

Minuteman Advisory Group on Interlocal Coordination

UPDATE ON THE *TAXI INITIATIVE*

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NEXT STEPS?

Agenda

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Three parts:

1. Review of initial project and alignment with goal of *livability*
2. Exploration of microtransit sector
 - Definition
 - Example microtransit platform companies
3. Options and discussion
 - MAPC and RFI
 - MAPC and grants

1. Initial Project Review

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Taxi, bus, livery initiative

- *Purpose:* Solve persistent transportation needs in our car-dependent region via creative solutions (e.g., smart technology)
- *Focus:* Provide subsidized on-demand options for seniors, people with disabilities, residents who are economically vulnerable; PLUS market-rate on-demand services (cross-subsidy)
- *Partnering:* Towns (6); taxi, bus, livery companies (11); RTAs (3); TMA (1)

1 (cont). Alignment With Goal of Livability

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- April 2018 acceptance of MAGIC towns in AARP/WHO Livable Communities network
- MAGIC commitment: “two particularly pressing issues: housing and transportation”
- Sudbury assessment: transportation is paramount-- affects all other livable domains, directly or indirectly
 - Housing, a vital element, cannot be addressed without considering transportation implications
 - CHNAs have identified social isolation (transportation implied) as well as medical transport as crucial needs

2. Exploration of Microtransit Sector

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- **Definition:** small rider numbers per vehicle, variable routes, pick-up and delivery adjustments in real time (complement to mass transit = large rider numbers, fixed routes, fixed schedules)
- **Mode agnostic:** Bike share, car share, CoA vans, Dial-a-Ride, etc.
- **Evidence:** Microtransit approach responds effectively to transportation challenges like ours, that cannot be solved with mass transit only
- **Livability:** Effective microtransit services improve **accessibility** (meets needs of mobility challenged), reduce **transit authority costs** (vehicle use optimized, ridership expands), increase regional and individual **economic opportunity** (employee access to work, customer access to retail), lessen **social isolation**, and provide **ability to respond** (change/innovate) in real time

2 (cont). Sector Companies

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Niche companies providing focused software to help RTAs integrate micro- and mass transit:

- **Via:** “Passengers request rides through a mobile app and Via’s sophisticated algorithm instantly finds a vehicle that best matches their route, allowing for quick and efficient shared trips. First launched in New York City in September 2013, the Via platform currently operates in New York City, Chicago, and Washington DC.”
- **RideCo:** “Recently awarded a contract from Los Angeles Metropolitan Transit Authority for microtransit technology and design services. ... The service will offer current and future Metro customers the ability to use cell phones to order, pay for and monitor the status of their pick-up and drop-off in Metro vehicles.”

2 (cont). Companies

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- **TransDev:** “Taxis and private hire provide individualized choice for passengers. With a solid presence on the taxi market in the United States, Transdev is the biggest operator in Baltimore, Denver, Pittsburg, and Kansas City.”
- **TransLoc:** “Currently owned by Ford Smart Mobility, ... the company’s intuitive cloud-based software system and our expert microtransit support team are here to get you up and running quickly, while minimizing any operational burdens and expense. Administrators are able to set up user accounts within minutes of receiving rider data, offering seamless onboarding for all passengers.”
- **Zemcar:** “Zemcar was built so families could enjoy the convenience and flexibility that rideshare companies provide without compromising the safety of their most precious cargo. It all starts with our ZemDriver onboarding process.”

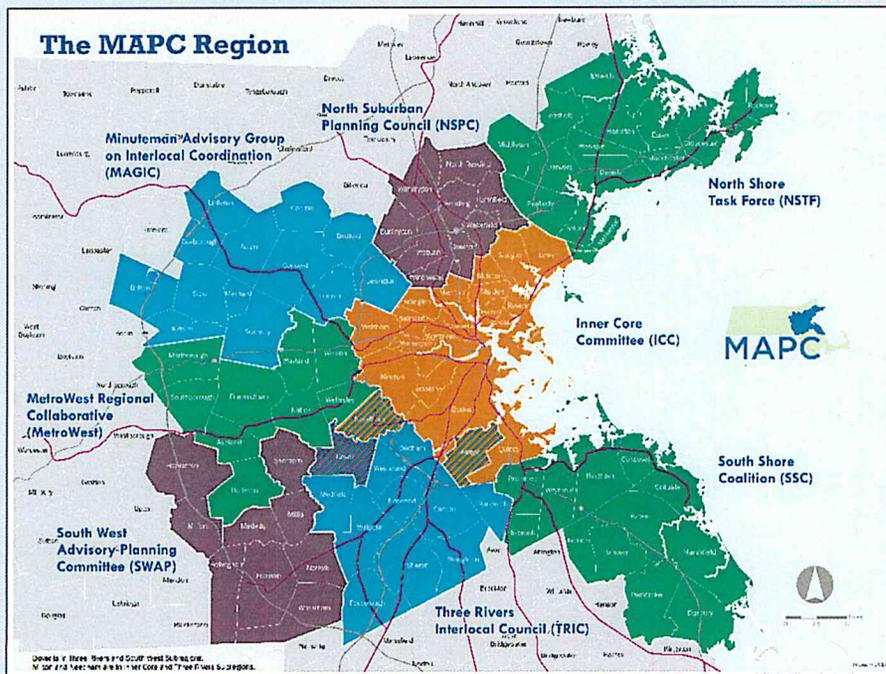
3. Options

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- Establish formal task force to work with MAPC on RFI and examine microtransit companies pursuant to decision, **and**
- Establish formal task force to work with MAPC on applying for grant(s)—regionalization and efficiency, **or**
- *Status quo* (individual towns/agencies work independently on transportation needs), **or**
- Other?

MAPC Discussion

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MAPC
Proposed
Technical
Assistance
September 6, 2018

Proposed Technical Assistance

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- MAPC lead role in drafting and administering microtransit Request for Information (RFI).
 - ❑ MAGIC reps 1.) help generate questions for vendors, 2.) review draft RFI, 3.) review responses from vendors
 - ❑ Timeline: September – October draft RFI; RFI submissions due November; responses and findings December/January

Proposed Technical Assistance

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- MAPC lead role in drafting grant application for Efficiency and Regionalization grant to seek funding to implement on-demand transit pilot.
 - MAGIC reps review draft application materials
 - Current study and needs analysis populates application
 - MAPC convenes RTAs and others as collaborators
 - If grant awarded, MAPC assists with RFP process in 2019
 - Timeline: October-December coordinate with RTAs and TMA in preparation for grant application; January-February draft application

Proposed Technical Assistance

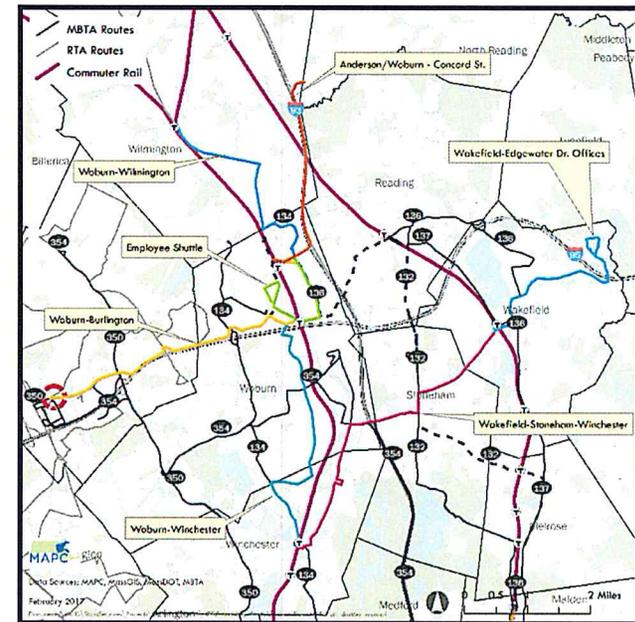
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- If support for proposal:
 - MAPC draft scope of services with roles, deliverables, schedule
 - MAGIC support efforts with \$10,000 in Special Assessments funding

Examples of MAPC Technical Assistance

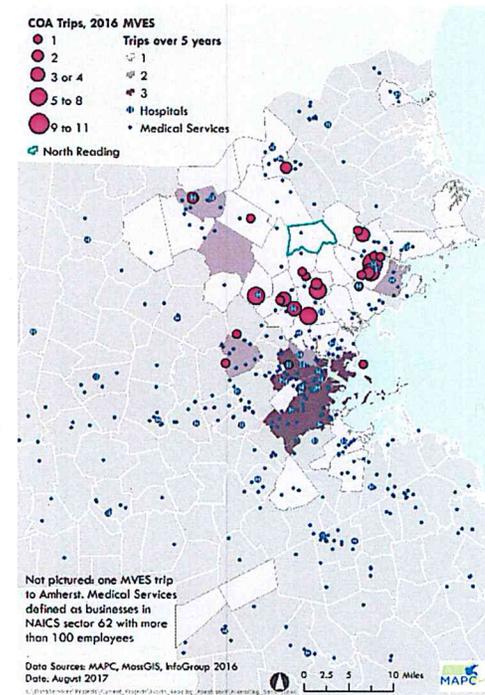
North Suburban Mobility Study (2017)

- Transit needs and suitability analysis for subregion (work trips)
- Recommendations: local shuttles, mobility hubs, ride-hail partnerships
- Three communities looking to join or start TMA to begin pilot



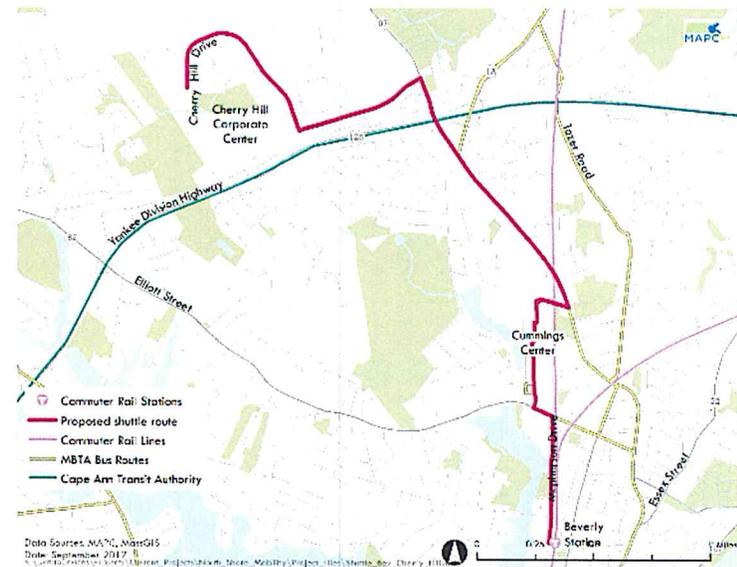
North Reading Paratransit Study (2017)

- Assessed unmet senior and other trip requests
- Town-wide survey via tax bill and online
- Town began pilot program with new service from Merrimack Valley RTA for out of town medical trips



North Shore Coalition Mobility Study and Pilot (2017-2018)

- Needs and suitability assessment for work trips (first/last mile)
- Recommendations: mobility hubs, local shuttles, on-demand transit expansion, bicycle share
- Through MAPC, received E&R grant to pilot employer-sponsored shuttle in Beverly/Danvers
- Regional bicycle share being evaluated



North Reading Satellite Shuttle Evaluation (underway)

- Evaluating feasibility of shuttle connecting North Reading to commuter rail
- Suitability analysis of shuttle routing and parking sites
- Capital and operating cost assessments

