MOUNTAIN LINE GO!

MICROTRANSIT PILOT

MAY 12, 2022

TRANSIT PLANNING 4 ALL

COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA

Expo2022

LOUISVILLE, KENTUCKY ▸▸ MAY 10 - 14, 2022

MOUNTAIN LINE – FLAGSTAFF, AZ

- Flagstaff, Arizona
  - Located in northern Arizona
  - 72,400 population
  - Northern Arizona University
  - Small-Urban
- Mountain Line
  - Transit authority for Northern AZ
  - Operate fixed route, paratransit, subsidized taxi program, vanpool
  - 9 fixed routes
  - Over 2.5 million rides (pre-COVID-19)

PILOT AREA – HUNTINGTON & INDUSTRIAL CORRIDOR

- Identified transit gap
- Home to 10+ human services/clinics
- Suburban/industrial land use
- Challenges for fixed route
- Physical barriers to access nearby transit
  - Railroad tracks
  - I-40
  - Lack of sidewalks/crossings

OBJECTIVES - MOUNTAIN LINE GO!

- Utilizing on-demand microtransit technology

- Coordinating with the Mountain Line paratransit program

- Connecting people to the broader transit system

- Ensuring the program is accessible, equitable, inclusive, and usable by the diverse populations in Flagstaff

PROCESS FOR INCLUSIVE PLANNING

- Defining roles and expectations

    - Steering Committee

        - 14 members

        - 50% older adults and/or person with disability

    - Partner Agencies

- Outlining components of planning and implementing a pilot service

- Defining critical path items – decision points

- Defining the best way to get questions answered

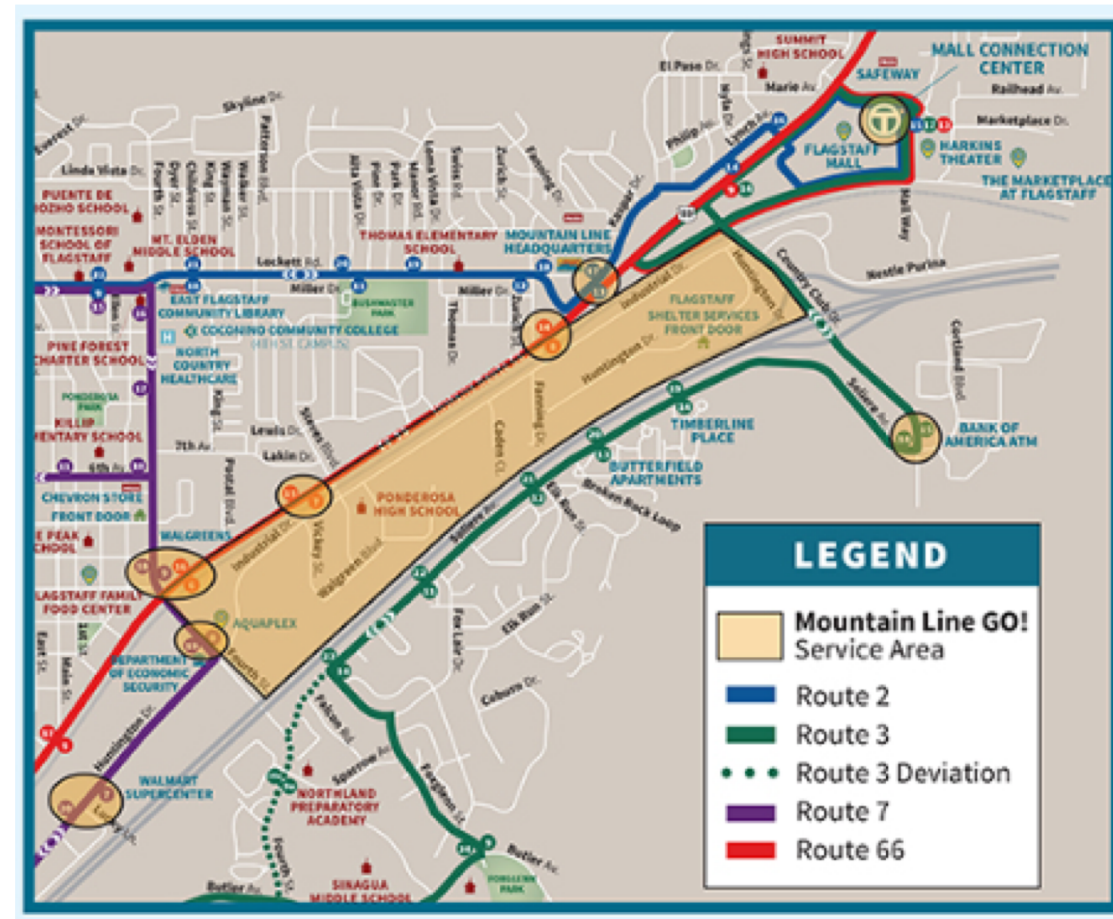- How are you going to make decisions as a group

INCLUSION – PLANNING PHASE

Steps	Purpose	Inclusion Activities
Understanding the corridor	- Understand the transportation challenges and travel patterns in the area - Existing conditions - Smart phone and banking capabilities	- Surveying - Pop-up events - Small focus groups - Stakeholder input - Steering Committee input
Trade-offs discussion	- Coverage vs. Convenience vs. Cost - Service Size vs. Wait Times	- Steering Committee meeting - Zoom polls – Majority rule
Defining the details	- Determine hours, days, and fare of service	- Survey and pop-up event results - Steering Committee - Leadership final approval

FINAL PROGRAM

Mountain Line GO!

- Comingled service with paratransit

- First mile, last mile service

- Fare: $1

  - Payment on-board with cash

  - Through the app with credit card

  - Free promo codes

- Hours:

  - Monday – Friday: 7am – 6pm

  - Weekends: 8am – 5pm

- Booking a ride

  - App, website, calling option

INCLUSION – IMPLEMENTATION PHASE

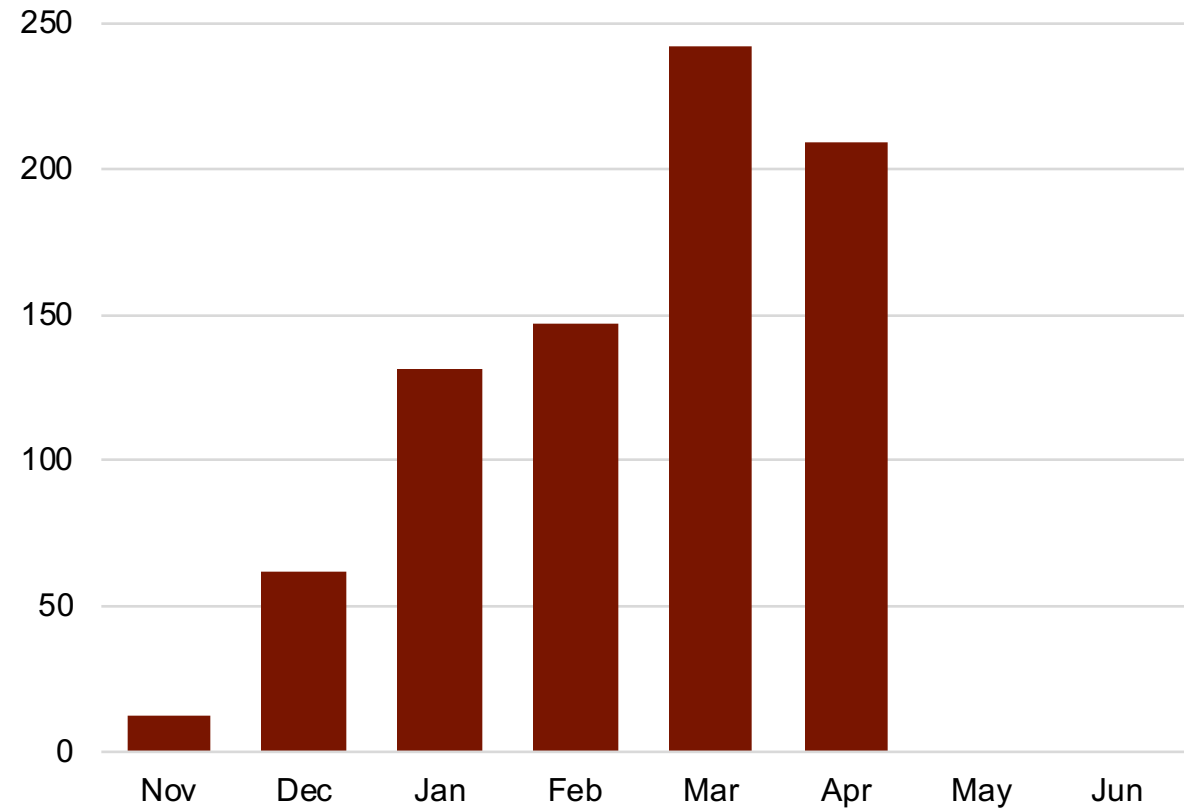| Topic	Action Items	Inclusion Activities
Marketing	- Co-creating materials - Identifying target audiences - Defining types of materials	- Steering Committee meetings - Zoom brainstorm break out groups
Software Procurement	- Reading proposals - Scoring - Decision making	- 2 participants on committee
Testing	- Test service prior to launch	- Small testing group with participants and agency staff
Training	- Travel training - Human service staff training	- Travel training with students - Webinar and in-person trainings for staff
Monitoring	- Develop scoring criteria - Develop rider satisfaction survey	- Steering Committee meetings

OUTCOMES

- Total boardings: 801

- Average wait time: 18 minutes

- App usage: 49%

- 17% increase in boardings per hour

- 3% of trips are comingled with paratransit

Rider satisfaction

- Overall rider satisfaction: 4.75 out of 5

- Ability to connect to fixed route: 4.75 out of 5

- Convenience: 5 out of 5

- Wait time: 4.75 out of 5

- Access to services: 4.3 out of 5

- 63% older adult and/or person with disability

Mountain Line GO! Ridership

Month	Ridership
Nov	~15
Dec	~62
Jan	~130
Feb	~147
Mar	~242
Apr	~210
May	
Jun	

LESSONS LEARNED

- Community Champions

- Inclusion takes time

- Set methodology for decision making

- Ask for feedback from Steering Committee often

- Get to know your Steering Committee

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