



MPO TECHNICAL COMMITTEE MEETING

www.laredompo.org

Meeting Date & Time: Tuesday, January 7, 2025 at 2:30 PM

Meeting Location: Transit Center Conference Room - 1301 Farragut St. Laredo, TX 78040

AGENDA:

1. Chairperson to call meeting to order.
2. Discussion and recommendation on Resolution No. MPO 2025-01, adopting the 2025-2050 Metropolitan Transportation Plan (MTP).
3. Update on the upcoming MPO Policy Committee meeting draft agenda.
4. MPO Updates
 - A. Technical Committee Membership Directory
 - B. Microtransit Feasibility Study
 - C. Transportation Alternatives Set-Aside (TASA) Program
 - Statewide Call for Projects
 - MPO Call for Projects
5. Discussion of old and new business.
6. Adjournment.

**LAREDO & WEBB COUNTY AREA METROPOLITAN PLANNING ORGANIZATION
TECHNICAL COMMITTEE**

DATE: 01/07/25	ITEM: 2
SUBJECT: Discussion and recommendation on Resolution No. MPO 2025-01, adopting the 2025-2050 Metropolitan Transportation Plan (MTP).	
INITIATED BY: Staff	STAFF SOURCE: Juan S. Mendive, MPO Director
PREVIOUS ACTION: On November 20, 2024, the Policy Committee initiated a 20-day public review and comment period.	
<p>BACKGROUND:</p> <p>By federal law, each Metropolitan Planning Organization (MPO) is required to develop and maintain a long-range transportation plan, known as a Metropolitan Transportation Plan (MTP), in accordance with 49 USC 5303(i), to accomplish the objectives outlined by the MPO, the state, and the public transportation providers with respect to the development of the metropolitan area’s transportation network and to assure the continued influx of federal transportation funds to the area.</p> <p>On 10/18/23, the Policy Committee approved a motion to award and execute a professional services contract with WSP USA, Inc. for the 2025-2050 Laredo Metropolitan Transportation Plan (MTP) update in the amount of \$376,504.25 with the following timeline:</p> <ul style="list-style-type: none"> • Spring 2024 – Existing conditions / Establish Goals & Objectives / Public Meeting #1 • Summer 2024 – Needs Analysis / Stakeholder Coordination / Call For Projects / Revenue Projections • Fall 2024 – Project Prioritization / Performance Measurement / Recommendations / Public Meeting #2 / Prepare Draft • Winter 2024 – Issue Draft MTP for Public Comment / Adoption of MTP • January 2025 – Adoption of the 2025-2050 Laredo Metropolitan Transportation Plan (MTP) <p>The purpose of the 2025-2050 Laredo MTP is to provide systematic, long-range planning for transportation projects and programs within the metropolitan planning area (MPA) comprised of the City of Laredo, the City of Rio Bravo, and portions of Webb County, Texas. The Draft 2025-2050 Laredo MTP identifies the existing and future transportation needs, financial resources, and project or programming priorities for the MPA and determines how a multi-modal transportation system (including transit, highway, bicycle, pedestrian and accessible transportation) will be managed and operated to meet the region’s economic, transportation, development and sustainability goals from 2025 through the horizon year 2050, while remaining fiscally constrained. The Draft 2025-2050 Laredo MTP also develops coordinated transportation strategies and recommendations including roadway development and operations, truck and rail freight movement, transit operations, bikeways and pedestrian facilities; to provide the necessary transportation facilities essential for the continued mobility and economic vitality of Laredo. Furthermore, the Draft 2025-2050 Laredo MTP, addresses and meets all <i>Moving Ahead for Progress in the 21st Century Act</i> of 2012 (MAP-21), <i>Fixing America's Surface Transportation Act of 2015</i> (FAST Act), and the <i>Infrastructure Investment and Jobs Act</i> (IIJA) planning requirements as provided by the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA).</p> <p>The Draft MTP was presented to the Policy Committee on 11/20/24 to receive public testimony and to initiate a 20-day public review and comment period. The Draft MTP was available online for public review until 12/09/24. The comments received and with associated responses provided by the LWCAMPO are part of the MTP under Appendix C (see attached).</p> <p>If approved, the 2025-2050 Laredo Metropolitan Transportation Plan (MTP) will be an official intermodal transportation plan developed through a continuing, cooperative, and comprehensive (3-C) planning process.</p> <p>The final draft of the document may be accessed through the following link: Final Draft 2025-2050 MTP</p>	
STAFF RECOMMENDATION: Staff recommends approval.	COMMITTEE RECOMMENDATION: The Technical Committee recommends _____



LAREDO & WEBB COUNTY

AREA METROPOLITAN PLANNING ORGANIZATION

RESOLUTION NO. MPO 2025-01

BY THE LAREDO WEBB COUNTY AREA
METROPOLITAN PLANNING ORGANIZATION
POLICY COMMITTEE

ADOPTING THE 2025-2050 METROPOLITAN TRANSPORTATION PLAN (MTP)

WHEREAS, the Laredo and Webb County Area Metropolitan Planning Organization (LWCAMPO), for the Laredo Urbanized Area has reviewed and wishes to adopt the proposed 2025-2050 Metropolitan Transportation Plan; and,

WHEREAS, the Laredo and Webb County Area Metropolitan Planning Organization (LWCAMPO) Policy Committee finds that the proposed 2025-2050 Metropolitan Transportation Plan (MTP) meets the high priority improvements necessary for the LWCAMPO area;

NOW THEREFORE BE IT RESOLVED, that the Laredo Webb and County Area Metropolitan Planning Organization (LWCAMPO), for the Laredo Urbanized Area, adopted the 2025-2050 Metropolitan Transportation Plan (MTP), which is attached hereto and made part hereof for all purpose:

We certify that the above resolution was passed and adopted on this 15th day of January, 2025, at a public meeting of the Policy Committee of the Laredo and Webb County Area Metropolitan Planning Organization (LWCAMPO).

Honorable Dr. Victor D. Treviño
City of Laredo Mayor and Chairperson of
the LWCAMPO Policy Committee

Juan S. Mendive, AICP
LWCAMPO Director

Epigmenio "Epi" Gonzalez, P.E.
TxDOT Laredo District Engineer



MPO POLICY COMMITTEE MEETING

www.laredompo.org

Meeting Date & Time: January 15, 2025 at 1:30 PM

Meeting Location: City of Laredo Council Chambers, 1110 Houston St., Laredo, Texas 78040

Meeting Link: <http://laredotx.swagit.com/live>

Laredo TV: Spectrum TV channel 1300

AGENDA:

- I. CHAIRPERSON TO CALL MEETING TO ORDER
- II. CHAIRPERSON TO CALL ROLL
- III. CITIZEN COMMENTS

Speakers are required to fill out witness cards, which must be submitted to MPO Staff no later than 1:45 p.m. the day of the meeting. Speakers shall identify themselves at the microphone. Comments are limited to three (3) minutes per speaker. No more than three (3) persons will be allowed to speak on any side of an issue. Should there be more than three (3) people who wish to speak on a specific issue, they should select not more than three (3) representatives to speak on their behalf. The presiding officer may further limit public on the interest of order or time. Speakers may not transfer their minutes to any other speaker. Comments should be relevant to MPO business and delivered in a professional manner. No derogatory remarks shall be permitted.

IV. ITEMS REQUIRING POLICY COMMITTEE ACTION:

- A. Approval of the minutes for the meeting held on November 20, 2024.
- B. Receive public testimony and approve Resolution No. MPO 2025-01, adopting the 2025-2050 Metropolitan Transportation Plan.

V. REPORT(S) AND PRESENTATIONS (No action required).

- A. Status report by the Regional Mobility Authority (RMA).
- B. TxDOT Project Updates

VI. DIRECTOR'S COMMENTS

VII. COMMUNICATIONS

VIII. ADJOURNMENT

NOTICE INFORMATION:

Notice of this meeting was posted at the municipal government offices, 1110 Houston Street, Laredo, Texas, at a place convenient and readily accessible to the public at all times. Said notice was posted on Friday, January 10, 2025 by 5:00 PM. The agenda and meeting information was also posted online at <https://www.laredompo.org/agendas-minutes/>.

All meetings of the MPO Committee are open to the public. Persons who plan to attend this meeting and who may need auxiliary aid or services such as: interpreters for persons who are deaf or hearing impaired, readers of large print or Braille, or a translator for the Spanish language are requested to contact MPO Staff at (956) 794-1605, or via email at aavigil@ci.laredo.tx.us at least two working days prior to the meeting so that appropriate arrangements can be made. Materials in Spanish may also be provided upon request.

Disability Access Statement: This meeting is wheelchair accessible. The accessible ramps are located at 1110 Victoria and 910 Flores. Accessible parking spaces are located at City Hall, 1110 Victoria.

INFORMACIÓN DE AVISO:

Un aviso de esta reunión ha sido publicado en las oficinas del gobierno municipal ubicadas en el 1110 de la calle Houston St., Laredo, Texas, en un lugar conveniente y accesible en todo momento para el público. Dicho aviso fue publicado el viernes, 10 de enero del 2025 a las 5:00 PM. La agenda e información adicional sobre la reunión se han publicado también en línea en el siguiente enlace: <https://www.laredompo.org/agendas-minutes/>.

Todas las reuniones del Comité del MPO están abiertas al público. Personas que planean asistir a esta reunión y que pueden necesitar ayuda o servicios auxiliares como: interpretes para personas con discapacidad auditiva, lectores de letra grande o en Braille, o un traductor para el idioma español deben comunicarse con el personal del MPO al (956) 794-1605 o por correo electrónico aavigil@ci.laredo.tx.us por lo menos dos días laborales antes de la reunión para que se puedan hacer los arreglos apropiados. Material en español está disponible mediante una petición.

Declaración de Acceso a la Discapacidad: Esta reunión permite el acceso a personas en silla de ruedas. Las rampas de acceso se ubican en el 1110 de la calle Victoria y en el 910 de la avenida Flores. Los espacios de estacionamiento para discapacitados se encuentran en 1110 Victoria St.

MPO POLICY COMMITTEE MEETING AGENDA

Información en español: Si usted desea más información en español o si desea explicación sobre el contenido, favor de llamar al teléfono (956) 794-1605 o comunicarse con nosotros mediante correo electrónico a aavigil@ci.laredo.tx.us.

POLICY COMMITTEE MEMBERSHIP:

LWCAMPO Chairperson

Honorable Dr. Victor D. Treviño, City of Laredo Mayor

LWCAMPO Vice-Chairperson

Honorable Tano E. Tijerina, Webb County Judge

City of Laredo Representatives

Honorable Ruben Gutierrez, Jr., Mayor Pro-Tempore, District V

Honorable Ricardo Rangel Jr., City Councilmember, District II

County of Webb Representatives

Honorable Jesse Gonzalez, Webb County Commissioner, Pct. 1

Honorable John Galo, Webb County Commissioner, Pct. 3

Laredo Mass Transit Board Representative

Honorable Vanessa Perez, City Councilmember, District VII

State Representative

Mr. Epigmenio "Epi" Gonzalez, P.E., TxDOT District Engineer

Member at Large Representative

Jed A. Brown

Ex-Officio Representatives

Honorable Judith Zaffirini, State Senator, District 21

Honorable Richard Raymond, State Representative, District 42

Honorable Tracy O. King, State Representative, District 80

AGENDA REVIEWED:

Juan S. Mendive, AICP
LWCAMPO Director

Mario I. Maldonado, Jr.
Laredo City Secretary

MPO Updates

A. Technical Committee Membership Directory

MPO Updates

B. Microtransit Feasibility Study

Microtransit Feasibility Study Progress Meeting

Date December 12, 2024
Time 3:30pm CST
Location Microsoft Teams

Attendees

Laredo & Webb County Area MPO: Eddie Bernal, Julio Nino

El Metro Transit: RJ Garza, Sandy Esparza

The Goodman Corporation (TGC): Monisha Khurana, Robert McHaney, Megan Kennison

RouteSprout: Boris Palchik

Meeting Minutes

Task Updates

- Case study: first draft complete; will send over next week

Public Involvement

- Survey update (as of 2pm, 12/11)
 - Total Surveys: 125
 - Complete: 115
 - Incomplete: 10
 - Collection Method
 - Flyer: 56
 - Paper: 49
 - Social Media: 20
 - Still pending any additional paper copies from Oscar/El Metro
- Decision to close survey and distribute gift cards?
 - Yes, will close survey
 - Will do gift card drawing once scanned copies are received from Oscar (after holidays)

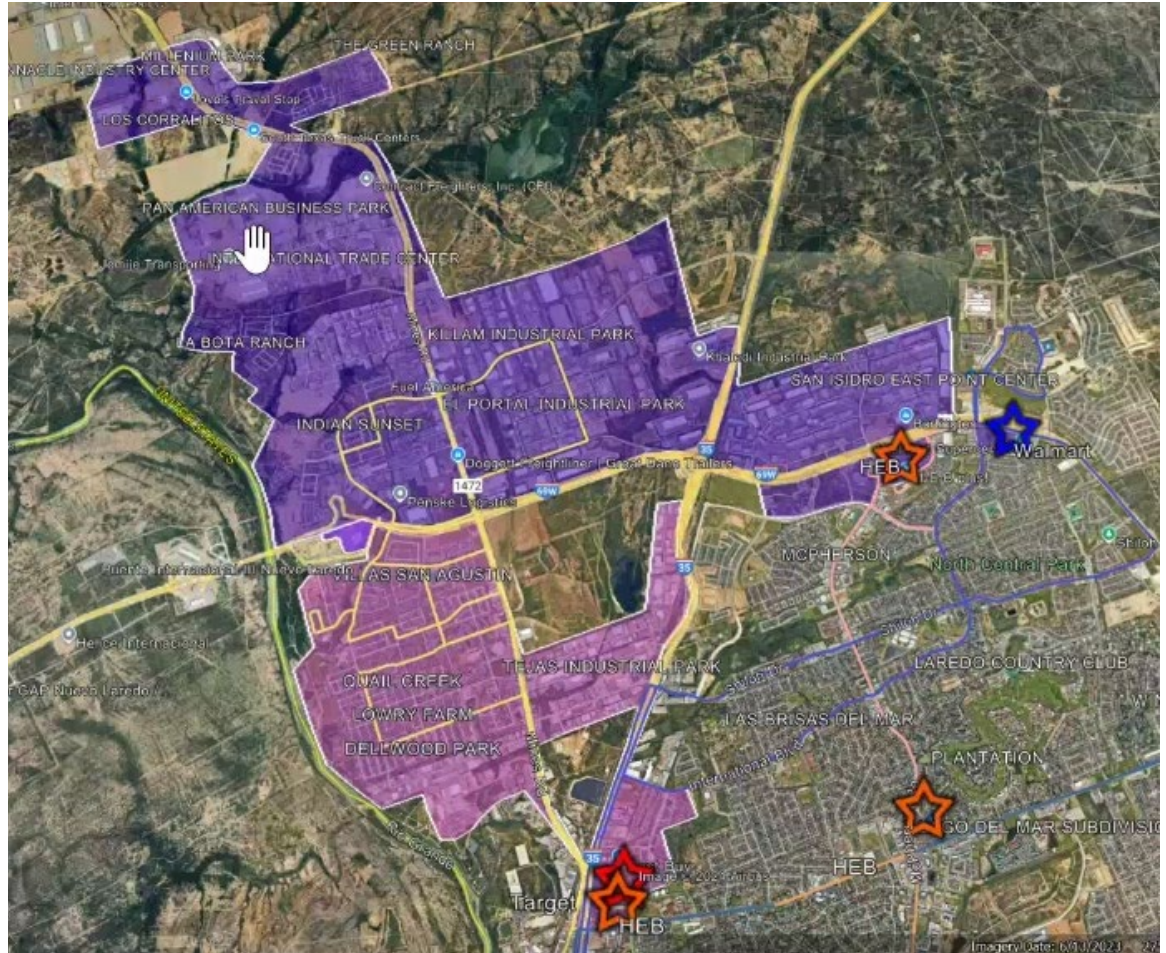
Discussion of proposed zones

- Overall logic: with limited information, don't want to cannibalize routes. Focused on the 4 routes: circulators (3) and 8B.
- Design principles: every zone to have an anchor (HEB, Walmart, Target) and a transfer opportunity to fixed route network. Mixed use zones with variety of land uses.

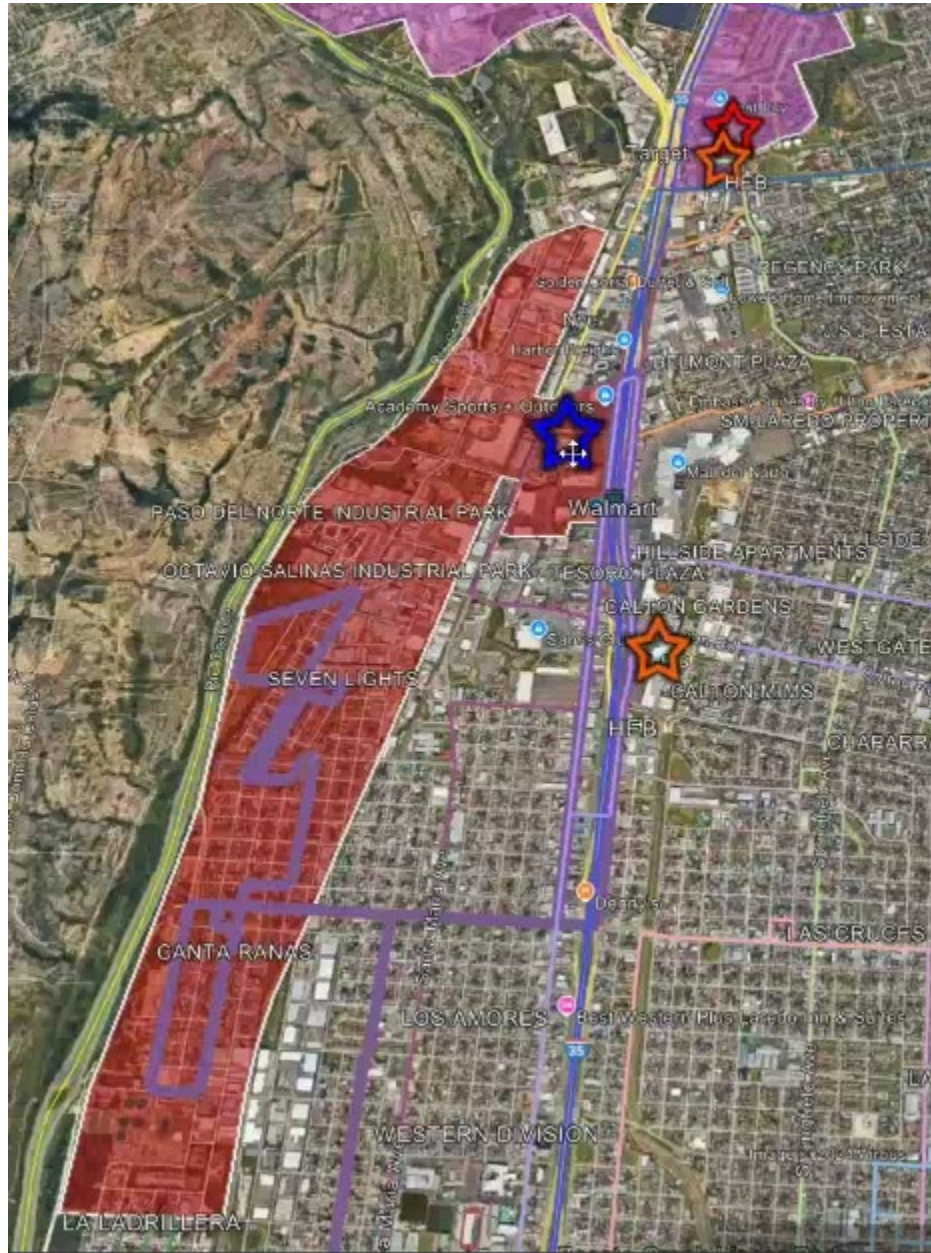
- Zone 1: Target and Walmart off I-35 near DelMar (anchor), would serve Salinas Key (mobile home parks), Hilltop Subdivision and retail destinations. Route 17 does not go into shopping center so having zone would connect residential area to retail hub. Would connect the industrial center. 17B would connect from downtown to the zone. Does not cross I-69 – trying to avoid crossing highways too many times.



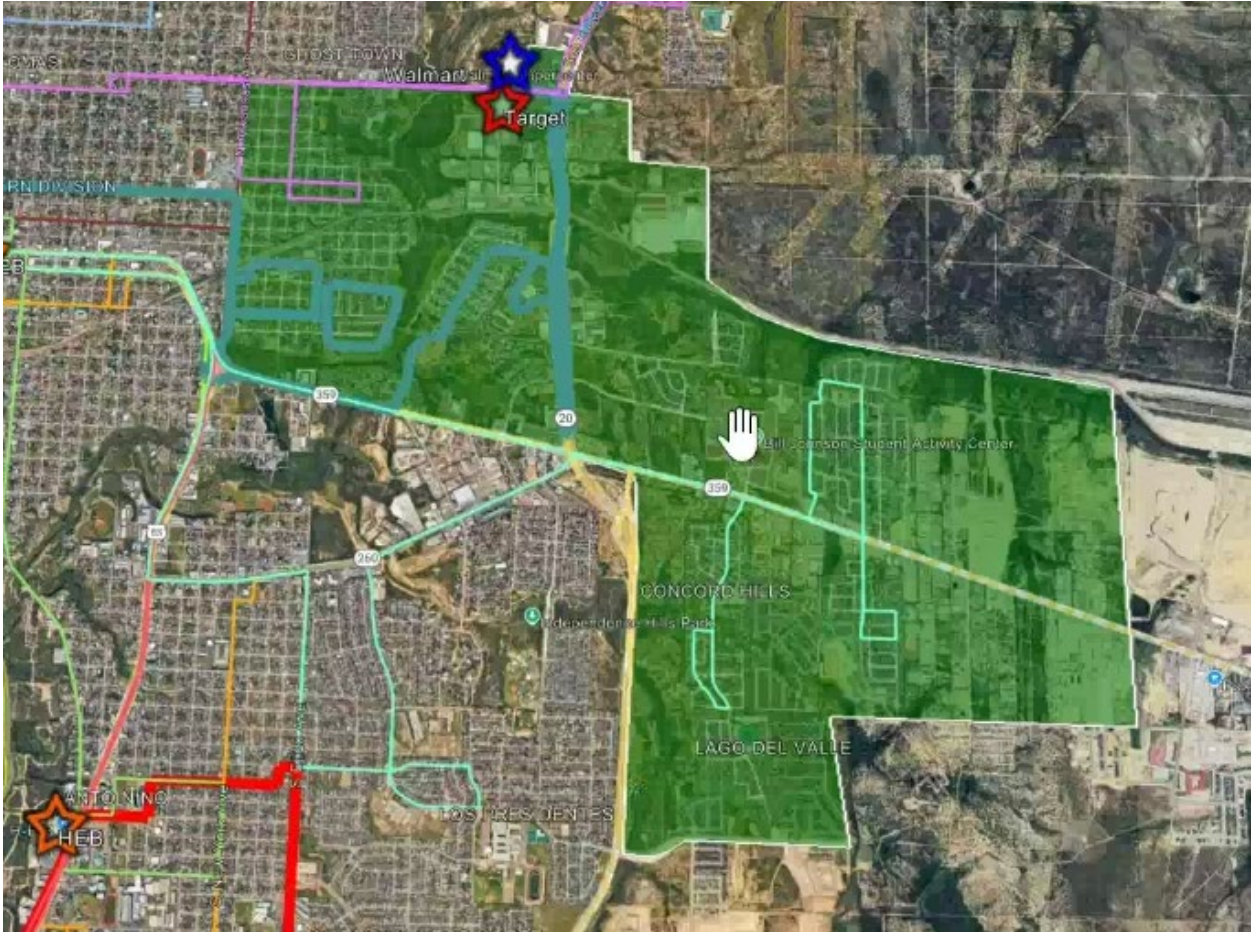
- Zone 2: Walmart/HEB anchor on the east side of 35. Covers industrial area. Zone 1 and Zone 2 overlap at the border crossing area if a transfer is needed; same connection can be made on the Route 17.



- Zone 3: Anchored at Walmart. Northern is mostly industrial, southern is mostly residential. Does not have a lot of impact on fixed route network, but can eliminate C3 route entirely (due to Route 1 redundancy).



- Zone 4 (aka 8): Various routes with appendages (ie. Route 19) – can be streamlined, and 8B could be removed. Area losing fixed route could be replaced by microtransit. Anchored by Walmart and Target.



- Southern Laredo, C2 area: lot of fixed service in this area; putting in microtransit zone might result in 3-4 routes that become poor performers. Routes in this area have circuitous alignments with out of direction travel. Route 9 ends just short of Walmart, could be extended. Hard to make recommendation for this zone without stop level ridership data to determine if people are going within the district vs. outside of it.
 - Spend effort in fixed route optimization vs. microtransit.



- Have not finalized service recommendations, for weekdays vs. weekends yet.
- Circulator routes all have less than 10 boardings/hour. C3 runs on Saturdays, but the other 2 do not run on the weekends.
- Weekend services – can be dependent on resources
- Some additional tweaks can be made, also possible to combine Zones 1 and 2.
 - Mines Road ridership is tied in with the 17
- KMZ file to be sent out for additional feedback; can view in Google Earth.

Next Steps

- Continued refinement of zones
- Outreach to stakeholders – January
- Preparation for public meeting – aim for February

Microtransit Case Studies

Submitted to:



Submitted by:



THE GOODMAN CORPORATION

ROUTESPROUT

December 2024

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Section 1. Peer System Interviews

Historically, transit operators have felt compelled to provide broad service coverage in the communities they serve, to ensure equitable access to all stakeholders. However, traditional fixed-route transit service requires specific market characteristics such as suitable densities and supportive infrastructure to operate most effectively. As these characteristics do not exist in every community, or uniformly throughout any community, most transit systems in the United States have typically included a mix of high- and low-performing routes.

In recent years, there has been a rapid emergence of innovative mobility technologies that have allowed transit operators to consider new approaches to transit service in lower-density and automobile-oriented environments that are difficult to serve effectively with traditional fixed route service. Throughout Texas and the United States, transit operators have been implementing app-based microtransit services to replace poorly performing fixed-route services or to expand coverage to previously underserved areas.

This document presents seven microtransit case studies from communities with similar characteristics or mobility challenges to Laredo. The peers were selected to ensure representation from border communities, other Texas cities, and agencies that have used microtransit to address fixed-route service inefficiencies. The aim of the case studies is to document relevant lessons learned from other communities in order to apply the best practices to the development of an effective microtransit plan for the City of Laredo.

Table 1 below shows key metrics for each city, county, or region represented in the case studies, with Laredo shown at the bottom for comparison purposes. The different types of geographies reflect the jurisdictional service area of each peer.

Table 1. Microtransit Case Studies – Peer Communities

Service Area Location	Primary City Population	In Texas	Border Community
Austin Region, TX	974,400	Yes	No
Calexico, CA	38,600	No	Yes
Chula Vista, CA	275,500	No	Yes
Denton County, TX	139,900	Yes	No
McAllen, TX	142,200	Yes	Yes
San Antonio Region, TX	1,434,600	Yes	No
Tulsa Region, OK	413,100	No	No
Laredo, TX	255,200	Yes	Yes

Case Study Locations

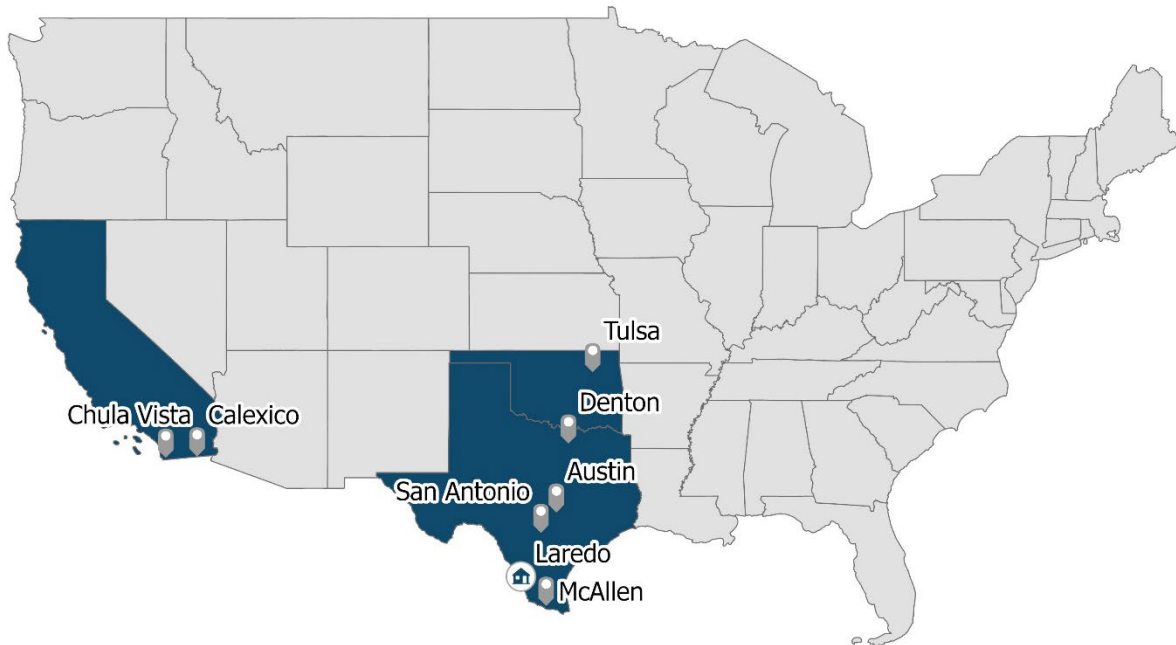


Figure 1. Case Study Locations

As shown in **Table 2**, several microtransit platforms, or technology providers, are represented in the peer set. In addition, the case studies include both turnkey services, in which a contractor is responsible for all elements of the service including vehicles, drivers, call center operators, and the microtransit technology; and technology overlays, where the microtransit platform is installed on an operator’s existing fleet of vehicles.

Table 2. Microtransit Case Studies – Operators and Platforms

Service Area Location	Service Name	Operator	Microtransit Platform	Service Model
Austin Region, TX	Pickup	CapMetro	Via	Technology Overlay
Calexico, CA	Calexico On Demand	City of Calexico	Via	Turnkey
Chula Vista, CA	CV Community Shuttle	City of Chula Vista	Circuit	Turnkey
Denton County, TX	GoZone	Denton County Transportation Authority	Via	Turnkey
McAllen, TX	Micro McAllen	Metro McAllen	RideCo	Turnkey
San Antonio Region, TX	VIA Link	VIA Metropolitan Transit	RideCo	Turnkey
Tulsa Region, OK	MicroLink	MetroLink Tulsa	RideCo	Technology Overlay

The information presented in each case study was collected through a series of phone interviews with agency staff overseeing the seven microtransit services. Follow-up emails were sent after

each interview to request or confirm specific data items, related to costs and productivity, that many of the interview participants did not have readily available at the time of their interview. While most interview participants responded to the follow-up emails with the requested data items, some did not. **Table 3** shows key metrics for each of the seven microtransit services. Data items that were requested but not received are shown in the table as “No Data.”

The seven case studies highlight a broad range of microtransit investment levels – from systems consisting of one microtransit zone to a system with 11 zones; and from fleets of two microtransit vehicles to an 83-vehicle fleet. However, when viewed in terms of service productivity and cost-effectiveness, the range of differences narrows. Of the systems that provided data, cost-effectiveness ranges from \$10.26 to \$30.00 per microtransit passenger trip. The productivity of the services that reported this metric ranges from 2.6 to 5.5 passengers per revenue hour. These last two metrics are useful references for Laredo as it considers establishing its own microtransit service.

Table 3. Microtransit Case Studies – Key Metrics

Service Area Location	Number of Zones	Fleet Size	Average Wait Time (Minutes)	Base Fare	Annual Operating Cost	Cost per Revenue Hour	Cost per Passenger	Passengers per Revenue Hour
Austin Region, TX	11	83	18	\$1.25	\$11.9 million	\$82.00	\$21.48	3.5
Calexico, CA	1	4	40	\$2.00	\$725,480	\$80.64	\$16.37	5.5
Chula Vista, CA	1	7	10	\$2.00	\$892,000	\$95.30	\$20.00	4.5
Denton County, TX	2	68	21	\$1.50	\$11.7 million	\$42.95	\$10.26	4.2
McAllen, TX	1	2	5	\$1.00	\$200,000	No Data	No Data	No Data
San Antonio Region, TX	5	58	15	\$1.30	No Data	No Data	\$13.15	No Data
Tulsa Region, OK	5 Day / 4 Night	61	35	\$2.00	\$3.1 million	\$30.00	\$30.00	2.6

The case studies presented in this document show that each peer community has taken a different approach to microtransit service planning and operations, based on their unique priorities and mobility needs. **Table 4** shows the notable features associated with each of the seven microtransit systems. This list is also a useful reference guide for Laredo as it considers the design features of its own potential microtransit service.

Table 4. Microtransit Case Studies – Notable Features

Service Area Location	Notable Features
Austin Region, TX	Strong focus on design guidelines, including maximum zone size and minimum requirements for activity centers per zone
Calexico, CA	Supplements regional fixed-route network that doesn’t provide sufficient local circulation
Chula Vista, CA	All-electric fleet; service initially targeted at seniors only

Service Area Location	Notable Features
Denton County, TX	Aggressive implementation that replaced most fixed-route service; taking measures to minimize cannibalization of ridership between microtransit and remaining fixed routes
McAllen, TX	Conservative implementation with one zone only; partnering with Uber to flex microtransit capacity before committing to more dedicated microtransit vehicles
San Antonio Region, TX	Uses a system of virtual stops rather than curb-to-curb service
Tulsa Region, OK	Initially focused on late-night service only; share fleet with paratransit service

Austin Region, Texas (Pickup)

Quick Facts

Operator:
Capital Metropolitan Transportation Authority
(CapMetro)

Primary Service City Population: 974,400

Border Community: No

Platform Provider: Via

Service Model: Technology Overlay

Average Wait Time: 18 minutes



Service Overview

CapMetro's Pickup service includes 11 microtransit zones throughout Austin and the three neighboring cities of Manor, Lago Vista, and Leander (see **Figure 2**). Most of the zones operate from 7:00 am to 7:00 pm on weekdays, with the exception of the Leander Zone, which begins one hour earlier to allow riders to connect to a commuter rail line into Austin. Six of the zones also offer Saturday service from 10:00 am until 6:00 pm.

Pickup fares align with CapMetro's fixed-route service at \$1.25 per ride or \$2.50 for an unlimited day pass. Even without a day pass, free transfers are in effect provided as passengers are not charged a fare when booking a Pickup trip that begins within 100 feet of a fixed-route bus stop. Children under 18 ride Pickup and other CapMetro services free of charge. Reduced fares of \$0.60 per ride are available for qualified individuals with a Reduced Fare ID.

Service History

Pickup service was originally launched as a one-zone pilot program. The aim of the program was to replace low-performing fixed-route and Dial-a-Ride service in Manor and to improve the efficiency of near-by fixed-route service by straightening the bus lines and reducing deviations into neighborhoods. Between 2019 and 2024, the Pickup service expanded from 1 to 11 zones, adding one or two zones per year, with a 12th zone set to launch in January of 2025.

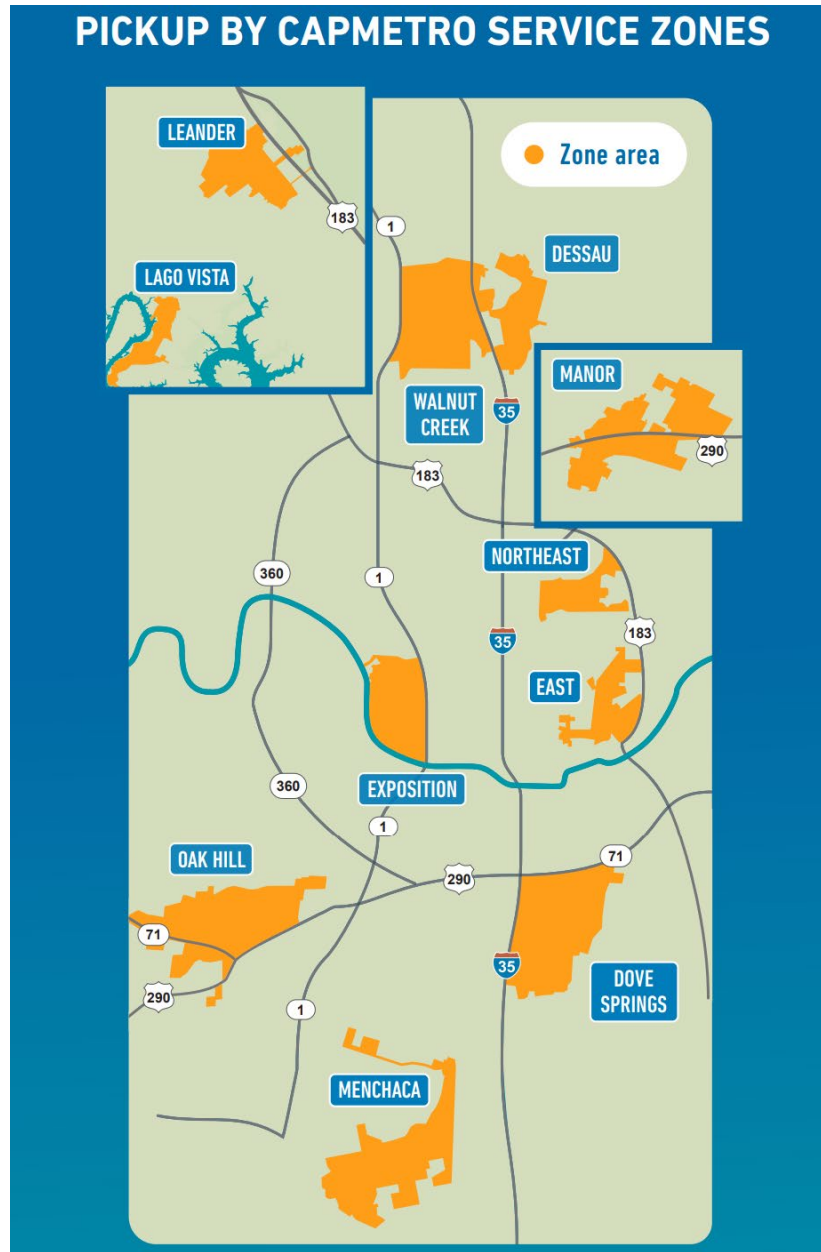


Figure 2. Pickup service zones (c. 2021)

Source: CapMetro

Service Model and Technology

CapMetro’s Pickup service is powered by the Via microtransit platform, which is installed on vehicles owned by CapMetro and operated by an operations contractor called MTM Transit. MTM drivers are covered by the Amalgamated Transit Union (ATU) union, similar to fixed-route drivers, but have a slightly lower pay scale and are not required to have a commercial driver’s license (CDL).

The Pickup fleet consists of 83 vans and cut-aways buses with an approximate maximum pull-out of 30 vehicles and a 20% spare ratio. Cash fares are accepted on vehicles, although most riders book trips and pay fares through the Pickup app developed by Via. The app allows users to upload credit or debit card information for fare payment at time of booking, or to book a trip only and select the option of on-board cash payment. Passengers without smartphones can also book trips by phone.

Service Design and Monitoring

CapMetro has established fairly strict guidelines regarding the size of Pickup zones. Current zones range from two to seven square miles, with smaller zones in denser areas. Geographically, zones are set up to avoid crossing freeways, in order to avoid areas of major traffic congestion. CapMetro policy requires that at a minimum, each zone must include a supermarket and fixed-route connection opportunities. Zones boundaries are occasionally adjusted or expanded based on demand, but CapMetro staff is cautious not to make zones too large, as oversized zones can negatively impact service time and efficiency.

The number of vehicles assigned to each zone varies based on demand. CapMetro aims to serve 3.5 to 4 passengers per vehicle revenue hour. As a result, there are typically between two and eleven vehicles operating per zone.

Pickup service is monitored monthly, with board reports generated every six months. Zones that are underperforming are put on probation before being considered for elimination. Pickup metrics including ridership, wait time, and cost per passenger are reported on a public-facing real-time dashboard. Pickup previously had a maximum wait time of 15 minutes, but that is currently being re-evaluated as the target is only being met about 70% of the time. The current average wait time for Pickup service is 18 minutes.

The annual operating cost for Pickup service is \$11.9 million, or approximately \$82.00 per revenue hour and \$21.48 per passenger trip. The agency's general fund is the primary source of funding.

Challenges and Lessons Learned

The Pickup service has become very popular with students in part because students ride free and because Austin's school-choice program means that many students do not attend the school closest to their home. Heavy student ridership puts strains on the service at certain times of the day, resulting in longer wait times and more passenger complaints due to student behavior. Other challenges noted by CapMetro staff include limited vehicle availability and rising vehicle prices. As a result, CapMetro has un-retired some paratransit vehicles for use in Pickup service.

Calexico, California (Calexico On Demand)

Quick Facts

Operator: City of Calexico
Primary Service City Population: 38,600

Border Community: Yes
Platform Provider: Via

Service Model: Turnkey Service
Average Wait Time: 40 minutes



Service Overview

Calexico On Demand covers the entire city of Calexico with a single microtransit zone (see **Figure 3**). The service is available Mondays through Fridays from 6:00 am to 6:00 pm. Fares are \$2.00 a trip, with half-fares available for seniors (55+) and riders with disabilities. Calexico On Demand complements the regional transit services provided by Imperial Valley Transit by providing comprehensive local coverage within Calexico. However, transfers between the two services require separate fares.

Service History

Calexico On Demand began as a fixed-route circulator to connect key destinations in the city, including the border entry point, Walmart, Calexico High School, and a local college. Declining ridership compelled Calexico to consider other service models, and the current microtransit service was launched as a pilot in February 2023. The pilot program was funded by a California Air Resources Board (CARB) grant, but future funding is expected to come from the FTA. In addition to poor ridership on the previous fixed-route circulator, a key factor in the decision to implement microtransit service was the fact that Uber and Lyft do not serve Calexico.

Calexico continues to operate a separate Dial-a-Ride service for seniors, but the City is working to merge this program with Calexico On Demand to increase capacity for the more popular microtransit service.

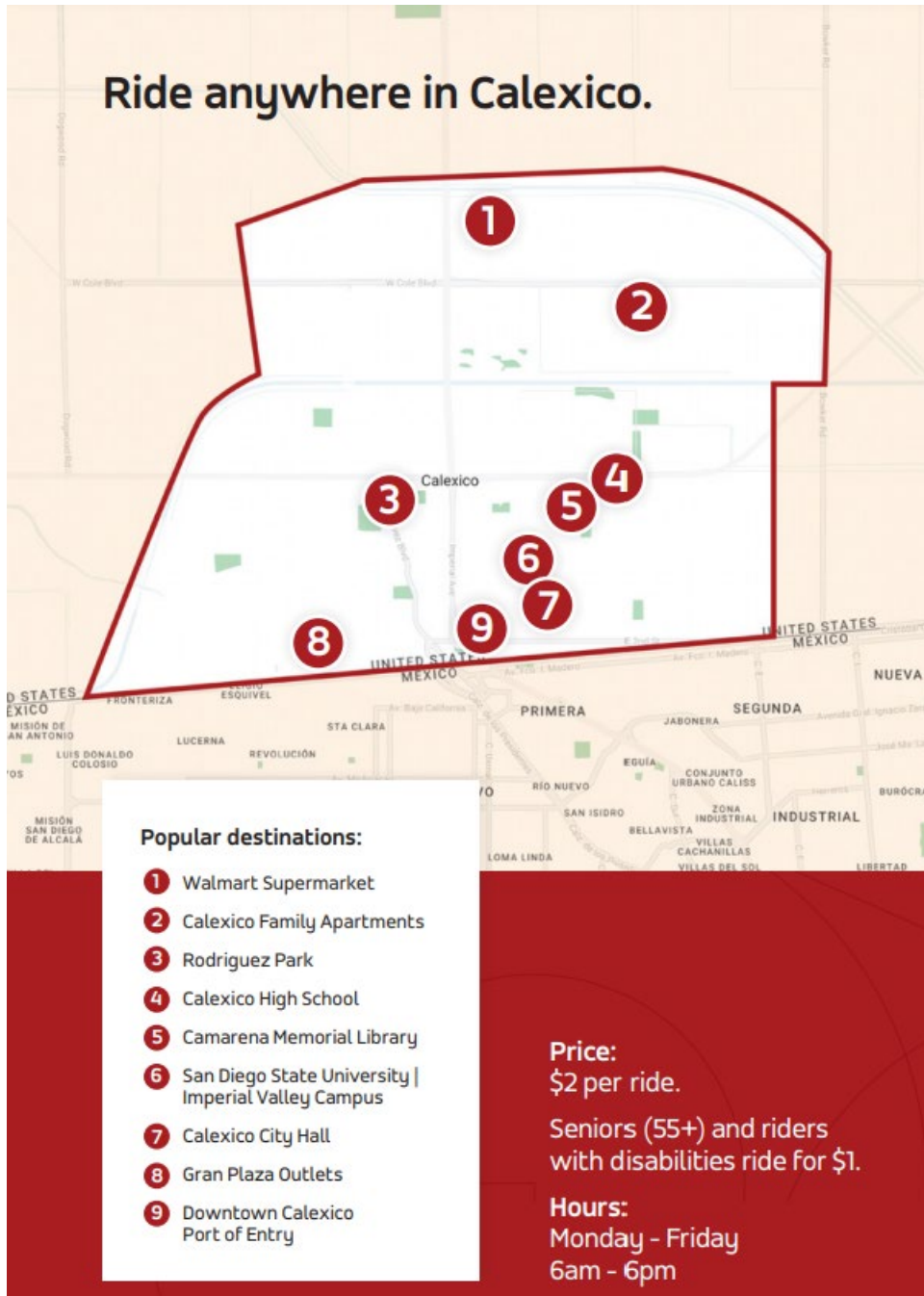


Figure 3. Calexico On Demand service zone

Source: City of Calexico

Service Model and Technology

Calexico On Demand service is provided by Via, as a turnkey operation, until the end of FY2024. Beginning in FY2025, Transdev will take over vehicle operations, while Via will continue to provide the microtransit platform and app maintenance.

The Callexico On Demand fleet consists of four minivans, with three vehicles operating concurrently throughout the service day. A commercial driver's license (CDL) is not required to operate the vans. Callexico On Demand drivers are non-unionized and have a different pay scale than regional fixed-route operators for Imperial Valley Transit.

Passengers can pay cash fares on-board Callexico On Demand vehicles, or can pay through the Callexico On Demand app, when booking their trip. Passengers without access to a smartphone can also reserve trips through a call-in number. Spanish-language information is available on the app and by phone.

Service Design and Monitoring

Callexico On Demand serves the entirety of the City of Callexico with three vehicles. Initial wait-time targets were 15-20 minutes, but those are no longer realistic due to growing demand. Current wait times are in the range of 35-40 minutes. Callexico is trying to address growing demand by merging the City's Dial-a-Ride program for seniors into the Callexico On Demand service. This is expected to add more vehicles into the program without overwhelming capacity because the Dial-a-Ride program is under-utilized. Callexico On Demand is currently carrying 5.5 passengers per vehicle revenue hour. By comparison, the Dial-A-Ride program carries 1.5-2 passengers per hour.

Callexico staff monitors the microtransit service daily through a Via dashboard application and meets with Via staff every 2-3 weeks to discuss key performance metrics such as average daily ridership, wait times, and incomplete trips. Driver shortages are also occasionally an issue.

The annual operating cost for Callexico On Demand service is \$725,480, or \$80.64 per revenue hour. The current cost per passenger trip is \$16.37.

Challenges and Lessons Learned

High demand for Callexico On Demand service has impacted wait times, causing some passenger complaints. The anticipated integration of Dial-a-Ride service for seniors with Callexico On Demand may help alleviate capacity constraints.

Callexico staff have found that the need for travel training and app assistance has been less than anticipated. However, there are occasionally language barriers between some drivers and the large volume of cross-border visitors using the service.

Chula Vista, California (CV Community Shuttle)

Quick Facts

Operator: City of Chula Vista
Primary Service City Population: 275,500

Border Community: Yes
Platform Provider: Circuit

Service Model: Turnkey Service
Average Wait Time: 10 minutes



Service Overview

The Chula Vista (CV) Community Shuttle serves the City of Chula Vista’s economically disadvantaged Northwest area (see **Figure 4**). The one-zone microtransit service complements regional transit service provided by the Metropolitan Transit System (MTS), which serves San Diego and surrounding communities.

CV Community Shuttle service is available on weekdays only, from 7:00 am until 7:00 pm. Fares are \$2.00 a trip for the general public, and free for riders age 55 and over. Transfers to and from MTS service require separate fare payments.

Service History

CV Community Shuttle began as a pilot project in 2022 with two primary goals: providing better transportation options for seniors by facilitating access to essential services like grocery shopping and healthcare appointments; and to create a cleaner, more sustainable community. These two goals are reflective of the two funding partners for the pilot program, which are the nonprofit Community Congregational Development Corporation (CCDC) and the State of California’s Clean Mobility Options (CMO) grant program. Similarly, the two primary goals are reflected in the decision to launch the service with an all-electric fleet, and to initially open the service to seniors (55+) only.

The CV Community Shuttle pilot project was funded for a period of three years, but with the stipulation that the service must operate for at least four years or return some of the initial funding.

In order to generate some revenue to help fund future service, the CV Community Shuttle was opened to the general public, for a \$2.00 fare, in August 2024. Seniors continue to ride free.



Figure 4. Chula Vista Community Shuttle service zone
Source: City of Chula Vista

Service Model and Technology

Chula Vista's microtransit service is operated by Circuit under a turn-key model. The service utilizes a fleet of five sedans, one van, and one ADA-compliant van, with three vehicles typically in operation concurrently throughout the service day. A Commercial Driver's License (CDL) is not required for drivers, and all drivers are non-unionized with comparable pay scales to other regional transit drivers.

Passengers can book trips using the Circuit app, and those without smartphones can book trips by phone. Until recently, no fares were collected as the service was available to seniors only, free of charge. Fares are now required for riders under 55 years of age, who can pay through the Circuit app. No cash payments are accepted.

The CV Community Shuttle can be used by anyone within the designated service zone, including international visitors. However, the Circuit app is only available from the US Android Play Store and Apple App Store, so some international users must temporarily change the country in which their account is registered to download the app. Circuit provides guidance on how to do this on their website.

The majority of Circuit drivers are bilingual, which helps address rider questions in the border community.

Service Design and Monitoring

The pilot zone for CV Community Shuttle was in large part determined by the requirements of the grant programs funding the pilot program, including a requirement that 80% of the service area had to be economically disadvantaged.

A service performance dashboard is provided by Circuit to Chula Vista staff, to allow for daily service monitoring. Reporting requirements are currently determined by grant administrators and focus on metrics of importance to the respective funding partner, including ridership demographics and air quality indicators. While there are no current targets for wait time, the current wait time average is approximately 10 minutes.

The annual operating cost for the CV Community Shuttle is \$892,000, or approximately \$95.30 per revenue hour. The current cost per passenger trip is approximately \$20.00. CV Community Shuttle has a productivity of 4.5 passengers per revenue hour.

Challenges and Lessons Learned

Funding is the primary challenge for the future of the CV Community Shuttle, as the pilot was generously funded but for a period of just three years. City staff have taken steps to generate new revenue, including through fares, and have explored more sustainable funding sources, including Federal funding, but are concerned about the City's ability to handle administrative requirements associated with Federal funding.

Another challenge for the CV Community Shuttle is the turnkey contract, which puts the program at risk if the provider were to withdraw for any reason, as the City does not own any of the assets.

Denton County, Texas (GoZone)

Quick Facts

Operator: DCTA

Primary Service City Population: 139,900

Border Community: No

Platform Provider: Via

Service Model: Turnkey Service

Average Wait Time: 21 minutes

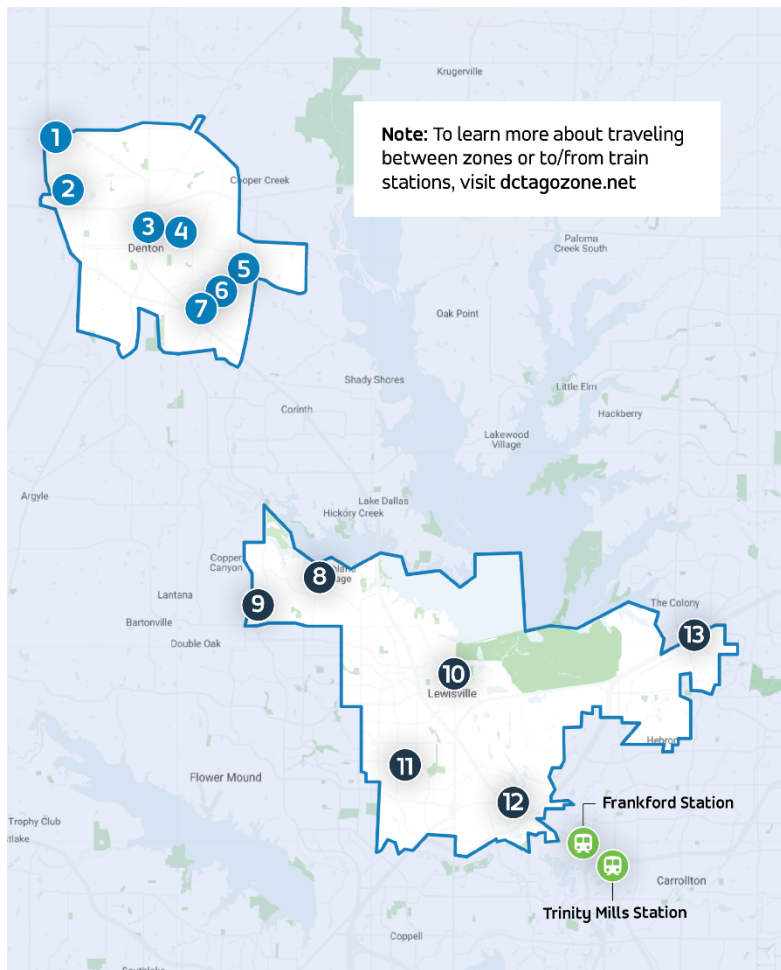


Service Overview

The GoZone microtransit service covers two zones: one in the City of Denton and another serving the Denton County cities of Lewisville and Highland Village (see **Figure 5**). While the Denton zone covers the entirety of the city, trip requests that begin and end within $\frac{1}{4}$ mile of the three fixed routes are not accepted. Travel between zones is restricted to a rail line connecting the zones, except on Sundays when the rail service does not operate and GoZone accepts direct trip requests between zones. Additionally, GoZone allows travel to two Dallas Area Rapid Transit (DART) rail stations in neighboring Dallas County to facilitate regional connections.

GoZone service operates 365 days a year. The service is available from 5:00 am to 10:00 pm, Mondays through Thursdays, extending to 11:00 pm on Fridays and Saturdays. On Sundays, the service operates from 8:00 am to 6:00 pm.

In Denton, GoZone fares are \$1.50 for trips up to 4 miles, with an additional \$0.50 per additional mile, up to a maximum of \$5 per one-way trip. In Lewisville and Highland Village, a flat fare of \$1.50 applies to all GoZone trips. Although regional passes are accepted, no free transfers are available, and passengers must pay separately if transferring between services due to Via's closed Application Programming Interface (API).



Popular destinations:

Denton:

- 1 Stonehill Center
- 2 Rayzor Ranch Marketplace
- 3 Denton County Courthouse Square
- 4 Downtown Denton Transit Center
- 5 Denton County Public Health
- 6 Denton Crossing West
- 7 Golden Triangle Mall

Lewisville/Highland Village:

- 8 Highland Village Municipal Complex
- 9 The Shops at Highland Village
- 10 Wayne Ferguson Plaza
- 11 Lewisville Thrive Recreation Center
- 12 Music City Mall Lewisville
- 13 Lewisville Towne Crossing

Figure 5. GoZone service map, including out-of-zone regional rail stations
Source: DCTA

Service History

GoZone was initially piloted in two smaller zones, serving the Lakeway Office Park in Lewisville and the Denton Airport Industrial Zone, respectively. In 2018 and 2019, declining fixed-route ridership and CDL operator shortages led DCTA to expand the microtransit service and reduce fixed routes from 12 to three (not counting university shuttle routes), completely eliminating fixed-route service in Lewisville and Highland Village. In 2022, GoZone service hours increased to 4,500 per week in response to growing demand.

The expansion of GoZone service and the replacement of most fixed routes was initially controversial but is very popular now. Ridership in Lewisville and Highland Village is now higher than it was before the fixed routes were eliminated. In Denton, 85% of GoZone trips were trips that could have been accommodated by the remaining fixed-route network, suggesting a preference for the microtransit service. To avoid cannibalism of ridership, policy changes were made to prohibit GoZone trips that begin and end within ¼ mile of a fixed-route line.

Service Model and Technology

GoZone service is provided by Via as a turnkey operation, including technology, vehicles, and drivers. GoZone drivers are non-unionized independent contractors, who do not qualify for DCTA employee benefits, and whose compensation differs from DCTA operators. GoZone drivers are not required to have CDLs, as they operate minivans with carrying capacities of fewer than 14 passengers.

The GoZone fleet consists of 68 vehicles, including 12 wheelchair accessible vehicles. Most GoZone vehicles are also equipped with bicycle racks. On a typical weekday, 30-40 GoZone vehicles are assigned to serve the Denton zone. Approximately 20 vehicles serve the City of Lewisville, with an additional two to three vehicles assigned to the City of Highland Village, although these two cities are considered one zone.

GoZone trips can be booked through the GoZone app, by phone, or in person at the Downtown Denton Transportation Center. Approximately five percent of trips are booked by phone, and routed through a Via call center, rather than the DCTA customer support line.

Fare payments can be made through the GoZone app or on the vehicle, by cash or by presenting a valid DCTA or regional pass to a GoZone driver. Transfers are not provided, so passengers must either present a pass or pay again when transferring between GoZone service and other DCTA or regional services. Due to Via's closed API, the GoZone app is not integrated with DCTA's other mobile app called GoBus. Thus, passengers must sometimes use two apps to pay for a multi-modal trip.

Service Design and Monitoring

GoZone service areas are defined by municipal boundaries rather than specific minimum or maximum zone sizes. Vehicle assignments vary throughout the service day, with the goal of ensuring a maximum wait time of 24 minutes. The current average wait time is 21.6 minutes. High-demand destinations include medical centers, libraries, and senior centers.

DCTA and Via track a range of performance metrics, including ridership and average wait time by zone, incidents per 100,000 miles, and seat unavailability rate – or the percent of trip requests that could not be accommodated within the maximum allowable wait time. The allowable seat unavailability rate is 18.5%, and the current actual rate is 8.5%. Service monitoring is continuous, with monthly reports presented to DCTA's Board.

The annual operating cost for GoZone service is \$11.7 million, or \$42.95 per revenue hour. The cost per passenger trip is \$10.26, and the productivity of the service is 4.2 passengers per revenue hour.

Challenges and Lessons Learned

GoZone ridership and productivity fluctuates seasonally due to the major role of the University of North Texas in driving ridership in Denton. Demand for DCTA's Access paratransit service has not declined since the introduction of GoZone microtransit service. In fact, demand has grown as Access passengers generally prefer or require the additional individual assistance provided by Access drivers.

DCTA has experienced some challenges related to the turnkey service model. For example, the contractor may have a conflict of interest in promoting GoZone trips at the expense of fixed-route trips. In addition, GoZone drivers, who are independent contractors and must bid on shifts, sometimes bid on a shift but do not show up. DCTA has worked closely with Via to implement penalties and incentives that address both of these issues. A key lesson learned from DCTA's experience is that it is important to carefully consider the pros and cons of a turnkey model and then closely monitor the contractor if a turnkey model is selected.

McAllen, Texas (Micro McAllen)

Quick Facts

Operator: Metro McAllen
Primary Service City Population: 142,200

Border Community: Yes
Platform Provider: RideCo

Service Model: Turnkey Service
Average Wait Time: 5 minutes



Service Overview

Micro McAllen serves one 16 square mile zone in northwest McAllen (see **Figure 6**). The microtransit service is available Mondays through Saturdays between 6:30 am and 8:30 pm. Micro McAllen fares match those of Metro McAllen’s fixed-route service. Adult fares are \$1.00, while children under seven ride free. Half-price fares are available for seniors, students, and persons with disabilities. Free transfer passes are issued and accepted for passengers connecting to and from fixed-route service.

NORTHWEST ZONE

ZONA NORESTE



SCHEDULE/HORARIO: 6:30 AM - 8:30 PM
Monday-Friday/Lunes-Viernes

Figure 6. Micro McAllen service map (c. 2022); note that Saturday service was added in 2024
Source: Metro McAllen

Service History

Micro McAllen began as a pilot project aimed at replacing a poorly-performing fixed route in northwest McAllen that had been suspended during the COVID-19 pandemic. The initial 18-month non-competitive contract was awarded to the same team of RideCo and a local taxi operator that was already operating San Antonio’s microtransit service. This team was selected because the taxi contractor already had a local presence in McAllen, as well as experience working with RideCo to provide microtransit service. In 2024, the same team was awarded a 3-year contract following a competitive bid process.

Since the initial demonstration project, Micro McAllen has slightly expanded the boundaries of the service zone, in response to rider requests, and added Saturday service in 2024. Metro McAllen has received multiple requests to expand Micro McAllen service to other parts of the city but has no current plans for additional microtransit zones.

Service Model and Technology

Micro McAllen service is provided by RideCo as a turn-key operation, in partnership with a local fleet operator. Micro McAllen drivers are non-unionized independent contractors, who do not qualify for Metro McAllen employee benefits, and whose compensation differs from the city’s fixed-route operators. Micro McAllen drivers are not required to have CDLs as they operate minivans with carrying capacities of fewer than 14 passengers. The service is provided with two specially branded vehicles, with one operating in the morning, and the other in the afternoon.

The majority of Micro McAllen trips are booked through the Micro McAllen app, developed by RideCo. Trips can also be booked by phone or through a Micro McAllen website also developed by RideCo. Fare payments can be made electronically through the RideCo app and website as well, or by cash on-board the vehicle.

Metro McAllen assigns paratransit trips to Micro McAllen when it is practical to do so, based on trip origin and destination. In addition, Metro McAllen is currently in talks with Uber to provide “overflow” service for both microtransit and paratransit riders who cannot be accommodated by the respective services in a reasonable time frame.

Service Design and Monitoring

The current microtransit service area in northwest McAllen is approximately 16 square miles, but there is no strict standard for the size of a Micro McAllen zone. Instead, Metro McAllen staff works closely with RideCo to evaluate and model different service configurations. The current zone and any future zones (if the system is ever expanded) must have at least one fixed-route connection and major destinations, such as the Texas A&M University Higher Education Center in the current Northwest Zone.

Metro McAllen aims to provide Micro McAllen service within ten minutes of a trip request. The current average wait time is just five minutes. Metro McAllen and RideCo staff monitor Micro McAllen service performance daily and meet monthly to discuss. Key metrics that are tracked include ridership, average trip times, average wait times, uncompleted trips, and passenger feedback. Service performance is reported to the Metro McAllen Board monthly, but Micro McAllen ridership is included in the overall Demand Response category which also includes paratransit service.

The annual operating cost for Micro McAllen service is between \$150,000 and \$200,000 per year, as the contract is based on service miles provided.

Challenges and Lessons Learned

In an effort to control costs, Metro McAllen staff is currently working with Uber to establish a system to help flex service capacity when needed, rather than committing to more full-time Micro McAllen vehicles and drivers. With time, additional dedicated capacity may be necessary, but Metro McAllen staff believe that a more flexible approach that relies on Uber vehicles may be a more cost effective solution until the point that monthly Uber trip costs match the projected cost of adding an additional dedicated Micro McAllen vehicle.

San Antonio Region, Texas (VIA Link)

Quick Facts

Operator: VIA Metropolitan Transit
Primary Service City Population: 1,434,600

Border Community: No
Platform Provider: RideCo

Service Model: Turnkey
Average Wait Time: 15 minutes



Service Overview

The VIA Link microtransit service currently serves five zones within the City of San Antonio, including four on the periphery of the VIA service area, and one covering downtown San Antonio (see **Figure 7**). Hours of operation vary by zone, taking into account schedules of connecting services. All zones operate seven days a week. The downtown zone operates between 7:00 am and 11:00 pm. Of the other four zones, three operate from 5:00 am to 9:30 pm, and one operates from 5:00 am to 10:00 p.m.

VIA's target is for service to be available within 30 minutes of a trip request between 7:00 a.m. and 4:00 p.m., and within one hour at all other times. VIA Link fares are \$1.30 per ride, matching VIA's fixed-route fares, with free transfers available between the two modes. VIA offers a number of reduced-rate fares and passes for riders who qualify.

Service History

VIA Link service was initially launched in one zone in May 2019 to replace underperforming fixed-route service in Northeast San Antonio. The service began as a pilot, focused on providing better frequency and coverage compared to the previous 60-minute headway of the poorly performing fixed-route. The service was later expanded to the Northwest Side in 2021, South Side in 2022, and finally to Downtown in 2024.

Although some pilot services, such as the Sandy Oaks express service¹, were discontinued due to low ridership, the successful zones have remained active with modifications to adapt to ridership needs.

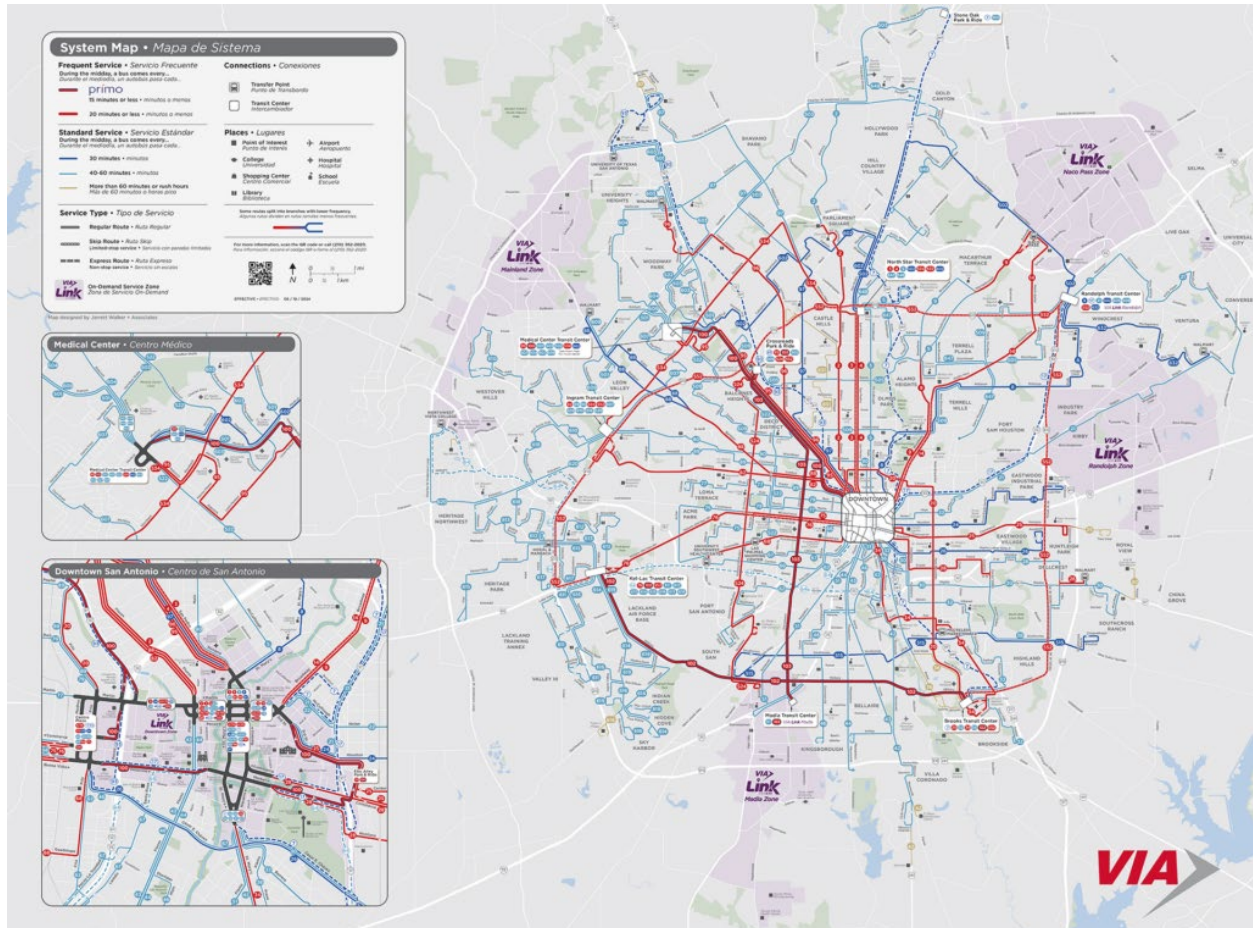


Figure 7. VIA system map, including VIA Link service zones
Source: VIA Metropolitan Transit

Service Model and Technology

VIA Link is a turnkey service operated by a team consisting of RideCo, the microtransit platform provider, and Z-Trip, the fleet operator. The service utilizes a fleet of 58 minivans. Drivers do not require a Commercial Driver’s License (CDL) and are compensated based on rates determined by Z-Trip. The service allows passengers to book rides via the RideCo app, online, or by calling in, with payments made in cash, reloadable cards, or mobile passes.

¹ This pilot service did not allow for trips within a zone. People could only request trips from anywhere within the zone to a transit center outside the zone.

VIA Link uses a system of virtual stops within each zone. When a rider books a trip, they are directed to a pre-set pickup location. These virtual stops are found throughout each zone and riders rarely have to walk more than one block to reach one. Operationally, VIA Link relies on dynamic scheduling, enabling vehicles to be dispatched based on demand, and to be shifted between zones as needed. VIA Link zones typically operate with 8-12 vehicles per zone. The Randolph Zone (located in the Northeast part of San Antonio), which is generally the most productive of the zones, sometimes requires 13 peak vehicles.

Service Design and Monitoring

The design of VIA Link zones does not adhere to strict minimum or maximum zone sizes. Instead, each zone is planned based on the geography of the region, including the distribution of population and ridership generators, and a review of the demographics – a process similar to fixed-route service planning. VIA staff rely on Remix and ArcGIS Business Analyst to analyze the demographics and key points of interest of a potential zone, respectively.

VIA Link zones range in size from 16 to 18 square miles, with an average trip length of about four miles, which is similar to fixed-route services. During peak periods, VIA guarantees passenger wait times of 30 minutes or less. Current average wait times are 12-15 minutes.

VIA's contract with RideCo requires daily, weekly, and monthly service performance dashboards through Tableau. Key metrics include ridership, passengers per vehicle hour, and average wait times. A comprehensive review of each zone's service performance is conducted quarterly.

The VIA Link service carries approximately 40,000 passengers per month, up nearly 80% from a year ago. As ridership has grown, the cost effectiveness of the VIA Link service has steadily improved. In 2022, the operating cost per passenger trips for the microtransit service was \$23.76. That dropped to \$15.92 in 2023 and is trending toward \$13.15 per passenger trip in 2024.

Challenges and Lessons Learned

VIA Link's downtown zone has faced greater capacity challenges than other zones because larger groups of riders are more common. This has meant that multiple vehicles are needed to accommodate one group of riders traveling to and from the same place.

VIA Link's funding has been shored up by partnerships with universities and employers. For example, Toyota provided a grant to extend a zone to include a manufacturing plant. They have also been instrumental in marketing the service among their employees to help grow the ridership.

The turnkey service model has been successful overall for VIA, but has created some challenges including vehicle/driver shortages during peak periods and call centers outside of the service region. As VIA Link drivers are independent contractors who may drive for other services as well, there are sometimes not enough drivers available to facilitate a peak-period demand surge. In

addition, VIA Link phone calls are routed to a call center that is not staffed by local operators, which sometimes creates frustration among callers as there is confusion about local place names, etc.

Tulsa Region, Oklahoma (MicroLink)

Quick Facts

Operator: MetroLink Tulsa
Primary Service City Population: 413,100

Border Community: No
Platform Provider: RideCo

Service Model: Technology Overlay
Average Wait Time: 35 minutes



Service Overview

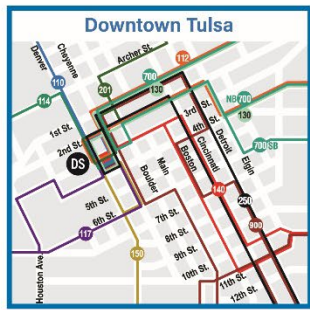
MicroLink service is designed to complement fixed-route service during weekday and Saturday daytime hours and replace fixed-route service at night and on Sundays. The daytime service (see **Figure 8**) includes four zones within Tulsa and one external zone that covers and is fully funded by the City of Broken Arrow.

During nighttime hours and on Sundays, the service includes four zones that nearly encompass all of Tulsa, replacing the fixed-route network after 6:30 pm on weekdays and Saturdays, with the exception of a single BRT route that continues to operate alongside the microtransit services (see **Figure 9**). Daytime service is provided Monday through Saturday from 6:30 am to 6:30 pm. Nighttime service operates from 7:30 pm until midnight, and Sunday service runs from 8:00 am to 6:30 pm.

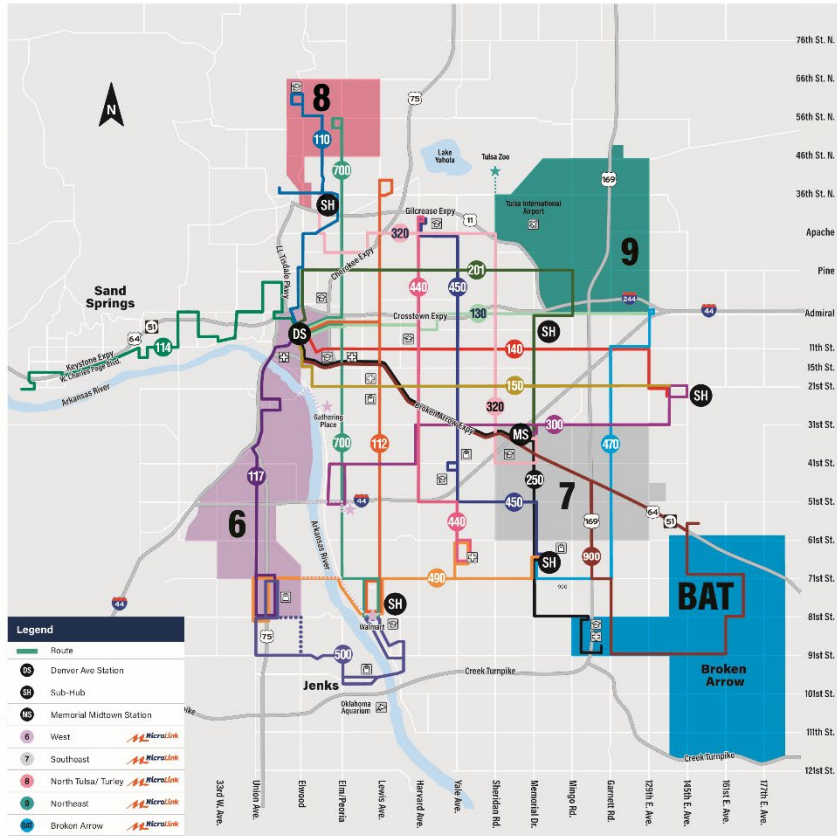
The standard fare for MicroLink service is \$2.00 per trip, the same as for MetroLink fixed-route service. One dollar reduced fares are available for qualified individuals.

MetroLinkOK.org
For information on Express Routes and Park & Ride locations, see Route 900.

Route Listing	
110 MLK/ Hartford	300 31st Street
112 Lewis	320 Sheridan
114 Charles Page/ Sand Springs	440 Harvard
117 Southwest Blvd./ Union	450 Yale
130 Admiral	470 Garnett
140 11th Street	480 West Tulsa/ 71st Street
150 21st Street	500 Jenks Connector
201 Pine/ Memorial	700 AERO Peoria
250 Crosstown	900 Union Express



MicroLink
Service Hours:
Zones 6-9
Mon-Sat: 6 AM to 6:30 PM
Zone BAT
Mon-Fri: 8 AM to 5 PM



Legend

- Route
- Denver Ave Station
- Sub-Hub
- Memorial Midtown Station
- West
- Southwest
- North Tulsa/ Turley
- NorthEast
- Broken Arrow

Airports Hospitals University, College Malls Park & Ride All routes are wheelchair accessible.

Note: See individual route maps for detailed routing information.

Figure 8. Daytime MetroLink service map, including MicroLink service zones
Source: MetroLink Tulsa

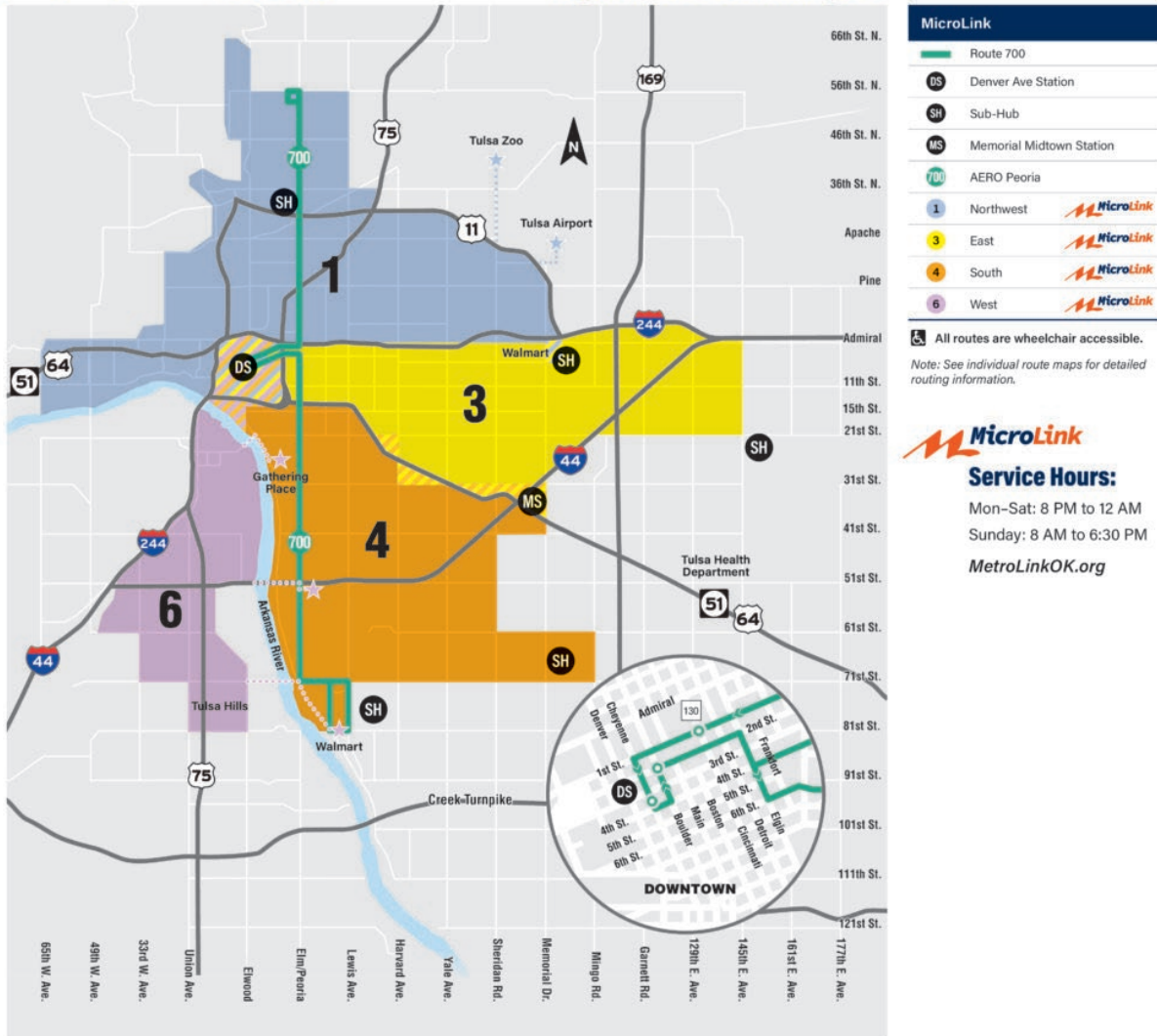


Figure 9. Nighttime and Sunday MetroLink service map, including MicroLink service zones
Source: MetroLink Tulsa

Service History

MicroLink was initially launched as a two-zone pilot program to replace poorly performing nighttime deviated-fixed-route service. The nighttime microtransit service was later expanded to cover nearly the entire City of Tulsa. Smaller daytime zones were also added to address gaps in fixed-route service coverage. MicroLink now carries approximately 8,500 passengers per month, compared to 3,500 monthly riders on the deviated-fixed-route service it replaced.

Service Model and Technology

MicroLink service is powered by the RideCo microtransit platform, which is installed on vehicles owned by MetroLink Tulsa. The vehicle fleet includes 46 cut-away buses, 12 voyager mini-vans, and four electric Mach-Es (Broken Arrow only). The cut-away buses are used interchangeably between MicroLink and MetroLink's LinkAssist paratransit service.

MicroLink trips can be booked using MetroLink's all-in-one GoPass transit app, which is supported on the back end by RideCo's microtransit platform. Passengers who do not have smartphones can reserve trips by phone. In addition, staff members at MetroLink transit centers are available to assist with booking trips in the case of smartphone issues. The GoPass app supports Spanish-language users based on phone language settings.

MicroLink fare payments can be made through the GoPass app at the time of booking. Cash fares are accepted on microtransit vehicles, enabling unbanked passengers to use the service as well. Passengers paying cash on either fixed-route or microtransit vehicles can receive free transfer passes to complete their journey on the other mode.

MicroLink drivers are unionized, but they are not required to hold a commercial driver's license (CDL). While microtransit drivers operate under a different pay scale than MetroLink's fixed-route operators, their compensation aligns with paratransit drivers.

Service Design and Monitoring

MicroLink zones are planned and modeled in collaboration with RideCo. While no strict minimum or maximum zone size requirements exist, the initial pilot zones included a 23.7 square-mile North Zone and an 8.7 square-mile Northwest Zone. The vehicle allocation is tailored to the time and demand for each zone, with nighttime zones typically using three vehicles each, while daytime zones generally operate with one vehicle, though plans are underway to add a second vehicle to at least one zone to better meet demand.

MetroLink Tulsa aims for a 15-minute average wait time for MicroLink service, though it allows customers to accept trips with longer projected wait times if they choose. Current average wait times are approximately 35 minutes. In designing zones, MetroLink Tulsa prioritizes connections to fixed-route transit service. If fixed-route connections are not available within a zone, service is provided to out-of-zone points of interest to facilitate fixed-route access. This is the case with the Broken Arrow zone, which has no fixed-route service, but allows passengers to travel outside of the zone to Tulsa Community College (TCC), where a fixed-route connection is available.

MetroLink Tulsa and RideCo staff monitor MicroLink service performance daily in order to optimize wait times and vehicle assignments. Service performance is reported to the MetroLink Tulsa Board monthly. Key performance metrics include monthly ridership, service productivity (passengers per

revenue hour), and wait times, although wait time data is reported internally rather than in Board reports.

The annual operating cost for MicroLink service is \$3.1 million, or approximately \$30.00 per revenue hour. This includes maintenance, operations, and technology costs. The agency's general fund is the primary source of funding. MicroLink has a productivity of 2.6 passengers per revenue hour.

Challenges and Lessons Learned

Some MicroLink passengers tend to “overbook” service by reserving multiple pick-up times to give themselves flexibility on their return trip. For example, a person going to a grocery store may book a pick-up both for 30 minutes and for one hour after their arrival. If they are not ready to go in 30 minutes, they cancel or don't show up for the trip and take the later one instead. However, the impact of this practice is longer wait times and reduced vehicle availability for other passengers, as vehicles are assigned to trips that are ultimately canceled. To address this issue, MetroLink Tulsa is considering policy adjustments that may require a one-hour wait before passengers can make another reservation.

Paratransit-eligible passengers have shown a strong preference for microtransit due to the availability of same-day service, which aligns with their need for flexible transportation options. While MetroLink Tulsa has continued to operate both MicroLink and paratransit service, the two services share common vehicles and the agency is exploring ways to more closely integrate the services.

Conclusion

The case studies presented in this document show that each peer community has taken a different approach to microtransit service planning and operations, based on their unique priorities and mobility needs. The notable features are represented in **Table 4**. The various characteristics of each peer system and lessons learned will be considered while designing and considering service plans for Laredo.

MPO Updates

- C. Transportation Alternative Set-Aside (TASA) Program
 - Statewide Call for Projects

TxDOT 2025 TA Project Sponsor Workshops

On January 3, 2025 TxDOT will announce its 2025 Transportation Alternatives (TA) Call for Projects. This Call for Projects provides funding for a variety of alternative transportation projects, including:

1. Bicycle infrastructure improvements
2. Shared use paths
3. Sidewalk improvements
4. Infrastructure-related projects to improve safety for non-motorized transportation
5. Construction or installation projects to enhance bicycle and pedestrian infrastructure requiring little or no design
6. Development of Active Transportation Planning Documents

Please join Texas Department of Transportation (TxDOT) for a project sponsor workshop on the upcoming 2025 TA Call for Projects. Information will be provided on how local governments or other eligible project sponsors can utilize this opportunity to seek funding for pedestrian and bicycle infrastructure improvements, and planning. Attached is a sample workshop agenda.

This Call for Projects features a two-step application process: **Step 1** – a preliminary application with high-level proposed project information to determine eligibility and identify potential project development issues and **Step 2** – a detailed application with more comprehensive project information. The table below summarizes the project categories and funding available. TxDOT’s 2025 TA Call for Projects program guide, preliminary application, and preliminary application instructions will be available by January 3, 2025 at <https://www.txdot.gov/business/grants-and-funding/bicycle-pedestrian-local-federal-funding-programs.html>. The detailed application and detailed application instructions will be available on TxDOT’s website prior to Step 2.

Project Category	Eligible Activities	Eligible Population Areas	Local Match ¹	Project Funding
Community-Based	Preliminary Engineering & Construction	Outside of TMA & <200k <u>or</u> Inside of TMA & <=50k in population ²	20%	\$250,000 to \$5 million per project
Large Scale	Preliminary Engineering & Construction	Any Population Areas	20%	\$5 to \$25 million per project
Network Enhancements	Construction/installation projects to enhance bike/ped infrastructure with limited or no design and no ROW acquisition			\$250,000 minimum for cities <200,000; \$1M min otherwise
Non-Infrastructure	Non-motorized planning documents (e.g., Pedestrian or Bike Safety Action Plans)			\$100,000 minimum

¹ Some project sponsors may be eligible for a reduction in local match. See TxDOT 2023 TA Program Guide.

² Community-Based Infrastructure Project Category projects must be located outside the smoothed 2020 U.S. Census Urbanized Area boundaries 200,000 or greater, identified as Transportation Management Areas (TMAs) or if the project is inside of a TMA be located in a community of 50,000 or less.

TxDOT 2025 TA Project Sponsor Workshops

Target Audience	Local governments and other project sponsors eligible to apply for funding through TxDOT's 2025 TA Call for Projects.
Registration	No registration required for in-person meetings. Virtual meetings will require online registration. For in-person meetings a courtesy call/email to the District TA Coordinator at the location you wish to attend will allow us to plan accordingly.
Accessible Accommodations	Persons interested in attending a meeting who have special communication or accommodation needs or need an interpreter are encouraged to contact the TxDOT District TA Coordinator at the location you plan to attend (see below). Special communication requests should be made at least 10 business days prior to the meeting. Every reasonable effort will be made to accommodate these needs.
Questions	For questions or additional information, please contact your local TxDOT District TA Coordinator.

Workshop Schedule

Workshops will be hosted throughout the state to provide information and guidance on TxDOT's 2023 TA Call for Projects. Potential project sponsors, consultants, and others interested in the program are invited to attend any scheduled workshop listed below.

January 6, 2025 (1:00PM – 4:00PM)

Virtual Workshop

[Click Here to Register](#)

Coordinator: [Noah Heath](#) (316) 876-7184

January 10, 2025 (1:00PM – 4:00PM)

TxDOT Tyler District Office

Assembly Room

2709 W Front St.

Coordinator: [Gary Rushing](#) (903) 510-9107

January 14, 2025 (9:00AM – 12:00PM)

North Central Texas Council of Governments

Transportation Council Room

616 Six Flags Dr., Centerpoint Two

Arlington, TX 76011

Coordinators: FTW [Iftekhar Ali](#) (817) 370-3565

DAL [Rachael Twiggs, P.E.](#) (214) 320-6669

January 17, 2025 (9:00AM – 12:00PM)

TxDOT Lubbock District Office,

Mesquite Room

135 E Slaton Hwy.

Lubbock, Texas 79404

Coordinator: [Logan Atwood](#) (915) 790-4221

January 21, 2025 (9:00AM – 12:00PM)

TxDOT Austin District Office

Building 7 Auditorium

7901 N Interstate Hwy 35,

Austin, TX 78753

Coordinator: [Michelle Meaux](#) (512) 832-7049

January 23, 2025 (9:00AM – 12:00PM)

TxDOT Pharr District Office,

Conference Center

600 W. US 83 Expressway

Pharr, TX 78577

Coordinator: [Agustin Ramirez](#) (956) 702-6306

January 24, 2025 (9:00AM – 12:00PM)

Virtual Workshop

[Click Here to Register](#)

Coordinator: [Noah Heath](#) (316) 876-7184

**2025 Transportation Alternatives
Call for Projects Workshop
SAMPLE Agenda**

DAY, DATE
 TxDOT XXXXX District Office (OR OTHER LOCATION)
 ROOM/BUILDING
 ADDRESS
 CITY, TX ZIP
 TIME

9:00 a.m. – 9:05 a.m.	Introductions	TxDOT-DISTRICT
9:05 a.m. – 9:50 a.m.	TxDOT TA Call for Projects Overview	TxDOT-PTN
	<ul style="list-style-type: none"> • TA funding project categories descriptions • Eligible project activities and sponsors • Two-step application process (Preliminary and Detailed Applications) • Call for Projects timeline • Project evaluation and selection criteria • Local Match and TDCs 	
9:50 a.m. – 10:00 a.m.	Break	
10:00 a.m. – 10:45 a.m.	Local Government Projects	TxDOT-LGP
	<ul style="list-style-type: none"> • Federal and state requirements • Advanced Funding Agreement – roles and responsibilities • Local Government Project Procedures including Risk Assessment • Professional services procurement and management • Environmental phase • Right-of-way and utility relocation phase • Detailed design phase • Construction letting phase (local government vs TxDOT) • Construction and project closeout phase (local government vs TxDOT) 	
10:45 a.m. – 11:30 a.m.	Best Practices for Project Applications	TxDOT-DISTRICT/PTN
	<ul style="list-style-type: none"> • Design details • Maps, exhibits, and photographs • Planning and public support • Budget considerations • Project readiness 	
11:30 a.m. – 12:00 p.m.	Question and Answer	TxDOT STAFF

MPO Updates

- C. Transportation Alternative Set-Aside (TASA) Program
 - MPO Call for Projects



LAREDO & WEBB COUNTY

AREA METROPOLITAN PLANNING ORGANIZATION

MPO 2025 TASA CALL FOR PROJECTS SEQUENCE OF EVENTS

Events	Proposed Dates
Draft Guidelines to Active Transportation Committee	January, 2025
Draft Guidelines to Technical Committee	February/March, 2025
Draft Guidelines to Policy Committee & authorize Call for Projects	February/March, 2025
Workshop(s) for potential applicants	April, 2025
Applications deadline	Early May, 2025
Applications review by MPO staff and Scoring Committee	May/June, 2025
Technical Committee Final recommendation	June/July, 2025
Policy Committee Final selection and awarding funds	June/July, 2025

Discussion of old or new business

Adjournment