Microtransit Public-Private Partnerships

Sharon Feigon, Executive Director
Sharon@sharedusemobilitycenter.org
**HOUSEKEEPING**

Keep these three points in mind during the webinar:

1. Session will be recorded & posted to our website.

2. See link below and in chat box for live transcribing: https://tinyurl.com/microtransit

3. Submit questions in the Q&A panel.
Presenters

Sharon Feigon, Executive Director, Shared-Use Mobility Center

Andrei Greenawalt, Head of Public Policy, Via

Nicole Freedman, Director of Transportation Planning, Newton, MA

Alvaro Villagran, Program Manager, Shared-Use Mobility Center

Casey Gifford, Innovative Mobility Project Manager, King County Metro

John Spears, Project Coordinator, Grand Rapids, MI

Brian Brooke, Deputy Director of Innovation and Performance, Sound Transit

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Agenda

• Microtransit overview by SUMC
• Introducing Via
• First/last mile on-demand transit in Seattle, WA
• On-demand transit for seniors in Newton, MA
• Paratransit on-demand in Grand Rapids, MI
• Full public transit replacement with on-demand in Arlington, TX
SHARED-USE MOBILITY CENTER

Creating a multimodal transportation system that works for all.
SUMC’s Vision
Our 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
- Co-Administrator Clean Mobility Options
- 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

Learning Center
- Policy database
- Case Studies, White Papers, Webinars

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

Next Shared Mobility Summit
March 17th to 20th, 2020
Shared Mobility Growing
Microtransit
Microtransit Definition

“Microtransit is a privately or publicly operated, technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing”.

Source: SAE J3163™, Taxonomy and Definitions for Terms Related to Shared Mobility and Enabling Technologies
Types of Partnerships

Different companies provide all or some of the services involved in a microtransit P3. More information is available on our MOD Learning Center.

- Software only
- Provide vehicles and software
- Provide operators and software
- Turnkey
PARTNERSHIP KEY CONSIDERATIONS

- Vehicle Acquisition
- Drivers & Staff
- Booking, Routing, and Dispatching Software
- App, Website, Call Center
- Community Engagement
- Management Overhead (agency staff hours)
- Insurance
- Data Sharing
- Branding
- Marketing
Needs Assessment

Identifying partners & service area is a key component of the project design:

- Identifying needs and opportunities
- Analyze origin-destination patterns and connections with transit
- Identify key markets & job centers
- Review service levels (travel time, wait time, availability, reliability)
Microtransit Vehicle Examples

The type of vehicle varies based on the demand of the service area.

- SmaRT Ride | Sacramento, CA
- Paratransit Van
- Ford GoRide | Detroit, MI
- Passenger Van
- Via to Transit | Seattle, WA
- Van
Fare Structures & Fare Payment Methods

FARE STRUCTURES
• Free rides during pilot period
• Similar fare than regular bus service
• Flat fee per ride
• Peak hours and non-peak fare
• Adult / children fare
• Bundled fares

FARE PAYMENT METHODS
• Credit card/smartphone/online
• Local convenience or grocery pre-paid credit cards
• Transit card integration
Performance Metrics

- Ridership
- Accessibility/equity
- Cost efficiency
- Customer satisfaction
- Enhanced existing service
- Expanded service zone
THANK YOU

sharedusemobilitycenter.org
Andrei Greenawalt
Head of Public Policy, Via
We face major transportation challenges in the United States

In U.S. metropolitan areas, only 25% of low- and middle-skill jobs are accessible by public transit within 90 mins (Brookings)
On-demand, dynamic shuttle networks: efficient, affordable, accessible transit

**Traditional Bus Systems**
- Fixed bus stops that sometimes require transfers or long walks
- Often unpredictable wait times
- Large vehicles
- Fixed routes that can’t adjust to traffic

**Via: On-Demand Public Transit**
- Corner-to-corner trips with same quality of service throughout whole zone
- Dynamic routes adapt to real-time traffic + demand
- Includes wheelchair-accessible vehicles, solutions for unbanked, call dispatch option
The world’s first on-demand transit system operating at scale on a global basis

Rides completed
60mm+

Global deployments
80+

Funding
$450mm
Via’s technology complements transit operations with diverse use cases

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<tr>
<th>First/Last mile</th>
<th>Seniors</th>
<th>Paratransit</th>
<th>Full Network/ Coverage</th>
<th>School Buses</th>
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<tr>
<td>Seattle, WA</td>
<td>Newton, MA</td>
<td>Grand Rapids, MI</td>
<td>Arlington, TX</td>
<td>New York, NY</td>
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<td>First/last mile connection to 5 light rail stations in the Seattle area; integrated into the ORCA fare payment system</td>
<td>New on-demand microtransit service targeted specifically at seniors</td>
<td>Provides on-demand paratransit service to qualifying passengers and their assistants in the metro area</td>
<td>Successful on-demand service replaced the city’s previous fixed route bus network</td>
<td>Route optimization &amp; GPS tracking for parents and students in NYC</td>
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Casey Gifford
Innovative Mobility Project Manager, King County Metro

Brian Brooke
Deputy Director of Innovation and Performance, Sound Transit

Seattle-Area First/Last Mile On-Demand
Project Overview

• First and last mile shared ride service connecting with transit

• 12-month pilot

• Project impetus: FTA Mobility on Demand Sandbox Grant

• Project partners: King County Metro, Sound Transit, City of Seattle, Via
Pilot Goals

• Improve mobility by expanding access to transit.

• Test how to develop a partnership with a private sector mobility company, integrating TNC services with existing transit services.

• Broaden TNC access to a wider audience, including populations without smartphones, those who need wheelchair accessible vehicles, unbanked populations, and populations with limited English proficiency.

• Inform best-practices and FTA guidance for public-private partnerships.
How to Ride

1. Download the Via app

2. Book an on-demand ride with the app or call 206-258-7739

3. Ride and connect to buses and Link light rail at Mount Baker, Columbia City, Othello, Rainier Beach, and Tukwila International Boulevard Stations
How does it work?

- **Walk** up to 5 minutes
- **Get picked up** within 10-15 minutes
- **Take a shared ride**
- **One end of trip must be Link light rail station**
- **Payment options** include ORCA cards, Transit GO mobile ticket, or credit/debit card in-app
- **Integrated fares**, free transfer to buses and light rail w/ORCA
Equity & Accessibility

- Wheelchair accessible vehicle (WAV) option
- Call center option for people without smartphones
- Reduced fare programs accepted with ORCA payment
- Integrated fares, free transfer to buses and light rail
Equity & Accessibility

- **Service areas**
- **Diversity of languages** in marketing materials
- **Ethnic media** ads
- Outreach through **community based organizations** to promote service, build feedback loop
- **Interpreter services** for call center
By the Numbers

- 91,000 rides to date
- 292 WAV rides to date
- Nearly 800 rides/day and growing
- 7.7 minute wait
- 3.9 rides/vehicle/hour
- 4.7 star rating
- More than half of rides are shared
- 4% of requests through call center
- 30% of ORCA users are reduced fare
Takeaways

1. **Data sharing** needed for robust evaluation.
2. **Fare integration** is critical to success.
3. **Equity and accessibility** (WAV, translated materials, call center) is critical to ensuring access.
4. **Contiguous service areas** lead to higher efficiency.
Thank you!

Casey Gifford  
Innovative Mobility Project Manager  
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Brian Brooke  
Deputy Director of  
Innovation & Performance  
Sound Transit  
brian.brooke@soundtransit.org

kingcounty.gov/metro/via-to-transit
Improve traffic on Washington Street in response to requests for:

- Reduced speeds
- Improved safety
- Enhanced crossings

- Contract with taxi
- Turnkey ops
- 25,000 trips/year
- Medical, Social & Shopping trips
- $13/trip (subsidized)
- 72 hr reservations
Jayne Colino

“If I could only spend money on one thing it would be transportation. It is the key vehicle for community engagement”
Jayne Colino

"If I could only spend money on one thing it would be transportation. Transportation is the key vehicle for community engagement."
VISION

Enable seniors to **age-in-place, car-free** while maintaining their quality of life.
## ASPIRATIONAL RFP

### WISH LIST

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<th>Turnkey system</th>
<th>Friendly, familiar trained drivers</th>
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<td>Dedicated project manager</td>
<td>Low entry &amp; WAV</td>
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<td>Electric/hybrid technology</td>
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<td>Real-time bookings or reservations</td>
<td>Full access to data</td>
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<td>Geofenced locations</td>
<td>Shared trips</td>
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<td>Automated subsidy system</td>
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<td>Phone and app customer service</td>
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GREAT RESPONSE

- Veteran’s Taxi
- RoundTrip Patient Transportation
- Transcare
- Lyft
- Via
On-Demand
Micro-transit
Shared Trips

Dynamic Routing
i.e. Pop-Up Transit
SERVICE

- 18 sq. miles with key some stops outside zone
- M-F, 8 a.m. to 5 p.m.; Weekends 9-12P
- $.50- $5 per trips
- Vans and WAVE
- Curb-to-curb and door-to-door service
- High-touch support
- Staff receive senior sensitivity training, speak slowly and repeat instructions as needed

“This gives you some freedom. This will be perfect for [Newton seniors]. They're older, and they need help getting out. And [this service now means] they will have a way to do that.

– Phyllis Chmara, NewMo Rider
The Numbers

- 13 weeks of service
- 4,740 rides
- >1063 onboarded

- 12.8 minute ETA
- 12.5 minutes per ride
- 29% shared trips
- 80% pickups on time
CHALLENGES

Onboarding/Set-up
• Onboard with launch
• Locations

Senior Specific
• Phone
• Vehicle

Technology
• No preschedule
• “High demand error”

Scale
• System sensitive
• % Completion rate
### CHALLENGES

**Onboarding/Set up**
- Hand-holding
- locations

**Senior Specific**
- Phone
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Implement "traffic calming" to Washington Street in response to requests for:

- Reduced speeds
- Improved safety
- Enhanced crossings
- Senior Center partnership
- RFP research and outreach
- Vendor partner
CONCLUSION

LESSONS LEARNED/TAKEAWAYS

- Transition is hard
  - Expect complaints
  - Onboard early

- Know senior needs
  - Low-entry vehicle
  - Phone service critical

- Find right system for your city
  - Options exist
Thank you
John Spears
Project Coordinator,
Grand Rapids, MI

Paratransit On-Demand
Grand Rapids, Michigan
MICHIGAN MOBILITY CHALLENGE

“Funding projects that use new technology and innovative service models.”
Easy To Learn

Easy To Ride
PILOT GOALS

- Regular Ridership
- Returning Clients

Over a 6 Month Period
Customer Response

- Independence
- Familiar Services
- Affordable
- Door to Door
- Large Service Area

Hi, we’re Rapid On Demand!
We make getting around your city affordable, easy & efficient.
Ann Foss

Ann Foss, Principal Planner, Office of Strategic Initiatives, Arlington, TX

Public Transit Replacement with On-Demand
Arlington Context

Located in Dallas-Fort Worth Metroplex

- 50th largest city in U.S.
- 388,825 total population
- 99 square miles
- 16 miles from north to south
- $53,326 median income
- 14 million visitors annually
- 45,000 UTA students
- 20,000 TCC students

No traditional public transit
Arlington On-Demand Rideshare Overview

December 11, 2017 – Service Launched

Major Expansions:
• January 2018
• September 2018
• June 2019

One-year contract with up to 4 one-year renewals
• Currently in our second year
• Next major expansion planned January 2020

First to use FTA formula funds for rideshare service
Arlington On-Demand Rideshare Service Details

Service Operating Hours:
• Monday – Friday 6am – 9pm
• Saturday 9am – 9pm

Service Area:
• Covers 26% of City
• 132,000 residents
• 85,000 jobs

15 branded Mercedes vans + contract vehicles

Accessibility
• Local phone number for dial-in booking
• Pre-paid credit cards accepted for payment
• Wheelchair accessible vehicles on platform

$3 per person per ride; $15 weekly passes
Arlington On-Demand Rideshare Service Performance

240,000+ rides provided
23,500+ accounts created
700: average rides per weekday
450: average rides per Saturday
Over 70% of rides are shared
97% customer satisfaction rating
Rides to all portions of the service area
Rider surveys reveal wide demographic and socio-economic variety
Arlington On-Demand Rideshare Service

Contact:
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Thank You!

Questions?