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Moovit On-Demand: Increase Ridership & Fill Network Gaps with Microtransit

A Single Solution for Data-Driven Planning with Seamless Multimodal Trips and Mobile Payments Integrations
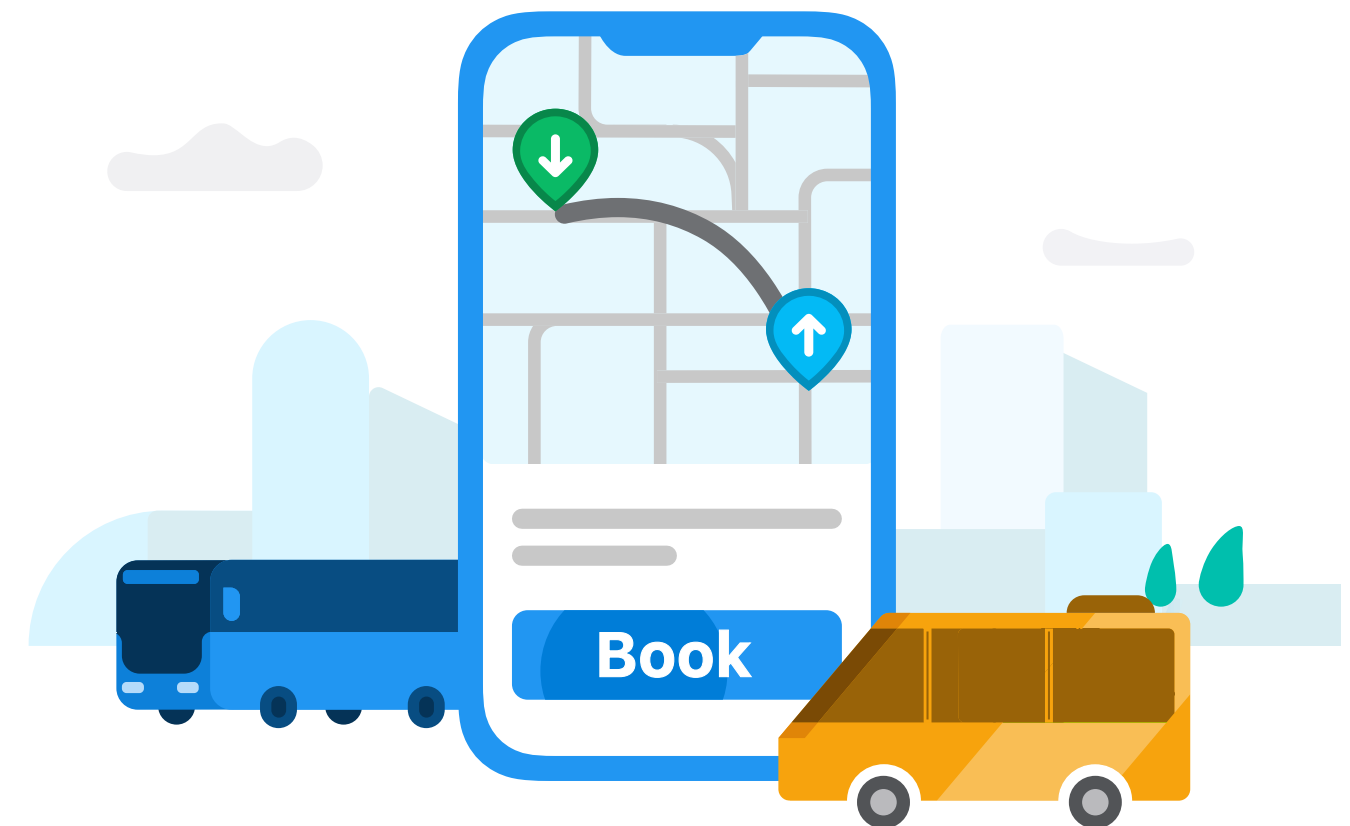
Connecting the Transit Landscape

As the needs of riders change and technology continue to advance, transit agencies have a real opportunity to evolve to a more flexible model that extends and complements existing fixed routes.
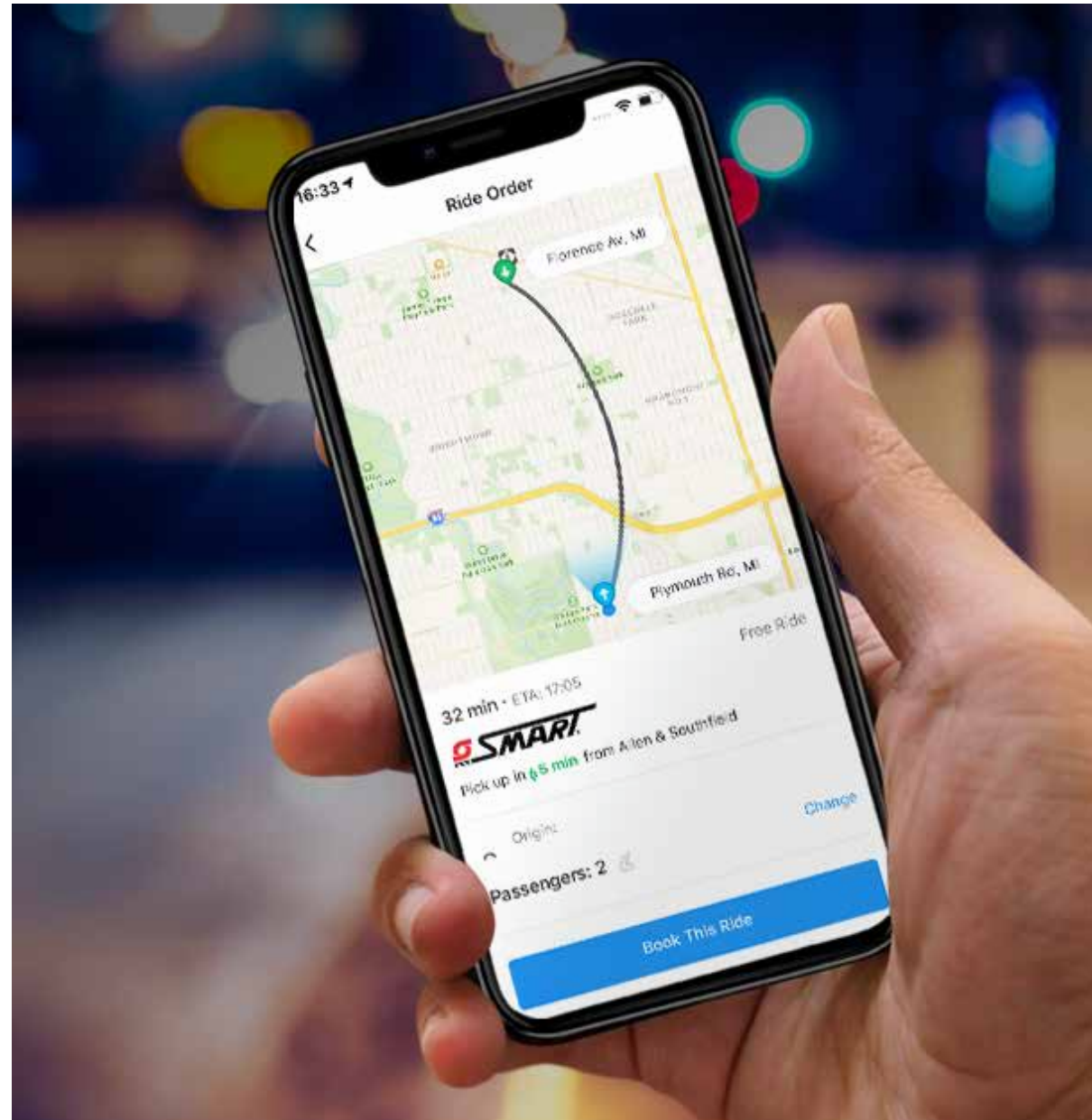
On-demand microtransit has become a proven way to attract more riders, reduce costs related to inefficient fixed routes, and integrate with the core transit network to expand your overall coverage and fill your transit gaps. From inefficient fixed routes to a lack of first-/last-mile routes to unserved or low-density areas, well-planned, on-demand microtransit solutions solve a range of transit gaps with the flexibility to adapt services as needed today and in the future.

Moovit On-Demand is a holistic, out-of-the-box solution for an on-demand ride-sharing system in a defined service area, with your evolving transit needs in mind.

Offer more than just convenient, on-demand journeys - become mobility integrators, seamlessly connecting your solution to the extended transit network. Digitize your network and tackle your transportation challenges with an on-demand mobility solution that leverages the most sophisticated algorithm, while giving riders an easy entry back into public transit and keeping both riders and drivers safe.

The Moovit Difference

Data For Accurate Planning and Decision-Making

Match your transit gaps to your network goals with rich data that identifies underserved areas and helps determine optimal service areas and corridors, using data-driven service simulations to match supply with demand for success from day one.

Full Journey Planning and Payments from Day One

Riders enjoy real-time arrival and fare information, enabling them to compare and choose from all available multimodal services including fixed routes, micromobility, and of course your on demand service - according to their time-cost tradeoff needs. With integrated payments, riders pay for all the various modes they take through the Moovit app for ultimate convenience.

Integrated Payment Systems

With payment integration partners including Cubic, Masabi, Token Transit, and others, riders enjoy contactless payments for a seamless 'plan, ride, pay' experience on multimodal transit, including your on-demand service.

On-Demand: Not a One-Size-Fits-All Solution

Each and every on-demand solution needs to be designed to solve the specific, evolving needs of the community, which should be based on data and analysis. Harnessing the power of Moovit's repository of Big Data, agencies get a deep-dive into their network's data to understand current demand, discover gaps and barriers, and determine the best service zones to solve your specific transit needs.

From supplementing or replacing fixed routes to adding first-/last-mile transport, serving underserved areas, and more, Moovit On-Demand solves your network gaps, using rich, anonymized rider and transit data to further optimize services.

Solution needs to solve specific needs of the community and should be based on data and analysis

No matter an agencies' expertise or requirements, partnering with Moovit offers access to our unique planning process with three levels of analysis:

1 **Gap Analysis**

For a better understanding of when and where on-demand services would be most successful, we complete a full analysis of the network to understand their gaps and identify areas of opportunity for on-demand services.
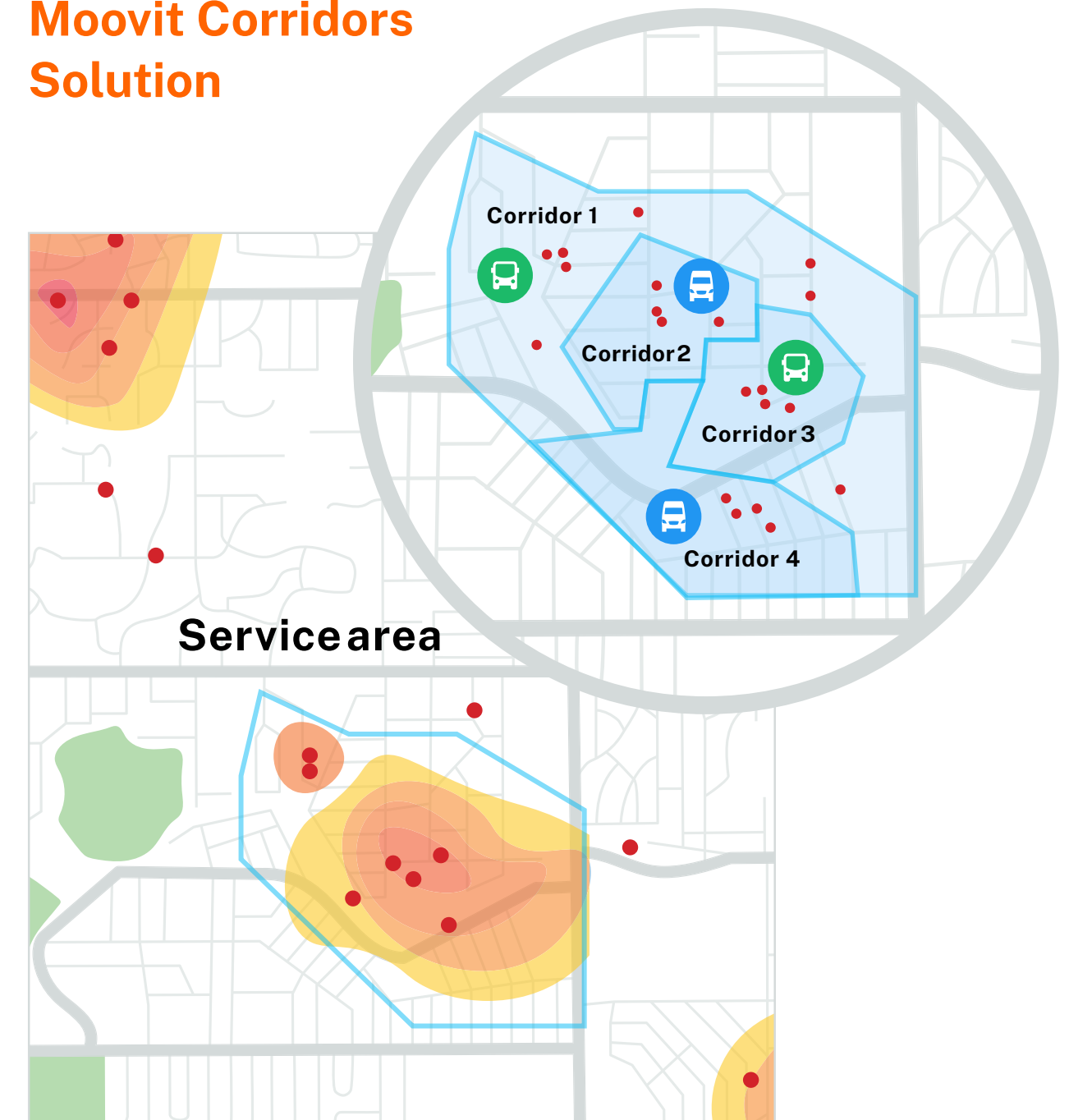
2 **Corridor Analysis**

For agencies that have identified areas of opportunity, we help break those zones down into corridors for improved SLAs and higher efficiency. The corridors and distribution of vehicles among them are flexible, automatically shifting based on rider demand.

3 **Simulation**

For agencies that are looking to right-size their operations based on key operating parameters, we help define and optimize service areas and corridors, running times, fleet size, and rider limits, tailored to your specific needs. Simulating the service first virtually with simulated demand for rides and then using real riders, we work with you to ensure your SLAs are met and if not, perform a re-analysis to further optimize the corridors.

Moovit Corridors Solution

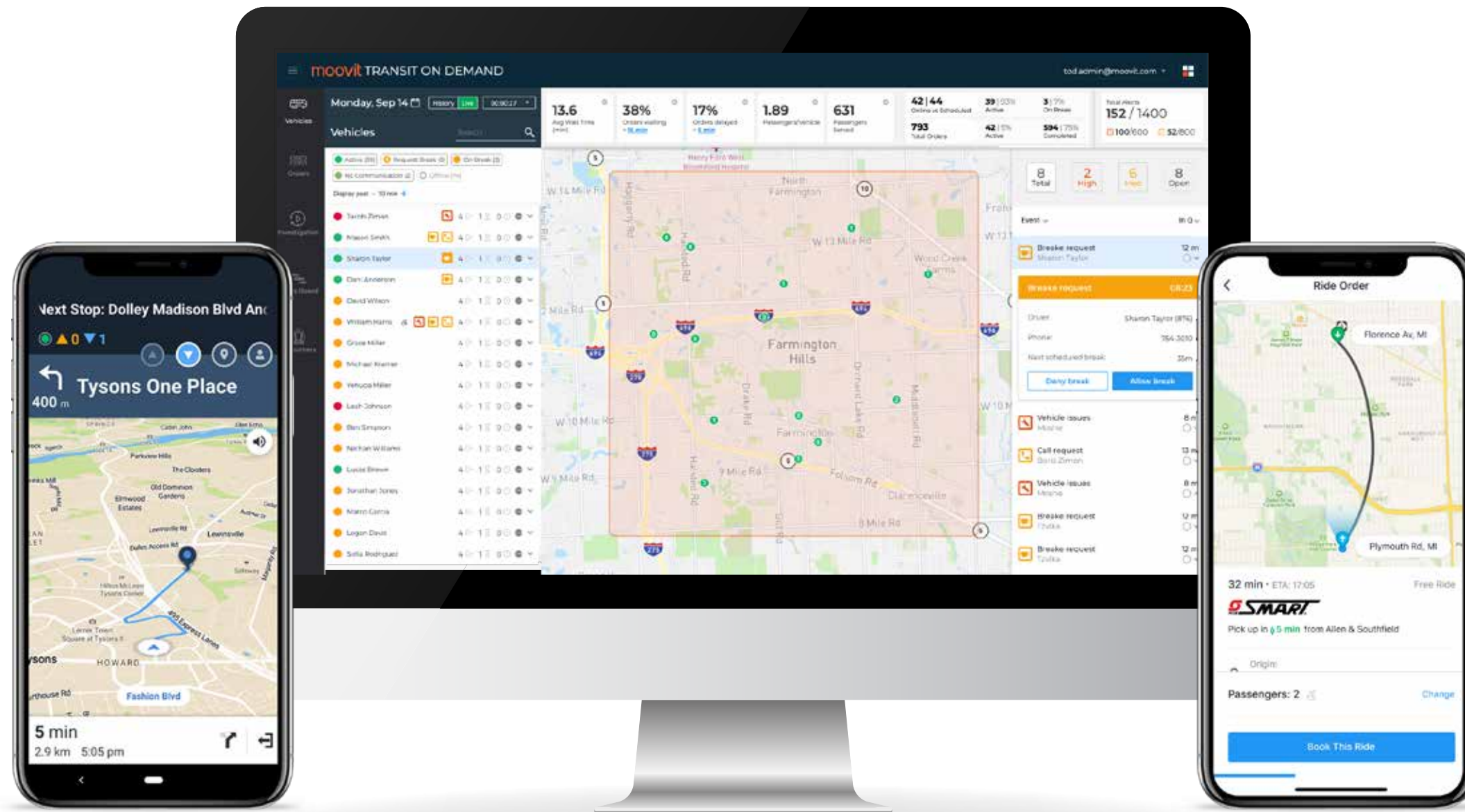# Intelligent On-Demand Solution for Agencies of All Sizes

Remove the burden of manual rerouting, miscommunication with drivers, and low rider satisfaction rates

Moovit On-Demand is powered by a sophisticated algorithm using real-time data from the field to enable the highest level of service with truly dynamic rides.

Passenger booking is fully automated, allocating the ride to the closest available driver, and riders can be automatically added even to live rides if passenger limits aren't violated.

Remove the burden of manual rerouting, miscommunication with drivers, and low rider satisfaction rates. In addition to the new wealth of real-time operations data, the solution offer KPI reporting to measure and refine service as needed.

The face of Moovit's On-Demand includes three main components that make the solution easy-to-use for riders, drivers, and operators alike.

Driver Application

- Turn-by-turn navigation
- Easy-to-use interface
- Real-time issue reporting and communication with operations
- Pickup confirmations
- No more paper schedules or manual records

Dispatch / Operations Control Center

- Web-based dashboard
- Automated rider/driver assignments
- Real-time scheduling, dispatching, monitoring, and updating
- Route planning, add or remove virtual stops

Rider Application

- Multimodal trip planning
- Live guidance to pickup locations
- Real-time arrivals info
- Seat reservations
- Mobile payments
- Interoperability with 3rd party apps

A MaaS-Ready Solution

As part of the Moovit app ecosystem, your on-demand service will be available to all citizens within your designated on demand zones who can plan and pay for the full array of transit services, creating a seamless rider experience that goes above and beyond isolated on-demand solutions.

With Moovit's innovative MaaS platform, agencies are able to scale up their on-demand services as needed, enabling innovation and added functionalities at pace. Additionally, easy interoperability and integration with 3rd party apps create a future-proof solution that will fit your every need, today and in the years to come.

Scale up on-demand services as needed, enabling innovation and added functionalities.

Moovit On-Demand at a Glance

Reduce operator and driver workload and stress with dynamic, automated trip routing, on-demand dispatching, and real-time operations for utmost control and visibility

Offer a convenient, rider-centric approach with the ability to plan and pay for on-demand and multimodal mobility modes in a single app

Easily integrate with other apps and introduce new mobility solutions with interoperability with 3rd party apps

Leverage SLA benchmarks for riders per hour, wait times and time onboard, etc.

Why Moovit?

930M+
users

3400+
cities

112
countries

45
languages

Unmatched Global Experience and Expertise

With over 930 million users, and operations in more than 112 countries, in over 3400 cities, we know your cities and towns.

As urban mobility experts, we understand that each city and operator has different challenges. That's why our solutions are tailored and customized to your specific needs.

The World's Largest Repository Of Transit Data

By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers the most accurate real-time picture of the best route for their journey.

We have established an unprecedented community of users who send active reports about their travel experience, such as bus congestion levels, cleanliness, and more, to help others have a better travel experience.

This is how we generate up to 6 billion anonymous data points every day, creating the world's largest repository of people's movement data, and driving unmatched insights to our customers and users.

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To learn more about how Moovit's On-Demand solution can fill your transit gaps and improve all-around service,

reach out to us at: maas_solutions@moovit

Moovit, an Intel company, is a leading Mobility as a Service (MaaS) solutions provider and creator of the #1 urban mobility app