




Microtransit vs. Micromobility Series Webinar One

What's the difference between Microtransit and Micromobility?

February 22, 2023

nadtc National Aging and Disability Transportation Center

NCMM National Center for Mobility Management

National RTAP Rural Transit Assistance Program

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Federal Transit Administration

Agenda

- **Welcome**
- **Introduction to Technical Assistance Centers**
- **What is Microtransit?**
- **City of Dublin, Ohio**
- **SHARE Mobility**
- **Questions**
- **Micromobility Webinar 2 on March 8, 2023**

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FTA's Technical Assistance Network

- **NADTC:** Promoting the availability and accessibility of transportation options for older adults, people with disabilities, and caregivers.
  Contacts: Carrie Diamond and Virginia Dize, nadtc.org

- **NCMM:** Promoting customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency, and community (SDOH).
  Contact: Amy Conrick, nc4mm.org

- **National RTAP:** Addresses the training and technical assistance needs of rural and tribal transit agencies and State RTAPs.
  Contact: Robin Phillips, nationalrtap.org

- **SUMC:** Working to achieve equitable, affordable, and environmentally sound mobility across the US through the efficient sharing of transportation assets.
  Contact: Albert Benedict, sharedusemobilitycenter.org

TACL: The Transportation Technical Assistance Coordination Library



https://transportation-tacl.org

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform to access rural and tribal transportation coordination resources across a diverse range of transportation technical assistance centers and the Federal Transit Administration (FTA).

The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources

- National Aging and Disability Transportation Center (NADTC)
- National Center for Applied Transit Technology (N-CATT)
- National Center for Mobility Management (NCMM)
- National Rural Transit Assistance Program (National RTAP)
- Shared-Use Mobility Center (SUMC)
- Transit Workforce Center (TWC)






Albert Benedict and Alex Rosander, Shared Use Mobility Center

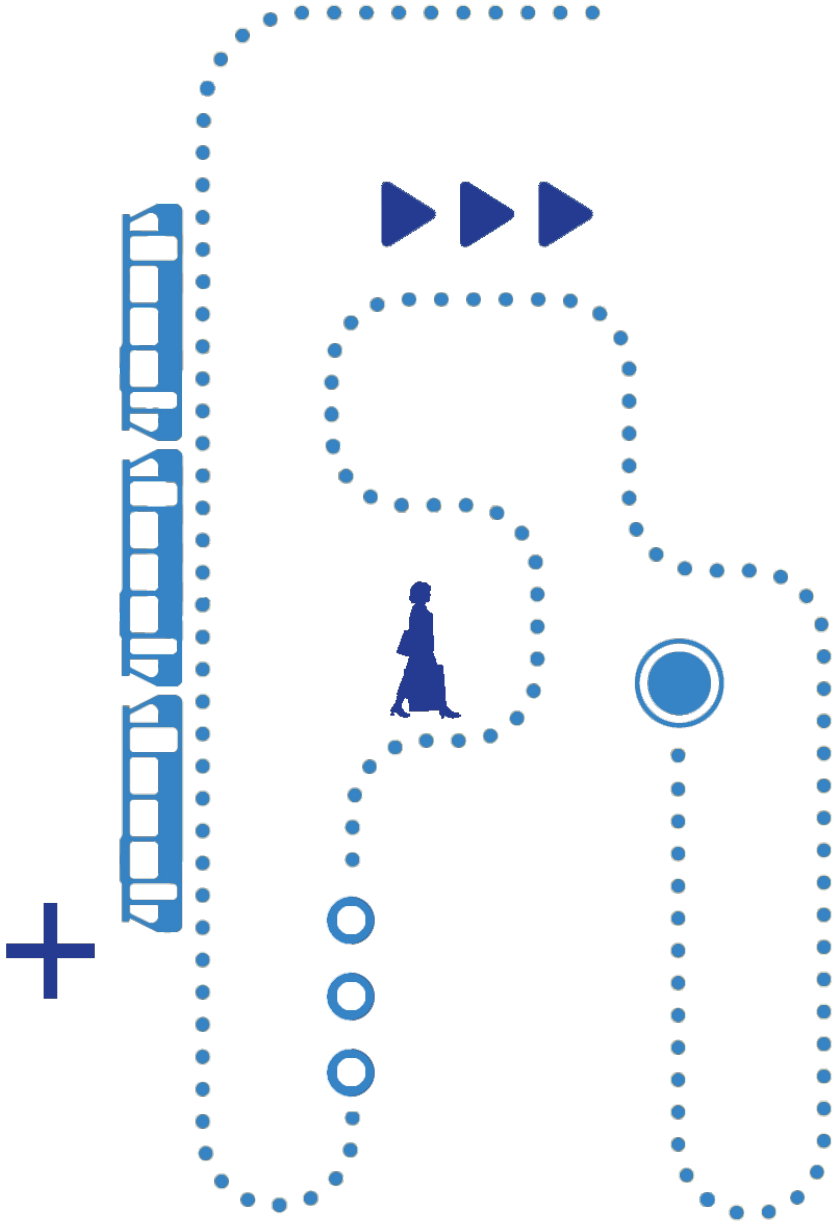
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What is Microtransit?

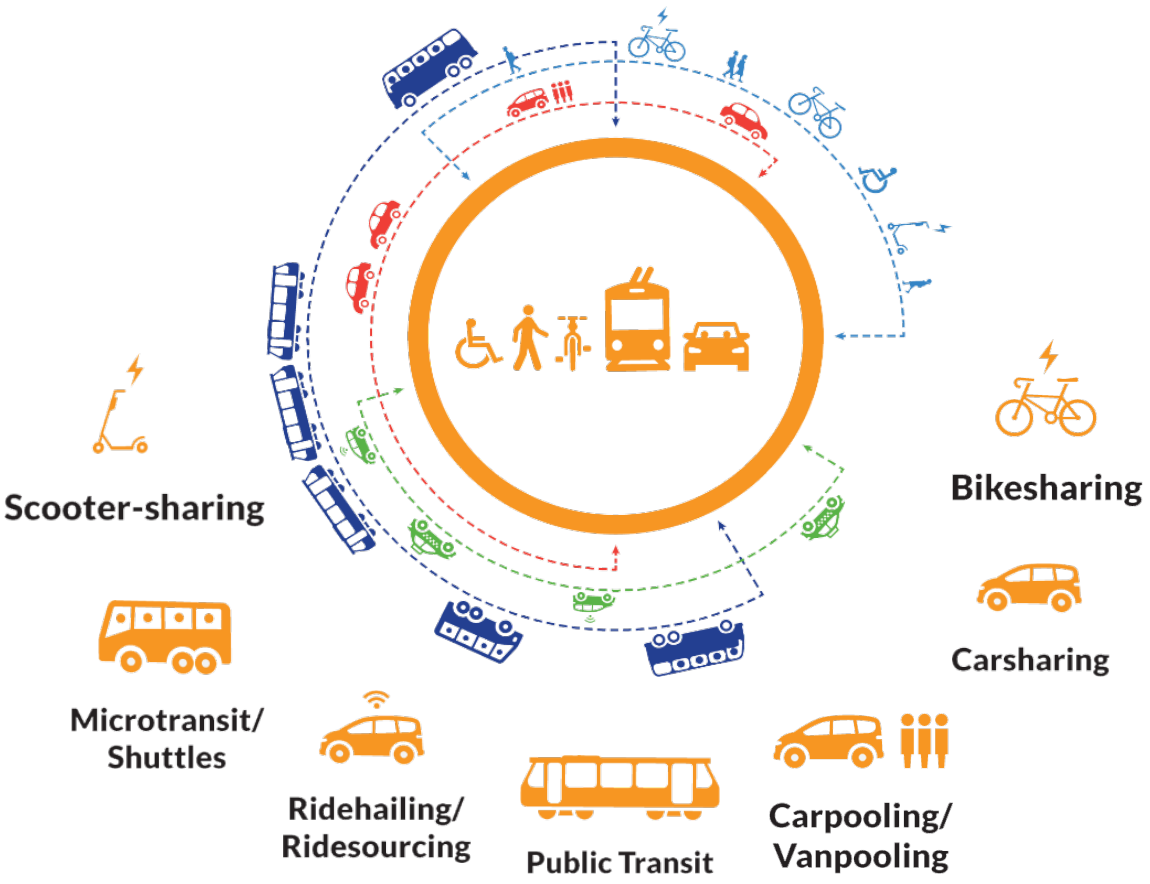
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Al Benedict & Alex Rosander

February 2023

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Creating a Multimodal Transportation System that Works for All



Who we are:

Non profit organization working in the public interest.

Values:

- Connected
- Universal
- Equitable

What is Microtransit?



Microtransit is a tech-enabled service model that sits between traditional fixed-route transit and the services provided by taxis and ride hailing companies.

Routing and scheduling is dynamic and shifts based on demand.

Microtransit vehicles: Passenger Vans, Cutaway vans, or Minivans

Mobility Learning Center: learn.sharedusemobilitycenter.org

Microtransit Vehicle Types







Microtransit Characteristics

- Rides may be arranged through a smartphone app, in addition to traditional phone- or web-based booking systems
- Allows riders to request trips on demand, rather than hours or days beforehand
- Allows for electronic payment
- Allows users to manage personal information, payment method, and ride history, as well as provide feedback on the service
- Provides real-time information related to vehicle location before and during the trip



Source: UIC

Type of Service

- Accessibility
- Curb-to-Curb
- Virtual stops
- Flex route within coverage area
- Fixed-route, plus on-demand area



Photo Credit: Cowlitz Indian Tribe

Types of Partnerships

- Private sector technology; public agency vehicles and drivers.
- Private sector technology and drivers; public agency vehicles
- Turnkey solution



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Strengths

- Compliments fixed-route transit, expands coverage
- Serves various trip purposes
- Flexible to current agency or community needs

Considerations

- Data policies may not always align with the agency's needs.
- Technology and Staffing Requirements
- Equitable access can be a challenge if the service depends on mobile app access
- More expensive to operate
- Involve the community/Needs Assessment
- Mobility Hubs

Microtransit Service Examples

First and Last Mile Connections

- Ex: GoWake SmartRide NE, Northeast Wake County, NC

Transit alternative in transit deserts and/or low ridership areas

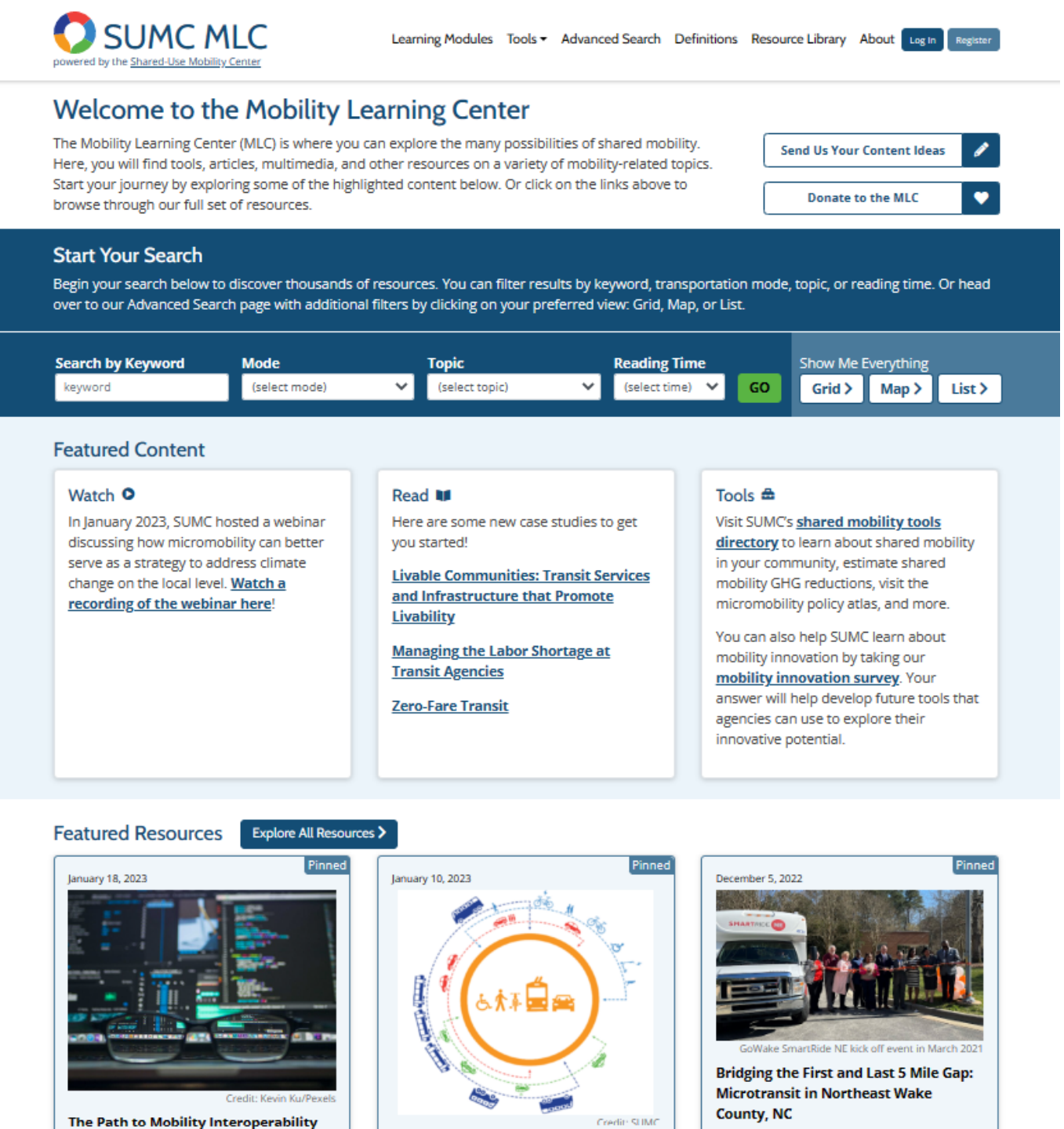
- Ex: DART Connect, Sussex County, DE

Targeted Destinations or Individuals

- Ex: Cecil On-Demand Mobility Platform and Service Solution (COMPASS), Cecil County, MD

Turnkey solution

- Ex: City of Arlington, TX
- City of Dublin, OH



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learn.sharedusemobilitycenter.org

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2023 National Shared Mobility Summit

May 2-4, 2023

Merchandise Mart Plaza, Chicago

Al Benedict & Alex Rosander

albert@sharedusemobilitycenter.org

alex@sharedusemobilitycenter.org






JM Rayburn, City of Dublin, OH

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City of Dublin
OHIO, USA

Micro-transit vs. Micro-mobility Series

February 22, 2023

J.M. Rayburn, AICP, Planner II
City of Dublin, Ohio
Division of Transportation and Mobility

Presentation Highlights

1. Overview of Dublin community
2. Dublin Connector service
3. Timeline of micro-transit service
4. Support the workforce
5. Allow for aging in place
6. Future of micro-transit

City of Dublin, Ohio

Overview

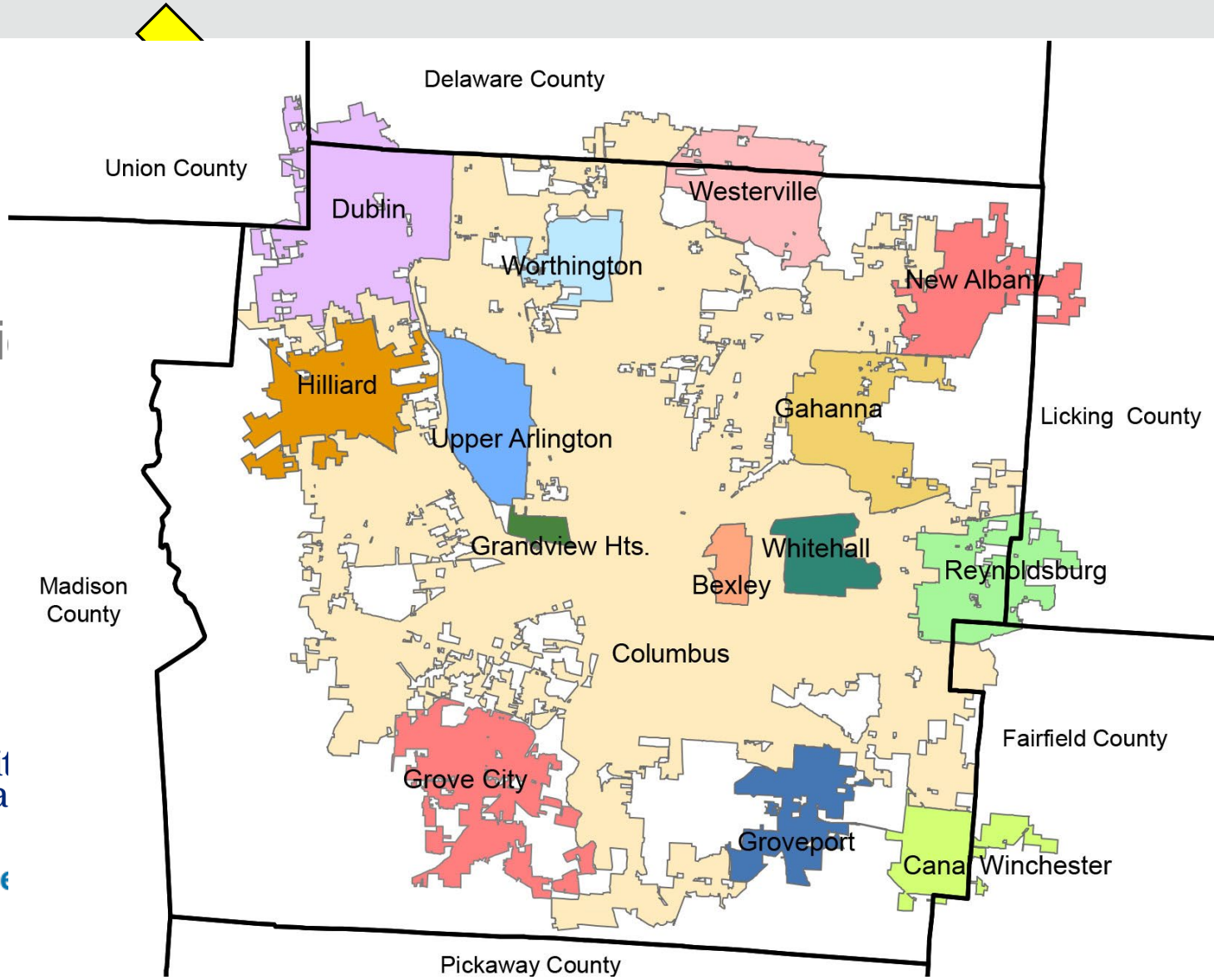
- Incorporated in 1987
- 50,000 residents
  - 20% Asian populati
- 50,000 workers
- 25 mi²/65 km²

Over 4,300 businesses

CardinalHealth™ Wendy's OHIO UNIVERSITY Unit Hea

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Dublin Mobility Study – How we got here

Visioning Workshop (2017)

Dublin Circulator (Jan 2019)

Lime Bike Share Pilot (2019)

Dublin Connector Shuttle (Oct 2019)

CoGo Bike Share Expansion Study (2020)

DCRC Mobility Hub (2021-2022)

CoGo Bike Share (2022-2023)



Project Development Timeline

January 2019
Senior circulator pilot launches

October 2019
Service transitions to shuttle; Rebranded to Dublin Connector

January 2021
New rider booking app introduced; Vaccine promotion

January 2022
Service expansion: Places of worship & non-emergency medical appointments



May 2019
Workforce service launches

March – September 2020
Service for residents halted due to pandemic; Transportation for essential workers & deliveries from Dublin Food Pantry

June 2021
Mobility Concierge pilot launches

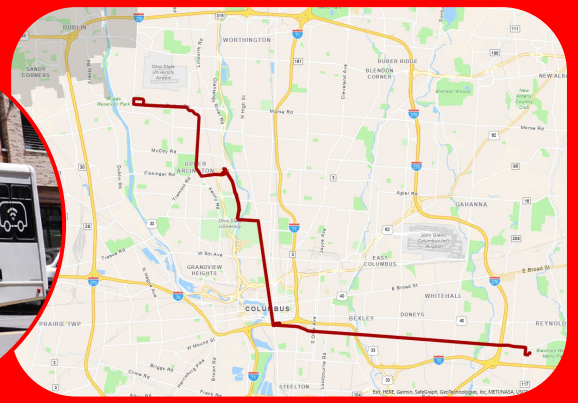
June 2022
Mobility Concierge Program

January 2023
Service expansion: Rides for students to internships and work

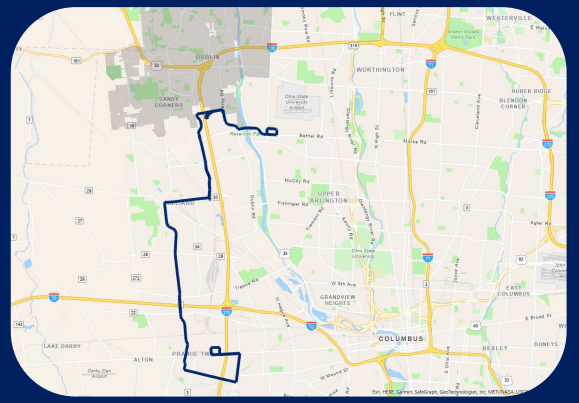
COTA Bus Lines Serving Dublin



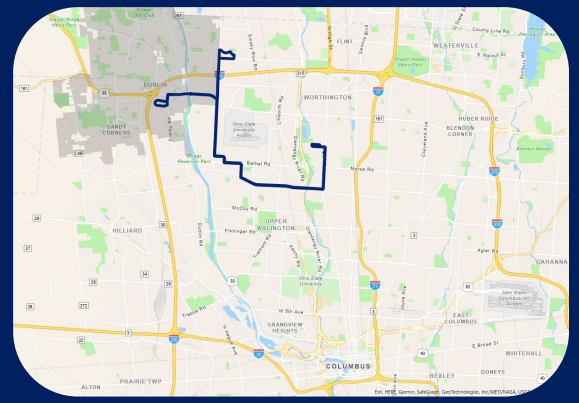
Line 1 (Frequent)



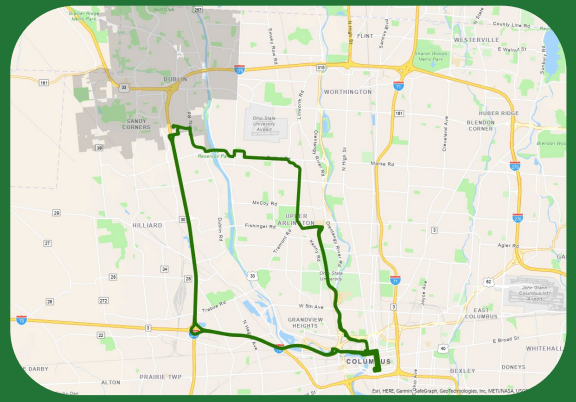
Line 21 (Standard)



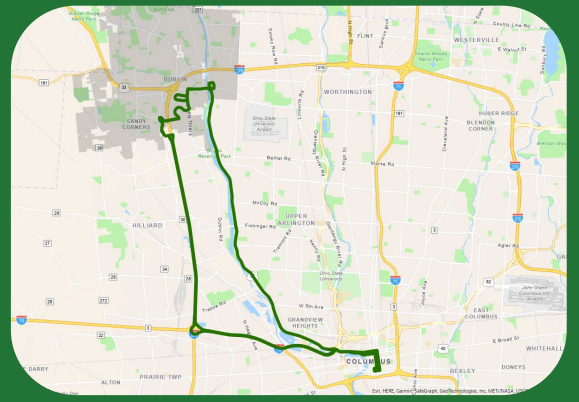
Line 33 (Standard)



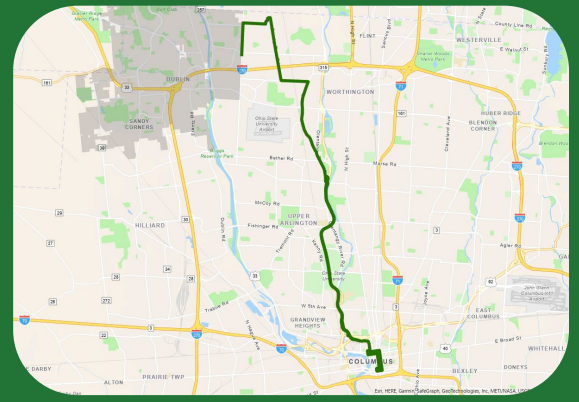
Line 72 (Express)



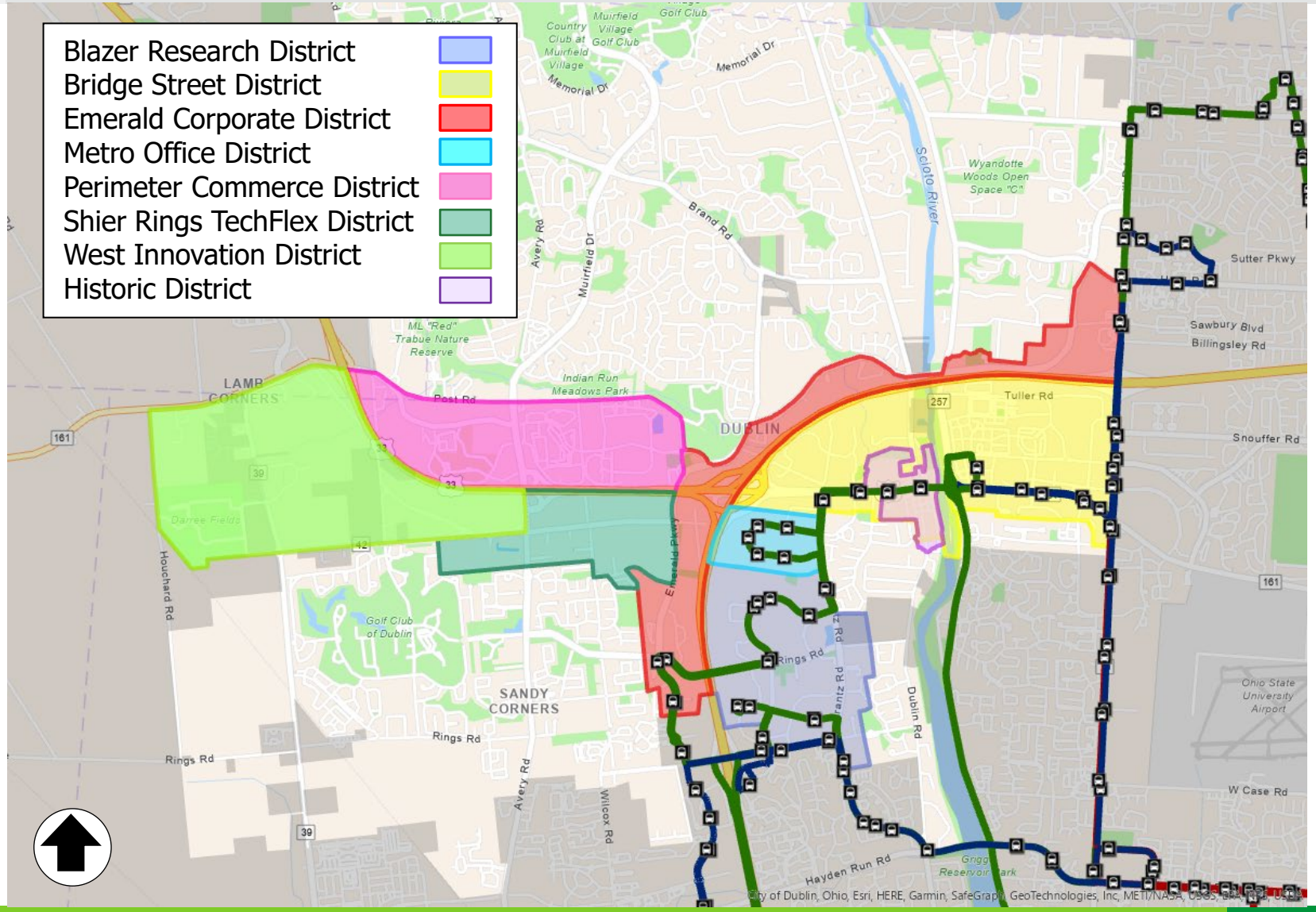
Line 73 (Express)



Line 74 (Express)



COTA Bus Stops in Dublin



EVERYTHING GROWS HERE.

Dublin Connector Ridership Data (2022)

2022 Dublin Connector ridership

- 6,374 trips



COTA BUS STOP	DUBLIN CONNECTOR RIDERSHIP	COTA ROUTES
Resler Dr & Sawmill Rd (Carriage Place Plaza)	359 riders	1 21 33 72
Sawmill Rd & Snouffer Rd (Einstein Bagels)	193 riders	33
Hard Rd & Heathermoor Dr	185 riders	33
Tuttle Crossing Blvd & Frantz Rd	6 riders	21
PNC Bank (2510 Bethel Road)	4 riders	21
Dale Drive COTA Park & Ride	2 riders	73

Dublin Connector Shuttle – Ageing in Place

Fare-free rides for any Dublin resident aged 55 or older, and any Dublin resident with disabilities.

- Mobility independence
- Hours of Service Operation:
  - Monday through Saturday
  - 9am to 4pm
  - Rides must be booked at least 2 hours in advance

Types of Trips
Grocery shopping and pharmacy
Non-emergency medical appointments
Banking, post office and other retail services
Meeting friends for lunch
Volunteering
Special events

Community Impact



Dublin Connector Connects the Community

Laura Krietemeyer has lived in Dublin for the past 21 years. A few years ago, she developed multiple disabilities that prevented her from driving and impacted her ability to travel around Dublin as much as she would like.

Today, Laura uses the Dublin Connector to help her get to essential spots and explore new activities and opportunities around the City.



Dublin Connector Eases the Commute to Work

Benjamin Trotter works at Dublin's Giant Eagle on Perimeter Loop five days a week. Currently, Benji does not yet have his license, so getting to his job was a difficult process, leaving him at the liberty of his parents to drive him to his workplace. Today, Benji uses the Dublin Connector on his daily commute to and from work, which has been much more convenient and efficient for the Trotter family and makes it easier for them to tackle busy day-to-day life.

Micro-transit Next Steps

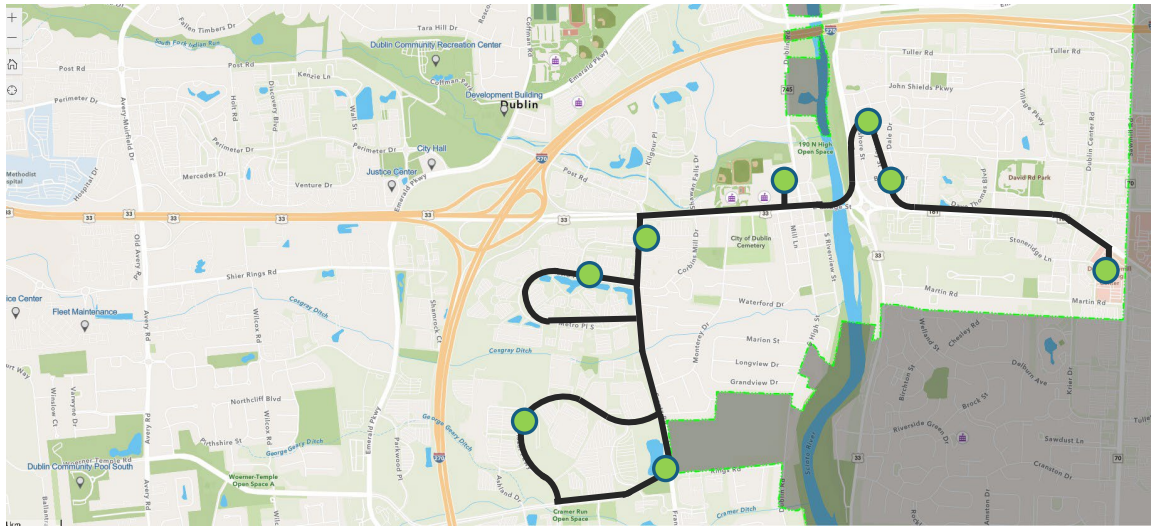


Dublin Connector shuttle



Driver-less Shuttle

Circulator for all



Micro-transit Next Steps



Dublin Connector shuttle

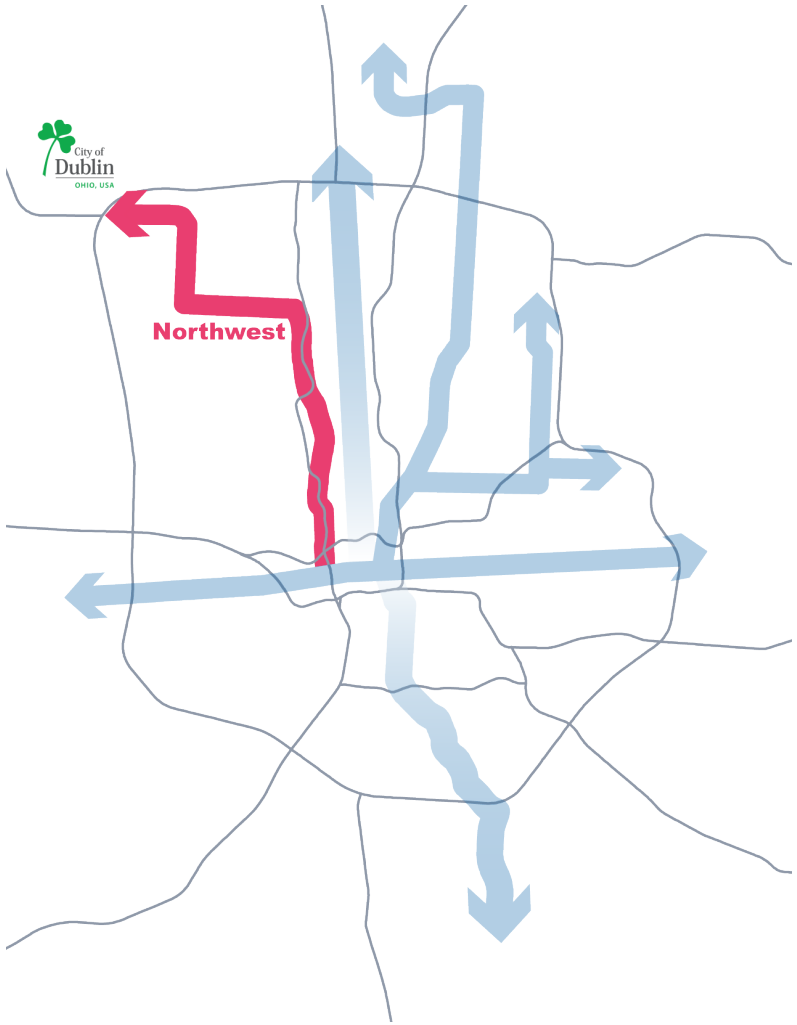


CoGo Bike Share

DCRC Mobility Hub



LinkUS Northwest Corridor – Bus Rapid Transit (BRT)







THANK YOU!

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Ryan McManus, SHARE Mobility

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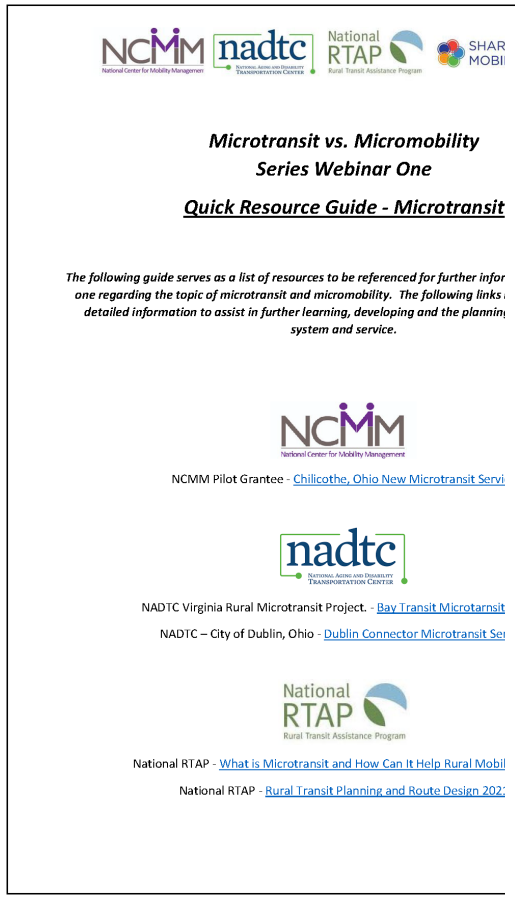





Questions

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Microtransit & Micromobility Resources



Microtransit vs. Micromobility Series Webinar One

Quick Resource Guide - Microtransit

The following guide serves as a list of resources to be referenced for further infor one regarding the topic of microtransit and micromobility. The following links detailed information to assist in further learning, developing and the planni system and service.

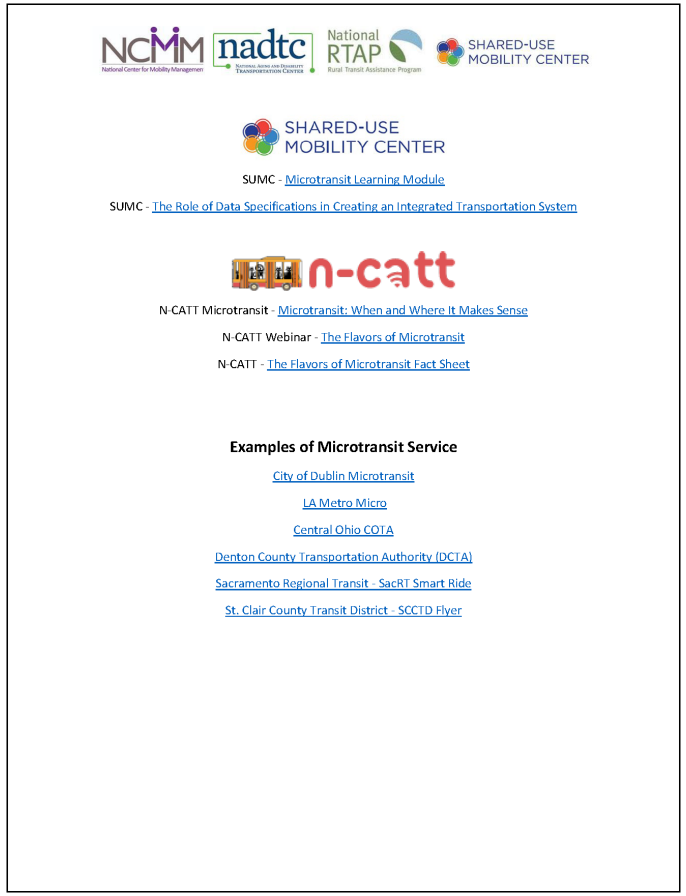
NCMM Pilot Grantee - Chilicothe, Ohio New Microtransit Servi

NADTC Virginia Rural Microtransit Project. - Bay Transit Microtarnsit

NADTC – City of Dublin, Ohio - Dublin Connector Microtransit Se

National RTAP - What is Microtransit and How Can It Help Rural Mobil

National RTAP - Rural Transit Planning and Route Design 202



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SUMC - Microtransit Learning Module

SUMC - The Role of Data Specifications in Creating an Integrated Transportation System

N-CATT Microtransit - Microtransit: When and Where It Makes Sense

N-CATT Webinar - The Flavors of Microtransit

N-CATT - The Flavors of Microtransit Fact Sheet

Examples of Microtransit Service

City of Dublin Microtransit

LA Metro Micro

Central Ohio COTA

Denton County Transportation Authority (DCTA)

Sacramento Regional Transit - SacRT Smart Ride

St. Clair County Transit District - SCCTD Flyer

Upcoming Events

- **Next Microtransit vs. Micromobility Series Webinar 2: Micromobility** on March 8, 2023, at 2 PM ET/ 1 PM CT/ 12 PM MT/ 11 AM PT
- Next Microtransit vs. Micromobility Series Webinar 3:on March 22, 2023, at 2 PM ET/ 1 PM CT/ 12 PM MT/ 11 AM PT

Register for Webinar 2

Take our Survey!