



Microtransit Pilot Update

August 3, 2022

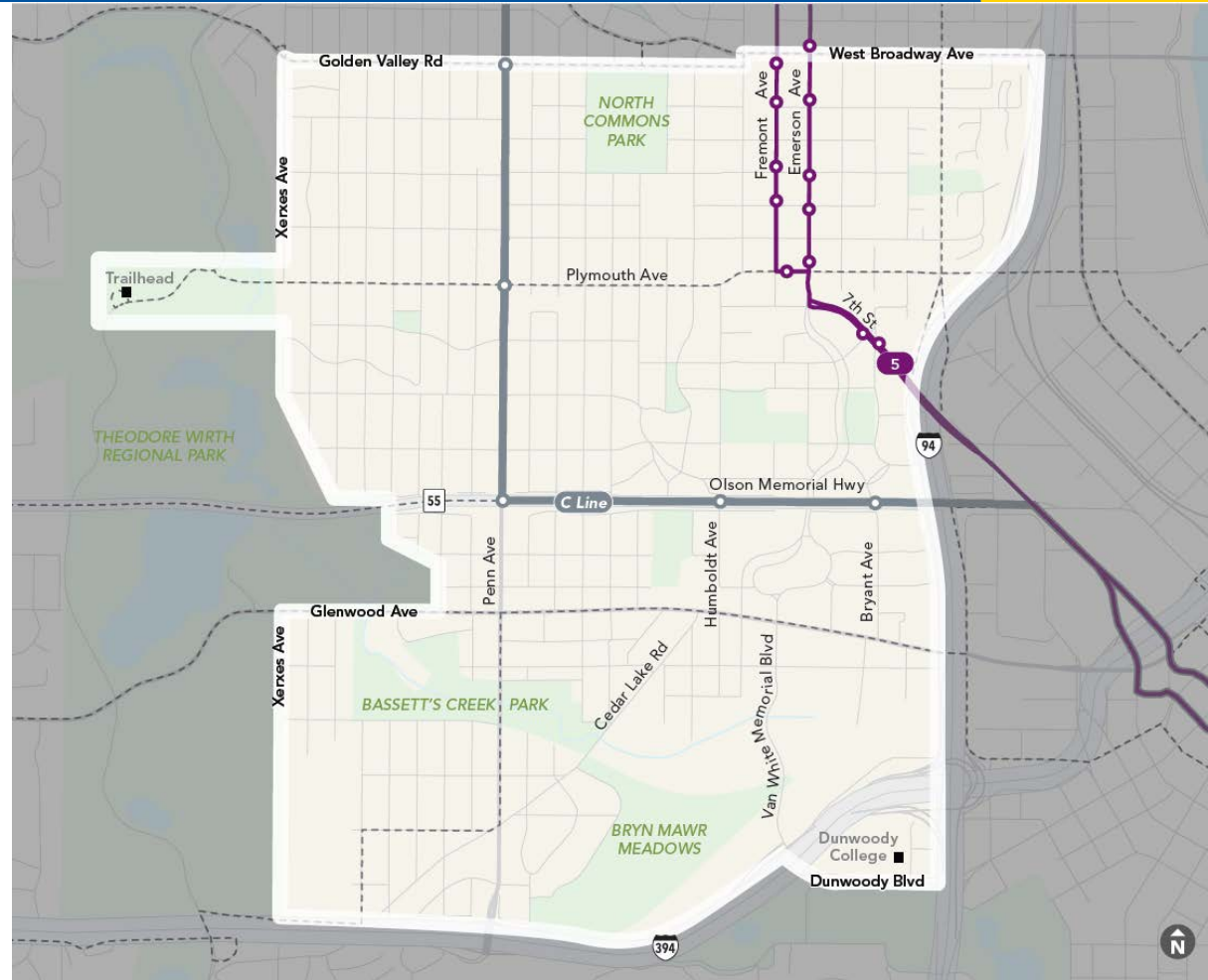
Transportation Accessibility Advisory Committee

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



Service Design and Operations Details

- Corner to corner service design
- Service hours to cover all or most of high frequency fixed route in the service area
- Fares: Same as bus fare, normal transfer rules
- TAP eligible and student discounts accepted
- Max 5 vehicles in service/2 spares
- Metro Mobility-style vehicles

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

Contracting Updates

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



Microtransit Timeline

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

Outreach and Marketing Approach

- Outreach – May through the fall
 - Saturday presser/kick off event
 - External: Local media, in person engagement, mobility hub outreach, neighborhood/community groups
- Marketing – Campaign launch two weeks prior to service
 - Materials: website, one-pager, video, email, social media, interior cards, C Line Pylon, earned media

Incorporating TAAC Feedback

- Call for comments July 2021
 - WCAG 2.2 (not yet fully released during RFP release)
 - Applications are fully compatible with Voice Over and Talk Back
 - Messaging capability to driver
- Results
 - WCAG 2.1
 - Messaging capability to driver upon reservations for special pick up requests
 - Call in booking option

