



Source: Nice Ride



Source: HOURCAR

## Metro Transit – Microtransit Development



Source: Lime



Source: Nice Ride

# Shared Mobility Strategy



# What does Shared Mobility mean for transit agencies?

## Services compete with transit

- Efficiency and safety of transit operations: congestion, curb access
- Transit ridership loss

## Labor market issues

- Bus operators and other transit jobs
- TNC wages and working conditions

## ADA concerns

- Bikes/scooters littering the ROW
- Accessible services are not always available (e.g. Uber with wheelchair ramp)

## Equity of access to modes and destinations

- Ability, income, geography, technology use

## Private sector/TNC partnerships

## Information sharing, data privacy

# Our First Moves

1. Implement a microtransit pilot
2. Work with communities and stakeholders to define transportation challenges
3. Invest in mobility hubs
4. Maximize travel options through shared mobility and TDM
5. Establish Data Privacy and sharing standards
6. Develop long-range plans for fare collection systems and customer information tools
7. Education and collaboration



# Investment Priorities = Focusing the Goal

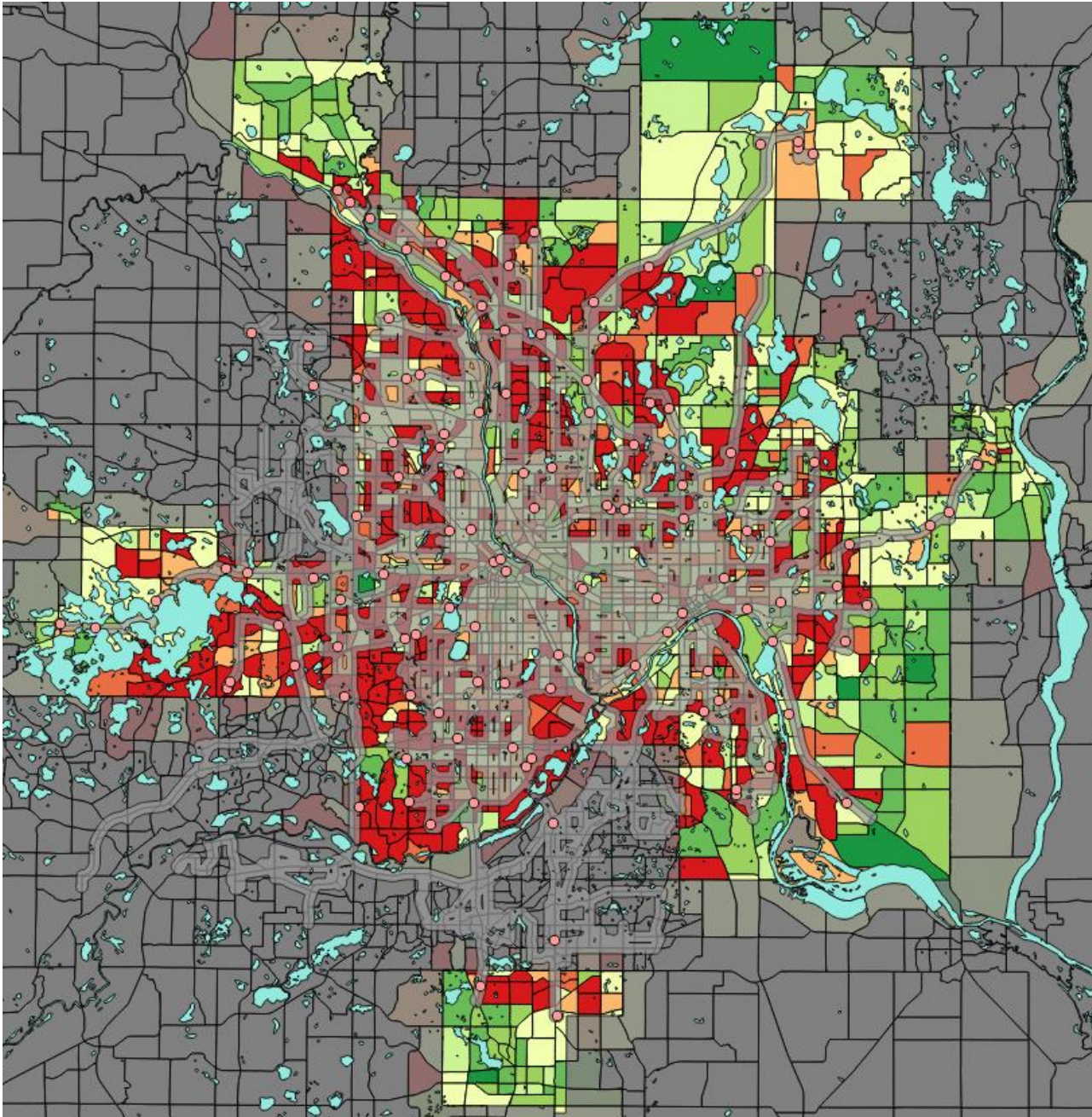
1. Invest shared mobility services in areas close to connected to high level transit service and integrate with other providers (0-2 miles)
2. Increase mobility choices especially for low-income areas, communities of color, people with disabilities, and in low density, high needs area
3. Incorporate shared mobility where land use supports high density places with frequent service and/or transit-oriented development (TOD) investments

## Current Projects – Microtransit Pilot

- Timeline for 2020 launch underdevelopment
- Service approach: point-to-point solution v. first/last mile
- Strategies
  - Use a consistent data-driven approach to identify areas to identify potential pilot sites and areas with high transportation needs
  - Make communications and education plans key deliverables of shared mobility pilots
  - Allow flexibility in contracting, planning, and procurement processes to test short term solutions

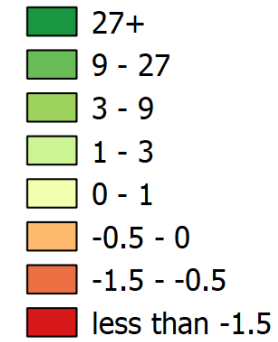
# Microtransit Pilot Approach

1. Ensure all parties agree on project goals
2. Protect fixed-route service
3. Community engagement/Let community define the problem
4. Change your expectations around ridership
5. Build a strong communications and marketing presence
6. Plan for analysis and evaluation throughout the project



## FMLM Microtransit with timed transfers: Advantage over Current Transit Network

Time saved per day  
(in work weeks):



- Transfer Stops
- ▬ Frequent routes with 400m buffer



**Select View**

- Car Trips\* per Transit Trip
- Transit Trips
- Car Trips\*
- Population
- Jobs (LEHD data)
- Zero Vehicle Households
- Non-White %
- Under \$20K %
- No HS Diploma %
- Kids %

**Which Census Blocks**

- All
- Within 2 Miles of High Freq Transit

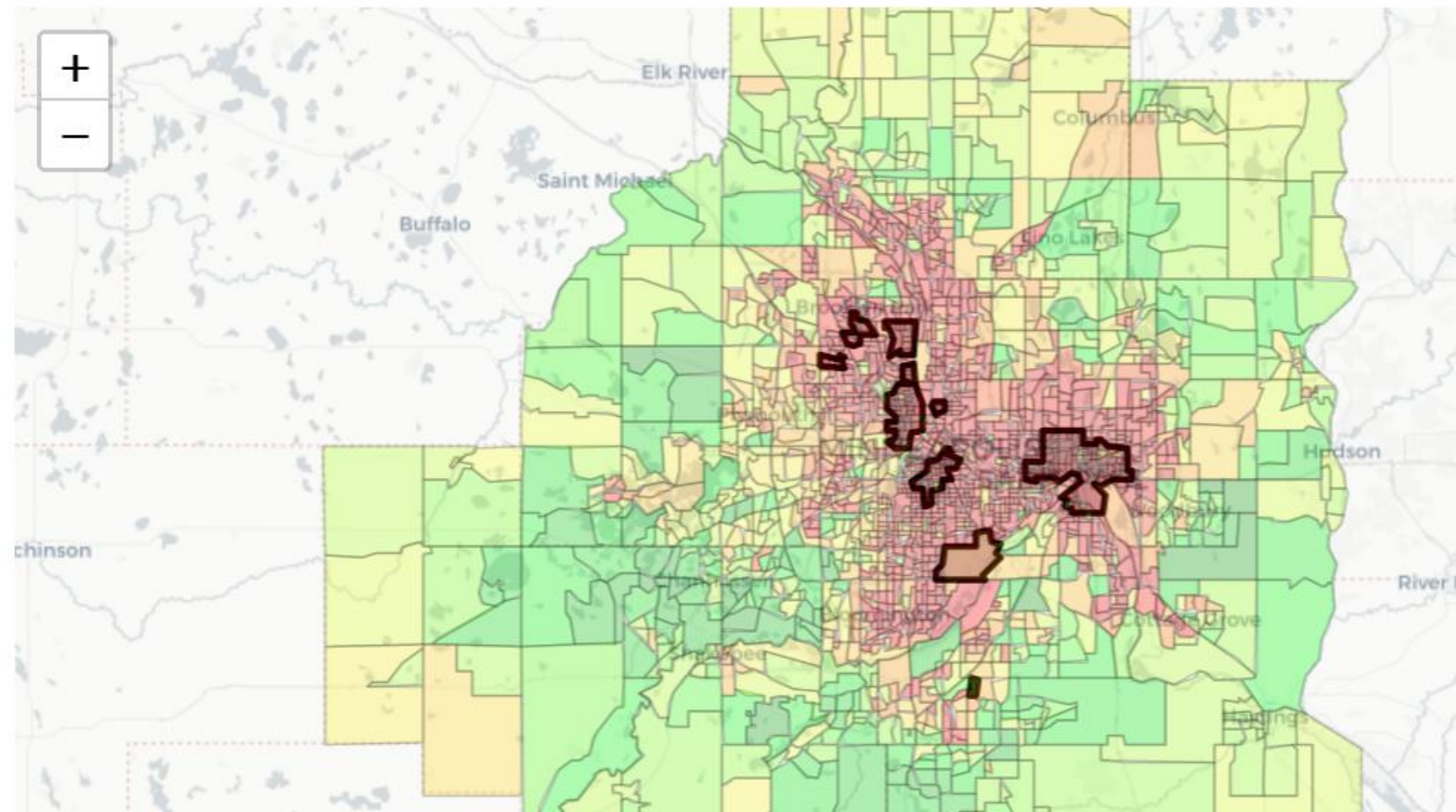
**Show 2 Mile High Freq Boundry**

- No
- Yes

**Show ACP 50 areas**

# Micro-Mobility Pilot Analysis

Transit Service Combined with StreetLight Data



# Denver RTD Microtransit Service Areas

- FMLM is driven by job density, while point-to-point is driven by population density as well
- FMLM zones are smaller than those for point-to-point
- FMLM service generates more passengers per in-service hour than point-to-point service

Denver Regional Transportation District: Call-n-Ride Performance in 2013

Service Model	Number of Vehicles (peak, offpeak)	People per sq.mi.	People and jobs per sq.mi.	Area (sq.mi)	Passengers per in-service hour	Transfer rate to fixed route
FMLM	1	2643	4794	6.8	4.1	67%
	2,1	1502	9030	1.8	7.4	95%
	3,1	1810	13378	2.2	7.8	98%
	Overall:	2256	6729	5.0	5.4	78%
Point-to-Point	1	4212	5759	9.6	3.0	-
	2	576	2352	10.0	3.6	-
	3,2	2573	2843	30.0	3.7	-
	Overall:	3626	5056	11.1	3.2	-

Source: Becker et al. (2013). Metropolitan Transit Agency's Experience Operating General-Public Demand-Responsive Transit. TRR. <https://doi.org/10.3141/2352-16>.



Thank you!