



RAPID
ON DEMAND

THE **RAPID**

Grand Rapids, Michigan

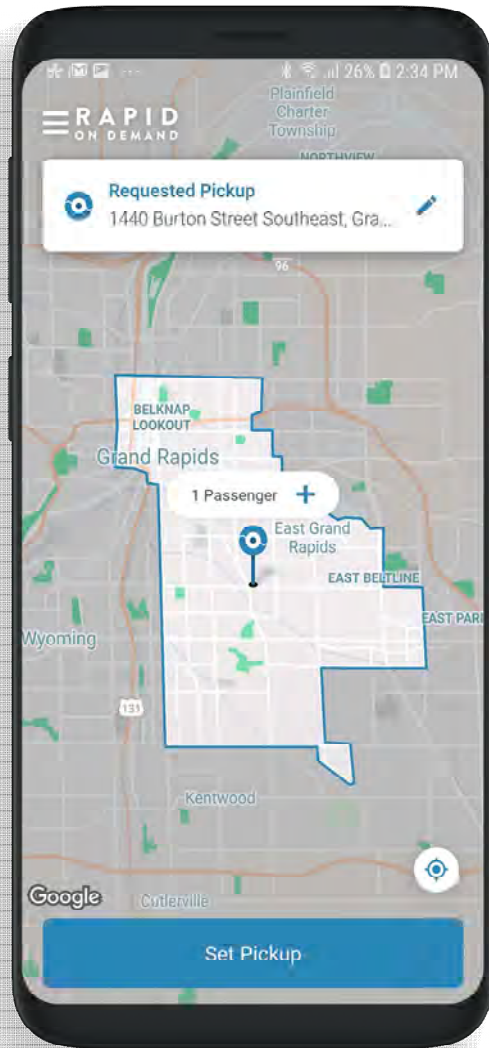


MICHIGAN MOBILITY CHALLENGE

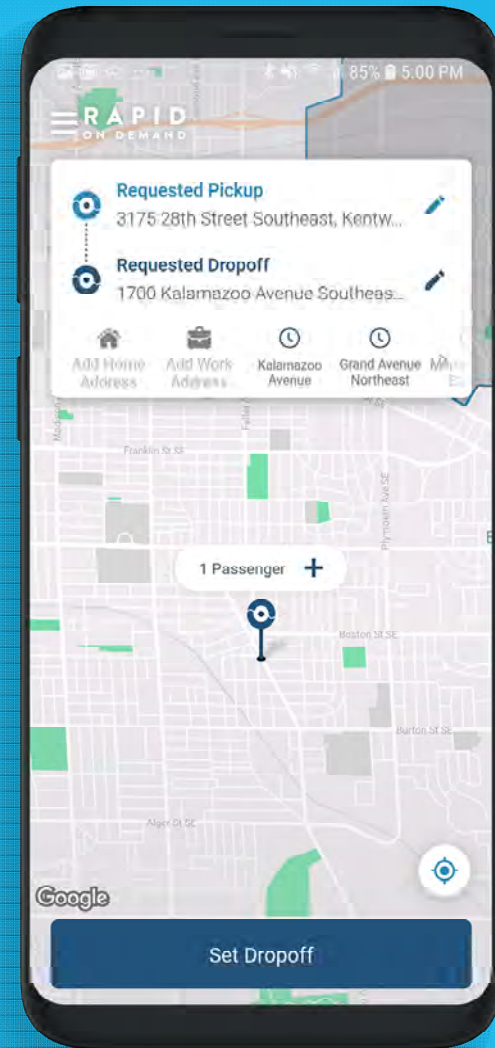
“Funding projects that use new technology and innovative service models.”

THANK YOU MDOT!!

Easy To Learn



Easy To Ride





PILOT GOALS:

Regular Ridership

Returning Clients

Over a 6 Month Period

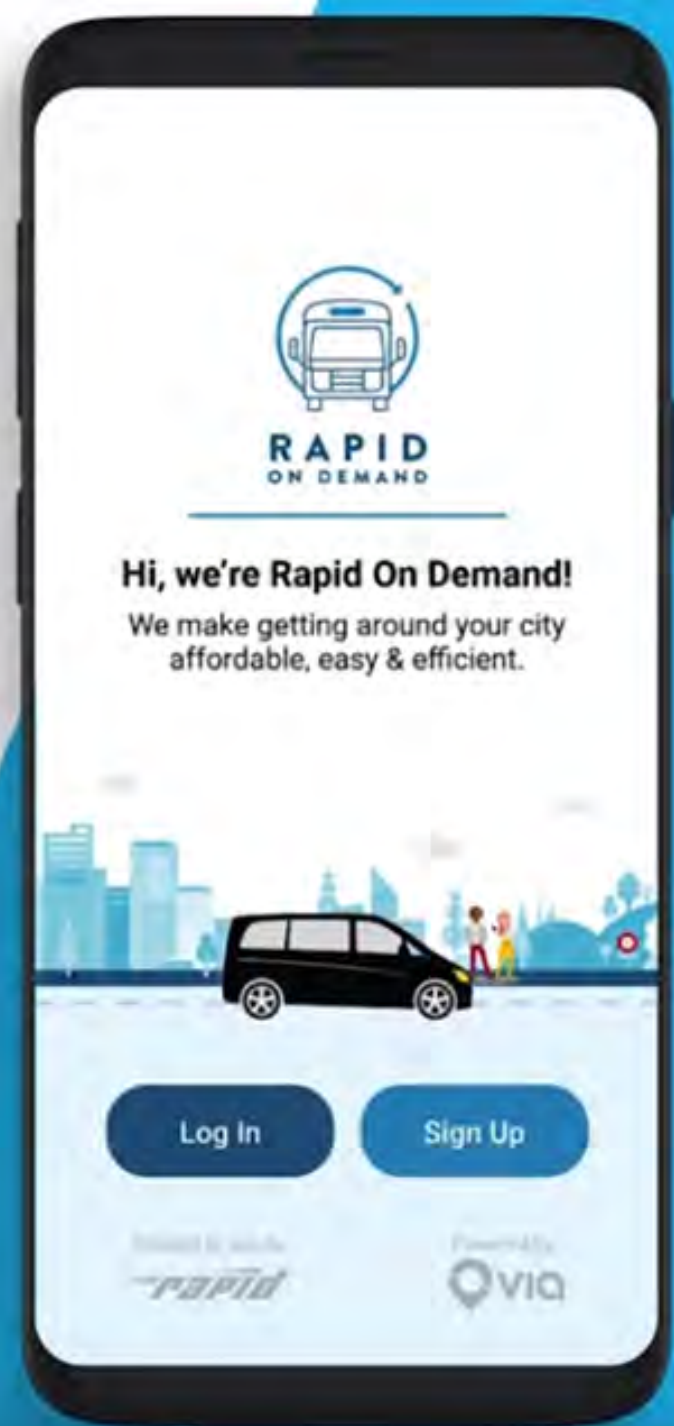


20-25 Rides Per Day

~80 Active Riders

Customer Response

- Independence
- Familiar Services
- Affordable
- Door to Door
- Large Service Area



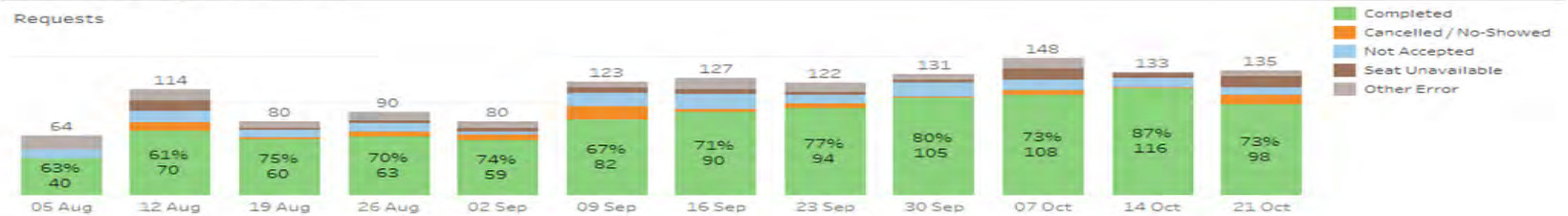
Data as of November 1, 2019



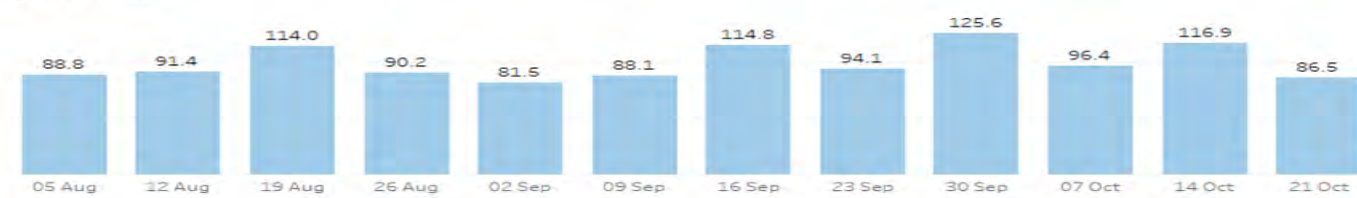
Date View Weeks Days/Weeks/Months Back 12 Detailed Views OFF

Service Operations

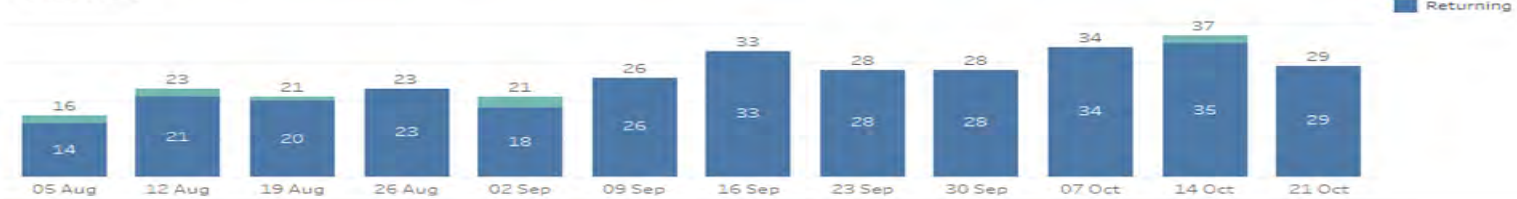
Requests



Driver Hours



Active Users

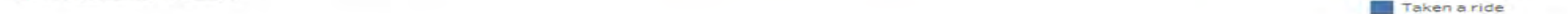


Rider Growth

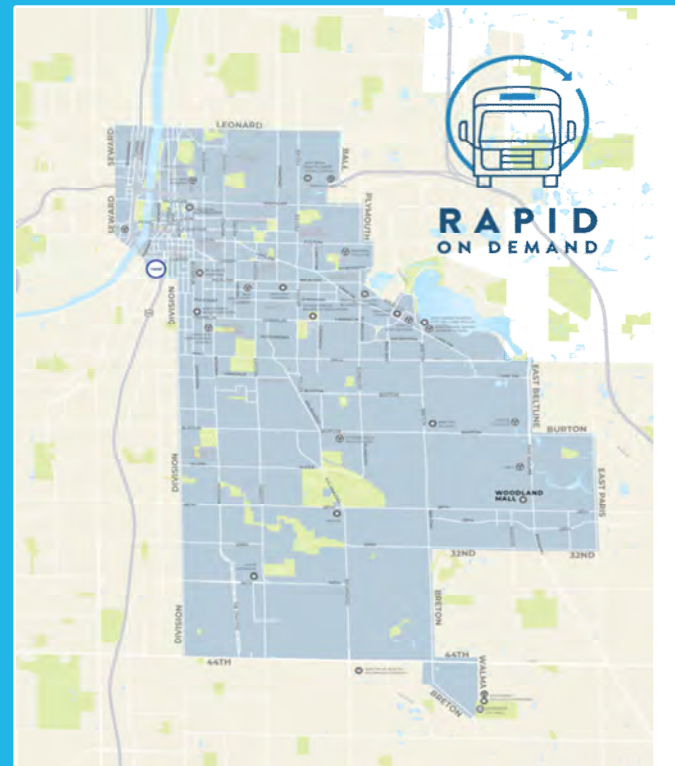
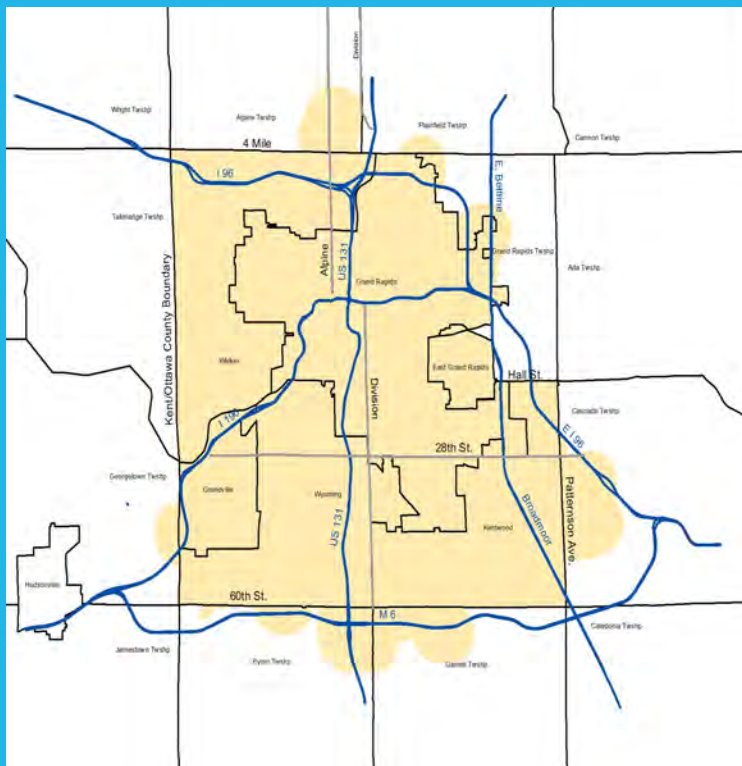
Conversion



New Accounts Created



Go!Bus Service Vs. On-Demand Coverage Map



Customer Feedback



“Gobus On Demand has been life changing for our family. We often times forget to book the regular GoBus or have last minute changes that cannot be made when using the regular GoBus. Having the ability to be more flexible is great.”

“It makes riders feel more like normal people.”

“Service is an app, which is tough for some to tackle because it is new technology. Most people don’t have smartphones. The service area is not the same as Go!Bus so even if the people have smartphones and are out of the area it wouldn’t matter.”

“The app really struggled at the beginning to work with those who were visually impaired.”

Conflicts within the Pilot



Availability of Vehicles

Smaller Coverage area

Disconnect between technology and the client base

Positives within the Pilot

Same day service

Trips moved regularly without needing a dispatcher to touch every trip

Convenience of scheduling the trip without having to call in to Special Services

The Future of “On-Demand” at The Rapid



This is a sustainable service. The Rapid, using the lessons learned from this pilot, intend to deploy a fleet of On-Demand vehicles in January 2022. These vehicles will be available in our complete service area to assist with the first mile, last mile concerns for those who utilize the fixed route service and may have limitations. Once this service has proven successful, The Rapid intends to look at branching out to paratransit clients once again with On-Demand service.