

Agency Name	What is your role as it relates to the micro transit service implemented at your agency?	What funding method(s) are you using to finance your micro transit service? Federal, State, Local, or special grants? If using grants, which ones?
Pierce Transit	Project Manager	Local
RTC Washoe	Manager of service	Local sales tax dollars
Pinellas Suncoast Transit Authority	I manage PSTA's programs with TNC's (firstlast mile, overnight service for late shift workers, on demand paratransit service) - none of our programs are what I would call traditional micro transit, but our firstlast mile program could fit some definitions	local
Alameda-Contra Costa Transit District (AC Transit)	Title VI Program Administrator - assessing equity of new modes of transit	We funded this out of our operating budget. We are also a direct recipient, so originally the funds were federal.
Transit Agency in Washington State	Disruption - pushing for early adopters (WSU and Hanford Scientific Community in North Richland) to copartner on a bike-share.	Local Tax Revenue for BFT Bike-to-bus - will move to 5339 when more large scale FHWA TAP - sidewalk and ADA improvements WSU and Hanford funds for bike-share CDBG for some sidewalk projects Partners, Trios Hospital, Tri-Cities Health, Benton Co. - poured some concrete for bus amenities
Transit Agency in Oregon	General Manager	Local funds
Gwinnett County Transit	The leader of the project.	Local Funding Only
GoTriangle	Program manager	Local
TriMet	We pass through funds from the State to jurisdictions to contract with third party providers	State - Statewide Transportation Improvement Funds (STIF)
GoTriangle	Planning & Project Manager	Local funds
RTD	Advisor	Local funding (collected through 0.6% sales tax)
Denver Regional Transportation District	Planner, developer, implementer	Regular RTD funding, mostly sales tax based
Santa Clara Valley Transportation Authority	Senior Transportation Planner in VTA's Transit Planning Group	Local
Capital Metro	Planner	Local Sales Tax
Transit Agency in California	I am responsible for evaluating existing fixed route services to determine which may be converted to microtransit zones.	Our existing microtransit service is funded by the City in which it operates, the MPO, and NCTD. The cost is split in thirds between the agencies.
Capital Metro	Program Manager, Pickup Services	Local
Centennial	Project manager	local, metropolitan improvement district
Regional Transit Service	CEO	CMAQ and state operating aid
KCATA and RideKC	as director of mobility services, I manage contracted services	the current project uses local money
VIA Metropolitan Transit	Project Manager - VIAlink mobility on demand service	We are operating a one year pilot program (six months in) and are funding it internally.
RTC - Keolis	Director of Operations	Funding was procured but RTC (the agency). Federal and local fund were used, but I don't know the details.
Central Ohio Transit Authority	Project Manager	Federal competitive grants, State competitive grants, local funding sources, municipal contributions
Transit Agency in California	Analyst	Local - Special Grant Purpose Restricted for "Neighborhood Shuttles"
Transit Agency in Illinois	I work in our planning department, which is currently fine-tuning one service and hopes to develop another when that happens.	Our standard operations funding, which (it being Illinois) is largely state-subsidized
Rock Region METRO	Direct oversight	Local
LA Metro	Sr. Administrative Analyst	State, local and grants (applied for IMI grant, still awaiting response)
Utah Transit Authority	Director, Innovative Mobility Solutions	Local
Dallas Area Rapid Transit	Service design and part of the team that implemented our program changes	Combination of Federal Sandbox grants, local funds, and donations from Toyota Foundation
Central Florida Regional Transportation Authority (dba LYNX)	Plan future services	Local funds and federal grants (5310)
King County Metro	Project manager of Via to Transit, support for Ride2 pilot (these were our first generation pilots with firstlast mile microtransit)	FTA MOD Sandbox grant, King County Metro and Sound Transit local match, significant support from City of Seattle Transportation Benefit District funds

Agency Name	How important were each of these factors in deciding to implement your agency's micro transit service?										
	[To replace an underperforming fixed route]	[To increase ridership]	[As a way to procure more vehicles]	[To decrease rider's travel/wait time]	[To serve a new market]	[To increase customer satisfaction]	[To achieve service equity at a reasonable cost]	[To improve access for paratransit and/or senior populations.]	[To provide a first/last mile connection]	[Current vehicles physically can't serve the desired area]	[To try something new]
Pierce Transit	Not at all important	Extremely Important	Not at all important	Not at all important	Extremely Important	Somewhat important	Somewhat important	Not at all important	Extremely Important	Not at all important	Very Important
RTC Washoe	Very Important	Very Important	Not at all important	Somewhat important	Somewhat important	Somewhat important	Somewhat important	Very Important	Very Important	Not at all important	Extremely Important
Pinellas Suncoast Transit Authority	Somewhat important	Very Important	Not at all important	Very Important	Very Important	Very Important	Very Important	Somewhat important	Extremely Important	Somewhat important	Very Important
Alameda-Contra Costa Transit District (AC Transit)	Extremely Important	Not at all important	Not at all important	Somewhat important	Not at all important	Somewhat important	Somewhat important	Somewhat important	Somewhat important	Not at all important	Somewhat important
Transit Agency in Washington State	Very Important	Very Important	Not at all important	Extremely Important	Somewhat important	Very Important	Somewhat important	Somewhat important	Extremely Important	Somewhat important	Not at all important
Transit Agency in Oregon	Very Important	Very Important	Not at all important	Extremely Important	Very Important	Extremely Important	Very Important	Somewhat important	Extremely Important	Very Important	Very Important
Gwinnett County Transit	Not at all important	Somewhat important	Not at all important	Somewhat important	Extremely Important	Very Important	Very Important	Very Important	Somewhat important	Somewhat important	Extremely Important
GoTriangle	Extremely Important	Extremely Important	Not at all important	Extremely Important	Not at all important	Very Important	Somewhat important	Not at all important	Extremely Important	Not at all important	Somewhat important
TriMet	Not at all important	Somewhat important	Not at all important	Not at all important	Extremely Important	Somewhat important	Somewhat important	Not at all important	Extremely Important	Very Important	Not at all important
GoTriangle	Extremely Important	Extremely Important	Not at all important	Somewhat important	Not at all important	Somewhat important	Extremely Important	Not at all important	Very Important	Not at all important	Not at all important
RTD	Very Important	Somewhat important	Not at all important	Somewhat important	Somewhat important	Somewhat important	Somewhat important	Not at all important	Very Important	Somewhat important	Somewhat important
Denver Regional Transportation District	Extremely Important	Extremely Important	Not at all important	Very Important	Extremely Important	Very Important	Extremely Important	Very Important	Extremely Important	Not at all important	Not at all important
Santa Clara Valley Transportation Authority	Not at all important	Somewhat important	Not at all important	Not at all important	Not at all important	Somewhat important	Not at all important	Not at all important	Very Important	Not at all important	Extremely Important
Capital Metro	Very Important	Extremely Important	Not at all important	Not at all important	Very Important	Somewhat important	Very Important	Extremely Important	Extremely Important	Very Important	Somewhat important
Transit Agency in California	Extremely Important	Extremely Important	Somewhat important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Not at all important	Very Important
Capital Metro Centennial	Very Important	Extremely Important	Somewhat important	Extremely Important	Extremely Important	Extremely Important	Very Important	Extremely Important	Extremely Important	Extremely Important	Extremely Important
Regional Transit Service	Extremely Important	Somewhat important	Not at all important	Somewhat important	Not at all important	Very Important	Somewhat important	Somewhat important	Somewhat important	Very Important	Not at all important
KCATA and RideKC	Somewhat important	Very Important	Not at all important	Somewhat important	Somewhat important	Very Important	Somewhat important	Somewhat important	Very Important	Very Important	Somewhat important
VIA Metropolitan Transit	Extremely Important	Very Important	Not at all important	Extremely Important	Not at all important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Not at all important	Extremely Important
RTC - Keolis	Somewhat important	Very Important	Not at all important	Somewhat important	Very Important	Extremely Important	Extremely Important	Somewhat important	Somewhat important	Somewhat important	Very Important
Central Ohio Transit Authority	Not at all important	Somewhat important	Not at all important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Very Important	Extremely Important	Extremely Important	Very Important
Transit Agency in California	Somewhat important	Somewhat important	Not at all important	Not at all important	Very Important	Very Important	Somewhat important	Very Important	Very Important	Somewhat important	Very Important
Transit Agency in Illinois	Somewhat important	Somewhat important	Not at all important	Very Important	Extremely Important	Very Important	Very Important	Somewhat important	Very Important	Extremely Important	Very Important
Rock Region METRO	Extremely Important	Not at all important	Not at all important	Extremely Important	Somewhat important	Extremely Important	Extremely Important	Extremely Important	Somewhat important	Not at all important	Very Important
LA Metro	Extremely Important	Extremely Important	Not at all important	Somewhat important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Extremely Important	Somewhat important	Extremely Important
Utah Transit Authority	Very Important	Somewhat important	Not at all important	Somewhat important	Very Important	Extremely Important	Very Important	Extremely Important	Extremely Important	Somewhat important	Very Important
Dallas Area Rapid Transit	Very Important	Somewhat important	Not at all important	Very Important	Extremely Important	Extremely Important	Extremely Important	Somewhat important	Extremely Important	Extremely Important	Not at all important
Central Florida Regional Transportation Authority (dba LYNX)	Somewhat important	Somewhat important	Not at all important	Somewhat important	Very Important	Very Important	Somewhat important	Very Important	Very Important	Very Important	Very Important
King County Metro	Not at all important	Very Important	Not at all important	Very Important	Very Important	Very Important	Extremely Important	Very Important	Extremely Important	Somewhat important	Extremely Important

Agency Name	Did you consider other alternatives to micro transit? If so, which ones?	Did you contract out your micro transit service?	If you contracted your service, what was the reasoning for doing so?	Is your agency happy with the contracting service?	If your service is contracted out, does your vendor provide you with the data you need to assess your service?
Pierce Transit	Yes, fixed route, infrastructure is challenging	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service.	Yes- We are happy with the contracting service	Yes
RTC Washoe	N/A	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes
Pinellas Suncoast Transit Authority		Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Transit agency has insufficient space to accommodate the vehicles for the DRT service.	Yes- We are happy with the contracting service	we don't get all the data we'd like, but over the years, we have been getting more and more data, and it is enough to evaluate the service for the most part
Alameda-Contra Costa Transit District (AC Transit)	No - our microtransit pilot replaced fixed route service.	Partially	We contracted out only the software, user interface part of the project		Yes
Transit Agency in Washington State	The definition of Microtransit is still murky to me.	Partially	manpower requirements		Yes
Transit Agency in Oregon	No	No	N/A	Yes - We are happy with the decision to not contract out the service	
Gwinnett County Transit	Not for this project	Yes	Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes, but we also received data from the App, which the county was the customer of, not the contractor.
GoTriangle	Flex route	Yes	State or local law allows pilot projects to be undertaken without a need to seek competitive bids. There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement.	Yes- We are happy with the contracting service	Yes
TriMet	No	Yes	Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Too cost inefficient for TriMet to do it. If contractor doesn't do it, we wouldn't provide the service. Also, community demand.	Yes- We are happy with the contracting service	Yes
GoTriangle	Not before the microtransit pilot was implemented. Later, we considered TNCs.	No			
RTD	lesser frequency fixed route service	Partially	State law or local decision makers require contracting for all or a portion of their services.	Yes- We are happy with the contracting service	Yes
Denver Regional Transportation District	bus, taxi, employer shuttles, etc.	Yes	State law or local decision makers require contracting for all or a portion of their services. There are clear cost savings (due primarily to lower labor costs). Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes
Santa Clara Valley Transportation Authority	No. It was a reaction to the ride-hail model.	No			
Capital Metro	Using TNCs	Partially	Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes
Transit Agency in California	In the past, NCTD had a general public demand response service with dedicated vehicles operated by our fixed route and paratransit operator. The cost/passenger was always higher than fixed route. By using a third party vendor with an app-based program, we anticipate costs will be lower.	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Note that NCTD contracts all operations and maintenance - we do not provide service in house.	Yes- We are happy with the contracting service	Yes
Capital Metro	No.	Partially	There are clear cost savings (due primarily to lower labor costs). Private contractor already provides ADA demand-response service for the transit agency. Our agency is fully contracted out.	Yes- We are happy with the contracting service	Yes
Centennial	Yes	Yes	We are not a transit agency and do not provide other transit service		
Regional Transit Service		No			
KCATA and RideKC		Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service.	Yes- We are happy with the contracting service	Yes
VIA Metropolitan Transit	No.	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service.	Yes- We are happy with the contracting service	Yes
RTC - Keolis	No	Yes	State or local law allows pilot projects to be undertaken without a need to seek competitive bids. There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Contractor has a good performance in fixed route	Yes- We are happy with the contracting service	Yes
Central Ohio Transit Authority	No. Our labor contract restricts what we can pursue as an agency, this limits any alternatives that we can provide. We do recommend private options when we see there is a better fit.	Partially	We contract out our technology platform through Via. Outside of that, we do everything in house.	Yes - We are happy with the decision to not contract out the service	Yes
Transit Agency in California	No.	No			
Transit Agency in Illinois		No			
Rock Region METRO		No	N/A	Yes - We are happy with the decision to not contract out the service	
LA Metro	We are also experimenting with a fully privatized model of microtransit, called Mobility on Demand in partnership with Via	Partially	The contractors have substantial experience in providing demand-response service, mainly due to the contractor being expert in the technology necessary for demand response service	Yes- We are happy with the contracting service	we have not launched operations yet, however, we are confident that the contractor will provide us with whatever data is needed to assess the service.
Utah Transit Authority	No	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes
Dallas Area Rapid Transit	No. We have been running microtransit for 20 years, and our recent changes expanded the program	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Private contractor already provides ADA demand-response service for the transit agency. Contractors provide a range of vehicle types and a combination of dedicated and on-demand services	Yes- We are happy with the contracting service	Yes, but we are working to get more data from our TNC part of the service mix
Central Florida Regional Transportation Authority (dba LYNX)	I cannot speak to the origins of the services, but given the growth of TNCs, we have considered the use of them in certain areas, where our existing micro transit model may be less ideal	Yes	There are clear cost savings (due primarily to lower labor costs). Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Private contractor already provides ADA demand-response service for the transit agency.	Yes- We are happy with the contracting service	Yes
King County Metro	Originally scoped as a TNC pilot (which Via to Transit still is), but originally had been considered using Lyft	Yes	There are clear cost savings (due primarily to lower labor costs). The contractors have substantial experience in providing demand-response service. Private contractor provides greater ability to modify service on short notice than what would be possible under the transit agency's collective bargaining agreement. Requirement of FTA MOD Sandbox grant	Yes- We are happy with the contracting service	Yes

Agency Name	How long has your micro transit program been in operation?	How many micro transit service zones does your agency currently have?	What type of micro transit service are you running?	Does your micro transit service overlap another existing service you operate?
Pierce Transit	Less than 1 year	1	Feeder to a higher frequency transit service	No.
RTC Washoe	Less than 1 year	1	Door-to-door service - no defined start or end points within service zone	Yes, partially.
Pinellas Suncoast Transit Authority	4-5 years	1	Feeder to a higher frequency transit service	Yes, partially.
Alameda-Contra Costa Transit District (AC Transit)	4-5 years	2-3	Our micro transit is demand-response: picks people up at existing fixed-route bus stops within a zone and takes them to any other bus stop within the zone.	Yes, partially.
Transit Agency in Washington State	Less than 1 year	2-3	Feeder to a higher frequency transit service	We partially overlap until we ramp up to more zones in the area.
Transit Agency in Oregon	Less than 1 year	1	Flex Stops	Yes, partially.
Gwinnett County Transit	Less than 1 year	1	Door-to-door service - no defined start or end points within service zone	No.
GoTriangle	Less than 1 year	1	Point Deviation - defined stops within a zone but no defined path between them	Yes, partially.
TriMet	6+ years	4-5	Feeder to a higher frequency transit service	Yes, partially.
GoTriangle	1-3 years	1	Flex Stops	Yes, partially.
RTD	6+ years	6+	all of the above	Yes, partially.
Denver Regional Transportation District	6+ years	6+	All of the above	Yes, partially.
Santa Clara Valley Transportation Authority	Less than 1 year		Point Deviation - defined stops within a zone but no defined path between them	Yes, partially.
Capital Metro	Less than 1 year	6+	1st/last, curb-to-curb, feeder	Yes, partially.
Transit Agency in California	Less than 1 year	1	It is a zone that acts as a feeder from the commuter rail station to a business park area.	Yes, partially.
Capital Metro	1-3 years	2-3	Door-to-door service - no defined start or end points within service zone	Yes, completely.
Centennial	Less than 1 year	1	Feeder to a higher frequency transit service	Yes, partially.
Regional Transit Service	Less than 1 year	6+	Door-to-door service - no defined start or end points within service zone	Yes, partially.
KCATA and RideKC	1-3 years	1	Door-to-door service - no defined start or end points within service zone	Yes, completely.
VIA Metropolitan Transit	Less than 1 year	1	The service also connects to our mainline service.	No, it replaces it.
RTC - Keolis	Less than 1 year	2-3	Point Deviation - defined stops within a zone but no defined path between them	Yes, partially.
Central Ohio Transit Authority	Less than 1 year	1	Technically it is curb-to-curb and not door-to-door. We typically require passengers to walk to pre-defined pick-up locations. This ensures more efficient service.	Yes, partially.
Transit Agency in California	1-3 years	6+	Door-to-door service - no defined start or end points within service zone	Yes, partially.
Transit Agency in Illinois	Less than 1 year	1	Feeder to a higher frequency transit service	Yes, partially.
Rock Region METRO	Less than 1 year	2-3	Door-to-door service - no defined start or end points within service zone	Yes, partially.
LA Metro	Less than 1 year	6+	Point Deviation - defined stops within a zone but no defined path between them	Yes, partially.
Utah Transit Authority	Less than 1 year	1	Corner to Corner service, no defined stops within the zone	Yes, partially.
Dallas Area Rapid Transit	6+ years	6+	Door-to-door but transitioning to cluster stops in the future (trial soon)	Yes, partially
Central Florida Regional Transportation Authority (dba LYNX)	6+ years	6+	The 13 routes/zones are all unique, and cover the Feeder, Curb-to-Curb, and Point Deviation models	Yes. Our paratransit services extend to the full extent of our tri-county service area, thus an overlap with our micro transit services. Some of the micro transit routes overlap with other micro transit routes. All micro transit routes have a relationship to our fixed route system. Some micro transit routes have stops at commuter rail stations.
King County Metro	Less than 1 year	4-5	Feeder to a higher frequency transit service	Yes, partially.

Agency Name	What do you wish you or your agency had known prior to starting a micro transit program?	What is a piece of advice you'd offer to agencies starting new micro transit programs and pilots?	Do you consider your program a success?	Will you continue to operate the micro transit service in the future?
Pierce Transit	Project about to launch, no lessons yet	In your RFP, be sure to get details on any start-up costs vendor may require especially if they do not currently operate in your service area	Unsure yet	Unsure at the moment
RTC Washoe	Be prepared for a lot of initial day-to-day management and tweaking. It is not a service that you can just roll out and forget about at the startup.	Research and do not recreate the wheel. Follow the expertise of other transit systems and solution providers	Yes	Yes
Pinellas Suncoast Transit Authority	Small service zones are limiting and sometimes difficult to understand. Marketing of the firstlast mile service was difficult and required more targeted outreach.	There are a lot of benefits of working with TNCs to provide service (lower cost, leverage existing capacity of vehicles in the area leading to lower wait times for customers), but they can be inflexible when changing program parameters and sharing data.	Yes	Yes
Alameda-Contra Costa Transit District (AC Transit)		Make sure you really think this will be a good idea - we've been running our micro transit since early 2016 and it hasn't met our expectations about cost savings or improved mobility. **BTW, since you didn't give another option under the "Can we reference you?" question on the next page, I'll say here that since microtransit is a complicated thing, and a survey isn't the easiest to look back and see what I said, I'm only comfortable with you using my name/agency if you check the content with me first. If not, please leave me anonymous. Happy to talk to you separately, though, if you want more info (and want to use my/the agency name). AC Transit is one of the only micro transit projects in the country that saw it through the whole pilot to permanent process, and that charges fares, etc. If you also have received a survey response from John Ugo (also at AC, also an Emerging Leaders member), he is the project manager, so his responses will be best!	It's successful in the sense that we know it didn't work for replacing fixed-route service; we also have another microtransit project in an area where we didn't have service prior, and that appears to be more of a success.	One of the two will continue for the moment; the other we are proposing to eliminate.
Transit Agency in Washington State	Too soon to tell	Stay nimble - start small	Unsure yet	most likely
Transit Agency in Oregon	Better understanding of technology	Use lessons learned from others	Yes	We will consider micro transit in other parts of our service area in the future.
Gwinnett County Transit		Don't be afraid to try something new, it's a pilot.	Yes	Possibly.
GoTriangle	Success of a flex route service depends on the size of your area, number of vehicles, and productivity goals. It can end up being more expensive than fixed route with similar wait times, but no schedule to plan around.	Establish goals of a program first and chose a program based on those goals. Not all programs are created equal and they achieve different things.	Yes	Unsure at the moment
TriMet	It's a struggle to maintain funding - first we started with JARC funds, then 5310, now STIF.	The same principles for fixed route service with a 40' bus apply. You need density of people and transit supportive environments. I'm not sure door to door service will ever be cost efficient.	Yes	Yes
GoTriangle	The software was not good at reliably connecting customers to the 30-min frequency bus routes, which was a common complaint from customers.	One realistic target for flex route service is service areas that can be served with a small number of vehicles available to meet customer expectations for wait time; find a way to operate it at a low cost per hour; marketing is a challenge because the program does not appear in trip planning software	No	Unsure at the moment
RTD		completely take service away when sales taxes are being collected in a given area FlexRide allows RTD to provide service at a lesser overall cost but in the end has an extremely high cost/rider and very low number of pax served.	Politically yes. For cost/pax, no.	Unsure at the moment
Denver Regional Transportation District		Have clear, realistic objectives. Assess demand and how microtransit will integrate with the transit network. Promotion is difficult.	Yes	Yes
Santa Clara Valley Transportation Authority	maximum of about 5 trips per hour. At union labor costs, that makes for extremely high subsidies per rider. The service VTA operated, called FLEX, only achieved 0.6 boardings per hour and the per-rider subsidy was 50x greater than VTA's fixed route service. This is not a business model that government should be in and, since Uber and Lyft have yet to demonstrate the ability to turn a profit, it might be a business model that private entities cannot make work.	Get in touch with Michael Ledezma at VIA Transit in San Antonio. He is running the only micro-transit service that seems to pencil out, but it does so by paying an extremely low labor cost--about \$20/hour, less than \$10 goes to the driver--and operates in an area that has a unique combination of diverse land uses, low-income demographics and an urban form that has decent transit demand, but is not dense enough to make fixed route transit work.	No	No
Capital Metro	Not to make the zones more than 3 sq miles in urban areas	Don't make your zone more than 3 square miles in urban areas	Yes	Yes
Transit Agency in California	We are still evaluating the effectiveness of the service. It is popular with riders but some passengers are still using the fixed route service that operates in the same area.	It appears to be difficult to fund these services with existing revenues, which in the long run, may not make the service model sustainable.	Yes	Yes
Capital Metro		Make sure the service provider has the bandwidth to provide service to include dedicated supervision, an operator pool, and an open mind.	Yes	Yes
Centennial			Yes	No
Regional Transit Service	Our microtransit starts in June, we have been discussing the pros and cons since last summer. We have no empirical data since we have not launched this service yet.	Self performing is complex. Give yourself plenty of time for employee and customer orientation/training.	We start soon	Yes
KCAT and RideKC	I wish we had previewed more software. I also wish we would have known what our capacity was with the size of our area, as it relates to wait times, so we could have been more proactive	have a clear understanding of the problem you want to solve, how much you want to spend per trip, and know what success looks like to your agency	Yes	Yes
VIA Metropolitan Transit	Our fare system, like most transit systems, is very complex. Collecting fares is awkward and challenging.	Reaching out to the community and political leaders to establish trust is very important. In our case we were removing three routes and replacing them with the new MCD service.	Yes	Yes
RTC - Keolis	The service was targeted mainly to tourists so marketing efforts are more demanding as the customer base is always changing.	Understand your market and set clear expectations and KPIs to measure success.	Operationally it was successful. However, lack of funds forced the end of the service.	Not in the long term. There are ideas to use a microtransit service as last mile connection for residential areas in the future.
Central Ohio Transit Authority	Technology is not fool-proof. Our platform has crashed twice, which left some people without service. Have a backup plan.	Marketing the service is critical. On-site demonstrations and hands-on activities generate the best conversion rate from users who sign-up to riding.	Unsure yet	Yes
Transit Agency in California				
Transit Agency in Illinois	Our microtransit was intended to be able to get to and from the feeder sites using the service, but also to plan trips that started and ended within the micro-transit zone by staying on the van. The app company that we used to develop the program was unclear on that and it created a lot of problems, with the app still not functioning great six months later.	Make sure those expectations are clear if using an app-based service.	No	Unsure at the moment
Rock Region METRO	Limitation of software	Understand the scheduling software and how it may affect passengers who are used to fixed route bus schedules.	Yes	Yes
LA Metro	n/a	I would advise ensuring that the project is sufficiently resourced from the very beginning. Make sure you do your due diligence prior to entering into a contract with a vendor. The vendor/agency relationship is vital to the success of the project.	Unsure yet	Unsure at the moment
Utah Transit Authority	Undetermined	Conduct a simulation or modeling of the service prior to implementation	Unsure yet	Unsure at the moment
Dallas Area Rapid Transit	Our program extends beyond the tenure of all the individuals working on it, so I'm not sure we can answer that question...	Talk to a bunch of different providers and vendors to understand the full range of options and opportunities. Pick your software and infrastructure well with long-term growth in mind.	Yes	Yes
Central Florida Regional Transportation Authority (dba LYNX)	Clearly market the service as open to the public; make it clear that it is not just another service only for seniors and persons with disabilities. Set expectations that, by design, these are lower performing services, when compared to rail or fixed route transit (ridership-related metrics in particular)	Use them as a startup service to build ridership and demand in an area that does not have service currently, but has expressed a desire for transit service. Do so with the plan to eventually implement a fixed route service, or support the micro transit with more than 1 vehicle. Keep the frequencies at which the micro transit connects with fixed route service (to a reasonable time (30 minutes), otherwise it's merely lifeline service, and not useful.	Some of the routes, yes. Others, perform less than ideal.	Yes
King County Metro	Where it would be most successful...though that was a big part of the purpose of the pilot was to learn that	We've learned that feeder to fixed route services work best where (1) they feed high frequency transit, (2) really complement local transit - i.e. they work best where there isn't much local transit, (3) service areas are contiguous and allow for greater efficiencies in using drivers/vehicles. We've also learned that the app and routing technology matter -- customers who have poor experiences are likely to not try again.	Yes	Unsure at the moment