Answering Your First-and-Last Mile Challenges with Microtransit

Rail~Volution
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Adam Cohen
Researcher, TSRC, UC Berkeley
apcohen@berkeley.edu
LinkedIn: AskAdamCohen
Twitter: AskAdamCohen
Microtransit defined as a privately or publicly operated, technology-enabled transit service that typically uses multi-passenger/pooled shuttles or vans to provide on-demand or fixed-schedule services with either dynamic or fixed routing.
MICROTURNSIT SERVICE MODELS

**Fixed Route:**
Services operate fixed route (similar to bus transit)

**Flexible Route:**
Services offer dynamic routes within a geographic area (similar to paratransit)

**Fixed Schedules:**
Service operates on fixed timetables/schedules

**Dispatch Operations:**
Service is demand-responsive based on user dispatch via phone, website, or smartphone app
**RIDEKC: RIDER MOTIVATIONS**

- More than half of respondents use RideKC: Bridj because it is cheaper than alternatives.
- About a third of respondents use RideKC: Bridj because it is more comfortable or because it allows greater flexibility than alternatives.
- 39% of respondents say they are either satisfied or very satisfied with RideKC: Bridj, and 39% say they are dissatisfied with RideKC: Bridj.

(Shaheen et al., 2016)
RIDEKC: ACCESS MODE & TIME OF DAY

- **89%** of respondents walk to/from the RideKC: Bridj stop.
- **More than half** of respondents use RideKC: Bridj in the **afternoon only**.
- **28%** of respondents use RideKC: Bridj in **both the morning and the afternoon, evenly**.

(Shaheen et al., 2016)
ENROLLED SURVEY: BARRIERS TO USE

- 76% of respondents do not use RideKC: Bridj because of geographical coverage limitations; 31% do not use the service because of temporal coverage limitations.
- 13% of respondents do not use RideKC: Bridj because they can make the same trips using a personal car.

For what reasons have you not used RideKC: Bridj? (choose all that apply)

- It does not go where I need to go: 76%
- It does not operate when I need to travel: 31%
- It is too expensive: 3%
- It takes too long: 3%
- I can make the same trips I would use RideKC: Bridj for with a personal car: 13%
- I do not have a smartphone: 0%
- I am not comfortable with using the smartphone app: 2%
- I am not comfortable with using public transportation: 1%
- I do not know how to use the service: 3%
- I do not have a credit card: 1%
- I do not reside in the Kansas City area: 3%
- I have never heard of RideKC: Bridj: 0%
- Other: 15%

(Shaheen et al., 2016)
ENROLLED SURVEY: DESIRED CHANGES

What changes to RideKC: Bridj would encourage your use of the service? (choose all that apply)

- Pickup/dropoff areas near me: 67%
- Operation during more times of the day: 39%
- More flexible service: 34%
- More frequent service: 28%
- More information about Bridj: 13%
- Backup travel options provided: 7%
- Reduced cost: 3%
- Workplace commuter benefits: 5%
- Other: 9%

N=116

- 67% of respondents said they would be encouraged to use RideKC: Bridj, if the service area were expanded;
- 39% said they would use it, if the service times were expanded
- 34% of respondents said they would be encouraged to use RideKC: Bridj, if the service were more flexible;
- 28% said they would, if the service were more frequent

(Shaheen et al., 2016)
ADDITIONAL RESOURCES


https://rosap.ntl.bts.gov/view/dot/34258
UPCOMING RESEARCH

- Federal Transit Administration Mobility on Demand Sandbox (2018-19)
  - $8 million funding for an array of mobility pilots with 11 partners (12 locations)
  - Booz Allen Hamilton/ICF and TSRC leading the independent evaluation for all sites
  - Measure project impacts and identify factors that may support or impede innovative transportation service models
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Contact:

Adam Cohen
661-912-2986
apcohen@berkeley.edu
LinkedIn: AskAdamCohen
Twitter: AskAdamCohen