



MCDOT
Montgomery County Department of Transportation

Ride On
Montgomery County Transit

The *FLEX*

Microtransit | Ride On | Division of
Transit Services

Overview of Montgomery County Ride On Transit Services

79 fixed routes

- Limited stop service
- Express routes

71,000 riders per weekday

700 Bus Operators

375 transit buses

- CNG
- Hybrid
- Clean Diesel

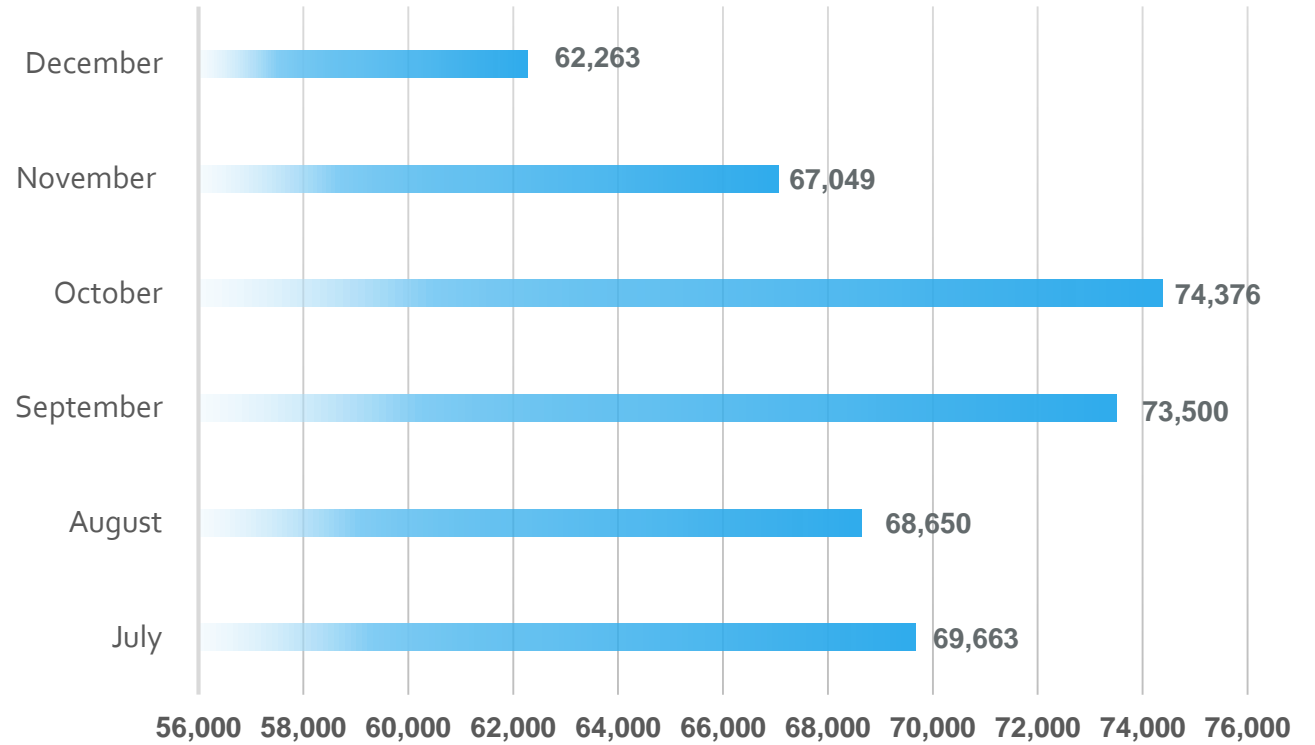
Regional transit network

- Local service
- Metrorail/MARC/MTA Commuter bus

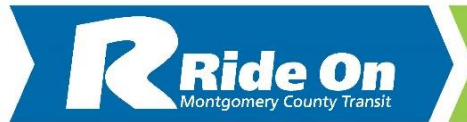


Overview of Montgomery County Ride On Transit Services

FY19 RIDERSHIP AVERAGE DAILY



MONTGOMERY COUNTY TRANSIT



TODAY
Neighborhood Bus System
Monthly Passes
Seniors & Kids Free Hours



TODAY
Limited Stops
Faster Service on Route 355
WiFi
USB Charging Ports



2019
Virtual Bus Stops
On Demand Service
Environmentally Friendly



2020
Upgraded Stations
Sleek Articulated Buses
Level Boarding - Easy On, Easy Off

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What is Microtransit?

A new technological public transit system where services can be provided by public and private multi-passenger service providers; such as, Bridj, Chariot and Via. These services provide passengers with uniquely generated routes. The routes are designed for passengers to make their way to and from a common pick-up or drop-off point. Usually transportation is provided using smaller vehicles ranging from sedans to small vans or shuttle buses.

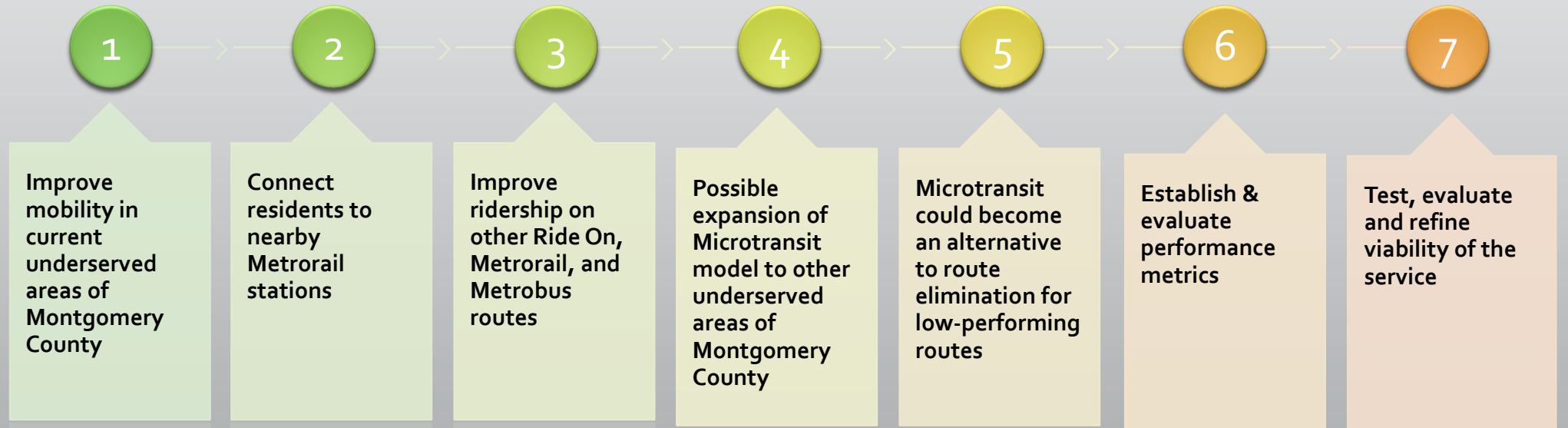
These types of services are demand response shared rides generally designed to augment fixed route bus service or existing paratransit programs.

What is FLEX?

FLEX is an on-demand bus service where riders use a transit application (app) on their personal phone to request bus service within a well defined geographical zone. Pick up locations will be pre-selected from a drop down menu.



Project Goals



Concept

Pilot program

- Demand response –shared rides
- App-based booking capability
- Small passenger vehicles
- ADA Accessible
- Comparable transit fares

Two zones to closest Metro Stations

- Zone 1 – Rockville
- Zone 2 – Glenmont/Wheaton

Span of Service

- Peak
- Midday

Procedures

Download the app and request the trip through a list of alternatives



Registration required with name, email and phone number

- Receive a Welcome message with the details for using the app



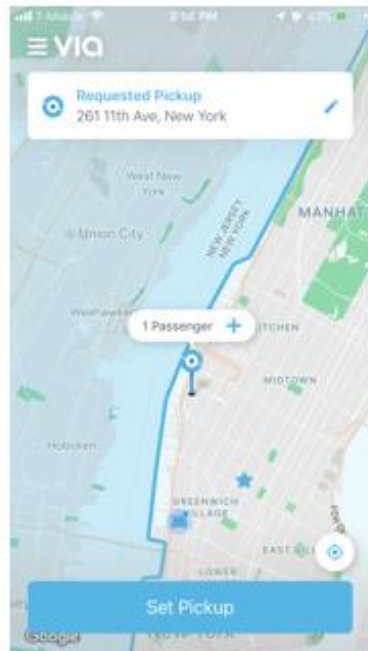
Fares are paid on the bus with cash or through SmarTrip cards



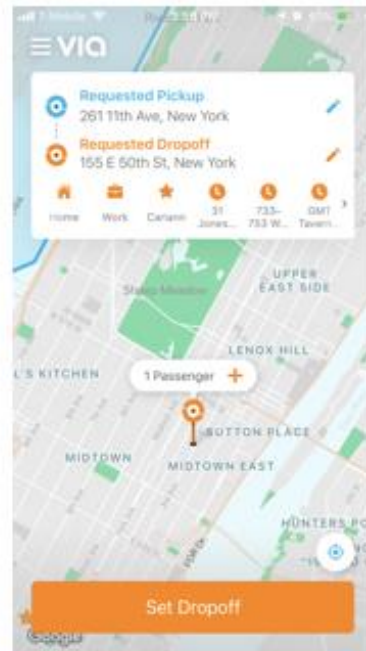
During the pilot phase, booking trips will only occur using smart phones; however, should this pilot become permanent a Call Center would be considered

Technology

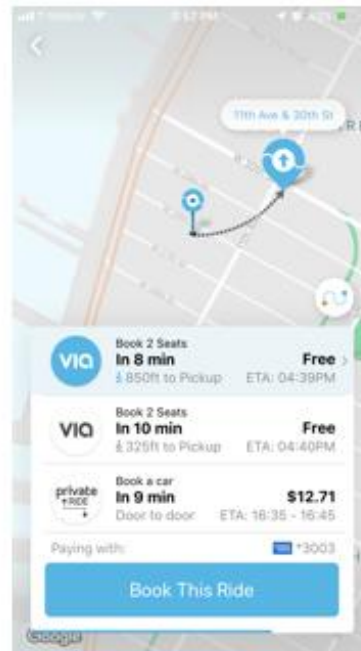
Open the app & set pick up



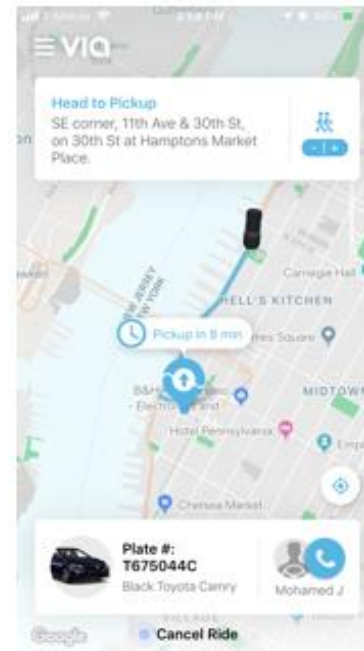
Set your drop off



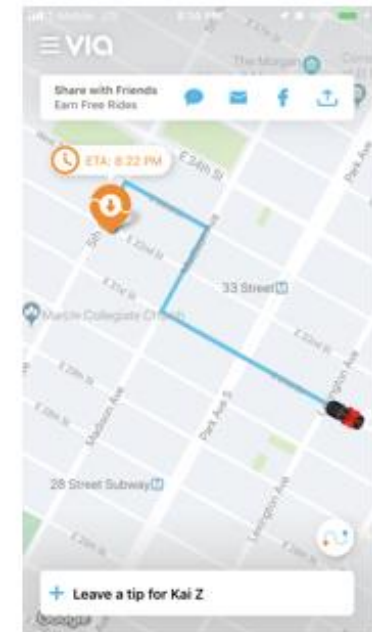
Review Proposals and Book

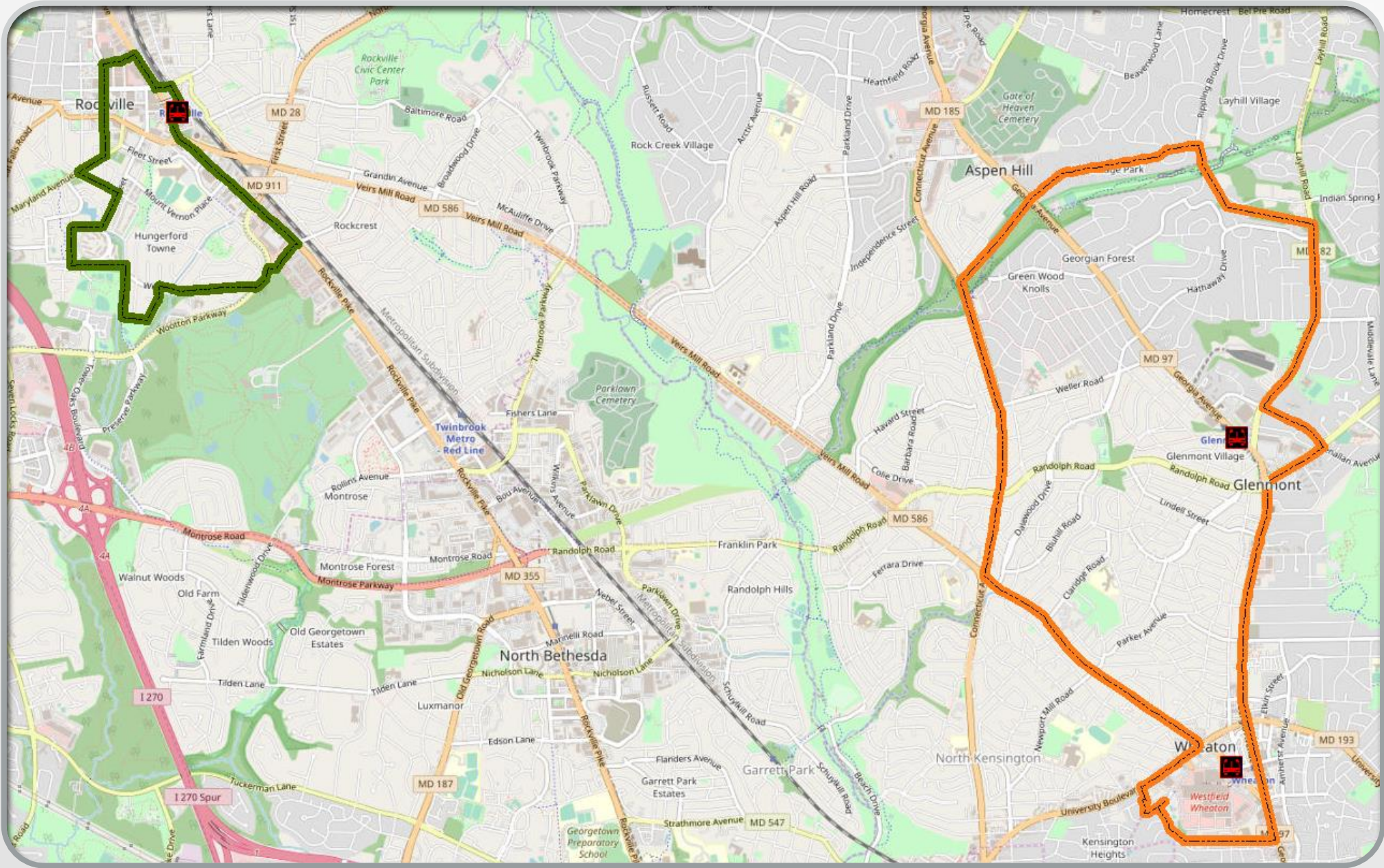


Walk to Pick Up



Board and enjoy the ride!

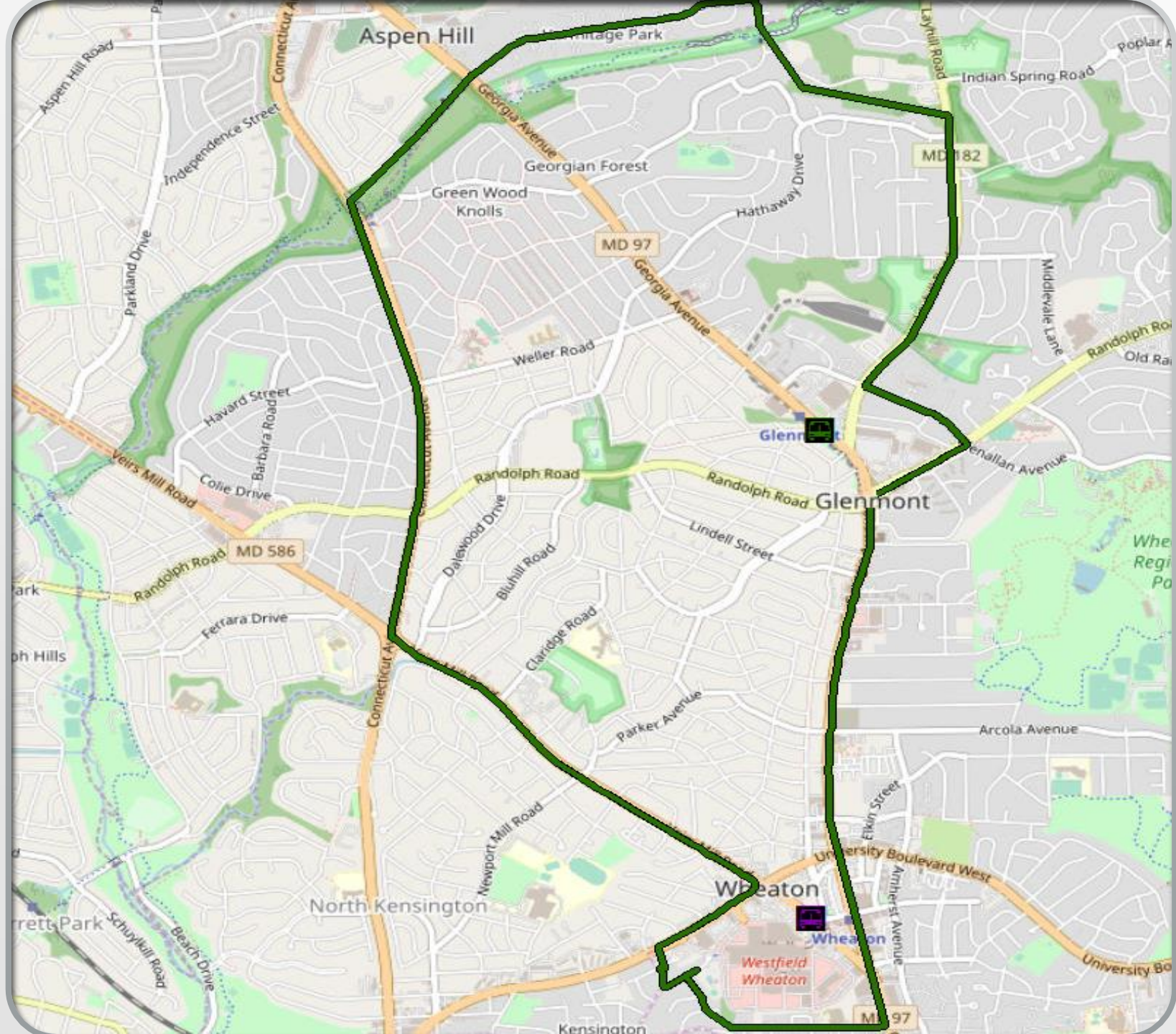




Flex Zones



Rockville - Flex

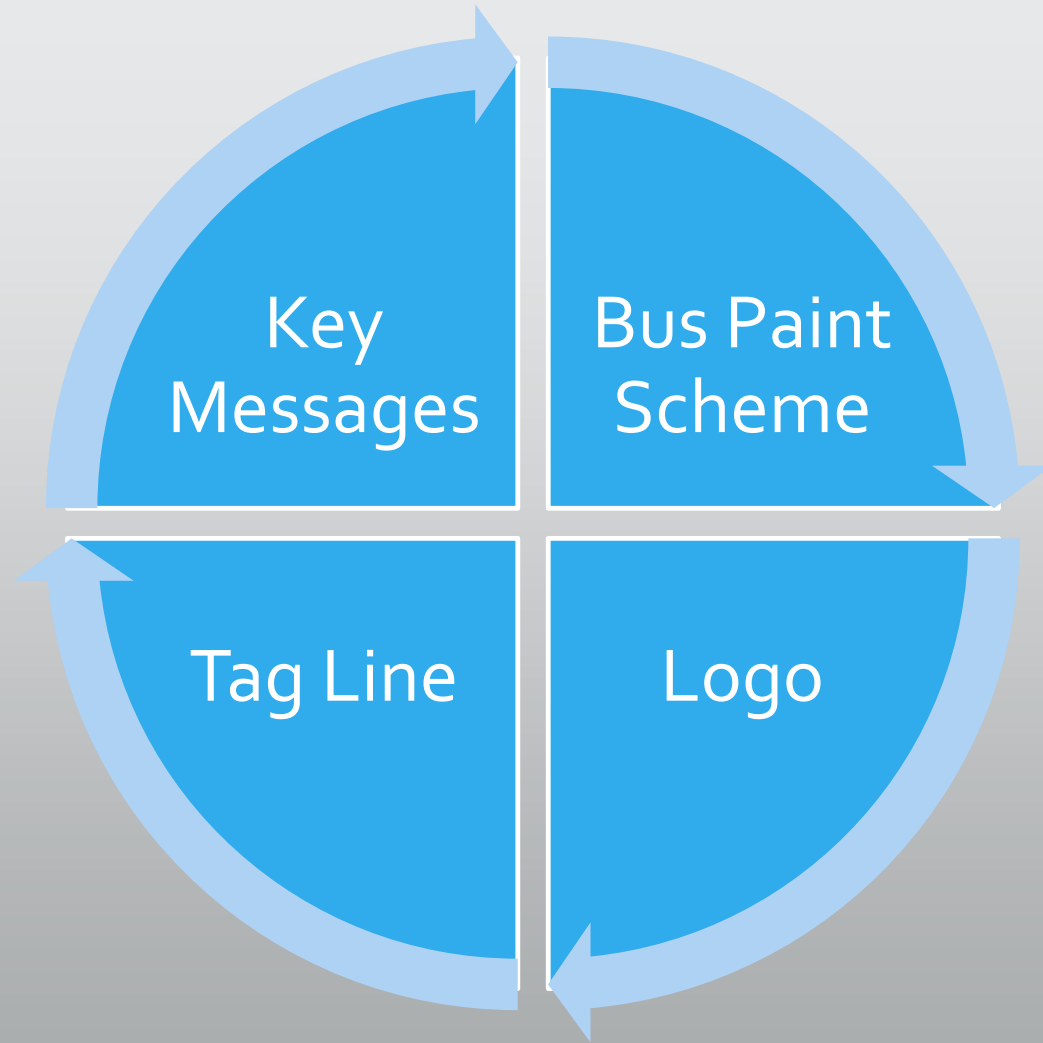


Glenmont/Wheaton - Flex

Schedule



Marketing Strategies



Survey Questions

1. Do you like the FLEX transportation concept?
 - A. Yes
 - B. No

Survey Questions

1. Based on the concept, will you use this new service?
 - A. Yes
 - B. No

Survey Questions

1. Who do you think most likely will use the service ?
 - A. Millennials
 - B. Seniors
 - C. Disabled
 - D. Commuters
 - E. Students

Survey Questions

1. What are the best ways to communicate this service to your neighborhood/residents?
 - A. Email
 - B. Facebook
 - C. Twitter
 - D. gov Delivery
 - E. Nextdoor
 - F. Neighborhood Listserv
 - G. Newsletter

Survey Questions

1. How would you improve or change the new service concept?
2. What are the key destinations to serve?
3. What are your recommendations for branding the service?



THANK YOU!