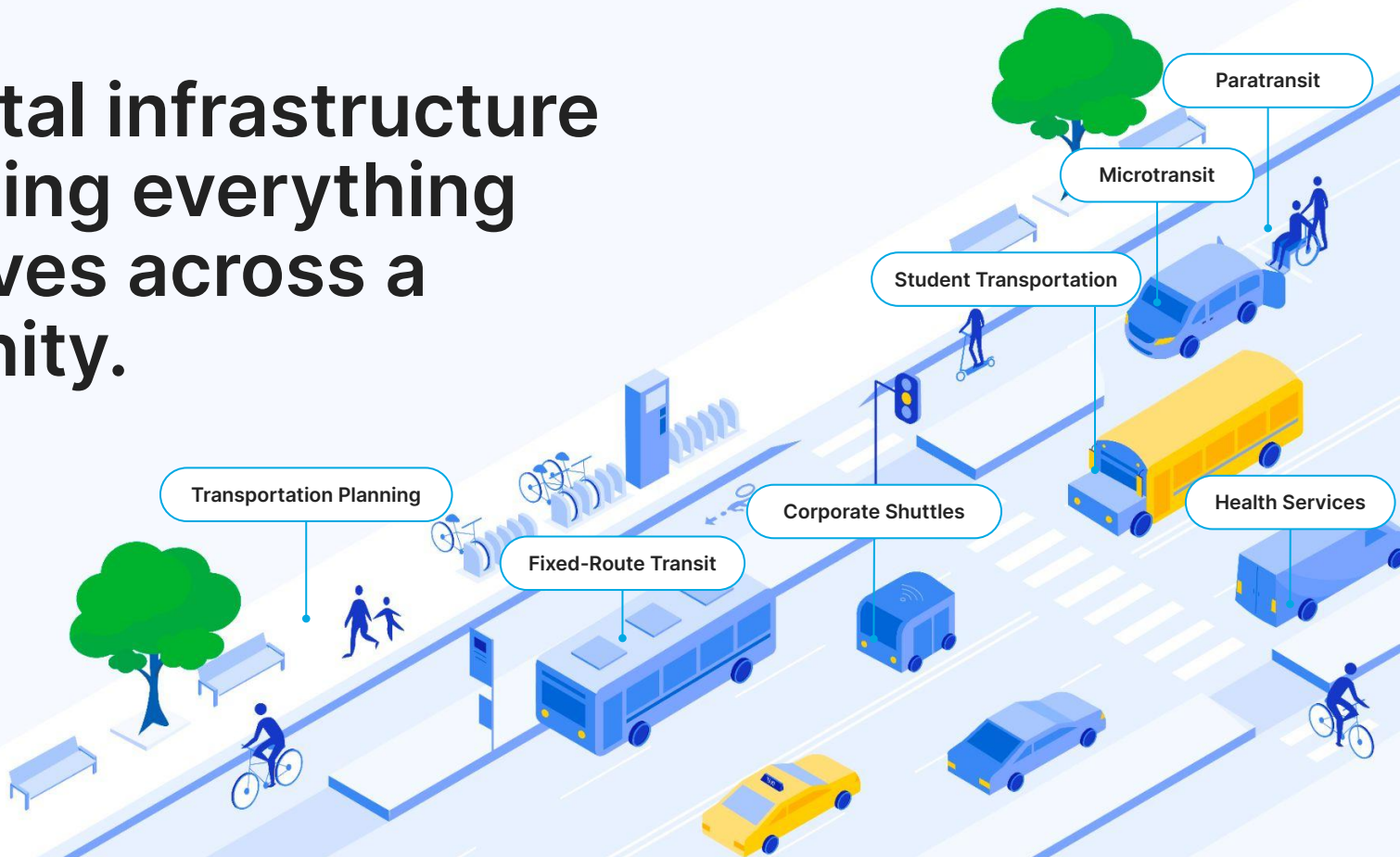




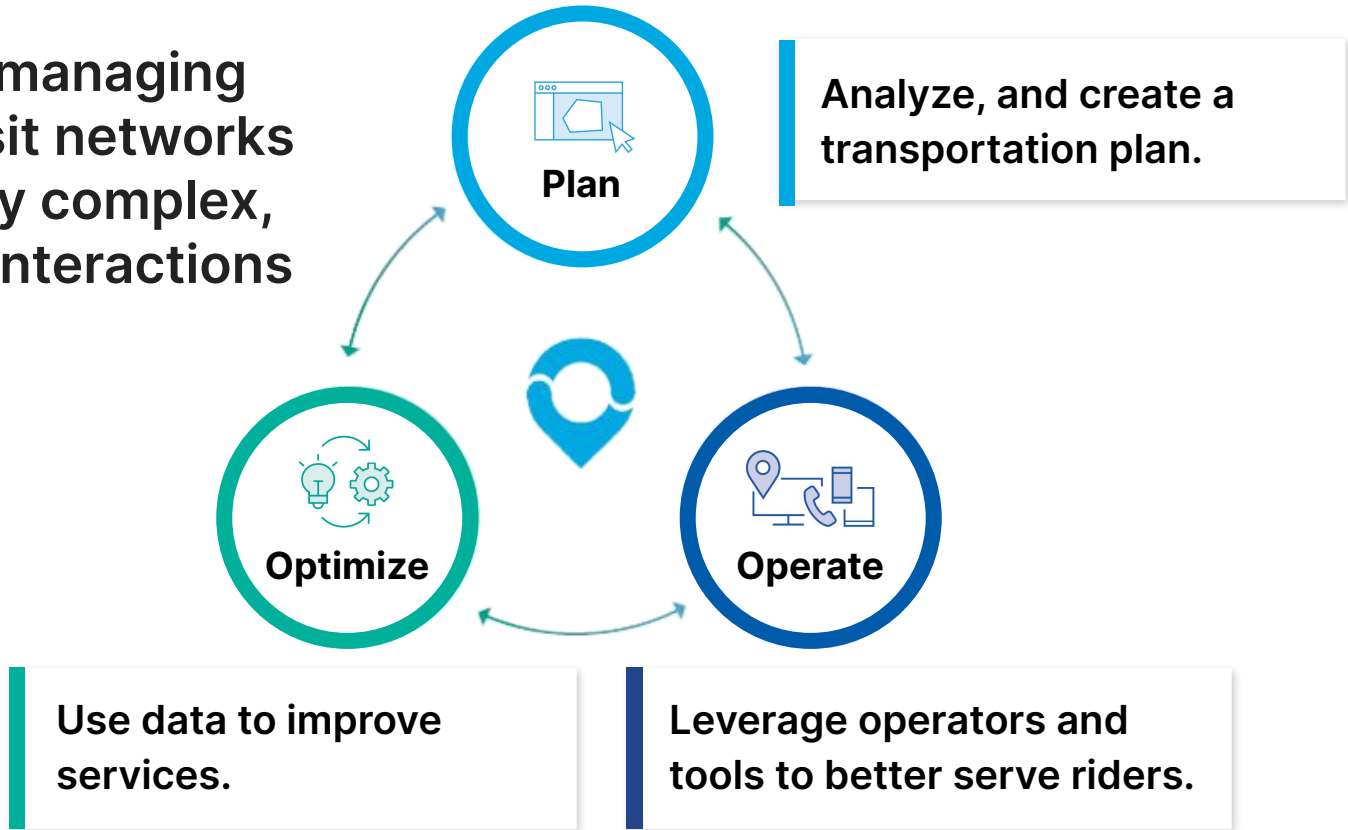
# The digital infrastructure connecting everything that moves across a community.



May 2023

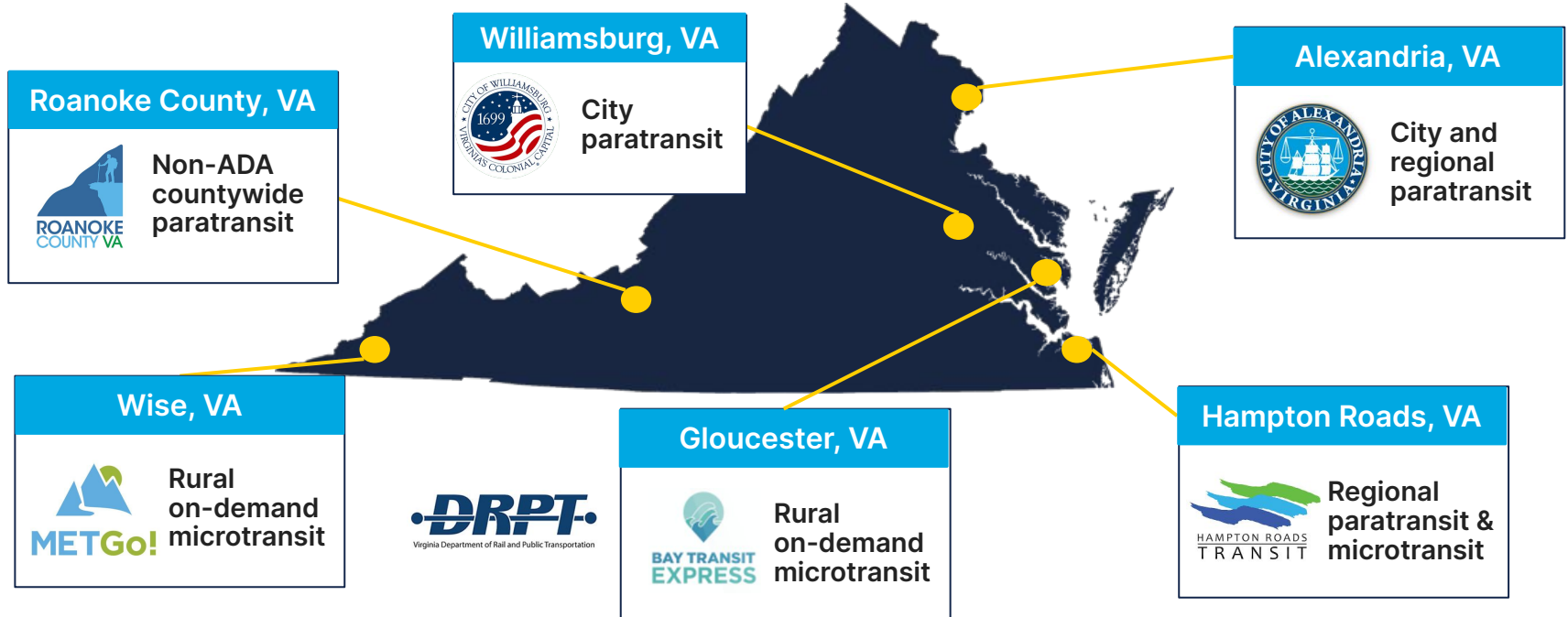
## Overview

**Building and managing modern transit networks involves many complex, coordinated interactions**



Overview

# There is no “one-size fits all” option for demand-response and microtransit services



## Questions to ask before investing in microtransit



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**What are the specific goals?**



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**How will you use the data?**



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**How will you measure ROI?**

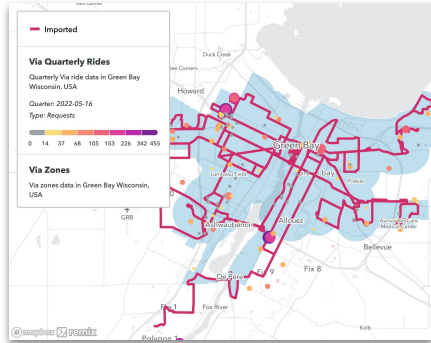


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**What happens if you do nothing?**

# Use data to identify opportunities and assess tradeoffs

## TRANSIT PATTERNS



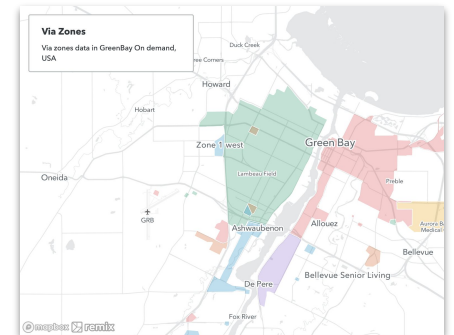
## DEMOGRAPHICS



## USE CASES & POIs

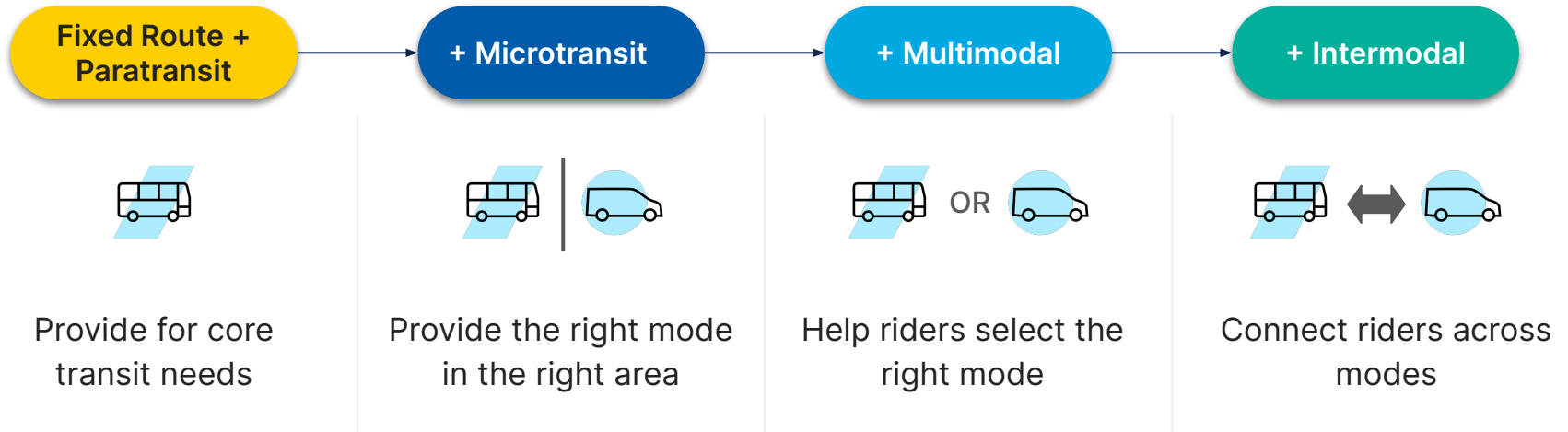


## FINALIZE ZONES



Remember: microtransit is designed to be flexible!

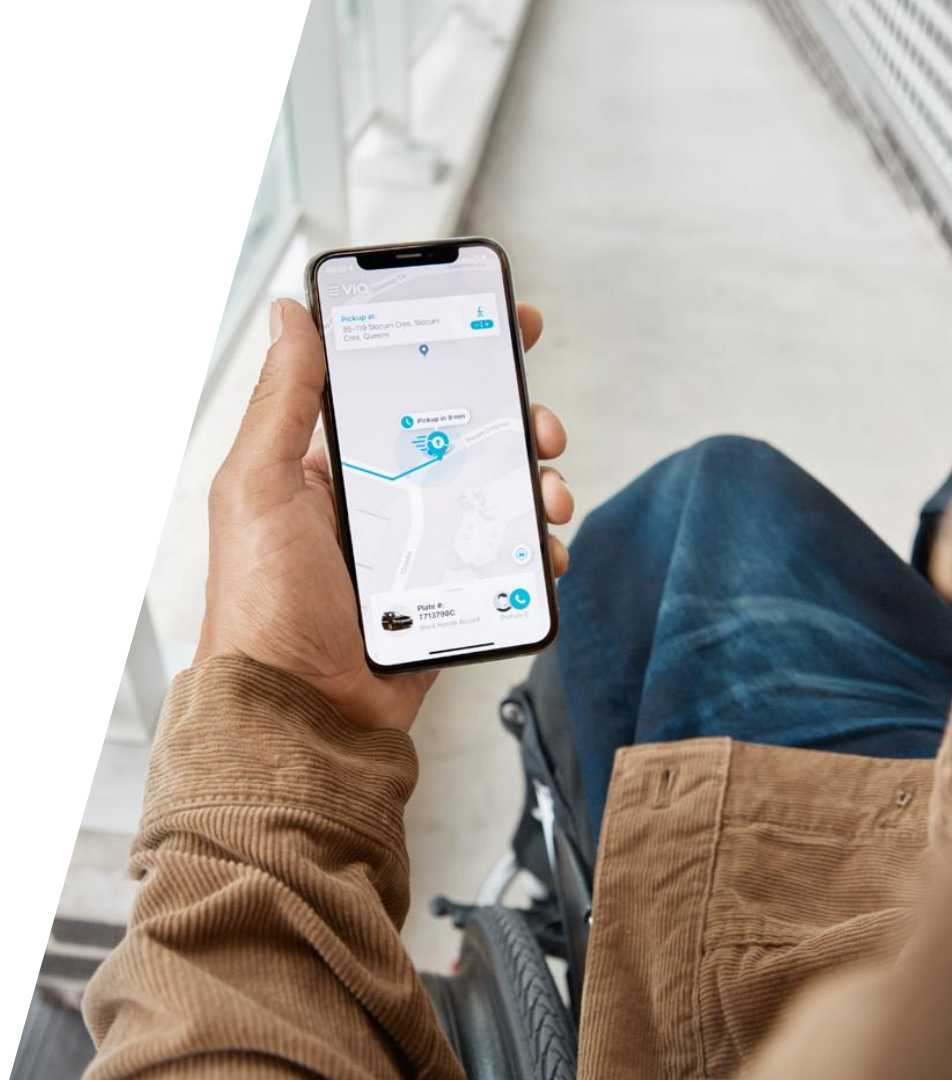
# As agencies seek to introduce microtransit, they should begin laying the framework for how the modes will interact



Operate

## Commingling: An effective way to test-drive microtransit

Commingling is **sharing resources** across multiple demand-response services **to reduce operating costs** and **improve quality of service**.



Operate

## Commingling example: pre-booked paratransit + on-demand microtransit

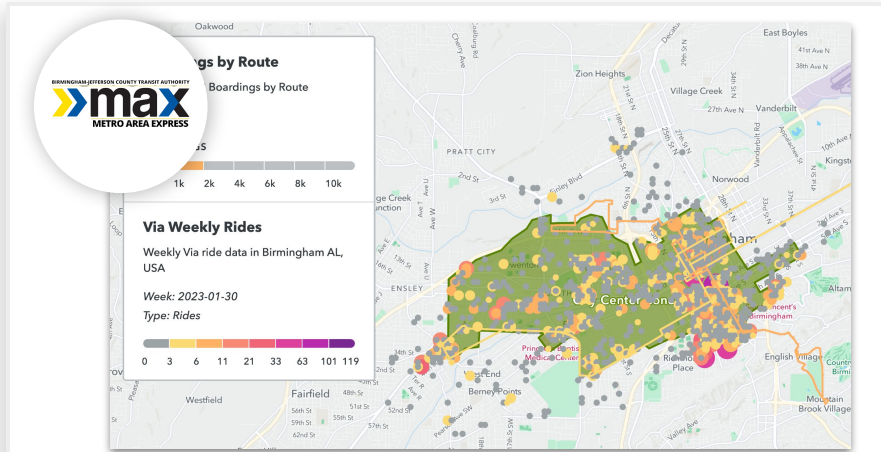
- 1** Pre-booked riders **schedule their trips in advance**
- 2** **Software creates an optimized schedule** based on pre-booked trips
- 3** On-demand riders **book trips based on available seats**
- 4** **Software dynamically routes vehicles** for pick ups and drop offs



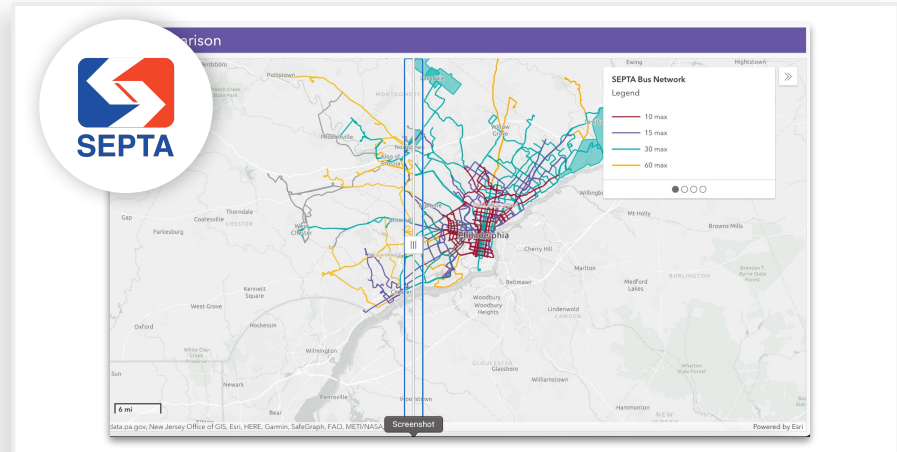


Optimize

# Use operational and rider data to bring continuous improvement



**Reclaiming Drivers Using Operational Data in Birmingham**



**Collecting Fast Feedback on Route Changes in Philadelphia**

## Additional Resources

# Leverage industry experts to create the right plan for your community

Don't go it alone! Talk to your fellow transit agencies, transit providers, and the FTA / DOT to collect best practices and lessons learned along your journey.



## How to build an on-demand transit service.

