned First Solar facility and other local jobs. Additionally, the Microtransit service would integrate with the planned intercity bus route to Broussard, facilitating connections to St. Martinville, South Louisiana Community College, and employment opportunities (such as SafeSource Direct, LLC). This expanded network will facilitate better access to employment opportunities, educational institutions, and essential services, thus improving overall transportation accessibility in the region.

Implementing Microtransit and Intercity Bus services in One Acadiana can significantly enhance transportation options, especially in areas with lower population density or limited public transit. Listed below are some potential transit solutions. Each solution will be described in detail along with its requirements, costs, and pros and cons.

- Microtransit Services
    - App-Based On-Demand Services
    - Flexible Fixed Route Services
- Other Proposed Service Types
    - Intercity Bus Services
    - Vanpool Services

Microtransit Services
PCS evaluated the needs outlined in the Needs Assessment and identified two primary microtransit service options that could be well-suited for New Iberia.

App-Based On-Demand Service allows passengers to request rides in real-time through a mobile app or call center, offering a highly flexible solution for first-mile and last-mile connectivity.

Flexible Route Service operates on predefined routes that can be adjusted based on real-time demand, providing a balanced approach to coverage in areas with variable passenger needs. The final choice of service type will be determined by local authorities, taking into account factors such as budget constraints, feedback from business owners and employers, and input from community outreach efforts.

App-Based On-Demand Services:

- Passengers request rides via a mobile app or call center.
- Routes adapt in real-time based on requests.
- Highly flexible and used for first-mile/last-mile connections.
- Rides can be shared among passengers traveling in similar directions.
- Optimizes routes and reduces travel times.
- Cost-effective, and when utilizing ride-sharing, maximizes vehicle occupancy.

Flexible Fixed-Route Service:

- Operates on pre-defined routes with scheduled stops.
- Can make deviations based on real-time requests.
- Balances flexibility and reliability.

App-Based On-Demand vs Flexible Route

App-Based On-Demand Services and Flexible Route Services are both types of microtransit but serve different purposes and operate in distinct ways.

App-Based On-Demand Services allow passengers to request rides in real-time through a mobile app or call center, with routes dynamically adjusted based on immediate ride requests. This makes it highly adaptable, ideal for first-mile/last-mile connections where traditional fixed routes may not be practical, and for areas with variable demand. On the other hand, Flexible Route Services operate on pre-defined routes that can be adjusted based on real-time demand or passenger requests within a certain area. This approach balances the reliability of fixed routes with some level of adaptability, making it suitable for areas with moderate and fluctuating demand, such as suburban regions.

In summary, while App-Based On-Demand Services provide highly flexible, real-time adjustments to meet individual ride requests, Flexible Route Services offer a

compromise between fixed routes and on-demand adaptability, allowing for adjustments based on general demand while following a semi-structured route.

Other Proposed Service Types

Intercity Bus Services: The establishment of an intercity bus service from St. Martinville to Broussard would significantly enhance regional connectivity. This route would include a stop in New Iberia, where passengers could either transfer to the proposed New Iberia Microtransit system or continue on to Broussard. Additionally, the intercity bus would stop at Acadiana Regional Airport (KARA), which hosts South Louisiana Community College, offering crucial transportation options for students and employees. The airport is also home to large employers like First Solar. In Broussard, riders would be able to connect with the existing LTS urban service, creating a seamless transportation network that supports both educational and employment opportunities in the area.

Vanpool Services: Vanpools can be established when multiple individuals, either from the same employer or traveling on the same commuter route, need transportation. Setting up a vanpool involves coordinating with an approved vanpool driver and developing a pricing structure to cover expenses such as fuel, maintenance, insurance, and administrative fees. In some cases, subsidies from employers, transit agencies, or government programs may be available to help reduce costs for participants

Service Implementation

Microtransit Implementation and Timeline

Launching a microtransit service typically takes between 3 to 12 months, depending on various factors. The process begins with planning and design, which can last 1 to 3 months, involving community needs assessments, service area definitions, and operational framework design. Following this, the technology setup phase takes 1 to 2 months, where necessary platforms for booking, dispatch, and route optimization are implemented. Procurement and staffing, including acquiring vehicles, hiring drivers, and training staff, also span 1 to 2 months. A pilot testing phase, lasting 1 to 2 months, helps identify and address issues before the full-scale launch. Finally, full deployment, including marketing and outreach, is carried out over 1 to 2 months to inform the public about the new service. The exact timeline varies based on service complexity, resource availability, and implementation efficiency.

Intercity Bus Service Implementation and Timeline

Implementing an intercity bus route typically involves several stages, each impacting the overall timeline. Initially, planning and feasibility studies, including demand assessment and route planning, generally take 3 to 6 months. Securing funding and approvals from local, state, or federal sources can add another 6 to 12 months, alongside obtaining necessary permits and coordinating with transportation authorities. The procurement and contracting phase, which includes negotiating with service providers and purchasing buses, usually spans 3 to 6 months. Setting up infrastructure such as bus stops and terminals, along with installing technology systems, can take an additional 3 to 6 months. Testing and pilot runs are then conducted over 1 to 3 months to refine operations. Finally, launching the service, which involves marketing and public outreach, typically takes 1 to 2 months. Overall, the process to implement an intercity bus route can range from approximately 12 to 24 months, depending on factors like route complexity, funding availability, and regulatory requirements.

The timeline for implementing an intercity bus route can potentially be reduced by partnering with an existing recipient of Chapter 53 funds. Chapter 53 of the Federal Transit Act provides funding for public transportation projects, and organizations already receiving these funds may have established infrastructure, procedures, and relationships with regulatory bodies that can expedite the process. By leveraging their existing resources and experience, the new route can benefit from streamlined administrative processes and quicker access to necessary approvals and funding. Additionally, existing recipients might have established bus fleets and operational systems that can be adapted for the new route, reducing the time needed for procurement and setup. Collaborating with these organizations can thus accelerate

planning, reduce administrative burdens, and shorten the overall implementation timeline.

Vanpool Service Implementation and Timeline

Implementing a vanpool service in the New Iberia area could effectively address the transportation needs of large employers such as Turner Industries and the Port of Iberia. These employers are likely to generate high demand for commuter services, yet they are located outside the proposed microtransit service area. A vanpool could provide a reliable and cost-effective transportation option for employees, facilitating their daily commutes and enhancing workforce accessibility to these key job sites. By connecting workers to their places of employment, this service would not only benefit individuals but also support large employers and their staffing needs.

Implementing a vanpool typically takes around 3 to 6 months, though the timeline can vary based on several factors. The process begins with planning and design, which takes about 1 to 2 months. This phase involves identifying the need for the service, designing the program, and securing necessary funding. The subsequent procurement and setup stage, lasting 1 to 2 months, includes acquiring or leasing vehicles, establishing infrastructure, and forming partnerships with vanpool providers if necessary. Recruitment and training follow, requiring around 1 month for finding participants, coordinating schedules, and preparing drivers. Finally, the launch and adjustment phase, also about 1 month, involves starting the service and making any needed adjustments based on early feedback. Efficient planning and leveraging existing infrastructure can help shorten this timeline.

Phased Approach and Prioritization

Given the varying timelines and funding requirements, One Acadiana may want to start with a phased approach, gradually building up the service. This approach allows for adjustments based on initial feedback and ensures that resources are allocated effectively. By following a phased approach and prioritizing services based on community needs and available funding, One Acadiana can develop a sustainable transit system that effectively addresses the region’s transportation challenges and supports economic development.

Gaining public support and establishing a solid ridership base takes time. A phased approach to implementing transit services allows for gradual integration into the community, providing opportunities for adjustments based on real-world feedback. Starting with smaller, manageable phases enables the transit system to prove its value and reliability, fostering positive experiences among initial users. Over time, this approach helps build public trust and demonstrates the system’s benefits, leading to increased acceptance and support. As residents experience the advantages of the new

transit options and see their effectiveness, the system is more likely to gain widespread support and sustainable ridership.

Funding Challenges

Implementing and maintaining a transit system in One Acadiana requires careful consideration of costs associated with various transportation options. Three funding options for public transit services include: contracting a private company to operate a turn-key service, running the service in-house, or partnering with an existing public transit provider. A turn-key service by the private sector offers a customized system with efficient operations and requires no direct involvement from local government, but it can be costly due to management fees and profit margins. Operating the service in-house allows for full control over decisions, avoiding bureaucratic delays and federal oversight, though it demands significant upfront investment and involves complex setup and ongoing management. Utilizing an existing public transit provider that participates in Chapter 53 programs funded by the FTA can provide additional funding compared to the other options, as the provider benefits from federal funds. However, this approach may result in less control over the service, as the local agency must work within the provider's existing framework, priorities, and state and federal regulations.

Comparison of Funding Options

Public transit offers numerous benefits to the local community, fostering economic, social, and environmental well-being. Economically, it provides affordable transportation options, increasing access to jobs, education, and services, while supporting local businesses by bringing more customers to commercial areas. It also reduces traffic congestion, lowering infrastructure maintenance costs. Socially, public transit enhances mobility for all residents, including those who cannot drive, such as seniors, students, or individuals with disabilities, promoting inclusivity and community cohesion. Environmentally, transit systems help reduce carbon emissions by decreasing the number of vehicles on the road, improving air quality, and contributing to sustainability efforts. Public transportation also encourages healthier lifestyles by incorporating walking or biking as part of commuting, creating more vibrant and connected communities.

Such benefits come at a cost. Providing public transportation involves significant expenditures for transit agencies, governments, or private operators, which can be divided into operational and capital expenses. Operating costs include labor for drivers,

maintenance staff, and administrative personnel, as well as fuel or energy for transit vehicles, wear and tear, regular vehicle maintenance, insurance, and security measures. Technology costs, such as GPS tracking, fare collection systems, and real-time data platforms, also contribute to ongoing expenses. Capital costs encompass building and maintaining infrastructure like bus stops and train stations, purchasing vehicles, and constructing administrative and maintenance facilities. Additionally, transit providers must incur technology related costs and must comply with regulatory standards, such as ADA accessibility and environmental regulations. These costs are often compounded by fluctuating ridership levels, which impact fare revenue and can necessitate government subsidies to maintain operations.

In addition to the planned and predictable costs of operating and maintaining transit services, agencies also face unexpected and sometimes significant expenses that can strain budgets. For instance, the COVID-19 pandemic introduced substantial unforeseen costs related to personal protective equipment (PPE), sanitation measures, and modifications to vehicles and facilities to ensure passenger and staff safety. Similarly, issues such as catalytic converter thefts have become a growing problem, leading to increased repair and replacement costs for transit agencies. Other examples of unplanned expenses include emergency repairs following natural disasters, rising insurance premiums due to liability claims, and the need for sudden upgrades to meet new regulatory requirements or technological advancements. These unpredictable costs can disrupt budgetary plans and require agencies to seek additional funding or reallocate resources to ensure continued service delivery.

When considering options for funding and delivering public transit services, agencies have three primary approaches: outsourcing operations to private industry, running the service in-house, or partnering with an existing public transit provider. Each option comes with its own set of pros and cons.

Option 1: Outsourcing to Private Industry (Turn-Key Operation)

Pros:

- **Expertise and Efficiency**: Private companies specializing in transit can bring efficiency, innovation, and expertise, potentially lowering operational costs and improving service delivery.
- **Cost Predictability**: Turn-key operations often come with fixed contracts, allowing the agency to budget with more certainty and avoid unexpected expenses.
- **Reduced Administrative Burden**: Outsourcing minimizes the need for internal staff management, vehicle maintenance, and infrastructure development, as the private operator handles these responsibilities.

- **Flexibility**: Private operators can be more flexible in adjusting routes, schedules, and services based on demand.

Cons:

- **Profit Motive**: Private companies are driven by profit, which may lead to cost-cutting measures that could reduce service quality or increase fares.
- **Less Control**: The agency may have less influence over day-to-day operations, making it harder to ensure that service quality meets public expectations.
- **Contractual Challenges**: Managing and enforcing contracts can be complex, and there may be issues with transparency and accountability.
- **Potential for Higher Long-Term Costs**: While short-term costs may be lower, long-term contracts or price increases over time could lead to higher expenses than anticipated.

Option 2: In-House Operation (Self-Managed)

Pros:

- **Full Control**: Running the operation in-house gives the agency complete control over service quality, routes, schedules, and fare structures, allowing it to align with community needs and policy goals.
- **Public Accountability**: An in-house operation ensures direct public accountability, as the agency is responsible for the outcomes.
- **Long-Term Savings**: While initial costs may be high, managing operations in-house can lead to long-term savings if done efficiently, without the profit margins required by private operators.

Cons:

- **High Initial Costs**: Starting an in-house operation requires significant capital investment in vehicles, staff, infrastructure, and technology.
- **Complexity**: Managing a transit system is complex and requires expertise in operations, maintenance, regulatory compliance, and customer service, which may strain existing resources.
- **Inflexibility**: Adjusting services quickly in response to demand may be harder with a public entity due to bureaucratic processes and slower decision-making.

- **Ongoing Operational Costs**: The agency bears all operational expenses, including fuel, maintenance, insurance, and labor, which can be unpredictable and strain the budget.

Option 3: Partnering with an Existing Public Transit Provider (Chapter 53 Funding)

Pros:

- **Cost Savings**: Utilizing an existing transit provider allows the agency to tap into Federal Transit Administration (FTA) Chapter 53 funding, reducing the need for local funds and leveraging economies of scale.
- **Established Infrastructure**: Partnering with an experienced transit provider means the agency can take advantage of existing vehicles, routes, facilities, and administrative resources without having to build or manage them independently.
- **Administrative Efficiency**: The partner agency already has the staff, knowledge, and systems in place, minimizing the administrative burden on the local agency.
- **Compliance and Expertise**: A public transit provider receiving federal funding is experienced in meeting regulatory requirements, making it easier to comply with FTA guidelines and secure additional funding.

Cons:

- **Limited Control**: The local agency may have less influence over the operation and may need to negotiate terms that may not fully align with its specific goals or community needs.
- **Dependence on External Provider**: The success of the service depends on the capabilities and priorities of the partner agency, which may have competing demands.
- **Potential for Limited Customization**: The service may be constrained by the existing provider's infrastructure and schedules, which could limit the ability to tailor services to local needs.
- **Shared Funding and Resources**: Expanding service through an existing provider could strain their resources or funding, potentially leading to reduced service quality or slower expansion.

Cost Analysis

Each option requires careful consideration of the community's needs, available resources, and long-term sustainability to determine the most appropriate approach for delivering public transit services. These costs are variable, and Phoenix Corporate Service, LLC is providing these estimates for orientation purposes only.

Microtransit and Intercity Bus Cost Analysis

Option 1 - Turnkey Transit Option Cost Analysis

Initial Estimated Setup Costs:

- Vehicle Procurement: $0 per vehicle (ADA Compliant Minivan supplied by vendor).
- Technology Integration: $0 per software setup (Software supplied by vendor).
- Marketing and Outreach: $5,000 - $10,000 for initial campaigns.

Examples of Estimated Administrative Costs:

- Profit Margin – (Undisclosed. To be negotiated.)

Estimated costs per vehicle per hour are $100 - $125. Estimated operations based on 15 hours per day, 8 holidays in a year and 6 days per week amount to 4,560 hours per year. This equals to an annual estimate of $456,000 to $570,000 per vehicle.

Option 2 - In-House Operation (Self-Managed)

Initial Estimated Setup Costs:

- Vehicle Procurement: $50,000 - $70,000 per vehicle (ADA Compliant Minivan).
- Technology Integration: $10,000 - $50,000 for software setup.
- Marketing and Outreach: $5,000 - $10,000 for initial campaigns.

Examples of Estimated Ongoing Operating Costs:

- Driver/Contractor Wages: $15 - $20 per hour.
- Vehicle Maintenance: $3,000 - $5,000 per vehicle annually.
- Fuel or Electricity: $3,000 - $5,000 per vehicle annually.
- Technology Fees: $1,000 - $2,000 per month.
- Insurance: $2,000 - $4,000 per vehicle annually.

Examples of Estimated Administrative Costs:

- Management Costs: $6,000 per month.
- Training: $1,000 - $2,000 initially, with ongoing training costs.

Estimated costs per vehicle per hour are $60 - $92.50 based on a vehicle type. Estimated operations based on 15 hours per day, 8 holidays in a year and 6 days per week amount to 4,560 hours per year. This equals to an annual estimate of $ 273,600 to $421,800 per vehicle.

Federal Funding:

- Subsidies: Federal funds can cover up to 50% of operating costs and up to 80% for capital costs. Such funding is not guaranteed as it is dependent on approval of applications through federal and state regulatory entities.

Option 3 - Existing Federally Funded Public Transit Agency

Initial Setup Costs:

- Vehicle Procurement: $40,000 - $60,000 per vehicle (ADA Compliant Minivan).
- Technology Integration: $5,000 - $50,000 for software setup.
- Marketing and Outreach: $2,000 - $5,000 for initial campaigns.

Ongoing Operating Costs:

- Driver Wages: $15 - $20 per hour.
- Vehicle Maintenance: $1,500 - $3,500 per vehicle annually.
- Fuel or Electricity: $2,500 - $4,500 per vehicle annually.
- Technology Fees: $500 - $1,500 per month.
- Insurance: $1,000 - $2,500 per vehicle annually.

Administrative Costs:

- Management Fees: $3,000 - $7,000 per month.
- Training: $500 - $1,500 initially, with ongoing training costs.

Federal Funding:

- Subsidies: Operator already receives federal funds which cover a significant portion of operating and capital expenses. Agencies may still face challenges with budget deficits and funding cliffs.

Estimated costs per vehicle per hour are $60 - $92.50 based on a vehicle type. Estimated operations based on 15 hours per day, 8 holidays in a year and 6 days per week amount to 4,560 hours per year. This equals to an annual estimate of $ 273,600 to $ 421,800 per vehicle before federal subsidies through the Federal Transit Administration's Chapter 53 Program. Likely estimated costs after the application of available federal funding are $136,800 to $210,900 per vehicle per year.

All three options present their unique advantages and challenges. The choice between the three depends on specific needs, budget constraints, and long-term goals to be determined by stakeholders in One Acadiana.

Vanpool Cost Analysis

The Vanpool model, offered through local government public transit programs, provides an efficient commuting solution that can potentially be funded with Federal Transit Administration (FTA) resources. Local governments can lease vehicles from these companies, avoiding high purchase costs while utilizing FTA funds such as Section 5307 Urbanized Area Formula Grants and Section 5311 Formula Grants for Rural Areas. These funds can cover operating expenses, vehicle leasing, and maintenance, making the program more sustainable. Flexible leasing terms accommodate different needs, while maintenance and roadside assistance reduce burdens on participants. Costs like lease payments and fuel can be shared, making the service affordable. Participants can also coordinate their schedules and routes for added convenience. Overall, this model enhances public transit by delivering a reliable and cost-effective commuting option that meets community needs while leveraging federal support.

Possible Revenue Sources

Costs related to operating a public transit service, microtransit or intercity bus route, may be offset by activities generating revenues. Revenue sources may aid long term sustainability of a program and its future expansion into new areas and service types.

Fare Revenue

Fare revenue is a primary source of income for many transit systems. Passengers pay fares to use the service, which can be collected through various methods such as cash, contactless payments, and mobile apps. It should be noted that farebox revenue collected from passengers offsets the amount of reimbursement received from the FTA's Chapter 53 programs.

Example:

Champaign-Urbana Mass Transit - Champaign, Illinois

- Based on their annual report data, the Champaign-Urbana Mass Transit District (MTD) has historically achieved a farebox recovery ratio in the range of 30% to 40%. This means that fare revenues cover approximately 30% to 40% of their operating expenses. The exact percentage can vary from year to year based on ridership levels, operational costs, and other factors.

Tiered Fare Structure in Microtransit Services

As a way to fund a public transportation system, introducing a microtransit service with a tiered fare structure offers a promising solution. This approach aims to make transportation more accessible and convenient for riders while also providing a sustainable way to generate revenue and support the long-term success of our transit operations.

The proposed fare structure is designed to accommodate various trip distances and zones, ensuring that it meets the needs of a diverse range of users. As an example, for shorter trips within a single zone, fares could start at a reasonable $1.50, making local travel affordable and encouraging use of the service for brief commutes. For medium-distance trips that cover multiple zones, fares might range from $3 to $5, providing a cost-effective option for traveling to suburban areas. For longer trips spanning several zones, fares could be set at $10 or more, reflecting the higher costs associated with these extended journeys.

Implementing this tiered fare structure offers several advantages. It allows a provider to recover costs from longer trips, which typically involve higher operational expenses, and reinvest that revenue into improving the service. Additionally, the flexible fare options make the service more accessible to a broader audience, potentially increasing ridership. Finally, a well-designed fare system ensures that the microtransit service remains financially viable, minimizing the need for subsidies and supporting ongoing improvements.

Overall, a tiered fare structure represents a strategic approach that balances affordability with financial sustainability. By addressing various travel needs and distances, this structure can enhance the efficiency and attractiveness of the public transportation system, ultimately benefiting the community and fostering economic growth.

Subscription Based Microtransit Service

Subscription-based microtransit can be an innovative way to help fund and sustain on-demand public transportation services. This model involves users paying a regular fee to access the service, providing a steady revenue stream to support operations and expansion. Subscriptions offer predictable income, aiding in budgeting and financial planning, while encouraging user commitment and consistent ridership. Regular income from subscriptions can cover operational costs, reducing the need for external funding, and allowing transit agencies to invest in better vehicles, technology, and service improvements.

Example:

ViaPass - Arlington, Texas

- One example of a microtransit service with a monthly subscription is Via in Arlington, Texas. Via offers a service called ViaPass, which allows users to pay a flat monthly fee for unlimited rides within the service area. This subscription model provides a cost-effective and convenient option for regular commuters. The ViaPass in Arlington, Texas, offers two subscription options:

7-day unlimited ViaPass: $39
30-day unlimited ViaPass: $139

Federal Funding Other Than Chapter 53 Funds

Federal funding is essential for many transit agencies, as it provides significant financial support for both capital projects and day-to-day operational costs. However, it's crucial for transit agencies to remain vigilant and proactive about current funding opportunities. The availability of federal funds and the associated requirements can fluctuate, influenced by changes in government policies, budget allocations, and program priorities. Staying informed about these evolving opportunities ensures that transit agencies can effectively secure the necessary resources, adapt to shifting funding landscapes, and align their projects with the latest federal guidelines and priorities. Regularly monitoring and applying for available federal funding can significantly impact the sustainability and growth of transit services. Current or recent key federal programs include:

- Surface Transportation Program (STP) Funds
- New Starts and Small Starts Programs
- Transportation Investment Generating Economic Recovery (TIGER) Grants

Example:

Surface Transportation Program (STP) Funds - City of Lubbock, Texas

- According to TxDOT, Lubbock has used STP funds for various transportation infrastructure improvements, including road repairs and enhancements to transit facilities. These funds help support local projects that improve surface transportation systems.

New Starts and Small Starts Programs - City of Denton, Texas

- According to Federal Transit Administration, Denton was awarded funding through the Small Starts program for the Denton County Transportation Authority's (DCTA) A-train commuter rail line. The funding supported the development of the rail line, which connects Denton to Dallas, providing a significant transportation option for the area.

Transportation Investment Generating Economic Recovery (TIGER) Grants - City of Evansville, Indiana

- According to U.S. Department of Transportation (USDOT), Evansville received a TIGER grant for the development of the Evansville Riverfront Transportation Enhancement Project. The grant funded improvements to transportation infrastructure along the riverfront, including new transit facilities and pedestrian connections.

These grants support a range of transportation improvements, from road and infrastructure projects to transit expansions and economic development initiatives.

Advertising Revenue

Transit agencies generate additional revenue by selling advertising space on vehicles, hubs, stops, benches, and other transit properties. This advertising revenue can be managed either in-house or through an external advertising agency, each approach offering distinct advantages and disadvantages. Managing advertising in-house provides direct control over strategies, sales, and pricing, potentially resulting in higher revenue and better integration with transit operations. However, it requires significant resources and expertise, which can be burdensome and limit market reach. Conversely, using an external advertising agency brings specialized knowledge, industry connections, and efficient sales processes, often securing deals more quickly and reducing the internal burden. Nonetheless, agencies typically take a commission, reducing net revenue, and their approach may not always align perfectly with the transit agency's goals, leading to potential challenges in communication and control.

Additionally, agencies utilizing Federal Transit Administration (FTA) funded vehicles must adhere to specific regulations regarding advertising. For example, FTA guidelines generally prohibit ads that promote or endorse religious, political, or controversial issues to avoid conflicts of interest and ensure compliance with federal standards. These rules must be considered when determining the advertising approach to ensure that all advertisements meet the necessary regulatory requirements.

Third-Party Contracts

Agencies can enter into contracts with third parties for services such as maintenance, operations, and technology solutions, which can provide additional revenue or cost savings.

Donations and Grants

Philanthropic donations and grants from private foundations and non-profit organizations can provide additional funding for specific projects or initiatives.

Example:

SB Energy - Milam County, Texas

- Texas transit agency received $60,000 donation from solar company, SB Energy for the HOP Service which has been operating since the 1960s, serving Coryell, Hamilton, Lampasas, Milam, Mills, Mason, Llano, Bell and San Saba counties.

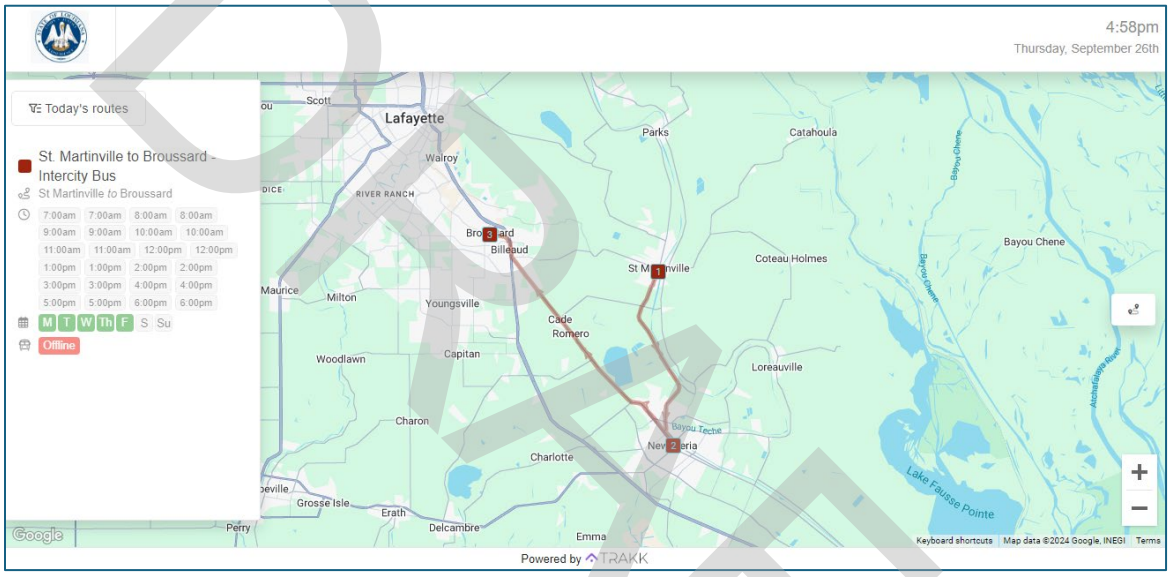
A diverse mix of revenue sources is essential for the financial sustainability of the proposed transit project in One Acadiana. By leveraging fare revenue, federal and state funding, advertising, third-party contracts, donations, and public-private partnerships, the region can develop an adaptable transportation system. This approach will ensure that the transit services are well-funded and capable of meeting the community's needs while supporting economic development and improving access to employment opportunities.

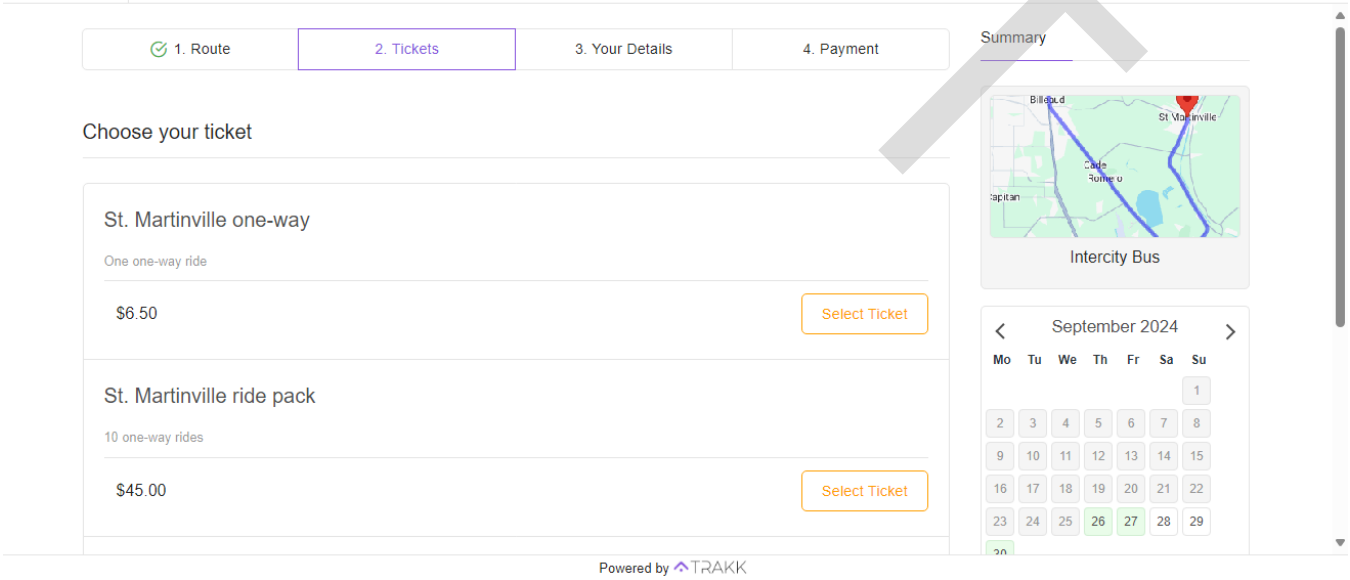
Vendor Options for the One Acadiana Feasibility Study

Headquartered in Indiana, **TripMaster** has been a leading provider of transit management solutions for over a decade. The company offers a comprehensive suite of tools for scheduling, dispatching, and reporting, designed to streamline operations for transit agencies. TripMaster's solutions are known for their reliability and user-friendly interface, making them a popular choice among small to mid-sized transit systems. Their commitment to innovation and customer support has earned them a strong reputation in the industry.

VIA: Based in New York City, **VIA** has revolutionized the concept of on-demand transit since its founding in 2012. VIA's technology enables flexible and efficient microtransit solutions, allowing for dynamic routing and real-time ride matching. The company has expanded its services globally, partnering with cities and transit agencies to improve urban mobility. VIA's platform is designed to reduce wait times and operational costs while enhancing the rider experience, making it a valuable option for modern transit systems.

Located in California, **Trakk** specializes in advanced tracking and fleet management systems. With over 15 years in the business, Trakk has developed cutting-edge technology to enhance operational efficiency for transit agencies. Their solutions include real-time vehicle tracking, maintenance scheduling, and performance analytics. Trakk's focus on innovation and data-driven decision-making helps transit operators optimize their fleets and improve service reliability.





Headquartered in Waterloo, Canada, **RideCo** has been at the forefront of dynamic routing and shared ride services since its inception in 2015. The company's platform optimizes transit operations by dynamically adjusting routes based on demand, reducing costs, and improving service coverage. RideCo's technology is designed to integrate seamlessly with existing transit systems, providing a scalable solution for cities looking to enhance their public transportation offerings. Their success in various pilot projects and partnerships highlights their capability to deliver efficient and cost-effective transit solutions.

RideCo Content

Prepared for Phoenix Corporate Services

Table of Contents

1 About RideCo

At RideCo, we believe that we are uniquely positioned to offer a technology solution and partnership that helps bring microtransit and paratransit services to agencies across North America. To illustrate this, outlined below is a summary of RideCo's proposed software solution and features.

INNOVATIVE TECHNOLOGY

The first aspect of RideCo's value proposition is technology, which is second to none. Our solution, including core features such as a modern, app-based booking process, unique automated trip negotiation, and robust optimization of vehicle manifests have changed the game for demand response transit services. Once forced to choose between rider convenience and operational efficiency, RideCo customers are now able to provide services maximizing both considerations with incredible results, such as:

- 20-30% higher passenger per vehicle hour (PVH) than our leading competitors.
- 95+% average on-time performance across all services.
- 36% reduction in cost per passenger – *VIA Link, San Antonio VIA Metro.*
- 4.9-star ratings for rider satisfaction - *Loudoun County, VA ADA Paratransit.*
- 6.0+ passenger per vehicle hour on peak days - *Cobourg Rides – Paratransit and microtransit commingled.*
- 20% ridership growth - *Houston METRO Curb2Curb.*
- >50% reduction in call center volume by - *Houston METRO Curb2Curb.*

In order to accomplish this, RideCo takes advantage of several crucial technology and service offerings throughout the service areas, such as:

- **App-Based Booking Process**: White labeled, intuitive app for easy booking that offers automated trip negotiation and guaranteed pick-up times with integrated ETAs for an unparalleled customer experience.
- **Continuous Optimization**: Trips are offered to passengers based on actual capacity and slack in the schedule, which is facilitated by RideCo's continuously optimizing scheduling solution. In addition, advanced and same day service anomalies are automatically corrected (self-healed) to increase on-time performance (OTP) while also improving passengers per vehicle hour (PVH).
- **Intuitive Driver Experience**: Operators are guided throughout the day by an intuitive in-vehicle application with in-app navigation and limited manual trip data collection to ensure drivers are focused on the road.
- **Unparalleled Data and Reporting**: RideCo's data, reporting, and dashboards provide unique insights into the performance of services and are used by our customers and our support team to ensure that services are delivered according to expectations and objectives are met.
- **Partnership through Planning and Data Analysis**: The RideCo Partnership includes planning services to align technology and operational policies to meet objectives of other on-demand transit zones, paratransit services, and potentially comingling of ADA and on-demand microtransit services.

ROBUST ROUTING PLATFORM

RideCo's patented routing algorithm, Solver, can be configured across more than 1,000 unique parameters enabling RideCo to tune the service and performance outcomes to match a given agency's operational objectives and KPIs. The following are some parameters we can tune to deliver this customized routing platform:

- **Time Snapping**: This enables Solver to account for local fixed-route schedules in its routing. With this information, Solver intelligently restricts passengers from arriving too early or too late for their connections. Instead, it only provides trip options that arrive on time for seamless transfers.
- **Wait Times:** RideCo can tune the algorithm to provide different wait times that typically range from 8 minutes to 30 minutes based on your requirements.
- **On-Board Times:** RideCo can tune the algorithm to provide different on-board times. The default recommendation is to set the on-board time to the maximum, 150% of the duration of a direct drive.
- **Stop Locations:** In addition to curb to curb or door to door service options, flex/virtual stop locations are also supported, and passengers intuitively directed to a stop for service.
- **Vehicle Capacities (wheelchair, bike rack, service animal, etc.)**: As part of the system setup, we configure the fleet types in the software to match the fleet type on the ground. Solver considers actual and predicted capacity into its calculations.
- **Non-Travelable Roads:** RideCo can configure certain roads to be excluded from routing.
- **Pre-Scheduling Rules (number of days a passenger can schedule in advance):** The given agency will have the ability to set the number of days in advance a passenger can book a ride. Typically, we recommend that this be set to two days; however, it can be set to any number of days.

TRUSTED BY LARGE AGENCIES

RideCo is a proud a partner of some of the biggest transit agencies in North America. RideCo's notable large city clients include Los Angeles County Metropolitan Transportation Authority (Los Angeles Metro), Southeastern Pennsylvania Transportation Authority (SEPTA), Metropolitan Transit Authority of Harris County (Houston METRO), VIA Metropolitan Transit Authority (VIA San Antonio), and Regional Transportation Commission of Southern Nevada (RTC).

The table below outlines details of some of RideCo's notable deployments:

Agency	Service	Zones	Vehicles	Contract Duration
Los Angeles Metro	Microtransit service	8	81	August 2020 – Present
METRO Houston	Microtransit service & and same-day paratransit bookings	8	86	September 2020 – Present
VIA Link, San Antonio	Microtransit service	5	40	May 2019 – Present

Kansas City Transportation Authority	Microtransit service	1	40	January 2023 – Present
SEPTA (Philadelphia)	Curb-to-curb Paratransit across five counties	1	411	September 2023 – Present

CONSIDERABLE COST SAVINGS

Over several years, we have dedicated ourselves to cultivating the technological prowess needed to aid transit agencies in the strategic planning and seamless implementation of diverse on-demand transit services. This encompasses advanced reservation systems, paratransit solutions, and cutting-edge microtransit systems. RideCo's state-of-the-art software, representing the next evolutionary step, consistently optimizes fleets to achieve peak passenger capacity, leading to heightened productivity and a substantial reduction in operational expenditure. This investment not only elevates the overall passenger experience to unprecedented levels of excellence, but also ensures considerable financial savings in both immediate and prolonged contexts.

*"Their (RideCo) product has been very efficient and saved more than the cost of the 5-year contract in efficiency in the first year" – **L.J. Weslowski, Executive Director, Concord Kannapolis Area Transit (CK Rider)***

For example, CK Rider Transit saw a 29% reduction in annualized expenses due to a reduction in revenue hours made possible by RideCo's technology while experiencing an 11% increase in ridership.

PARATRANSIT CAPABILITIES

RideCo's technology was built with a mobility-for-all vision, taking account of pre-planned paratransit requirements and the changing expectations of passengers. We have built the next generation of paratransit software and have revolutionized the industry by incorporating automated functions related to scheduling, dispatching, routing, and reporting. These features have elevated the passenger experience, increased reliability, and adaptability, and have reduced manual labor through automation and have seen large scale vehicle efficiency gains through the use of continuous optimization of vehicle manifests.

The following link provides a demonstration of how agencies can improve operational efficiencies with RideCo's paratransit software solution: https://www.youtube.com/watch?v=svn_rgW9k-s

POWERFUL VALUE PROPOSITION

To summarize, RideCo offers a unique and powerful value proposition based on proven technology and unique features that are demonstrable across a broad range of customers and use cases. Have confidence that our proactive, continuous support approach will guarantee success and position the given agency to achieve your transit vision.

Metropolitan Transit Authority of Harris County
Houston

"This is one of the most important innovations that we have done to improve rider service. ... this makes the METRO vehicles as close as their smartphone ... and it will greatly enhance their ability to use METRO services."

– **Jim Robinson,** CFE, First Chair, Metropolitan Transit Authority of Harris County

Philadelphia

"The modernization of our paratransit system has been one of the fastest, large-scale deployments in SEPTA's history. It has been an amazing journey so far, and we are thrilled to immediately see such a positive impact for the operators and SEPTA support staff; RideCo's software along with their team's relentless focus on our success, empowers us to operate more efficiently."

– Cassandra West, Assistant Chief Operating Officer, Southeast Pennsylvania Transportation Authority

VIA Metropolitan Transit
San Antonio

"[RideCo's] On-demand transit has proven to be a true game changer. The service has been tremendously successful as a flexible travel option that helps us become more efficient and provides connections to the places our customers go."

– **Jeffrey C. Arndt,** CEO, VIA Metropolitan Transit

2 Company Profile

RideCo is the leader in rider-centric on-demand transit technology, with the most adopted cloud-based paratransit and microtransit solution among the 10 largest cities in the United States. Trusted by agencies, as well as fleet operators and technology companies, the platform powers the largest on-demand transit services in North America including Philadelphia, Los Angeles, and Houston.

RideCo stands at the forefront of the transportation revolution, redefining the way people move in today's dynamic mobility landscape. Founded in 2013, RideCo disrupted the status quo by introducing the first app-based on-demand public transit service in North America in 2015. Since then, RideCo's relentless pursuit of innovation has yielded features that have changed the way riders use transit and how agencies operate their services.

Our strategic focus on large fleet operators' needs has driven us to achieve unparalleled technological leadership for this group. The complexities in on-demand transit faced by large agencies are different from those encountered by smaller operators, requiring flexible, reliable, and highly productive and efficient systems. This is why so many of the largest transit agencies have chosen RideCo as their trusted technology partner.

LARGEST CITIES IN U.S.	ON-DEMAND TRANSIT SERVICE
New York City, NY	★
Los Angeles, CA	RIDECO
Chicago, IL	*Competitor A pilot program*
Houston, TX	RIDECO
Phoenix, AZ	★
Philadelphia, PA	RIDECO
San Antonio, TX	RIDECO
San Diego, CA	★
Dallas, TX	*Competitor B*
Austin, TX	*Competitors A & B*

With over 120 employees and a tenure of 9+ years in the industry, RideCo has implemented more than 85 on-demand paratransit and microtransit services across 65+ cities in North America. In the U.S., RideCo has the leading market share across the 10 largest cities. **Among the 7 of the top 10 largest US cities that have adopted app-based on-demand public transit, RideCo serves almost 60% of them.** The company's distinguished clientele speaks volumes about their innovative technology. The likes of Los Angeles County Metropolitan Transportation Authority (Los Angeles Metro), Southeastern Pennsylvania Transportation Authority (SEPTA), Metropolitan Transit Authority of Harris County (Houston METRO), VIA Metropolitan Transit Authority (VIA San Antonio), Kansas City Area Transit, and Regional Transportation Commission of Southern Nevada (RTC) trust RideCo to deliver seamless and efficient public transit solutions. All of these agencies have come to depend on the flexibility and high level of customer service RideCo is known for.

"RideCo customer service is top notch. They never hesitate to go above and beyond with ideas, suggestions or concepts to make your service better. The RideCo platform is incredibly flexible. The RideCo team can design the mobility solution to meet multiple use cases, a variety of service requirements, and can even blend multiple rider populations into a single service. I don't have enough nice things to say about RideCo!" – Tyler Means, Chief Mobility & Strategy Officer, ***Kansas City Area Transit***

With a track record that speaks volumes, RideCo is proud to be a key driver of the future of mobility. RideCo has main offices in Waterloo, ON, Los Angeles, CA, and Philadelphia, PA, as well as staff in locations across the United States including New York, NY, Phoenix, AZ, San Francisco, CA, Atlanta, GA, and Denver, CO.

Leaders in Paratransit and Microtransit: RideCo's platform today powers the largest on-demand microtransit and paratransit services in North America, including Philadelphia (paratransit, 400+ vehicles), Los Angeles (microtransit, 80+ vehicles), and Houston (microtransit 80+ vehicles).

By enhancing mobility for all, we are contributing to a more inclusive and equitable future.

Solving Mobility Challenges and Improving Quality of Life: By enhancing mobility for all, we are contributing to a more inclusive and equitable future. RideCo's industry-leading platform is dynamic and flexible enough to solve an evolving list of use cases, including:

- Improving accessibility for residents living in low-density areas.
- Providing high-frequency connections that close the first/last mile gap.
- Replacing underperforming bus routes with efficient microtransit.
- Maximizing fleet productivity through commingling microtransit and paratransit.
- Reducing employee commute times with reliable service.
- Improving on-time performance for paratransit and microtransit riders.
- Enhancing routing quality and efficiency through modern mapping systems, superior algorithms, and continuous real-time optimization.
- Automating manual processes to improve operational efficiency.

Software Built In-House and not through Acquisition: RideCo's entire product suite has been built by our in-house engineering team in North America, which ensures a superior quality of integration, technical support, and the ability to rapidly incorporate customer feedback into product improvements and updates. Other large multinational firms cobble together disparate products through acquisitions or third-party licensing arrangements, but at RideCo, we built products with great care and pride in innovation and integration. This shows in the tremendous success our clients experience in working with us.

Customer-Centric Approach: RideCo's commitment to customer success is unwavering. Our clients benefit from the industry's best customer support, which has resulted in a 95+% retention rate and 120% net revenue retention rate, meaning most of our clients expand their scope of services with us. This speaks volumes about the trust that our clients have and the ongoing value they derive from RideCo's solutions. RideCo has tremendous implementation success rate with all clients deployed in the last two years, most of whom have presented their success with RideCo at conferences or on webinars, further underscoring RideCo's ability to support large-scale commingled paratransit and microtransit services. From service planning to implementation and expansion, RideCo prioritizes customer success throughout the entire customer lifecycle. This approach has resulted in a net promoter score of 83, which is 33% above the industry average for a Software as a Service (SaaS) platform.

"[RideCo's on-demand transit] has proven to be a true game changer… The service has been tremendously successful as a flexible travel option that helps us become more efficient and provides connections to the places our customers go" – ***Jeffrey C. Arndt, President and CEO, VIA Metropolitan Transit***

"The RideCo platform is incredibly flexible. The team can design the mobility solution to meet multiple use cases, a variety of service requirements, and can even blend multiple rider populations into a single service. I do not have enough nice things to say about RideCo." – ***Tyler Means, Chief Mobility and Strategy Office, Kansas City***

"So proud of this project! The RideCo and SEPTA teams have pulled off the best software transition I have ever worked on! This has been an amazing journey, and the best is yet to come." – ***Cassandra West, Assistant Chief Operating Officer, Southeastern Pennsylvania Transit Agency***

Driving Innovation: It is through RideCo's commitment to ongoing innovation that brings to the market an end-to-end platform with a comprehensive product suite and competitive differentiators. Notably, RideCo's innovative software for dynamic scheduling of charging breaks for electric vehicles has been awarded a United States Patent (#11,429,910). This innovation enables RideCo to efficiently incorporate EVs into service while minimizing downtime & deadheading and ensuring continuity of operations. To date, RideCo has been awarded U.S. patent numbers 10,248,913; 10,853,743; and 11,429,910. RideCo's innovation roadmap includes significant investments and added capabilities in Artificial Intelligence Voice Agents, Multimodal Trip Planning, and integration to Autonomous Vehicles.

Financial Stability and Commitment to the Industry: Founded in 2013, RideCo has served public transit clients in the United States and Canada for 9+ years with steady annual growth, boasting 65% compounded annual growth rate (CAGR) in just the last three years alone. In 2023, RideCo's success was recognized in Deloitte's Technology Fast 50 and the broader Deloitte North American Technology Fast 500™ award programs. RideCo ranked 49th of the 500 fastest-growing companies in North America as awarded by Deloitte. RideCo's shareholders include leading investment firms with deep commitment to the transportation sector, including Eclipse Ventures, which has $4B of assets under management and major investments in autonomous vehicle technologies, next-gen vehicle sensors, and autonomous aviation systems.

Successful Implementations: From a partnership and customer success perspective, RideCo has the industry's best track record; with a tremendous implementation success rate with all clients deployed in the last three years, most of whom have presented their success with RideCo at conferences or on webinars, further underscoring RideCo's ability to support large-scale paratransit and microtransit services.

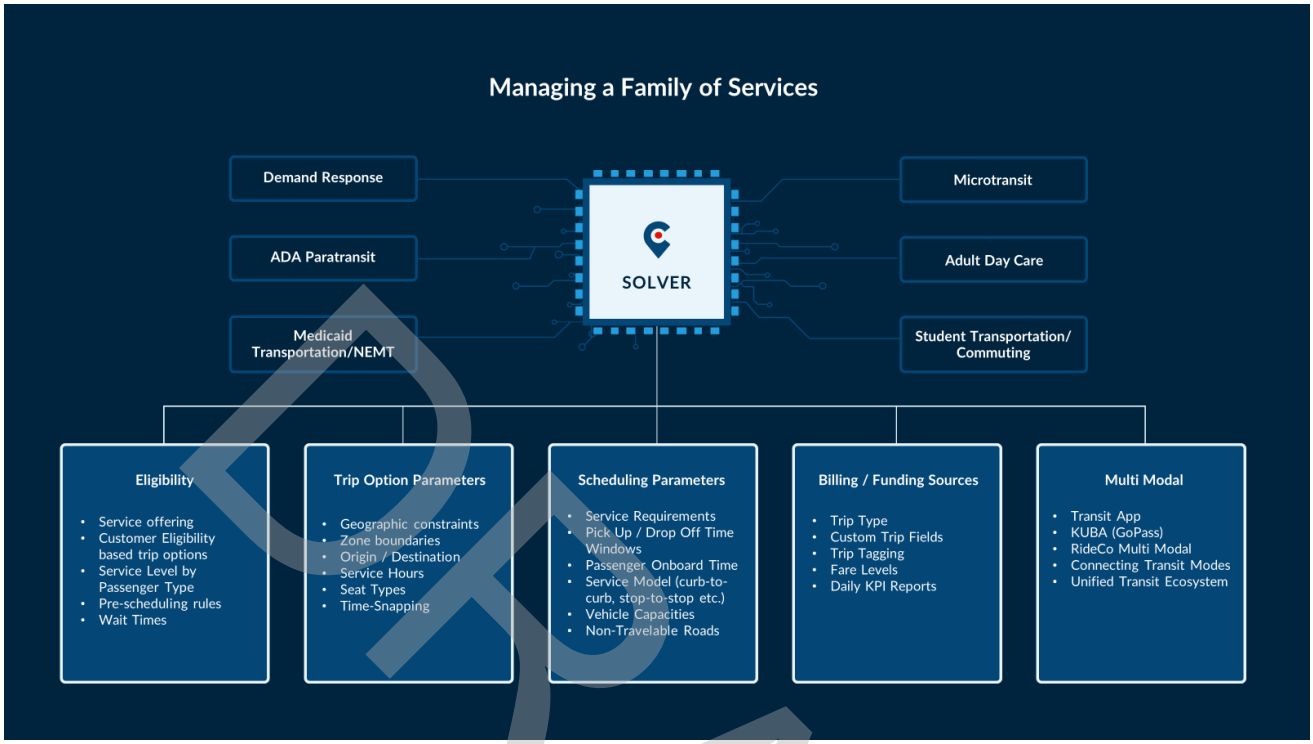
"The modernization of our paratransit system has been one of the fastest, large-scale deployments in SEPTA's history. It has been an amazing journey so far, and we are thrilled to immediately see such a positive impact for the operators and SEPTA support staff; RideCo's software along with their team's relentless focus on our success, empowers us to operate more efficiently."
- Cassandra West, Assistant Chief Operating Officer, SEPTA Philadelphia

"Their [RideCo's] deployment and training team were, by far, the best experience I have had in my 18 years here with Rider. That said, the most important thing is the platform, and it has been stellar so far. It is clean, smooth, and we have seen a significant increase in productivity" – ***L.J. Weslowski, Executive Director of Concord Kannapolis Area Transit (CK Rider)***

Our Vision for the Future: RideCo envisions a world where transportation is equitable, accessible, efficient, and cost effective. We believe in the power of technology to transform how people move, empowering cities and communities to become more vibrant, connected, and sustainable. As a company driven by innovation, excellence, and a rider-centric approach, RideCo is the partner of choice for agencies and communities seeking to revolutionize their transportation services. Join RideCo on the journey to transform mobility for today and tomorrow.

Operating Model: RideCo typically provides services in one of two ways:

- **Software-only microtransit and paratransit solutions:** RideCo provides all the necessary software and support to the agency as well as the vehicle operator, while the agency leverages vehicle operations internally or through a contractor of their own. RideCo has worked with operators that are in-house, unionized, and/or an outside contractor.
- **Turnkey microtransit and paratransit solutions:** End-to-end turnkey service in which RideCo acts as the prime contractor responsible for all software, program management, and vehicle operations. RideCo has built a strong network of fleet providers across North America to deliver reliable on-demand services. This includes players such as Transdev (formerly First Transit), MV Transportation, Keolis, Ztrip (formerly Yellow Cabs), CLS Global Transportation, Circuit, The BTS Network, AV Transportation Services, to name a few. We work with fleet partners of all shapes and sizes and have references to highlight the fantastic experience they have utilizing our technology to deliver transit services.



- 80+ Deployments in North America
- Most adopted cloud-based on-demand transit platform among the 10 largest cities in the United States
- Powers the largest on-demand services in microtransit (85 vehicles) & paratransit (400 vehicles)
- Delivers the industry's best customer success resulting in a 95% customer retention rate.
- 67% of customers have completed a webinar, case study or customer success video

RIDECO

RideCo is Trusted by Industry Leaders

VIA	METRO	Metro	RTC
SAN ANTONIO, TX	HOUSTON, TX	LOS ANGELES, CA	LAS VEGAS, NV
KCATA	TULSA TRANSIT	SEPTA	
KANSAS CITY, MO	Tulsa Transit, OK	PHILADELPHIA, PA	
		450 VEHICLES	

- Most adopted cloud-based system among the largest 10 cities in the U.S.
- Powers the largest on-demand services in micro- (85 vehicles) & para-transit (400 vehicles)
- We deliver the industry's best customer success resulting in a 95% retention rate and 67%+ of customers having completed a webinar, case study or customer success video
- Achieves industry leading vehicle productivity and cost per passenger (50%+ cost per-trip reduction in San Antonio)

RideCo is Trusted by Industry Leaders

70+ DEPLOYMENTS IN NORTH AMERICA

- VIA — SAN ANTONIO, TX
- METRO — HOUSTON, TX
- Metro — LOS ANGELES, CA
- RTC — LAS VEGAS, NV
- KCATA — KANSAS CITY, MO
- SEPTA — PHILADELPHIA, PA

SEPTA

PHILADELPHIA, PA

""The modernization of our paratransit system has been one of the fastest, large-scale deployments in SEPTA's history. It has been an amazing journey so far, and we are thrilled to immediately see such a positive impact for the operators and SEPTA support staff; RideCo's software along with their team's relentless focus on our success, empowers us to operate more efficiently.""

— Cassandra West, Assistant Chief Operating Officer, *Southeast Pennsylvania Transportation Authority*

Technology Transition Management – Experience Replacing Underperforming/Legacy Technologies

A greater number of agencies and municipalities are implementing on-demand transit into their public transportation systems, and RideCo is at the forefront of this shift. Alongside the expansion of microtransit within the mobility ecosystem, RideCo has helped many agencies and municipalities across North America launch new microtransit programs as well as replace existing underperforming and inefficient legacy software with state-of-the-art fully automated scheduling and routing software. This technology transition and adoption of RideCo's value proposition of productivity, reliability, and partnership, is bringing a transformative shift to static, fixed-route transit systems.

RideCo SaaS Price Proposal for Phoenix Corporate Services, LLC

Implementation Fee (one-time fee payable at signing of contract)

Service modeling, KPI goal setting, & simulations	Service design consultation; comprehensive review of KPI goals and goal-setting for program success; simulation and tuning of parameters as applicable (e.g. time snapping, frequency variation)	
Localization of the software settings & operations configuration	Configure the software settings; zone boundaries, variation of service levels; set-up fleets and operators' shifts; identify and configure pickup and dropoff stops; build mapping layer, road network and traffic model; set-up payment and fare options; setup roles and access levels	
Application branding, content, and language customization	Brand the Apps/website including logo, color, and splash screen; customize the website & FAQ; in-app messages	
Application data migration and testing	Map data fields and passenger information from legacy system (if applicable) and migrate to new system; perform quality assurance tests	
Initial training	Coordinate in-person training for team leads and operators; setup self-service learning management system and modules	
Setup data reporting and monitor the launch	Live monitoring and coaching for the launch; set-up NTD reports, data dashboards, and operations reports	
Implementation Fee	**$ 20,000**	One-time, upfront fee.

Software License & Support Fee (payable monthly after implementation & go-live)

Core technology modules and automatic updates	Passenger App, Driver App, Web App, Solver-algorithm based routing, Automated continuous schedule & dispatch optimization, Operations Center dashboards, Customer Profile Manager; Cloud hosting; Regular cloud software updates to core modules for features enhancements	
Analytics and reporting	NTD reports, daily/weekly/monthly KPI reports, data dashboard	
Service level agreement and 99.9%+ uptime	Committed response & resolution times based on issue type and assurance of 99.9%+ uptime of apps & operations center dashboards	
Performance optimization and best practices support	Regular meetings to review KPIs, data, & goals; discuss operations, performance improvements, and industry best practices	
Year 1 Core Software Fee	**$ 50,000**	For up to 9 vehicles.
Year 2 Core Software Fee	**$ 50,000**	For up to 9 vehicles.
Year 3 Core Software Fee	**$ 50,000**	For up to 9 vehicles.

Notes to software license and support fees:

- SMS notifications included in licensing fees.
- Third-party payment processors (e.g., credit card related, including charge backs) are passed through directly to the customer.
- Includes driver application licenses and booking application licenses.
- Three (3) Zendesk (Customer Service Software) licenses included in the price for support staff use.
- Three (3) Performance dashboard licenses included in the price for executive use.
- Three (3) Rides Profile Manager (RPM) licenses included in the price for eligibility managers' use.

Value-Added Software Options (not included in base pricing/contract)

Productivity Booster Features	▪ Real Time Driver behavior alerts dashboard to optimize driver performance. ▪ Breaks with dynamic location assignments to reduce deadheading and enhance operator satisfaction; EV charging breaks & locations are dynamically scheduled. ▪ Driver shifts & runcut optimization to match scheduled vehicle supply to trip demand based on time of day and day of week. ▪ Frequency variation to increase pooling efficiency and productivity for low-density zones or sub-zone within a larger zone	
	Included	Optional advanced productivity booster features unique to RideCo's product offering
Option: IVR notification fees	**$ 0.02 per minute**	Internet Voice Recognition (IVR). Fees based on number registered passengers, number of calls, and length of calls.

Other terms:

- The pricing and terms stated in this proposal are valid for 90 days from the proposal transmittal date.
- Professional services and on-site support (that are outside the scope of the services specified in this agreement) offered at a rate of $120/hour in addition to pre-approved travel costs.
- All prices are in U.S. dollars and exclude taxes if applicable.
- All amounts are due thirty (30) days after the date of invoice. Interest shall accrue at the rate of twenty percent (20%) per annum on all charges remaining unpaid after due.
- Note: Pricing proposed here is directional and will be negotiated with all new partners individually.

Summary of Fees (incorporates all the above items, less optional value-add items)

Year 1 Cost	**$ 70,000**	Implementation + core software fees for up to 9 vehicles with 1 zone.
Year 2 Cost	**$ 50,000**	Core software fees for up to 9 vehicles.
Year 3 Cost	**$ 50,000**	Core software fees for up to 9 vehicles.
Total 3 Year Cost	**$ 170,000**	Total project cost based on scope of work.

The proposed services for the One Acadiana Feasibility Study encompass a range of innovative transit solutions aimed at enhancing operational efficiency, flexibility, and cost-effectiveness. By leveraging the strengths of companies like TripMaster, VIA, Trakk, and RideCo, the study aims to explore diverse approaches to transit management, on-demand services, fleet tracking, and dynamic routing. These solutions are designed to address the unique transportation needs of One Acadiana, ultimately contributing to improved mobility, reduced operational costs, and enhanced service quality for residents and visitors alike.

These companies offer potential strategies for the successful implementation of the project, aligning with its scope and objectives. PCS does not endorse any particular vendor. One Acadiana should assess all potential vendors based on the available budget and the specific requirements outlined in the project scope.

Risk Assessment

Implementing a comprehensive transit system in One Acadiana involves various risks and uncertainties. This section identifies potential risks and uncertainties, outlines corresponding mitigation strategies, and proposes contingency plans to ensure the successful deployment and operation of the transit services.

Funding Shortfalls

- **Risk and Uncertainty:** Insufficient funding from federal, state, and local sources could delay or limit the scope of the transit project. Variability in grant approvals, budget allocations, and economic conditions can impact funding availability.
- **Mitigating Solution:** Secure a mix of funding sources, including federal and state grants, local government budgets, fare revenue, advertising, and public-private partnerships. Develop a comprehensive financial plan that includes contingency funds and explores innovative funding mechanisms.
- **Contingency Plan:** Establish a reserve fund and identify alternative funding sources to cover potential shortfalls. Develop phased implementation plans that allow for scaling services based on available funding.

Operational Challenges

- **Risk and Uncertainty:** Difficulties in managing day-to-day operations, including vehicle maintenance, driver availability, and service reliability. Fluctuations in fuel prices, labor market conditions, and technological issues can affect operational efficiency.
- **Mitigating Solution:** Implement operational management practices, including regular maintenance schedules, driver training programs, and performance monitoring. Utilize data analytics to optimize routes and schedules and establish partnerships with private operators to enhance service delivery.
- **Contingency Plan:** Create backup plans for critical operational components, including alternative suppliers and emergency maintenance protocols. Establish contracts with multiple vendors and maintain a fleet of reserve vehicles to ensure service continuity.

Regulatory and Compliance Issues

- **Risk and Uncertainty:** Navigating complex regulatory requirements and submitting necessary applications to the state and federal governments can be time-consuming and costly. Changes in local, state, or federal regulations could impact project timelines and costs.
- **Mitigating Solution:** Establish partnerships with regulatory bodies early in the planning process to understand requirements and streamline the application

process. Maintain ongoing communication with regulatory agencies and stay informed about potential changes in regulations.
- **Contingency Plan:** Develop flexible project timelines that can accommodate regulatory delays and changes. Maintain a regulatory compliance team to monitor and respond to changes in regulations promptly.

Community Acceptance

- **Risk and Uncertainty:** Resistance from the community or key stakeholders could hinder the adoption and success of the transit services. Public perception and acceptance of new transit options can vary, influenced by factors such as service quality and outreach efforts.
- **Mitigating Solution:** Conduct extensive community outreach and engagement activities to build support and address concerns. Organize public meetings, surveys, and focus groups to gather feedback and incorporate community input into the planning process.
- **Contingency Plan:** Develop a crisis communication plan to address potential community resistance and negative publicity. Engage with community leaders and influencers to build trust and support for the project.

Technological Integration

- **Risk and Uncertainty:** Challenges in integrating modern technologies, such as app-based platforms and real-time tracking systems, with existing infrastructure. Rapid technological advancements and potential cybersecurity threats can pose challenges to system stability and security.
- **Mitigating Solution:** Partner with experienced technology providers and invest in cybersecurity measures to ensure seamless integration and system security. Conduct pilot programs to test new technologies and gather data to inform full-scale implementation.
- **Contingency Plan:** Implement redundant systems and backup solutions to ensure technological reliability. Regularly update and test cybersecurity measures to protect against threats.

By addressing these risks and uncertainties with targeted strategies, and developing alternative contingency plans, One Acadiana can ensure the successful deployment and operation of its transit services. This proactive approach will help manage challenges and maximize the social and environmental benefits of the transit project.

Conclusion

The information and examples presented in this feasibility study demonstrate the various options and possibilities available for implementing microtransit and intercity bus services in One Acadiana. By examining successful models from other regions and analyzing the specific needs of this area, we have outlined potential strategies that can enhance mobility, promote economic growth, and improve overall accessibility.

The decision on how to move forward ultimately lies with the stakeholders in One Acadiana. With the information provided in this study, decision-makers now have a clearer understanding of the opportunities, challenges, and best practices that will guide the implementation of effective transit solutions. The selection of the most appropriate approach will depend on the priorities and goals of the community, the resources available, and the long-term vision for regional transportation.

Phoenix Corporate Services, LLC is committed to supporting this process and stands ready to assist with further planning and implementation as needed. We look forward to continuing to work with One Acadiana in achieving a sustainable and efficient transit system.

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