

Deadline: October 27, 2017



The MicroTransit **ACCELERATOR** CHALLENGE

A CALL TO ALL TRANSIT AGENCIES!

Enter to win a TransLoc MicroTransit Accelerator! (a \$20,000 value)

New and innovative thinking is driving transit solutions that weren't even possible a few short years ago. At TransLoc, we want to recognize and celebrate the powerful changes that are unfolding.

Imagining what's possible is just the start. Microtransit is quickly sprouting up at municipal transit agencies of all sizes across the country—including agency-owned first-mile/last-mile solutions, demand-response ride-hailing, and much more. We want to help accelerate the growth of all forms of microtransit solutions by offering agencies the access to the right planning resources, data, and insights to make these visionary ideas successful.

With this in mind, TransLoc announces The MicroTransit Accelerator Challenge. This is your opportunity to envision how microtransit can serve your community and win free comprehensive microtransit consultation and data analytics services. This includes free access to and use of TransLoc's MicroTransit Simulator, a highly-advanced simulation engine that applies big data and sophisticated predictive modeling to uncover the most successful demand-response services before a single vehicle ever hits the road.

To enter, please [submit online](http://go.transloc.com/microtransit-accelerator) or send us a hard copy via US Mail.

<http://go.transloc.com/microtransit-accelerator>

Mail entries via US Postal Service to:

MicroTransit Accelerator Challenge
c/o Jess Lyons at TransLoc
4505 Emperor Blvd. Suite 120
Durham, NC 27703

***** Entries must be submitted or postmarked by 11:59pm EST on October 27, 2017 *****

OVERVIEW & RULES

What Can You Win?

Grand Prize - \$20,000 Value

The winning agency will receive:

1. **Microtransit Planning Session**

A full-day workshop facilitated by TransLoc MicroTransit Experts at your location

This hands-on working session provides direct consultation with our MicroTransit Implementation Team.

2. **Data-Gathering Diagnostic Session**

A session with TransLoc's expert data science team

Our data scientists will work directly with your team to identify the key metrics that will make your vision a success. If your agency does not currently have data available, TransLoc data scientists will leverage industry benchmarks and other critical data from agencies similar to yours.

3. **Custom MicroTransit Simulator Presentation**

A presentation and feedback session facilitated by TransLoc MicroTransit Experts

The TransLoc MicroTransit team will present to your agency our findings based on the computer-generated microtransit simulations created using several key data sources. The team will present multiple scenarios optimized for rider experience and operational efficiencies with recommendations for making your microtransit service a reality.

(2) Runners-Up - \$10,000 Value

Two Runners-up will be awarded the following:

1. **Data-Gathering Diagnostic Session**

A session with TransLoc's expert data science team

Our data scientists work directly with your team to identify the metrics that are crucial to understand and analyze to make your vision a reality. If actual data is not available, our team will provide industry benchmarks and data from agencies similar to yours.

2. **Custom MicroTransit Simulator Presentation**

A presentation and feedback session facilitated by TransLoc Microtransit Experts

The TransLoc Microtransit team will present our findings based on the computer-generated microtransit simulations created using your agency's data and several other key data sources. The team will present multiple scenarios optimized for rider experience and operational efficiencies with recommendations for next steps.

How Do You Enter?

Simply Tell Us About Your Microtransit Challenge

Whether it's agency-owned first-mile/last-mile solutions, ride-hailing demand response, off-peak services, or your unique microtransit challenge, here's your opportunity to enter your most creative or pressing microtransit use cases and win a complete bundle of game-changing microtransit planning services.

To enter, please submit via [online application](http://go.transloc.com/microtransit-accelerator) by visiting: <http://go.transloc.com/microtransit-accelerator> or send a hard copy via US Mail to **MicroTransit Accelerator Challenge, c/o Jess Lyons at TransLoc, 4505 Emperor Blvd. Suite 120, Durham, NC 27703.**

Contest entries will be judged by a world-class panel of transportation-industry luminaries, listed on page 4.

Judging Criteria

The Judging Criteria below represents the key themes of the positive impact your microtransit solutions can have on your community. Your agency's submission can incorporate one or more of these themes. There is no requirement to incorporate all of these themes in your submission. The panel of judges will use these four themes as guidelines to compare and rank all MicroTransit Accelerator Challenge submissions to ultimately determine the winners with the most innovative and impactful microtransit solutions.

THEME: INCREASED RIDERSHIP

Your agency can show that you are striving to increase ridership by implementing a microtransit service or services.

- Increasing access to underserved regions in the existing transit system
- Expanding transit system beyond existing service area
- Introducing new communities and demographics to existing services

THEME: SOCIAL / COMMUNITY VALUE

Your agency can show how you are focused on embracing social challenges and addressing the needs of the communities you serve.

- Identifying specific communities and their needs, and providing a service to match
- Increasing access to underserved or under-privileged populations in the existing transit system

THEME: ENVIRONMENTAL IMPACT

Your agency can show how you are addressing environmental concerns and embracing green initiatives through microtransit.

- Increased efforts to reduce emissions or deploy more environmentally friendly vehicles
- Promoting green mobility modes, like bike shares
- Creating plans to reduce vehicle miles traveled in your region

THEME: IMPROVED EFFICIENCY

Your agency can show how you plan to increase operational efficiency with the help of microtransit.

- Identifying opportunities to improve efficiency by leveraging microtransit
- Displaying what kinds of actions can be taken by your agency to improve efficiency for ridership, route utilization, vehicle optimization and more.

FAQs

For a list of our frequently asked questions, [click here](#) or you can find them at the bottom of the page at <http://go.transloc.com/microtransit-accelerator>.

Have questions? Email: accelerator@transloc.com.

The Judges



PETER HIRSHBERG

Peter Hirshberg is an open data and smart city expert, author, innovator, and entrepreneur. Hirshberg's fingerprint can be seen in cities like San Francisco, Singapore, New York, Hong Kong, and London, where he pioneered the open data movement to foster transparency and innovation. As a co-founder of the Gray Area Foundation for the Arts, he produced one of the world's first urban prototypes for on-demand shared mobility using data sets from taxis, mobile phone locations and parking zones. Hirshberg is also the cofounder of the Maker City project and the City Innovate Foundation. Peter Hirshberg joined TransLoc as a strategic advisor in 2017.



GABE KLEIN

Gabe Klein is the former transportation chief for the cities of Chicago and Washington, D.C. and one of the nation's leading voices for urban mobility. Klein has held key positions in both the public and private sectors and has been a leading voice for leveraging the use of data and technology to integrate mobility systems at the city and regional levels. Klein currently serves as the co-founder of CityFi, where he helps leaders and organizations grapple with 21st-century challenges through the use of technology and people-centric principles. In 2017, Gabe joined TransLoc as a strategic advisor.



RAHUL KUMAR

For the better part of two decades, Rahul Kumar has been at the helm of public agencies and private entities seeking to shift the transportation industry from a capacity-driven to a demand-driven model. Now, as VP of Growth at TransLoc—a technology provider of flexible, agency-owned microtransit solutions—Kumar continues to innovate and revolutionize transportation to help public agencies deliver the ultimate rider experience.

AGENCY QUESTIONNAIRE

Please Answer the Following Questions:

CONTACT INFORMATION

Agency Name

Agency Location (City, State)

Person of Contact Name

Person of Contact Title

Person of Contact Email

Person of Contact Phone Number

TELL US ABOUT YOUR AGENCY

My transit agency currently offers the following modes of transportation:

Please select **all** answers that best fit your agency.

- Light or Heavy Rail
- Streetcar / Automated Guideway
- Bus / Commuter Bus / Rapid Transit Bus
- Rideshare / Vanpool
- Paratransit
- Demand Response / Dial-a-ride
- Other: _____

Which of the following describes your agency's closest perspective on microtransit today?

Please select **one** answer that best fits your agency.

- We have a demand response / microtransit system that we want to improve or change.
- We are in the process of starting a microtransit service currently.
- We are interested in microtransit, but not sure where to begin.
- We have not looked into microtransit, but are interested in considering the possibilities.

What resources can your agency leverage locally to deliver microtransit services?

Please select **all** answers that best fit your agency.

- TNC relationship (Uber, Lyft, Via, etc.)
- Taxicab partnership
- Paratransit / Non-Emergency Medical Transportation vehicles
- Rideshare / Carpool vehicles
- Cutaway Vans / Shuttles
- Busses
- Other: _____

SHORT ANSWER SECTION

Share your ideas on what microtransit services would be most beneficial to your municipality:

Please provide 1-3 sentences for each of the following questions.

Bike-sharing, TNC partnerships, ride-sharing, and other modes are changing the transit landscape. Agency-owned resources vary from state-to-state and agency-to-agency. While some transit systems are experimenting with new modes, others are consolidating service.

What is the most critical transportation service your agency would like to add or expand in the near future?

Cities are growing older and younger at the same time. The demographics of urban and rural populations are shifting across the country. Each community has unique needs that include transit.

What portion of the population would you plan to address with your microtransit service?

Transit systems of all sizes are facing declining revenue, decreased ridership, and new mobility competition. Traditional transit services don't always match the needs of modern riders.

What services do you like to provide to the community that have seen a reduction in the past few years?

Transit agencies don't always control their budgets, resources, and plans. Riders, politics, and community needs put pressure on transit planners.

What is the biggest challenge to rolling out a microtransit solution within your community?

Some agencies have unused vehicles from reduced services. Often, paratransit and demand-response vehicles sit idle between pre-book rides.

What kind of resources do you have that are under-utilized or are under-performing?

ESSAY SECTION

Please answer the following essay prompt in your own words. There is no maximum or minimum word count for this section. You are encouraged to explore your own innovative solutions based on the criteria presented above.

Please describe what community challenges you wish to address with your microtransit solution(s), what you believe your microtransit solution would be, and how you might go about implementing this solution.

Essay section cont'd from previous page...

Essay section cont'd from previous page (if you need more space, please attach pages as needed)...