

## Alternative Services Product Matrix – Internal Draft

	Service Name	Service Type	Current or new service?	Does Metro provide the vehicle?	What do customers need to get started?	User Cost	Flexible or Fixed Schedule?	What are the main benefits?	Target Audience	Annual Operating Cost to Metro per Project
RideShare KC Vehicle	<b>VanPool / metropool</b>	Commute	Current	Yes	5-15 riders 2 drivers 1 bookkeeper	Full-time members split the monthly fixed rate, based on operation costs.	Fixed	Direct connection to workplace. HOV lane. Maintenance and insurance included.	Commuters	<b>\$25-35,000</b>
RideShare KC Vehicle	<b>VanShare</b>	Commute	Current	Yes	5-15 riders 2 drivers 1 bookkeeper	Riders split \$185 monthly fare	Fixed	Connection from home to transit or from transit to work (last mile solution). Maintenance and insurance included.	Commuters	<b>\$25-35,000</b>
RideShare KC Vehicle	<b>TripPool</b>	Commute	New	Yes	2 drivers Smartphone access Credit Card	Metro ORCA fares	Drivers: Fixed Riders: Flexible	Flexible carpooling for variable schedules. On-demand connection between transit and home/work. Maintenance and insurance included. HOV lane.	Commuters. Park and Ride users.	<b>\$90-120,000</b>
RideShare Personal	<b>SchoolPool</b>	School Commute	Current	No	2+ families School/School District Participation	Parents self-organize to share vehicle costs and driving duties.	Semi-Fixed	Parents save time. Relieves traffic congestion and air quality around school zones, improving child health and safety. Includes active modes.	Parents of K-12 students	<b>\$10-30,000</b>
RideShare Personal	<b>Flexible Ridesharing</b>	Commute & Non-Commute	New (pilot)	No	Smartphone. Credit Card. Personal vehicle and insurance.	\$0.26/mile	Flexible	The benefits of carpooling with the flexibility to take trips “on-demand.”	Budget-conscious, tech-savvy Millennials	<b>\$100,000-\$150,000</b>
RideShare Personal	<b>Carpool Ridematching</b>	Commute & Non-Commute	Current	No	1 rider 1 driver Personal vehicle Access to Rideshareonline.com	100% of vehicle costs split between riders.	Flexible	Saves money with little additional effort.	Budget-conscious, committed drivers	<b>\$25-35,000</b>

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Paid Driver	<b>Community Shuttle</b>	Commute & Non-Commute	New	Yes	ORCA card or cash fare	Metro ORCA fares	Fixed schedule with some flexible service area.	Local connection to the nearest Transit Center.	Transit-riders in low-density areas	<b>\$160,000-\$300,000</b>
Taxi/TCN	<b>Public Guaranteed Ride Home</b>	Commute & Non-Commute	Current	n/a	Pre-registration	None but pre-registration is required.	Flexible	Complements other non-SOV modes by relieving customer anxiety.	Commuters in remote communities. Parents. Older youth.	<b>\$10,000-\$25,000</b>
Information Trip Planning	<b>Community Hub</b>	Non-Commute	New	Maybe	Nothing	N/A	Flexible	Centralized information resource for local transportation options. May include a Community Van, Bike Library, Carshare etc.	General public.	<b>\$5,000-20,000</b>
Volunteer Driver	<b>Community Van and Transportation Coordinator</b>	Non-Commute	New	Yes	1 volunteer driver 2 riders per trip	TBD	Flexible	Provides local group trips based on community needs.	Non-drivers with occasional travel needs outside Metro routes.	<b>\$80-100,000</b>
Rental Bikes	<b>Bike Library</b>	Non-Commute	New	TBD	Library Card	TBD	Flexible	Simple, flexible, and healthy.	Tourists and locals. Recreational and discretionary trips.	<b>\$20,000-\$35,000</b>