

Microtransit: An overview on pilot projects and lessons learned



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SHARED-USE
MOBILITY CENTER



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

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



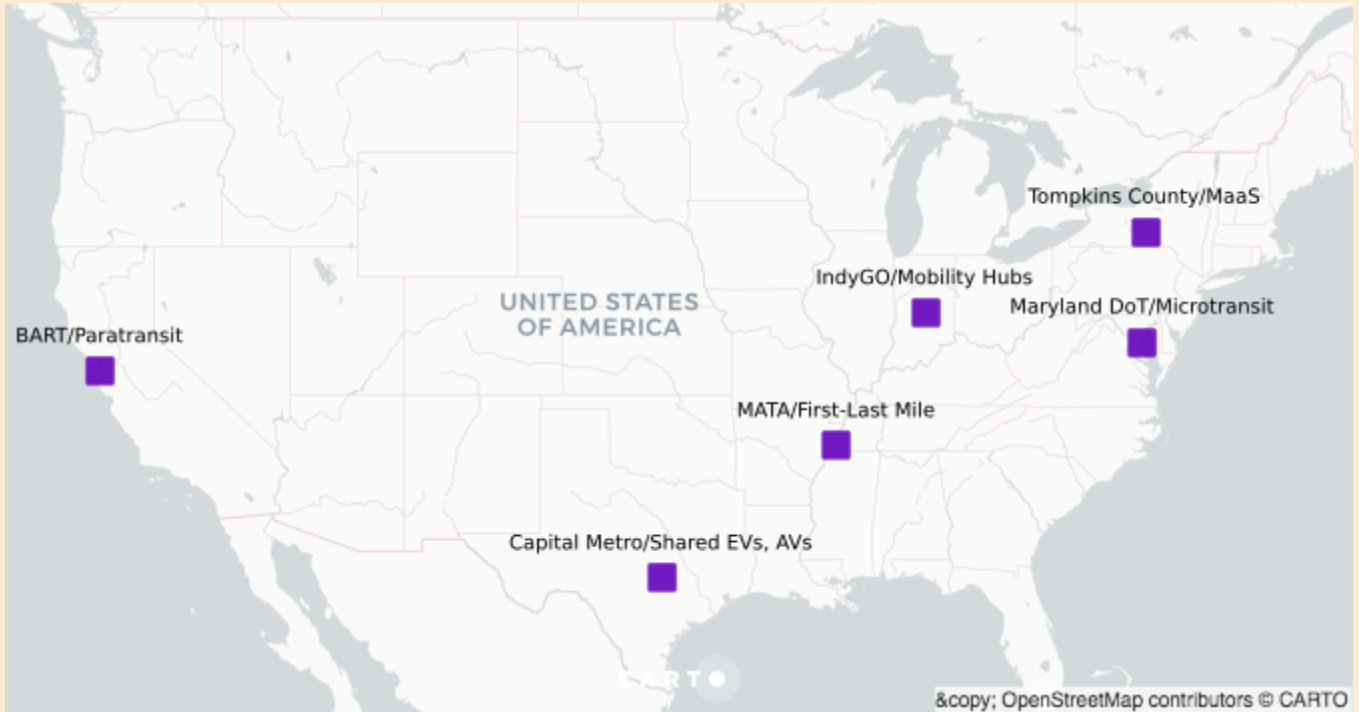
Applied Research

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

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



How? Business Models / Partnerships

Agency owned and operated

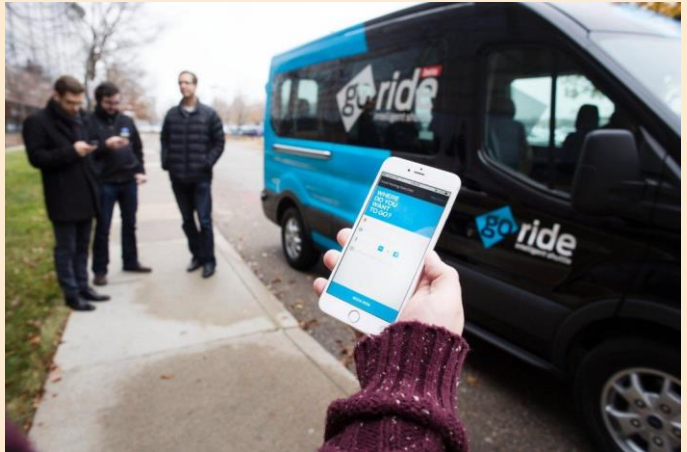
Public-Private Partnerships

Vehicles	Operators	Software
Public	Public	Private
Public	Non-Profit	Private
Public	Private	Private
Private	Private	Private

Private operator

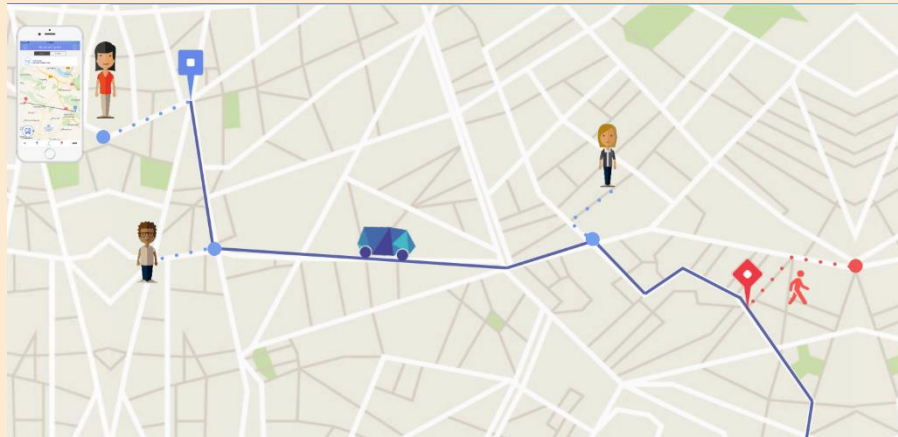
Service Design Considerations

- Procurement
- Vehicles
- Drivers
- Software
- Call Center
- App
- Webpage
- Branding

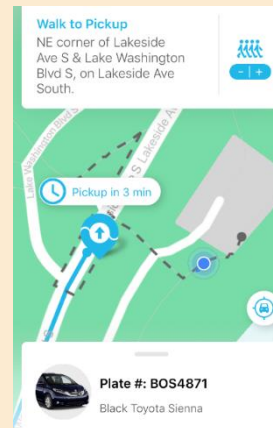


Service Design Considerations

- 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

不論您是要上班、上學還是回家,您可使用Via to Transit,只需短程的隨需共乘服務往返附近的Link輕軌車站

付款方式

Via to Transit的價格與Metro公車相同,適用標準Metro車資。

成人 (19歲及以上)	\$2.75
ORCA LIFT持卡人 (符合收入資格)	\$1.50
青少年 (6-18歲)	\$1.50
RHIF持卡人 (包括長者、Medicare受益人、身障人士)	\$1.00

使用ORCA卡支付車資。乘客可以轉乘Via to Transit和公車,無須支付額外車資。

在Via to Transit和Link輕軌之間轉乘時,持有ORCA羅士公交卡的乘客無須支付額外車資。如果使用ORCA電子錢包或區域公交卡,乘客轉乘Link輕軌可能需要支付差額。

恕不接受信用卡和現金車資和轉乘票,接受Transit Go行動車票 (Metro公車)。

請在 kingcounty.gov/metro/via-to-transit/zh 查詢詳情,或致電206-258-7739 垂詢[Chinese]。

Via to Transit是為期一年的先導計劃。



Interpreters: 206-258-7739
Interpreters: 206-258-7739
King County METRO
Sound Transit
City of Seattle

An option within a mobility ecosystem



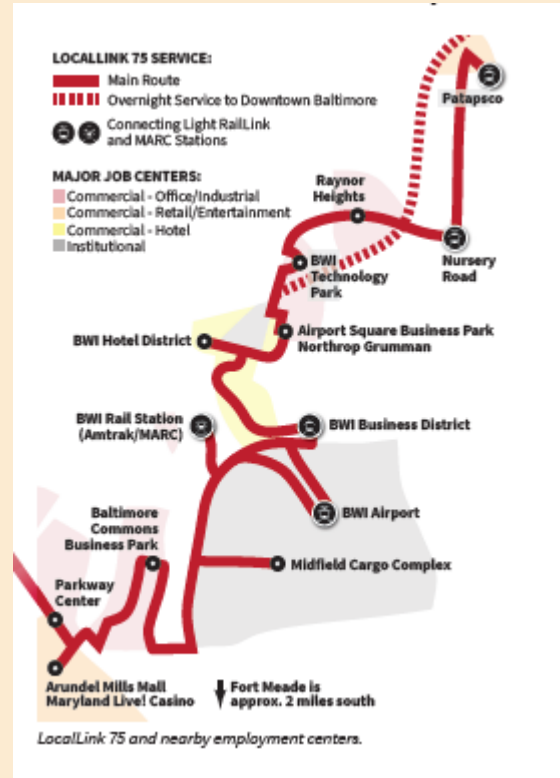
Microtransit cases



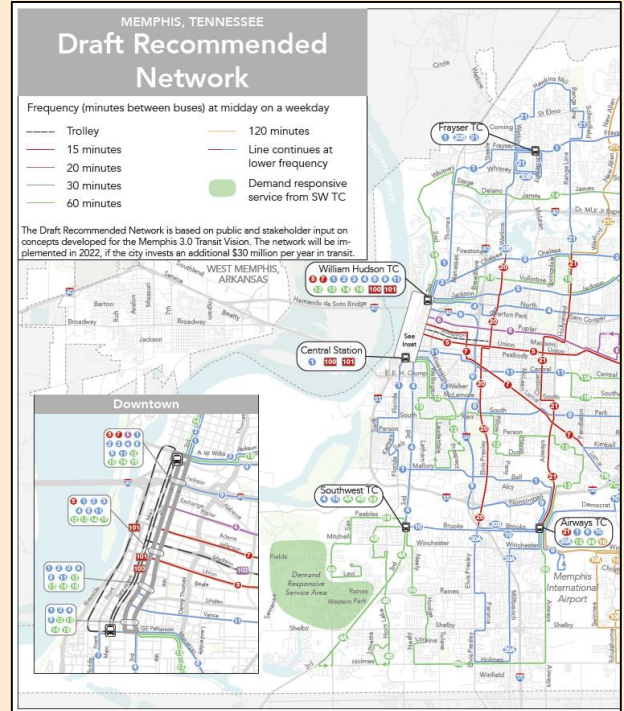
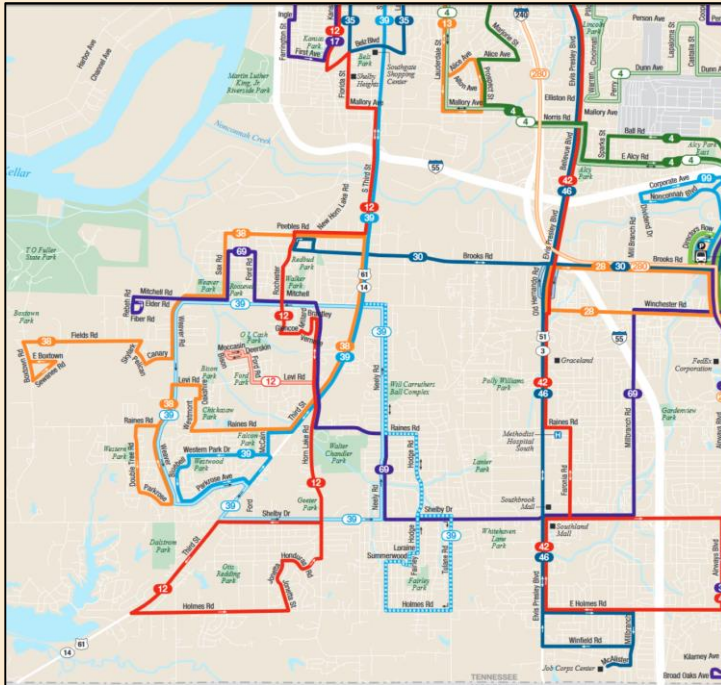
VIA TO TRANSIT – SE Seattle Service Areas
Monday–Saturday: 5 a.m. – 1 a.m. | Sunday: 6 a.m. – midnight



Microtransit cases



Microtransit cases



MOD Learning Center



METRO PROFILES DEFINITIONS EMISSIONS CALCULATOR ABOUT SUMC LOGIN

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 TCPR Report) "consortium sponsored services." This service is neither, as the name 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 (P3) 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. The 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 ease any burdens of TDM requirements—as well as inducing ridership on existing transit lines and fulfilling clean air requirements...



Lone Tree Link Shuttles (Courtesy Lone Tree Link)

In This Case Study

- [Overview](#)
- [Operator's](#)
- [Future Plans](#)
- [References](#)



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Case Study: *UPDATED* The City of Arlington, TX and Via MOD P3 RFP and Contract Process

Author: Shared-Use Mobility Center

The city of Arlington, Texas issued a Request for Proposals (RFP) on August 2, 2017 for qualified mobility service and technology providers to assist with and develop a demand responsive rideshare service pilot project. Proposals were due on August 31 and were then followed by a short list of candidates that were interviewed, if needed. The RFP process was closed on September 14, 2017...

To read more, [register for an account](#) or [sign in](#).



Arlington, TX



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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 successfully built a wide base of support to increase mobility options within its downtown and several adjacent neighborhoods. Free on-demand rides were available to city residents during the initial six-month pilot, beginning September 2018, via TransLoc's Microtransit mobile app. The app enables riders to request and monitor their trip to/from 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 12 AM Thursday, Friday, and Saturday, and from 12 PM to 9 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](#).



Credit: Norwalk Transit District

In This Case Study

- [Overview](#)
- [History of the Program](#)
- [Program Goals](#)
- [Program Outcomes](#)
- [Program Operations and Marketing](#)
- [Budget and Planning](#)
- [Accessibility](#)
- [Challenges and Lessons](#)
- [Future Plans](#)
- [Conclusion](#)
- [References](#)

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Defining Success

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

Thank you!



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