AGENDA

- Scope overview
- Schedule
- Survey
- Next steps:
  - Survey launch
  - One-on-one jurisdiction meetings in January
WHAT IS MICRO-TRANSIT/ON-DEMAND SERVICE?

COMMUNAL / PUBLIC

SCHEDULED

FLEXIBLE

INDIVIDUAL

On-Demand Transit (ODT)
- Incorporates demand-response scheduling
- Ranges from flexible fixed-service to on-demand paratransit service

Microtransit
- Flexible transit service using minibuses, or shared vehicles
- Usually focused in defined zones or along flexible routes

Mobility On-Demand (MOD)
- Any mode of mobility
- Available on-demand
- User-centric booking
- Includes vehicles for rent and micro-mobility
TASK 1: EXISTING CONDITIONS

- Propensity and Potential Analyses: to identify where and to what extent transit is needed throughout the region.

- Micro-transit Suitability Analysis: to show areas that might be better served with on-demand transit.

Micro-Transit Suitability:

- Service Gaps Analysis: to show gaps in the current/proposed network versus need, which will also be used to identify the types of micro-transit needed.
TASK 2: PUBLIC & STAKEHOLDER OUTREACH

Two rounds of public engagement

- **Round 1: Needs Assessment**
  - 1 – 2 regional stakeholder “focus groups”
  - Virtual public outreach
    - Presentation with a detailed survey: emphasis on education, travel needs, and preferences
    - Advertised through the GRTC website, social media

- **Round 2: Recommendation Presentations**
  - Virtual public outreach
    - Present and survey: emphasis on presenting and prioritizing recommendations

- **Stakeholder meetings to summarize results**
TASK 3: BEST PRACTICES

- Comprehensive review of the various types of micro-transit/on-demand services in operation across the country, with a focus on:
  - Purpose or type of service (i.e., first/last mile, new service area, fixed-route replacement, etc.)
  - Service area characteristics
  - Ridership/Productivity
  - Fleet sizes/Accessibility of vehicles
  - Service model (turnkey versus agency-operated)
  - Integration of the service to existing fixed-routes and paratransit services
  - Technology used
  - Fares and funding
  - Marketing/Rider information
  - Lessons Learned and Key Takeaways

Potential Microtransit Peers

- DART Connect, Delaware Transit Corporation, Delaware
- ReadiRide, Jacksonville Transportation Authority, Florida
- Greater Attleboro-Taunton Regional Transit Authority, Massachusetts
- Worcester Regional Transit Authority, Massachusetts
- Pickup, Capital Metropolitan Transportation Authority, Texas
- RideOn Flex, Montgomery County, Maryland
- Prince George’s Link, Prince George’s County, Maryland
- COTA Plus, Central Ohio Transit Authority
- SmaRT Ride, Sacramento Regional Transit District, California
TASK 4: OPERATIONAL CHALLENGES AND OPPORTUNITIES

Informational Interviews

- Service Operator Meetings
- Peer Agency Interviews

Major Questions to Focus On:

- What benefits could a micro-transit service bring to the community?
- Are there particular populations that would be particularly interested in using micro-transit?
- What platform and/or key features should be considered for a micro-transit platform?
- Is regional operational integration a realistic option?
- Are there other challenges or opportunities associated with implementing micro-transit service that should be considered?
Step 1 - Identify zones across the study area:
  ▪ Analyze origins, destinations, and density
  ▪ Based upon contiguous areas in the ODT Suitability create zones

Step 2 - Prioritize zones based upon factors such as:
  ▪ Intersection density
  ▪ Activity generators
  ▪ Land use
  ▪ Equity
  ▪ Transit Hubs

Step 3 – Design service:
  ▪ Create service and implementation plan
  ▪ Develop financial plan that includes capital and operating costs
SCHEDULE AND DELIVERABLES

- **Deliverables**
  - Existing Conditions technical memo (late October/early November)
  - Best Practices technical memo (late October)
  - Operational Challenges technical memo (late November)
  - Financial plan (late January)

- **Meeting Timeline**
  - Round 1 survey (October)
  - Agency and Peer Agency interviews (October)
  - Round 2 survey (December – January)
  - Jurisdictional stakeholder meetings (January)
## SCHEDULE

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<thead>
<tr>
<th>Task</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
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<td>August</td>
<td>September</td>
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- **Biweekly Meetings**
- **Deliverable**
- **Agency/Peer Agency Interviews**
- **Jurisdictional Meeting**
- **Survey**