



2023-2024 Project Update

April 23, 2024

AGENDA

- Project Overview
- Key Features
- How To Ride
- Year To Date Activities
- Program Results
- Marketing Efforts
- Budget
- Lessons Learned
- Next Steps

- Bayway On Demand+ is a new service integration in collaboration with Uber, aimed at enhancing accessibility to public transportation in our community.
- This initiative is designed to supplement our fixed route service, offering individual rides within Bay County Monday – Saturday between 6 a.m. and 8 p.m.
- Bayway On Demand+ covers the cost of the ride with Uber, requiring only a \$1.50 copay from the rider at the time they schedule their ride.
- Users are required to complete or have on file a standard TD Eligibility Application

PROJECT OVERVIEW

- Eligibility applications can be obtained by calling a Bayway customer service representative, accessing the Bayway website, Social Services Department at local hospitals, and Student Services Department at local colleges
- Once the riders eligibility has been approved, they are notified and can immediately begin scheduling their rides
- Riders can schedule their rides in real-time using the Bayway Flex app, Uber app, or by calling the Bayway Office and speaking with a customer service representative

- **Flexible Scheduling:** Riders can request rides Monday – Saturday, anytime between 6 a.m. and 8 p.m.
- **Same Day Service:** Riders now have the option to schedule same-day service, offering unprecedented flexibility and convenience.
- **Collaboration with Uber:** Through a strategic partnership with Uber, Bayway On Demand+ leverages the extensive network of Uber drivers to enhance transportation accessibility across Bay County.
- **Affordable Pricing:** Riders can enjoy the convenience of Bayway On Demand+ for just a \$1.50 copay per ride, making it an affordable transportation solution for all residents.

HOW TO RIDE

- **Download the Flex App:** Once approved as a Bayway On Demand+ rider, download the Bayway Flex app to access the service.
- **Request a Ride:** Open the Bayway Flex app, select your pickup and drop-off locations, and schedule your ride by choosing the vehicle type.
- **Pay and Ride:** Pay the \$1.50 copay through the app, track your ride in real time, and board when your ride arrives.
- For those needing assistance or preferring to pay in cash, Bayway provides dedicated support via phone at 850-769-0557.

- Amended the original access agreement with Uber to extend the term to June 30th, 2024.
- Extended the original service area to now include all of the Bay County area.
- Integrated Uber's transportation network into Bayway's Microtransit Platform called Spare Open Fleet.
- Established the Bayway Flex app so that riders can easily schedule and pay for their rides in real-time.
- Met with local colleges and hospitals to introduce the Bayway On Demand+ Program and discuss how it could benefit their organizations.

PROGRAM RESULTS

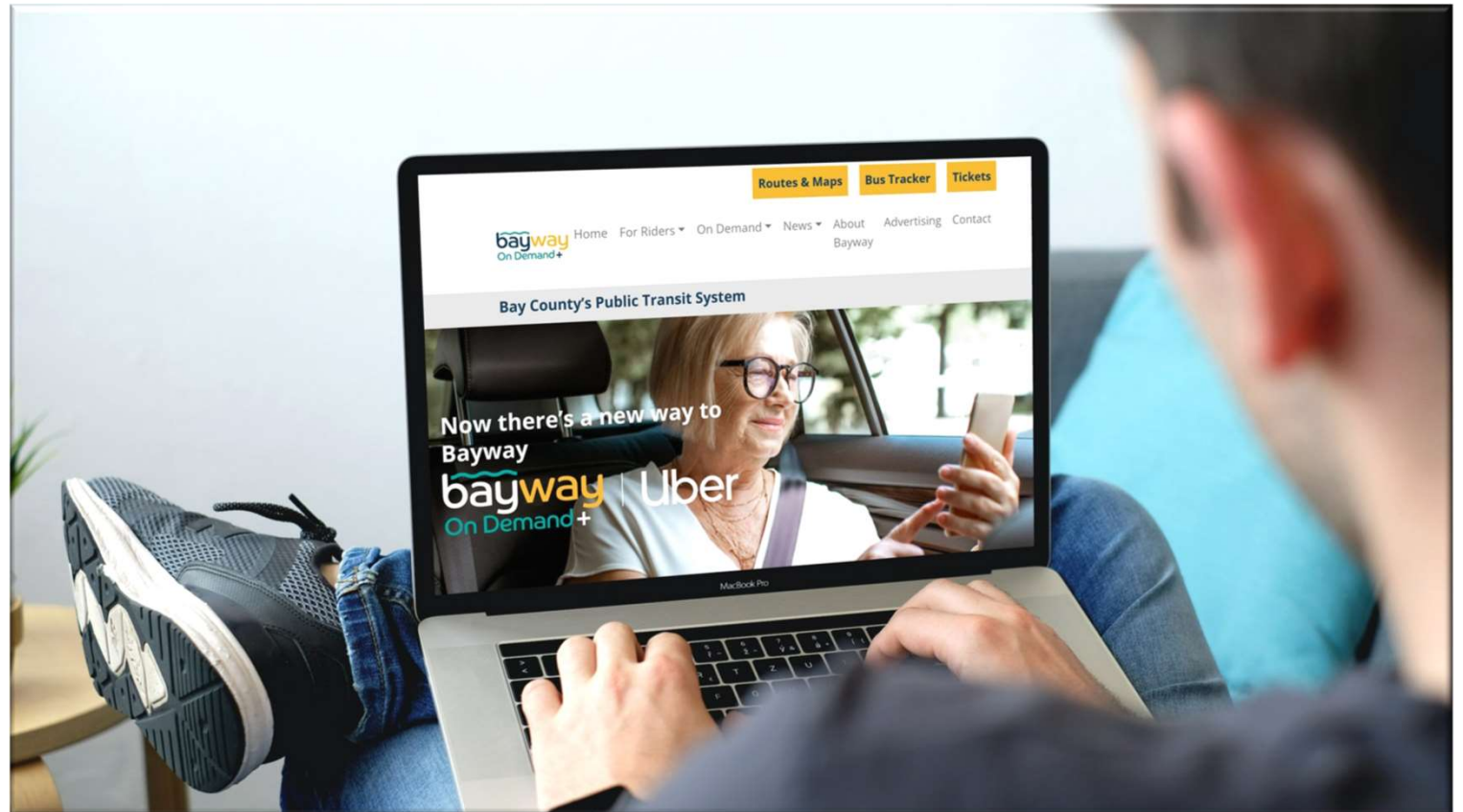
- Total Number of Trips Provided: 3,532
- How Are Trips Scheduled
 - Uber App: 3,435
 - Bayway Flex App: 96
 - Call Center: 1
- How Are Trips Provided
 - Uber Vehicle: 3,529
 - Bayway Vehicle: 3

- Unduplicated Passenger Headcount: 64
- Number of New TD Riders: 31
- On-Time Performance: 98%
- Average Wait Time: 13 Minutes
- Average Trip Length: 6 Miles
- Average Travel Time: 14 Minutes

PROGRAM RESULTS

WEBSITE

The web landing page serves as the location where users can visit for more information.





Schedule a Ride with Bayway On Demand+ Uber! *Ride throughout Bay County*

Bayway On Demand+, now integrated with Uber, offers qualified Bayway On Demand+ riders same-day rides throughout Bay County for just \$1.50! Schedule a ride between 6 a.m. - 8 p.m. with the Bayway Flex app. Here's how it works:

1. Apply to becoming a qualified Bayway On Demand+ rider
2. Download the Bayway Flex app
3. Select your pickup and drop-off locations within Bay County
4. Choose your vehicle preference
5. Pay the \$1.50 copay

Can't access the app or need to pay in cash? Call us at (850) 769-0557.

Visit our website to see if you qualify and learn more about the service.

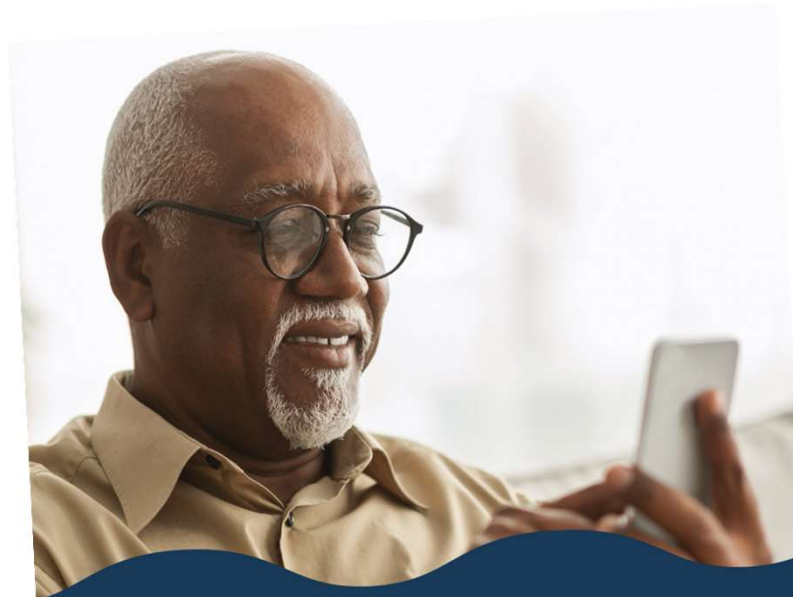
Become an On Demand+ Rider

EBLAST

Distribute Eblast to current On Demand riders.

MARKETING EFFORTS

MARKETING EFFORTS



Download the Bayway Flex App



DIGITAL ADDS

- Digital ads run on the Facebook and Instagram platforms
- Ads target current and potential On Demand riders



ON BOARD DOOR HANGERS

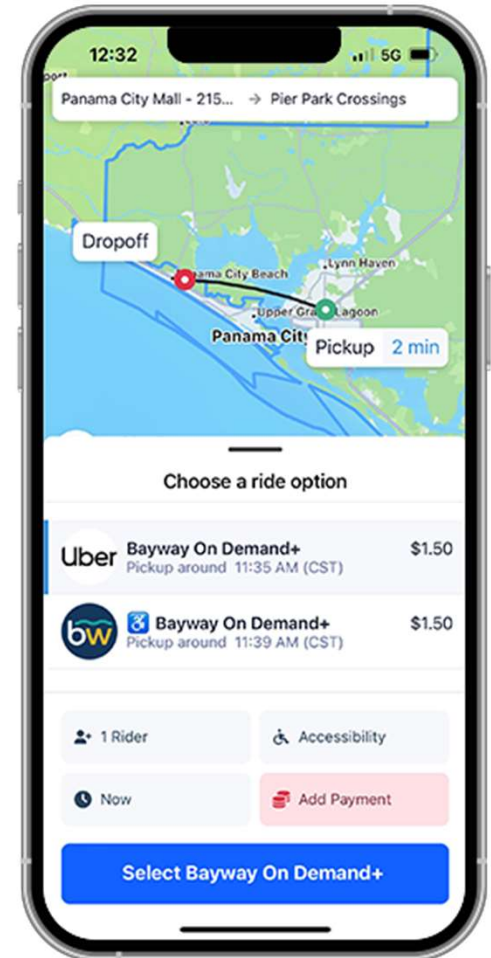
The onboard door hangers are placed on the hand railing inside of On Demand vehicles in order to let riders know about the new program.



BAYWAY FLEX APP

- Available for Android and IOS devices.
- Can be easily downloaded

Download the Flex App



- CTD State Funds (90%) \$668,793.00
- Local Cash Funds (10%) \$74,310.00
- Total Project Cost \$743,104.00

BUDGET

LESSONS LEARNED

CTD:

- Trip reimbursement. (GPS Coordinates vs Addresses)

Uber:

- Determine software needs. (Uber Dashboard vs Existing Platform)
- Trip Reporting. (Round Trips and Multiple Stop Trips)
- Driver availability. (Denial and Dropped Trips)

- **Project Continuation:**
- **Measure Performance**
- **Continue Marketing Program**
- **Report on Success of Program**

Questions?



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Bay County Board of County Commissioners