



Microtransit Pilots in the District



ANC 3/4 G Meeting
Chevy Chase Community Center
March 25, 2019

What is Microtransit?

- On-demand service within established geo-boundaries
- TBD -- curb-to-curb or at designated stops along a fixed route
- Higher frequency alternative to Metrobus service – guaranteed arrival within X minutes (specified in contract, typically 6 - 12 minutes)
- Book online or by phone
- Similar to TNCs (e.g. Uber/Lyft/Via) in their use of technology and convenience
- 8-10 passenger vehicles
 - ADA compliant
 - Branded
 - Electric
 - Autonomous (future)
- Cost to passengers - similar to Metrobus fare



Why Microtransit?



- Low-density neighborhoods with fewer residents and employees
- Resulting low bus ridership compared to dense urban core
- Off-peak bus service is infrequent primarily due to low demand and cost
- Infrequent service discourages bus use especially by discretionary riders

Examples of Microtransit in the US

Marin Transit Connect | San Rafael, CA



- Weekdays, 6:20am-7:00pm
- Operates anywhere in the defined service area, not just at bus stops
- App- and phone call-based booking
- Real-time tracking
- Regular Fare: \$4
- Discounted (ADA or to Transit Stop): \$2
- Monthly Pass: \$40



per seat charges

regular:	\$4	+\$4	+\$3	+\$2	+\$1
discounted:	\$2	+\$2	+\$1.50	+\$1	+\$0.50

# passengers in reservation					
	1	2	3	4	5+



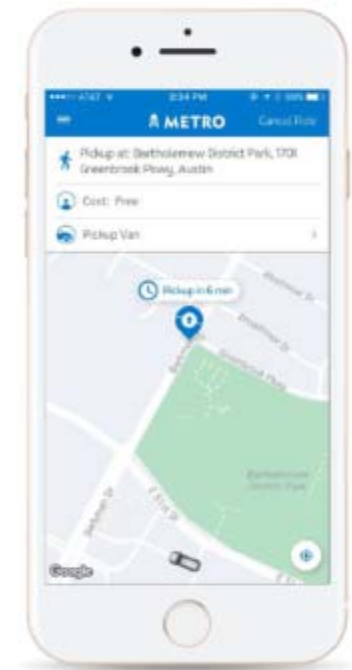
Marin Transit Connect will operate with a brand new fleet of accessible vans that can accommodate up to seven passengers or five passengers and one wheelchair. The top of each van will be wrapped with a unique color to help riders identify their van driver. Riders using wheelchairs can enter Promo Code "ACCESS" in the app to provide drivers with advanced notice they will need assistance boarding.

Examples of Microtransit in the US

Pickup | Austin, TX



- 7:00am-7:00pm, Weekdays
- 10:00am-5:00pm, Saturdays
- Operates anywhere in the defined service area, not just at bus stops
- App- and phone call-based booking
- Real-time tracking
- Fare: Free for the launch
- Entire fleet is wheelchair accessible



Examples of Microtransit in the US

Pickup | Austin, TX

Pickup's Dispatch Platform

The screenshot displays the Pickup dispatch platform interface. On the left, a weather panel shows: Temperature: 83.6F (28.7C), Feels like: 90.6F (32.6C), and Precipitation: 87%. Below this, the Service Mode is set to 'Mixed mode'. There are input fields for Driver ID and Rider ID. A 'Major alerts' section contains several icons representing different alert types. Below that, it shows 'Terminals: austin_noon' and 'Speeds: aus_afternoon'. At the bottom left, it indicates 'Rider ETAs: Google+Manual' and a 'x1.33 baseline' multiplier. The main part of the interface is a map of Austin, TX, with a blue outline defining a service area. Several pickup points are marked with colored pins: a red pin labeled '2' in the north, a green pin labeled '3' in the center, a red pin labeled '1' near the center, and a purple pin labeled '88' in the south. The VIA logo is visible in the top left of the map area.



Examples of Microtransit in the US

SmaRT Ride | Sacramento, CA

- 7:00am-7:00pm or 6:00am-9:00pm, Weekdays
- Operates anywhere in the defined service area
- App-, web- and phone call-based booking
- Real-time tracking
- Regular Fare: \$2.50; Discounted (ADA or Seniors): \$1.25; Daily Pass: \$7/\$3.50
- Groups of 5 or more (same origin and destination) ride free

HOW IT WORKS

Download the Microtransit app & create a free account



Select SacRT then choose a time and location for pickup



Confirm your trip, board, pay and ride!



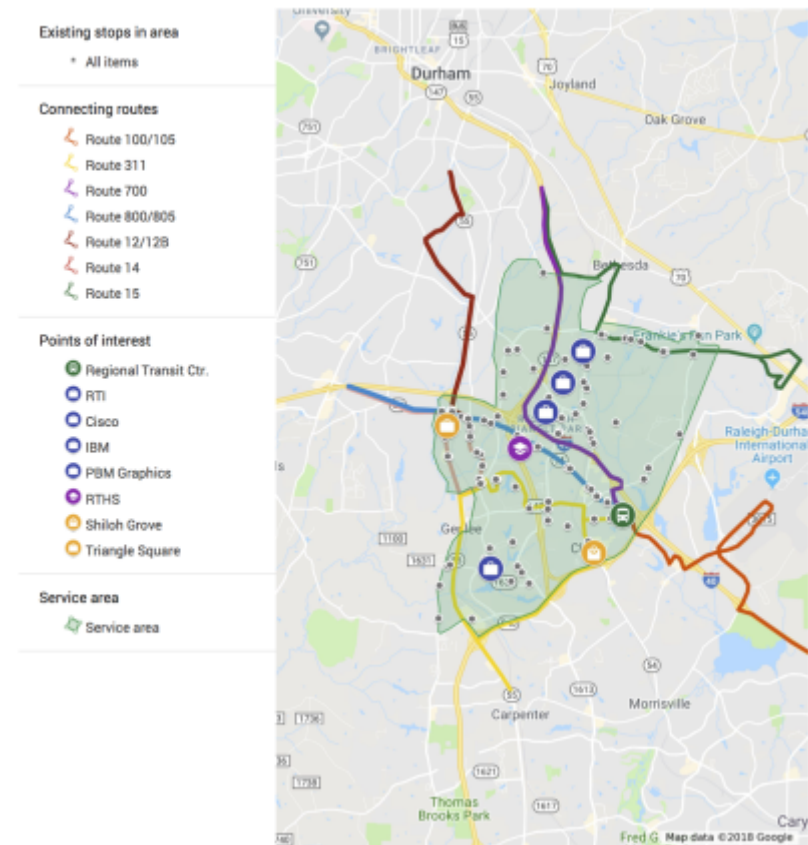
Examples of Microtransit in the US

Go OnDemand Shuttles | Raleigh, NC

- Weekdays, 6:20am-9:10am, 3:20pm-6:20pm
- Designated pickup/drop-off locations in the defined service area
- App-, web- and phone call-based booking
- Real-time tracking
- Regular Fare: Free



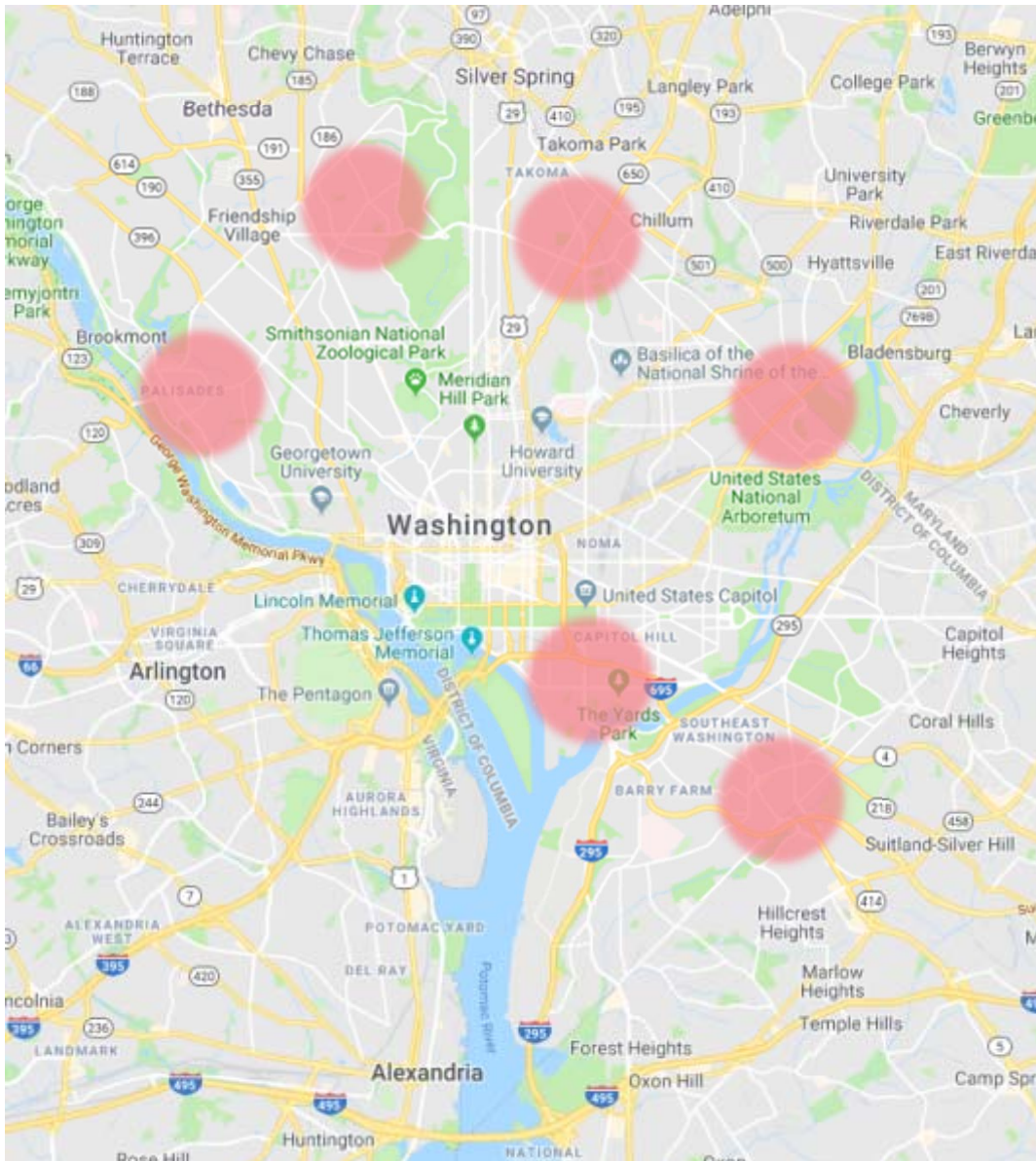
RTP Shuttle Service Area



Goals & Key Performance Indicators

- Ridership – compare with existing bus ridership
- Passengers per Hour – compare with existing bus ridership
- Cost per Passenger, Mile, Hour, etc. – compare with existing bus operations
- Average Response Time – from request for pickup (in minutes)
- Maximum Response Time – from request for pickup (in minutes)
- App Downloads – growth over time
- Reservation Calls – number of calls; shift to App
- Customer feedback

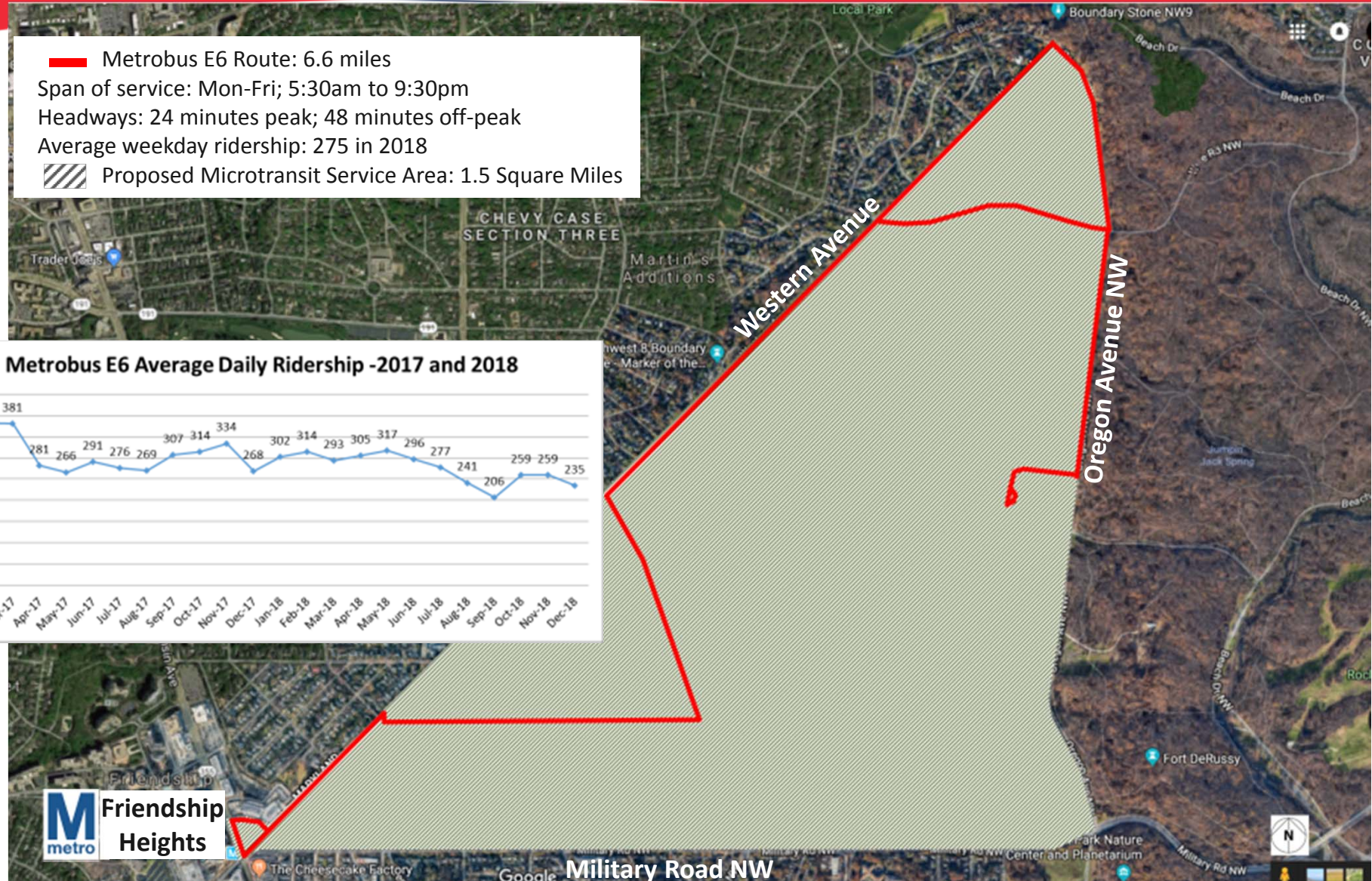
Microtransit in DC – Potential Service



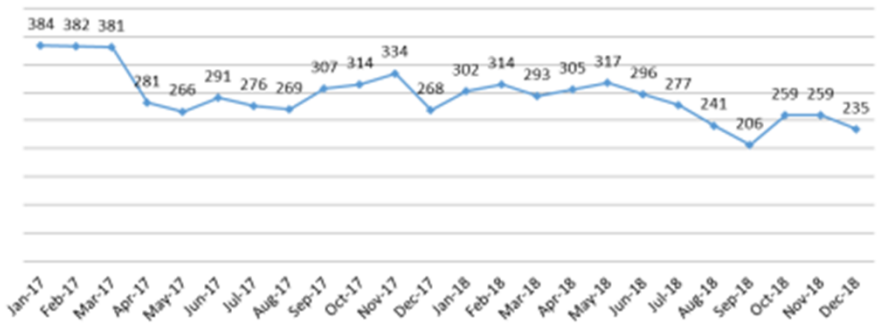
- Low-density neighborhoods
- Existing low-performance bus routes, i.e. low frequency and low ridership
- Typical service area: 1 to 1.5 square miles
- Connection to Metrorail station or other significant activity center
- All day/Off-peak/or Late night service

Microtransit in DC – Potential Service

█ Metrobus E6 Route: 6.6 miles
 Span of service: Mon-Fri; 5:30am to 9:30pm
 Headways: 24 minutes peak; 48 minutes off-peak
 Average weekday ridership: 275 in 2018
 Proposed Microtransit Service Area: 1.5 Square Miles



Metrobus E6 Average Daily Ridership -2017 and 2018



Friendship Heights



d. delivers

district department of transportation

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