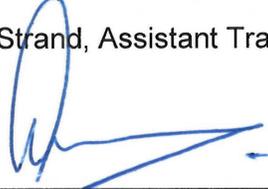


MEETING DATE: June 27, 2018

ITEM # 20

SUBJECT:**CONSIDERATION OF AN UPDATE AND WORKSHOP ON THE PILOT ON-DEMAND RIDESHARE SERVICE****INITIATED OR REQUESTED BY:** Council Staff Other**REPORT COORDINATED OR PREPARED BY:**

Sarah Strand, Assistant Transportation Planner



Denix Anbian, Director of Public Works

ATTACHMENT Yes No Information Direction Action
OBJECTIVE

The purpose of this report is to conduct a workshop to solicit preliminary City Council direction on how best to define and measure the success of the rideshare program as it relates to the City's broader mobility goals and policies, and to request Council feedback and approval of the project Marketing Plan. This workshop is presented alongside a regular update on the general status of the City's Pilot On-Demand Rideshare service.

RECOMMENDED ACTION

Staff respectfully recommends that the City Council:

1. Receive an informational update on the Pilot On-Demand Rideshare service;
2. Conduct a workshop to discuss performance goals and metrics for the Via rideshare service; and
3. Discuss and approve the Via On-Demand Rideshare Marketing Plan.

BACKGROUND

The Pilot On-Demand Rideshare service is an innovative public transportation model being tested by the City as an early action item of the broader Mobility Action Plan (MAP). On January 17, 2018, the City Council elected to award a contract to Nomad Transit LLC, a wholly-owned subsidiary of Via Transportation Inc., to assist with the planning, marketing, launch, operation, maintenance and performance evaluation of the service.

The Pilot will operate citywide for one (1) full year using a fleet of dedicated, co-branded Mercedes Benz Metris vans to provide on-demand, share rides anywhere in the City for a flat fare. Ongoing performance monitoring and data collection will be leveraged to inform broader transportation planning considerations, including opportunities to optimize fixed route bus service and increase mobility for underserved communities. Throughout the life of the Pilot service, service parameters such as fares, hours operation, or service areas may be modified to better meet demands.

On January 17th, City Council directed staff to return monthly with project updates, including proposed service modifications, data on service performance and ridership, as well as higher-level policy considerations to ensure ample opportunity for Councilmembers to provide input on the project. At the end of the one (1) year Pilot term, a final performance evaluation report will be compiled by the UC Berkeley Transportation Sustainability Research Center (TSRC) and will be presented for Council's consideration. City Council may elect to continue the service, contingent on performance and cost to sustain the program.

Per City Council direction, this workshop is being conducted to primarily initiate a discussion around performance evaluation and defining success for the Pilot, which will include an initial consideration of the data and metrics to be analyzed throughout the Pilot, as well as offer the City Council an opportunity to direct staff to work with the Via team and/or UC Berkeley TSRC team to include or develop metrics to enable the City to monitor specific outcomes that would be deemed as indicators of "success".

ANALYSIS

This report provides a general update on the Via On-Demand Rideshare Pilot activities to date, and more detailed information related to performance evaluation and marketing activities intended to facilitate City Council discussion and feedback.

1. General Project Update

The Via rideshare service is currently entering "Full Launch" phase wherein adjustments to hours of operation and pricing options are being implemented based on early feedback during the Initial Launch phase. Since launching the service on May 14, the following service modifications have been implemented with City Manager approval:

- **New Hours of Operation:** Service extended to M – F 7am – 10pm and Sat 9am – 10pm (previously M-F 7am – 7pm & Sat 9am – 7pm). This change was made as originally planned as part of the Full Launch and will help address broad community feedback requesting later Via hours, and a strong interest in using Via to travel to and from River Cats games.
- **Limited-Time Promotions:** First time riders continue to get their first two (2) rides free with promo code "WSCITY" through September. Beginning on June 18, all riders began receiving rides for only \$1 through June 30. The \$1 rides promotion resulted in the City's highest day of ridership to-date, with 53 rides provided on Monday June 18.
- **Pooling Incentives:** The cost for adding additional passengers was reduced from \$3.50 to \$1.00. This means the person booking a ride pays their regular fare (\$3.50 Standard, \$1.75 Senior/ADA) and then any +1s they add will cost only \$1 each. This change was made in response to feedback from City staff, TMI Commissioners, City Council, the Chamber of Commerce and community members and is anticipated to be well received among major employers in West Sacramento.
- **Via Pass:** A new subscription-based service will be launched offering weekly passes for \$10 each week. Riders who purchase a ViaPass will be able to ride up to 4 times a day during the week. The launch of this pricing option resulted in a doubling of ridership in Via's sister market in Arlington TX.

As a reminder, majority of the cost associated with this service is hourly driver pay. The Hours of Operation will be expanded, as originally planned within the existing budget, and will not impact the overall budget. The latter two (+1 pricing and ViaPass) will not increase the cost to operate but may have a very small impact in total revenue. However, the gains in ridership anticipated as a result of these features far outweigh potential revenue losses, which Via roughly estimates will be less than 5%.

Challenges/Barriers

During the Initial Launch period, some users experienced technical difficulties accessing the Via App or successfully hailing a ride. Bugs in the Via App have since been addressed and operations have been running smoothly since Week 3 without recurrence of the original bugs observed.

Via was unable to negotiate a mutually agreeable parking agreement with the CA Fuel Cell Partnership and has instead located at 1871 South River Road, just North of the City's Corporation Yard. The Via Vans are parked here, as well as the personal vehicles of driver partners. The site is secured.

During the Initial Launch period, it was observed that few driver partners were local West Sacramentans. Staff has worked closely with Via to launch a targeted ad campaign online to further recruit more local drivers to help minimize excessive travel from driver partners who may otherwise be travelling from outlying cities to drive on the Via platform. Locally recruited drivers will be given priority choice of driving shifts. Also, local drivers most likely will be more familiar with the routes and destinations.

Requiring riders to sign up using a Smartphone or Tablet was originally identified as a barrier, especially for Seniors in the community. Aggressive targeted outreach, including several "Learn-to-Ride" community events have helped over 40 residents to sign up and/or receive the Senior or Disabled Rider discount. A remaining challenge is related to users who have no mobile phone, which makes it difficult for users to book a return trip. Staff is working with SACOG to begin supplementing Via Senior events with information on how to obtain a free cell phone to help mitigate this challenge.

2. Performance Monitoring & Evaluation

The primary focus of this workshop is to create an opportunity for the City Council to provide early feedback and direction regarding performance evaluation of the Via Pilot service. Input is particularly requested in advance of UC Berkeley conducting more robust data collection and analyses as part of the Final Performance Evaluation Report. The final report will be intended to aid in the City Council's consideration of next steps at the end of the one-year pilot term, which may include renewing a contract with Via or terminating the service.

As currently planned, the Via On-Demand Rideshare Pilot is designed to provide two different types of performance reports to the City: Regular Ridership Reports and the Final Performance Evaluation Report.

Regular Ridership Reports

Ridership data is provided to the City on an ongoing basis through an online dashboard offering a concise review of the service's performance across several key dimensions, including ride volume, average trip duration, number of rides, and customer satisfaction rating. Service trends including a map of where requests originated from and the trend of those requests over time are also provided to enable the City to better understand demand patterns.

Attachment 1 provides the Ridership Report for May 14 – June 18, highlights of which include:

- 879 rides completed, as of June 18
- Via Vans pick passengers up in 6.7 minutes, on average
- Customer Satisfaction is high at 4.92 out of 5.00
- Most popular Pick-Up Destinations so far include Town Center Plaza, West Sacramento Civic Center, and the Bryte, Bridgeway Island & Bridgeway Lakes neighborhoods.
- Most popular Drop-Off Destinations so far include Walmart Super Center, West Sacramento Civic Center, Washington District shops and restaurants, River City High School and the Recreation Center, and the Bridge District and Bridgeway neighborhoods.

At this time, staff recommends the information provided in the Ridership Report is sufficient for monitoring daily performance. However, at the City Council's request, Via will work with the City to capture other categories of data or reports, within reason. The City Council is requested to review the metrics reported in the Ridership Report and provide feedback if there are additional metrics they would like staff to investigate for incorporation into the regular reporting framework. The most up-to-date Ridership Report through June 27 will be shared as part of the presentation for this report.

Final Performance Evaluation Report

The Final Performance Evaluation Report will be conducted by UC Berkeley's TSRC team and will include an impact, travel behavior, and institutional analyses.

Impact Analysis

The impact analysis will focus on the broader social and environmental benefits of West Sacramento's Pilot On-Demand Rideshare service including: 1) modal shift, 2) changes in vehicle miles traveled, 3) changes in auto ownership and vehicle occupancies, 4) customer satisfaction, 5) quality of life, and 6) change in household transportation expenditures. The analysis will also integrate the key metrics provided by Via, such as trips per person, miles per trip, and wait times.

Social & Environmental Impacts

The social and environmental impact analysis will include a survey of Via users as well as non-users in the neighborhoods where the system operates. TSRC will design the surveys in conjunction with the City of West Sacramento and Via. Both surveys will collect baseline socioeconomic information, modal split for commute and non-commute travel, vehicles per household, and parameters of participant's normal commute including time of day, length in miles and time, and routes, as well as expected and unexpected deviations. The rider survey will collect sufficient data metrics to estimate VMT and trip behavior (e.g., reduction/increased accessibility) impacts. Further the survey will aim to assess changes in quality of life and transportation expenditures due to use of the service.

The survey of Via riders will include reasons for taking the Via service, likes, dislikes, and impact on well-being including convenience, wait times, changes in commute time and distance, and willingness to pay for the service. The survey will also inquire regarding how the rider learned about the Via service, top motivations for shifting their commute to the system, and how many

trips have been taken using Via (such as 1st trip, 2-10 trips, 11-25 trips, over 25 trips). The survey of the general population in the neighborhoods where Via operates will inquire, if the participants are aware of the Via service, how they learned about it, why they do not use the system, and what changes to the system would encourage them to give it a try.

Special questions or sub-surveys may also be developed to ensure that targeted populations are being reached and their use/non-use of Via is better understood. Specific use-cases that may require this type of additional surveying include Seniors and Teens (age 13 – 18).

Institutional Analysis

The institutional analysis will provide a qualitative assessment of institutional lessons learned during the development and deployment of the pilot program. The institutional analysis will conduct expert interviews with managers at Via, municipal staff, Pilot service drivers, and key stakeholders in the service area. The purpose of the interviews is to gain insight into the institutional successes and challenges of the effort to implement and operate Via, as well as lessons learned and recommendations for improving the longer-term operation of the system. This component of the Pilot will be used to identify best practices and lessons learned, which will be valuable to the City as well as other jurisdictions that may be interested in similar services.

Defining Success: Developing Goal-Oriented Metrics

As previously discussed with the City Council, high-level goals of the Pilot service include:

- Reduce Single Occupancy Vehicle Miles Travelled
- Encourage Linked Multi-Modal Trips
- Incentivize Pooling & Achieve High Vehicle Occupancy Rates
- Enable Car-free Lifestyles (& Alleviate Parking Demand)
- Improve Access & Mobility for Underserved Communities
- Provide Affordable Service at a Sustainable Cost to the City
- Encourage Social Interaction and Cohesion
- Supplement/Replace Underperforming Fixed Routes
- Close First/Last Mile Gaps to Transit

Progress toward these goals will be measured using metrics developed by the UC Berkeley TSRC team. Many of the goals are qualitative and will be collected using survey questions design to capture individual behaviors and/or perceptions about the service. For example, the TSRC survey will include questions asking what mode users would have taken if they had not used a Via to understand mode shift. Perception questions will also be included to understand how individuals' perceived level of access to daily goods or services has changed if at all, as well as levels of social interaction and feelings of social cohesion. Staff will return to Council once a detailed list of goals/outcomes and related metrics is developed.

However, at this time, the City Council is asked to review this list for completion and weigh in on the goals or outcomes that they deem as the most vital to determining the success of the service at the end of the Pilot term. Early input from the City Council will help to ensure that as metrics are developed and refined, they are aligned with the goals and outcomes the City is most interested in measuring progress toward. It is also important to keep in mind that outcomes from the Pilot may ultimately be in conflict.

For instance, if there is latent demand in underserved communities, there may be a net increase in vehicle miles travelled (VMT) even though VMT reduction is also a goal. Similarly, riders who would have otherwise taken the bus or bicycle may replace trips with Via, which could result in fewer linked multi-modal trips. The Council is asked to consider whether certain goals should be considered more closely linked to the threshold for "success" of the Pilot, such as the cost per rider or proposed cost to continue service at the end of the pilot term relative to other public transportation services or the impact on quality of life for underserved residents.

The TSRC team will conduct an analysis to help the City better understand travel behaviors across demographics and socioeconomic groups to ensure that the City Council has all necessary information when presented with the decision to continue or cease services at the end of the Pilot year.

3. Marketing Plan

Per the contract and scope of work approved by City Council on January 17, 2017, a Marketing Plan (the Plan) was developed providing a framework for all marketing, outreach and encouragement for the Pilot service. Although the draft Marketing Plan in **Attachment 2** is submitted for City Council approval, many activities are already being implemented, as summarized further below.

Based on extensive experience successfully launching, marketing, and continually growing operations in other markets, the Via team has been working closely with the City of West Sacramento to raise awareness and encourage ridership of the new On-Demand Rideshare service. On March 21, the West Sacramento City Council approved a phased approach wherein service features may be adjusted alongside initial market analysis and promotions of the service during the initial 4 to 6 weeks of service, followed by the Full Launch Phase, wherein more aggressive marketing would ensue.

This phased approach was recommended for multiple reasons. First, it allowed Via to scale resources, such as vehicles and driver hours, alongside growth in demand, resulting in efficient use of a limited budget. Second, it limited exposure of negative experiences to early adopters. For example, as to be expected, some minor debugging of the technology emerged as more users joined the network which were resolved during the Initial Launch phase. Additionally, newly recruited drivers require a short time to master use of the driver App and operate the new vehicles. By limiting marketing, new users were also guarded from potential negative experiences as a result of Driver's acclimating to the new platform. Lastly, some feedback from early adopters helped inform how best to modify service hours or price points before more aggressively marketing to the community at-large.

Through extensive experience in other markets, Via identified key best practices which inform the basis of the marketing strategy. These best practices include:

- **Referral Programs:** Native product support for referrals, including customizable incentive structures. Almost 50% of Via's active riders in other markets have come from referrals.
- **Promotions:** Rolling promotions providing free/discounted rides will be deployed on an ongoing basis.
- **"ViaPass":** Introducing a subscriptions service often results in a growth in ridership.
- **Customer Segmentation:** Understand use-cases and behavior to grow ridership.

Alongside Via's best practices, City staff has work closely to tailor the Plan to West Sacramento's local context, which works to ensure equitable marketing strategies that do not exclude those without access to the internet. As such, the marketing plan for the Via rideshare project includes both digital and physical collateral to be distributed broadly throughout the City, strategic partnerships with businesses and major employers, targeted educational outreach with the Senior community, and innovative awareness campaigns to incentive ridership.

During the first 2-4 weeks of service, marketing began primarily through digital media channels, followed by a gradual increase in physical collateral being distributed throughout the City in the form of promotion flyers, brochures and posters at high visibility locations. During the first 2-3 months of service, staff will be continually arranging "Learn-to-Ride" events, coordinating with the Chambers of Commerce on strategic business partnerships, and setting up meetings with major employers to discuss how the service can be integrated into Commuter Benefit programs.

The contents of this plan (**Attachment 2**) represent the current range of marketing initiatives and ideas that have been generated by the project team, as well as from feedback presented by staff from other departments, commission and council members, community-based organizations, and early rideshare users. This plan is a living document, which staff will be filtering, prioritizing and refining based on City Council input. As feasible within the project budget, staff will remain open to ongoing feedback for innovative ideas to market the new service throughout the coming 1-year pilot term.

Some activities that have been completed to-date are listed below. See **Attachment 2** for the comprehensive list of planned marketing activities.

- Promotions
 - Launch Discount: 50% all rides (May 14 – May 28)
 - \$1 Rides (Through June 30th)
 - First 2 Rides Free (Through September 30)
 - Referral Program (Ongoing)

Promotion codes have been customized to enable the Via team to track the effectiveness of codes based on where they were primarily disbursed (i.e. Passed out at City facilities or webpages; provided at Senior events; provided at Via tabling or street marketing events).

- Digital Marketing
 - Webpage
 - Social Media Posts (Facebook, Twitter, Instagram, Snapchat, Nextdoor, etc.)

- Via Rideshare Photo Contest
- Targeted Facebook Ads
- Direct Marketing
 - Street Marketing and Tabling events at over 20 locations, including the Recreation Center, Arthur F. Turner Library, Starbucks, Town Centre Plaza, Jack Rabbit Brewing, Kick'n Mule Sports Bar, River Walk Park, the Waterfront Café, Riverpoint Plaza, and Trinity Presbyterian.
 - Learn-to-Ride Senior Events held at the Community Center, Riverbend Manor, the VFW, and Eskaton Wilson Manor, with more planned.
 - Flyer Drop-off & Local Organization Outreach: Dropped off flyers and/or posters and explained the Via service to over 90 local businesses
 - Banner to be installed at Park & Jefferson
 - Meetings and coordination with Chamber of Commerce, major employers & local businesses such as CalSTRS and Devil May Care ice cream.

At this time, staff is requesting that the City Council review and provide input the Marketing Plan and approve the Marketing Plan as final pending any additions or conditions added by the Council. Staff will continue to provide updates to the City Council on marketing and outreach activities to date.

Environmental Considerations

On January 17, 2018, the City Council approved a Categorical Exemption for this project under Class 6, Guidelines Section 15306 (Information Collection) of CEQA since the Pilot will focus on data collection, research and evaluation activities which do not result in a serious or major disturbance to an environmental resource and will inform the City's consideration of approving and funding the service for additional years. A Notice of Exemption has been submitted to the County Clerk's Office.

Commission Recommendation

This Transportation, Mobility, and Infrastructure Commission has received several presentations about the Via On-Demand Rideshare program and will receive a comprehensive update on the project at the next regularly scheduled meeting on July 9th, 2018.

Strategic Plan Integration

This project advances the Strategic Plan Management Agenda item, "Mobility Action Plan."

Alternatives

- 1) Conduct a workshop to discuss performance goals and metrics for the Via rideshare service; discuss and approve the Via On-Demand Rideshare Marketing Plan; and receive an informational update on the Pilot On-Demand Rideshare service. This is the recommended action.
- 2) Decline to conduct the workshop, elect not to approve the Via On-Demand Rideshare Marketing Plan and/or decline to receive the informational update and direct staff to return at a later date. This action is not recommended as it may delay work on the project.

Coordination and Review

This report was prepared by the Traffic and Transportation Division of the Public Works Department in coordination with the Via Transportation, Inc. project team. Marketing and outreach strategies have been developed in coordination with the Communications and Media Division of the City Manager's Office, with minor input received from the Broderick Bryte Community Action Network.

Budget/Cost Impact

This project has an approved budget of \$749,000 funded by a \$149,999 SACOG TDM Innovation Grant and a Council allocation of \$599,001 from using local Transportation Development Act (TDA) funds [a combination of State Transit Assistance (STA) and Local Transportation Funds (LTF)]. No additional budget impact is associated with this report.

ATTACHMENT(S)

Attachment 1 – Via Ridership Report (May 14 – June 18, 2018)

Attachment 2 – Draft Via On-Demand Rideshare Marketing Plan

ATTACHMENT 1



Last 5 Week(s) (May 14, 2018 - Jun 18, 2018)

879 completed rides since launch

RIDES

879 completed rides

8.48 minutes per ride

3.03 miles per ride

DRIVERS

0.65 utilization

21 active drivers

1,277 driver hours

QUALITY OF SERVICE

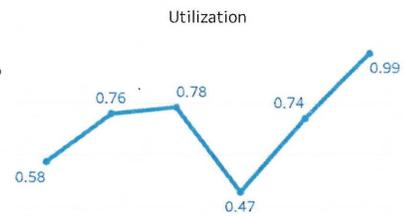
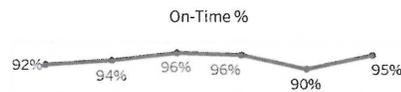
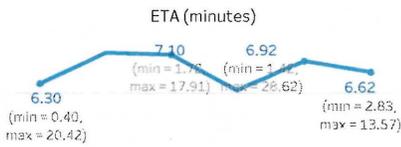
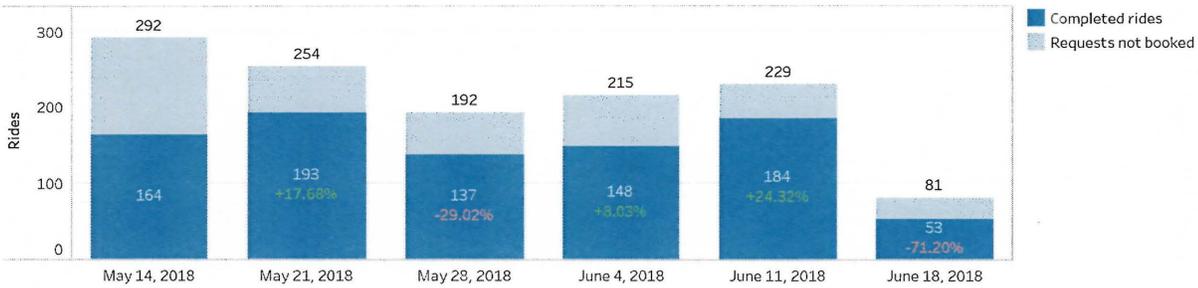
6.70 minute ETAs 93% pickups on-time

70% requested rides completed

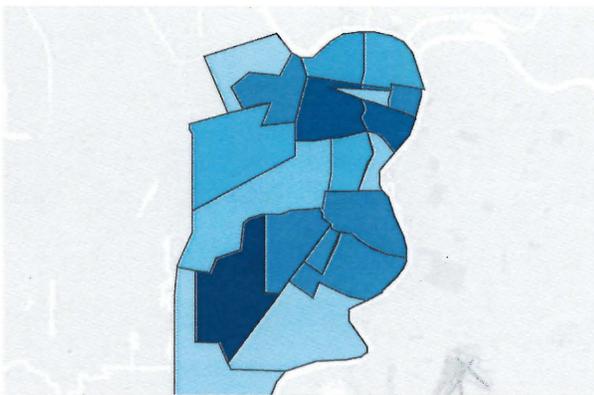
4.92 average ride rating

Look back weeks
5

WAV Only?
False



Pickup Requests



Dropoff Requests



Top Pickup Intersections

Intersection	Requests
West Capitol Avenue	24
Town Center Plaza	23
West Capitol Avenue & Merkley Avenue	23
Myrtle Avenue & Lisbon Avenue	18
City of West Sacramento City Hall	15

Top Dropoff Intersections

Intersection	Requests
Walmart SuperCenter	45
City of West Sacramento City Hall	35
3rd Street	22
1 Raider Ln, West Sacramento	20
Tower Bridge Gateway	20

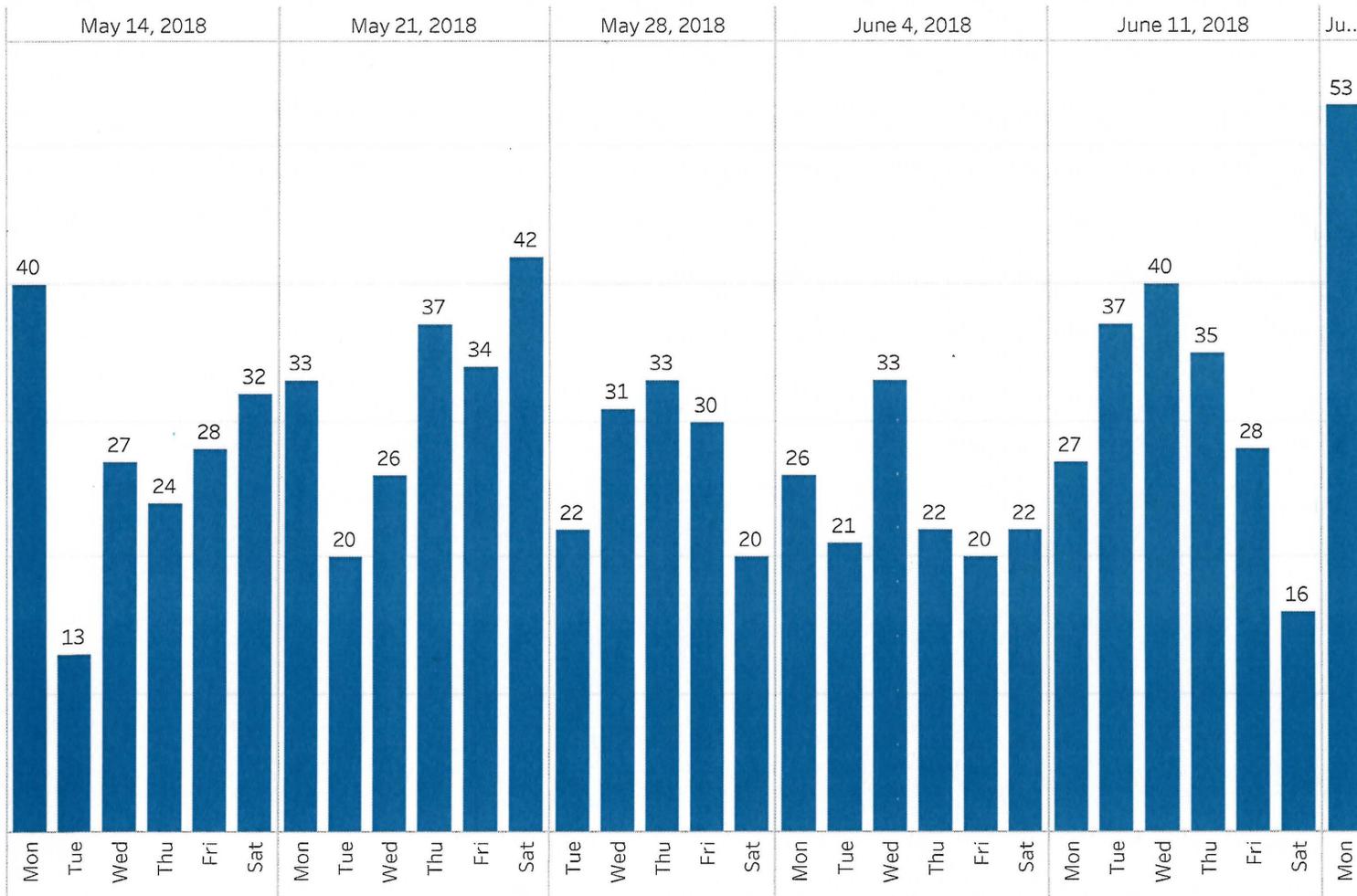
- a driver is active if he/she gave at least one ride in the specified time period

- a pickup is on-time if the actual pickup time was less than 5 min. earlier or later than the ETA

- Rides metrics consider all completed rides

- Quality of service metrics consider all sessionized requests

Rides/Day



Look back weeks
5

WAV Only?
False

PILOT ON-DEMAND RIDESHARE SERVICE MARKETING & OUTREACH PLAN

West Sacramento & Via Project Team

STRATEGY OVERVIEW

Based on extensive experience successfully launching, marketing, and continually growing operations in other markets, the Via team is working closely with the City of West Sacramento to raise awareness and encourage ridership of the new On-Demand Rideshare service. On March 21st, the West Sacramento City Council approved a phased approach wherein service features may be adjusted alongside initial market analysis and promotions of the service during the initial 4 to 6 weeks of service, followed by the Full Launch in Phase, wherein more aggressive marketing would ensue.

The contents of this plan represent the current range of marketing initiatives and ideas that have been generated by the project team, as well as from feedback presented by staff from other departments, commission and council members, community-based organizations, and early rideshare users. This plan is a living document, which staff will be filtering, prioritizing and refining in following the June 27th report to City Council for additional feedback. Marketing activities will continue to be rolled out prior to that date. As feasible within the project budget, staff will remain open to ongoing feedback for innovative ideas to market the new service through the coming 1-year term of the pilot.

1. Digital Marketing

Digital marketing will be deployed by both Via and through the City of West Sacramento's platforms, including:

Webpage

A project webpage on the City's website will provide basic information about the new service, including FAQs and a link to the Via support webpage. A feedback widget will allow users to ask questions, make suggestions, or share their experience with the City, in addition to Via's various feedback mechanisms (phone, text, or in-app). The City iLights platform will be used to promote the service and announce any holiday closures, or changes in service.

Social Media

The rideshare program will be continually promoted on a rolling basis through the City's presence on Facebook, Instagram, Snapchat, NextDoor.com and others. In addition to informational posts early in the project, more creative awareness and marketing campaigns will be deployed, including (see **"Attachments" for examples**):

- **"Selfie with a Via Van" Contest:** Contestants submit a selfie with a Via van, along with proof of riding (screenshot of ride history or billing verification) to win free River Cats tickets, and 8 to 12 free Via rides.
- **"Where's Via?" Contest:** Contestants are asked to snap a photo when they see a Via van about town. This promotion is more focused on raising awareness and visibility of the service online.
- **"I take Via to...":** Community members will be asked to post/tweet/etc. about what they use Via to do. For example **"I take Via to Bingo!"** or **"I take Via to River City High!"** or **"I take Via to Devil May Care!"** or **"I take Via to reduce my carbon footprint!"**. As ideal use cases emerge, the City will build use-case narrative based around popular posts, which may include photographing people representing each use-case to use in other collateral and creating video narratives showing how different people use the service. Videos will also be leveraged to demonstrate "how-to's" for different aspects of the service.
- **Via Matchmaking Stories:** In Via's New York market, social interaction has become a major co-benefit of shared rides. Via features narratives provided by users who have met their best friend, their significant other, or new employer by sharing a ride in a Via. As demand grows, a social media campaign may seek out similar stories to feature the positive community impact of shared rides.
- **Paid Digital Marketing:** Paid ads (Facebook, Instagram) will target people who live in West Sacramento.

Videos

A series of videos will be developed to raise awareness and educate community members on how to use the new service. Examples of Via videos could include:

- How to Download the Via App
- How to Request a Ride
- Use-Case Narratives (“I take Via to...”)
- Interview with a Via Driver
- Tour of the Via Van
- A Day in the Life of a Via Van

2. Direct Marketing

Ads & Handouts: Physical collateral will be displayed and distributed broadly, as noted further in **Appendix A**. Additionally, the highly visible **Via Vans** themselves serve as a key marketing tool.

Learn-to-Ride Events & Presentations: Roughly 8 to 10 events will be held over the course of the Pilot providing an opportunity to learn about the service. Many of the events will target Seniors, but remain open to all, and will also allow people to explore a demo van, sign-up for a user account, obtain a Senior/ADA discount, and ask questions.

Tabling Events: Tabling events will be scheduled at key hubs throughout the City, to include Via and/or City staff providing handouts and approaching community members at high traffic locations in town, range from grocery stores and cafes, to the library. A full list of locations being considered for tabling events is included as **Appendix A**.

Direct Mailers: Information about the new service will be distributed through the City’s Utility Billing mailer more than once during the term of the Pilot. The mailer will cover both Residential and Commercial billing customers.

Brand Ambassadors: The “street team” will be supplemented by Brand Ambassadors that will be recruited for a 4-week period to broaden the reach of tabling and street marketing events.

3. Targeted Outreach

Custom marketing and outreach will be tailored for Seniors, Teens, businesses, major employers, and other use-cases that emerge as demand grows for the service.

Senior Outreach Strategy

This strategy is being deployed in consultation with representatives from AARP and BBCAN, and through coordination with the City Manager’s Office to ensure mutual reinforcement of the City’s Age-Friendly initiative.

- **Targeted Direct Mailers:** Using a mailing lists with tailored age demographics, a direct mailer will be sent out targeted Senior users to ensure they hear about the service and outreach events.
- **Posters & Flyers:** Distributed by staff and volunteers at locations where Seniors live and/or frequently visit.
- **Events:** Learn-to-Ride events will be held on multiple occasions at the West Sacramento Community Center at times that are likely to attract Senior already attending activities as part of the City’s Active Aging programs. Additional one-time events will be held at key Senior facilities. Locations will include:
 - Golden Days Adult Day Health
 - Eschaton Wilton Manors
 - Margaret McDowell Manor
 - Riverbend Manor
 - DaVita Dialysis Center
 - Veterans of Foreign War (VFW) Centers
 - West Sacramento Community Center
 - **Learn-to-Ride Event #1 May 31st, 11am – 1pm Rivers Room**
- **AARP, Active Aging & Age-Friendly Newsletters:** Via will be featured in both AARP and the City’s first Age-Friendly Newsletters. AARP will also be sending an e-blast to local members. The Community Center will also include information in their regular Active Aging newsletter.
- **AARP Grant:** Pending successful award of funds, the City hopes to provide free or significantly discounted rides to better understand the impact of incentives on older adults.

Teen Outreach Strategy

This strategy is intended to make teens age 13 to 18 and their parents aware of the new rideshare service as it may be useful for several reasons, including travel to and from River City High School, after school programs and extracurricular activities, or to jobs and internships. Coordination with the Parks & Recreation Department revealed that transportation is a key barrier for participants in the Recreation Center's after school program. As such, many City programs will be leveraged to help get the word out to potential youth riders who could benefit from the service.

Outreach activities include:

- Outreach to Washington Unified School District board
- E-blasts to parents through the Recreation Center membership list, including Teen Summer Camps and the after-school program (once school starts again in Fall)
- Tabling at Bridgeway Boathouse for the Parks & Rec Talent Show
- Tabling at Bridgeway Play Summer Concerts
- Coordination with Los Rios CC
 - E-blast to students
 - Quick Sells at the start of heavily attended classes
- Posters and Flyers at common extracurricular locations (i.e., dance and karate studios)

Major Employers & Corporate Partnerships

Major employers will be contacted to provide a "toolkit" of resources that can be distributed to employees by e-mail and will be offered tabling events and presentations, upon request, to further encourage ridership. After initial service expansions are implemented, staff will begin arranging meetings with interested employers to discuss integrating the Via rideshare service into Commuter Benefit packages or consider subsidizing trips on Via as a replacement for utilizing fleet vehicles for local trips. Employers may also consider subsidizing limited-time discounts to encourage employees to try the new service, beyond promotions being rolled out by the City/Via. A list of major employers that will be contacted during the first 2-3 months of service are included as part of **Appendix B**.

Business Promotions

After a preliminary meeting with the West Sacramento Chambers of Commerce, strong interest has been identified in exploring local business partnerships to promote use of the rideshare service. Promotions could include a local business providing a set amount of funds to subsidize free or discounted rides to their restaurant or could provide a discount on their product(s) or service(s) for customers who show proof of using a Via rideshare van to get there.

Examples could include a local ice cream shop paying \$500 to deploy a Via promo code that would provide 2 free rides when you use Via to visit the ice cream shop (roughly 75 customers). Or a local burger shop could provide 10% of your meal when you show them your Via rideshare receipt. These approaches would encourage ridership but could also be used to stimulate business for local shop owners. A list of businesses is also included in **Appendix B**, however other businesses may be engaged as appropriate throughout the year. Other businesses that will be reached out to include logical locations that may merit the use of a service like Via rideshare due to the clientele with mobility challenges. These include businesses with:

- Desire for more customer traffic (i.e. new businesses, struggling business)
- Parking Demand challenges
- Mobility Limited Clientele (physically limited, without a vehicle, or otherwise impaired)
- West Sacramento "mainstays"

APPENDIX A
Direct Marketing & Tabling Events

Location	Activities
<i>Civic Facilities</i>	(Ads, Handouts, Post Flyer, Tabling Events, etc.)
West Sacramento City Hall	Tabling Event, Handouts at Counters, Poster Display
West Sacramento Community Center	Tabling Event, Handouts at Counters, Poster Display
West Sacramento Rec Center	Tabling Event, Handouts at Counters, Poster Display
West Sacramento Transit Center & Bus Shelters	Tabling Event, Poster Display, Smaller Ads
Los Rios Community College	Tabling Event, Handouts at Counters, Post Flyer
Arthur F. Turner Community Library	Tabling Event, Handouts at Counters, Post Flyer
Post Office	Post Flyer
Religious Facilities (Churches, Temples, etc.)	Tabling Event
Social Services Locations	Post Flyer
Low Income & Senior Housing	Tabling Event, Handouts at Counters, Post Flyer
Jefferson Blvd & Park Ave	Banner
<i>Businesses*</i>	
Auto Repair Shops	Handouts at Registers, Post Flyer
Larger Hotels (i.e. Hampton, Ramada, Holiday Inn)	Handouts at Registers, Post Flyer
Cafes (La Bou, Starbucks, Lenise's)	Tabling Event, Handouts at Registers, Post Flyer
Restaurants (i.e. Broderick's, Carol's, etc.)	Tabling Event, Handouts at Registers, Post Flyer
Medical Facilities (DaVita Dialysis, River Bend, Urgent Care, Chiropractic services, Dentists, etc.)	Handouts and Counters, Post Flyer
Bars & Breweries (ie. Jack Rabbit, Sail Inn, etc.)	Tabling Event, Handouts at Registers, Post Flyer
Grocery Stores & Markets (i.e. Nugget, Arteagas, etc.)	Tabling Event, Handouts at Registers
Big Box Outlets (Target, Walmart, IKEA, Lowe's, etc.)	Tabling Event, Handouts at Registers
Pharmacies (RiteAid, Walgreens, etc.)	Tabling Event, Handouts at Registers
Major Employers (See Appendix B)	Tabling Event & Handouts
Raley Field**	Tabling Event(s)

*All tabling events must be permitted by business and property owners before confirming dates/times.

**Raley Field has an exclusive promotional agreement with Lyft which may limit their ability to promote Via.

APPENDIX B

Major Employer & Business Outreach

Presentations and tabling events will be offered to all major employers and businesses that are engaged through this outreach process. Staff will continue to work closely through the West Sacramento Chambers of Commerce. Early business partnership opportunities were identified based on key characteristics in Section 3 (i.e., new businesses, parking demand issues, mobility limited clientele, etc.), but a broader list will be engaged throughout the year.

Major Employers (E-Blasts, Commuter Benefits Offerings, Subsidy Programs)	Business Partnerships (Discount/Promotions on products/service or free/subsidized rides to businesses)
State of California, General Services	Raley Field**
CalSTRS	Burgers & Brew
United Parcel Service (UPS)	Devil May Care Ice Cream
US Postal Service	La Crosta Pizza Bar
Xerox Healthcare	Kickn Mule Sports Bar
Washington Unified School District	Hawaiin Poke
Los Rios Community College	Coldstone Creamery
Raley's/Bel Air	MOD Pizza
Tony's Fine Foods/United Natural Foods	Broderick's Roadhouse
Nor-Cal Beverages	Streets of London
Clark Pacific	Bike Dog, Yolo Brewing Co, Jack Rabbit Brewing
Aetna Healthcare	Sail Inn
ABM Janitorial	Club Pheasant
Walmart	Whitey's Jolly Kone
Siemens Healthcare Diagnostics	DaVita Dialysis Clinic
IKEA	Physical Therapy, Chiropractic Clinics
Farmer's Rice Cooperative	Hotels
Target	Auto Repair Shops
Home Depot	
Lowe's	

*Promotions, commuter benefit programs, or corporate sponsorships are dependent upon business terms and conditions agreed upon with specific businesses and employers.

**Raley Field has an exclusive promotional agreement with Lyft which may limit their ability to promote Via.

Attachments

¼ SHEET PROMOTIONAL HANDOUTS (BROAD DISTRIBUTION)

learn more →

VIA

WEST SACRAMENTO ON-DEMAND

GET AROUND WEST SACRAMENTO WITH THE VIA APP!

Get 2 free rides with code:

WESTSAC

Expires 8/31/18 Valid for new members only.

Text "shared" to 69922 to download the app
(Standard message and data rates may apply)

ridewithvia.com/westsacramento

Download the App  

WHY RIDE WITH VIA



Smart
No detour, ever



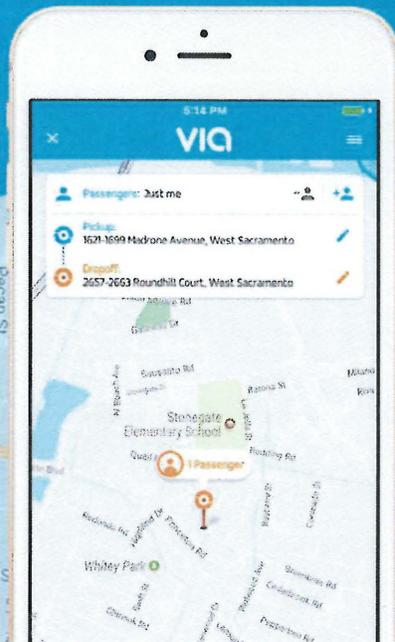
Affordable
Rides for just \$3.50



Quick
Pickups in minutes



Efficient
Meet your Via-cle
at a nearby corner



SENIOR FOCUSED BROCHURE



WEST
SACRAMENTO
ON-DEMAND

RIDE WITH VIA
Book a Ride in Real Time!

What is Via?

The City of West Sacramento has partnered with Via to provide shared rides on demand anywhere in the City at an affordable price. Book a ride and you will get picked up by a Mercedes van in minutes!

How to Ride

1 Create Your Account

If you have a smartphone or tablet:

- Download the Via app and sign up for an account using a credit/debit or pre-paid card.
- Search "Via" on the App Store or Google Play Store and look for the blue app icon.

If you **do not** have a smartphone or tablet:

- Please call Via at 916-318-5101 to arrange for an in-person meeting to set up your account.

2 Request a Ride

- Type your pickup address and destination in the app.
- You'll receive a proposal with an estimated time of arrival (ETA) when the next available Via-icle can pick you up.

3 Meet Your Driver

- You'll be asked to meet your driver at a nearby pickup spot (no more than 500 feet). If you're having trouble finding your ride, call your driver in the app or contact Via's Live Support at 916-318-5101.

Learn more at:
cityofwestsacramento.org/via

VIA WEST SACRAMENTO COMING SOON

Initial Service:

Monday - Friday: 7am - 7pm
Saturday: 9am - 7pm

Rides cost just \$3.50



Need a wheelchair accessible ride?

Type **RIDEWAV** into the promo code section of your app or tell a support rep when you book by phone.

SENIOR FOCUSED "LEARN-TO-RIDE" EVENTS



Learn to Ride!
West Sacramento's new
Via Rideshare service

When: May 31, 2018

Time: 11:00 AM - 1:00 PM

Where:

The Rivers Room at
West Sacramento Community Center
1075 West Capitol Avenue

For More Information:

sarahs@cityofwestsacramento.org

**All are welcome to attend
this free training!**

*** Presentation
about the service**

*** Q & A Session**

*** Demonstration
Vehicle On-Site**

*** Get Assistance
Setting up a Via
User Accounts**

*** Register for ADA
or Senior Discount**

***Enter a Raffle to
Win Free Rides**

***Book by Phone**

***Wheelchair User
Friendly Service**



SOCIAL MEDIA CONTESTS

Social Media Contest

Things to Consider:

Why do you want to run a contest? What is your ultimate goal? Is it to generate marketing materials or is it to spread awareness? What platforms will be included? How often do you want to award winners? How long will it run? Prizes?

Contest Ideas

Best Marketing Material



Selfie with Rideshare

Pros: People will be forced to use rideshare.

Cons: Not quick, takes too much work.

#ridesharewestsac #myride #meandmyride



Some Material + Awareness



Photo of Rideshares around town

Pros: More inclusive, easier to do

Cons: Photos may not be ideal quality

#ridesharewestsac #spottedinwestsac



Spreads Most Awareness



Where Can Rideshare Take You? Stories about where you want to go with rideshare.

Pros: Most inclusive and easiest

Cons: No photos for marketing materials.

#ridesharewestsac #whereinwestsac



Recommendations:

All three ideas, one per week for three weeks to target three types of content and user groups. Three winners. Prizes should be rideshare credits. If you're using it already, it's like having a coupon. If you're not already using it, then it's an incentive to try it. **Requirements:** 1) Whatever content we asked for 2) Tag us 3) use the "#"

PAID DIGITAL MARKETING

Ad Preview

1 of 1 Ad < >



Mobile News Feed ▾

1 of 13



**City of West Sacramento,
Government**



Sponsored ·

Have you caught a ride with Via? Use the promo code HELLOWS and get your first two trips for FREE!



cityofwestsacramento.org

**Via On-Demand Rideshare |
City of West Sacramento**

[LEARN MORE](#)



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