



TP4A Atlanta Project Team



Atlanta Regional Commission

Atlanta MPO and Lead Agency



Community-based Transit Operator



Technical Assistance



Regional Transit Authority



On-demand Mobility Partner





Community-based organization serving immigrant and refugee communities in the Metro Atlanta region for over **40 years**

Promote **self-sufficiency and equity** for immigrants, refugees, and the underprivileged through health and social services, capacity building, and advocacy





Culturally-competent transportation services delivered by **multilingual** staff and operators from the communities we serve

CPACS Mobility (5310)

Free transportation for older adults and persons with disabilities

CPACS Express (5307)

Reverse commute and employment-related transportation services

- * **9-vehicle fleet** from Corolla to Transit vans
- * **7 multilingual operators** (reduced capacity)
- * **New** operations structure and staff



LOUISVILLE, KENTUCKY » MAY 10 - 14, 2022

Service Area



DeKalb County - 271 mi²

Gwinnett County - 437 mi²

*** Service Area - 708 mi²**



Microtransit – CPACS Ride

Focus on providing new service in the city of **Clarkston**

Multilingual rider-facing app translated into Burmese, Chinese, Korean, Nepali, and Spanish (plans for Farsi, Swahili, Vietnamese)

* Improve **service coordination** and **mobility options** with cutting-edge scheduling and dispatch software that allows for on-demand booking

Inclusive planning through community engagement & multi-language support

Pilot trip exchange to explore **regional trip integration framework** using Transactional Data Specification (TDS)



CPACS Ride Spare App

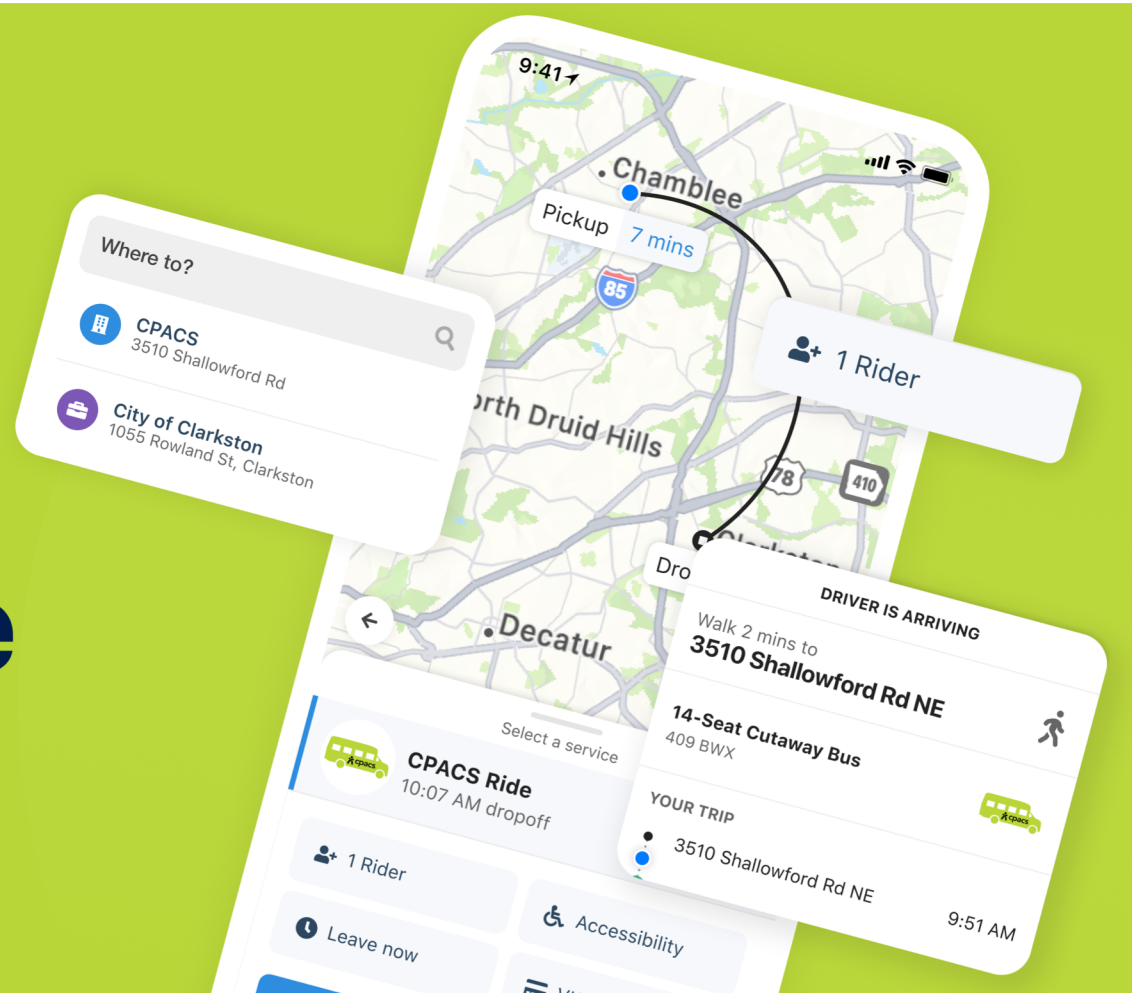


NEW SERVICE ANNOUNCEMENT

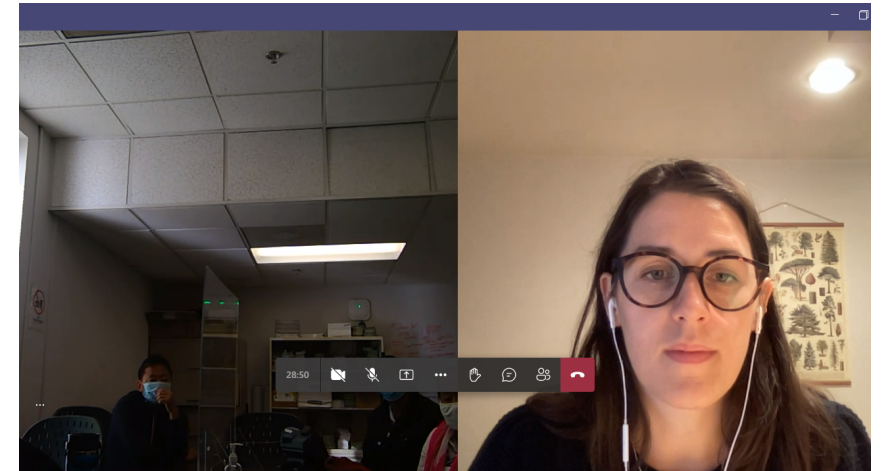
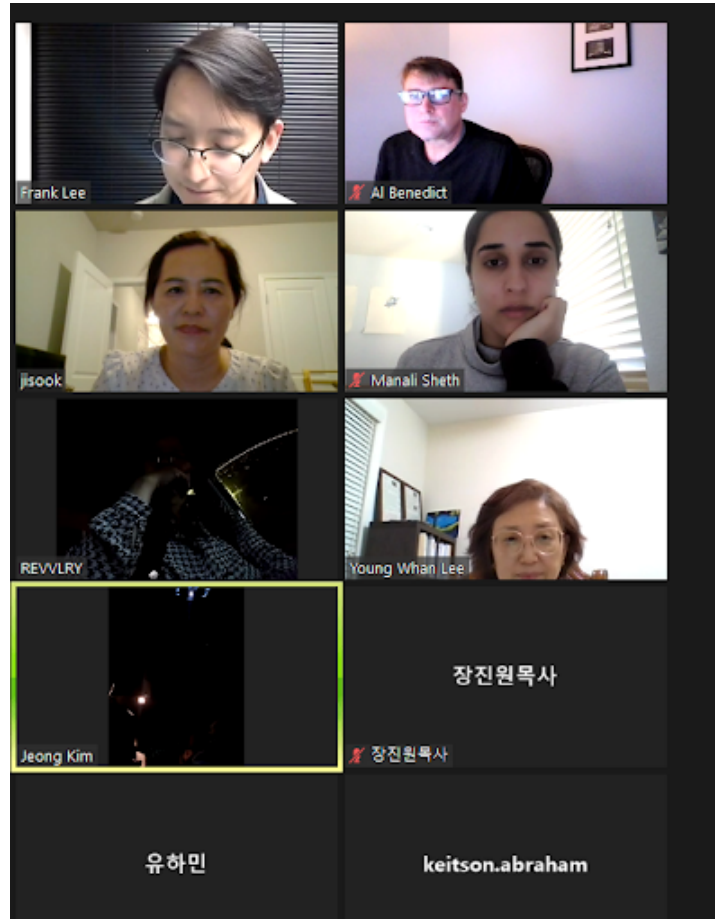
CPACS Ride

Schedule a ride with the tap of a button
Choose where you want to go

Download the app today
Available on iOS and Android



Community Engagement



CPACS Ride, Episode I – A New Hope

* Finally, an end to **manual scheduling**...

Pilot programs are for people with commitment issues!

Did anybody check the **4G connection**?

Ridership fluctuation and generating new ridership throughout the pandemic

Transportation for senior wellness programs resume with **passenger capacity limits**

Is this microtransit or **macrotransit**?



CPACS Ride, Episode II – The Seniors Strike Back



Our first **in-person** project team meeting

Our first **in-person engagement** for the app

Restart of senior wellness programs and **relaunch**
Spare for all trips

"He drove in the opposite direction for 20 minutes to
pick up **nobody**."

"**Frank**, I really don't think this is it."



How is it going?

"Don't fight the system."

- Frank to dispatch and drivers

3,246

Total Requests

36.19 mins

Average Travel Duration

26.93 mins

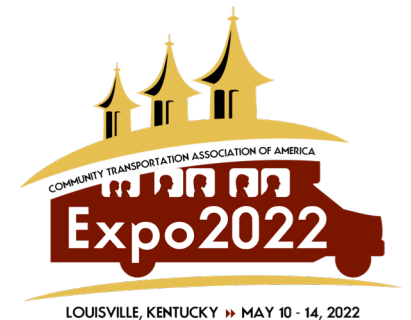
Median Wait Time

14.71

Average Number of
Requests Per Rider

12.86 miles

Average Travel Distance



* How is it GOING?

"Don't fight the system."

- Frank to dispatch and drivers

82.5 mins

Average Wait Time

70.02%

On-Time Trips

29.99%

Cancellation Percentage

0.3%

Bookings from
Rider Mobile App

1.07

Average Number of
Rider per Requests



Translating the Data

Long average travel distance = Need Gwinnett satellite hub and traditional on-demand solutions for service area

Number of requests per rider is high = Service is reliable, but policy review is critical to serve more people

Inaccurate wait time and on-time data = Operator error or drivers are going off-system to accommodate riders

High cancellation percentage = Dispatchers force match drivers to riders to accommodate unique needs

Nobody is using the rider app = Basic services to meet the needs must be provided FIRST

Too many single passenger trips = Scheduling large, group trips through Spare is problematic



Lessons Learned

Microtransit might not be **THE** solution, but diversifying service for diverse communities is **progress**

Reminder of the **importance** of planning, inclusively!

The community must serve as a **foundation for planning**, not just a component

Efficiency **vs.** Human-centered Service

Numbers and Data **vs.** Stories and Experience

Values and Mission **vs.** Expansion and Growth



Sustaining the Momentum

Test **limited microtransit service**... kind of like a pilot!

Address **growing demand** in Gwinnett and DeKalb counties

Community-based data for community-based transit operator

Non-traditional service planning: Are we moving forward by moving **backwards**?

