



# NEW MOBILITY

## Our Expertise

Foursquare ITP has been at the forefront of planning for new mobility over the past decade, including **microtransit** and **micromobility** (e.g. **bike share**, **scooter share**), and incorporating these modes with existing transit systems. We are a leader in **micromobility planning**, helping communities across the US and Canada plan, expand, regulate, and procure micromobility programs; Our work has supported over \$40 million in private and public investments in **bikeshare** alone. In microtransit, Foursquare ITP has led the development of microtransit plans ranging from **system-wide assessments** to **implementation-oriented plans** for individual pilots. We have also conducted research for **TCRP** and the **National Center for Applied Transit Technology** that documented and evaluated the ways transit systems and jurisdictions are integrating on-demand transit, mobility hubs, mobility-as-a-service, and more to achieve positive outcomes for their riders. Our work in new mobility covers communities of every size.

## Our Specialties

- Microtransit planning, analysis, and performance measures.
- Micromobility (e.g. scooter and bikeshare) feasibility, market studies, and expansion planning.
- New mobility strategic and financial planning
- New mobility and transit integration
- Curbside management strategies
- New mobility management planning

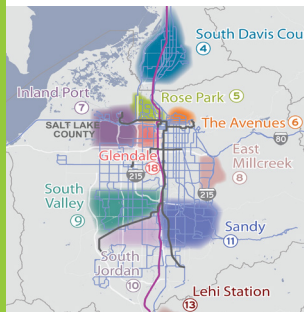
"We had a terrific experience working with Foursquare ITP. The team was incredibly knowledgeable about the bike share industry and were both responsive and flexible when we asked for a deeper dive in a couple of areas. I would absolutely work with them again."

Lisa Nuskowski, Founder & Former Executive Director, MoGo



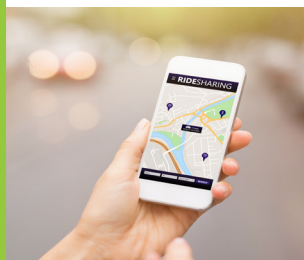
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## Microtransit Planning and Simulation

Foursquare ITP worked with the Utah Transit Authority (UTA) to identify opportunities for microtransit service throughout UTA's seven-county service area. UTA sought to explore whether microtransit could complement or replace underperforming fixed-route transit services in southern Salt Lake County. 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.



## TCRP H-56 – Redesigning Public Transportation Networks for a New Mobility Future

Foursquare ITP led this comprehensive study to develop guidance for transit agencies and their partners who seek to improve mobility by redesigning and improving existing transit networks and integrating new mobility options that supplement and complement public transportation. Bus network redesigns have been a major trend in public transit over the past several years and with the rise in app-based transportation network companies (TNCs) and microtransit providers, bus network redesigns have begun to consider how these modes can complement bus service. This study includes guidance and checklists for transit agencies, including how to work with the private sector – including new mobility providers – to boost the success of a redesign and expand the reach of fixed route service.



## 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 concept 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 and explored two service scenarios and costs—ultimately selecting one for implementation—for a modified version of the existing fixed route LL75 to complement the microtransit service.



## MoGo Bike Share Business Plan

MoGo is a bike share system serving Detroit and its suburbs. MoGo engaged Foursquare ITP to prepare a five-year business plan for the nonprofit. We worked with MoGo to identify how the program can attract more riders, while meeting its equity and financial goals. We formulated a new user pricing structure that has helped expand ridership in the midst of a pandemic; established policies to guide future system growth; and set fundraising and station expansion goals for the program. Our team also worked with MoGo and its board to help the program navigate impacts on the program brought by the COVID-19 pandemic, which began during the course of the project.



## Capital Bikeshare Expansion Plan

In 2015, Foursquare ITP developed the DC Bikeshare Development Plan, a long-range plan outlining the strategic direction for the Washington, DC portion of Capital Bikeshare. In 2019, Foursquare ITP updated the study in preparation for the program's tenth anniversary. Our team identified goals and objectives for the program, created a performance monitoring plan for bikeshare, conducted a thorough market study and SWOT analysis, tested various expansion scenarios, developed a final expansion plan for bikeshare, and provided DDOT with its first ever multi-year Capital Bikeshare budget forecast.

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