

## **Our Expertise**

Foursquare ITP has been at the forefront of planning for new mobility over the past decade, including **microtransit**, and incorporating these modes with existing transit systems.

Since our initial foray into the new mobility space by leading **microtransit** planning projects, Foursquare ITP has expanded to offer a variety of services to support the planning and integration of **microtransit**—or "on-demand transit"—into mobility networks that complement our expertise in transit service planning and operations. Foursquare ITP has led the development of microtransit plans ranging from **region**-and **system-wide assessments** to **implementation-oriented plans** for individual microtransit 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 other new technologies to achieve positive outcomes for their riders. Our work in new mobility covers communities of every size.

Our Specialties

- Microtransit (or on-demand transit) market analysis
- Microtransit performance measurement
- New mobility and transit integration
- Microtransit strategic and expansion planning
- Microtransit funding model development
- Mobility management planning
- Best practices and research

"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 Nuszkowski, Founder & Former Executive Director, MoGo

















## **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.

# **Rock Region Microtransit and Fare Policy**

Foursquare ITP led the development of plans for the expansion of microtransit service in the Rock Region Metro service area, as well as communities outside of the service area that has expressed interest in microtransit as a purchased service. Rock Region Metro began operating microtransit service in 2019 as a replacement for a number of poorly performing fixed routes. Foursquare ITP developed and presented a microtransit plan to the City of Conway, which is outside the Rock Region Metro service area but has entered into an agreement to purchase vanpool and microtransit services from the agency. Service is expected to begin with two vehicles in 2022.

#### N-CATT Microtransit and On-Demand DRT Guidebook

Foursquare ITP developed a guidebook that provides information on how microtransit could help address transportation challenges—and where it might not be the right solution; provides noteworthy practices from peer agencies; discusses how it can successfully be used to meet specific community needs and provide equity in service provision; and shares how to design the service characteristics of a microtransit zone and develop an implementation plan for different operating models.



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