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OFFICE OF EXTRAORDINARY INNOVATION





UPROUTED: EXPLORING MICROTRANSIT IN THE UNITED STATES

Marla Westervelt Emma Huang



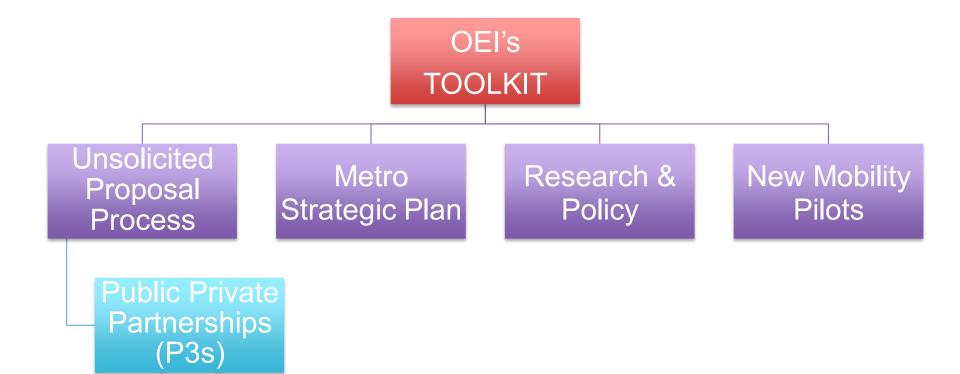
OFFICE OF EXTRAORDINARY INNOVATION

We are an incubator and implementer of innovative, out-ofthe-box, and untried ideas for LA Metro



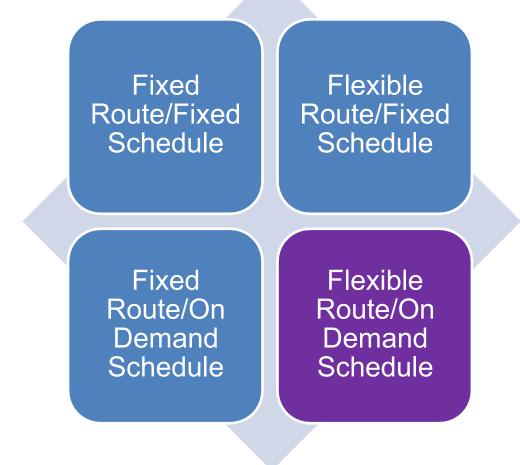








WHAT IS "MICROTRANSIT?"





APPROACH

- > What literature exists? What does it indicate? How do similar low-tech dial-a-ride experiences inform tech-based solutions?
- > Interviews with project teams







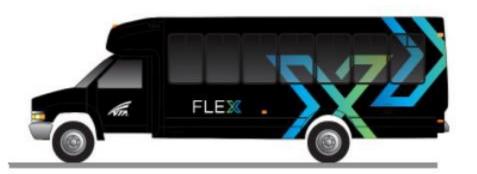


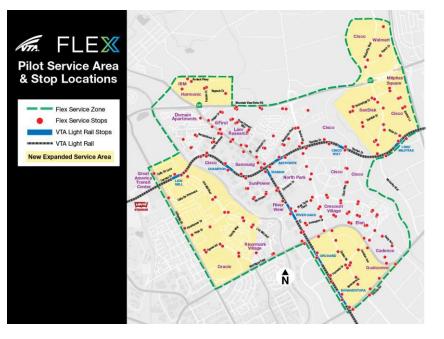






SANTA CLARA VALLEY TRANSPORTATION AUTHORITY







ACTRANSIT





Some agencies did not identify use-cases for microtransit until after vendor selection and project design.

Prioritize customers' needs over the novelty (and political expediency) of new technology.



VTA recognized the need to expand the pilot area, but was delayed due to the board processes.

Design an agile contract. Allow yourself to fail fast and iterate quickly.



Not all of the vendors selected for the pilots were able to meet the requirements originally set out by the agencies

Establish your goals upfront and stick to them. Use an innovative contracting approach to work with potential vendors to design a project within those parameters.



All three agencies indicated that the pilots would have benefited from more on-the-ground marketing and outreach.

Make marketing an outreach a top priority



WHAT IS METRO DOING?

Mobility on Demand

Metro Microtransit







QUESTIONS?

- Marla Westervelt
- Principal Transportation Planner, Policy and Research
- Office of Extraordinary Innovation
- westerveltm@metro.net

213-922-5472





THANK YOU



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AC TRANSIT FLEX

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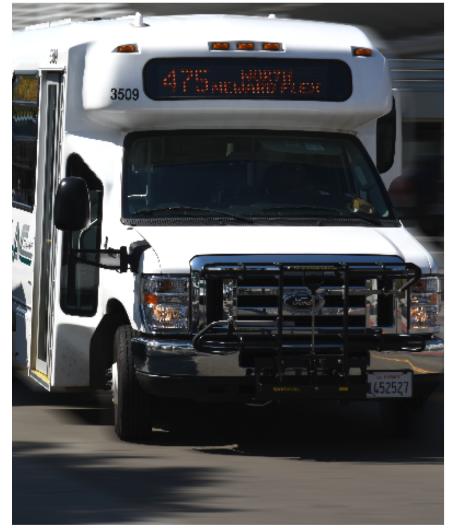


WHAT IS AC TRANSIT FLEX?

On-demand public transit launched in July 2016

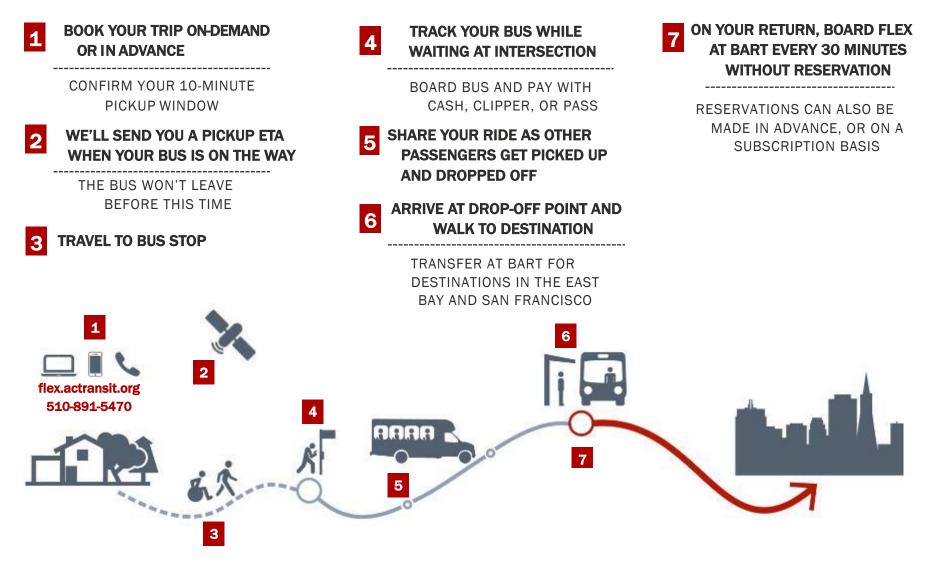
Operated on **AC Transit vehicles** by **AC Transit operators**

Targeted to improve transit service in **low-density** areas



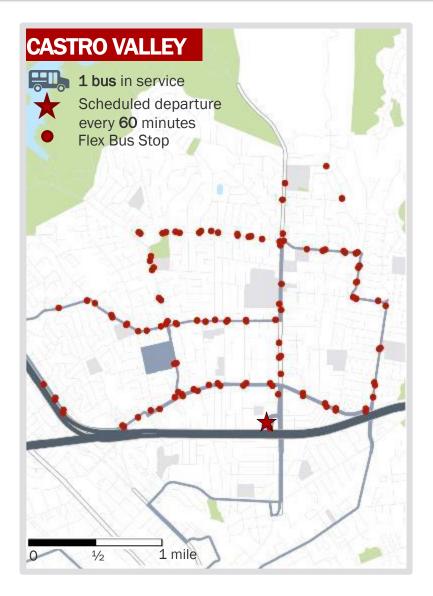


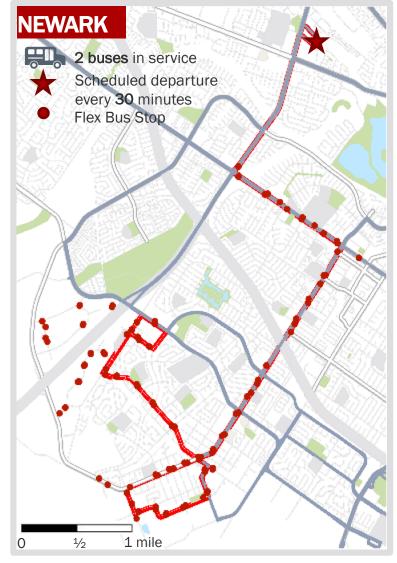
WHAT IS AC TRANSIT FLEX?



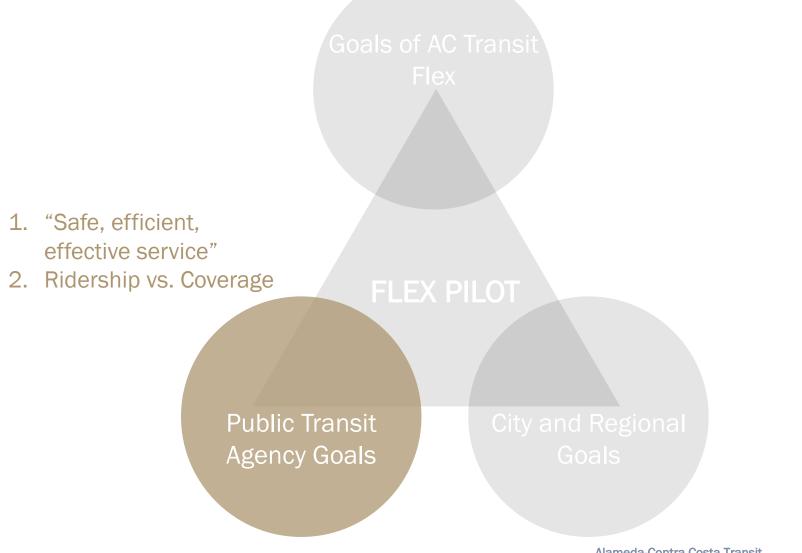


WHERE IS AC TRANSIT FLEX?

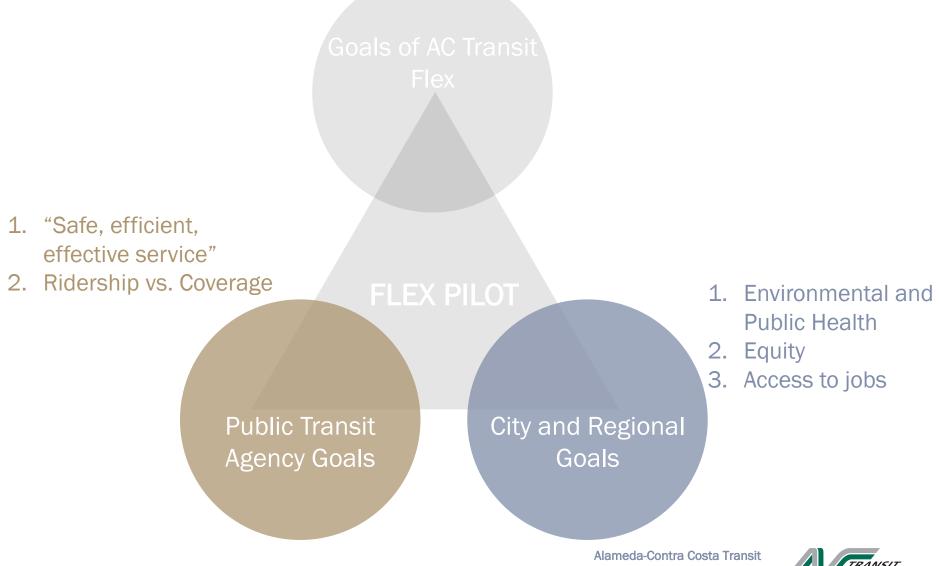


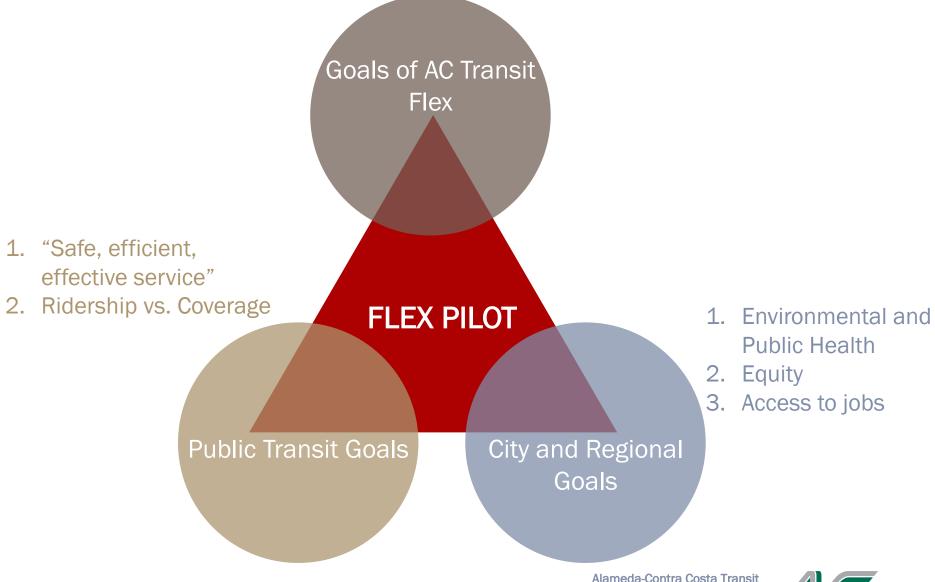
















Improve service in low density and low demand areas



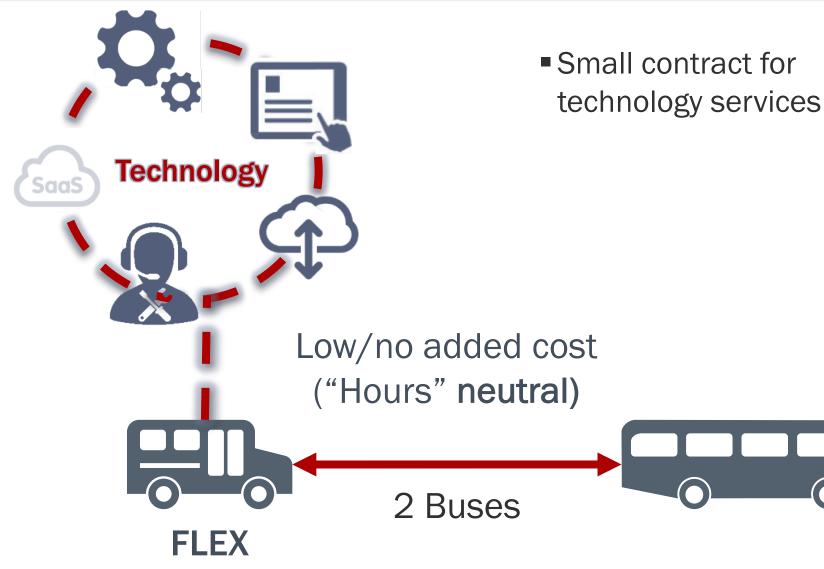
Respond to a changing marketplace



Ensure access and equity



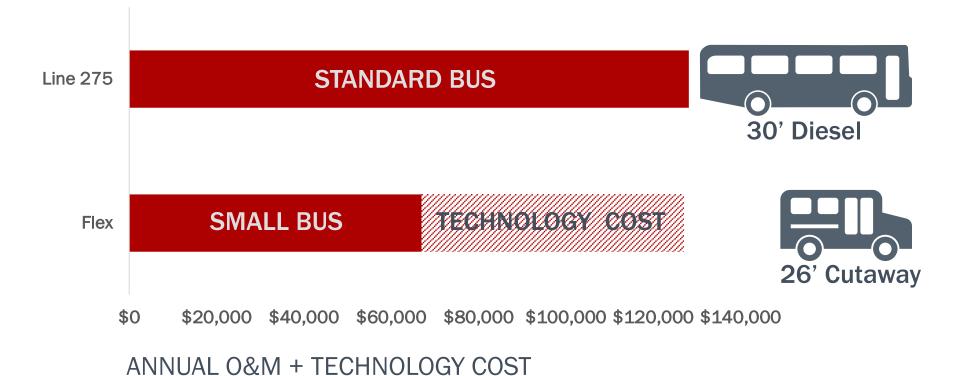
COSTS AND FUNDING: A FIXED TRANSIT BUDGET





COSTS AND FUNDING: A FIXED TRANSIT BUDGET

Maintenance and Operating Cost Neutral





ENSURING ACCESS AND EQUITY



Americans with Disabilities Act



Wheelchair Accessible vehicles





Service Equity Analysis



Limited English Proficiency



Translation Services



Professionally Trained Operators



Policies for Unbanked/digital divide



Customer Booking Call Center



MARKETING AND OUTREACH

Billboards on bus shelters, exteriors, and BART stations





At-stop signage and inserts



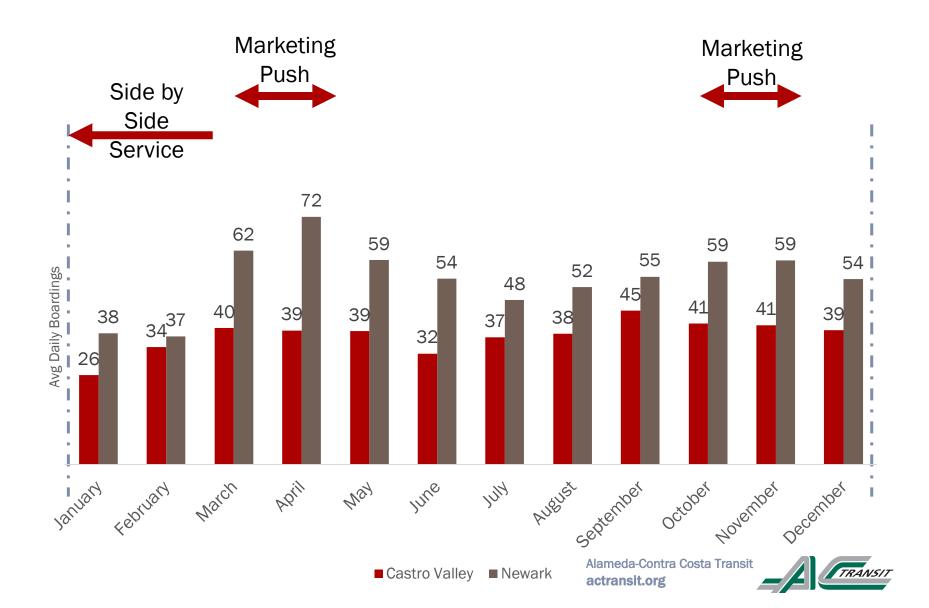
Bi-lingual street teams

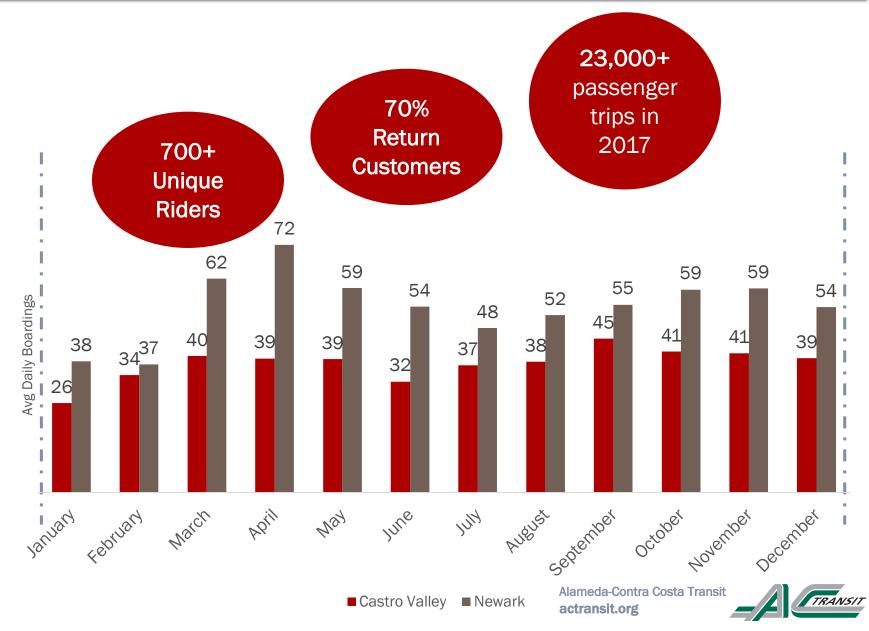


Direct mail; digital and social media No online trip planning tools



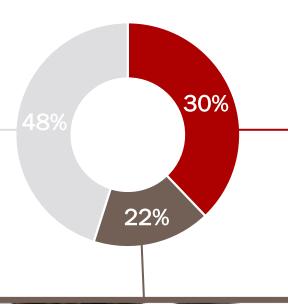






Online Booking



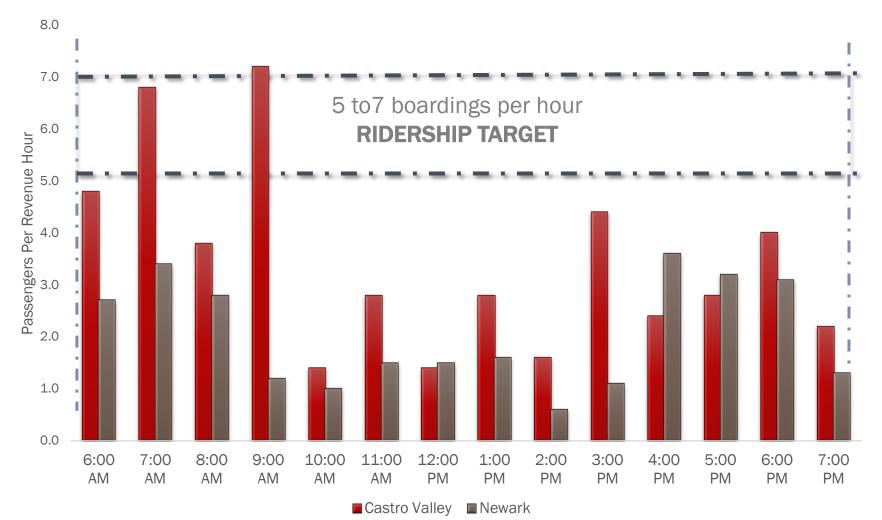


Walk On



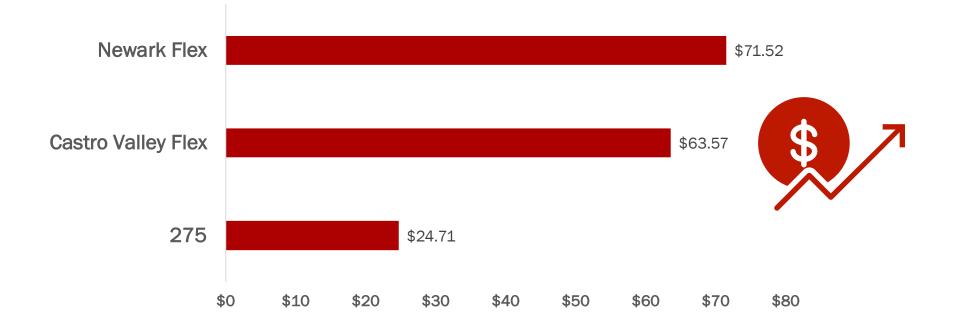
Call Agent Booking







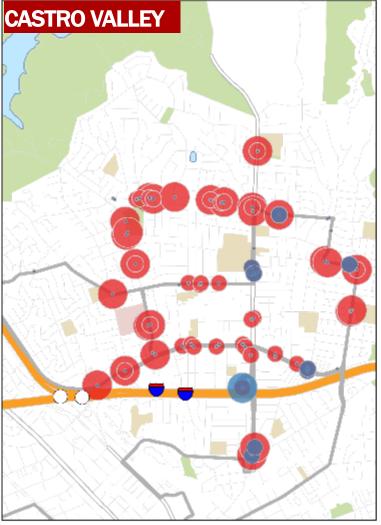
AVERAGE SUBSIDY PER PASSENGER TRIP







• 40% of passengers riding from BART are not taking the service to BART



Blue = Boarding, **Red** = Alighting





LESSONS LEARNED



Set **realistic** goals for low demand areas



Reservationless + Scheduled Trips **boosts** productivity but **lowers** reliability



Upper limit of 7 passengers/ revenue hour

Set small ~7

square mile

service zones



Smaller buses **reduce** operating costs

Technology leads to greater **efficiency** (as well as **headaches**)



Operate!



Replacing service is easier than elimination



Existing network (District 2 - Fremont and Newark)

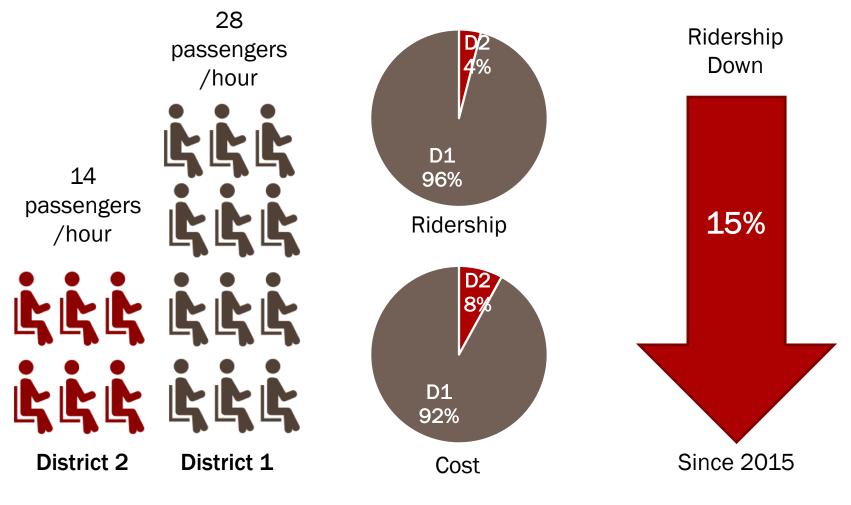
6 Hourly Routes + 4 Half-Hourly Routes = 100% Coverage

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67

Existing network (District 2 - Fremont and Newark)



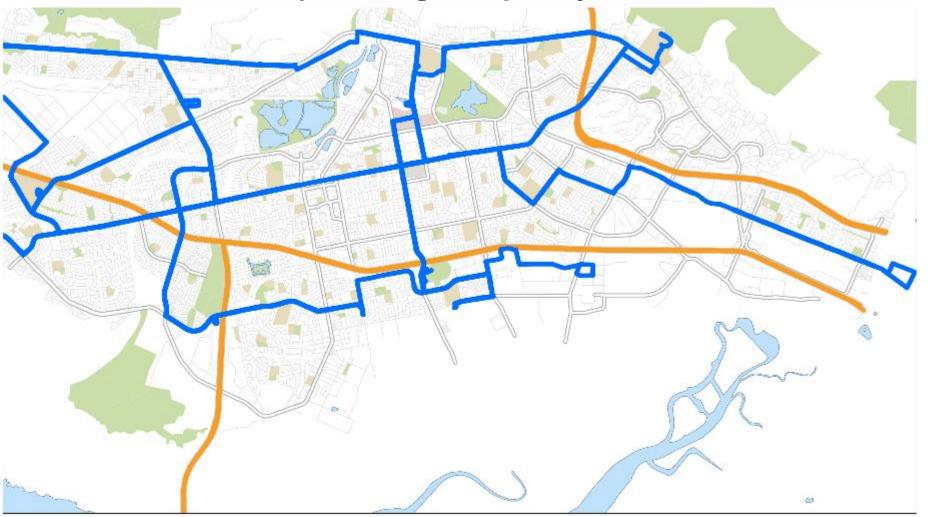


Existing network (District 2 - Fremont and Newark)



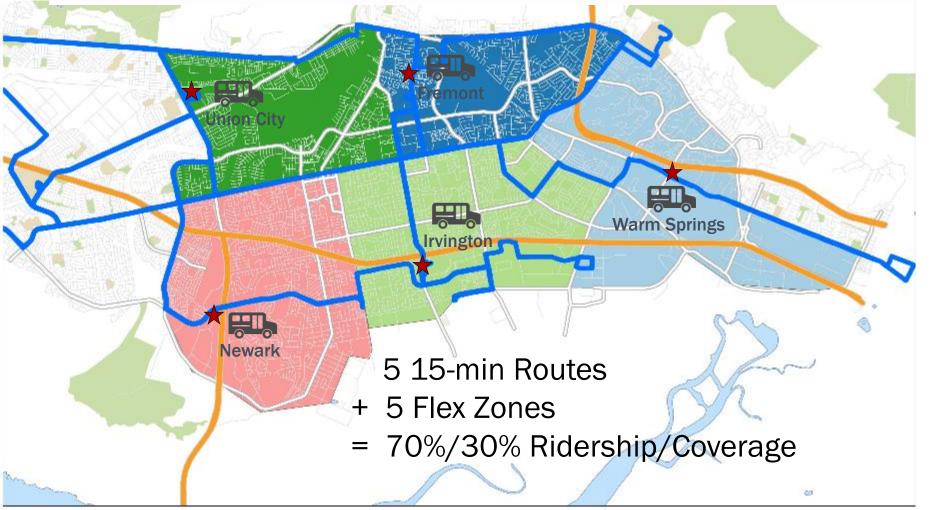


Proposed high-frequency network





Proposed high frequency network + flex coverage zones





Will a high frequency + flex network sustain (or grow) ridership?

Is this the future or an exit strategy?

Labor and Equity Implications

Flex Ridership High (7 pax/hr) Low (3 pax/hr) pax/hr) 20% 11% (22 High pax/hr) -15% -24% 14 Lo⊻

Fixed Route Ridership



THANK YOU!

 Visit www.actransit.org/flex/ or call (510) 891-5470 more information

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