

## WHAT'S AN ON-DEMAND ZONE?

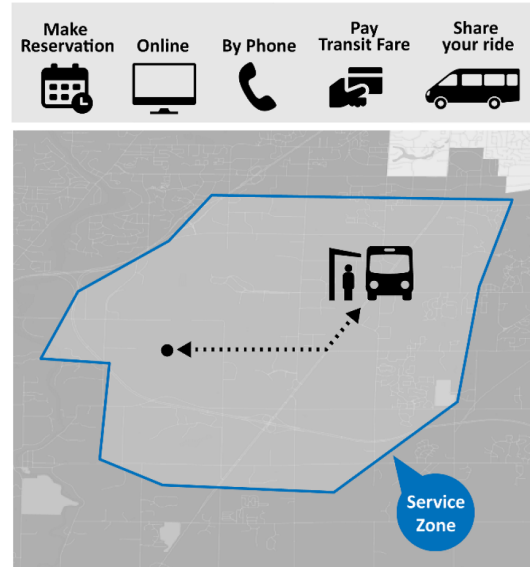
On-demand zones are specifically designated areas where passengers can request a ride and be dropped off within that same zone.

The Rapid would operate this on-demand, shared, and flexible service.

Passengers could request a ride by calling or using an app.

Vehicles are typically smaller accessible vans, but can range from large SUVs to shuttle buses. They are operated by professional drivers.

On-demand zones are an effective way to serve areas where there may not be enough demand to have a traditional bus route or that are less pedestrian friendly.



## HOW DO I USE AN ON-DEMAND SERVICE?

- Request on-demand trip at least an hour in advance using online form, mobile app, or phone.
- Agency confirms reservation and indicates estimated time of arrival (via same methods), sending updates if needed when vehicle is on the way.
- Track vehicle as it makes progress prior to pick-up (as user technology allows).
- Pay fare using pre-paid card, transit fare card, or cash.
- Share rides as other passengers get picked-up and dropped-off.
- Arrive at requested drop-off point.
- At some locations, the service may have scheduled stops, such that passengers can board the vehicle without a reservation and request a ride.



**Mobility For All**

[therapidmobilityforall.com](http://therapidmobilityforall.com)

**THE RAPID**



## Mobility For All

Mobility For All is a planning process exploring practical ways to improve our transit system. We are developing a plan to use our available resources to better match where we go with where there is current and future demand for service.

Mobility For All is:

- **Evaluating existing transit services** and how effectively they are serving the travel needs of the region.
- **Positioning The Rapid to increase ridership** by understanding what the current system is capable of and what can be achieved.
- **Providing a road map** with realistic, collaborative and implementable action steps to be taken over the next several years.

### COMMUNITY PRIORITIES

Multiple different priorities helped guide potential options for improving transit service, including:

- Stakeholder and board engagement
- Design You Transit System survey
- Operator participation
- Built on 2018 Align Study outreach

Community priorities for riders and non-riders included improving weekend service, addressing on-time performance issues, and improving all-day service frequency.

### STATE OF THE RAPID

Prior to developing any recommendations, existing operations and the market for transit were considered. Ridership was analyzed for every route at every stop, for each trip, as was on-time performance. Existing travel patterns, population and employment numbers, and demographic data were all assessed to understand the underlying market for transit.

Three different priorities were developed that reflect the public's desires for service enhancements. These initial recommendations are intended to offer options for improving service within the existing budget. The three scenarios are as follows:

- **Frequency Scenario** – This scenario seeks to improve the quality of service throughout the system by improving the all-day service frequency of key routes, and retaining downtown Grand Rapids access.
- **Coverage Scenario** – This scenario creates new east-west crosstown routes, improves the all-day frequency of key routes, and maintains shorter walks to transit service.
- **Weekend Service Scenario** – This scenario presents limited frequency improvements on select corridors and includes a longer span of service and improved service frequency on Saturdays and Sundays.

Our goal is to collect feedback about the preliminary scenarios. **All scenarios are concepts at this time.** The preferred option will likely contain a combination of recommendations from each of the three scenarios, rather than a single scenario in its entirety. Therefore, as you make comments, please be specific about what you like or do not like about a scenario. The final recommendations will be based on feedback received from the public.

**THANK YOU FOR PARTICIPATING!**