Microtransit: An overview on pilot projects and lessons learned

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Creating a multi-modal transportation system for all
SUMC’s Work

Implementation and Pilots
• FTA MOD Sandbox Innovation & Knowledge Accelerator
• MOD On-Ramp: Business Plans for Pilots in Six Cities
• California Air Resources Board Pilots
• Shared Mobility Action Plans

Applied Research
• TCRP: Impacts of TNCs on Transit
• MTC (Bay Area) Study on Strategic Carsharing Expansion
• Study of European Shared Mobility Best Practices

Convene the public and private sectors through Workshops and annual National Shared Mobility Summit

MOD Learning Center
• Policy database
• Case Studies, White Papers, Webinars
MOD On-Ramp Program
Microtransit Pilots
What is Microtransit?

App-enabled private multi-passenger transportation services that serve passengers using dynamically generated routes, and may expect passengers to make their way to and from common pick-up or drop-off points (TCRP 188).
What can be microtransit used for?

• First/Last Mile connection to transit
• Provide flexible routes in low density areas
• Complement or replace fixed bus route (route/service optimization)
• Complement, replace, improve paratransit service (reduce cost, on-demand service)
• Provide a public transit alternative to TNCs service
• Provide premium service
Microtransit: Why?

• Why are you considering microtransit?

• What are the problems you are looking to address?

• Is microtransit the right solution?

What are the goals for your project:

• Ridership?

• Coverage?

• Accessibility?

• Flexibility?

• Market competition?

• Service pilot and data gathering?
# How? Business Models / Partnerships

**Agency owned and operated**

**Public-Private Partnerships**

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<th>Vehicles</th>
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Service Design Considerations

- Procurement
- Vehicles
- Drivers
- Software
- Call Center
- App
- Webpage
- Branding
Service Design Considerations

- Service area
- Fleet
- Service duration
- Budget

Project goals!
Accessibility & Equity

- Wheelchair accessible vehicle (WAV)
- Trained drivers
- Call center option for people without smartphones
- Interpreter services at call center
- Integrated fares, free transfers, reduced fare programs
Communications & Equity

- Know the communications channels used by the targeted demographics
- Outreach through community based organizations
- Diversity of languages in service app and marketing materials
- Ethnic media ads
An option within a mobility ecosystem
Microtransit cases
Microtransit cases
Microtransit cases
MOD Learning Center

Case Study: Lone Tree Link: a Last-Mile Leader

Author: Shared-Use Mobility Center

The Lone Tree Link is a free shuttle that addresses the first mile/last mile (FMLM) issue for a quickly growing Denver suburb at the end of the light rail system. The shuttle is part of what SUMC has termed (in a forthcoming TCRP Report) “consortium sponsored services.” This service is neither, as the term implies, wholly sponsored by a single entity, such as the Silicon Valley companies that run the “tech buses,” nor is it purely “commercial” like microtransit. Instead, the consortium-sponsored shuttles are the product of public-private partnerships (P3s) that usually solve last mile issues in lower density areas such as in Lone Tree, Colorado. Although they are open to the public with a few exceptions they are free to all users. The P3 arrangements are attractive to the companies because they provide a solution to either transportation demand management (TDM) requirements or employee demand for alternatives to single-occupancy vehicle (SOV) commutes. This service is then an amenity that they often receive at a significant discount. The arrangement is attractive to jurisdictions that provide funding and/or operating assistance for the shuttles for some of the same reasons—they hope to save any hardships of TDM requirements—as well as inducing ridership on existing transit lines and fulfilling clean air requirements...

Case Study: Wheels2U Microtransit Service: Providing Mobility in Options in a Growing Downtown

Author: Shared-Use Mobility Center & Todd Hansen, Texas A&M Transportation Institute

The Norwalk Transit District Wheels2U microtransit service is an example of a public-private partnership that has successfully built a wide base of support to increase mobility options within its downtown and several adjacent neighborhoods. On-demand shuttles were available to city residents during the initial six-month pilot, beginning September 2018, via Transloch Microtransit mobile app. The app enables riders to request and monitor their stop by stop locations within the designated service area and offers navigation for drivers. Wheels2U runs using off peak Norwalk Transit District paratransit vehicles from 5 PM to 10 AM Thursday, Friday, and Saturday and from 12 PM to 5 PM on Sundays. After announcing extensions of the pilot to August 2019, in March 2019 Norwalk Transit District issued an RFP to make the service permanent. On June 21, 2019 they announced their intent to permit Via Mobility, LLC to continue the service on a permanent basis starting September 2019. This case study looks at how the Norwalk Transit District was able to create, brand, and build support through marketing for a new mobility option in its downtown and several adjacent neighborhoods.

To read more, register for an account or sign in.
Defining Success

- Passenger Metrics
- Service operational metrics
- Program metrics
- Transit metrics
- Mobility, Accessibility and Equity Metrics
Thank you!

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