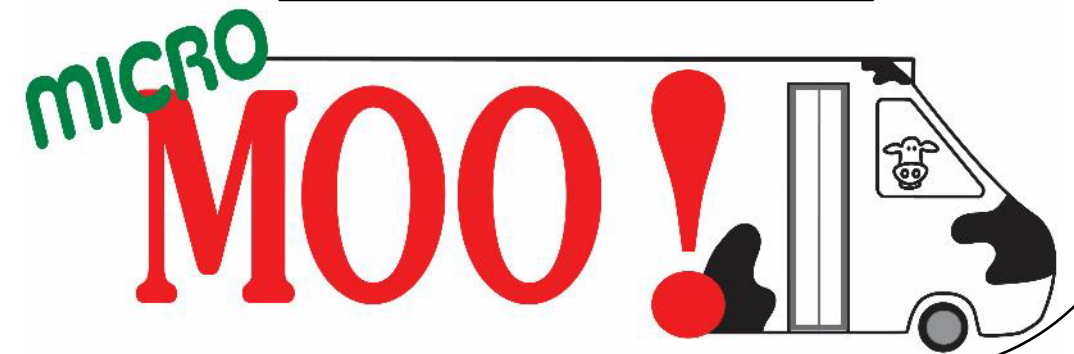
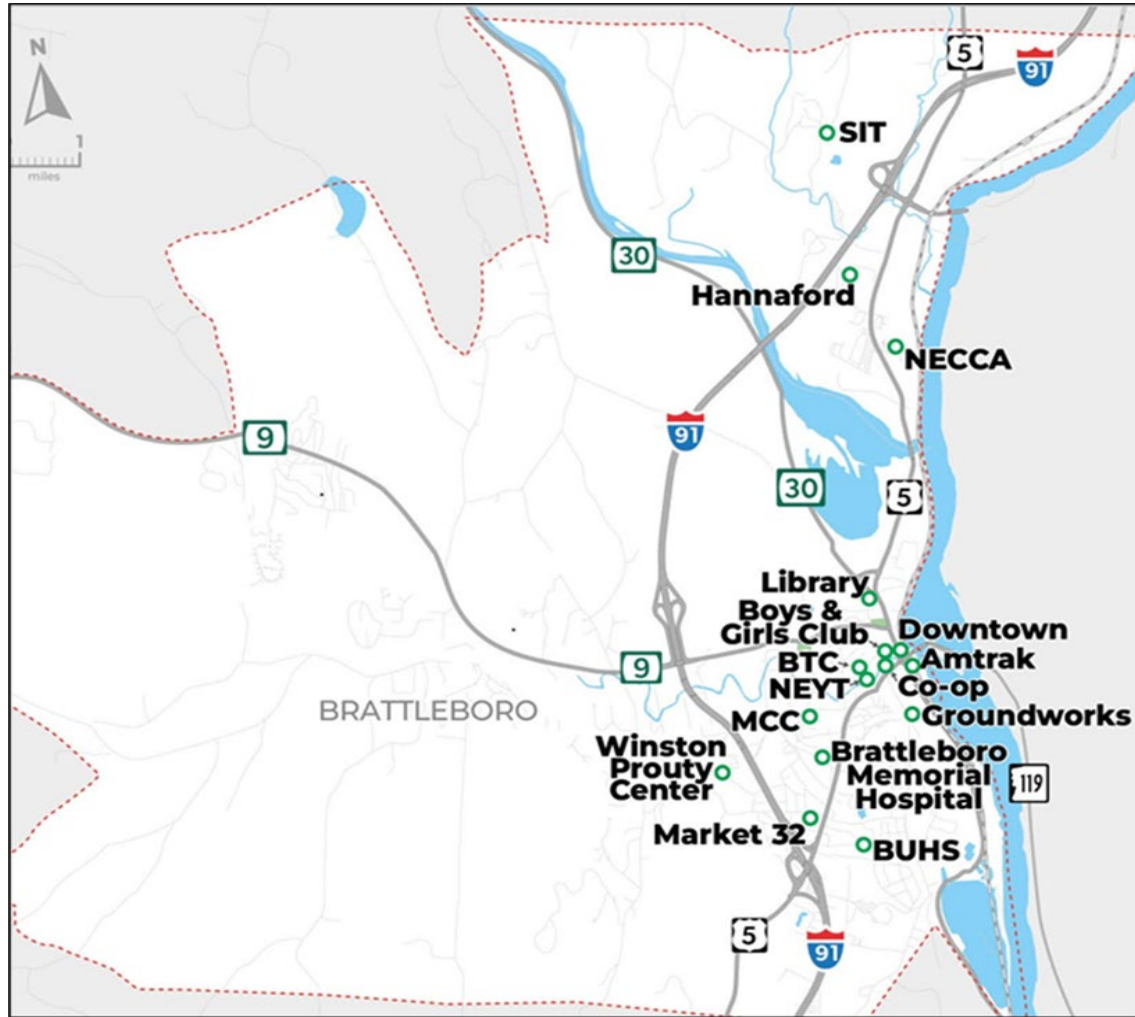


Microtransit for Employers



SEVT/The MOOVer

- Started as Deerfield Valley Transit Association in 1996 – nicknamed The MOOVer serving 6 towns
- Took over the assets of Connecticut River Transit (CRT or The Current) in 2015 which served 28 towns
- Formed Southeast Vermont Transit (SEVT) in 2015, aka The MOOVer
- Private 501c3 non-profit.



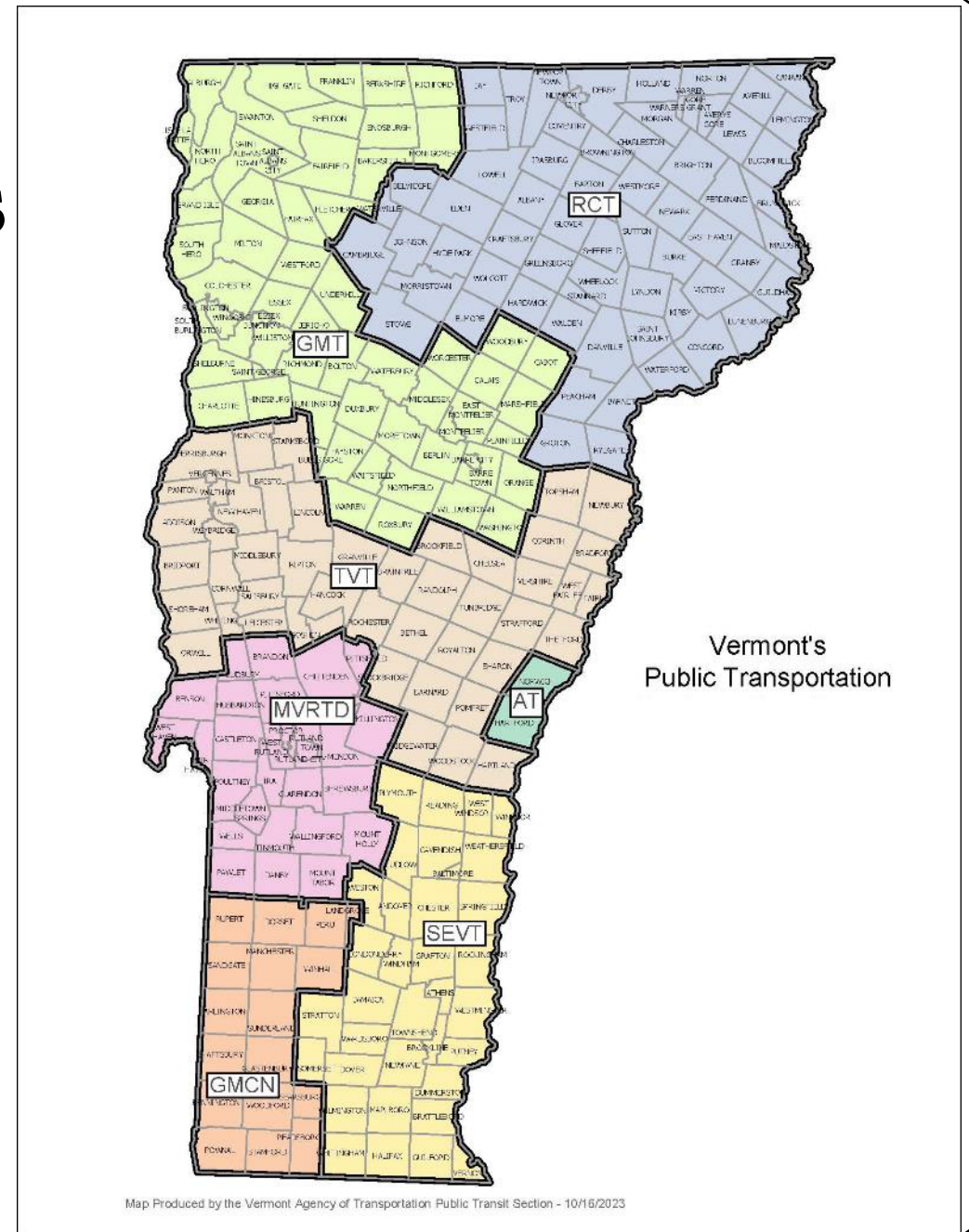
Company Stats

- 25 fixed routes, 22 demand response routes, all are fare-free and accessible for persons with disabilities
- 85 staff
- 66 vehicles
- \$9 million operating budget
- 34 towns in Windham and Southern Windsor Counties
- 4 New Hampshire towns
- 499,486 rides in FY24.



Vermont's Public Transit Providers

- One transit authority
- One transit district
- Five 501c3 private non-profits
- SEVT is third largest ride provider behind Burlington (GMT) and Rutland (MVRTD).



Types of Vermont Public Transit Service

- Fixed/deviated fixed route
- Demand response – Olders & Disabled, Medicaid, ADA paratransit*
- Medicaid*
- Recovery and Job Access*
- Private pay
- Volunteer rides*

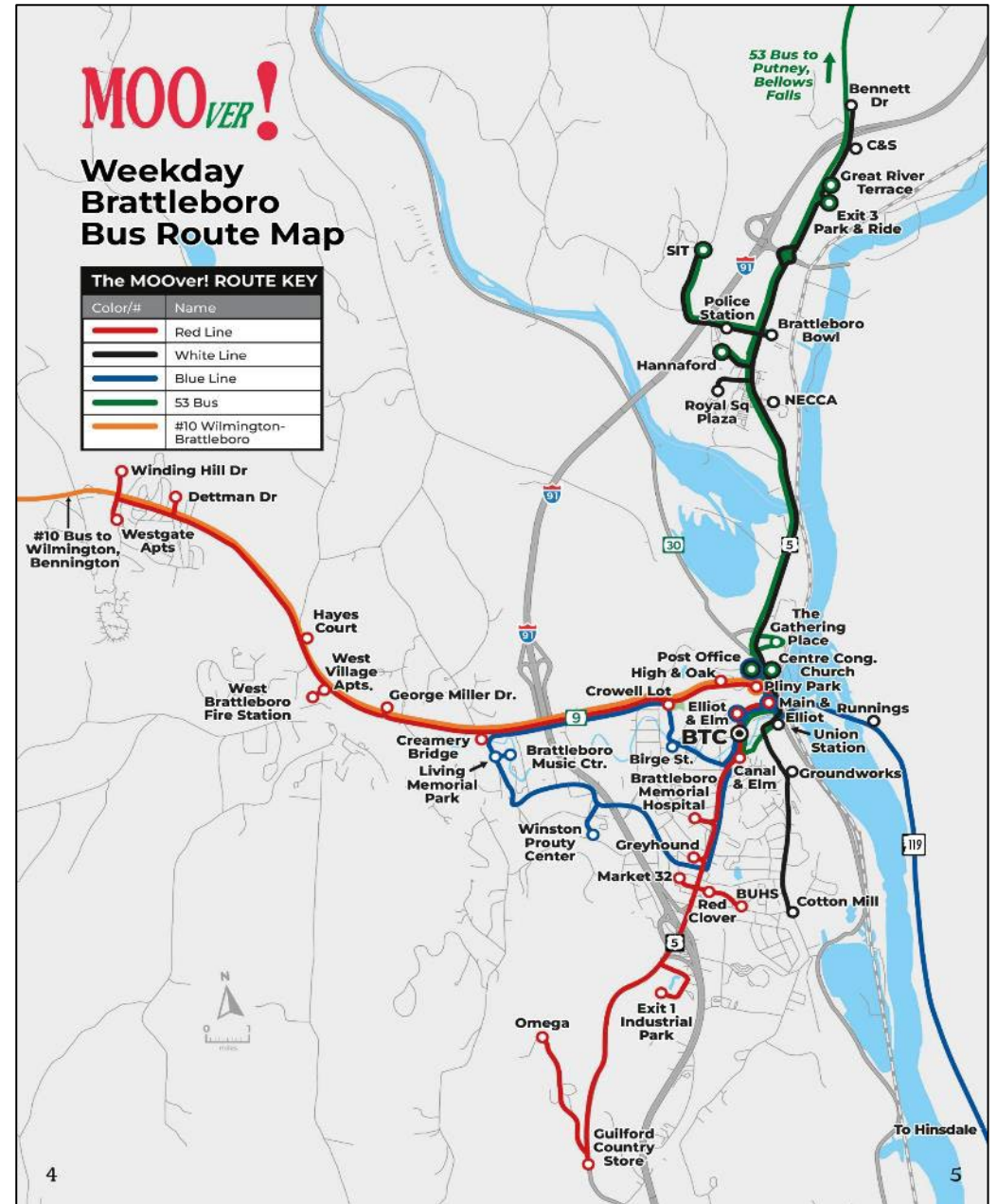
*these programs have rider qualifications and are not open to the general public.

Just because you don't see a bus going by doesn't mean your town has no public transportation.



Brattleboro Ridership

White Line	49,668
Red Line	49,024
Blue Line	14,789
Bellows Falls-Brattleboro	17,455
Wilmington-Brattleboro	12,762
Olders & Disabled	2,549
Medicaid	13,835
ADA	3,219
Recovery & Jobs Access	16
Total	163,317



MOOVer's Operations Funding Sources

Federal Funds -50% of our total funding

Requiring a 10-50% local match

State Funds – 23% of our total funding

No local match needed, can be used to match Federal funds

Local funds – 27% of our total funding

Sponsorships, towns appropriations, ski resorts, school districts, donations, fundraising, private grants, businesses, human service agencies

Non-Federal local match funds are critical!



Windham
Southwest
Supervisory
Union



The Design of US Public Transit

Vermont spends the highest per cap on public transit than any other rural state

Public transit funding was built in silos to serve specific riders

- elderly or disabled

- economically challenged

- addiction recovery transitioning to jobs/job training

- people living within $\frac{3}{4}$ mile of a fixed route in a high-density area

There is always a gap in funding for riders who don't fit in a silo above

That's why microtransit is emerging

- it serves everyone

- it is "on demand" for when you want to use it

- can be used for any purpose

- pilot programs are funded as technology and experience develop to see if

- it can work on a much larger scale.

Microtransit

The simplified definition of microtransit is Uber with a van.

Different types of microtransit

- day, night
- single towns, multiple towns
- single vehicle, multiple vehicles
- open to the public or to qualified riders
- first mile/last mile
- hub & spoke
- free or fare required
- book in advance or on-demand
- driven by smartphone technology but rides can also be booked online or by calling an office.



Brattleboro's Microtransit Planning

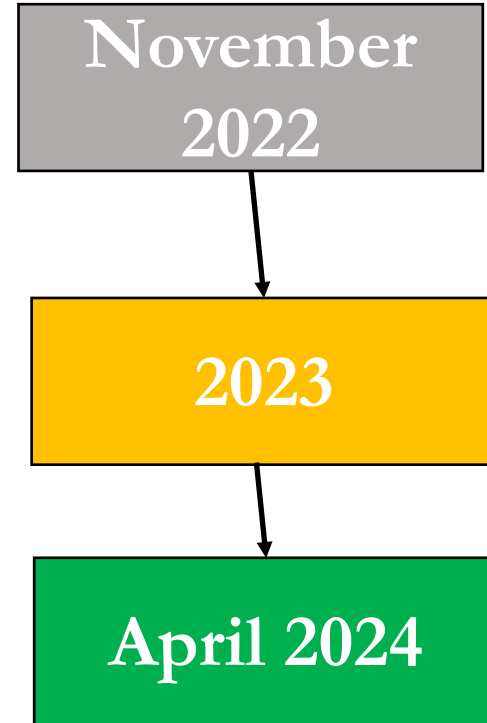
- About 500 households in Brattleboro don't have cars
- Many only have one car but 2+ people who need to get around
- No public transit after 5:15 pm
- No public transportation options to second and third shift job openings
- No rides for people not living near a fixed route
- Inadequate public transportation for New Americans

Micromoo was developed as one such solution. We looked specifically at local jobs and job openings on second and third shift, when people don't have access to the MOOVer's daytime fixed route service.



MicroMOO2 – Two Years to Plan and Fund

March-July 2022	BDCC Van Program
Oct-Nov 22	BDCC Large Employer Study
December 2022	SEVT Rider Surveys
September 2023	first SEVT microtransit funding request (denied)
November 2023	BDCC Northern Borders grant application
November 2023	SEVT Town of Brattleboro Human Services grant application
January 2024	BDCC Grant awarded
March 2024	Town of Brattleboro grant awarded
April 15, 2024	Microtransit service started with enough funding for nine months
April 16, 2024	Second SEVT microtransit application
May 10, 2024	VTrans grant awarded, funding for this pilot secured for three years.



Microtransit Funding Sources

Sample Microtransit Funding Sources

- CMAQ/New Start
- MTI - Mobility and Transportation Innovations Program
- Town contributions
- Local organizations like BDCC
- State agencies
- State human service partners
- Fundraising
- Businesses who benefit from the service

Brattleboro Microtransit Funding Mix

Funding for 4/15/24-6/30/25

BDCC Northern Borders Grant	100,000
BDCC Grant for software	18,000
Town of Brattleboro Human Services Grant	24,000
Federal CMAQ	40,000
State MTI Grant	10,300
<hr/>	
Total Funding	192,300

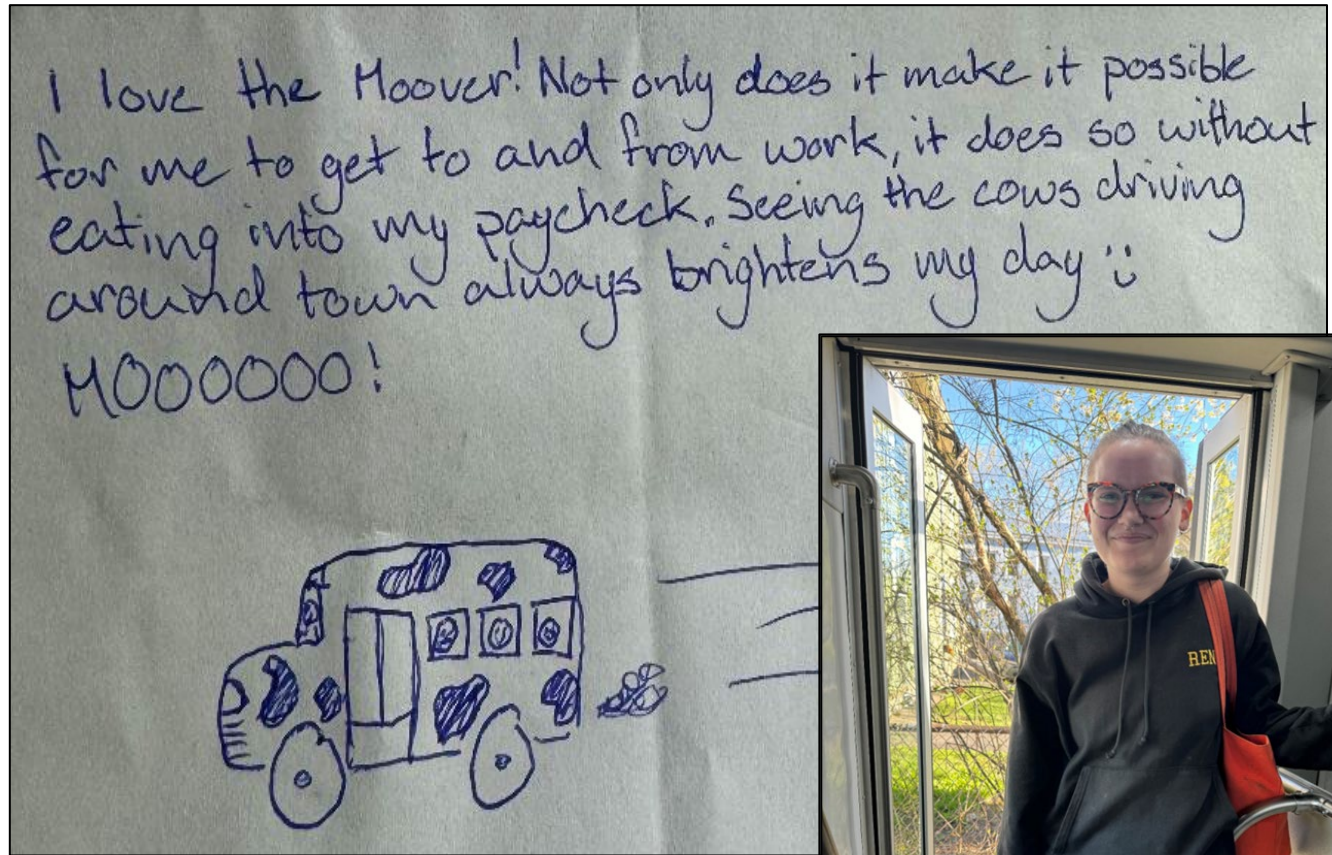
We Have Great Partners

- Brattleboro would not have happened without BDCC
- BDCC helped us secure the Town of Brattleboro Human Services grant
- Helped us secure VTrans grants – “we had no choice”
- Initial investment provided essential skin in the game to secure sustainable funding
- **Local match and advocacy are key to successful microtransit grant awards**



MicroMOO2 – Brattleboro's Microtransit Project

- Monday-Friday 5:00-11:30 pm
- Anywhere within Brattleboro Town limits
- Target pick-up within 30 minutes of booking
- Reservations required
- Lift-equipped vehicle
- Bike rack
- Open to all – no rider qualifications.
- **Free**



How to Reserve a Ride

Reservations are required at least 30 minutes prior to arrival

Reservations can be made for recurring trips in one step

Make a reservation by:

- **Call our office Monday-Friday 7:45 am – 4:30 pm 1-888-869-6287 Option 6**
- **Online at cp-micromoo.qryde.com/cp/**
- **Download the Qryde app from the Apple Store or Google Play**



Software Is Key

Software is essential for a general public on demand service

Algorithms group rides, schedule rides, and then the software communicates to riders and drivers in real time

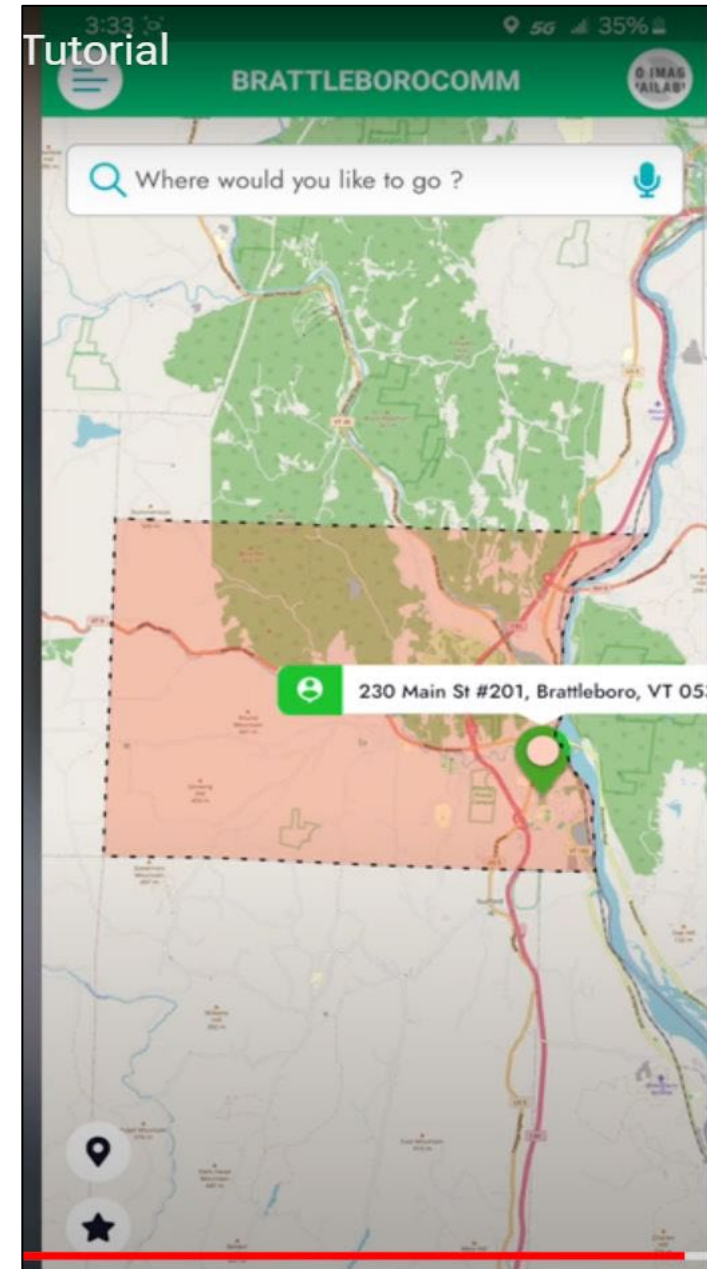
Rides can be booked when the office is closed

Tracks usage, riders, destinations, trip purposes, recurring trips, mobility devices, etc.

Key planning tool for effectiveness, future expansion

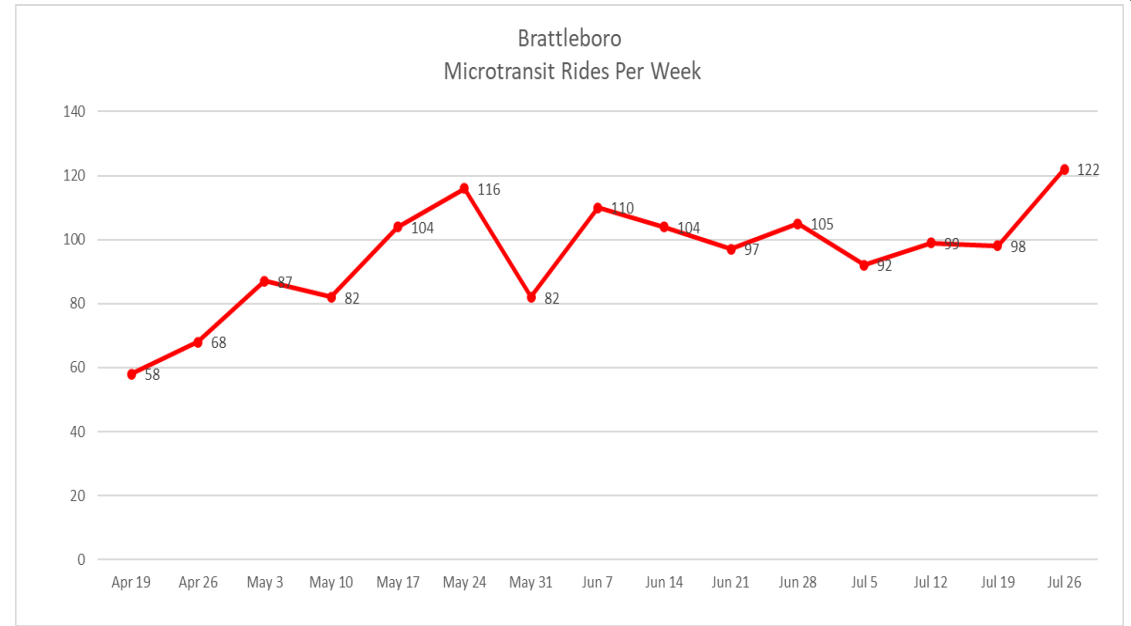
Brattleboro uses Qryde software

Must be easy to use and train on.



Performance to Date

Day of the Week	#Rides	%Total
Monday	258	18%
Tuesday	261	18%
Wednesday	310	22%
Thursday	276	19%
Friday	319	22%
Total	1424	100%



Trip Purposes

Medical	5%
Shopping	11%
Personal	33%
Employment	48%
Social	1%
Education	1%

4/15-6/29 Brattleboro MicroMOO Rider Overview

#Heavy Users Going to/from Work

5	Omega Drive
4	Food Connects/BDCC Business Park
4	Brattleboro Retreat
2	McDonalds
1	Brattleboro Citgo
1	Retreat Farms
1	C&S
1	Pine Heights
1	Ramunto's

20 heavy users

14 New Americans

3 live at SIT

All Riders Use by Hour

5-6 pm	108	13%
6-7	156	19%
7-8	156	19%
8-9	76	9%
9-10	84	10%
10-11	197	24%
11-11:30	45	5%
Total	822	100%

We Can Help You

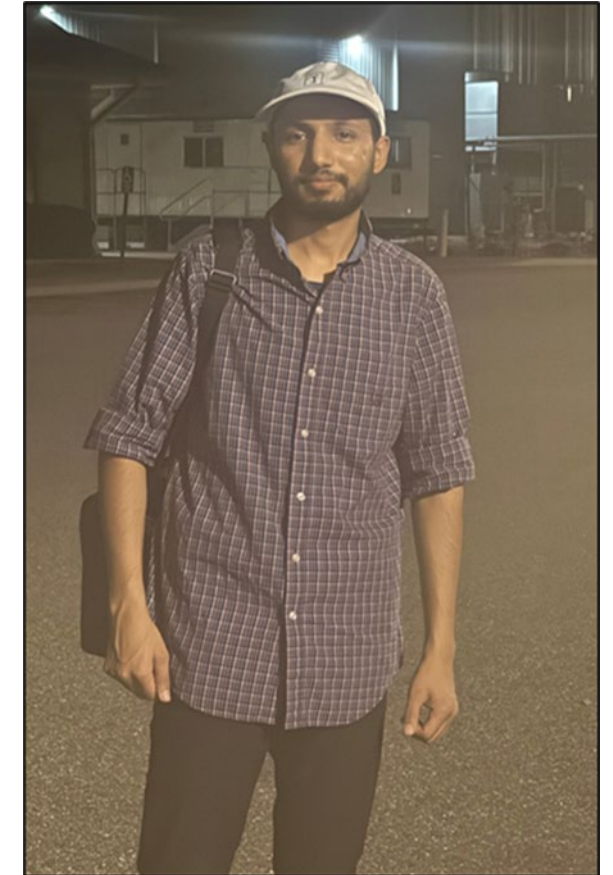
As an HR person you may not think that transportation is your job, but it can help you to understand how transit serves your site.

You can work with the MOOver or BDCC to help you understand the fixed routes and schedules or microtransit so that you can expand who can work for you and reduce absenteeism.

RED LINE SATURDAY

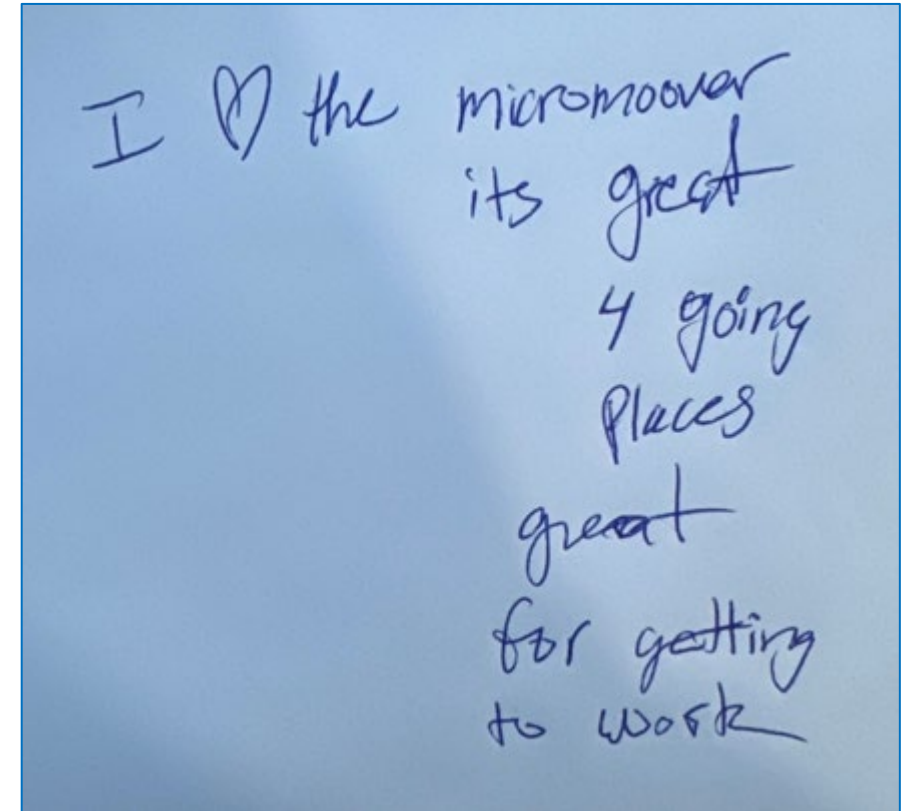
INBOUND : Westgate to Market 32

Trip#	Westgate	Dettman Road	West Brattleboro Fire Station	Creamery Bridge	Crowell Lot	High & Oak Streets	Main & Elliot Streets	Elliot & Elm Streets	Arrive/Depart BTC	Canal & Elm Streets	Brattleboro Memorial Hospital	Arrive Market 32
1	7:55am	7:57am	8:00am	8:02am	8:04am	8:05am	8:07am	8:08am	8:30am	8:31am	8:34am	8:40am
2	9:15	9:17	9:20	9:22	9:24	9:25	9:27	9:28	9:50	9:51	9:54	10:00
3	10:35	10:37	10:40	10:42	10:44	10:45	10:47	10:48	11:10	11:11	11:14	11:20
4	11:55	11:57	12:00pm	12:02pm	12:04pm	12:05pm	12:07pm	12:08pm	12:30/12:50pm	12:51pm	12:54pm	1:00pm
5	1:35pm	1:37pm	1:40	1:42	1:44	1:45	1:47	1:48	2:10	2:11	2:14	2:20
6	2:55	2:57	3:00	3:02	3:04	3:05	3:07	3:08	3:30	3:31	3:34	3:40
7	4:15	4:17	4:20	4:22	4:24	4:25	4:27	4:28	4:50			



Get Involved With the MicroMOO2

- Promote this service to your staff – poster, newsletter, handout, etc. We can help you with graphics, writing, and photos
- Use MicroMOO2 as a recruiting tool for second shift applicants
- The MOOVer will do onsite training, or customize an online training for your staff
- Consider a sponsorship inside the bus or a donation
- Take a ride!



Business and Community Benefits

- Transportation to work
- Provides equity, inclusion for all
- Takes customers to retail locations
- Assists New Americans
- Improves the quality of life for all.

