



# Metropolitan Council Equity Advisory Committee

July 19, 2022

Presenters: Meredith Klekotka and Victoria Dan

# Microtransit Definition

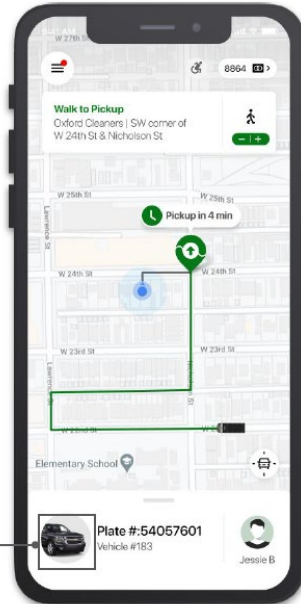
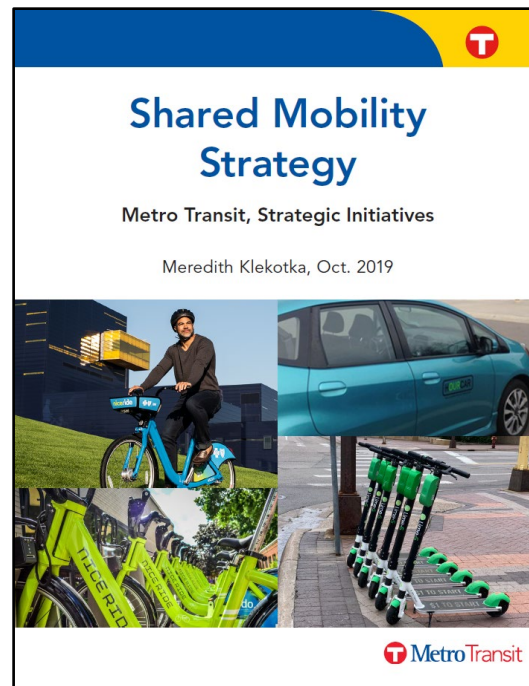


Image Source: Via Mobility

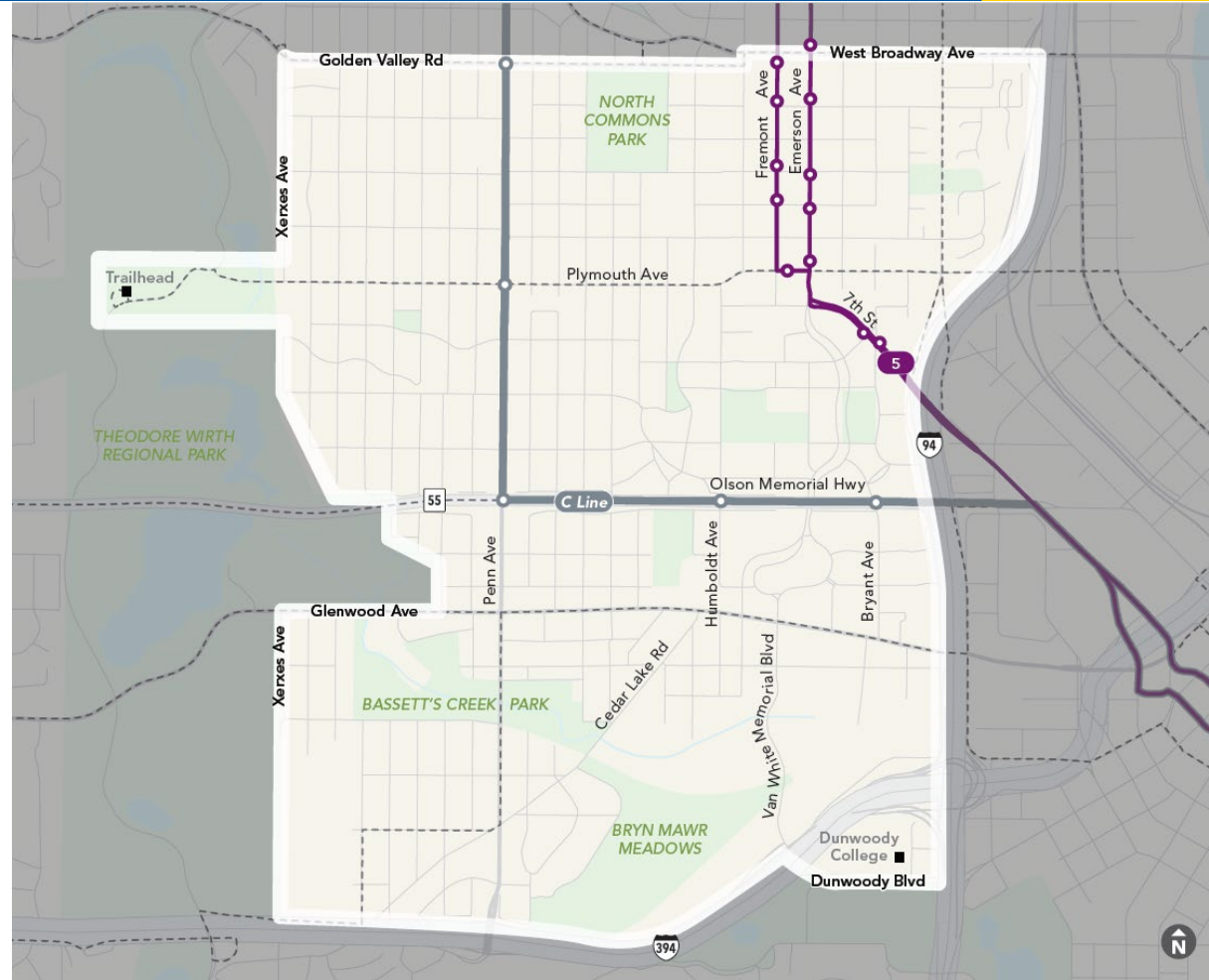
- Demand responsive transit
- Real-time, app-enabled
- Dynamically generated routes and/or schedules
- Privately managed technology
- Multi-passenger

# Why microtransit?

- How can transit agencies adapt to changing technology and travel preferences?
- Desire to understand and integrate with shared mobility options to serve travel needs
- Microtransit pilot was the top priority for the Shared Mobility Program



# North Minneapolis Microtransit Pilot Project Boundaries



# Microtransit Pilot Project Goals and Performance Measures

1. Expand mobility choices—especially for low-income areas and communities of color
  - Metrics: % of TAP user trips, % of users identifying as BIPOC
2. Customer Satisfaction
  - Metrics: % on time arrivals, % of repeat users/average trips per user, travel time prediction accuracy
3. Increase our understanding of microtransit performance on our system and test microtransit software
  - Metrics: Median wait time, Productivity – passengers per in service hour (PPISH), subsidy per passenger

# Service Design and Operations Details

- One year pilot, launch Fall 2022
- Curb to curb service design
- ~2.5 square miles
- Service hours to cover all or most of high frequency fixed route in the service area (5am-12am)
- Max 5 vehicles in service/2 spares
- Fares: Same as bus fare, normal transfer rules
- TAP eligible and student discounts accepted

# Contracting Updates

- Software as a service (SAAS) Contract
  - Microtransit software provider will be Via Mobility
- Operations Contract
  - Transit Team



## Metro Transit role v. MTS

- Metro Transit is responsible for marketing, promotion, service design, and software procurement
- MTS is responsible for contracted operations, running the system, and service design



# Outreach and Marketing Approach

- Outreach Approach
  - Summary of D Line, C Line, and Blue Line Extension outreach
  - Launch date to have a Saturday presser/kick off event
  - Audience: neighborhood/community groups, local media, in person engagement, mobility hub outreach
  - Major survey/outreach effort 3 and 6 months into service
- Marketing Campaign
  - Materials: website (<https://www.metrotransit.org/micro-project>), one-pager, video, email, social media, interior cards, C Line Pylon, earned media

## Microtransit Timeline

- Launch date: Saturday September 10, 2022
- Mid-May: Public education and in reach to staff began
- Mid-July: Service and software training begins
- Late August: Marketing campaign begins

## Topics for Discussion and Feedback

- What are potential barriers to participation? Concerns about the service?
- How do we ensure equity moving forward with microtransit investment that's more traditional?
- Guidance on 3- and 6-month survey and outreach efforts

An isometric illustration of a vibrant city street scene. The scene includes a multi-story building on the left, a street with cars and a van, a crosswalk with a person pushing a stroller, a green park area with people, a blue car-sharing station, a white bus, a blue tram, a person on a bicycle, and a person on a wheelchair. Red circular callouts with numbers 2 through 13 are scattered throughout the scene, highlighting various elements of the urban environment.

**Thank you!**

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