



Microtransit service pilot

Visalia Council meeting

April 2023

Today's Purpose

Staff Recommendation

- Council to receive presentation and report
- Council to direct Staff on next steps
 - Staff recommends to continue working with TCRTA and return to Council.

Microtransit

What is Microtransit?

Microtransit (sometimes called “on-demand transit”) is tech-enabled transportation where routing algorithms use real-time, on-the-ground information to group passengers into shared rides.



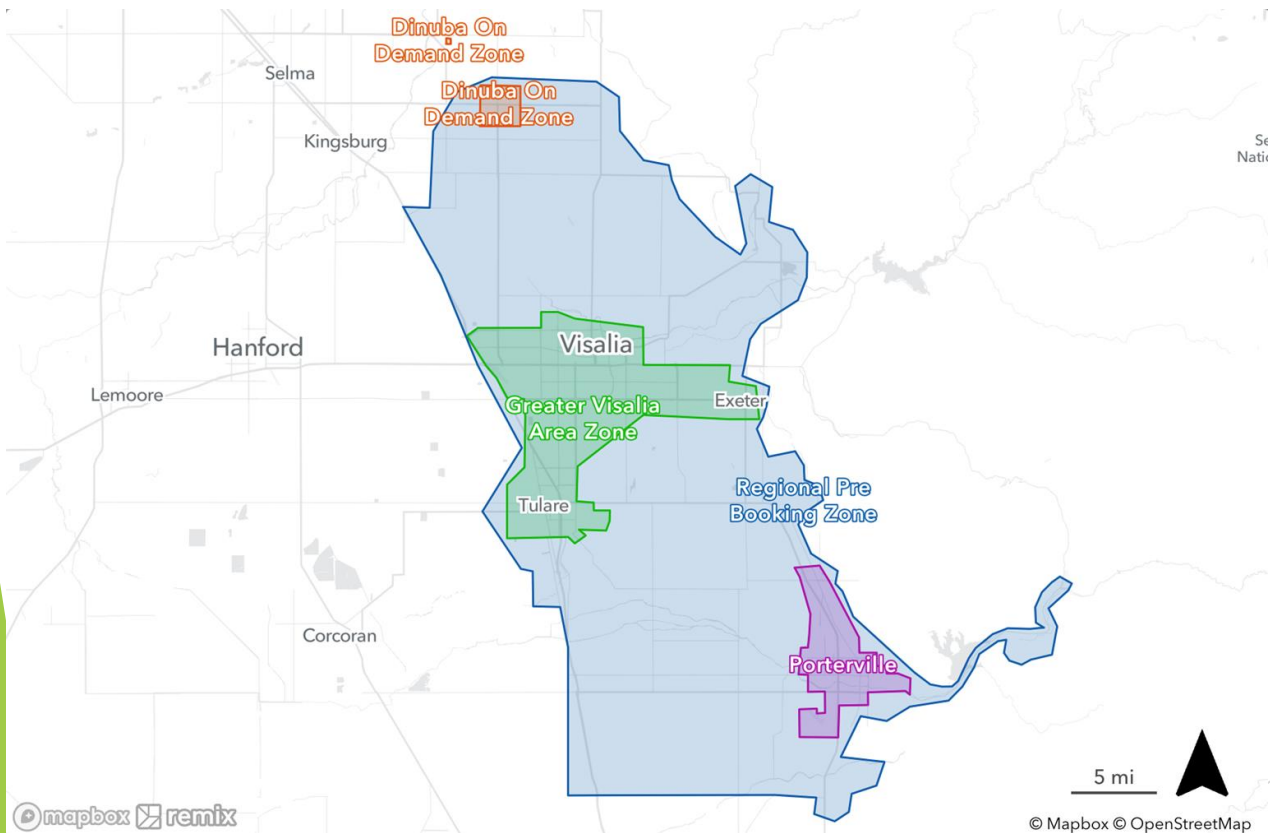
Summary

3 Year Pilot Project

- Partnership between Visalia Transit, and TCRTA, with Via as the technology vendor.
- TCRTA will use their existing drivers to operate.
- TCRTA & TCAG funding project
- Via will provide the Micro Transit software

On-Demand Service Design

Microtransit is Ideal for Tulare County



Local & Regional Connectivity

Urban, suburban + rural populations.

Individualized Rider Experience

General population, students, seniors, Wheelchair accessible vehicles, Dial-A-Ride.

Cost Effectiveness

Large zone with varying requirements: urban areas require short wait times, rural areas require more reasonable transit options.

Custom Ride Parameters by Zone

Wait times, curb-to-curb, door-to-door, fare differential and multimodal connectivity where applicable.

Greater Visalia Area

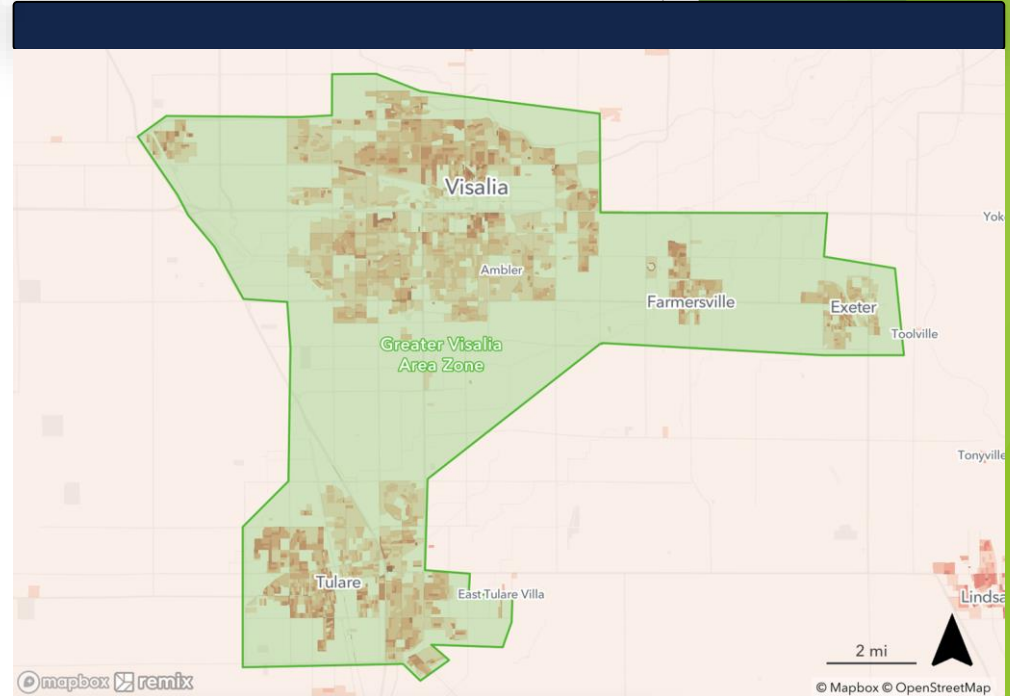
(95 mile² zone; 15-19 vehicles)

Rationale for Zone Selection: A combined zone will help enable travel across the Visalia region where there is little direct connectivity today

● **Demographics:**

- Population: 232,800
- % of People in poverty: 17%
- % of Car Free households: 5%
- % of non-white residents: 67%

Use Cases: In addition to helping residents access employment areas, the service would also provide access to businesses such as the Walmart on Caldwell, several Save Marts

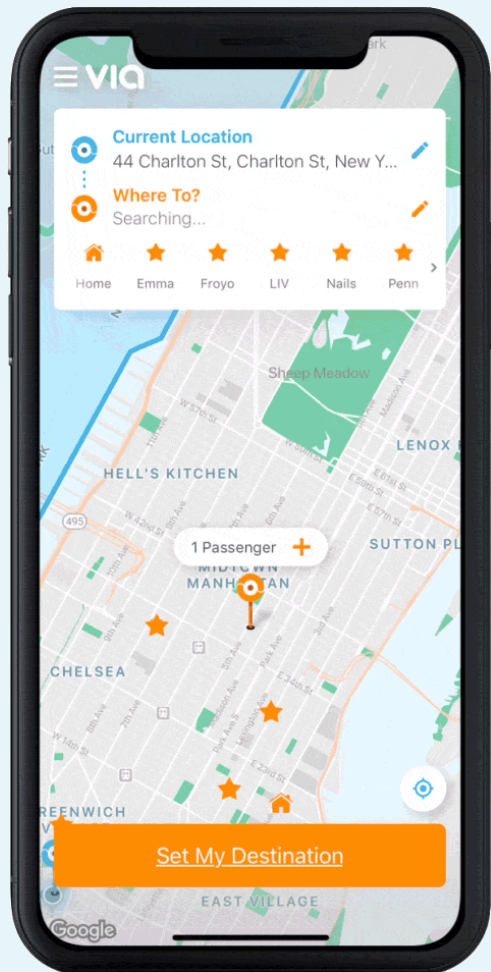


Data to be collected

- Popularity of service
- Most utilized zones
- Pickup and drop off location data

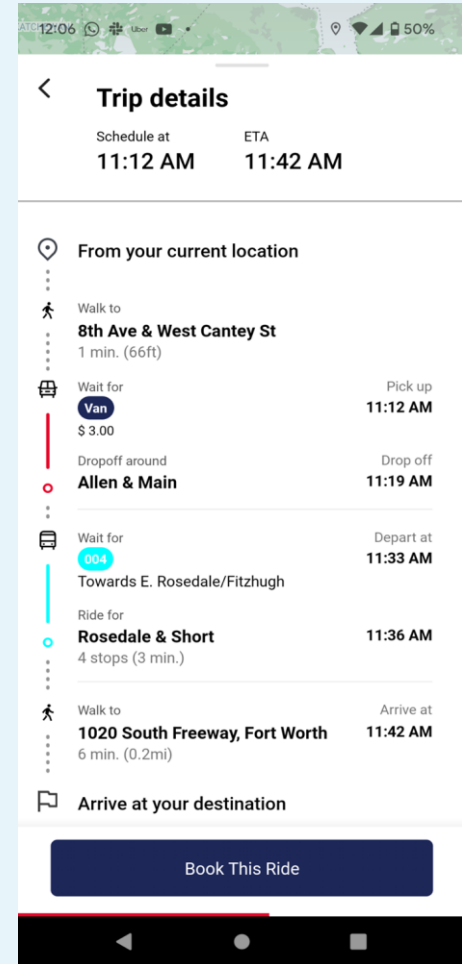
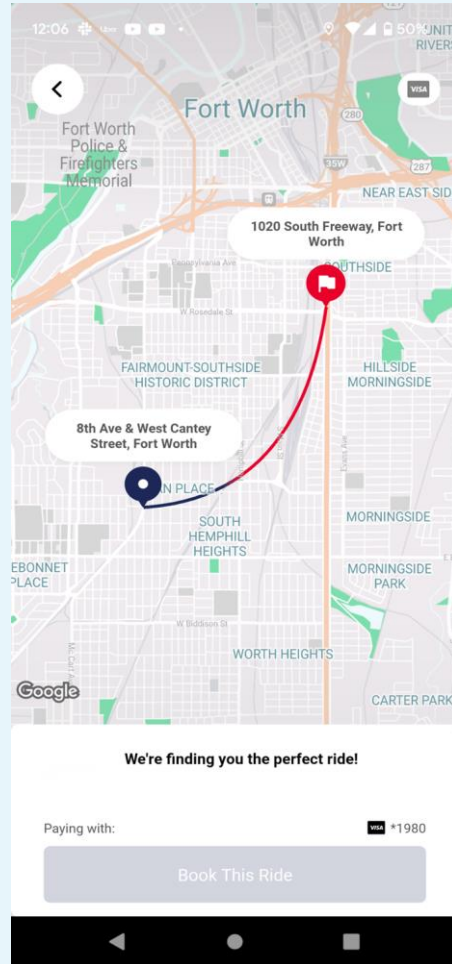
Via Technology

On-Demand Booking



Intermodal Trips

- Riders will be given options for all transit services provided by TCRTA and Visalia Transit
- Connect rural communities to the transit service
- Receive real time updates through the app or web portal



Additional Questions to work
through

- What is the Fare structure?
 - Flat rate, verses mileage rate
- What are the scheduling parameters regarding shared rides?
 - How much time will we allow to be added to an existing ride when a secondary passenger is added?
- How often will adjustments to the pilot be made?
 - If too many adjustments are made, the collected data may not be accurate.
- What will the hours of operation be?

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Questions from Council?