Program Goals

Improve the beginning or end of an individual trip to public transit services.
Study and evaluate how different first mile last mile solutions affect access to public transportation services.

Project Title
GOIN' to Transit

Project Summary
GOIN' provides a complete first-last mile service with mobile app and mobility partners

Lead Organization
GOIN' LLC a Washington State new mobility brokering software company

Federal Tax ID Number		DUNS Number
08-016-5176		08-016-5176

This information should match the financial information in question 16.			
Dollar Amount of Grant Request for 2019-2021 $429,799.00	Total Project Cost $529,799.00	Local Match $100,000.00	Percentage of Project Total Cost 19%

State Legislative District(s)	County/Counties
27, 29, 25, 30	Pierce county and connections to King County

List each of the project partners that will have a role in the project. Describe their role and their type of organization.	
Project Partner Name Pierce Transit	Type of Organization (i.e. tribe, public sector, private sector) public sector
Role Pierce Transit will help identify the transit stations and support gathering ridership data and accept the incentives through the GOIN' app fare verification.	
Project Partner Name Medstar Transportation	Type of Organization (i.e. tribe, public sector, private sector) Private sector
Role Medstar will provide demand response service and accessible vehicles.	
Project Partner Name King county Metro	Type of Organization (i.e. tribe, public sector, private sector) Public sector

Role
King county Metro will help identify the transit stations that connect with Pierce transit and provide ridership data for those stations.

Project Partner Name	Type of Organization (i.e. tribe, public sector, private sector)
Role	

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Grant Administrator Justin Bergener	Phone Number 509-307-7365	Grant Administrator Email justin@goin.org	
Billing Contact Eric Breding	Billing Contact Phone Number 888-858-9575	Billing Contact Email eric@goin.org	

Qualitative Description of Needs (25 points)

1. *Describe the first-last mile to transit service you propose:*

   a. *Service and/or facilities you will provide*. Examples include: active transportation facilities (e.g. bicycle lockers and racks), bike share, carpool, demand response transportation, education, deviated fixed route transit, incentives, marketing, paratransit, parking management, ridehail, shuttle, transit pass subsidies, vanpool, vanshare. Please note that emergency or guaranteed ride home services and expanding single occupancy vehicle parking are not eligible.

   b. *Location and/or first-last mile service area*

   c. *Existing transit service your service connects to*

   d. *Transportation gap your proposal is intended to address*

RESPONSE

a. The service will provide: Demand response transportation, incentives, marketing, paratransit, ridehail, transit pass subsidies and the technology to operate it. It will be delivered through a self serve mobile app and a customer service call center. Call center will always invite users to use mobile apps and collect responses as to why a phone call was used over the app.

Mobility Platform, Phone System and Call Center Overview

Medstar will utilize GOIN's Mobility Management system to provide the web platform, operate and manage the call center and technology needed to fulfill the requirements of this service.

GOIN' is a cloud-based transportation integration platform designed to provide high-quality and cost-effective demand response service. GOIN'S platform facilitates customer service monitoring and the data insights provide a straightforward method for mobility management in reducing overall costs, increasing rider's autonomy and service transparency.

GOIN's software includes: Android/iOS mobile rider app, Android/iOS mobile provider app and a desktop-based mobility management interface. The rider app allows users to create an account and manage it by using their smartphone.

The provider app provides a centralized resource for drivers and providers to manage regulation compliance, ride manifests and availability. Their cloud-based supervisor dashboard allows for effective data management services. Supervisors also have the capability to create and manage geo-zones, eligibility, availability, billing verification, promotions and policies. This increases efficiency while reducing costs associated with manually managing multiple systems.

As a key vendor serving the Pinellas Suncoast Transit Authority (PSTA) through a Federal Transportation Administration (FTA) Mobility on Demand (MoD) Sandbox grant, GOIN' was the best choice to lead at the forefront of mobility on demand access by developing a new transportation integration platform for ADA Paratransit that gives riders choice in TNC, taxi or Wheelchair providers while providing the tools necessary to implement cost savings. The GOIN' mobility platform has shown to save transit agencies upto 50% in costs and save ADA paratransit riders 34 mins per ride. We believe this experience and system is a perfect fit for the WSDOT First Mile, Last Mile Grant.

PSTA is the second largest transit agency in Florida and Pinellas County is one of the most densely populated counties in Florida with over 916,542 people living within 608 square miles. According to the U.S. Census, over 23 percent of Pinellas County's population is age 65 or older and 9% of the population under the age of 65 has a disability. In many ways, the population profile of Pinellas County resembles that of Pierce County. According to the Census Bureau, Pierce County's population over the age of 65 is 13.4% and 10.1% of the population under 65 is living with a disability. GOIN' has the vision, the team, experience and the platform to serve WSDOT first and last mile goals.

GOIN' has offices in Everett and Yakima, WA. and will provide ride management and support to the WSDOT first and last mile grant and program.

In addition, Medstar transportation started in the Yakima valley and has been building roots in Washington with 24/7 and 365 days of on-demand accessible service since 1984, while providing contracted Medicaid, VA, paratransit and fixed route transit services throughout the State. The Medstar's team helped launch and pilot GOIN' and has also been a customer of GOIN's since 2017.

b. Location we have close transit relationships and provider partners in Pierce, King, Snohomish, Yakima Counties or Moses Lake and Spokane cities. Currently we provide an on-demand and same day ADA Paratransit alternative program called Choice in Shuttles with Pierce transit. prior to Stay at Home orders it was very popular doubling in ridership every two weeks for the first 3 months. We will also be starting a Microtransit service with them called Runner which operates around Ruston way helping the community get to Transit.

b. Existing transit service our services connect to are: Pierce Transit, Everett Transit, Community Transit, Yakima transit, Union Gap and Selah Transit.

d. The gap our proposal is intended to address: On demand and same day accessible rides to transit. The goal is to provide publicly accessible demand response rather than separate paratransit and microtransit services at a cost savings when compared to traditional ADA Paratransit.

Discussion of Benefits (20 points)

2. *Describe how the proposed services will be open & accessible to the public in an equitable manner*. Include any grant eligibility requirements

   On the technology side GOIN' has 5 years of experience working with transit, social service providers and has won 3 federal MOD and ICAMM grants.

   On the ride provider side Medstar has 36 years of improving and providing accessible rides and passenger assistance trained drivers.

3. *Describe the benefits this project would provide.* Discuss how the project will improve connections to public transportation, market potential, enhance access to destinations.

   GOIN' provides service with just a tap making it very easy to connect to transit. The GOIN' wallet makes it easy to transact and the real time ETAs and seeing the vehicle on the map make it very easy to use.

   What GOIN' does that's unique is that we have built it from the start with transit and social services in its DNA. We have not taken a taxi or rail hail system and frankensteined on transit and accessibility features.

Social Justice/Equity (20 points)

4. *How does the project advance efficiencies in, accessibility to, or coordination of transportation services provided to persons with special transportation needs?* Provide information about how your project provides equal opportunities to disadvantaged populations, including: persons with disabilities, low-income populations, veterans, persons over 65 and over 85 years of age.

   This is our core purpose and mission. We focus on these markets as core markets and then open our services for the general public also. We believe that by building and serving the transportation disadvantaged is the right thing to do rather than just scaling with college students, bar hoppers or just airport users.

   Social Service and ADA paratransit have around a 20% cancelation and no show rate. That means roughly 20% of the time in reservations, scheduling, resource allocation and service hours are wasted time and expense. We set out in 2015 to reduce this with on-demand and self service app technologies. We have made significant improvements to customer satisfaction and cost savings in Pierce County, WA. and Pinellas County, FL.

   We have also started to make a very positive impact as we provide microservice and connections to transit. This WSDOT grant will give our communities and specifically the transportation disadvantaged populations one of the first programs that provided equal access to transit. As we deploy accessible vehicles, apps and professional drivers on-demand, scheduled or on flex routes.

Goals and Metrics (15 points)

5. *How will your organization measure whether the project is successful and improves the efficiency and effectiveness of getting to fixed route public transportation?* Describe the quantitative and qualitative measures.

   As part of your measures, you must select at least one of the following:
   - Change in transit ridership
   - Number of first-last mile trips provided
   - Number of passenger miles via first-last mile service provided

   We will measure the number of first-last mile trips provided and the change in transit ridership. We will also monitor customer satisfaction and measure the amount of referrals shared by word of mouth or online.

   We have experience keeping and reporting National Transit Database information. This way we can provide information that is consistent in definitions and measurements.

   We will provide a survey that provide insights to changes in rider behaviors.

Wages and Healthcare (10 points)

6. *Organization size.* Do you have 50 or more full-time employees based in Washington state?

    ☐ Yes

    ☒ No

7. *Minimum Wage.* Does your organization provide a minimum wage for employees and independent contractors?

    ☒ Yes: $ Drivers 14-18 partner pays
hourly. GOIN' employees are paid salary

    ☐ Yes, for employees only: $

    ☐ No

8. *Healthcare.* Does your organization provide healthcare benefits to your employees and independent contractors?

    ☐ No

    ☐ No, but provide additional compensation to employees and independent contractors for healthcare

    ☐ Yes, included in hourly wage compensation for employees and independent contractors

    ☒ Yes, included in employee benefits package for employees and independent contractors

    ☒ Other: Health insurance, performance and signing bonuses for employees.

Readiness to Proceed (10 points)

9. *Discuss readiness to proceed.* Describe:

    a. When the project would introduce service to the public, and

    b. How the project could provide preliminary performance data (change in transit ridership, number of first-last mile trips provided, etc.) by December 31, 2020.

    a. We could start later but would like to introduce the project to the public as soon as July 15th. This would give at least a two week startup period and 30 days is comfortable.

    b. We could provide monthly data for the number of first-last mile trips provided and we could provide transit ridership numbers also monthly. This could be similar to a National Transit Database format and information.

10. *Identify the project staff for this project and their technical capacity.* What type of experience do these individuals have with service delivery and grant management?
    Justin Bergener
    Project Manager
    Managed the 2016 FTA MOD grant and Managing two FTA ICAMM grants. Pinellas Access Partners and Seattle Children's, People for People and Medstar Coordination Partnership. Justin also volunteered and served on the committee that helped develop WA. States long-term transportation plan.

    Casen Davis
    Director of Engineering
    Casen is the Director Of Engineering at Goin overseeing development on the company's core systems, helping to write code for the most critical ones, and building out the team to scale and support future growth. He has a decade of experience building web systems, specializing in the latest javascript technologies. Prior to Goin, Casen was Senior Software Engineer at The Minerva Project and SoundHound where he focused on building a team of experienced engineers, and setting the direction for technical infrastructure. Casen was an early Senior Software Engineer at UBER and worked with the company as it went from 100 employees to nearly 5,000. During this time he worked alongside many of the leading technologists in Silicon valley, and had his hand in designing and building software systems that scale to millions of requests per hour.

    Luz Mendoza
    Operations
    Oversee supply and demand for requested services, areas and times she also works to insure effective use or resources and maintaining customer satisfaction.

11. *Milestones and activities.* Describe the major milestones for the project, including project start, provision of public service, public events, anticipated measurement activities, progress reports, completion date, etc.

    Project start: July 2020, kick off meeting, finalize marketing materials, awareness plan, incentive plan and create standardization of procedures.
    Provision of public service: July - Aug 2020, Launch operations and fine tune the gathering of data and trip data for billing and reporting.
    Public events: Aug-Oct 2020, plan and share ways to increase ridership. We will provide information to existing ridership and mode of transit. We will create an online campaign.
    Measurement activities: Monthly reported, we will report on request and service times in addition to transf
    Progress reports: Quarterly progress reports
    Completion date: June 2021 We will provide a post survey and results for feedback collection.

12. *Project Budget.* Describe each project element and its cost details. These may include marketing, staff time, services, acquisition, incentives, etc.

    GOIN' software one time setup fee $4,999
    Project administration and technical support: $4,900 a month
    GOIN' licensee fee waived as in kind service.
    Convenience fee $.99 per ride and transactions fees, minimum of 2k rides a month, but any unused ride credits are applied forward.
    Medstar Demand Response service is $52.50 per hour.

Call center is $600 a week for 40 hours of service.

13. *Project Partners.* List any planned project partners (including sub-recipients and/or contractors), by name or by type. Describe the role of your project partners, if awarded.

Medstar Transportation - Ride provider and driver employer.
Transit agencies - We have talked to 6 transit agencies, each were very interested in being a partner. Pierce, Community, Everett, Yakima and Union gap and Selah.

Other Questions (No points)

14. *Scalability.* Describe how the project could proceed with more or less funding than the amount requested. How could the project scale?
After the initial startup, software configuration and awareness campaign the service and apps have shown to grow in user attrition without marketing. GOIN's app can also operate with our schedulers or dispatchers. Ride monitors are valuable to insure service areas and promote access and customer service equality.

Starting new areas just takes filling out an online registration and downloading the apps. There are videos and training to educate how to manage ride subsidies, promotions and services.

GOIN' provides an open API for mobility providers and we are working on several integrations for fare payments and integrations.

15. Fill in the appropriate milestone for your project (e.g., project start, various project elements, planning dates, completion date). In the last column, enter specific descriptions about the activity.

Milestone	Date	Activity
Project start	6/2020	Create the shared project tracker and timeline. Initiate the tasks and review them and add to them in a scheduled kick off meeting with partners. Initiate the GOIN' mobility platform and the apps for the service area and the incentive zones. Test the setup of app and call center messaging and standard operating procedures.
Provisioning of public service	7/2020	Two week test launch. Soft launch to get feedback, testimonials and pictures. Prepare this information for the marketing campaign.
Public events	summer / fall 2020	Provide rides to and during community events to transit. We will make a calendar of events and send out email and online awareness of GOIN' to transit.
Measurement activities	Monthly	We will provide billing logs every two weeks and it will include measurements of rides and performance. This will be reported at least monthly.
Progress reports	Quarterly	The quarterly progress report will include charts, overviews and plans.
Completion date	June 2021	There will be a final report with customer feedback about how it's affected their transit usage.

Financial Information

16. Complete the following information for this project.

Project Element	Budget
GOIN's setup of app and service labor	$4,999.00
Transportation services for real-time GPS, notifications and app $.99 per ride	$24,000.00
GOIN's support for technical, customer support and project management labor	$58,800.00
Medstar demand response service labor, est. 6,000 hours	$315,000.00
Incentives and subsidy	$10,000.00
Public education materials	$20,000.00
TOTAL PROJECTED COST	$529,799.00 with in kind match
Source of Local Match:	
Medstar training SOP creation and activation team and call center service	$50,000.00
GOIN's marketing and activation team	$25,000.00
GOIN's license	$25,000.00
LOCAL MATCH TOTAL	$100,000.00
LOCAL MATCH PERCENT	19%
GRANT REQUEST AMOUNT	$429,799.00

Application Authority

17. This application must be certified by someone authorized or delegated to sign contracts on behalf of your organization, such as General Manager or CEO. Applications submitted without the checkbox selected will be rejected by WSDOT and will not be considered for grant funding.

☒ I certify, to the best of my knowledge, that the information in this application is true and accurate.

Name	Title	Date
Justin Bergener	CEO	5/22/2020