

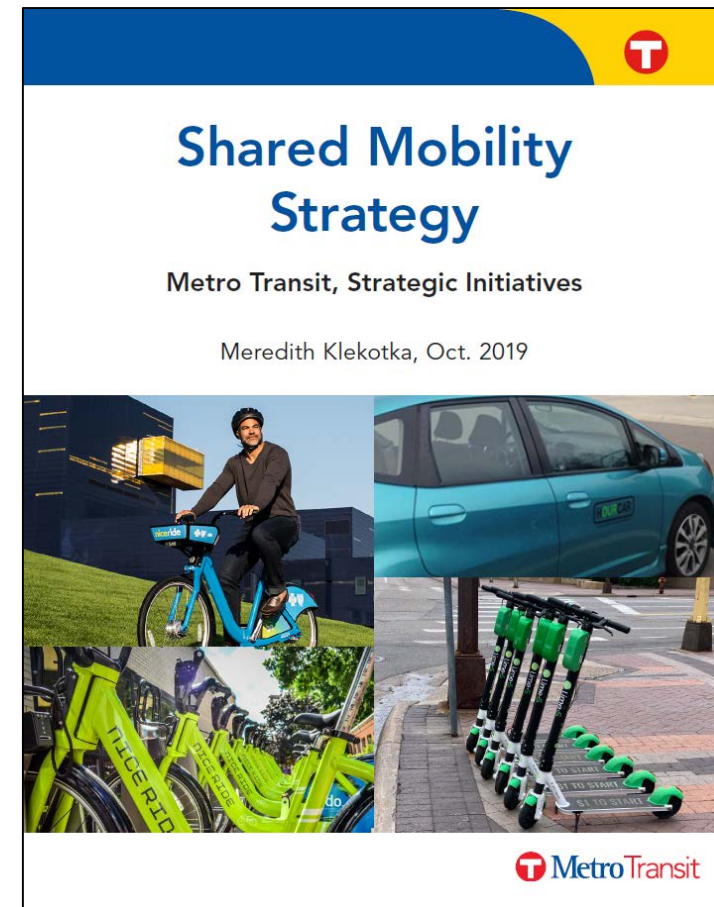


Microtransit Pilot Overview



Shared Mobility Strategy (2019) - Our 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 sharing standards
6. Develop long-range plans for fare collection systems and customer information tools
7. Education and collaboration



Microtransit Definition



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

Microtransit Goals

1. **Expand mobility choices—especially for low-income areas and communities of color (Urban)**
2. **Expand access to high frequency fixed route and transitways (Urban)**
3. **Expand access to low-wage jobs and jobs with non-traditional work shifts (Suburban)**



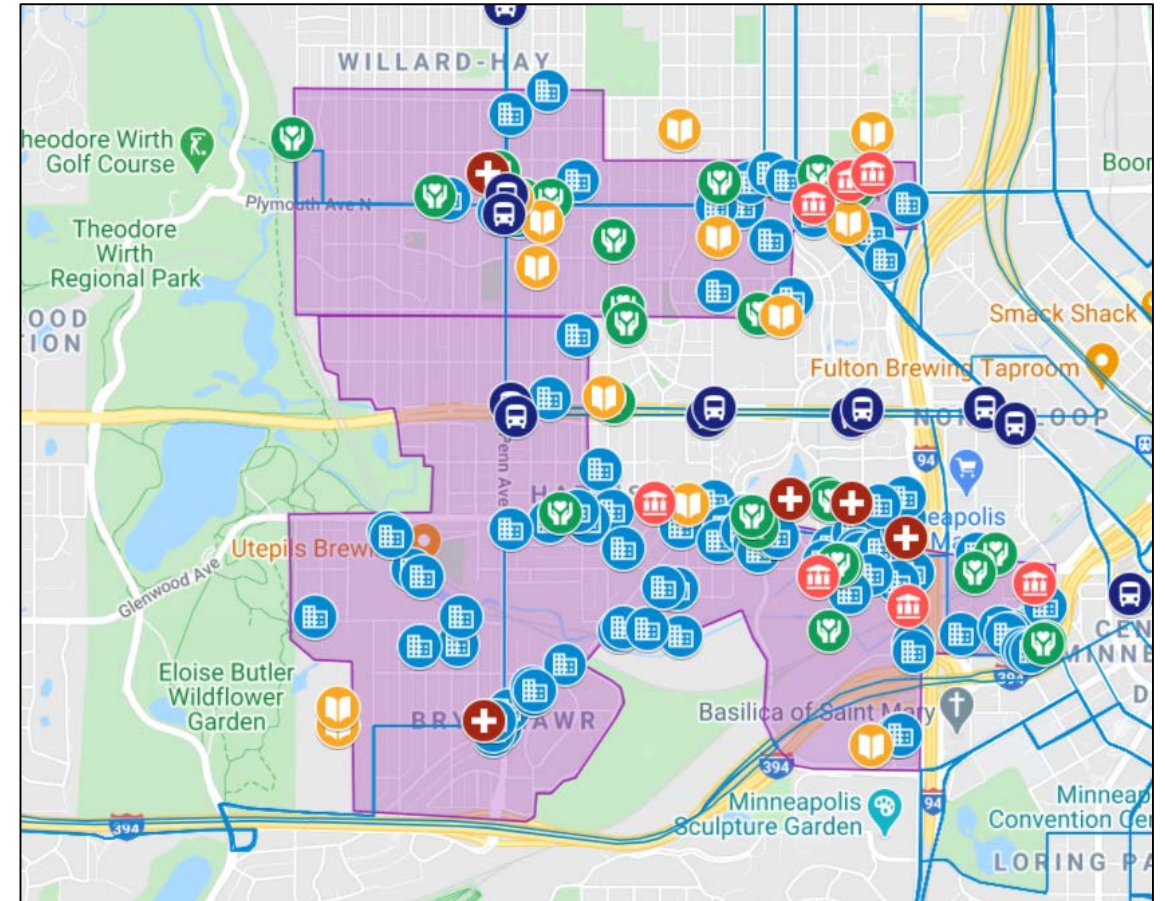
Metro's mobility-on-demand service now running point-to-point trips within service zones

BY STEVE HYMON, MARCH 25, 2020



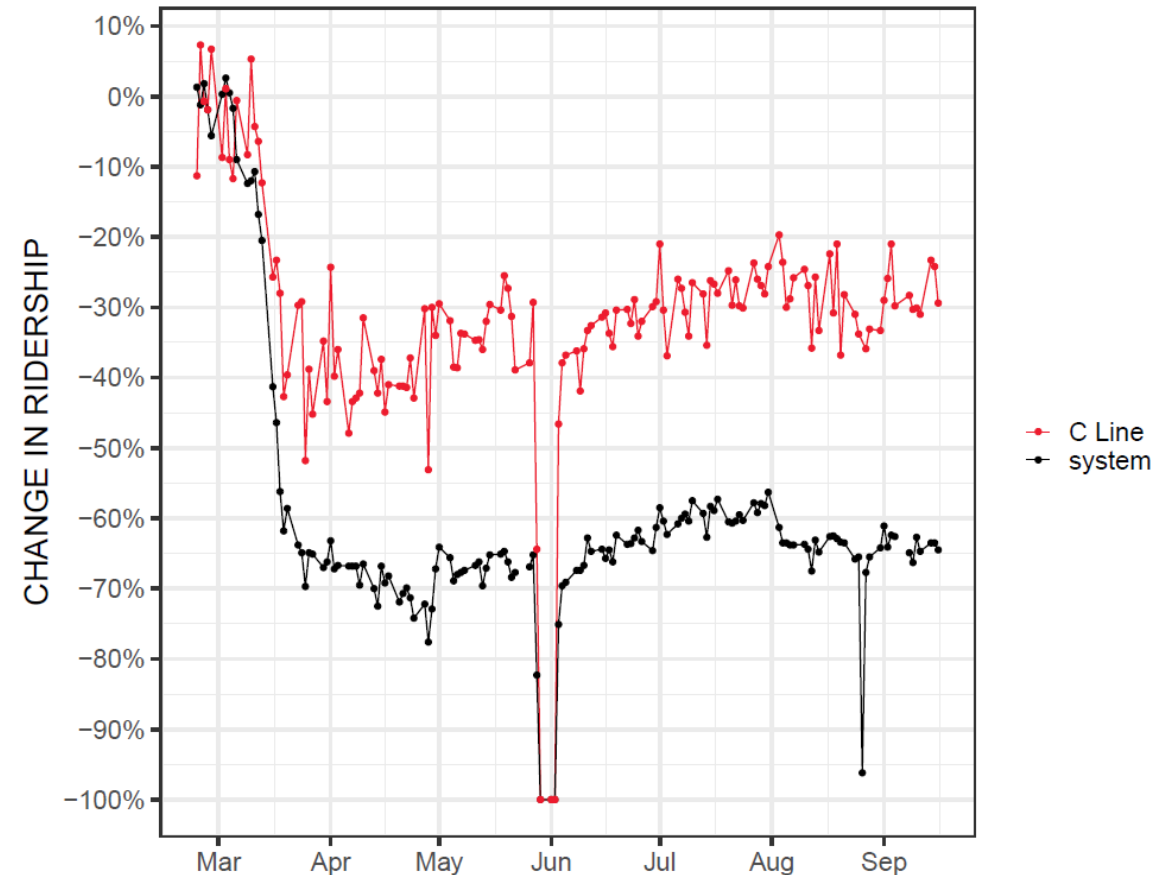
Microtransit Pilot Project details

- One year pilot, launch Spring 2021
- Proposed for North Minneapolis
 - Connection to Metro C Line
 - Expand options / access to transit
- ~2 square miles
- Service details to work out
 - Service area
 - Days of week, hours/day
 - Number of vehicles (wait times/trip times)
 - Fare policy, transfers



Project Background / Ford DOE Grant Opportunity

- Demonstrate innovation in service models to meet changing customer demand
- Metro C Line focus provides another transit option in an area with high, sustained transit use
- Ford Mobility / Dept. of Energy grant
 - Cutting edge microtransit approach with real-time data
 - Technical support on survey, simulation, and evaluation
 - Collaboration with Transloc software
 - Direct funding cuts one third of pilot cost



Next Steps

- Implementation Task Force kickoff – September/Early October
- Stakeholder meetings; coordination with City and County
- Planning for public engagement, branding, marketing, communications, etc.
- Contracting and procurement
 - Formal agreement with Ford
 - MTS contract for operation of service
- Service planning, Operations coordination
- Fare policy and technology

Thank you!