



## BI 2023-209: Micro Pilot Project Fare Change

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# What *is* Metro Transit micro?

Metro Transit micro is a 24-month test program of microtransit. It is...



**On-demand:** Request a ride right when you need it and be picked up in a few minutes.



**App-enabled:** Download the smartphone app and create an account to start booking rides.



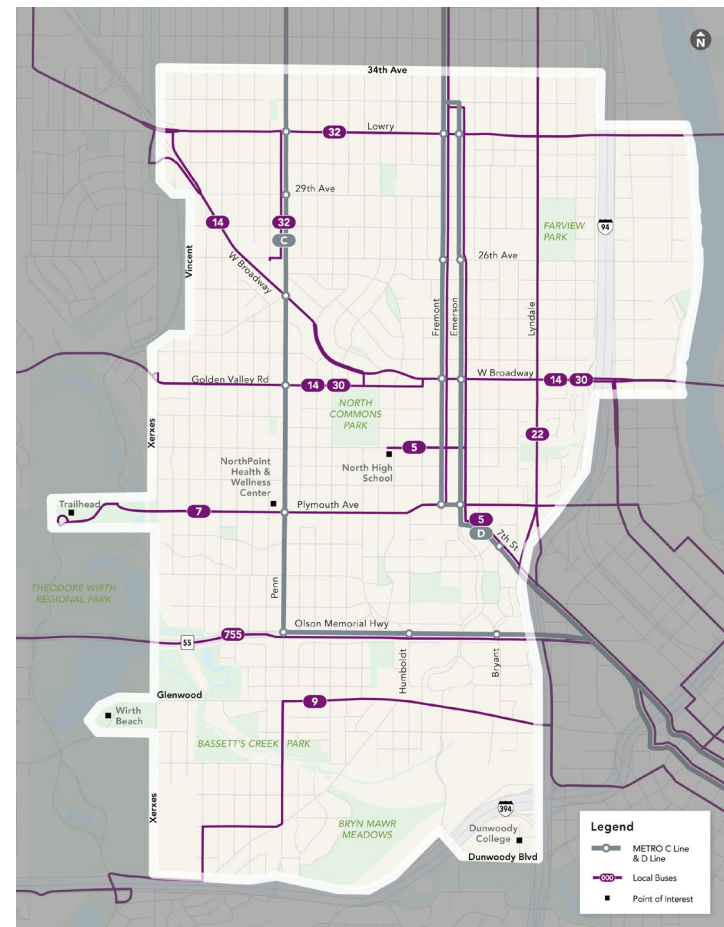
**Algorithm-powered:** Technology matches your ride with a vehicle in real-time to optimize your experience.



**Rideshare:** Spend less time waiting for a ride by sharing your vehicle with others.

# Pilot Milestones

- Launched September 10, 2022
- Expanded zone February 27, 2023
- Evaluation April-June, 2023
  - Survey April 8-23
  - Year 2 extension decision
- Year 1 completed September 8, 2023
- Year 2 ending September 30, 2024



## Year 1 Goals



**Expand access** to the  
High Frequency  
Network



**Test** technology and  
service model

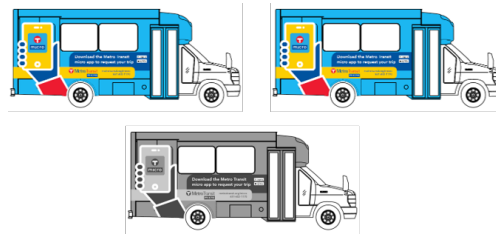


**Expand mobility  
choices**—especially for  
low-income areas and  
communities of color

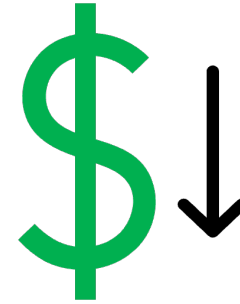
# Year 1 Learning Highlights



3% of rides end at a bus stop or BRT station



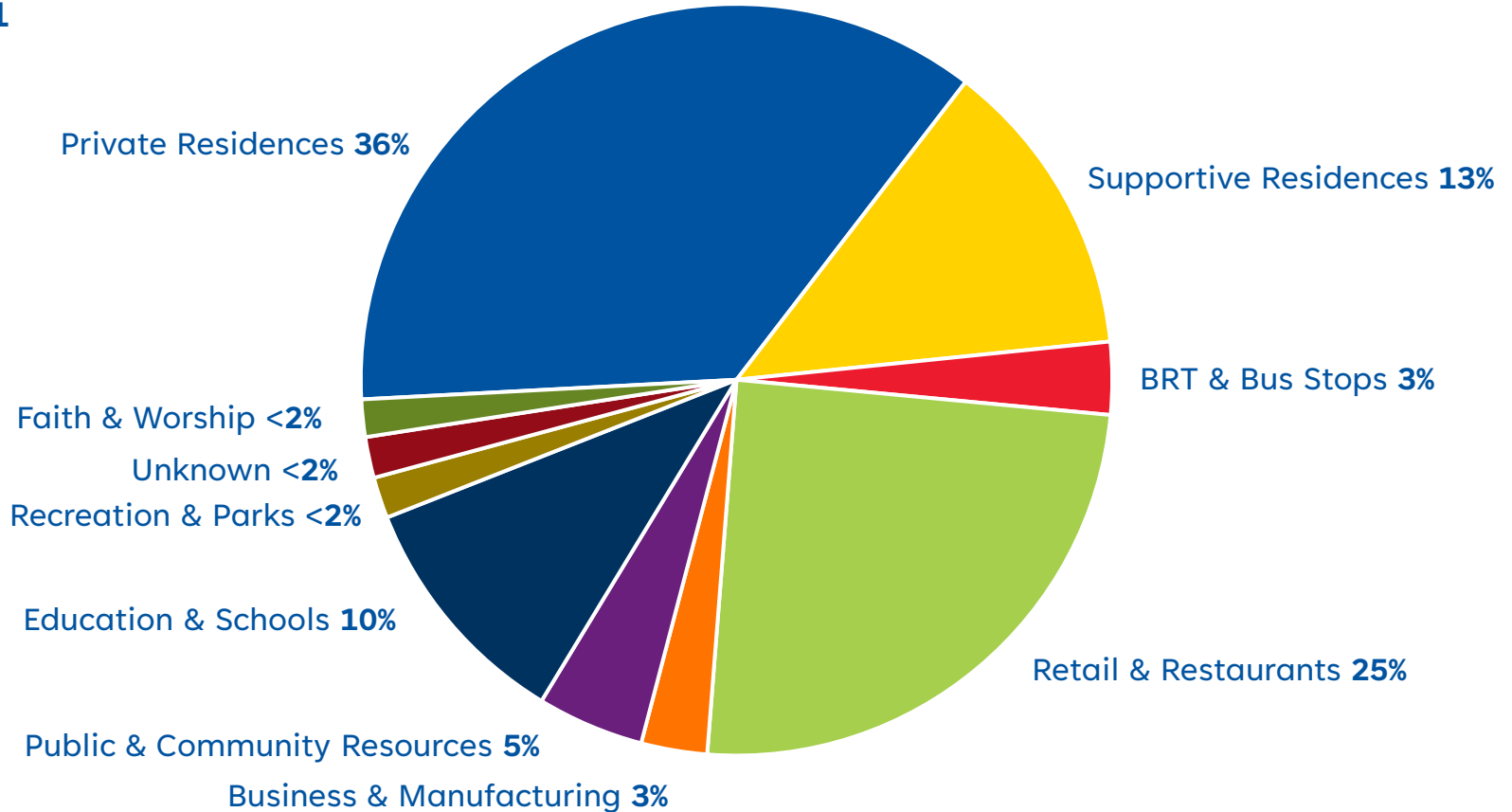
67% of micro trips were at least 5 minutes faster than the fixed route alternative



August operating cost \$9.85 per passenger mile and \$16.75 per ride

# Trip Destinations

Year 1



# Performance Snapshots

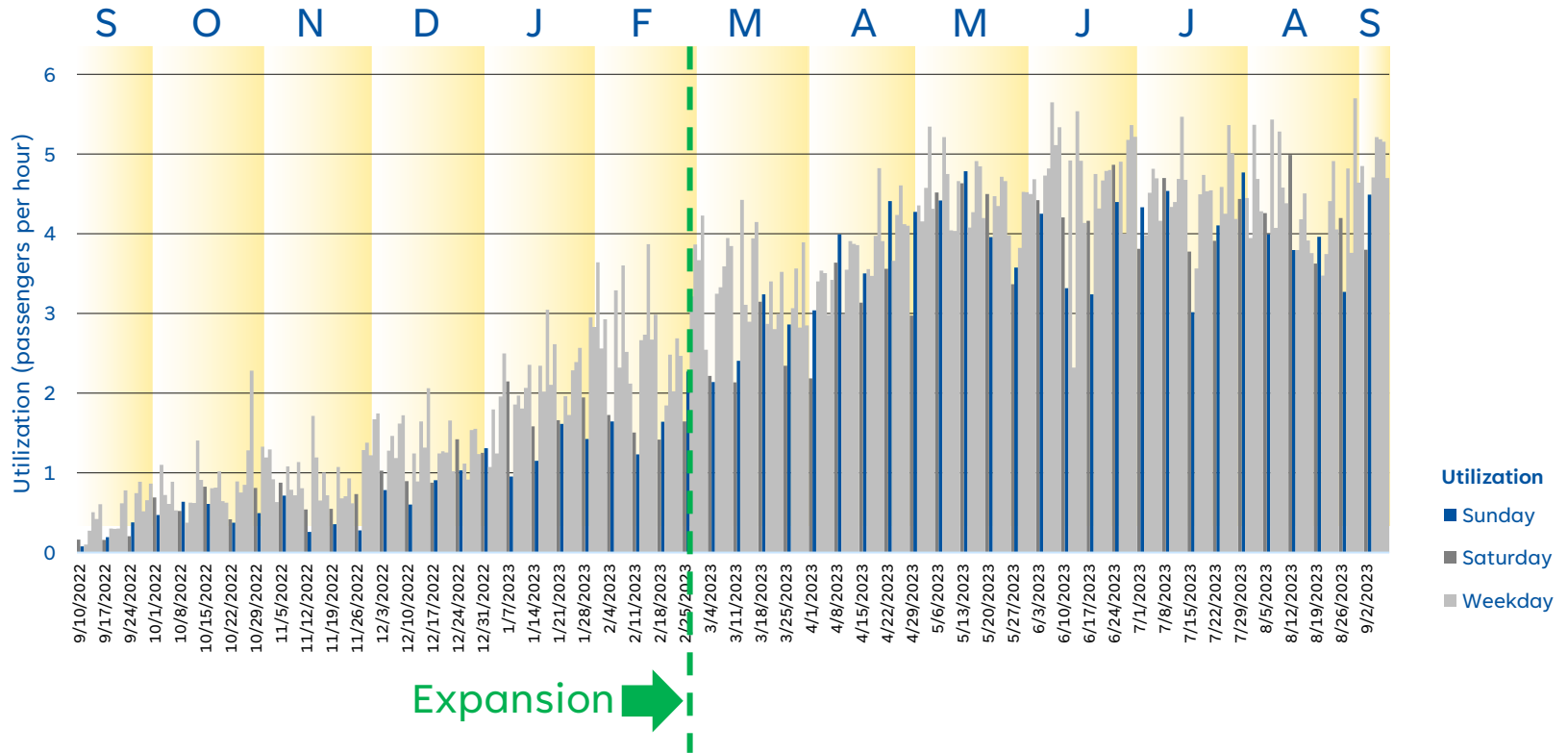
Year 1 Total	
<b>Service Operation</b>	
Total Passenger Rides Completed	45,411
<b>Rider Experience (Completed Rides)</b>	
Average Pick-Up ETA	12.7 minutes
Average Ride Duration	8.8 minutes
Average Ride Distance	1.8 miles
Rider Rating*	4.8 / 5 stars

\*Rider rating feature activated late Nov. 2022

August 2023	
<b>Operations Performance</b>	
Utilization (rides per net driver hours)	4.3
Cost per ride	\$16.75*
Cost per passenger mile	\$9.85*

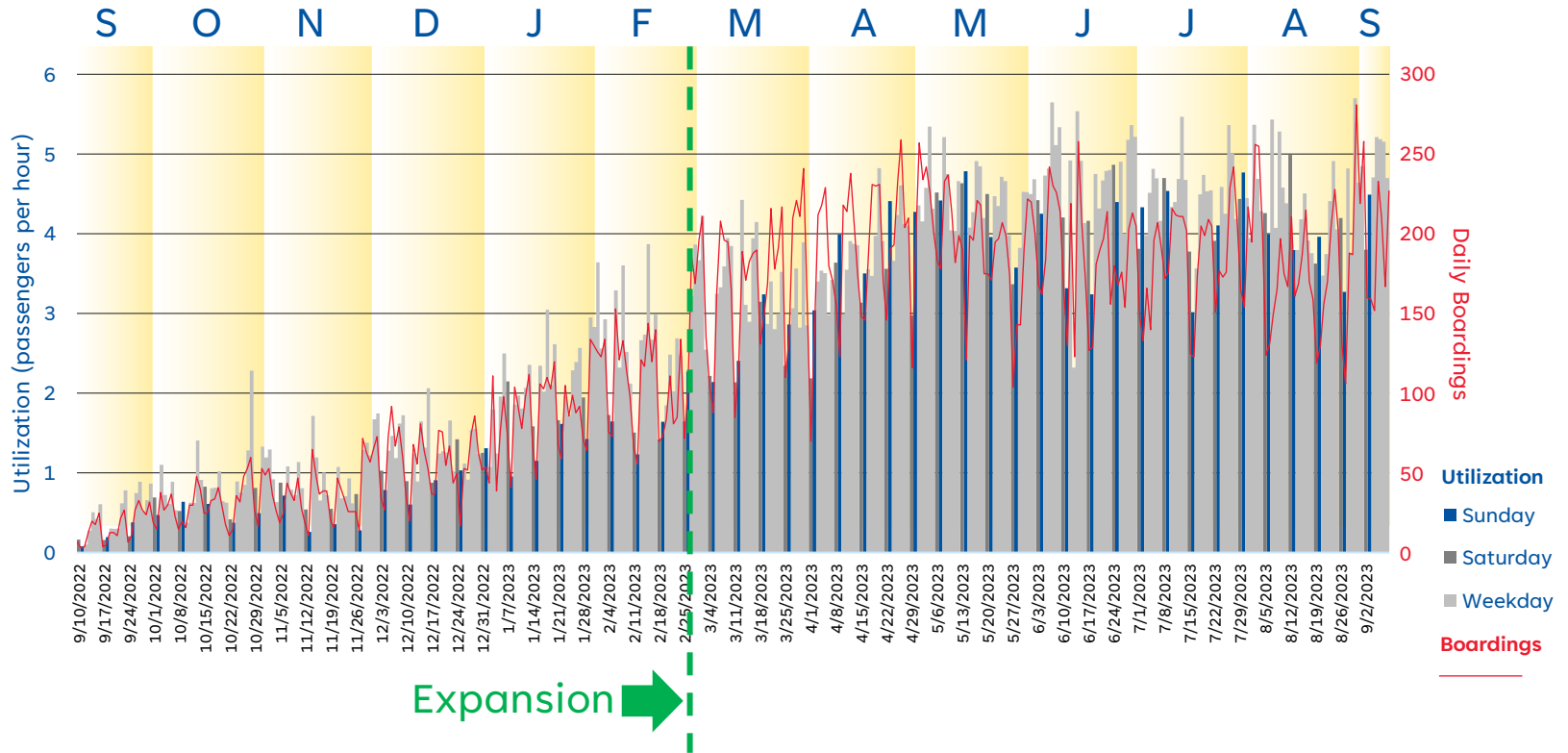
\*August costs are preliminary and unaudited

# Performance Over Time



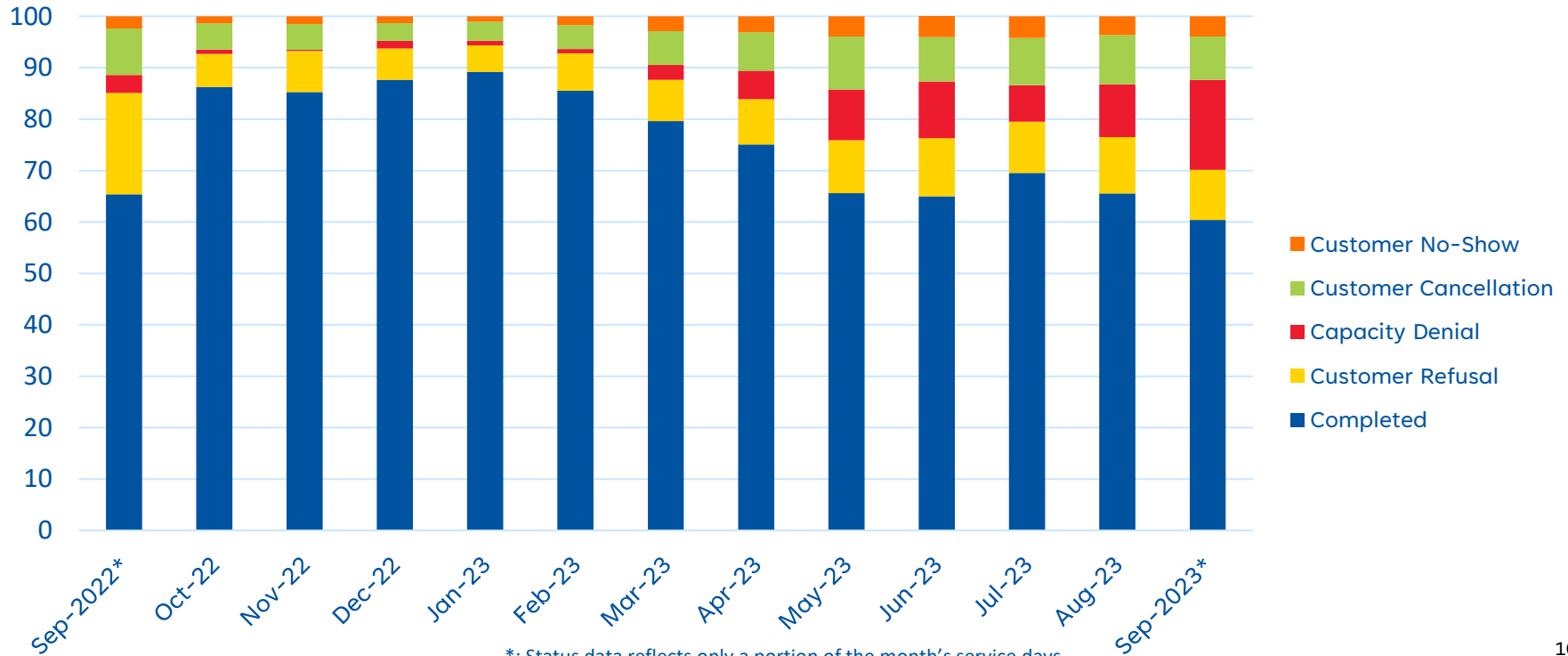


# Performance Over Time



# Ride Request Status

Year 1



# Fare Change Recommendation

Microtransit Service	Fare
Metro Transit micro (current)	\$2 off-peak / \$2.50 peak
Metro Transit micro (proposed)	\$2.50 off-peak / \$3.25 peak
Transit Link, Metro Mobility	\$3.50 off-peak / \$4.50 peak
Suburban Providers*	\$2-\$5**

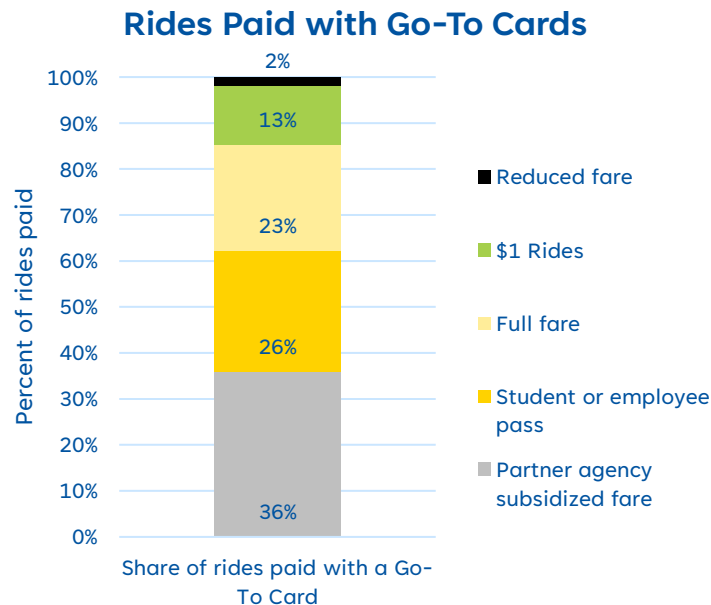
*\*MVTA Connect, Maple Grove My Ride, Plymouth Metrolink Click-and-Ride, SouthWest Transit Prime (excluding MSP Airport, Edge, Essential, or MD services)*

*\*\*Fare and transfers vary by agency and fare media*

- Customers currently pay local fare to ride micro
- Express fare
  - Reflects premium service quality
  - Consistent with regional demand-response services
  - Low-income riders protected from fare increase if paying with TAP, passes (Student Pass, Metropass, etc.), Mobility Fare, or non-rush hour reduced fare
  - Relieve capacity in busiest periods for riders with no reasonable fixed route option

## Free and Discounted Rides

- Transit Assistance Program (TAP)
  - **33%** of surveyed riders paid with TAP
  - **55%** of surveyed riders participated in public assistance (TAP eligibility requirement)
- **61%** of rides paid with Go-To Card
  - **77%** free or discounted
- Riders may pay reduced or mobility fare in cash, token, tickets, or mobile ticketing app.



# Fare Change Communications

- Fare increase implementation proposed no sooner than November 1, 2023.
- Once authorized, communication plan will be developed to include:
  - Timeline of activities
  - Talking points
  - Advertising and social media
  - Partnerships with local organizations
  - Onboard materials and flyers
  - TAP outreach coordination





# Considerations for additional microtransit projects

- Supplement mobility in low density areas
- Evaluate several pilot areas centered on transit centers or stations
- Evaluate operational capacity to implement
- Develop prioritization of 2024-2025 areas
- Coordination with regional providers
- TPP workplan study 2025-2026



## Proposed Action 2023-209

That the Metropolitan Council authorize an increase of Metro Transit micro pilot fare from local to express fares.



**Thank You!**