



## Microtransit

Matt Fyten, Chief Development Officer | Grace Almeida, Senior Transit Planner

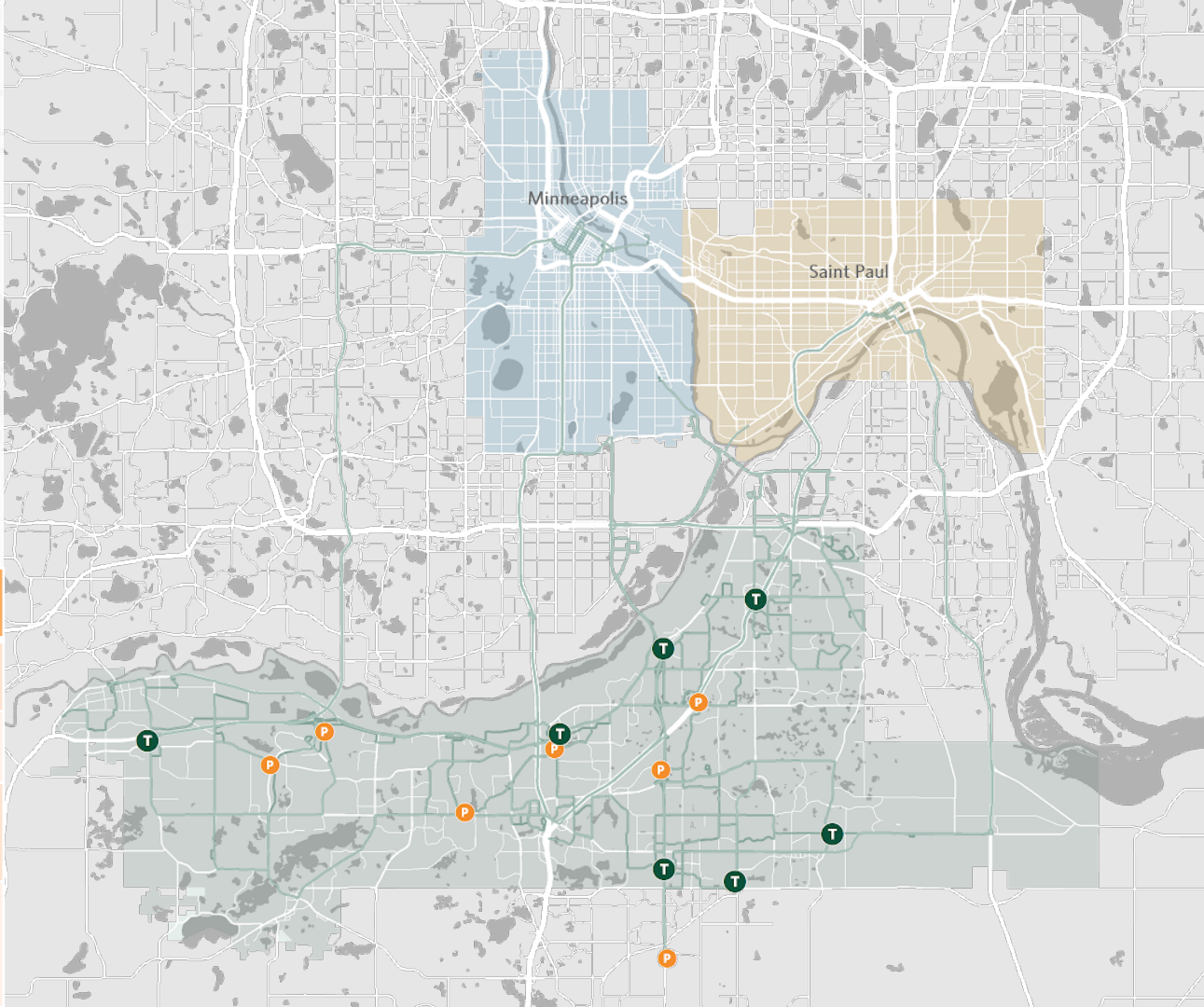
Minnesota Valley Transit Authority | MPTA October 2023



# MVTA at a Glance

- Founded in 1990
- Operate express, local, reverse commute, on-demand
- **2<sup>nd</sup> largest** public transit provider in MN
- **166 buses**
- **26 routes**
- **7 park + rides, 7 transit stations, 2 bus garages**

	2019 (Pre-COVID)	2022
Annual Ridership	2.8 Million	1.02 million
Daily Boardings	10,500+	3,500+
We operate...	977 platform hours every weekday	754 platform hours every weekday
	16,900 platform miles every weekday	11,250 platform miles every weekday



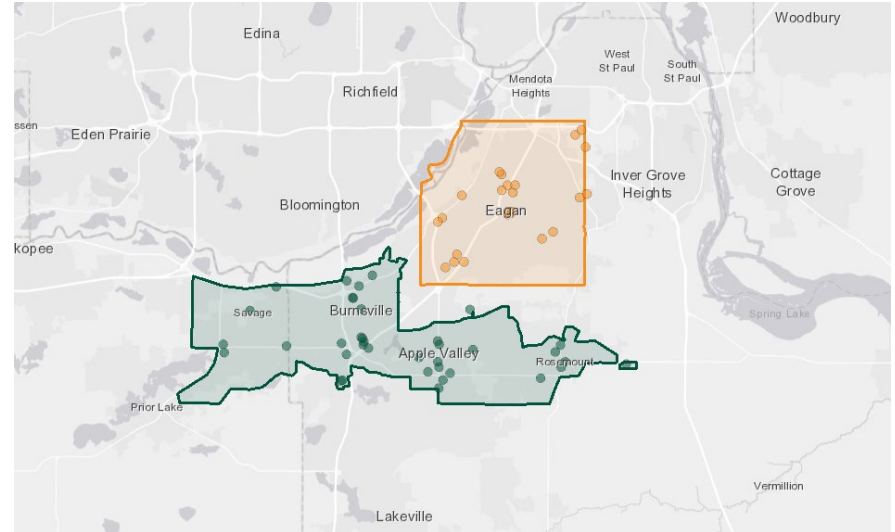
# What is Microtransit?

- On-demand public transit that allows transit to be viable in difficult built environments
- Highly flexible service that can help people get from point-to-point
- First-last mile purpose
- Riders share the ride with others going the same direction
- Allows users with non-peak oriented schedules or unique commutes to utilize transit

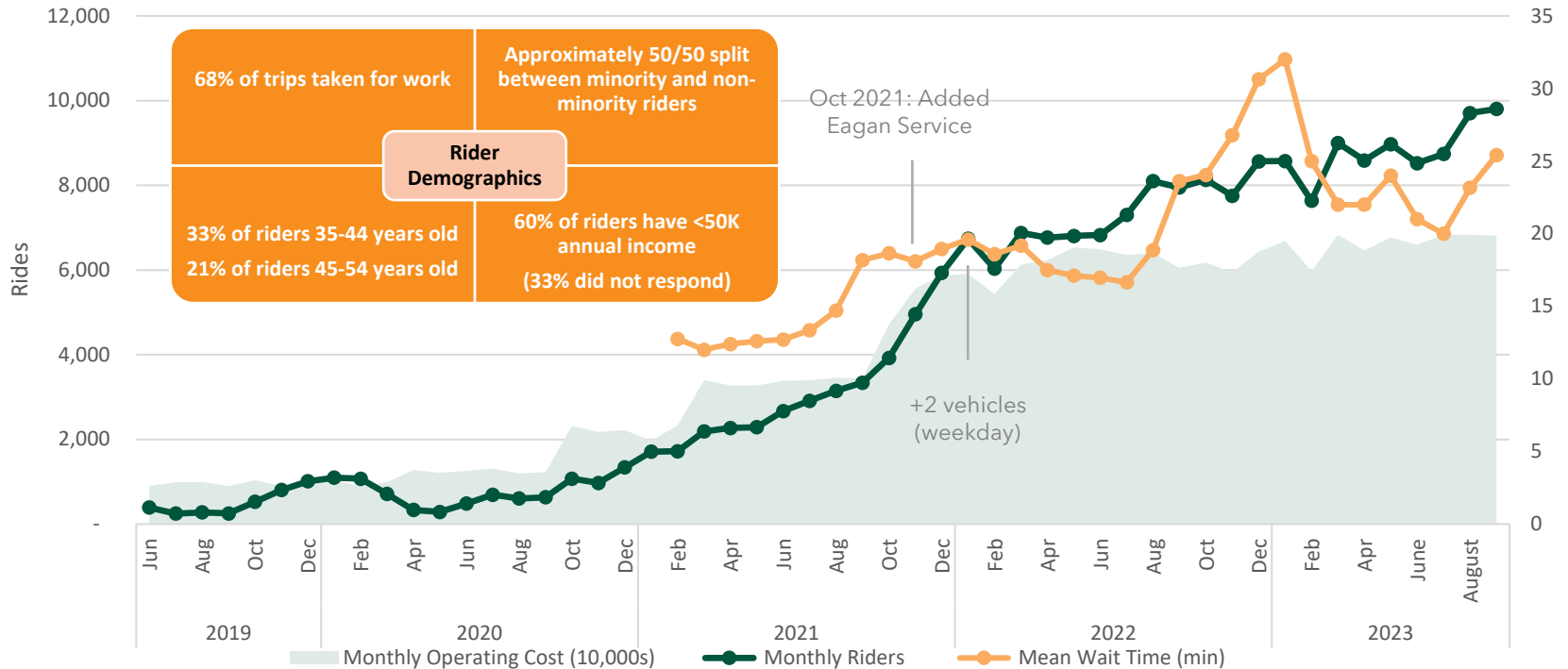


# MVTA Connect Service

- Service began as a pilot June 2019
  - Burnsville/Savage zone
  - Apple Valley/Rosemount expansion (Oct 2020)
  - Eagan Zone (Oct 2021)
- Service Setup
  - 6am to 9pm; 7 days a week
  - Book via app 1 hour in advance or sooner
  - \$3 one-way; 2 hr transfer to fixed route
- Grew from an average of 400 riders per month in 2019 to over 8,000 in 2022

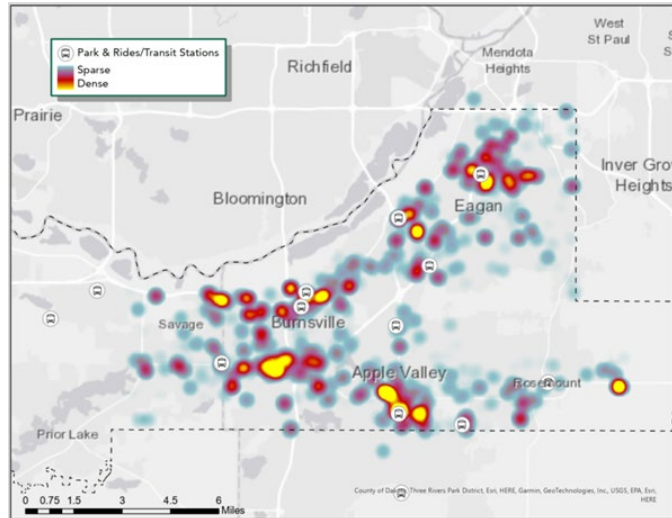


# Ridership Trends and Demographics

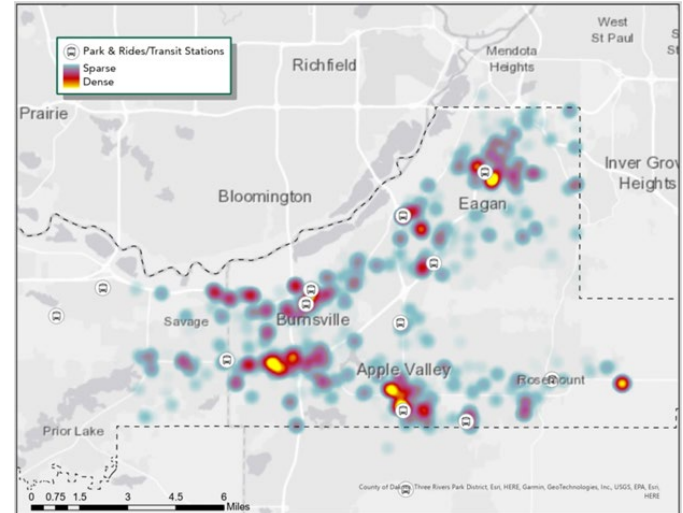


# Connect Origins/Destinations

## Pickups



## Dropoffs



**Top Destinations:** Walmart (BVL, AV, Eagan), Cedar Grove Transit Station, Burnsville Transit Station, Apple Valley Transit Station, Dakota County Technical College

# Service Metrics – January to Sept 2023



**2.66** Passengers per in Service Hour (YTD)  
**2.76** (September) vs. **2.78** (January)



**273** Average Daily Riders (YTD)  
**326** (September) vs. **276** (January)



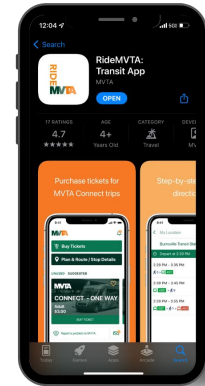
**\$17.01** Subsidy per Passenger (YTD Average)  
**\$16.51** (September) vs. **\$18.36** (January)



**16.1** Median Wait Time (YTD)  
**18.2** (September) vs. **18.98** (January)

# Continuous Improvements

- New RideMVTA App Rollout
  - Multimodal Trip Planning Options
- Wait Time/Booking Policies
  - Reduced from 7 days to 1 hour; resulted in a decrease in wait times
- New Vehicles on Order
  - 6 of our 19 Connect Buses are several years beyond their retirement age
  - 5 new Braun Promaster 3500 vehicles scheduled to arrive by end of year
- Service Expansion
  - +40 hours on weekends
  - Expansion of weekday service soon with new vehicles

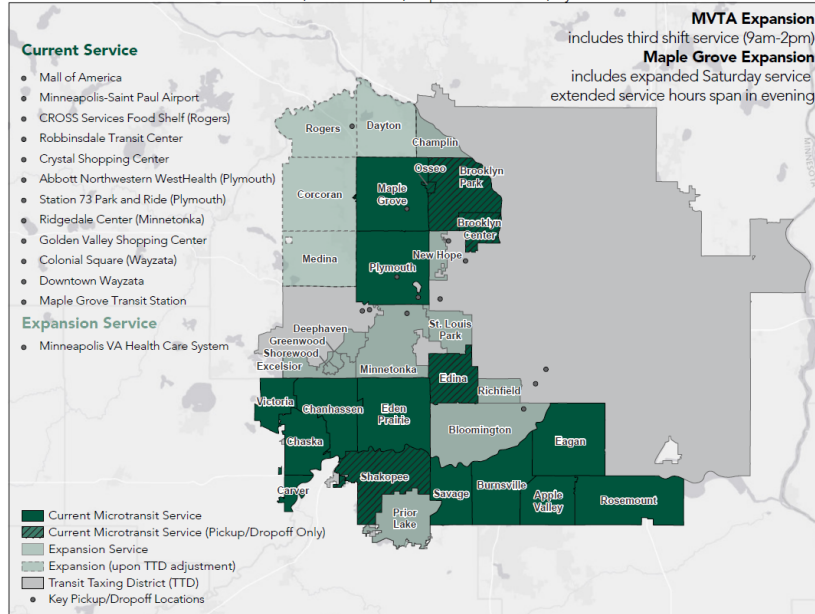




# Future of Connect

## Microtransit Service by Suburban Transit Providers

SouthWest Prime, MVTA Connect, Maple Grove MY RIDE, Plymouth Click & Ride



## Expanded Regional Transit Funding

- New 0.75% Regional Sales Tax
- Connect expansion to entire MVTA service area
- Third shift service expansion
- Replacement vehicles
- Less shop time, more road time
- Reduction in wait times
- Increased reliability

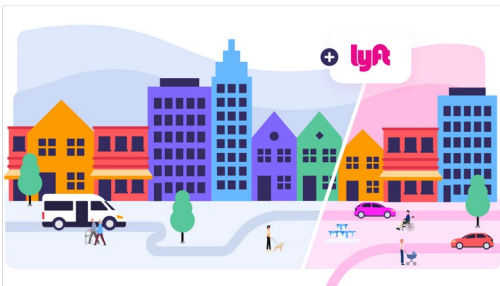
# Future of Connect



MSP Airport Connections



Go-To Integration



TNC Partnerships



Promo Code Usage

# Lessons Learned

- Software algorithm matters
- Strategic booking windows
- Nuance of average wait time metrics
- Determine vehicle to square mileage need
- Strategic services setup (ex. Reservation options & Title VI considerations)
- Microtransit is complementary to TNC; not a competitor



*Questions?*