



## **City of Milpitas**

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### **Milpitas awarded over 1.08 million dollars to implement Milpitas OnDemand, an innovative and convenient micro-transit service**

Milpitas, CA – April 7, 2021 – FOR IMMEDIATE RELEASE

The City of Milpitas has been awarded \$1,084,732 in grant funding through the Santa Clara Valley Transportation Authority (VTA) 2016 Measure B Program to implement Milpitas OnDemand, a 12-month micro-transit pilot program to provide a first/last-mile transit solution with convenient connections to VTA bus, light rail and the Milpitas Transit Center.

At the April 5, 2022 meeting, the Milpitas City Council authorized the City Manager to execute a funding agreement with the Santa Clara Valley Transportation Authority (VTA) for the 2016 Measure B Innovative Transit Service Models Program. Additionally, the City Council adopted a resolution to approve and authorize the City Manager to execute an agreement with RideCo in a not-to-exceed amount of \$1,355,916 for Milpitas OnDemand.

Following approval of the 2016 Measure B ballot measure for a 30-year half-cent countywide sales tax, VTA established the 2016 Measure B Program and several program categories including Innovative Transit Service Models. The goal of this program category is to support affordable new innovative transit service models to address first/last-mile connections to transit and serve the vulnerable, underserved and transit-dependent population.

The City partnered with RideCo, a transportation consultant that specializes in micro-transit services, to submit a proposal for funding through the Innovative Transit Service Models Program to develop and implement Milpitas OnDemand. On March 4<sup>th</sup>, 2021, the VTA Board of Directors approved the recommended projects, including Milpitas OnDemand, and authorized the General Manager to execute the necessary agreements.

Milpitas OnDemand will offer an affordable service to Milpitas' commuters, including those not conveniently served today by transit, and significant vulnerable/transit-dependent population by supporting and complementing the Milpitas BART Station and VTA's existing bus and rail services. The program will combine the convenience of a ride-hailing service like Uber or Lyft with the capacity and affordability of a more traditional shuttle or vanpool service. Riders will be able

to request service through a mobile app and be picked up at one of many virtual locations throughout Milpitas and dropped off at one of four hubs, and vice versa. The local business community will benefit from the Milpitas OnDemand service as first mile/last mile connectivity is important to and from the Milpitas Transit Center and is a high priority for local employers. Employees utilizing public transit will benefit through increased productivity and general well-being and employers will also benefit through recruiting and retention of talent by using the Milpitas OnDemand system.

“We are excited about this partnership to provide creative solutions to local transportation needs,” said VTA General Manager and CEO Carolyn Gonot. “This kind of collaboration is just what we need to improve mobility throughout Santa Clara Valley.”

According to Mayor Rich Tran, “Milpitas OnDemand will provide an innovative mode of public transit, which will improve the experience of riders in our City and increase transit ridership. I am very excited to see all the great things that a next-generation transit technology can bring to the Milpitas community.”

Milpitas OnDemand will provide 12 hours of service per day, five days per week, through minivans with ADA access with maximum wait times between 10 and 15 minutes. The regular adult fare will be \$2.50 per ride but the City will offer a reduced fare of \$1.00 per ride for youth, disabled, and low-income populations.

The City anticipates launching the service this Summer and is excited about how it will transform the way Milpitas’ residents and workers travel through Milpitas. Although transit ridership is still building back after the pandemic across the country and in the Bay Area, the program will help position Milpitas overcome the challenge by offering a valuable service to the community.

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### **About the City of Milpitas**

Located at the southern end of San Francisco Bay, Milpitas is a progressive community that is an integral part of Silicon Valley. A full-service city with water utility, sewer utility, police and fire services, Milpitas celebrates a diverse population of 80,273. Under a Council-Manager form of government, the City Council has established the following seven priority areas of service and policy: public safety, environment, transportation and transit, economic development and job growth, neighborhoods and housing, community wellness and open space, and governance and administration. For more information, visit: [www.ci.milpitas.ca.gov](http://www.ci.milpitas.ca.gov)

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