



Microtransit Pilot Study

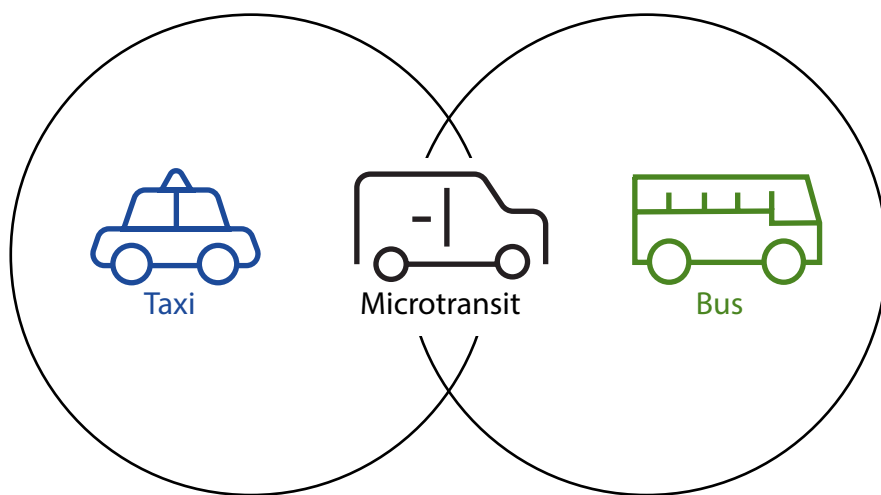
Norman, OK

City Council Workshop
October 18, 2022

What is Microtransit?

Microtransit is a publicly regulated, software-enabled transit service that uses multi-passenger vehicles (cars, vans, or shuttles) to provide on-demand or semi-fixed schedule/route service.

Microtransit can be considered the middle ground between traditional, fixed-route bus service and individual, curb-to-curb service offered by taxi cabs. Passengers request rides on their smartphones or by calling the transit agency, and scheduling and dispatching software then optimizes a microtransit vehicle's route in real time to serve the most people as efficiently as possible. Microtransit in lower density cities typically serves 2-4 passengers per hour.



Norman Microtransit Pilot Study

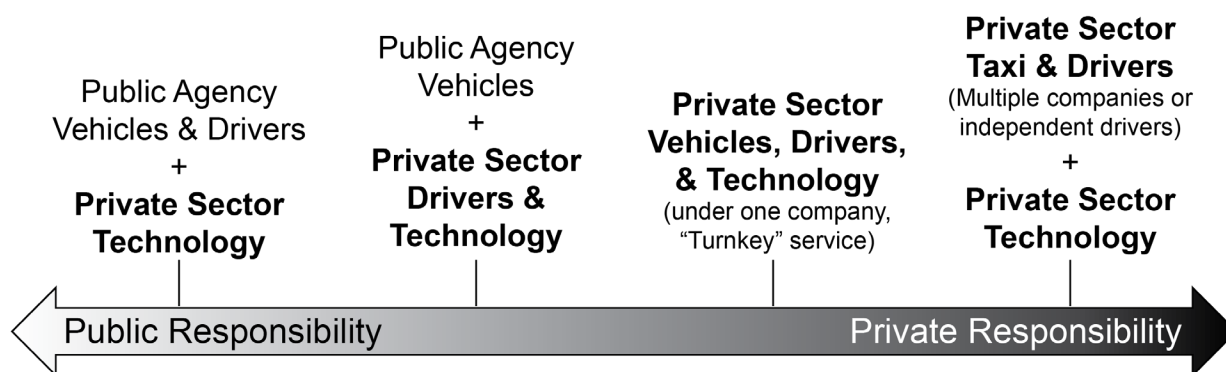
The City of Norman and HNTB will be evaluating the feasibility of alternative mobility services to supplement or replace existing service. The purpose of this exercise is to understand the goals of the City and explore alternative solutions within the microtransit industry that would meet those goals. Results of the analysis will guide the implementation of a pilot program.



Market Size & Operating Models

Microtransit can better serve low demand areas or small, distinct markets with costs similar to traditional fixed-route bus service. In places of low density or low ride demand, it can improve service effectiveness through shorter or more reliable wait times and by requiring less advance request by the customer. Pick up and drop off spots can also minimize walking or transfers. The market size for microtransit rider demand should target 2-5 passengers per hour to successfully maintain service standards, such as guaranteed wait times. Exceeding 2-5 passengers per hour would require a greater number of vehicles and drivers that can become cost prohibitive for the agency.

Transit agencies can implement microtransit quicker with software options on the market that deal specifically with microtransit service. Contracts with service providers typically include the technology to make on-demand service possible and then may layer on other costs based on the agency's preference. Companies offer "turnkey" products to operate microtransit services without long lead times for adopting the service or the need for extensive software expertise on the part of the transit agency.



Paratransit

Microtransit software and its automated, on-demand features can be adapted to paratransit services. Even without creating a new Microtransit service offering, the agency may find benefit in contracting for vendor software that handles paratransit reservation and dispatching. In some applications, agencies have contracted for Microtransit software to offer both new, Microtransit service with the typical, zone based approach as well as to offer improved paratransit service reservations and dispatch.

Project Schedule

	September	October	November	December
Existing Conditions				
City Council Workshop				
Workshop Summary				
Alternatives Analysis				
City Council Workshop #2				
Workshop Summary				
Implementation Plan				