

# **MICROTRANSIT IN THE TWIN CITIES**

# BACKGROUND

## All regional transit providers operate microtransit

- SW Prime started operating in 2015
- Metro micro began operating in 2022

## Microtransit is a flexible tool that serves multiple roles

- Local access
- Coverage
- Connection to Fixed-Route Service

## Coverage-Based, On Demand Service

- 2023 Regional Route Performance Analysis riders per in-service hour
  - General Dial-a-Ride – 1.4
  - All Microtransit – 2.8
  - All Suburban Local Fixed-Route Bus – 9.9
  - All Core Local Fixed-Route Bus – 22.8
  - All Arterial BRT – 45.3



# REGIONAL MICROTRANSIT POLICY STUDY

## Purpose:

Bring region's transit providers together to collaboratively

- Develop design and performance guidance
- Document where we already have shared practices/policy
- Develop shared policy/goals
- Identify future work items for transit providers to work together on

## Guiding Principles:

- Improving rider experience
- Context-sensitive policy and guidance
- Balancing flexibility and achieving regional shared goals



# WHAT IS MICROTRANSIT?

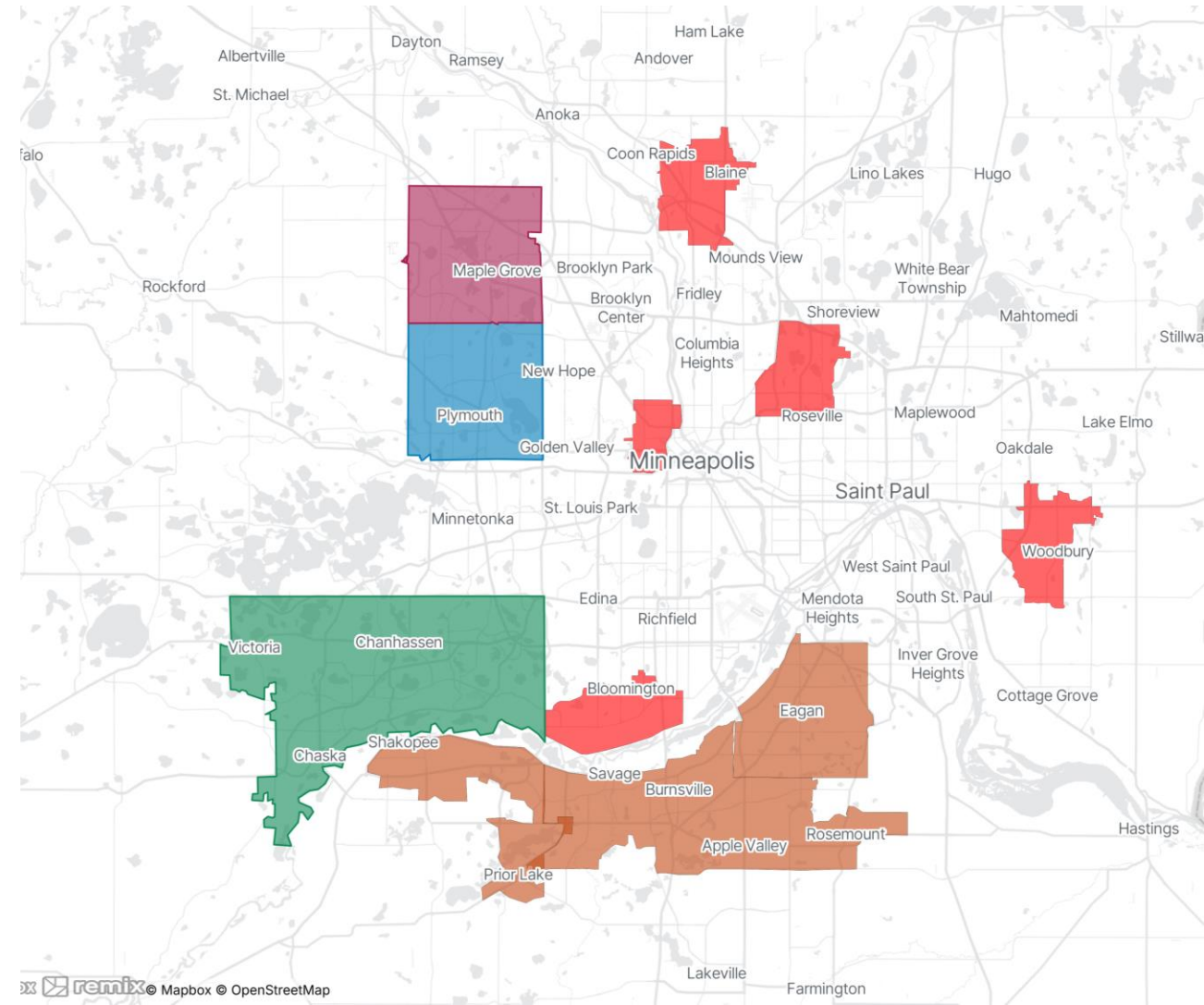
- App-based ride hailing service
  - Some providers also have call-in bookings
- Provides service at a lower cost for riders than private providers within a defined geographic area
- Connects to fixed route transit for local and regional mobility
- Mostly operates in suburban environments with lower densities to provide mobility options where fixed route transit is less feasible



# CURRENT TWIN CITIES MICROTRANSIT

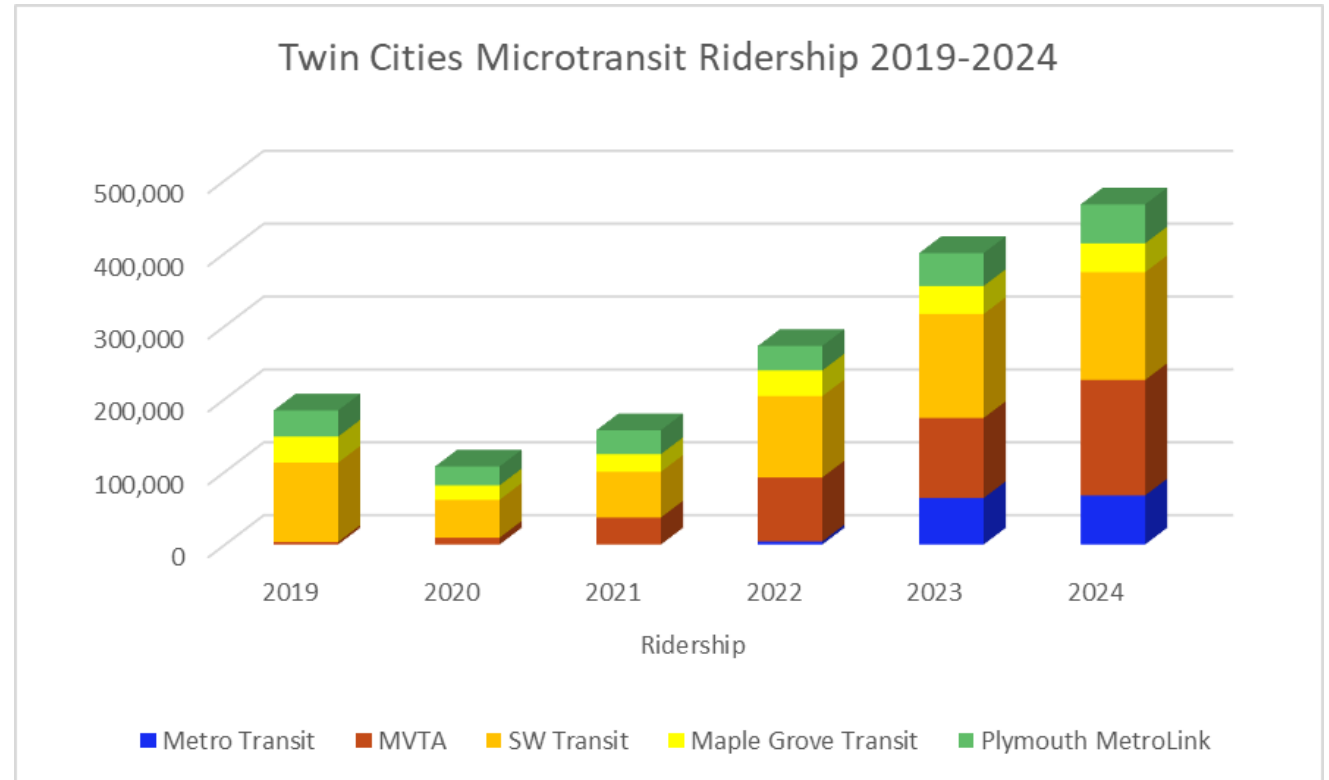
- Five Providers
- 11 Zones (As of September 2025)
- 299.9 square miles
  - Primary zones only
- 466,643 Ridership (2024)

**Map Legend:**  
**Red** = Metro Transit  
**Orange** = MVTA  
**Green** = SouthWest Transit  
**Purple** = Maple Grove Transit  
**Blue** = Plymouth MetroLink

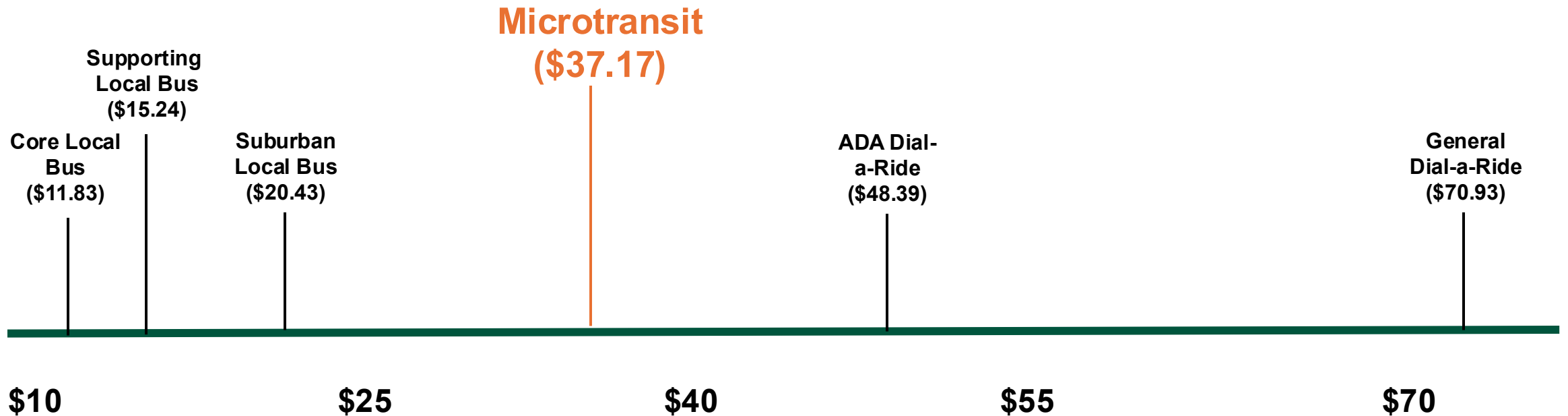


# REGIONAL RIDERSHIP GROWTH

- 2019: 184,005
- 2020: 107,004
- 2021: 156,822
- 2022: 272,427
- 2023: 399,923
- 2024: 466,643
- **154% growth from 2019**



# COST PER PASSENGER AND SERVICE TYPE



Source: 2023 Regional Route Analysis, Weekday Data



# PLYMOUTH METROLINK

- Service Area: City of Plymouth
  - Can ride to select locations outside the City of Plymouth in Minnetonka, Wayzata, Golden Valley, Medina, Hamel, and Maple Grove if the trip starts or ends in Plymouth.
- Days and Hours of Operation:
  - **Monday-Friday:** 5 a.m. to 8:30 p.m.
  - **Saturday:** 6 a.m. to 6:30 p.m.
  - **Sunday:** 6 a.m. to 5 p.m.
- Fare: \$3.00
- Growth Plans: Follow Recommendations of Northwest Service Providers Study
  - Consistent wait times
  - Consistent on-time arrivals



## Annual Ridership

- **2019:** 35,902
- **2020:** 25,860
- **2021:** 32,798
- **2022:** 33,554
- **2023:** 45,132
- **2024:** 53,425

**Growth from 2019: 48.81%**



# MAPLE GROVE TRANSIT

- Service Area: City of Maple Grove
  - Can ride to locations outside the city of Maple Grove in Osseo, Brooklyn Park, Brooklyn Center, Robbinsdale, Crystal, Plymouth, and Rogers if the trip starts or ends in Maple Grove.
- Days and Hours of Operation:
  - **Monday-Friday:** 5:30 a.m. to 6:30 p.m.
  - **Saturday:** 7 a.m. to 4 p.m.
- Fare: \$3.00 - multi-trip passes can bring cost down to \$2.00



## Annual Ridership

- **2019:** 35,797
- **2020:** 19,850
- **2021:** 24,303
- **2022:** 35,322
- **2023:** 38,514
- **2024:** 39,563

**Growth from 2019: 10.52%**

# MVTA

- Service Area: Three Zones
  - Main Zone: Burnsville, Apple Valley, Savage, parts of Rosemount
  - Eagan Zone: Eagan only
  - Shakopee/Prior Lake Zone: Portions of Shakopee and Prior Lake
- Days and Hours of Operation:
  - **Monday-Friday:** 6 a.m. to 9 p.m.
  - **Weekend:** 6 a.m. to 9 p.m. (Main and Eagan zones only)
- Fare: \$3.00
- Growth Plans: Serve entire service area, merge into two zones; expand EV fleet



## Annual Ridership

- **2019:** 3,505 (Service debuted mid-year)
- **2020:** 9,295
- **2021:** 37,054
- **2022:** 87,842
- **2023:** 109,925
- **2024:** 158,446

**Growth from 2019: 4,423.21%**

# METRO TRANSIT

- Service Area: Three Zones (two more to be added Fall 2025)
  - North Minneapolis Area Zone
  - Roseville Area Zone (Portions of Roseville, Arden Hills, and Shoreview)
  - Woodbury Area Zone (Portions of Woodbury, Lake Elmo, and Oakdale)
  - Bloomington Area Zone: Began August 16
  - Blaine Area Zone: Beginning September 15
- Days and Hours of Operation:
  - **Monday-Friday:** 5:30 a.m. to 10:30 p.m.
  - **Weekend:** 7 a.m. to 10:30 p.m.
- Fare: \$2.50 non-rush, \$3.25 during rush
- Growth Plans: Add four additional zones by the end of 2027; improve fixed route integration
  - Brooklyn Park Area, Maplewood Area, Mendota Heights Area, Minnetonka Area



## Annual Ridership

- **2022:** 4,170
- **2023:** 63,738
- **2024:** 67,287

**Growth from 2022: 1,513.01%**

# SOUTHWEST TRANSIT

- Service area: One zone (Full city boundaries of Eden Prairie, Chaska, Chanhassen, Carver, and Victoria)
  - Can ride to locations outside the Southwest Prime service area in Edina, Shakopee, Normandale Community College, and select medical facilities if the trip starts or ends in the primary service area.
- Days and Hours of Operation:
  - **Monday-Friday:** 5:30 a.m. – 7:00 p.m.
  - **Saturday:** 6:00 a.m. - 5:30 p.m.
- Fare: \$5.00, Seniors 65+ ride for \$3.00
- Growth Plans: Southwest Prime North Expansion (Awarded through 2022 Regional Solicitation); increasing days and times of service in primary service area.



## Annual Ridership

- **2019:** 108,801
- **2020:** 51,999
- **2021:** 62,667
- **2022:** 111,539
- **2023:** 142,614
- **2024:** 147,922

**Growth from 2019: 35.95%**

**QUESTIONS?**