

Using QRyde, a pilot for self-sustaining MicroTransit model was implemented for the city of Fitchburg, MA. The service allows low-cost transportation for on-demand General Public rides through increases in shared ridership by integration of non-emergency medical transportation trips with workforce trips on existing routes.

Synopsis

The Montachusett Regional Transit Authority (MART) is a regional transit authority providing public transportation primarily in north central Massachusetts. MART is a \$180 million operation that provides public transportation to 21 north central Massachusetts communities. MART has implemented a MicroTransit model in the City of Fitchburg that helps schedule NEMT trips alongside workforce trips. The general public can **book on-demand trips using a web portal, an app or the community Call Center.**



FLEET

2 Vehicles (14-18 seats)

SERVICE HOURS

5am-1pm, weekdays

RIDER PROFILE

Students, NEMT, Workforce, elderly, individuals with disabilities and general public

Key Challenges

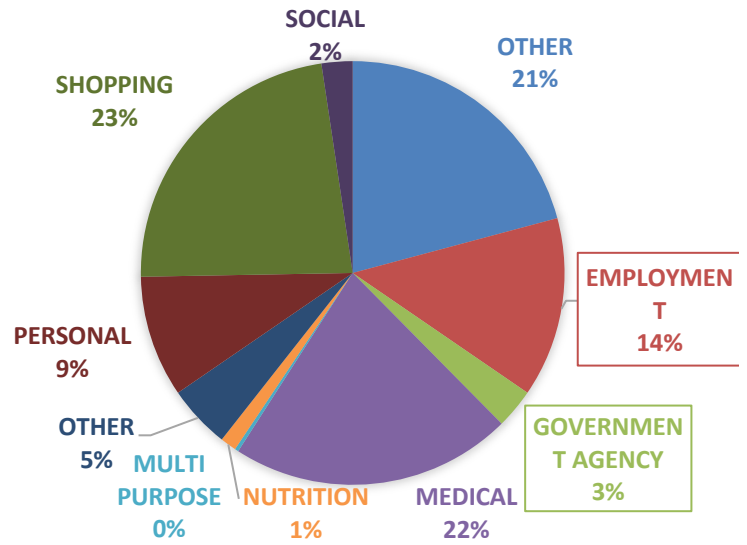
- Increase ridership using existing services
- Low passenger per vehicle hour ratio (1.3)
- Fill empty seats on existing routes
- Create Operational Efficiencies in Scheduling and Dispatch to improve coordination of rides

"I am a PCA home health aide and love the program— it gives me the ability to get where I need to go quickly and without having to rely on the bus schedule and dedicated stops. My drivers are awesome, the availability and same day service is incredible! I really hope and wish that there were more hours and a bigger service area of which I can be dropped off at. Absolutely no complaints and hope this continues." Erica H. uses it for **Employment**

*"This innovative pilot service benefits many citizens of Fitchburg by providing low-cost, on-demand transportation using existing resources. This is essential for the **economic vitality of the city and the region**, as it benefits employers, medical facilities, clinics and other businesses by transporting individuals who otherwise may not make it to their destinations."*, Bruno Fisher, MART Deputy Administrator

The MART QRyde Solution

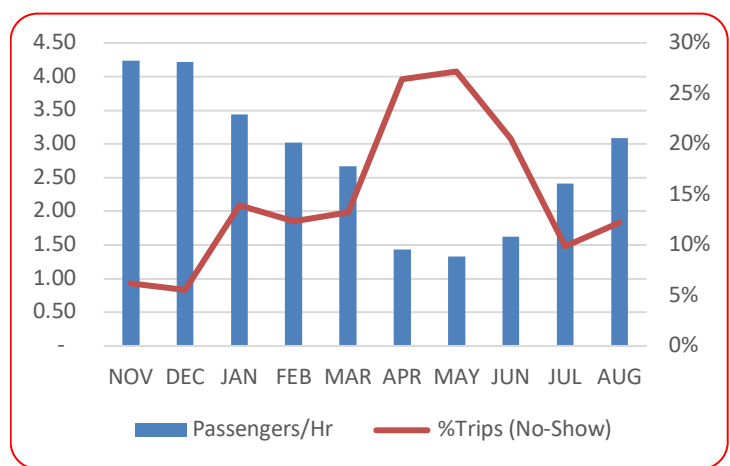
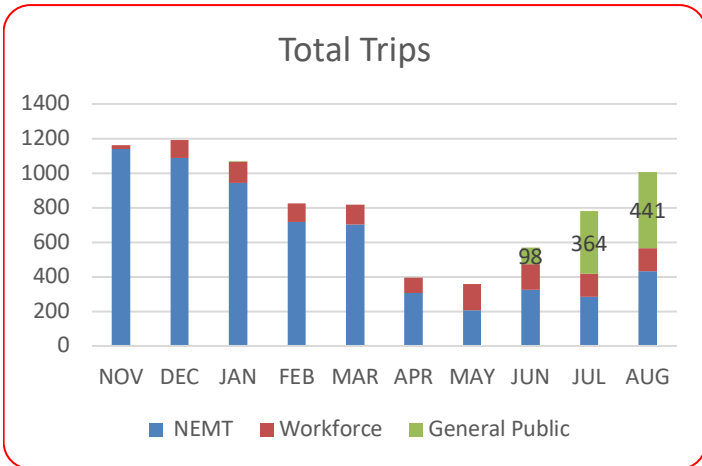
- Pilot to operate a dispatch using vans and union drivers from MART
- **Global Scheduling Engine** to increase shared ridership
- Access to local operator and **innovative approach to marketing** to increase ridership
- Technology driven approach to reduce the cost of transportation to make it **self-sustainable** (\$4 /ride within Fitchburg)



Distribution of General Public Rides

Key Service Improvements

Passenger per Vehicle Hour increased to 4.6	Increases in new Ridership utilizing existing resources	Higher efficiency by utilizing empty seats
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New trip requests (General Public) increased more than 5% compared to the previous year – 9 months in July 2020

Passenger per vehicle hour above 4.0 Pre-Covid and nearly 3.0 in Aug 2020 during Covid

