



SHARED-USE  
MOBILITY CENTER

# Microtransit Public- Private Partnerships

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## 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



Alvaro Villagran,  
Program  
Manager, Shared-  
Use Mobility  
Center



Andrei  
Greenawalt, Head  
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Via



Casey Gifford,  
Innovative  
Mobility Project  
Manager, King  
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Brian Brooke,  
Deputy Director  
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Nicole Freedman,  
Director of  
Transportation  
Planning, Newton,  
MA



John Spears,  
Project  
Coordinator,  
Grand Rapids, MI



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

# Agenda

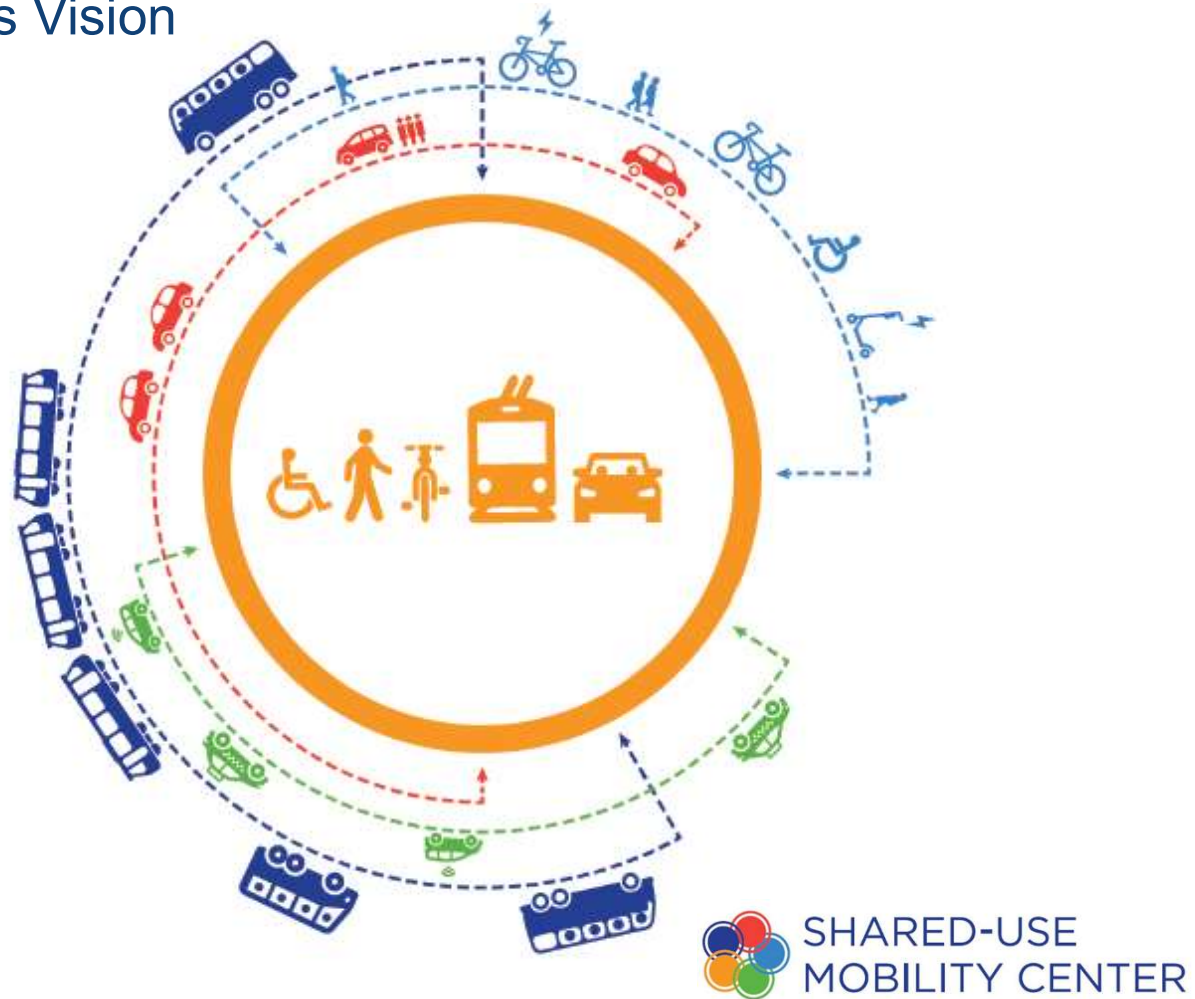
- Microtransit overview by SUMC
- Introducing Via
- First/last mile on-demand transit in Seattle, WA
- On-demand transit for seniors in Newton, MA
- Paratransit on-demand in Grand Rapids, MI
- Full public transit replacement with on-demand in Arlington, TX

# SHARED-USE MOBILITY CENTER

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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

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

Next Shared Mobility Summit  
March 17<sup>th</sup> to 20<sup>th</sup>, 2020

## 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

# Shared Mobility Growing



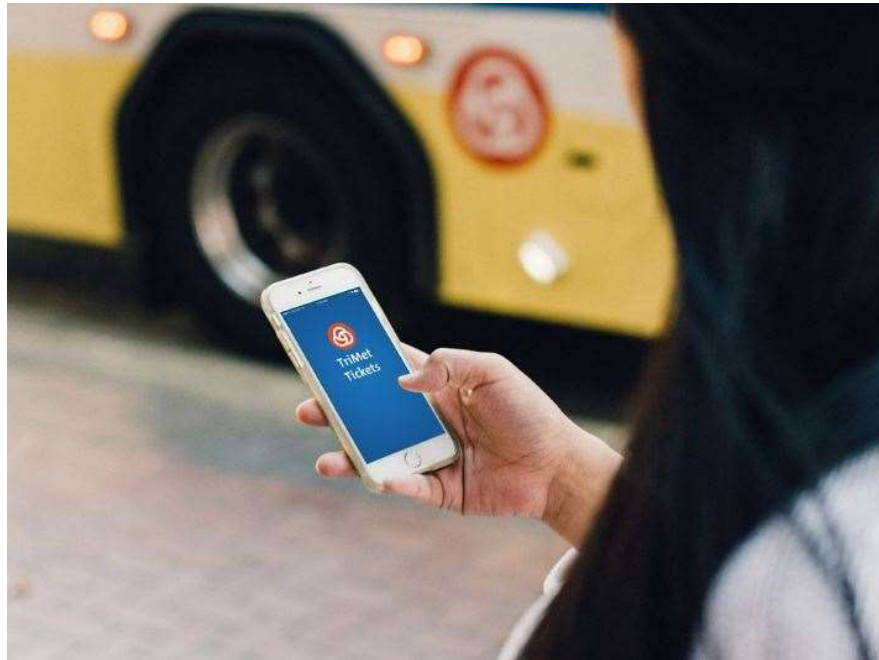


# Microtransit

# Microtransit Definition

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"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".

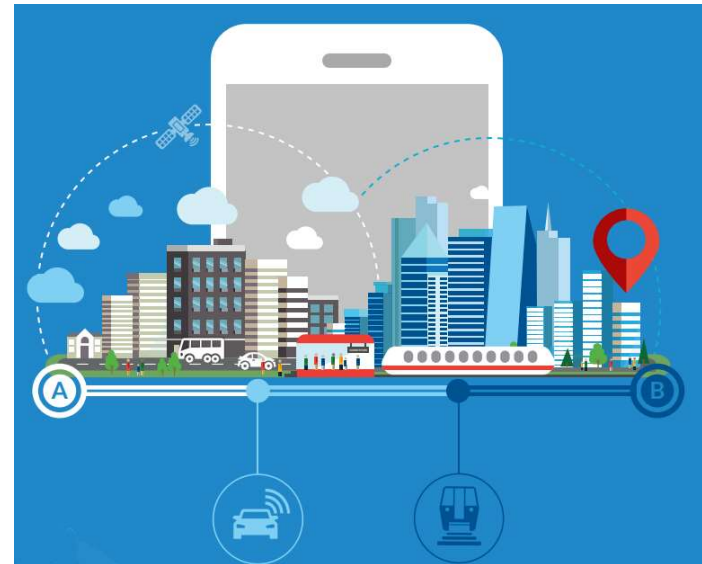


[Source: SAE J3163™, Taxonomy and Definitions for Terms Related to Shared Mobility and Enabling Technologies](#)

# 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

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Vehicle Acquisition



Drivers & Staff



Booking, Routing, and  
Dispatching Software



App, Website, Call Center



Community Engagement



Management Overhead  
(agency staff hours)



Insurance



Data Sharing



Branding

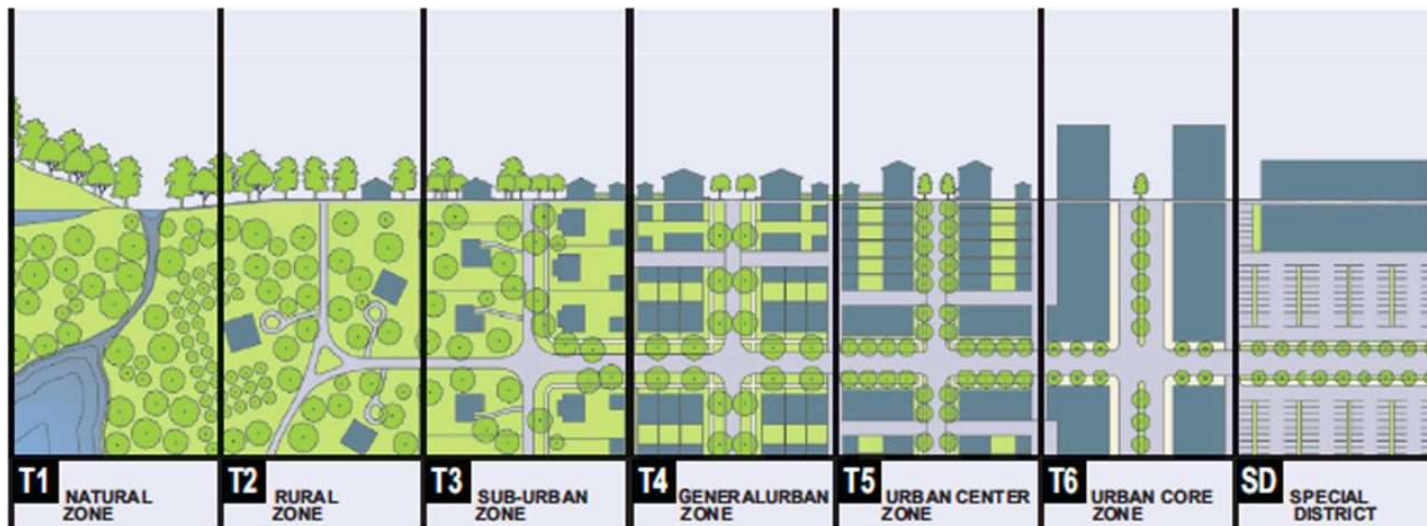


Marketing

# 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

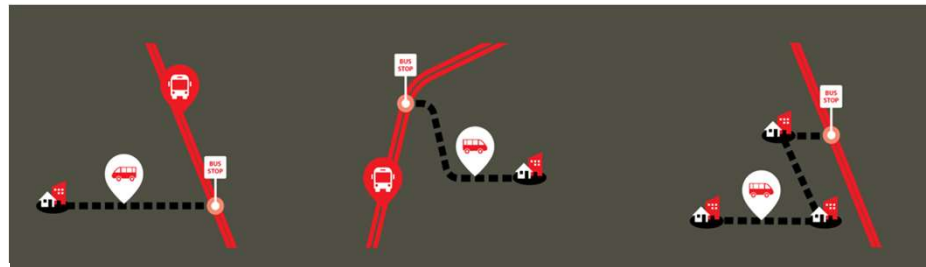
# Fare Structures & Fare Payment Methods

## 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](http://sharedusemobilitycenter.org)



Andrei  
Greenawalt

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Head of Public Policy,  
Via

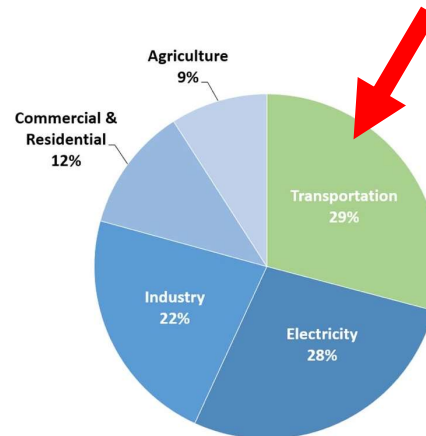
# We face major transportation challenges in the United States



## Congestion + Overloaded Infrastructure



## GHG Emissions



## Economic + Social Mobility

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

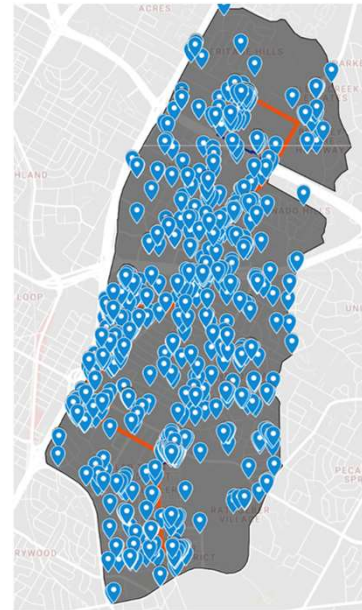
## Traditional Bus Systems

- 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**



\*Launching soon

## Via's technology complements transit operations with diverse use cases

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



## Casey Gifford

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Innovative Mobility Project  
Manager, King County  
Metro



## Brian Brooke

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Deputy Director of  
Innovation and  
Performance, Sound  
Transit







# 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

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
BRFP持卡人 (註冊長者、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羅主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)。

MOUNT BAKER, COLUMBIA CITY  
OTHELLO/RAINIER BEACH車站

**VIA TO TRANSIT**  
下載手機APP, 輕鬆訂車

請在  
[kingcounty.gov/metro/via-to-transit/zh](http://kingcounty.gov/metro/via-to-transit/zh)  
查詢詳情, 或致電206-258-7739  
並說「Chinese」。

Via to Transit是為期一年的先導計劃。

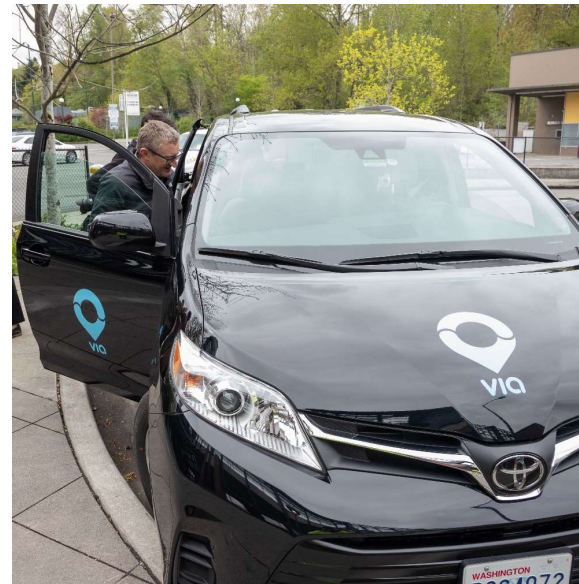
King County METRO  
SOUND TRANSIT  
City of Seattle

Interpreter - 206-258-7739  
Interpreter 電話 206-258-7739  
翻譯員 電話 206-258-7739

- **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

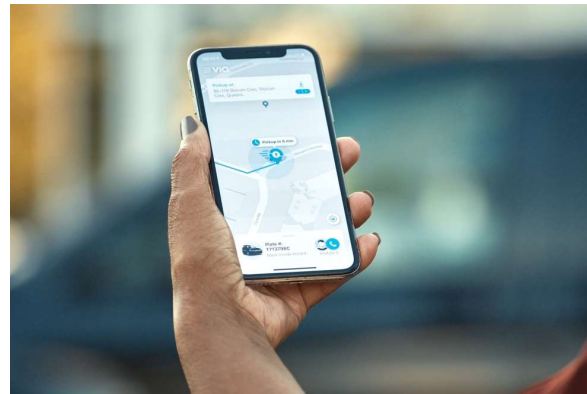
- 91,000 rides to date
- 292 WAV rides to date
- Nearly 800 rides/day and growing
- 7.7 minute wait
- 3.9 rides/vehicle/hour
- 4.7 star rating
- More than half of rides are shared
- 4% of requests through call center
- 30% of ORCA users are reduced fare





# Takeaways

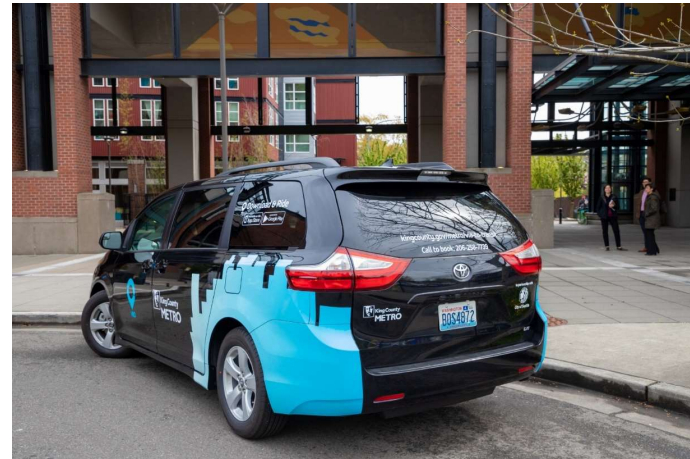
1. **Data sharing** needed for robust evaluation.
2. **Fare integration** is critical to success.
3. **Equity and accessibility** (WAV, translated materials, call center) is critical to ensuring access.
4. **Contiguous service areas** lead to higher efficiency.



# Thank you!

Casey Gifford  
Innovative Mobility Project Manager  
King County Metro  
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Brian Brooke  
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[kingcounty.gov/metro/via-to-transit](https://kingcounty.gov/metro/via-to-transit)



Nicole Freedman

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Director of  
Transportation Planning,  
Newton, MA



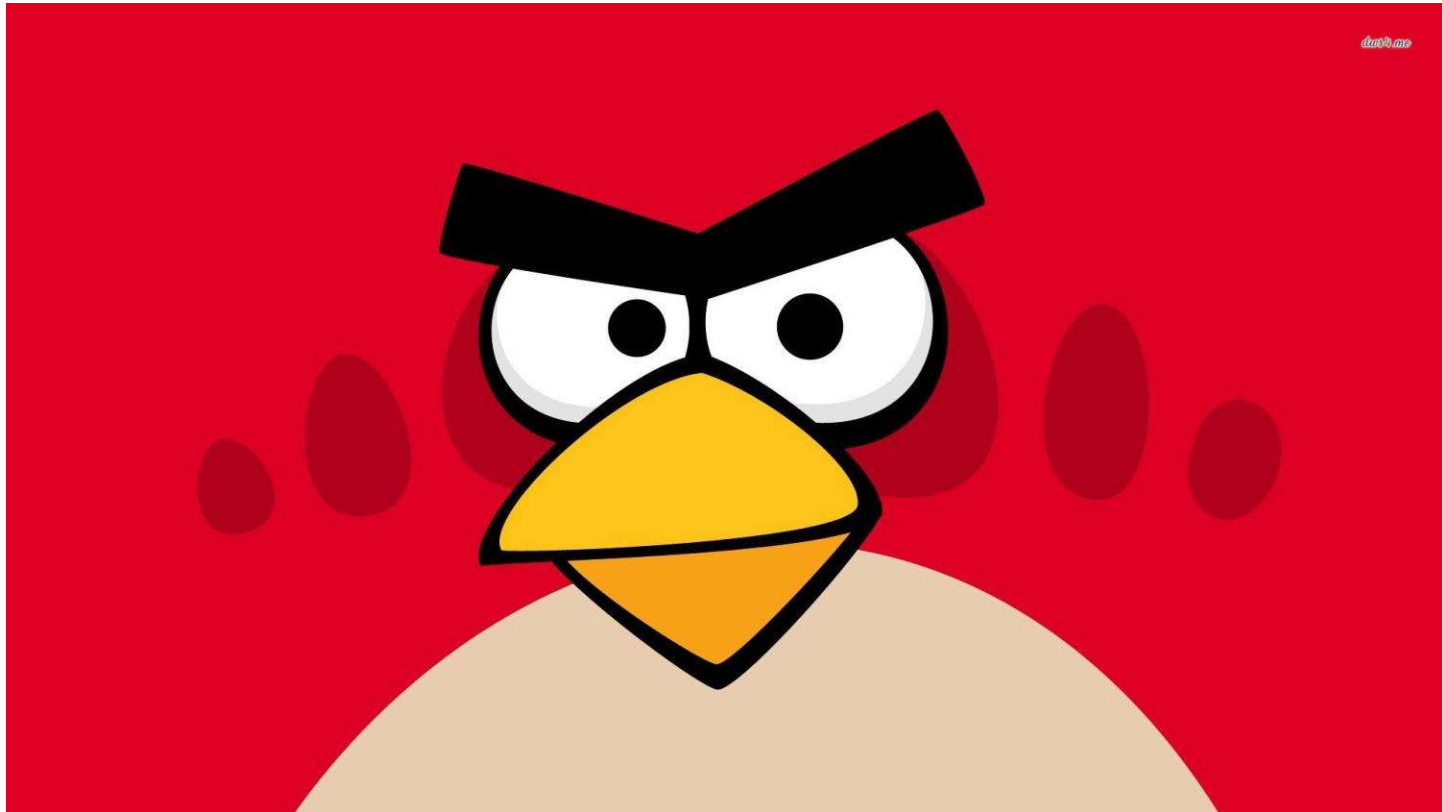
## BACKGROUND

- 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”





# VISION

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



# ASPIRATIONAL RFP

## WISH LIST

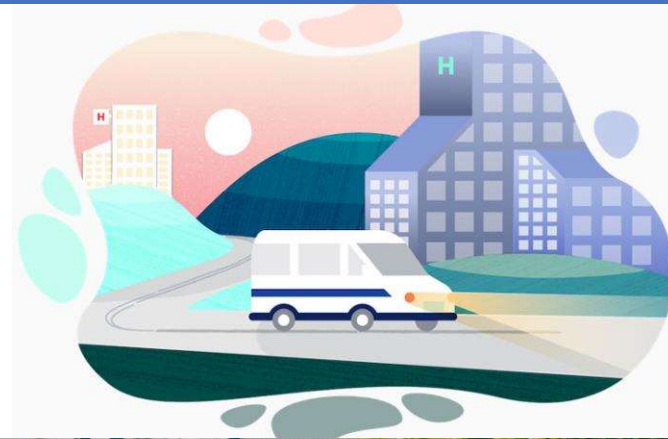
- Turnkey system
- Dedicated project manager
- State-of-the-art technology
- Real-time bookings or reservations
- Geofenced locations
- Automated subsidy system
- Phone and app customer service
- 24/7/365
- Friendly, familiar trained drivers
- Low entry & WAV
- Branded vehicles
- Shared trips
- Electric/hybrid technology
- Full access to data





# GREAT RESPONSE

- Veteran's Taxi
- RoundTrip Patient Transportation
- Transcare
- Lyft
- Via



On-Demand

Dynamic Routing

Micro-transit

i.e. Pop-Up Transit

Shared Trips



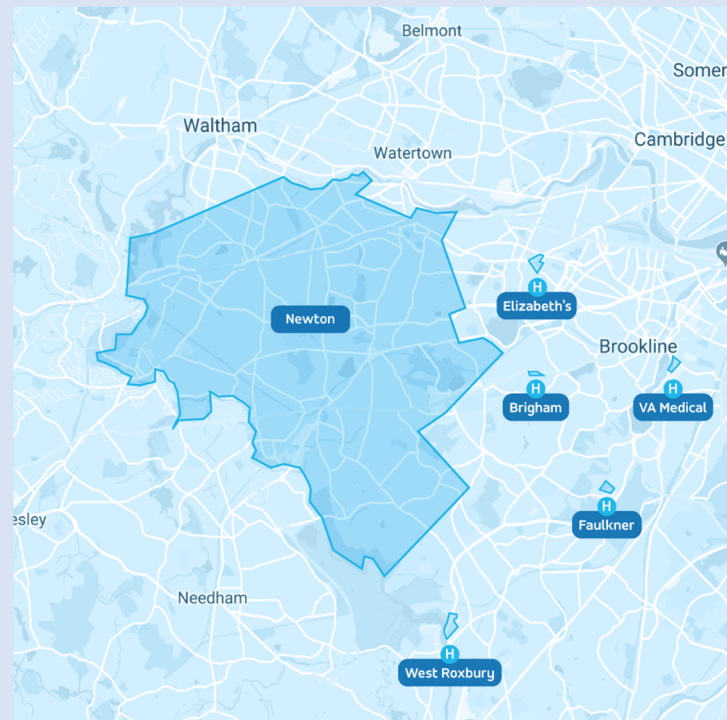
# SERVICE

- 18 sq. miles with key 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
- Vehicle

## Technology

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# CHALLENGES

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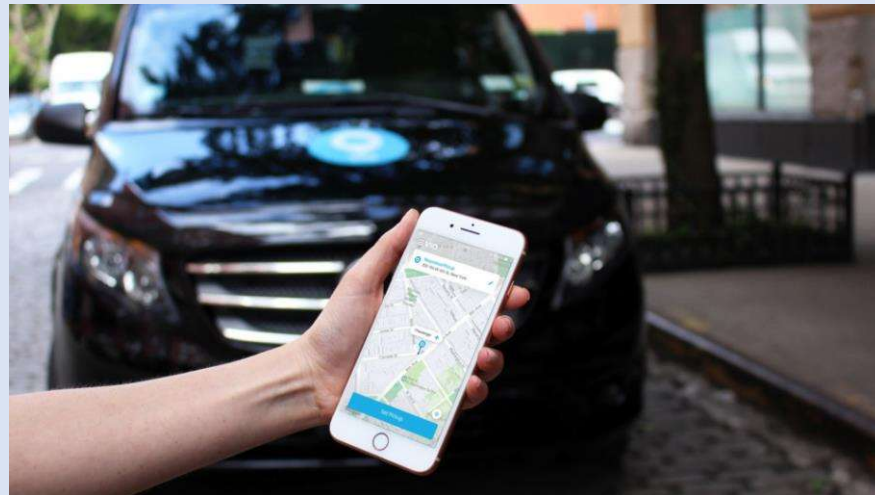
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# CHALLENGES

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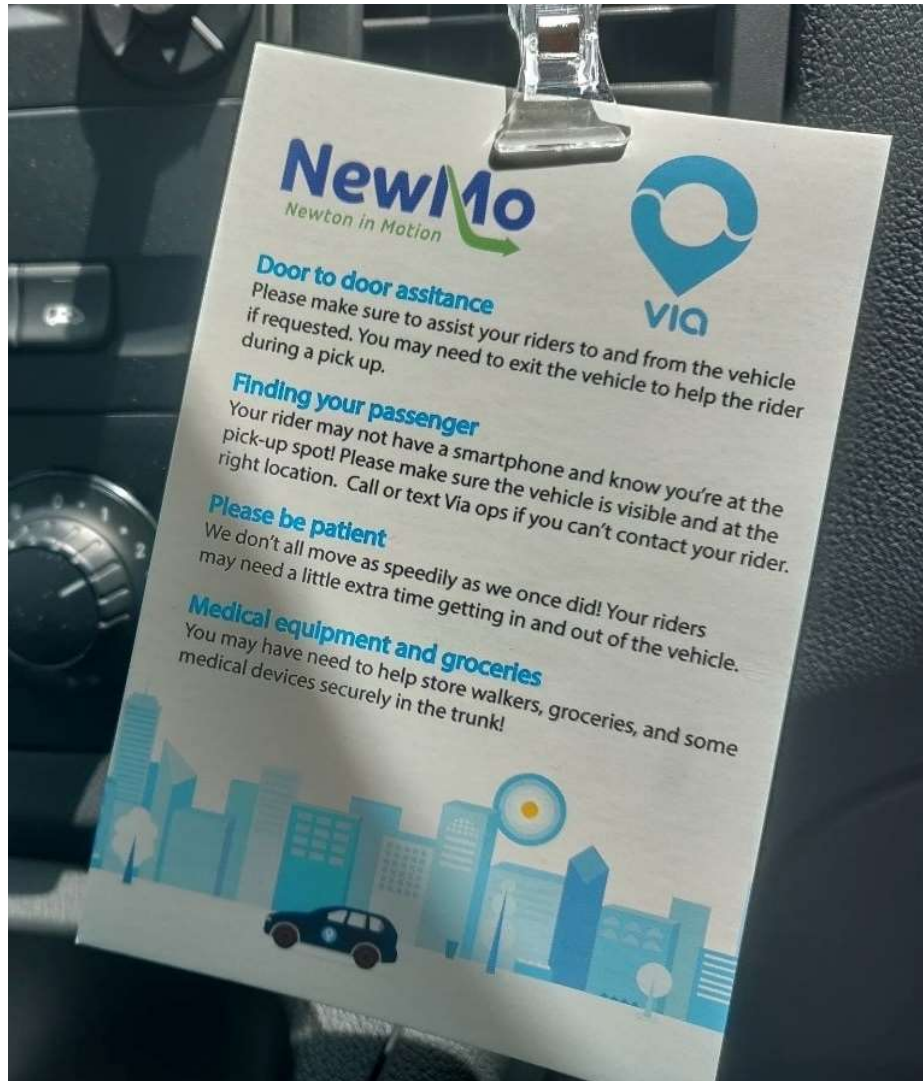
- No preschedule
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## Scale

- System sensitive
- % Completion rate







## SUCCESS FACTORS

- Senior Center partnership
- RFP research and outreach
- Vendor partner

# CONCLUSION

## LESSONS LEARNED/ TAKEAWAYS

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- 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

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Nicole Freedman  
City of Newton  
Director of Transportation Planning  
(617) 879-8148  
[Nfreedman@newtonma.gov](mailto:Nfreedman@newtonma.gov)



John Spears

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Project Coordinator,  
Grand Rapids, MI



*THE* **RAPID**

Grand Rapids, Michigan

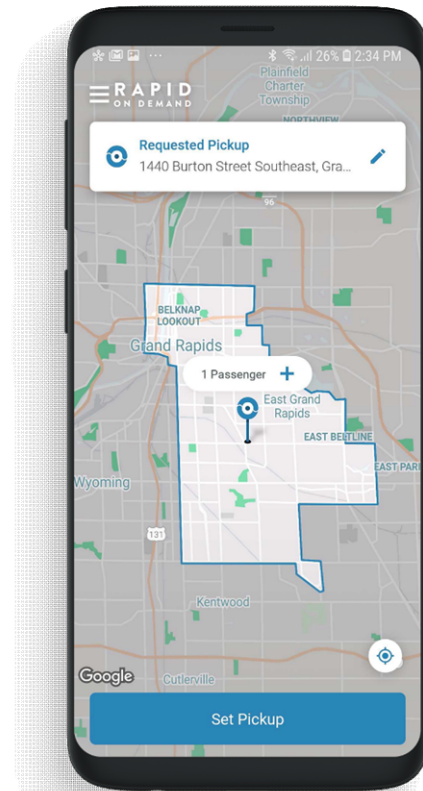


# MICHIGAN MOBILITY CHALLENGE

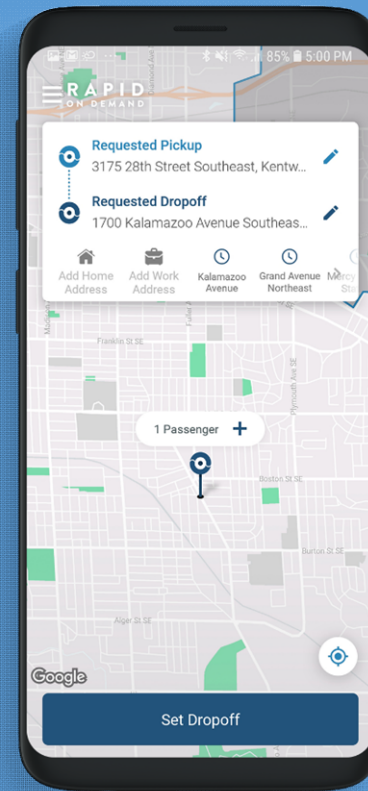
"Funding projects that use new technology and innovative service models."



## Easy To Learn



## Easy To Ride







## PILOT GOALS

- Regular Ridership
- Returning Clients

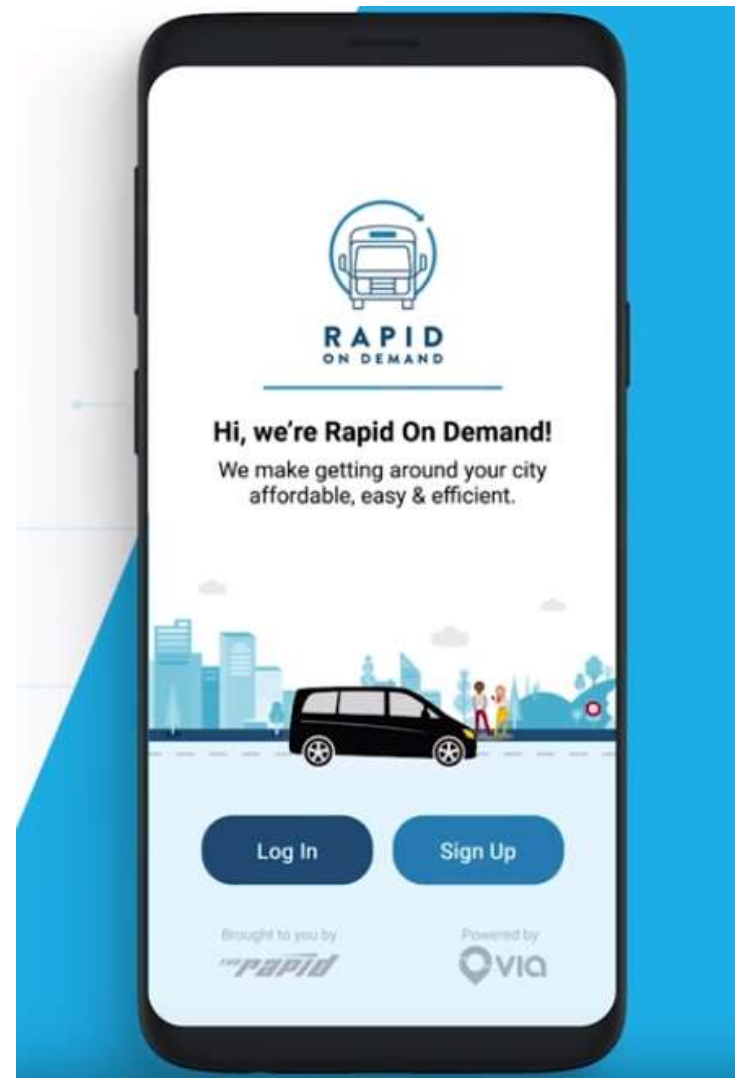
Over a 6 Month Period





## Customer Response

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





Ann Foss

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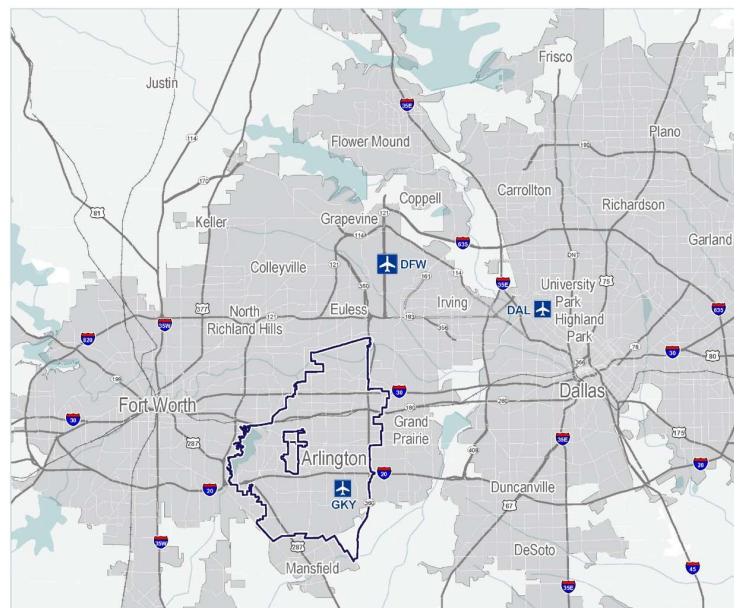
Ann Foss, Principal  
Planner, Office of  
Strategic Initiatives,  
Arlington, TX

## Arlington Context

### Located in Dallas-Fort Worth Metroplex

- **50<sup>th</sup> 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:

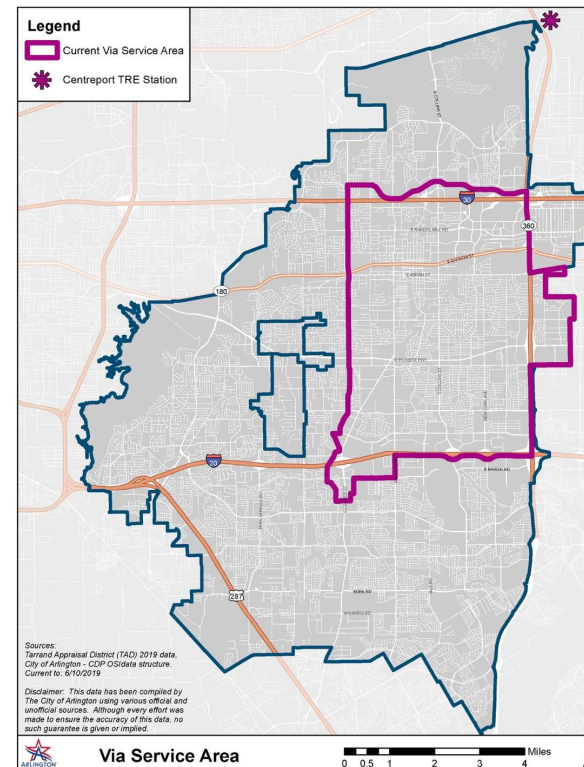
- Covers 26% of City
- 132,000 residents
- 85,000 jobs

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**

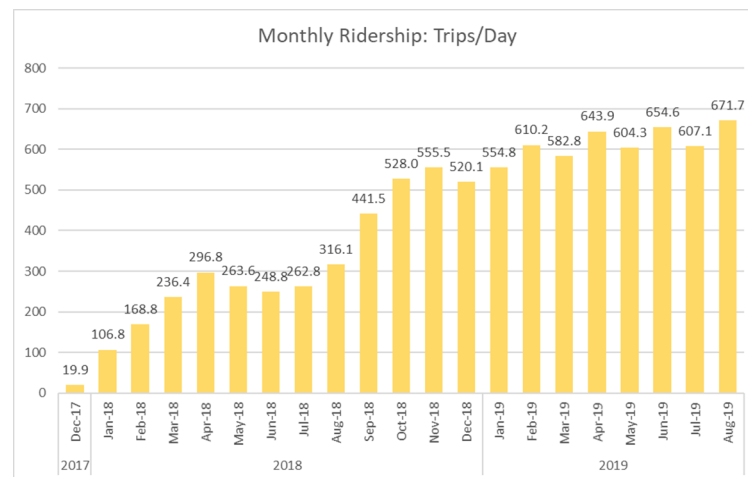
**450: average rides per Saturday**

**Over 70% of rides are shared**

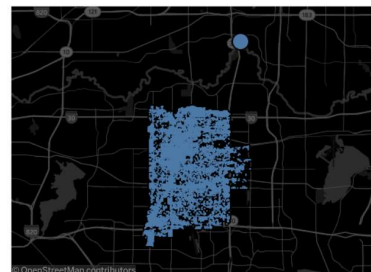
**97% customer satisfaction rating**

**Rides to all portions of the service area**

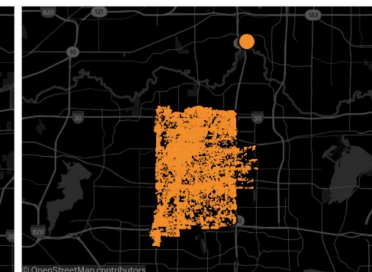
**Rider surveys reveal wide demographic and socio-economic variety**



Pickup Requests



Dropoff Requests



## Arlington On-Demand Rideshare Service

### Contact:

Ann Foss

Office of Strategic Initiatives

[Ann.Foss@arlingtontx.gov](mailto:Ann.Foss@arlingtontx.gov)







Thank You!

Questions?

