

Demand Response Transit / Microtransit: A Guide for Implementing Flexible Transportation Services in Arlington

*Prepared by the KFH Group for Arlington, Virginia
Through the Metropolitan Washington Council of
Government's (COG)*

Transportation Land-Use Connections (TLC) Program



Why the TLC program?

- Arlington's 2017 – 2026 Transit Development Plan
 - Flex Zones
- Service Performance Indicators
- Hot topic in the industry
- Funding
- Need to learn more



Project Highlights

- Define what Demand Response Transit / Microtransit is and isn't
- Review various models which have been implemented
- Case Study Comparison and Analysis
- What could work and how such could be implemented in Arlington



Demand Response Transit / Microtransit



- **Transportation Network Company (TNC) or Mobility Service Provider (MSP)**
 - Online-enabled platform to connect passengers with drivers using their personal vehicles
- **Ridesourcing/Ridesharing/ Ride(e)-hailing**
 - Adding passengers to a private trip in which driver and passengers share a destination
- **Ride-splitting**
 - Customers requesting a ride for one or two passengers to be paired in real time with others traveling along a similar route

Demand Response Transit / Microtransit



- **Mobility on Demand (MOD)**
 - Leverages emerging mobility services, integrated transit networks and operations, real-time data, connected travelers, and cooperative ITS
- **Shared Mobility**
 - Transportation services and resources that are shared among users, either concurrently or one after another.

Models

- Originally looked at six different models
- Narrowed down to the following:
 - Publicly Regulated and Operated e-Hailing Flex Bus
 - Publicly Regulated and Privately Operated Microtransit



Case Studies for Analysis

City of West Sacramento, CA

Case Study Justification

- 2nd municipal government to pilot publicly regulated microtransit
- Operated by private tech-based mobility company



City of Arlington, TX

Case Study Justification

- 1st municipal government to pilot publicly regulated microtransit
- Operated by private tech-based mobility company



Dallas Area Rapid Transit, Dallas, TX

Case Study Justification

- 2 well-established on-demand flex zone program
- Last year, introduced e-hailing zones

Alameda-Contra Costa Transit District, East Bay, CA

Case Study Justification

- Identified in the RFP
- 1 of the 1st publicly regulated & operated e-hailing flex bus programs
- In operation for more than 2 years

Capital Metropolitan Transportation Authority, Austin, TX

Case Study Justification

- Identified in the RFP
- Service terminated after pilot



Hillsborough Area Regional Transit Authority, Tampa, FL

Case Study Justification

- 1 of the 1st transit agencies to test publicly regulated microtransit
- Pilot terminated

Data Collection

- **Internet research**
 - **Board resolutions, staff reports, and program information**
 - **Online articles & reports on the program**
- **E-mails with the respective public agency program representatives**
- **Demographics**
- **Vehicles**
- **NTD**



Implementing DRT/Microtransit in Arlington



- Eight Step Approach

1. Conduct Ongoing Assessment of ART System Performance
2. Identify Key Stakeholders and Conduct Renewed Community Outreach
3. Identify Service Delivery Model and Determine
4. Develop Geo-Fenced Zone Characteristics
5. Determine Budget and Identify Funding Sources
6. Develop Fare Structure
7. Ensure Compliance with Federal Civil Rights
8. Develop Program Evaluation

Questions?

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