

Microtransit Update

TAAC

May 2021

Today's Topics

- Project Updates:
 - Regional planning context for shared mobility projects
 - Metro Transit's approach to shared mobility projects
 - North Minneapolis Microtransit Pilot Project

Twin Cities Shared Mobility Action Plan (2018)

GOAL 1

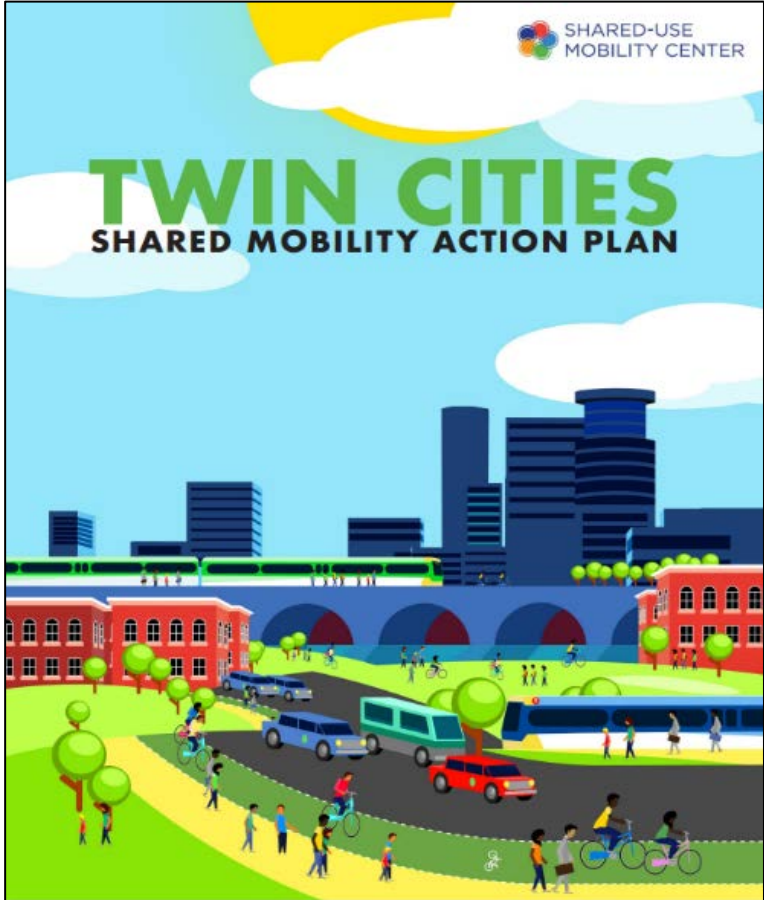
Shift households away from single-occupant vehicles and toward transit and shared mobility as the region grows.

50,000
CARS OFF THE ROAD



GOAL 2

Ensure that shared mobility programs are adapted to serve the same broad user base that makes up public transportation ridership.



Source: SUMC

Twin Cities Shared Mobility Collaborative

- Mission
 - Foster collaboration among government, nonprofits, and the private sector to expand and improve multimodal and shared transportation option
- Call for steering committee members closes June 10th (tcsharedmobility.org)
- Current activities
 - Interagency communication
 - White papers
 - Subcommittees projects
 - Funding applications, scoping
 - Quarterly convenings
- Active Steering Committee Members
 - Government: MnDOT, Minneapolis, Saint Paul, Met Council/Metro Transit
 - Service Providers: Nice Ride Minnesota
 - Research: University of Minnesota/CTS
 - Advocacy: Move Minneapolis, Move Minnesota, East Metro Strong, Shared-Use Mobility Center



Twin Cities
**Shared Mobility
Collaborative**

Shared Mobility Strategy

Overall program goal

Enable more people to travel without the need for a personal automobile



Shared Mobility Strategy - Seven First Moves

1. Implement a microtransit pilot
2. Work with communities and stakeholders to define transportation challenges
3. Invest in mobility hubs
4. Maximize travel options through shared mobility and TDM
5. Establish data privacy and data sharing standards
6. Develop long-range plans for fare collection systems and customer information tools
7. Education and collaboration

Shared Mobility Strategy Investment Priorities

Focusing the Goal

1. Invest shared mobility services in areas close to or connected to high level transit service and integrate with other providers (0-2 miles)
2. Increase mobility choices especially for low-income areas, communities of color, people living with disabilities, and in low density, high needs area
3. Incorporate shared mobility where land use supports high density places with frequent service and/or transit-oriented development (TOD) investments



Source: Sacramento, Via



Source: Citizen for Modern Transit, St. Louis

Microtransit Pilot North Minneapolis

Microtransit Definition

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



North Minneapolis Microtransit Pilot Project Boundaries



Microtransit Features

- On-demand, real time booking
- Estimated arrival time at booking
- Live tracking of vehicle
- Ability to specify wheelchair accessible vehicles
- Contactless payment

Making Microtransit Work for All Users

- Type of vehicle used
- Spatial Coverage
 - Balance wait times with coverage
 - Type of service design (first-last mile v. point to point)
- User interface on the mobility app
 - WCAG 2.0 AA compliant



Source: LA Metro

The background of the slide is a detailed isometric illustration of a city street scene. It features various elements such as buildings, trees, a bus, a car, a bicycle, a person walking, and a person on a scooter. Red circular markers with numbers from 1 to 13 are scattered throughout the scene, likely representing different data points or locations. The overall style is clean and modern, with a color palette dominated by blues, greens, and greys.

Thank you!

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