

Microtransit Pilots ► Goals of Micro-transit Pilots▼	Lone Tree Link On-Demand Pilot with Uber – CO SUCCESSFUL	Go Centennial Pilot with Lyft – CO DISCONTINUED	PickUp Pilot with Via - TX SUCCESSFUL
LESSONS LEARNED	<ul style="list-style-type: none"> - Had trouble with Uber app. App. assumed the wrong size van - Expanded service hours in pilot - Realized call ahead scheduling was essential 	<ul style="list-style-type: none"> - Roughly 75% of funding to provide accessible service -> could have one accessible vehicle to serve a larger area - Must link with existing transit systems - Improve back-end integration - Expand pilot duration, service hours/area, marketing 	<ul style="list-style-type: none"> - Increased dial-a-ride ridership nearly fourfold and decreased the cost per passenger by 50 percent - After the pilot ended, had a new fixed route coming in and replaced on-demand route. Utilizing Via in 4 other areas around Austin (1 small town is about the size of Montpelier)
ENCOURAGE PUBLIC TRANSIT: Address first-last-mile	+	+/-	+
Reduce costs of first-last-mile services or existing transit system	N/A	+	+
Leverage existing investments	+	N/A	+
Feeder to high-capacity transit system	N/A	N/A	+
Increase ridership over existing system	+	N/A	+
IN-TOWN PARKING: Reduce congestion, parking demand	+/-	-	N/A
ECONOMIC DEVELOPMENT	+	N/A	N/A
High return on investment for City	N/A	-	+/-
ENVIRONMENT: Reduce VMT	N/A	+/-	N/A
EQUITABLE/ USERS SATISIED	N/A	+	+
Users 'satisfied' or 'highly satisfied' with overall level of comfort during program	+	-	+
Short wait time	N/A	+	+



Service Parameters	Lone Tree	GoCentennial	PickUp
Service area provided by on-demand service	9.6 square miles	3-4 square miles	7 square miles – expanded to 12
Population within service area	Highly focused on employers – 7,700 employees, 14,000 residents	15,000 residents & 18,800 employees	Unknown – northeast Austin
Replacing current system or providing new system	Replaced 1 bus with on-demand service in pilot	New system – operated in parallel with Call-n-Ride and Access-a-Ride	Replaced Dial-a-Ride system
On-demand service price	Pilot is free	Pilot is free	Pilot is free
Days/time available	M-F 7 AM-7 PM – expanded to weekends	M-F 5:30 AM-7 PM	M-F 7 AM-7 PM; S 10AM-5PM
Ways to access on-demand service (app, web, phone)	App or telephone during service hours	App or telephone	App., website, telephone
Marketing	- Most marketing through the City of Lone Tree, major employers, Denver South Transportation Management Association	- Trouble marketing b/c unsure of how long pilot would last - Reported on most major Denver news outlets during week surrounding launch - Month after launch, sent ambassadors to talk about pilot - Reached out to homeowners associations, businesses	- Marketed through CapMETRO with additional media coverage
Vehicle description	Replaced city's 12-passenger shuttle	Via mobility provided MV-1 accessible vans & Lyft Line drivers with vehicles	Cutaway; agency owned vehicle – wheelchair accessible



Microtransit Pilots ►	Go-OnDemand Pilot with TransLoc - NC	West Sacramento, CA – Via	Norwalk, CT – TransLoc
Goals of Microtransit Pilots ▼	DISCONTINUED	SUCCESSFUL	SUCCESSFUL
LESSONS LEARNED	<ul style="list-style-type: none"> - Ridership fell from 120 to 80 boardings/day during pilot - Not enough time spent marketing/educating (spent 4 months on this) - Had issues with TransLoc mapping systems, some system crashes, inefficient algorithm at times 	<ul style="list-style-type: none"> - South neighborhood has 2 poorly ridden fixed-routes - Pilot very popular with millennial & senior population - Via has a 3rd party vendor who acquires Daimler vehicles at reduced rate and drivers pay into the vehicles at reduced rate (independent contractors) - Nearly doubled the former Dial-a-Ride service 	<ul style="list-style-type: none"> - First-last-mile, bringing people into the downtown for entertainment - Has taken some riders away from existing fixed routes - Cancellations are expensive - Some issues with software in beginning -> TransLoc has been a good partner overall - Would like more robust reporting mechanisms - Millennials & seniors are excited about the service
ENCOURAGE PUBLIC TRANSIT: First-last-mile issue	+/-	+	N/A
Reduce costs	-	+/-	N/A
Leverage existing investments	+/-	+	+
Feeder to high-capacity transit system	+	+	+
Increase ridership over existing system	-	+	N/A
Increase operational efficiency	-	+	N/A
IN-TOWN PARKING Reduce congestion	-	N/A	N/A
ECONOMIC DEVELOPMENT	N/A	N/A	+
High return on investment for City	-	+	+/-
ENVIRONMENT: Reduce VMT	-	+	N/A
EQUITABLE/ USERS SATISIED	+/-	+	+
Users ‘satisfied’ or ‘highly satisfied’ with overall level of comfort during program	-	+	+
Short wait time	+/-	+	+



Service Parameters	Go-OnDemand	West Sacramento, CA	Norwalk, CT
Service area provided by on-demand service	21 square miles	22 sq. miles – Citywide service	Around 2 sq. miles
Population within service area	21,000 residents & 51,000 employees	55,000	89,000
Replacing current system or providing new system	Replacing current shuttles	Replacing dial-a-ride	New system
On-demand service price	Free for entire pilot	\$3.50 one-way; \$1.75 seniors/disabled riders	Free (City is subsidizing the pilot)
Days/time available	M-F 6:30 AM-6:30 PM	M-F 7 AM-10 PM; Sat 9 AM-10 PM	- Thursday-Saturday 5 PM – midnight - Sunday 12 PM-9 PM
Ways to access on-demand service (app, web, phone)	App., web browser, call center	App., phone, website	Just app. (will add phone, website once charging for service)
Marketing	<ul style="list-style-type: none"> - Marketing focused on existing riders 30-60 days (current riders are mostly choice riders) – proved to not be enough time - New riders (get a sense of who might take service and what works for them) 	<ul style="list-style-type: none"> - Brands the new system as on-demand <i>ride share</i> - Used KC/Bridj failure as a learning moment – did immense marketing and had a number of boots on the ground (used some interns) 	<ul style="list-style-type: none"> - A lot of time went into marketing. Had a specific marketing director and team devoted to this. Businesses are a huge marketing ambassador for the program
Vehicle description	16-passenger, wheelchair-accessible vans	10 Mercedes 6-passenger vans (some with wheelchair accessibility)	Commuter shuttles (25 ft.)



Microtransit Pilots ►	Sacramento, CA – TransLoc	Gwinnett County Transit - GA	Lone Tree, CO – Via (revisit)
Goals of Microtransit Pilots ▼	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
LESSONS LEARNED	<ul style="list-style-type: none"> - Originally Dial-a-Ride was very inefficient. - Removed the ability to advance book. Had issues w/passengers scheduling a hard appointment time (software unable to do this) - Some issues with software in beginning -> TransLoc has been a good partner - Handling phone calls is expensive - Expensive, but ridership has nearly doubled 	<ul style="list-style-type: none"> - New service in an area not supportive of transit (classic suburban sprawl). - Rides started at 20 per day and now at 300 per day (4 months after launch). - Biggest issue is with wait times - Ridership includes younger people without license, younger people who are comfortable with tech, and older citizens taking advantage of increased mobility options. 	<ul style="list-style-type: none"> - Stressed the importance of customizable technology in RFP. Via has a metric called riders/loop that's been helpful. - Seen greatest increase in ridership (started with increase in 54 boardings/day with Uber, now 84 boardings/day with Via) - Initially started on-demand for last-mile from rail to employer. Found that intracity is more important than first/last mile - Senior population loves the on-demand option
ENCOURAGE PUBLIC TRANSIT: Address first-last-mile	+	+	+
Reduce costs	-	N/A – new service	N/A
Leverage existing investments	+	+	+
Feeder to high-capacity transit system	+	-	N/A
Increase ridership over existing system	+	N/A	+
Increase operational efficiency	+	N/A	+
IN-TOWN PARKING: Reduce congestion	N/A	N/A	+/-
ECONOMIC DEVELOPMENT	N/A	N/A	+ project started as an economic development issue
High return on investment for City	N/A	+/-	N/A
ENVIRONMENT: Reduce VMT	N/A	N/A	N/A
EQUITABLE/ USERS SATISIED	+	+	N/A
Users 'satisfied' or 'highly satisfied'	+	+	+
Short wait time	+/-	-	N/A



Service Parameters	Sacramento, CA	Gwinnett County, GA	Lone Tree, CO (Via)
Service area provided by on-demand service	2 zones: Citrus Heights and Franklin (area TBD)	6 sq. Miles + some outliers	See metrics above.
Population within service area	TBD	Approx. 200,000	
Replacing current system or providing new system	Replacing current dial-a-ride service	New	
On-demand service price	\$2.75 per ride, lower cost for seniors/students	Free for Pilot	
Days/time available	M-F 7 AM-7 PM, expanded 6 AM-9 PM in one neighborhood	M-F 7AM – 6PM	
Ways to access on-demand service (app, web, phone)	App., phone, website	App (85%) and phone (15%)	
Marketing	<ul style="list-style-type: none"> - Transit Agency did a good job marketing - Went to senior centers, major stores, radio commercials, short commercial at movie theater - In the beginning, drivers would drive busses around to show off service & answer questions 	<ul style="list-style-type: none"> - Several public meetings - Train the trainer process - Met with schools and services to the elderly - County and advocate website - Earned media through articles 	
Vehicle description	- Paratransit vehicles (32' cutaways)	- Cutaways	



Microtransit Pilots ► Goals of Microtransit Pilots ▼	HyperLINK with Transdev – FL DISCONTINUED	Harvard University – Cambridge, MA – first with TransLoc now with Via	Arlington, TX with Via SUCCESSFUL
LESSONS LEARNED	<ul style="list-style-type: none"> - Averaged 5,200 trips/month (seen as successful) - Every rideshare trip subsidized between 70-90% public \$ derived from a state grant or HART's own budget - Sought new bids for another TNC to run it was too expensive to run - Helped low-income population connect to bus 	<ul style="list-style-type: none"> - On-demand has been part of service since 1990s. 2016 launched with TransLoc. 2018 replaced with Via - TransLoc had inability to customize in a reasonable timeline and routing was inefficient/unreliable - Via is better to work with. Strength in algorithm model and flexibility to adapt to changing situations. Scales really well 	<ul style="list-style-type: none"> - September 2017, City partnered with Via (had no public transportation system) - Won “Innovator Award” in 2018 from Southeast Tarrant Transportation Partnership - Service zone has expanded 3 times since launch covering now almost 1/3 of residents.
ENCOURAGE PUBLIC TRANSIT: Address first-last-mile	N/A	+	+
Reduce costs	-	N/A	N/A
Leverage existing investments	+	N/A	N/A
Feeder to high-capacity transit system	+	N/A	+
Increase ridership over existing system	+	+	+
Increase operational efficiency	N/A	+	N/A
IN-TOWN PARKING: Reduce congestion	N/A	N/A	N/A
ECONOMIC DEVELOPMENT	N/A	N/A	N/A
High return on investment for City	-	N/A	+
ENVIRONMENT: Reduce VMT	N/A	N/A	N/A
EQUITABLE/ USERS SATISIED	+	+	+
Users ‘satisfied’ or ‘highly satisfied’ with overall level of comfort during program	+	+	+
Short wait time	N/A	+	+



Service Parameters	HyperLINK	Harvard University	Arlington, Texas
Service area provided by on-demand service	3 square miles per zone (12 miles overall)	Around 2 square miles	100 square miles total (within service area now covering 25% land area)
Population within service area	4 zones – Brandon(2), Temple Terrace, University	Serves student population	400,000 people total (within service area now have 125,000 residents)
Replacing current system or providing new system	New system	Replaced current system	New system
On-demand service price	\$1.00 to/from designated stop; \$3 to/from anywhere in zone	N/A	\$3.00 fare per person/trip Option of purchasing \$15 weekly ViaPass (covers up to 4 trips/day)
Days/time available	M-Su 5:30 AM-10:30 PM	7:00 PM-2:30 AM	M-F 6:00 AM-9:00 PM Sat: 9:00 AM-9:00 PM
Ways to access on-demand service (app, web, phone)	App., desktop, tablet, call center	Application	Application, phone (can pay with credit, debit or prepaid card)
Marketing	- Marketed through HART's website and some additional media coverage - Unsure of more details.	Through Harvard University	Through City and Via
Vehicle description	Mix of Vans + Tesla SUV, Tesla Model X, Tesla MV-1	6 vans available – only use 4. Use 14-passenger Ford E450 (2/6 are gas mild hybrids, other 4 diesel)	Started with 10 custom-branded Mercedes Metris vans (partnered with city paratransit system, Handitran, to make accessible for all riders)

