

Arlington Microtransit Implementation Plan

Transit Advisory Committee and Accessibility Sub-Committee

September 10, 2024



Agenda



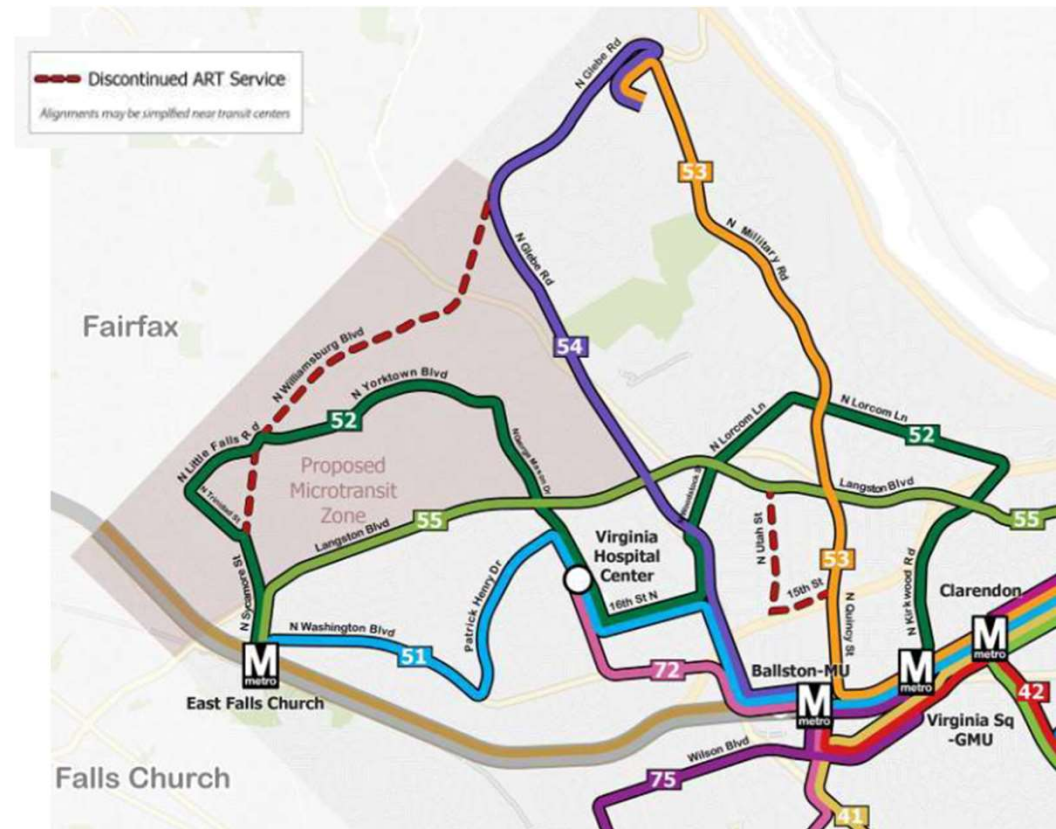
- Project Overview & Intended Outcomes
- Building from Previous Planning
- What is Microtransit?
- Implementation Planning and Launch Timeline
- Developing Service Model Recommendations
 - Key Considerations
 - Metrics
- Engagement and Communication Approach
- Next Steps

Project Overview

- Multiple previous planning efforts have studied microtransit in the County
 - Most recently the Transit Strategic Plan (ATSP) recommended a zone in NW Arlington
- Implementation plan, not an additional study
- Plan Desired Outcomes:
 - Proposed service model and zone for a microtransit pilot
 - Recommended procurement method and technical language
 - Expedited service launch
 - Methods to assess pilot success
- Key Target Dates:
 - Recommendations completed: November 2024
 - RFP/procurement begins: January 2025
 - Pilot award – Spring 2025
 - Start-up activities and launch – Summer 2025

Building From Previous Planning

- County has been considering Microtransit
 - 2016 Completed Transit Development Plan (TDP)
 - 2019 Developed Guide for Implementing Flexible Transportation Services
 - 2023 Adopted Transit Strategic Plan (ATSP) for FY 2025-2034
- Zone identified in ATSP due to:
 - Removal of low performing fixed routes
 - Proximity to Virginia Hospital Center
- This Implementation Plan is accelerating the pilot program



ATSP Recommended Microtransit Zone

What is Microtransit?



On-Demand

Service responds and is dispatched to riders in real-time



Technology-Enabled

Technology supports real-time ride requests, dynamic and optimized routing, and payment



Flexible

Accommodates riders whose schedules may not fit into fixed route service timings



Zone

Trips start and end in a predefined area with opportunities to connect to existing fixed routes



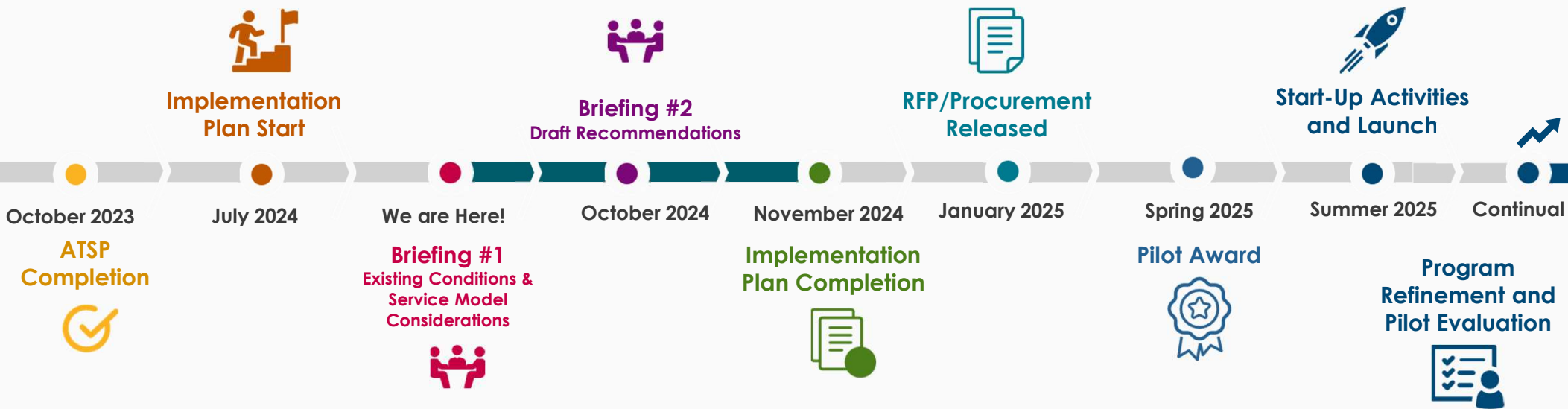
Shared Ride Vehicles

Operated with smaller vehicles than fixed-route service to reach areas full size buses cannot

Local agencies with microtransit pilots:

OmniRide Connect | Montgomery County Ride on Flex | DC Southwest BID Circuit | Prince George's Link

Implementation Planning & Launch Timeline



Targeted Public Outreach Period

- Pop-up events
- Social media campaign
- Mailers
- Press release
- Project webpage