



FlexRide



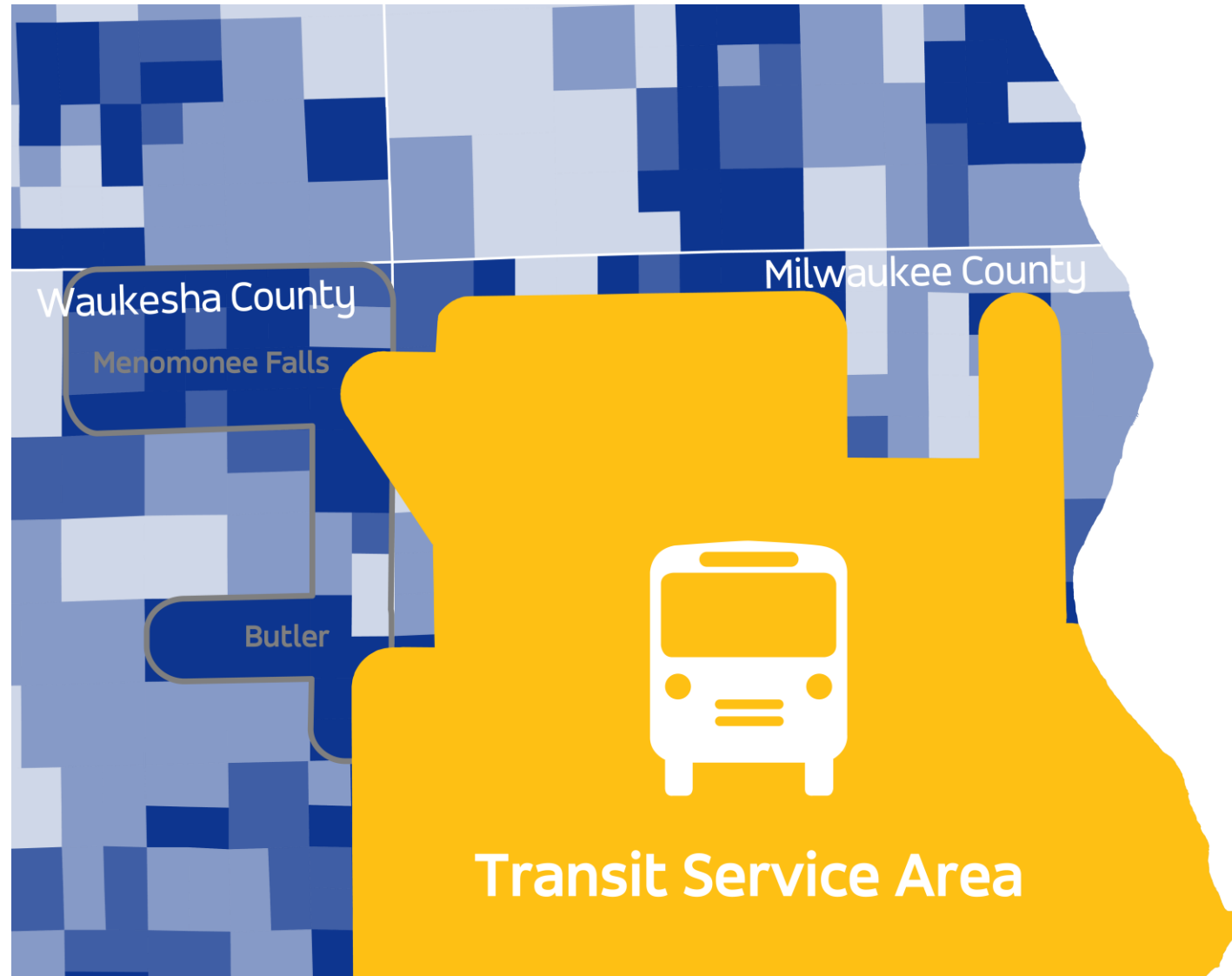
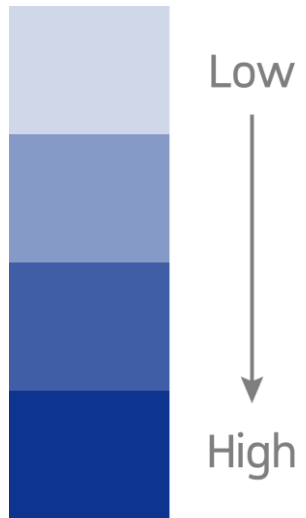
Milwaukee

**2022 Southeast Wisconsin  
Transportation Symposium**

October 14, 2022

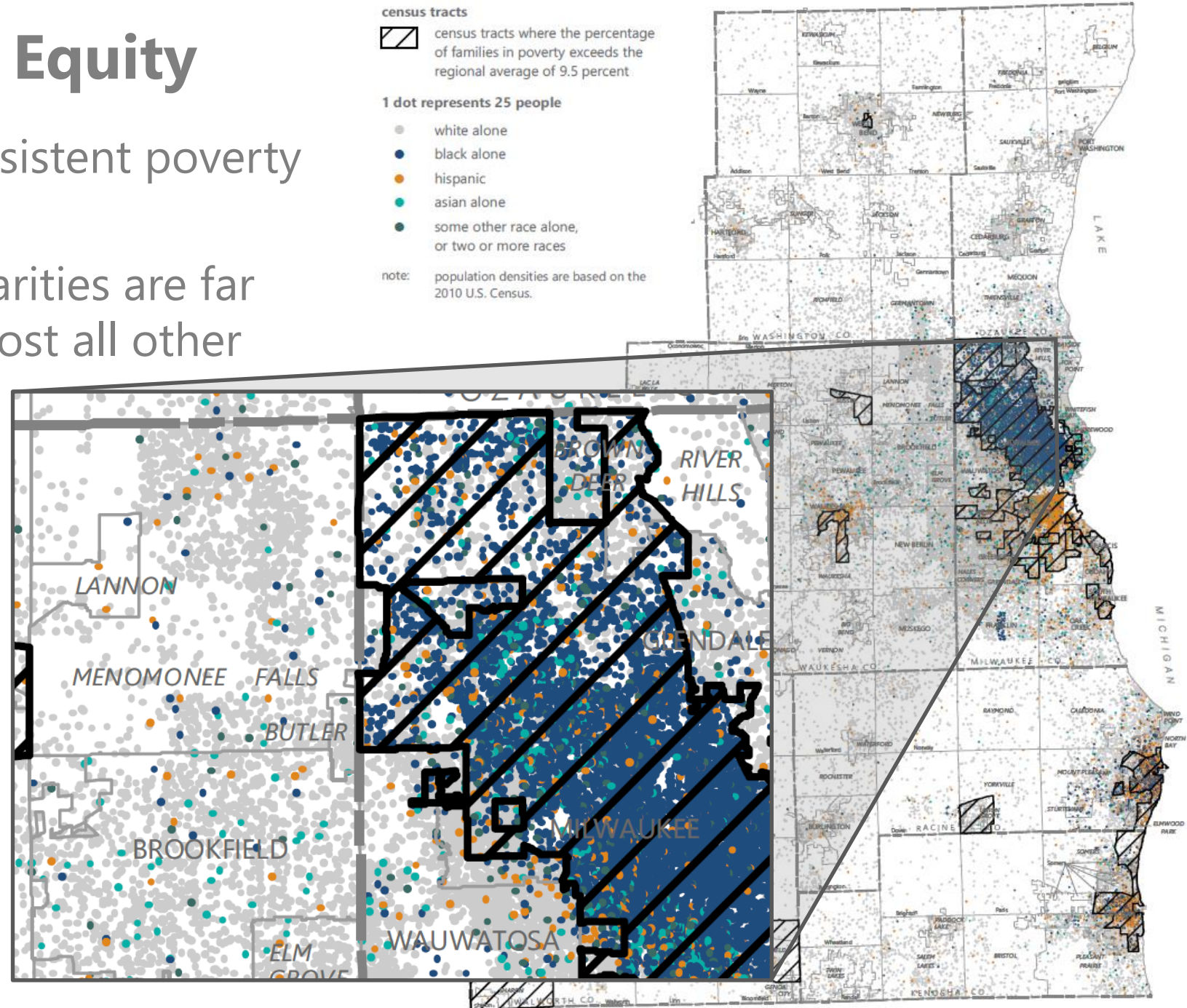
# The Challenge

Jobs Inaccessible  
by Transit



# Racial and Economic Equity

- Increasing diversity, but persistent poverty among people of color
- Milwaukee metro area disparities are far more pronounced than almost all other metro areas
- FlexRide is trying to tackle transportation barriers that limit job opportunities for many Milwaukee residents



# Building a Partnership





# Broad Support and Successful Launch Event



**Cavalier Johnson,  
City of Milwaukee Mayor**

We have a problem right now. We have a problem today. We have people who need access to work, good-paying jobs today.



**David Crowley,  
Milwaukee County  
Executive**

The fact that we have both Waukesha County and Milwaukee County right here is a real testament to how important it is to invest in transportation.



**Lingqian (Ivy) Hu, UWM**

We are so excited to bring \$1 million in National Science Foundation federal research funding to launch a project that can solve a long-term problem in our region.



**Kevin Muhs, SEWRPC**

Spread the word to more people who need jobs or need better jobs, and to more companies in Menomonee Falls and Butler that need workers, so we can demonstrate the success of this project.



# FlexRide Milwaukee

Powered by 



## What is FlexRide?

- On-demand transportation pilot
- Funded initially by \$1 million grant from NSF
- Led by UWM/SEWRPC and supported by numerous partners
- Connects workers from Milwaukee to jobs in NW suburbs (for now)
- All City of Milwaukee adults eligible to join pilot if they work or want to work in the Employment Zone





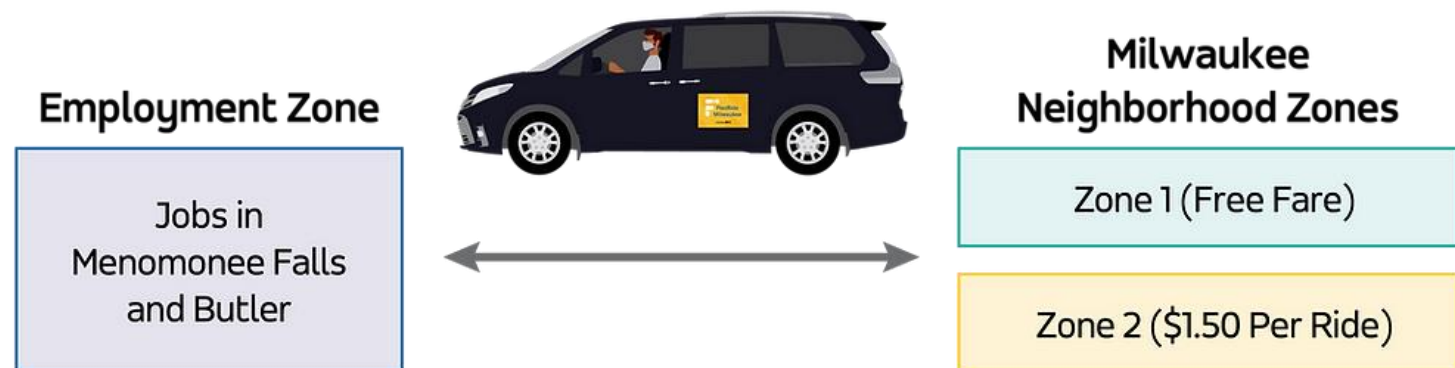
# FlexRide Milwaukee



## The Basics

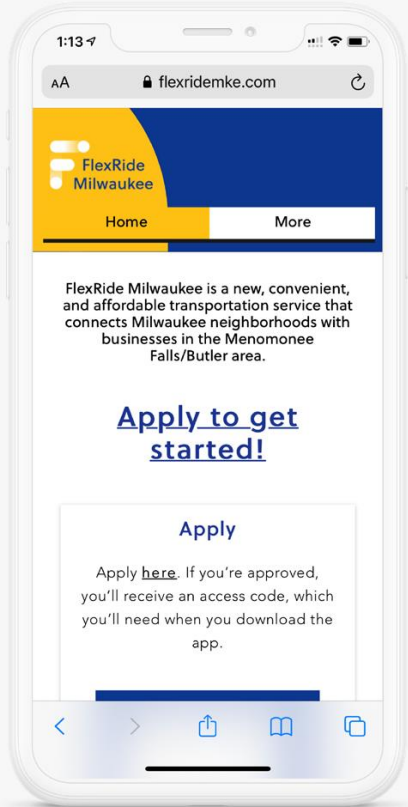
- **On-demand:** once a rider requests a ride, a vehicle will usually pick up within minutes
- **Microtransit:** may share rides
- **Service hours:** weekdays 4:30a.m. – 11:30p.m.
- **Fares:** to/from Zone 1 is free, to/from Zone 2 is \$1.50 per one-way trip
- **Research:** participants asked to take surveys

## Take FlexRide to/from Your Job



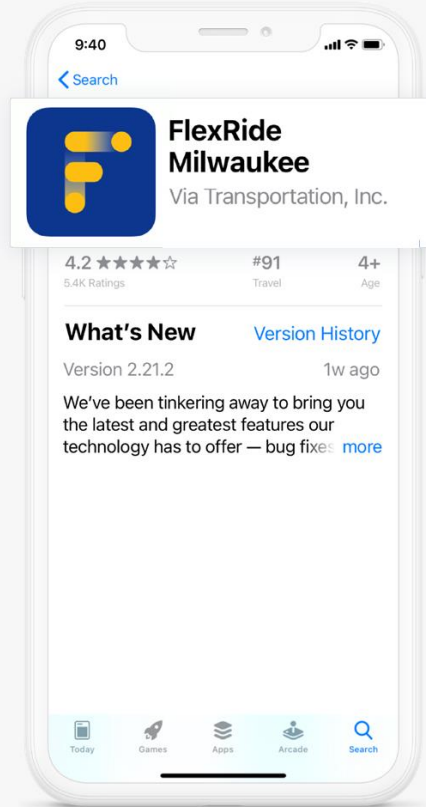


## 1. Apply



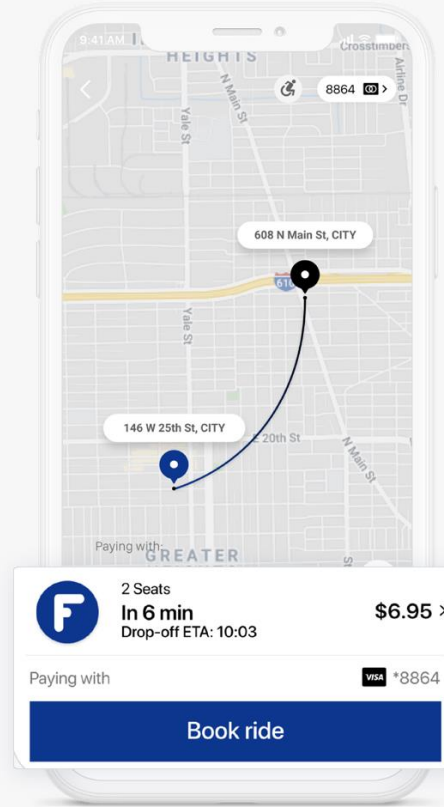
Apply at flexridemke.com. If you're approved, you'll receive an email with an access code.

## 2. Create an account.



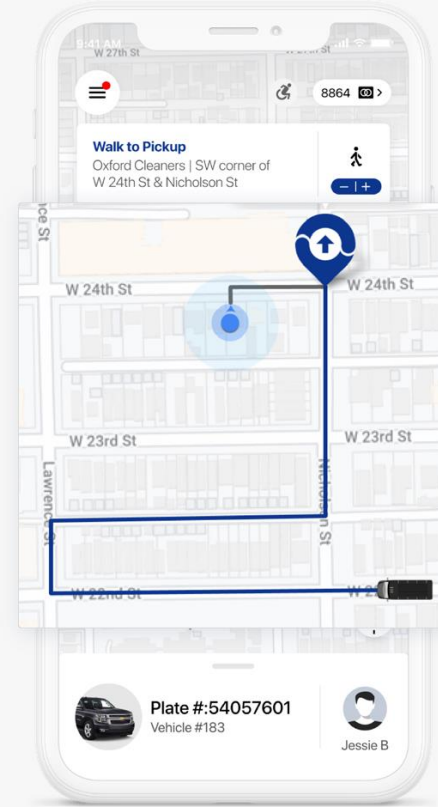
Download the FlexRide Milwaukee app from the App Store or Google Play Store. Follow the sign up steps, then enter your access code in the “Promo Codes” section of the app.

## 3. Book a ride.



Enter your pickup and dropoff locations, then choose the ride that works best for you. Be sure to tap the Wheelchair icon if you need an accessible vehicle!

## 4. Meet your driver.

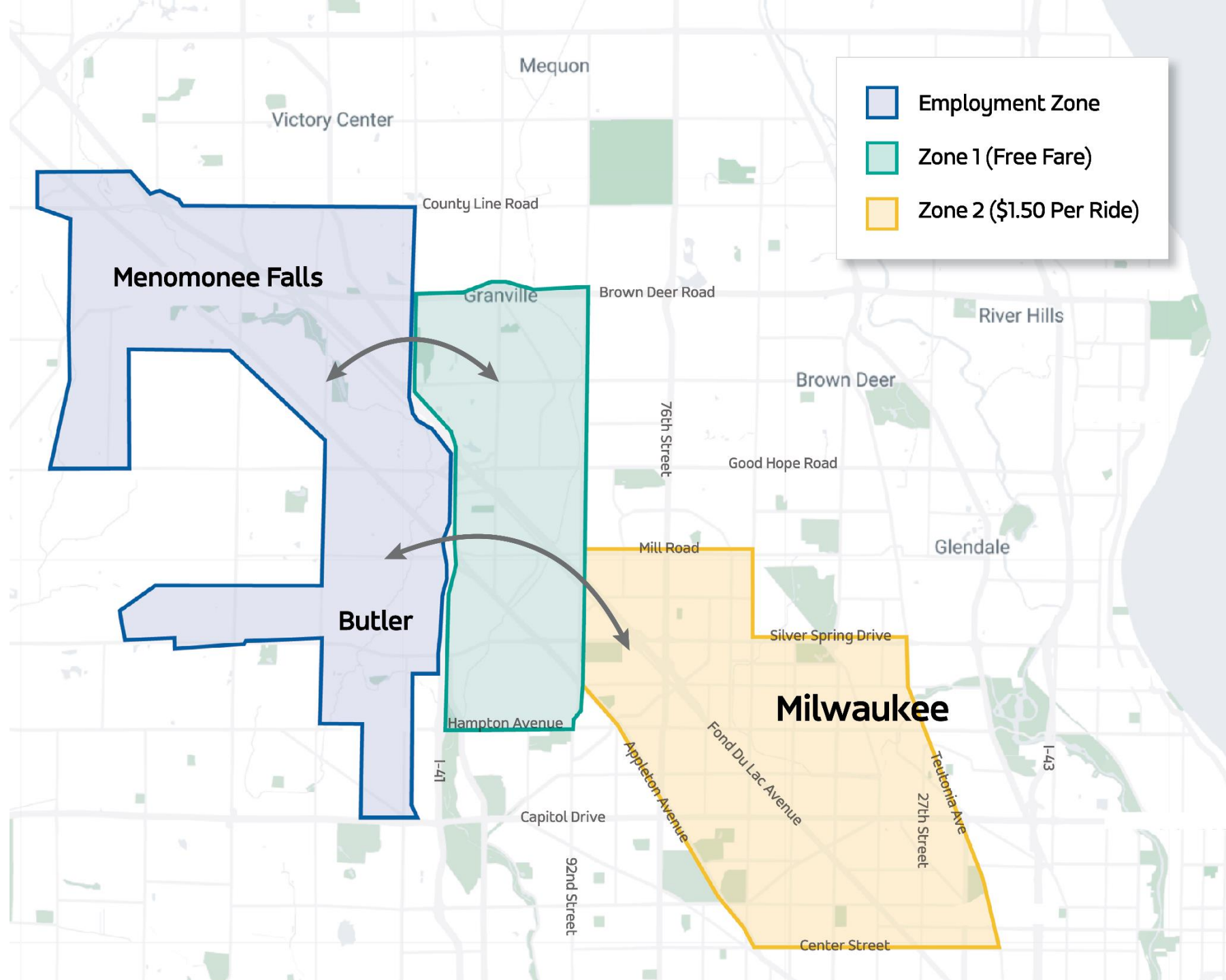


Check the app to find out exactly where to meet the vehicle, which may be a short walk from the location you gave us.

# How to Ride



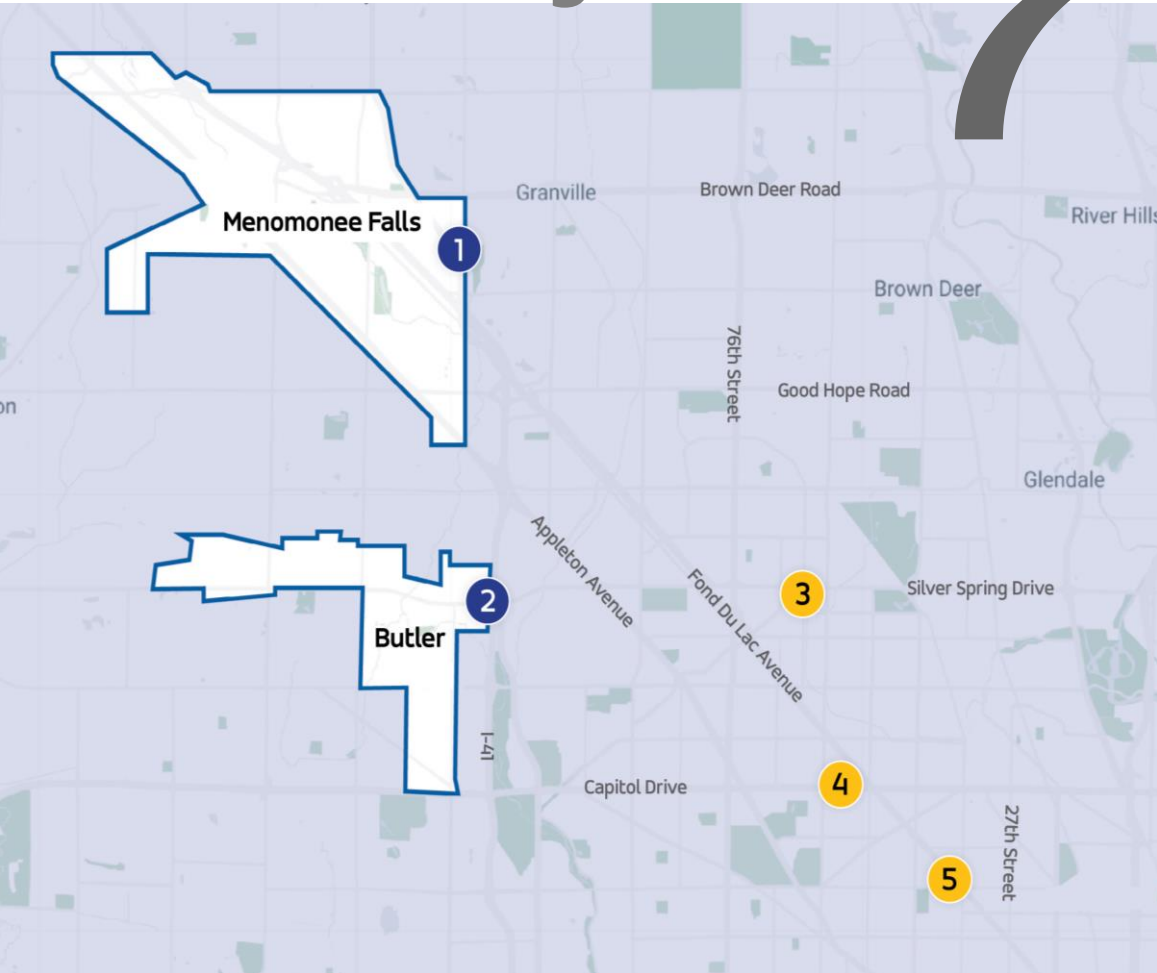
# Where to Ride



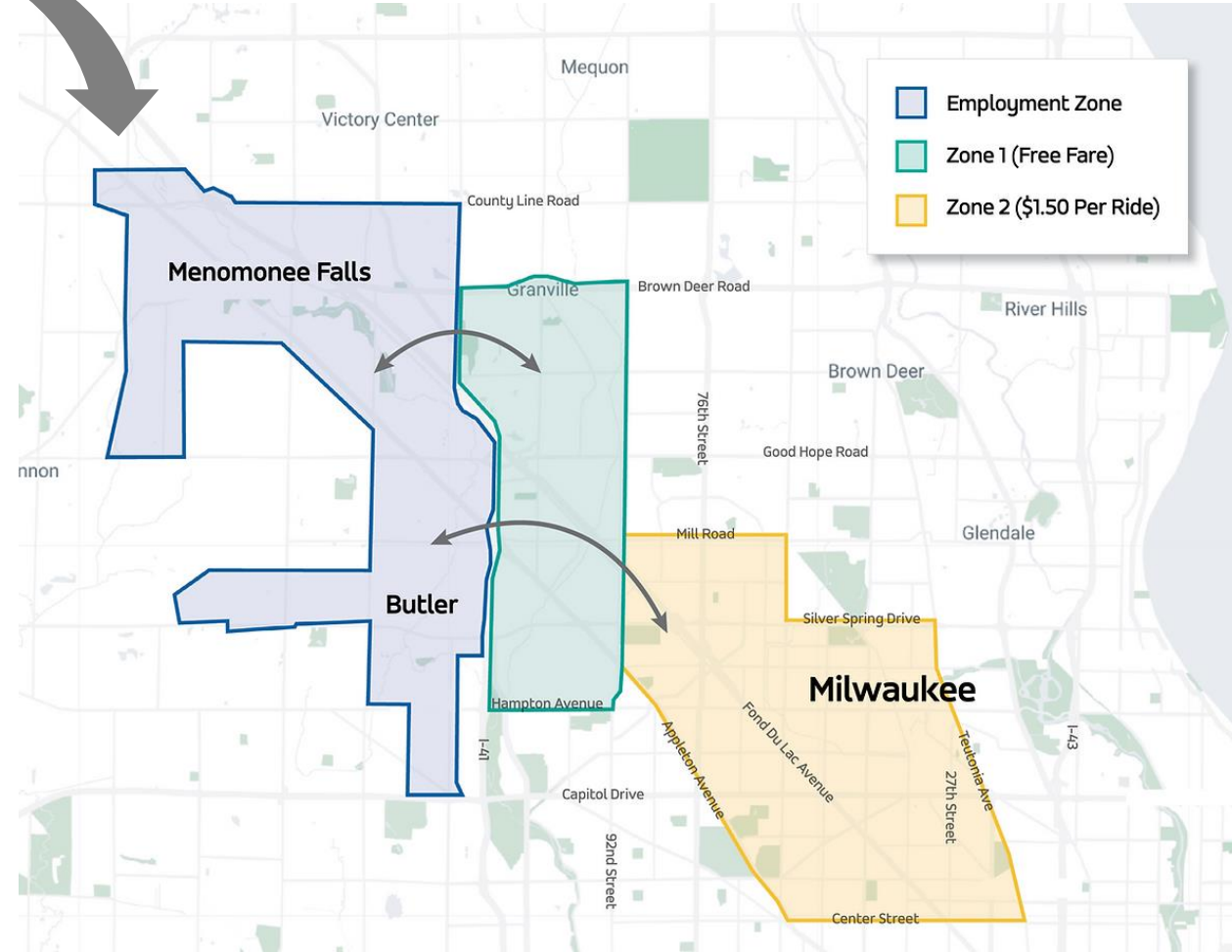
# Service Model Evolution

- Started in February with 5 pickup points and two employment zones
- Switched in April to two pickup zones and one combined employment zone

## Original



## Current



# Accessible to All

- Wheelchair accessible
- Call-in option for those without a smartphone
- Cash payments for unbanked individuals



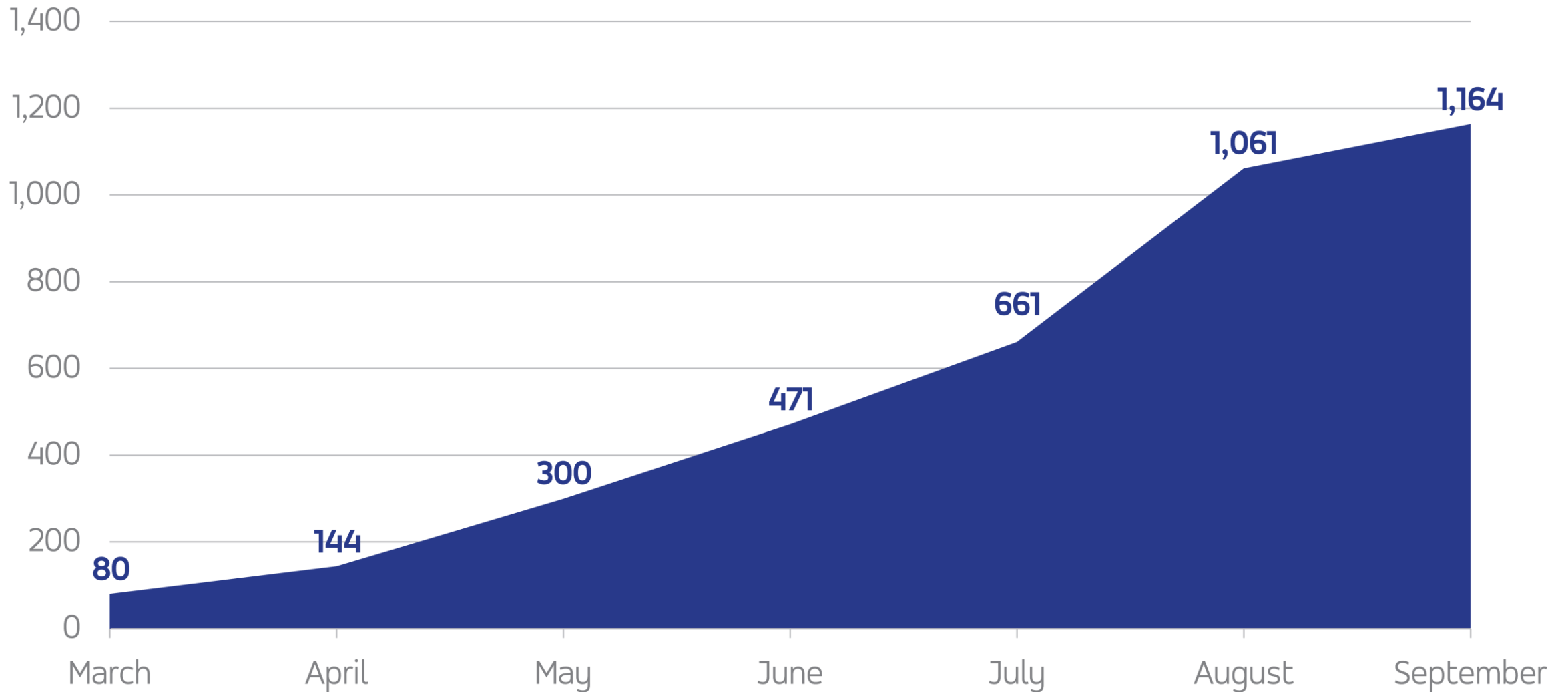
No credit card?  
No problem!



Buy ride vouchers  
with cash at the  
following locations

# How Big is the Market?

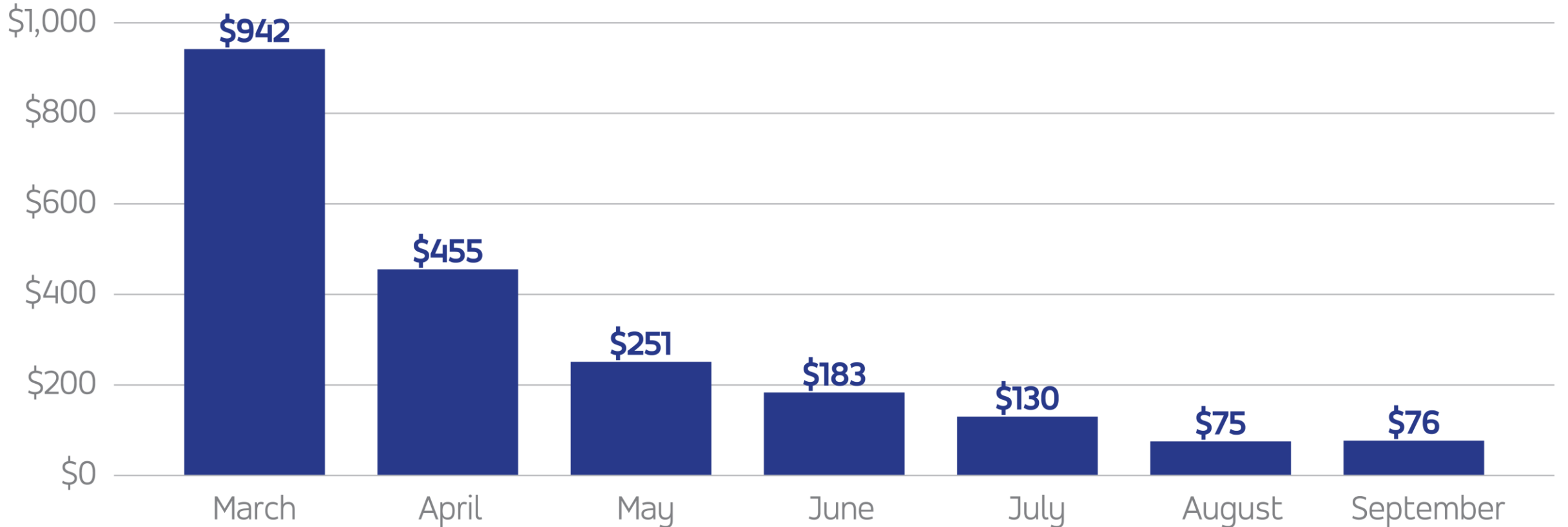
FlexRide Milwaukee Completed Rides by Month March-September 2022



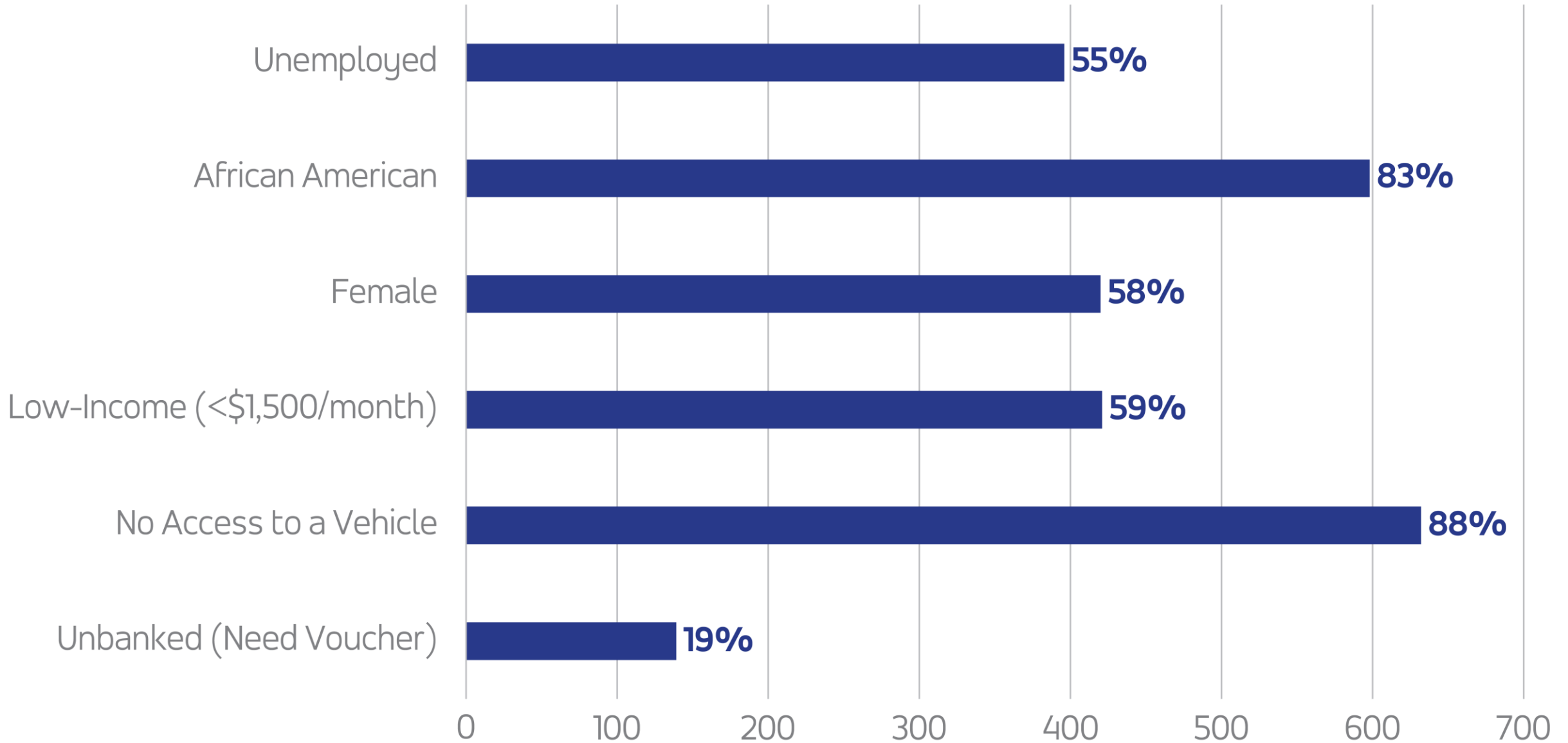


# Is Microtransit Cost-Effective?

FlexRide Milwaukee Cost per Ride by Month March-September 2022



# Who Are the FlexRiders?





# Challenges and Lessons Learned

- It's a lot of work!
- Lack of a regional entity to operate
- Tight labor market
- Vehicle/driver supply challenges
- Newness of service
- Research component complications
- Global service provider pros and cons
- Perception as supporting low-density development patterns
- Difficult and costly to cover all shift times
- COVID concerns a barrier to sharing rides



# Rider and Employer Feedback

- Rider satisfaction appears high, but concerns raised
  - Average ride rating of 4.9
  - Riders needing education on shared-ride concept
  - Increasing demand and driver supply issues leading to longer wait/travel times, not being able to book a ride
  - Customer service quality complaints
- Employer engagement varies widely
  - Some heavy users, some with only one or two employees
  - Impacts and concerns when riders experience issues
  - Willingness to pay varies and requires high-level approval



# Next Steps

## ➤ Complete Pilot Research

- Applications closed, pilot ends Oct. 31
- Surveys and research ongoing
- NSF CIVIC Closing Event held Sept. 21-23
- FlexRide Symposium scheduled for Nov. 16

## ➤ FlexRide Expansion

- MobiliSE leading effort to sustain and expand
- Funding through at least end of 2024 provided by State plus additional potential funding sources
- Current service to continue thru March 31, 2023
- FlexRide 2.0 to launch April 1, 2023
- RFP for issued, deadline for proposals is Nov. 18



State announced \$4.2 million to support expansion of FlexRide Milwaukee



Powered by  VIA

# Get to jobs in the Menomonee Falls area for \$1.50 or less.



@FlexRideMKE



Learn more and apply at [flexridemke.com](https://flexridemke.com).