



MagicBus

MagicBus partners with vanpool program managers and vehicle providers to bring digital and enhanced ride-matching, booking, and vanpool management experience to riders. Key features of the MagicBus platform include the ability for anyone to book empty seats in vanpools on an ad hoc or part-time basis, as well as crowdsource new routes. MagicBus is a Y Combinator startup based in Los Angeles.

Software Services

- Vanpool ride matching and booking app for riders
- Marketing campaign management
- Data dashboard for administrators

Website

- <https://magicbus.io/>

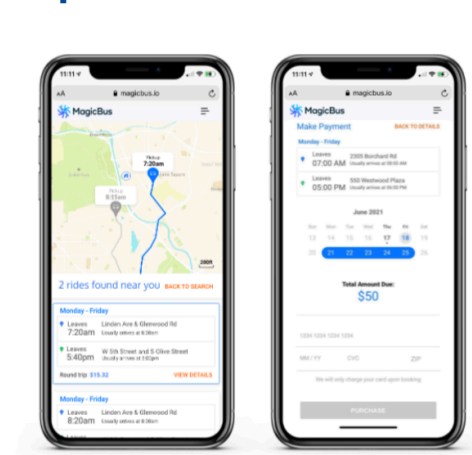
Contact

- Chris Upjohn, CEO/Co-Founder, chris@magicbus.io

References

- UCLA, CA
- Lionsgate Entertainment, CA
- NASA Jet Propulsion Lab, CA

Experience



MagicBus focuses on improving the efficiency and accessibility of vanpools, in particular for individuals with longer (30+ minutes one-way trips) commutes and without convenient public transportation alternatives. MagicBus has helped over 10,000 riders commute in vanpools and shuttles in the Los Angeles, Detroit, and Bay Area communities since 2016.

MagicBus's vanpool services help improve transportation equity for disadvantaged, low-income, rural, and tribal communities by providing a cost-effective, sustainable, and door-to-door transportation alternative that connects individuals in these communities to jobs in other rural or urban areas. MagicBus's near-term



priority is to provide flexible, dynamic vanpool services to individuals in communities of essential or blue-collar workers, given that they are less likely to work from home.

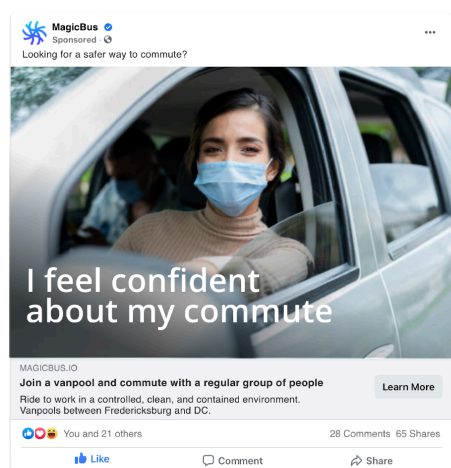
Services

MagicBus transforms the traditional vanpool experience by allowing riders to book rides on an ad hoc or part-time basis, therefore joining a vanpool when they need to, without long-term commitments. This opens vanpool services to people who need that flexibility, including many commuters who do not have consistent daily schedules, such as blue-collar shift workers and underserved communities that lack access to public transit or personal vehicles.

MagicBus provides a dynamic vanpool ride matching and booking platform, including:

- A Rider App to enable the ability for anyone to search, book, and pay for vanpool rides on an ad hoc or part-time basis. The Rider App also provides the ability for riders to suggest new vanpool routes.
- Management of marketing campaigns to increase the likelihood of a new rider booking the empty seats available in an existing vanpool. MagicBus can strategically place geo-targeted digital advertising on platforms like Facebook and Google to target content to users who have a commute route that matches the commute route of empty seats.
- A data dashboard that provides data reporting to vanpool program managers or vehicle providers.

Equity



Engagement

MagicBus allows the community to determine where new vanpool routes should be launched. If there is not an existing vanpool route serving the rider's needs, MagicBus provides the ability for the rider to suggest a new route. Once enough people suggest a similar route, MagicBus can then set up this group to a vanpool vehicle by working with the vanpool vehicle provider.

Language

The MagicBus Rider app is currently available in English. However, MagicBus can work with the voucher recipient partner to gather the language needs of the community and translate the app with a 2 month lead-time.

Smartphone Access: MagicBus offers a web browser app that riders can use to search for and book seats on a smartphone or computer, providing a reservation system for those without mobile devices.

Driver License

The vanpool driver will need a valid driver's license. Riders do not need a driver's license to ride in a vanpool.

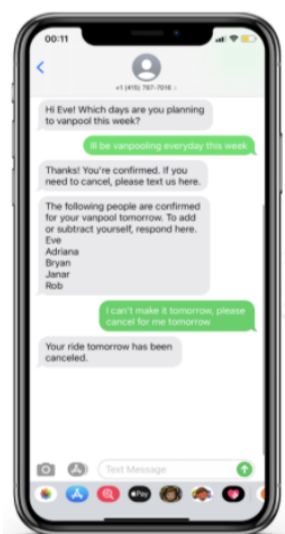
Accessibility

MagicBus can partner with vehicle providers who have ADA vehicles.

Financial

Cost

The CMO voucher will fund MagicBus's operating costs for the first two years. After the initial two years, MagicBus will charge the partner standard software-as-a-service (SaaS) fees (excluding marketing).



Pricing

MagicBus will work with operating partners to analyze and determine the right price (fare) for vanpool rides booked through the platform. MagicBus has a pricing formula, but it is flexible in adjusting pricing based on the community's requirements.

Revenue

MagicBus does not require any minimum revenue guarantees. MagicBus can consider two revenue-sharing models:

- Lower monthly SaaS fees + lower revenue share with partner
- Higher monthly SaaS fees + higher revenue share with partner

Financial Sustainability

MagicBus can work with partners to reduce operating costs and sustainably operate for at least 4 years. A key cost lever is the outreach and marketing spend. Traditionally, MagicBus places geo-targeted advertisements on platforms such as Facebook and Google. Should the customer acquisition cost of advertising on these platforms become too high, MagicBus will work with its partners to implement more creative grassroots marketing that may be less costly but still allows us to reach the right audience. For example, MagicBus can work with partners to conduct email or text outreach campaigns, host community events, host events with large employers in the

area, mail physical flyers, and place physical signage on public spaces in the community.

Data



Data collected through the MagicBus platform will be owned by MagicBus (including empty seats inventory, attendance, bookings, searches, signups, etc.). MagicBus will not sell rights to the data to any third parties who are not partners in the project.

MagicBus uses Amazon Web Services (AWS) to encrypt, manage, and store data in compliance with the Data Storage and Security requirements.

MagicBus will work with partners to determine the right data to share for the purposes of evaluating performance, reporting, and other needs from the partner. MagicBus can transfer all relevant project records to CARB or its designee at the end of the three-year window as described in the CMO Implementation Manual.