



MICROTRANSIT

Our Expertise

Foursquare ITP is at the forefront of planning for microtransit and incorporating microtransit into existing transit systems. We are leading the development of microtransit plans ranging from system-wide assessments to implementation-oriented plans for individual pilots.

Our Specialties

- Microtransit market analysis, feasibility studies, and service plans
- Microtransit and traditional transit integration plans
- Microtransit business planning and funding and fare model development
- Microtransit best practices and use case expertise
- Microtransit performance monitoring and reporting
- Micromobility planning to support microtransit as well as traditional transit service

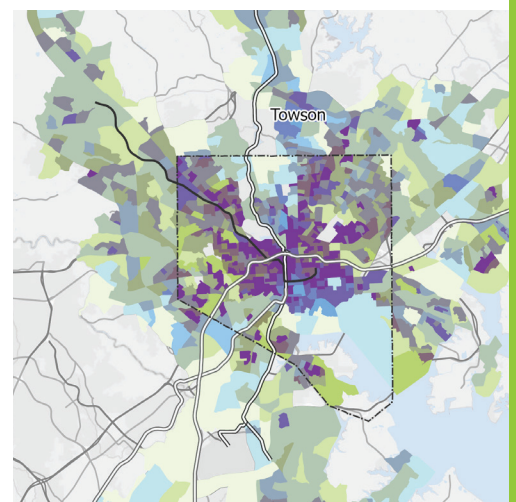
UTA Microtransit Planning and Simulation

Foursquare ITP worked with the Utah Transit Authority (UTA) to identify opportunities for microtransit service throughout UTA's seven-county service area. UTA initially sought to explore whether microtransit could complement or replace underperforming fixed-route transit services in southern Salt Lake County. A 65-square-mile pilot zone was launched in November 2019. Based on the success of the initial pilot project, Foursquare ITP conducted a follow-up microtransit planning study for the entire UTA service area. Our team led the market analysis to determine areas of the UTA service area that are best suited to support microtransit service. Seven identified microtransit opportunity zones have been included in UTA's five-year service plan. The initial UTA On Demand pilot service was made permanent in August 2021. In addition, a second microtransit pilot program was launched in the summer of 2021: Late Night UTA on Demand is evaluating the effectiveness of microtransit service as a late-night mobility solution in central Salt Lake City.

Maryland Transit Administration (MTA) Microtransit Concept Plan

Foursquare ITP conducted an analysis to assist the MTA in determining additional places of high microtransit suitability within the core bus service network. Microtransit suitability favored locations that were higher in transit need and lower in transit potential, indicating areas in transit-oriented communities that are unable to sustain fixed-route transit due to physical or geographic constraints. Foursquare ITP also helped develop the service concepts for a new microtransit pilot service that would replace part of the existing LocalLink 75 (LL75). Our team evaluated current ridership trends on LL75 to determine potential microtransit zones and hours of service; we also explored two potential service scenarios and estimated their costs.

Microtransit is a form of demand responsive transportation. Microtransit offers highly flexible and dynamic routing and scheduling of minibus vehicles shared with other passengers.





Muskegon Area Transit System (MATS) Route Study COA

The MATS Route Study and COA examined all aspects of transit service in the Muskegon region, including service performance and funding sustainability. The Foursquare ITP team conducted a comprehensive assessment of MATS' existing fixed-route and demand-response (GoBus) transit network, as well as the market for transit in the Muskegon region, to determine the system's strengths, weaknesses, and opportunities. Based on these analyses, the study team developed recommendations for a right-sized and simplified fixed-route transit network, complemented by an app-based microtransit service where supported by local communities. In addition to developing an updated service plan that reflects and supports the current mobility needs of the Muskegon region, the Foursquare ITP team developed an equitable financial plan designed to incentivize the establishment of coalitions of communities to collectively fund both fixed-route and microtransit services. The recommendations of the MATS Route Study and COA were implemented in two phases. The redesigned fixed-route network was rolled out in September 2020. In June 2021, MATS successfully launched Go2, Western Michigan's first app-based microtransit service.

Atlanta Buc Shuttle Operations

Foursquare ITP was selected to help review the effectiveness of the Buckhead Community Improvement District's Buc Shuttle. We were responsible for developing detailed diagnostic route profiles showing ridership, productivity, and on-time performance of the two Buc Shuttle routes. We also identified opportunities to improve service, including the consideration of innovative service models such as microtransit service, in addition to traditional fixed-route service. Ultimately, microtransit was selected as the preferred service model for the Buc Shuttle, and this app-based demand response service will be implemented in August 2021, after a delay due to the Covid-19 pandemic.

WMATA On-Demand Transit Pilot Program

Foursquare ITP is leading the design of the pilot program that involves screening and identifying potential microtransit zones and scoring and prioritizing areas in the region that are most suitable for microtransit, and ultimately selecting three zones to move forward with. In order to focus on the areas that will benefit most from microtransit service, our screening analyses will include demographic variables that are indicators of transit use, such as seniors, youth, persons with disabilities, and low-income, zero-car, and one-car households. We will then score the zones against microtransit success measures, such as performance of existing fixed-route transit and density of points of interest and major trip attractors.



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