

NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

The Flavors of Microtransit



NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

- Walking small agencies through the technology landscape
- Producing resources on adopting emerging technologies
 - Zero-emission vehicles, green infrastructure, data management, new software decisionmaking
 - Lessons learned, trends, strategies
- Providing in-depth technical assistance to adopting new technologies
 - Strike Teams and State Summits
 - Enabling technology transfer
- Developing hands-on workshops to understand how different technologies can be applied
 - Data Management, Digital Tools for Redesigns



Find us at: n-catt.org

TACL: THE TRANSPORTATION TECHNICAL ASSISTANCE COORDINATION LIBRARY



<http://transportation-tacl.org>

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform for access and findability of coordination resources across a diverse range of transportation technical assistance centers and the Federal Transit Administration (FTA).

The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources are:

- [National Aging and Disability Transportation Center \(NADTC\)](#)
- [National Center for Applied Transit Technology \(N-CATT\)](#)
- [National Center for Mobility Management \(NCMM\)](#)
- [National Rural Transit Assistance Program \(National RTAP\)](#)
- [Shared-Use Mobility Center \(SUMC\)](#)

N-CATT STAFF



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FTA ROUTE PLANNING & RESTORATION PROGRAM

- Under FTA's Route Planning Restoration Program, funding can be used for transit route restoration planning that is designed to examine ridership following the COVID-19 pandemic, reduce travel times and make adjustments to increase the quality or frequency of transit service for low-income riders and those in disadvantaged neighborhoods or communities who may need increased service to get to jobs, shopping and health care.
- NOFO: <https://www.federalregister.gov/documents/2021/09/14/2021-19735/fiscal-year-2021-competitive-funding-opportunity-route-planning-restoration-program>
- Route Planning Restoration Program page: <https://www.transit.dot.gov/funding/route-planning-restoration-program>

Aligning Microtransit Design with Agency Goals/Use Cases

First Mile/Last
Mile

Time of Day

Shift
Employment

Lower Demand
for Higher
Capacity Modes

Lack of
Pedestrian
Infrastructure

Slack Time in
Schedule

Customer
Experience

Decisions to Help Identify Appropriate Flavors of Microtransit

Zone Definition

Operational/Modal Options

Complement or Replace Other Modes

Contract vs. Direct Operations

Number of Vehicles/Maximum Wait Time

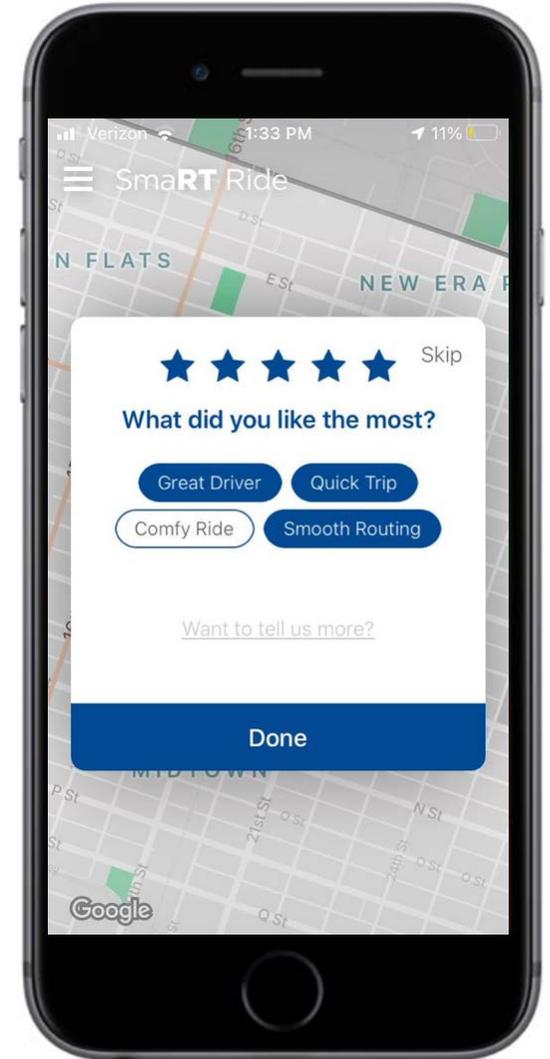
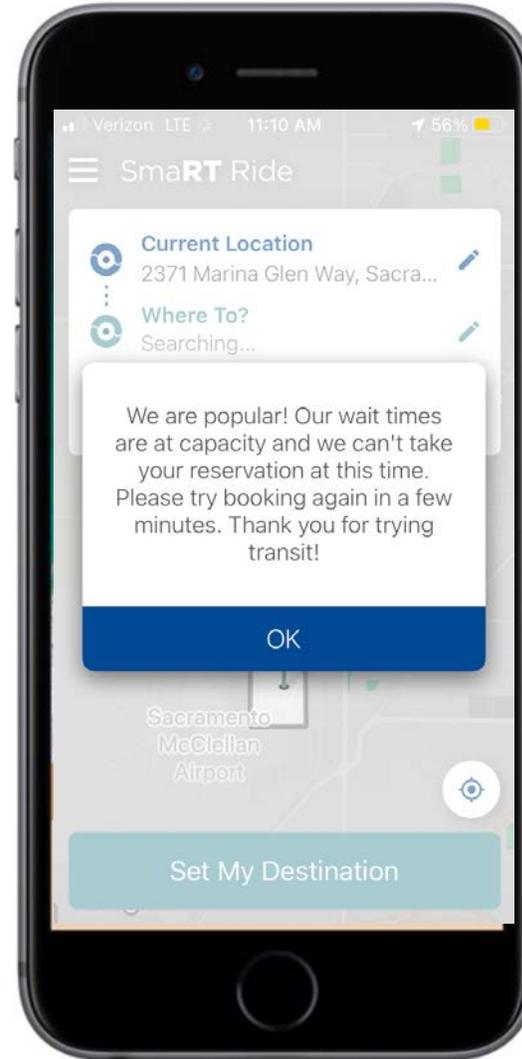
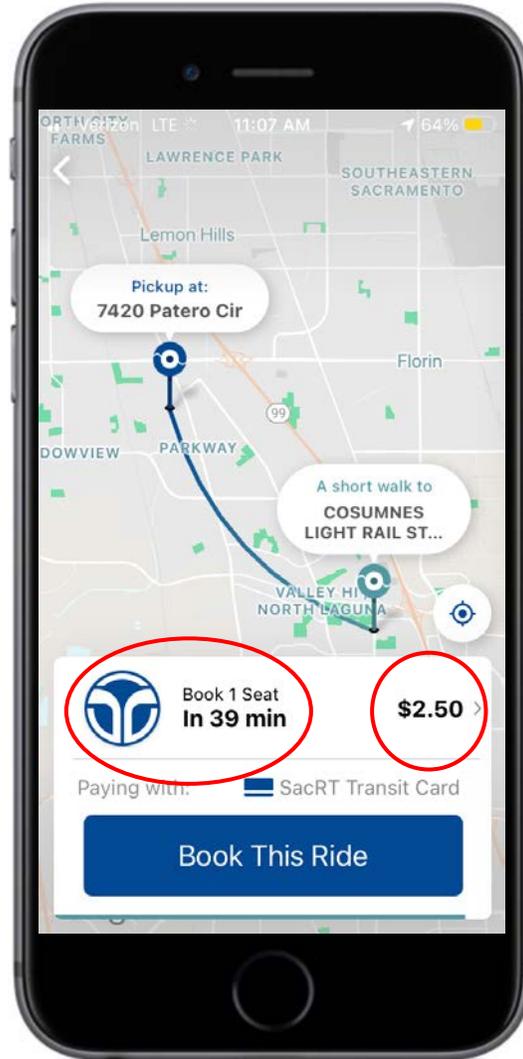
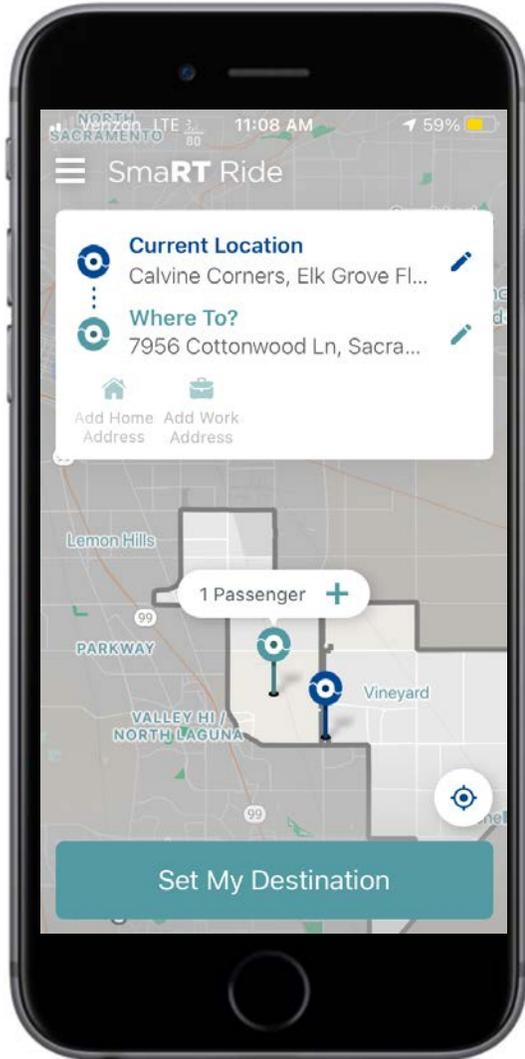


Flavors of Microtransit: Sacramento's Smart Ride

Community Transportation Association of America

September 28, 2021

James Drake | Principal Planner
jdrake@sacrt.com | 916-556-0505



151.5

square miles

711,900

population

309,200

jobs

4,699

population per sq mi

580

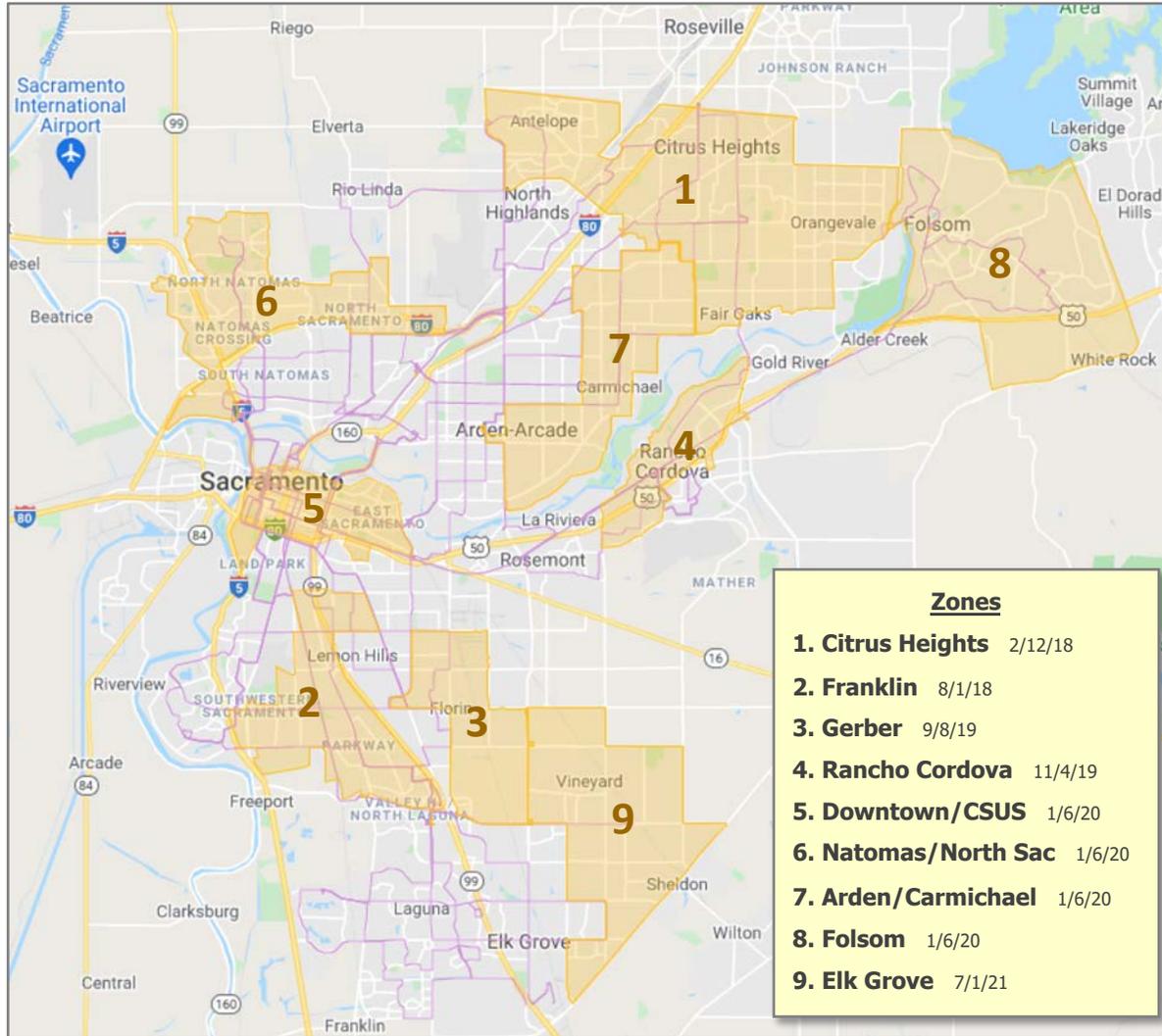
boardings per day

267.3

revenue hours per day

2.2

boardings per revenue hour



Smart Ride Overview

- Launched February 2018, replacing former CityRide demand response service (established 2012)
- Directly operated by SacRT, originally using Transloc software, using Via since January 2020
- \$12 million 3-year grant from Sacramento Transportation Authority for operations through 6/30/21
- \$2 million extension from STA funds program through 6/30/23
- Capital costs born by SacRT for fleet of 32 buses
- Service typically runs Monday to Friday from 7:00 am to 7:00 pm

SACRAMENTO • 11:33 AM | HUB

Search by Driver ID Search 83

Mt001 Microtransit

Details Tasks Van Chat

Stops

1	X Street &	7 min
	↑ 1	
	4 min late	
2	16th St & O St	17 min
	↓ 1	
3	2901 K Street, Sacramento, CA...	23 min
	↑ 1	
4	2323 W Street, Sacramento, C...	29 min
	↓ 1	

The map is now filtered for this selection | Show all the rest

Google

Keyboard shortcuts Map data ©2021 Google Terms of Use Report a map error

SACRAMENTO • 11:25 AM | MAP EDITOR

Search VOC...

Search...

Map Editor Tips

- Search by location**
Click on the search bar and type in the location you want to focus on.
- Create a stop point**
Zoom in and click on the '+' icon on the top right. Then click on the map to locate your new stop point.
- Edit stop point**
Zoom into the map. Click on the point you want to edit. It's that easy!
- Multiple stop points selection**
Edit a group of stops using the multiple stop points selection mode.



The screenshot displays the 'Map Editor' interface for Sacramento. The main map area shows an aerial view of a residential and commercial area. A yellow line represents a proposed transit route, with several orange arrowheads indicating the direction of travel. Numerous orange star-shaped icons are placed along the route, representing stop points. The interface includes a search bar at the top right, a sidebar on the left with various tool icons, and a 'Map Editor Tips' panel on the left side. The tips panel provides instructions on how to search for locations, create new stop points, edit existing ones, and select multiple stop points simultaneously. The top of the interface shows the location 'SACRAMENTO' and the time '11:25 AM'.

Modal Comparisons

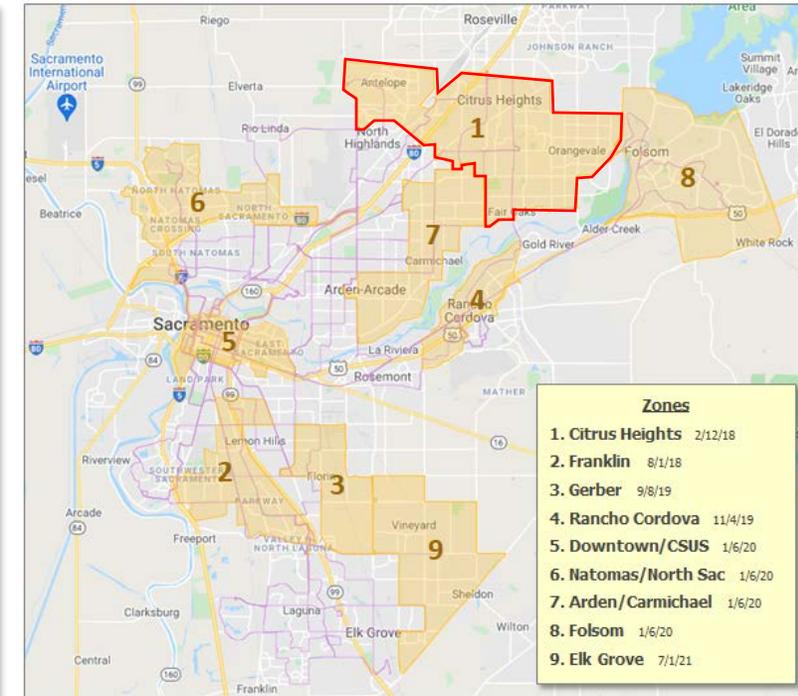
Year Ended 6/30/20

	Smart Ride (Via)	Smart Ride (Transloc)	SacRT Go ADA Paratransit	Folsom Dial-a-Ride	SacRT Fixed-Route Bus
Boardings Per Revenue Hour	2.8	3.4	1.6	2.1	16.2
Average Trip Length	2.7 mi	3.8 mi	8.1 mi	3.5 mi	3.6 mi
Average Passenger Load	0.63	0.95	0.95	0.75	5.2
Average Wait Time	20.4 min	19.1 min	n/a	n/a	n/a
Cost Per Passenger	\$39.40	\$32.45	n/a	\$62.63	\$7.22

Productivity of Smart Ride decreased and cost per passenger increased in 2020 (when Via became service provider) primarily because of the addition of new lower-productivity zones in Gerber, Arden, Carmichael, North Sacramento, and Folsom.

Citrus Heights, Antelope, Orangevale

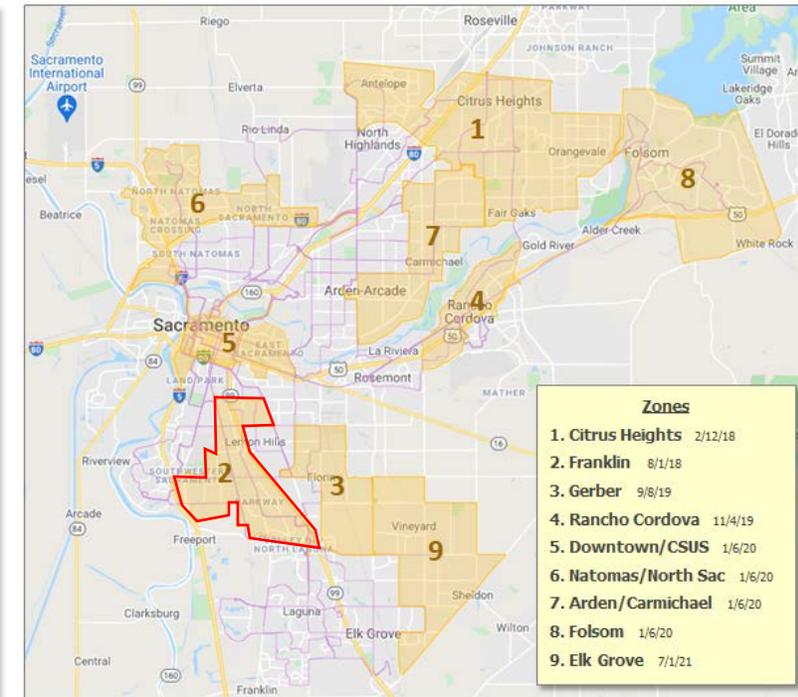
Zone	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	SqMi	Population	Jobs	Minority	Poverty	Car Free	Population Per SqMi	Jobs Per SqMi	Boardings Per Day	Rev Hours Per Day	Boardings Per RVH	Pickup ETA	Ride Distance	Boardings Per 1,000
1 Citrus Heights	35.9	203,000	35,900	34%	11%	5%	5,655	1,000	157	63.3	2.5	32.6	3.5	196
2 Franklin	14.0	105,800	22,800	86%	23%	11%	7,557	1,629	100	32.7	3.1	27.3	2.5	240
3 Gerber	10.0	52,600	15,100	83%	20%	6%	5,260	1,510	17	16.3	1.0	13.4	2.8	81
4 Rancho Cordova	6.9	43,100	15,000	51%	16%	8%	6,246	2,174	45	16.3	2.8	24.7	2.1	265
5 Downtown/CSUS	7.7	52,300	125,000	39%	15%	17%	6,792	16,234	141	57.2	2.5	14.8	1.9	686
6 Natomas/North Sac	15.1	72,200	32,400	71%	12%	4%	4,781	2,146	54	32.6	1.7	16.2	3.1	191
7 Arden/Carmichael	15.0	72,900	21,800	30%	13%	6%	4,860	1,453	39	16.3	2.4	21.1	3.0	135
8 Folsom	27.9	76,100	37,400	38%	6%	4%	2,728	1,341	24	16.3	1.5	24.0	2.6	80
9 Elk Grove	19.0	33,900	3,800	65%	9%	3%	1,784	200	3	16.3	0.2	10.4	2.7	22
TOTAL	151.5	711,900	309,200	52%	14%	7%	4,699	2,041	580	267.3	2.2	23.4	2.7	207



- Replaced traditional dial-a-ride
- Largest zone, long average trip length
- Allows curb-to-curb
- High productivity
- Highest wait times

Franklin

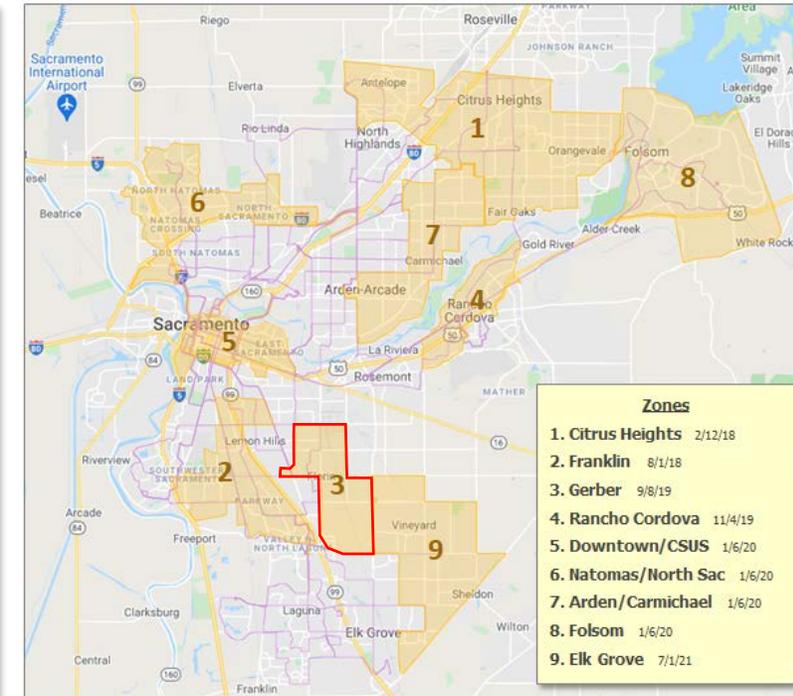
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- Partnership with local business district
- Overlaps with fixed route
- Still provides first/last mile to inaccessible neighborhoods

Gerber

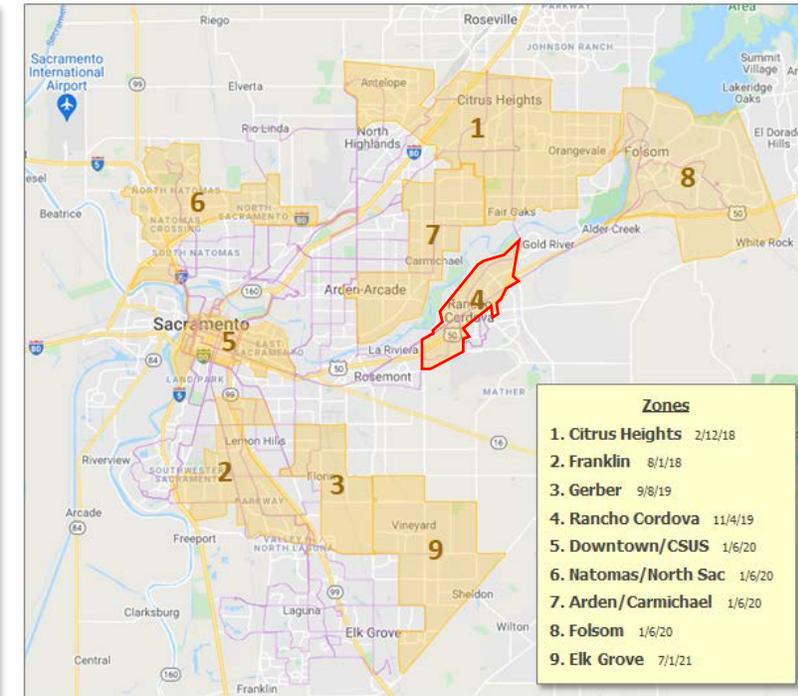
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- Created as part of new bus network project
- Replaced low-ridership fixed-route
- Original zone was too small
- Expanded zone ~3x in 2021

Rancho Cordova

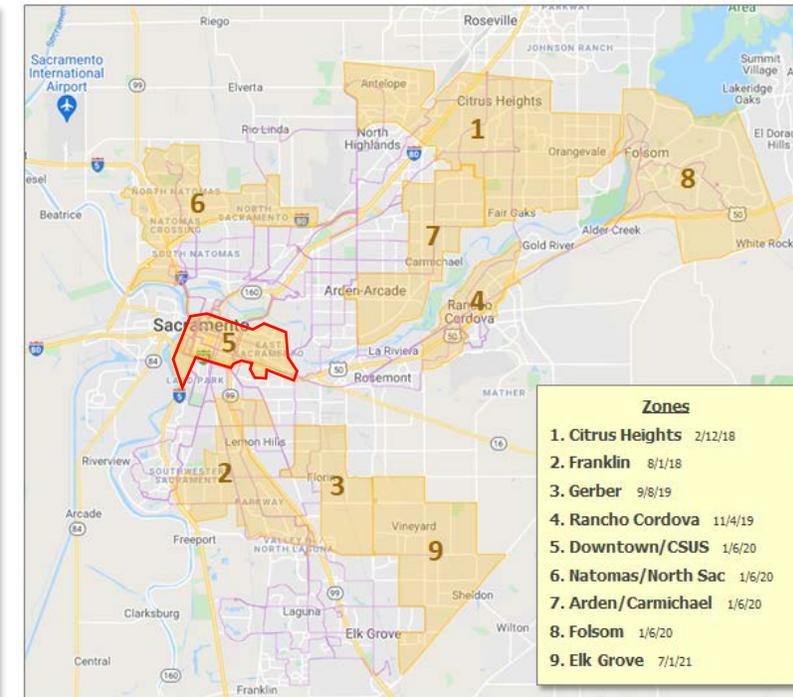
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- Smallest zone
- Good mix of housing and jobs
- Need for short-distance internal circulation
- Low average trip length
- Good productivity

Downtown, East Sacramento, CSUS

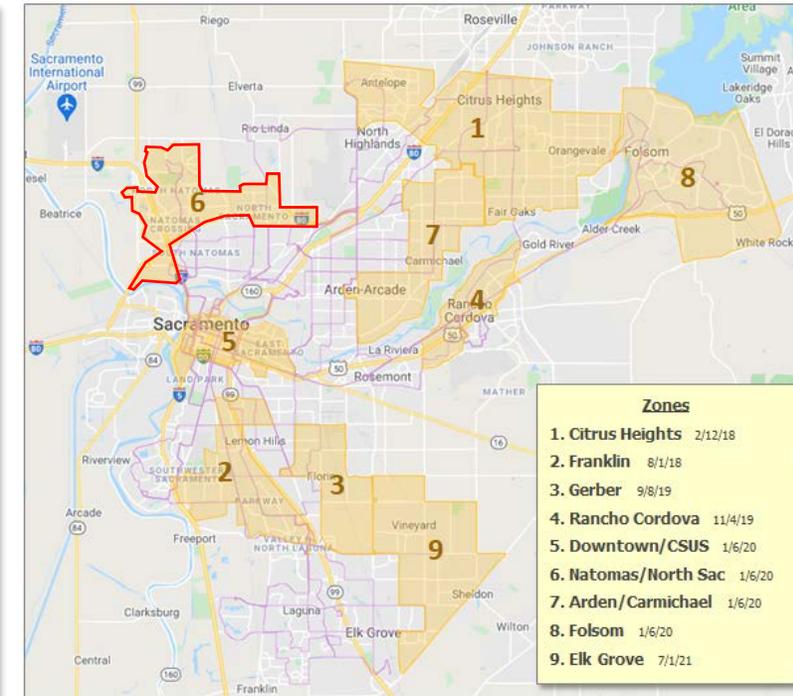
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- Highest job density
- Highest percentage of car-free households
- Highest boardings per capita
- High productivity
- Lowest average trip length
- Low wait times

Natomas/North Sacramento

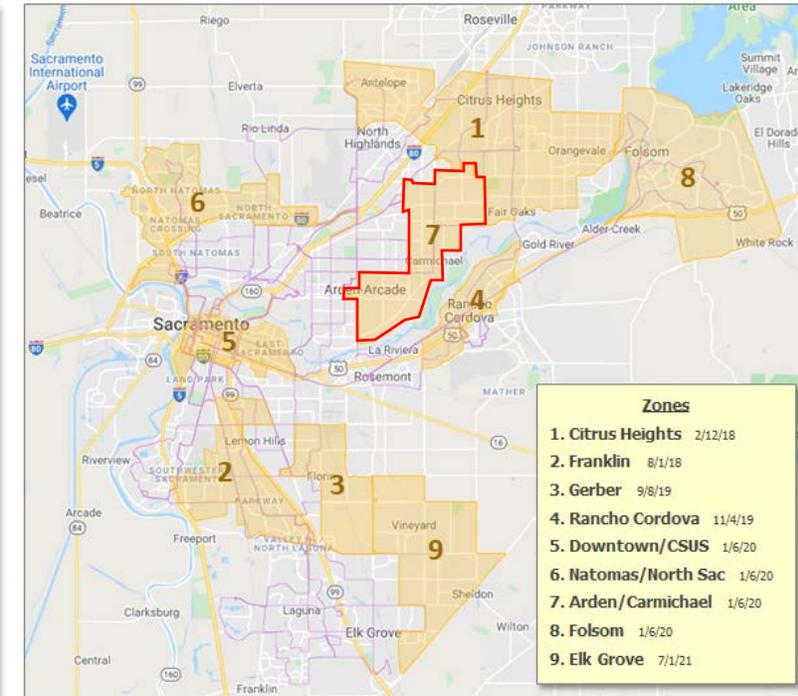
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- Originally too small, low density
- Expanded twice, now possibly oversized
- High average trip length

Arden/Carmichael

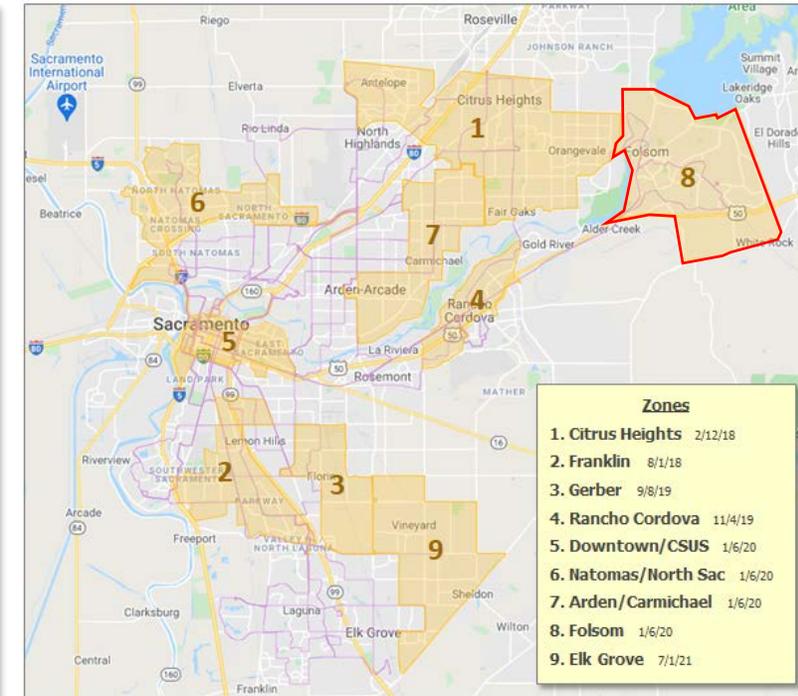
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- Originally two zones
- Combined into one zone in 2021
- Doubled productivity
- Low density, low poverty
- Insufficient demand for fixed-route service

Folsom

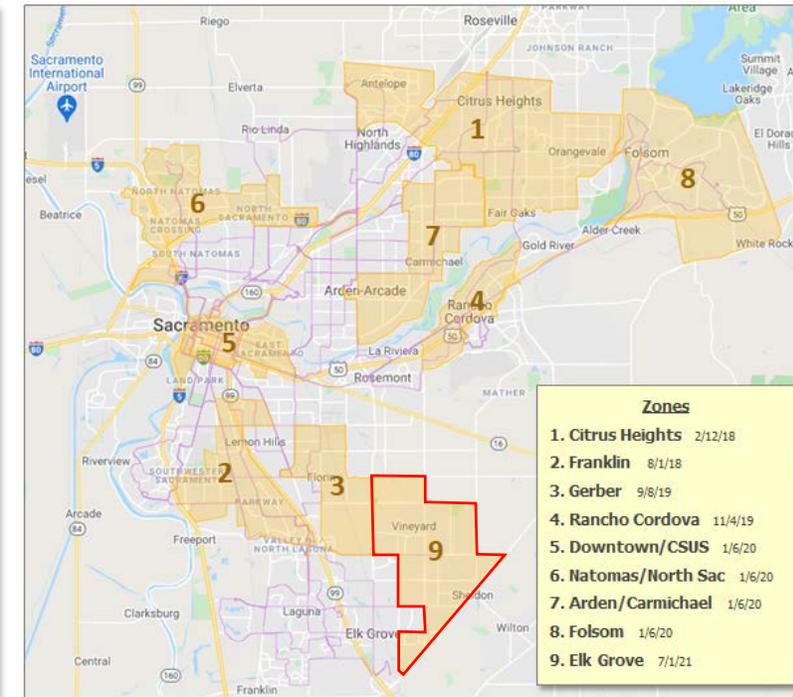
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7 Arden/Carmichael	15.0	72,900	21,800	30%	13%	6%	4,860	1,453	39	16.3	2.4	21.1	3.0	135
8 Folsom	27.9	76,100	37,400	38%	6%	4%	2,728	1,341	24	16.3	1.5	24.0	2.6	80
9 Elk Grove	19.0	33,900	3,800	65%	9%	3%	1,784	200	3	16.3	0.2	10.4	2.7	22
TOTAL	151.5	711,900	309,200	52%	14%	7%	4,699	2,041	580	267.3	2.2	23.4	2.7	207



- Large area, low density
- Low poverty, high automobile ownership
- Expanded to cover newly incorporated area in 2021

Elk Grove

Zone	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	SqMi	Population	Jobs	Minority	Poverty	Car Free	Population Per SqMi	Jobs Per SqMi	Boardings Per Day	Rev Hours Per Day	Boardings Per RVH	Pickup ETA	Ride Distance	Boardings Per 1,000
1 Citrus Heights	35.9	203,000	35,900	34%	11%	5%	5,655	1,000	157	63.3	2.5	32.6	3.5	196
2 Franklin	14.0	105,800	22,800	86%	23%	11%	7,557	1,629	100	32.7	3.1	27.3	2.5	240
3 Gerber	10.0	52,600	15,100	83%	20%	6%	5,260	1,510	17	16.3	1.0	13.4	2.8	81
4 Rancho Cordova	6.9	43,100	15,000	51%	16%	8%	6,246	2,174	45	16.3	2.8	24.7	2.1	265
5 Downtown/CSUS	7.7	52,300	125,000	39%	15%	17%	6,792	16,234	141	57.2	2.5	14.8	1.9	686
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TOTAL	151.5	711,900	309,200	52%	14%	7%	4,699	2,041	580	267.3	2.2	23.4	2.7	207



- Emphasis on non-redundancy with fixed-route
- Covers large unserved area
- Large zone, but lowest population and jobs
- Lowest density, high automobile ownership

Discussion | Lessons Learned

- Book-in-advance vs on-demand
- Fare structure – right price vs simplicity
- Expansion and zone design – start small
- NTD reporting – collect data manually
- Productivity vs fixed-route
- Coverage of low-demand areas
- Great for building public support
- Weekend/evening service – economies of scale
- Grant competitiveness – no consultants





Thank you!

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Microtransit in Des Moines

Luis Montoya, Chief Planning Officer

Des Moines Area Regional Transit Authority (DART)

Addressing Mobility Needs

- ▶ Replace underperforming bus routes
- ▶ Extend hours of service
- ▶ Provide service to more places
- ▶ Increase frequency of service/shorten travel times
- ▶ Service within and between communities, not just to downtown



Expanding Mobility Options



On-Demand Services

- ▶ Microtransit
 - ▷ On-demand, DART-branded vehicles and operators
 - ▷ Curb to curb (or door)
 - ▷ 2 pilot communities
- ▶ Flex Connect
 - ▷ On-demand, Uber and local taxi company
 - ▷ First-mile/last-mile connection to bus stops with select zones
 - ▷ 1st pilot in 2019, others identified





Ankeny Microtransit Pilot

▶ The Goal

- Provide more **flexible, customer-friendly local circulation** in Ankeny

▶ Pilot project

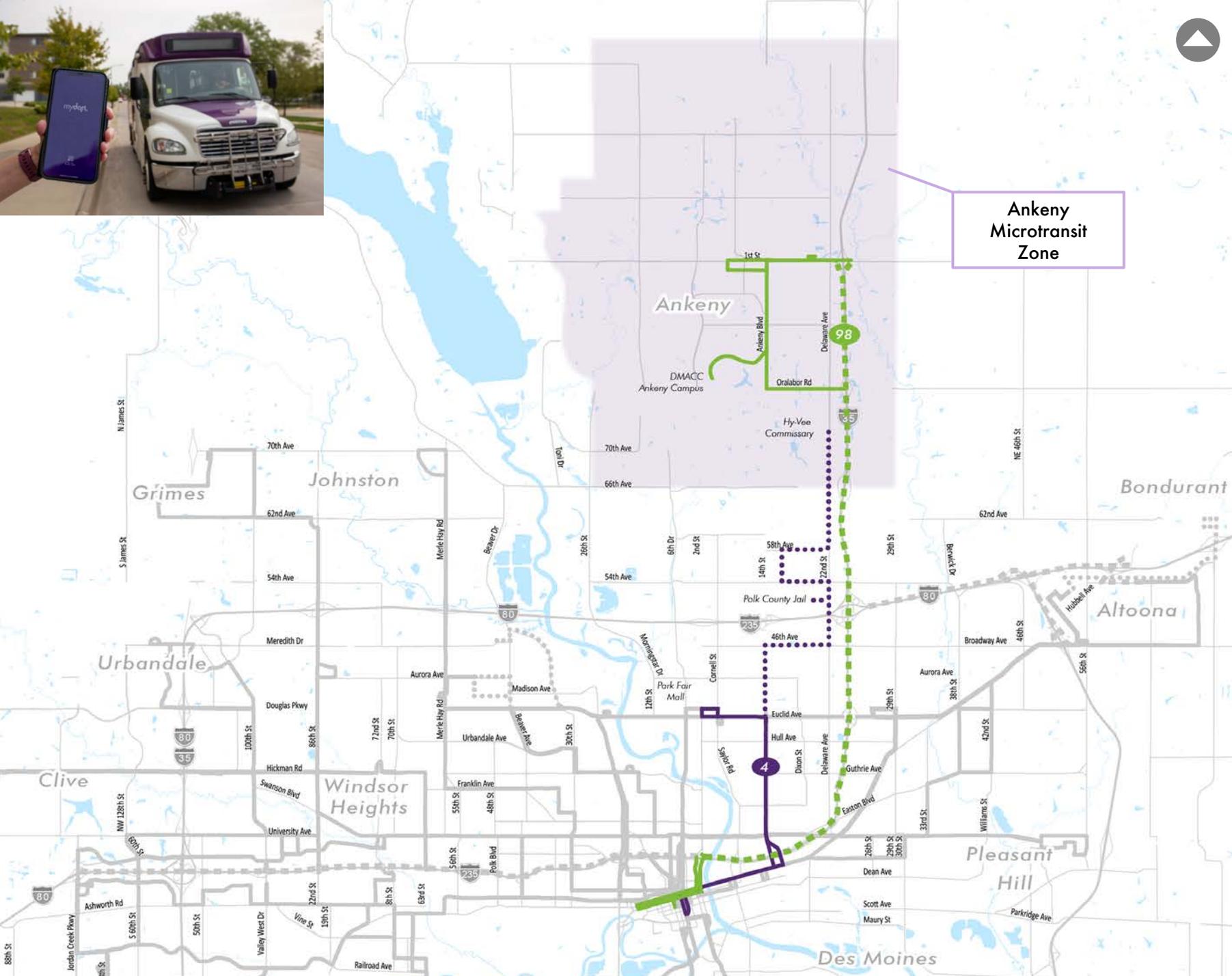
- Upgrade existing dial-a-ride service to Microtransit, expand hours

▶ Rider Impacts

- Minimal change for existing customers
- Opportunity to attract new riders
- Longer span will allow transfers to fixed route buses
- Some paratransit customers may choose to use microtransit

▶ Cost Impacts

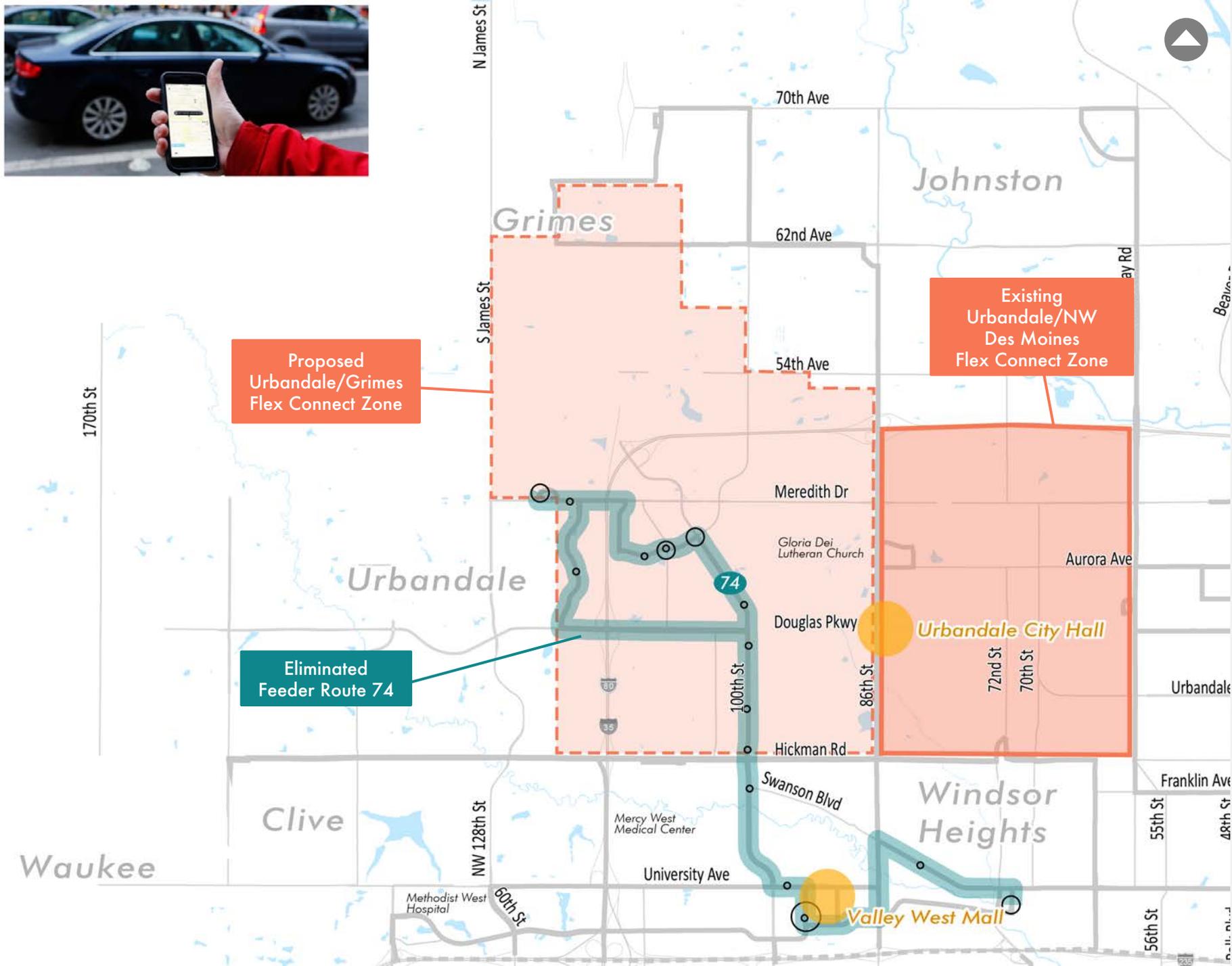
- Microtransit platform
- 14 hours daily
- Administrative staff time





Flex Connect Urbandale/Grimes

- ▶ The Goal
 - Provide cost-effective **first/last mile connection to employment** areas
- ▶ Pilot Project
 - Replace Route 74 with a new Flex Connect Zone
 - Operated by Uber and YellowCab
 - Trips must start or end at select bus stops
- ▶ Rider Impact
 - Most existing riders are transferring from other fixed-routes
 - More coverage
 - Longer span
- ▶ Cost Impacts
 - **Cost-neutral** to serve existing Route 74 demand + up to 50% increase in demand



THANK YOU!

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