

General Session II - Delivering Innovation For  
Transit and Mobility  
September 29, 2021





# **BAY AGING**

DIGNITY AT EVERY AGE



**BAY HEALTH**  
A DIVISION OF BAY AGING



**BAY HOUSING**  
A DIVISION OF BAY AGING



**BAY TRANSIT**  
A DIVISION OF BAY AGING

# Bay Transit

- Public transportation provider for Middle Peninsula, Northern Neck, and Charles City & New Kent Counties
- Three Fixed Route Lines
- Mobility Management
- Three Seasonal Trolleys



Last year **3,222 people** in the Northern Neck / Middle Peninsula accessed over **140,000 rides** – 41% for people commuting to work, 20% for health care service access and 27% for other consumer services, businesses, county and town government offices and more!

# Bay Transit: Transportation for people of all ages

Art Dubey is a 78-year-old veteran who has visual impairments that prevent him from driving. Bay Transit has been providing Art with transportation services for over twelve years. “Without Bay Transit, I would not be able to continue living at my home and be active in my community.”



# What is Bay Transit Express?



The advertisement features a dark blue background with white and teal text and graphics. At the top right is the Bay Transit Express logo, which consists of a teal circle containing a white stylized wave icon, followed by the text "BAY TRANSIT EXPRESS" in white. The main headline on the left reads "Introducing Bay Transit Express: \$2 rides around the Gloucester Courthouse area." in white. To the right of the headline is a teal circular callout containing the text "Your first 10 trips are FREE!" in white, with a smaller line of text below it that says "\*Expires October 31, 2021." Below the headline and callout is an illustration of a white van with "BAY TRANSIT EXPRESS" and the wave logo on its side. A person wearing a face mask and carrying a cardboard box and a shopping bag stands next to the van. Inside the van, several other passengers wearing face masks are visible. At the bottom left, there is a QR code and the text "Download the Bay Transit Express app or call 804-693-6977 to get started." Below this text are two buttons: "Download on the App Store" with the Apple logo and "GET IT ON Google Play" with the Google Play logo. At the bottom left of the graphic is the website "baytransit.org/express" and at the bottom right is the text "Powered by VIA" with the VIA logo.

**BAY TRANSIT EXPRESS**

**Introducing Bay Transit Express:**  
**\$2 rides around the Gloucester Courthouse area.**

Your first 10 trips are **FREE!**  
\*Expires October 31, 2021.

Download the Bay Transit Express app or call 804-693-6977 to get started.

Download on the App Store

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baytransit.org/express

Powered by VIA

# How it works



- ① Food Lion
- ② Riverside Walter Reed Hospital
- ③ Walmart
- ④ Aldi
- ⑤ Shoppes at Gloucester
- ⑥ Lowe's
- ⑦ MD Express Urgent Case

## The basics.

Bay Transit Express is a fast, easy, affordable way to get around – book rides straight from your phone, get picked up in minutes, and get to work or run your errands without needing a car.

### Service hours:

Weekdays 8am-5pm

Price: \$2 per ride

## Two easy ways to pay.



Add your credit or debit card information to your account in the app.



Pay in cash on board.  
Exact change required.

# Bay Transit Express Launched on June 28th



# Overall Ridership Summary

500+

Rides completed since 6/28 launch

7.4 min

Avg. ride duration

4.9 stars

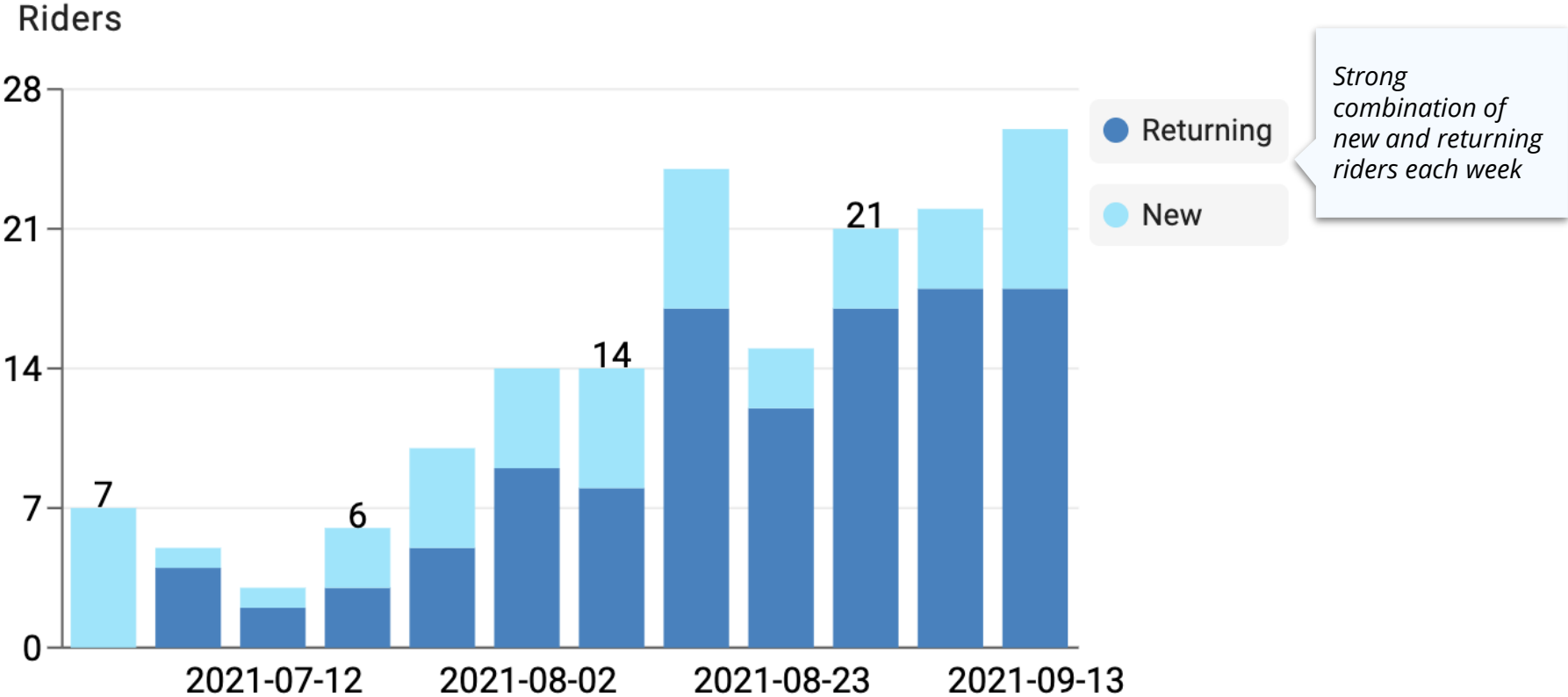
Average ride rating

88%

Completed rides rate

# Rider Growth and Acquisition

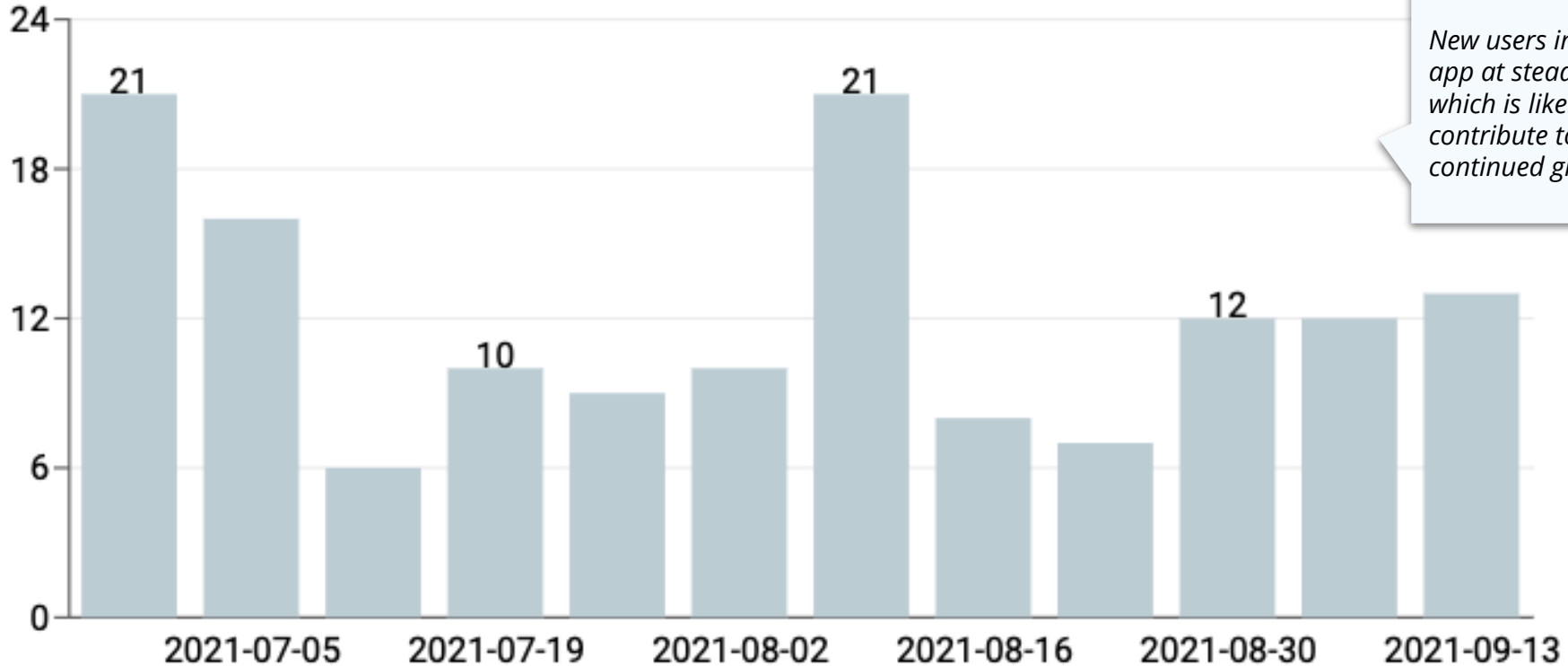
## Active Riders



# App Installations

### Accounts Created Trend

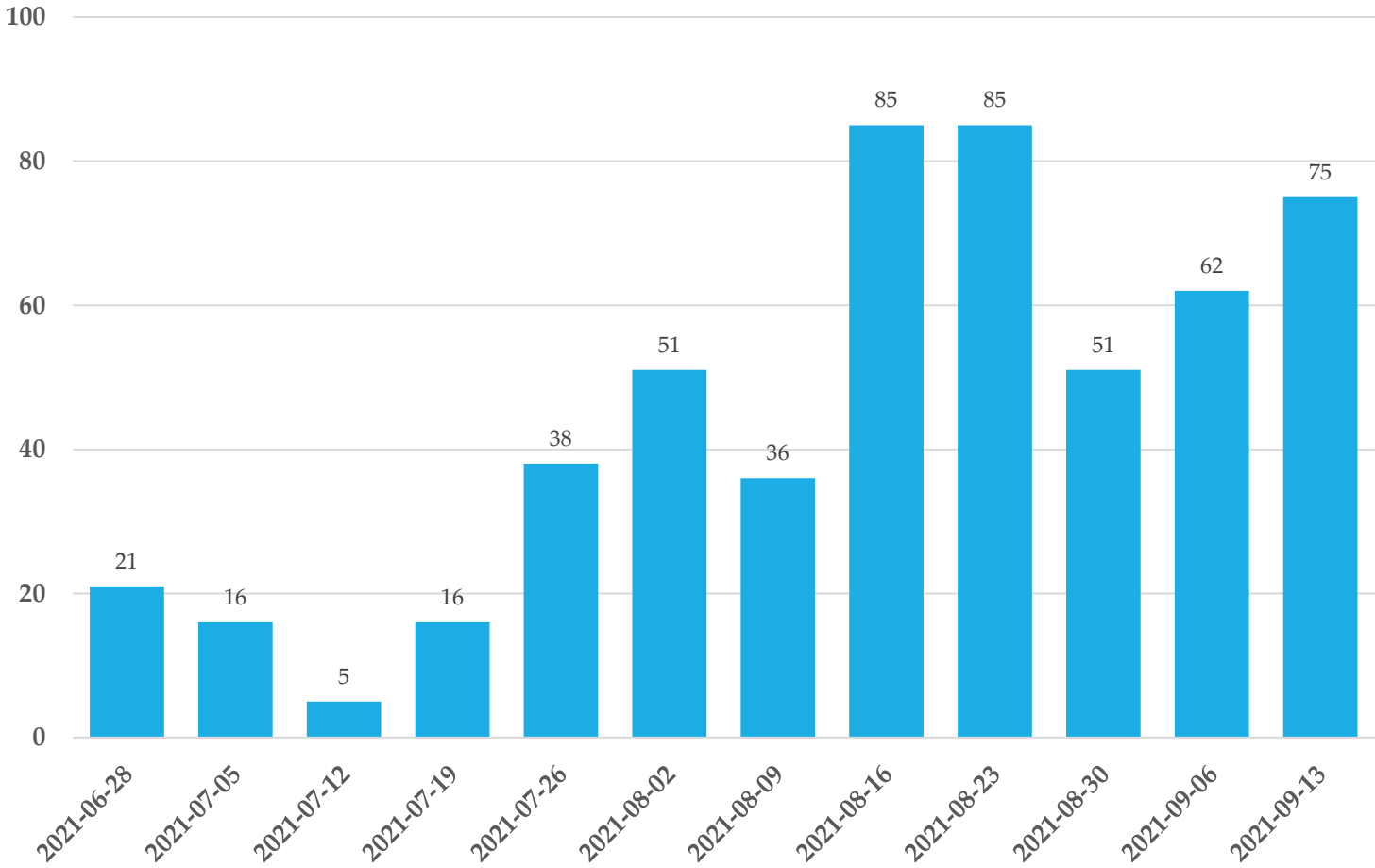
Rider accounts created



*New users install app at steady rate, which is likely to contribute to continued growth*

# Weekly Ridership

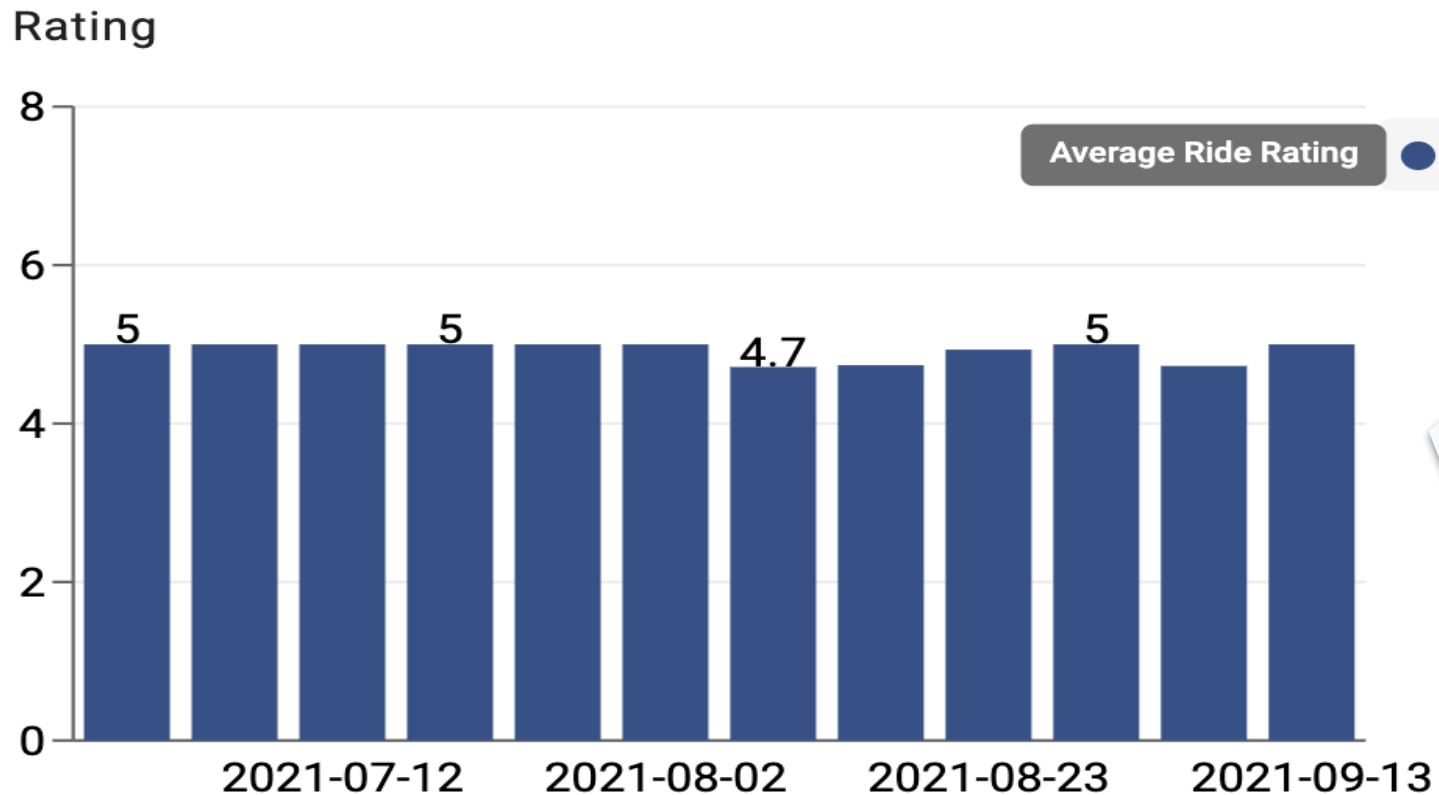
## Completed Rides Per Week



*High engagement from returning riders and high ride acceptance rates has led to strong week over week growth*

# Rider Feedback

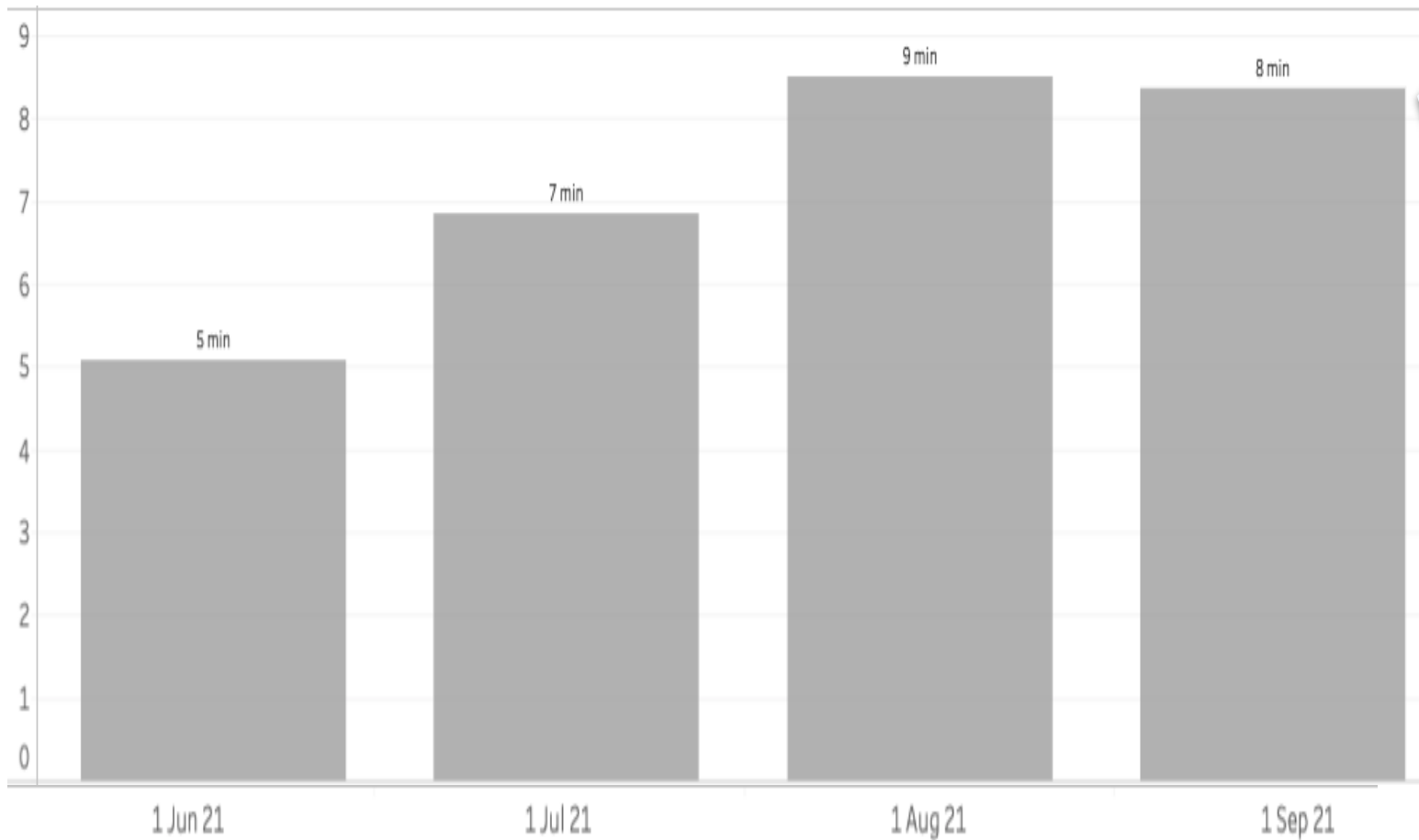
## Average Ride Rating



*Extremely strong rider feedback ratings (95% five star rate)*

*Rider labels include: "Great driver," "clean vehicle," "comfy ride," and "quick trip"*

# Average Wait Times



*While ridership has grown month to month, ETAs remain favorable at an 8 min overall average*

# Challenges

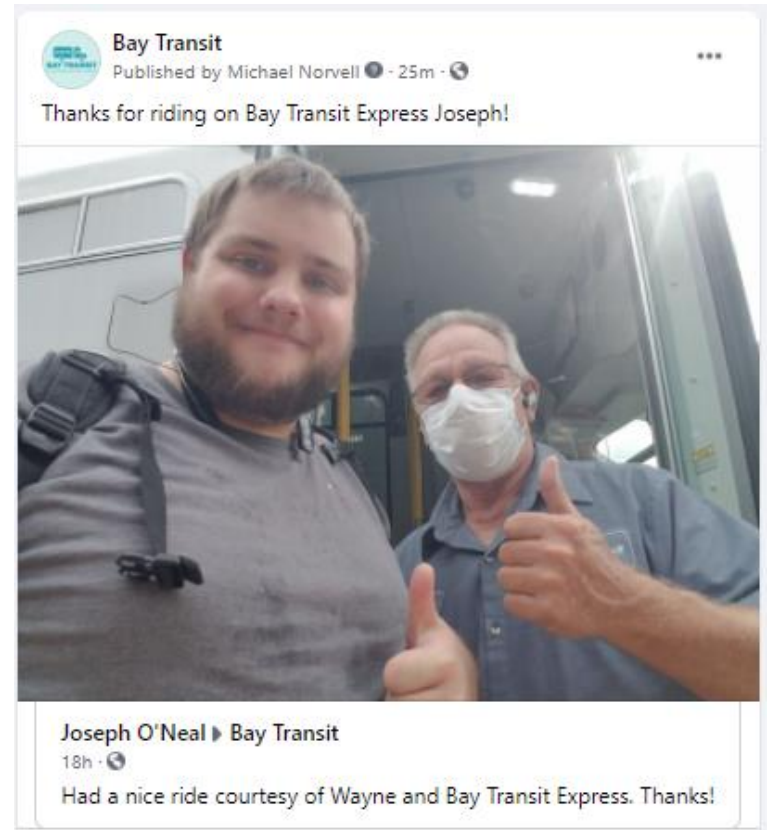
- Significant percentage of Gloucester County residents are seniors who may not be comfortable using app-based services.
- There are no Rappahannock Community College campuses in the current Bay Transit Express service zone.
- Marketing must be done through multiple concurrent channels to ensure that it reaches diverse audiences.

Book rides straight  
from your phone.



# Opportunities

- Developed a Bay Transit Express webpage portal as well as promoted the local phone number in newspapers, etc.
- Promoted Bay Transit Express to the Gloucester County Public Schools leadership team and expanded service hours until 5 PM to appeal to transportation disadvantaged students that have after school activities.
- Developed “Brand Ambassador” program that rewards referrals and posting about Bay Transit Express on social media.



# Ongoing Marketing

- Distributed Bay Transit Express posters and brochures to Gloucester Courthouse area businesses and apartment complexes.
- Promoted service in local newspaper and radio station.
- Paid advertising on Bay Transit's Facebook page.
- Developed "Brand Ambassador" program that rewards referrals and postings about Bay Transit Express on social media.

