MART and QRyde:

Self-Sustainable MicroTransit in Fitchburg, MA

Overview

FLEET
2 Vehicles (14-18 seats)

SERVICE HOURS
5am - 1pm, weekdays

RIDER PROFILE
Students, NEMT, workforce, elderly, individuals with disabilities and general public

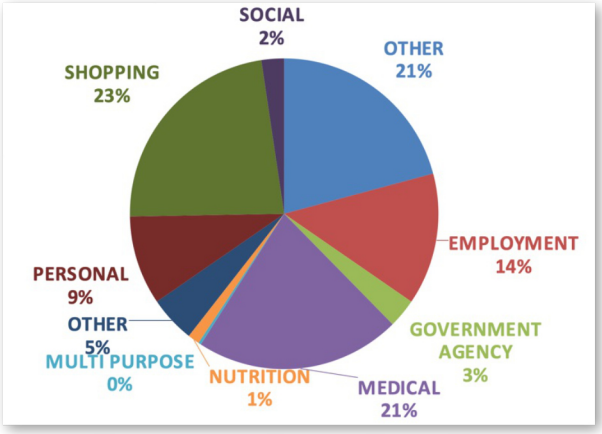
The Montachusett Regional Transit Authority (MART) is a regional transit authority providing public transportation primarily in north central Massachusetts. MART is a $180 million operation that provides public transportation to 21 north central Massachusetts communities. MART has implemented a MicroTransit 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.

Overview

- 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

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 Rider

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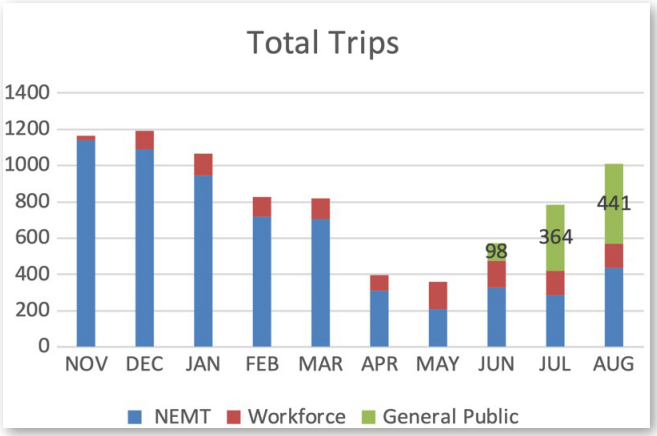
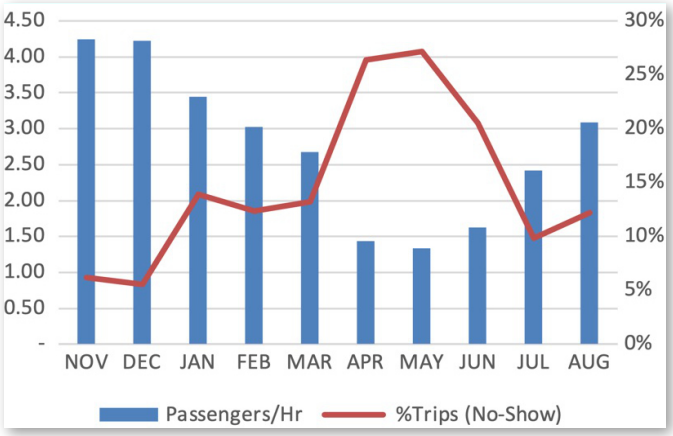
Key Improvements

- Passenger per vehicle hour increased to 4.6
- Increases in new ridership utilizing existing resources
- Higher efficiency by utilizing empty seats

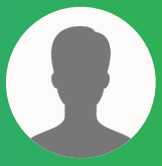


New trip requests (General Public) increased more than 5% compared to the previous year - 9 months in July 2020



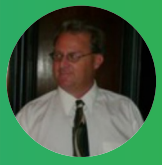
Passenger per vehicle hour above 4.0 Pre-Covid and nearly 3.0 in Aug 2020 during Covid

"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



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, Deputy Administrator, MART

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