

Lextran Microtransit Feasibility Update

Presented to the Lexington-Fayette Urban
County Council

Fred Combs, AICP
General Manager



WE SERVE
PEOPLE
AND OUR
COMMUNITY
WITH MOBILITY
SOLUTIONS.



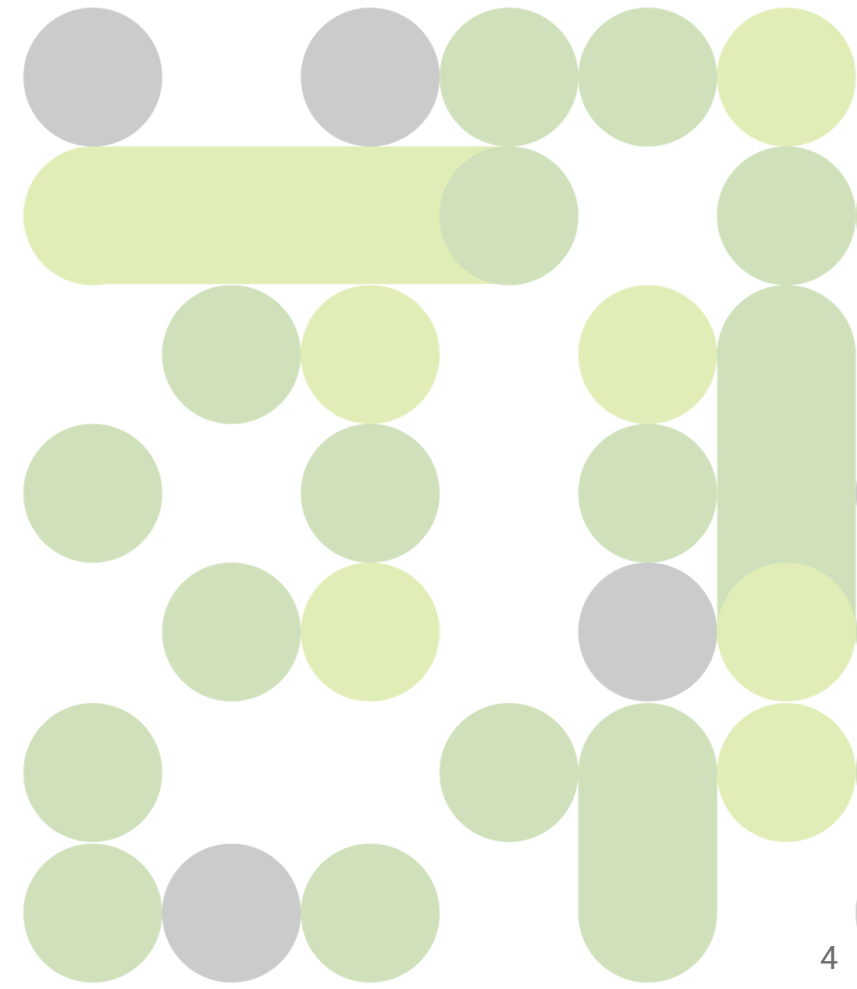
Outline

- Progress toward Microtransit in Lexington
- Microtransit Feasibility Study Outcomes
 - Community & Market Insights
 - Cost & Scale
 - Zone Results
- Next Steps and Implementation



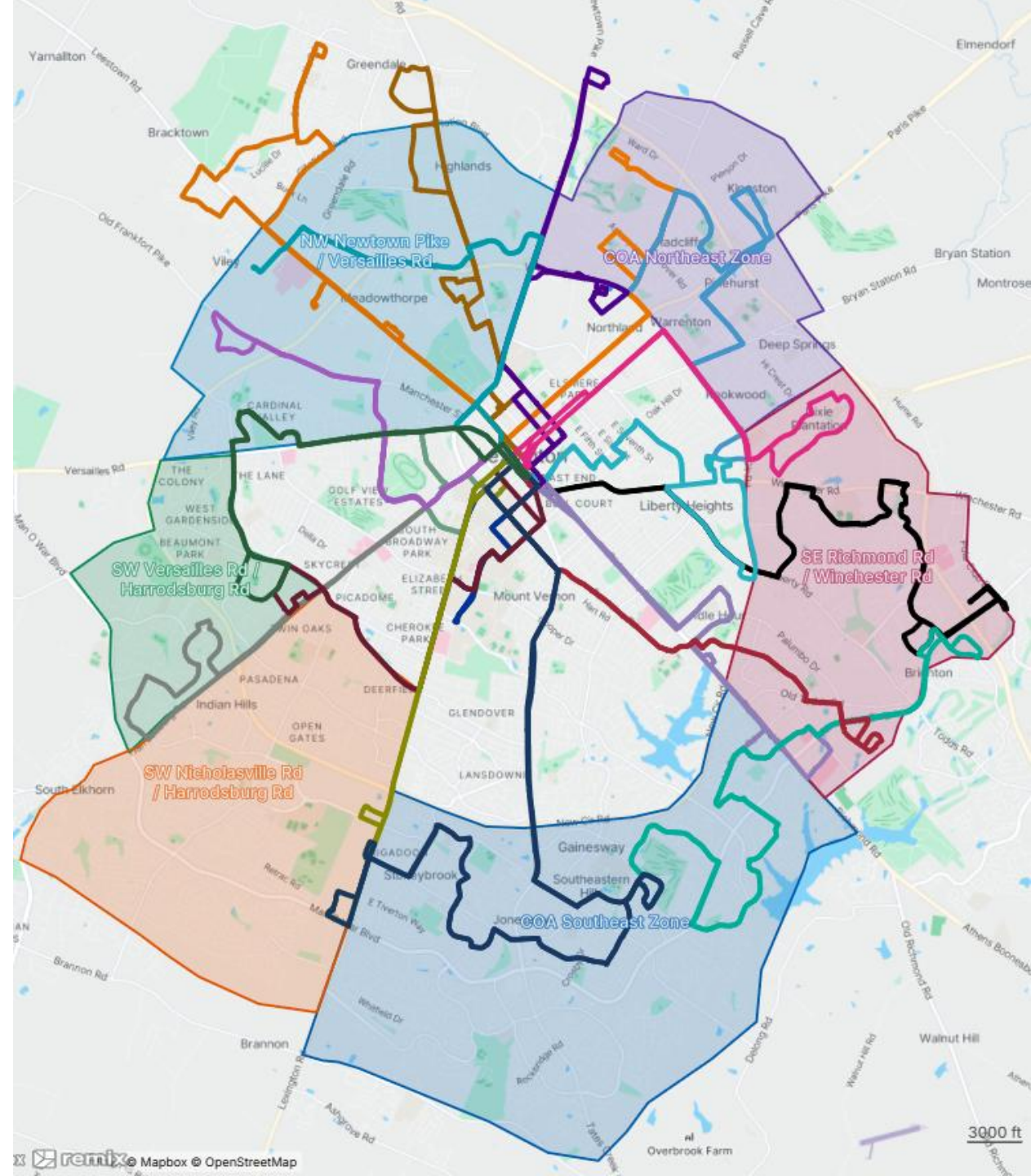
Progress toward Microtransit in Lexington

- Comprehensive Operations Analysis 2021-2022
 - Mobility On-Demand Action Plan
 - Conceptual Analysis of On-Demand Feasibility
- Community Conversations
- Microtransit Feasibility Study 2024-2025
 - Existing Conditions and Market Analysis
 - Case Studies
 - Community Engagement
 - Pilot Recommendations
 - Development of cost estimates, ridership projections, policy options
 - Creation of pilot zones



Microtransit Feasibility Study

- Community Insights & Market Analysis
 - Cautious openness to microtransit, paired with a strong desire to maintain and strengthen fixed-route service.
 - Composite demand index was used to estimate microtransit demand in Lexington.
- Implementation Priorities
 - Start small and protect quality
 - Phase expansion
 - Right-size resources
 - Fund realistically
 - Educate broad community



Microtransit Feasibility Study

Cost & Scale

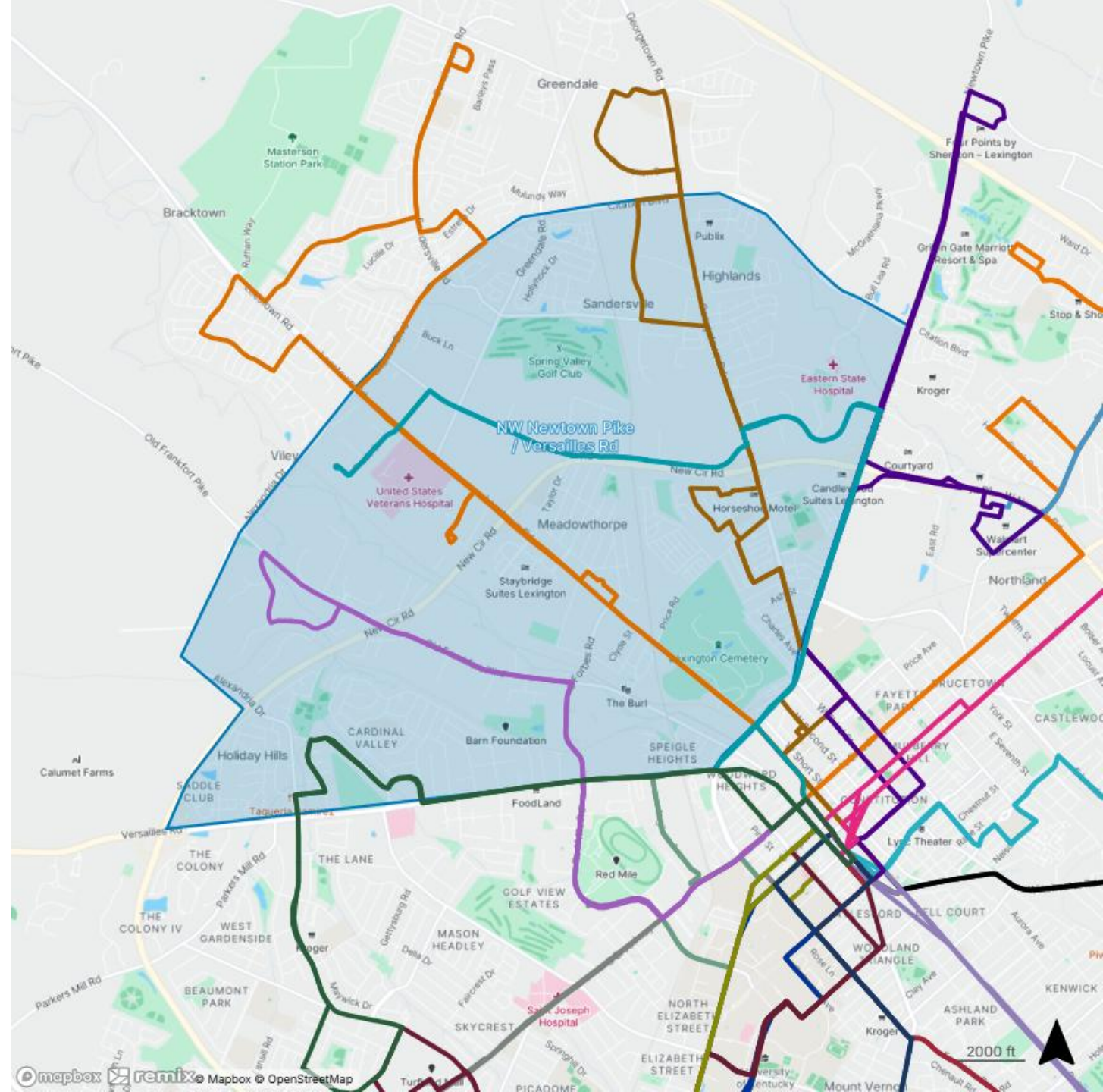
Metric	Zone 1 Northwest	Zone 2 Northeast	Zone 3 East	Zone 4 Southeast	Zone 5 Southwest	Zone 6 West	Zone Average
Zone Size (Sq Miles)	9.9	6.8	7.9	16.5	10.7	6.5	9.7
Peak Vehicles	2	2	3	4	3	2	2.7
Annual Ridership	21,372	13,208	20,748	43,940	35,100	16,900	25,211
Riders per Hour	2.1	1.3	1.5	2.3	2.5	1.9	1.9
Cost per Passenger	\$54.66	\$88.45	\$72.97	\$45.47	\$43.14	\$60.94	\$60.94
Annual Operating Costs	\$1,168,240	\$1,168,240	\$1,514,040	\$1,998,160	\$1,514,040	\$1,029,920	\$1,398,773
Total Weighted Score	27.6	20.6	18.6	19.5	19.8	26.1	22

- Total for all zones was estimated to be approximately \$8.4 million per year and 16 vehicles in peak service. Total ridership per year was estimated at 151,000 trips.
- Zone 1 - Northwest was estimated at a cost per passenger of \$54.66 (about \$95 per hour) and was recommended as the pilot area.

Microtransit Feasibility Study Zone Recommendation

Northwest Newtown Pike / Versailles Rd zone presents strong potential for success and cost effectiveness for a pilot zone.

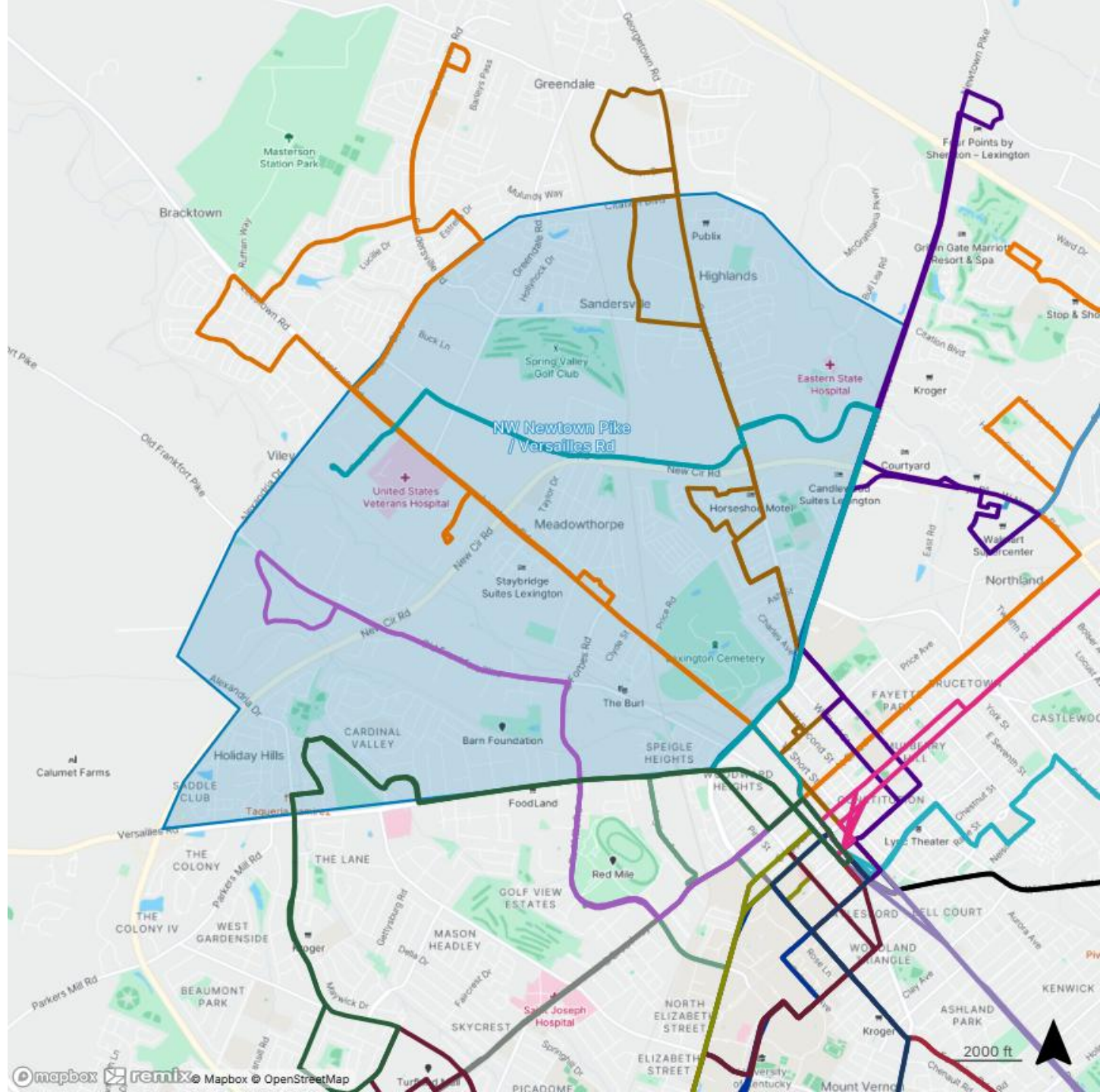
- Economic opportunity – high concentration of jobs
- Healthcare access – service to VA hospital, Eastern State Hospital, and busiest dialysis clinic served on Wheels
- Demographically varied, high transit dependent population, large number of paratransit origins & destinations
- Strong anchor with central Route 12 - Leestown Road; and Route 8 - Versailles Road and Route 4 - Newtown Pike bordering the zone
- Area of growth in Lexington



Microtransit Feasibility Study Service Recommendations

- Service hours 6 a.m. to 8 p.m.
- On-demand trip scheduling
- Anywhere-to-anywhere model
- Two vehicle-operation
- Fare estimate: \$3.00 per trip – free transfers to fixed-route

All recommendations, particularly those related to fares, are contingent upon approval by the Lextran Board of Directors. The formal request for proposals process will guide and finalize specific service parameters.



Next Steps and Implementation

- Planning and Preparation
 - Finalize Service Design
 - Select Delivery Model (Turnkey or in-house)
 - Secure funding
 - Develop procurement documents
- Procurement and Setup
 - Acquire necessary services
 - Coordinate marketing and IT to launch app
- Pilot Launch
- Program Evaluation and Adjustment
- Program Optimization and Long-Term Planning

