

A photograph of a woman and a young boy looking at a brochure together. The woman is wearing a black beanie with yellow floral decorations and a grey jacket. The boy is wearing a yellow vest over a grey sweater with a black animal print. The background is a blurred interior, possibly a train or bus. The image has a warm orange glow on the left and a teal overlay on the right.

Twin Cities Shared Mobility Collaborative

November 14, 2019

REASONS MVTA IMPLEMENTED MICROTRANSIT

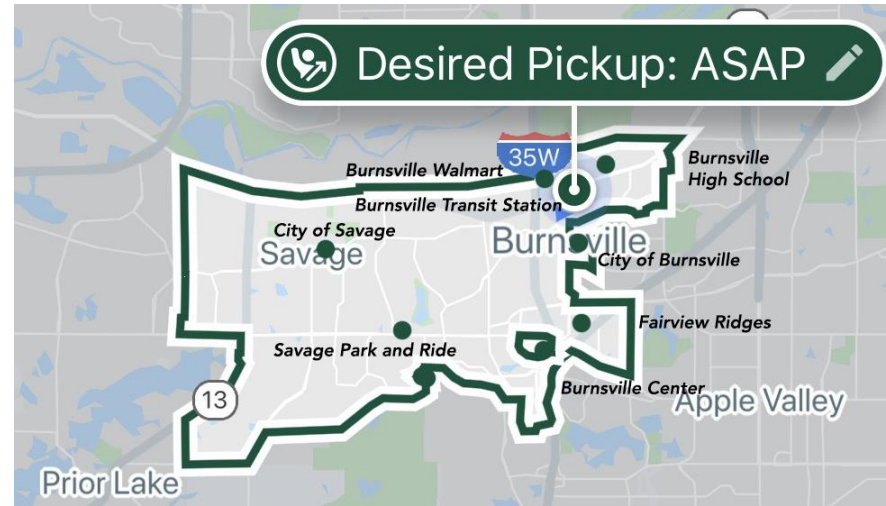
1. **Increase Access to Transit** – We had a Suburban area with limited local transit Options.
2. **Providing Transit to underserved regions** – Parts of Savage had no access to Transit.
3. **Access to Employment** – A Number of large employers in Scott County.
4. **Replacing Underperforming Fixed Route** – We have a Flex Route that wasn't meeting the needs of the Community.

Other Factors Agencies may consider

- Modifying Outdated Dail-A-Ride systems
- Off-Peak Service (Nights or Weekends)

SERVICE SUMMARY

- MVTA partnered with TransLoc to pilot Micro Transit service in Savage & Western Burnsville
- Launched June 3, 2019
- Expands service available to existing flex route riders (Route 421)
- Increases zone of curb-to-curb service
- Hours of service 6 a.m. to 7 p.m. weekdays
- Service area of 22.8 sq. mi.
- Connections to higher frequency local and express services at Burnsville Transit Station and Burnsville Center



Differentiate Service – Own Branding

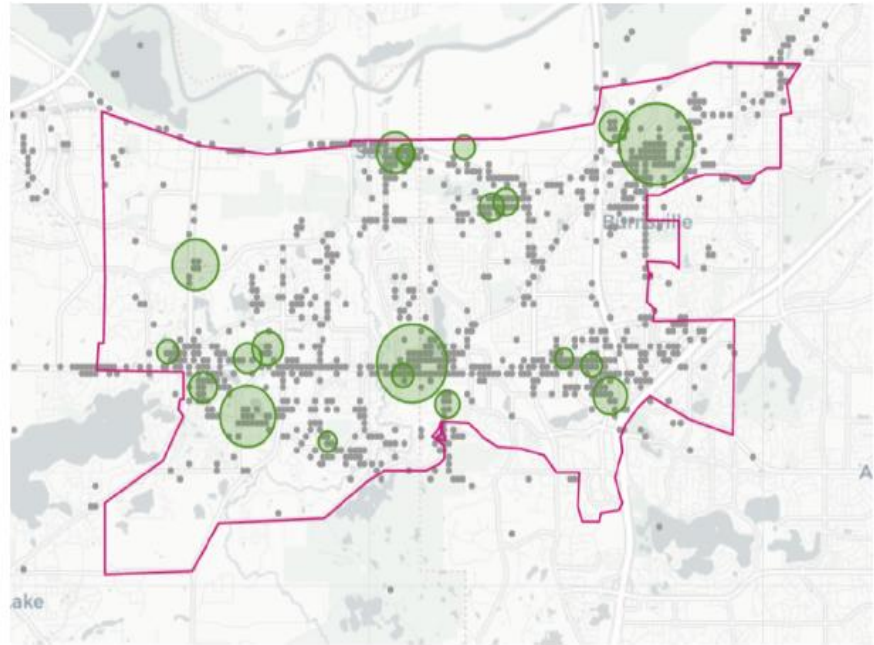
- **Connect Webpage**
- **Connect Logo**
- **Connect Bus Wraps**
- **Connect APP – TransLoc**
- **Connect Value Statement** - MVTA Connect delivers flexibility, value and more options for riders in the south metro to access the MVTA system of dedicated routes.



PERFORMANCE OVERVIEW

Popular Trip Locations

1. Burnsville Transit Station - 26%
2. Savage Park & Ride - 24%
3. 6900 block of S Park Drive - 14%

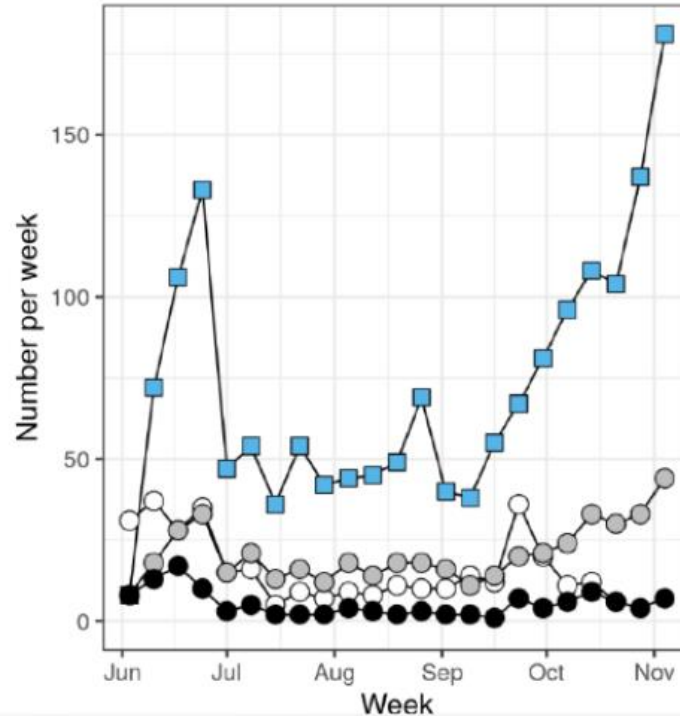


PERFORMANCE OVERVIEW

Ridership



This graph shows a 29% increase in ridership for Month of November.



key

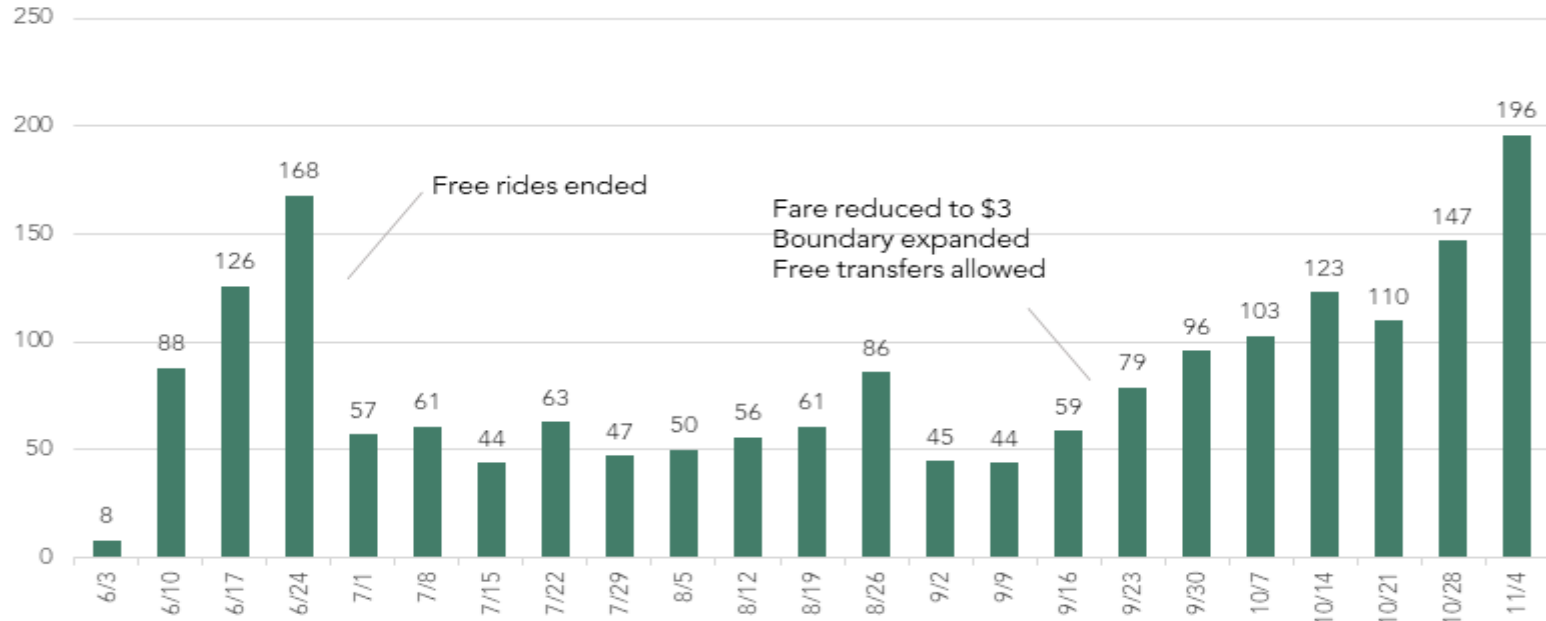
- Completed rides
- New app/web users
- New booking riders
- Unique booking riders

Completed Rides: Rides booked (not including no-shows and cancellations)

New Riders: Names that the system has never seen before

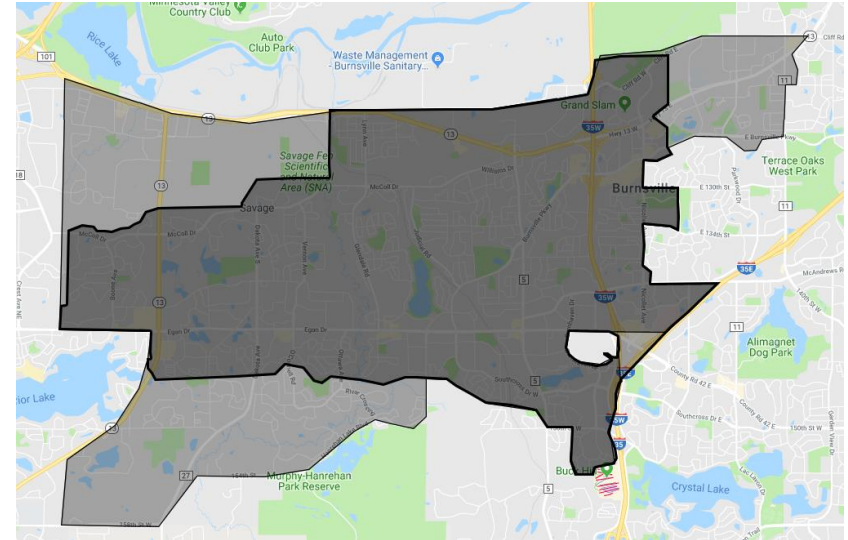
Unique Riders: Riders distinct to that specific week.

MVTA Connect - Weekly Ridership Totals



Key Performance Metrics to increase ridership

- Surveyed Existing and Riders that downloaded app but never booked a trip.
 - Price & Service Area Barriers
- Fare reduced \$4 to \$3
- Free Transfer from Fixed Route
- Boundary expanded
- Marketing expanded
 - Savage utility bill insert
 - Social media strategy



BURNSVILLE TRANSIT STATION

We got this.®

