

Battle Creek Transit Launches On-Demand Microtransit Service



Battle Creek Transit Launches On-Demand Microtransit Service in Calhoun County, Michigan

As part of a Coordinated Mobility Pilot, Battle Creek Transit and Liftango have collaborated to launch BCGo, the first App-powered On-Demand Transit service for Calhoun County.

The service launched on the 8th of March and is a 12 month pilot to demonstrate the benefits of On-Demand Transit.

BCGo is a door-to-door service and enables passengers to request rides in a flexible manner.

Using technology to improve the routing and scheduling of vehicles, passengers can book trips through the BCGo smartphone App or by phoning the Battle Creek Transit Call Centre and vehicles will be automatically dispatched in real-time to their location.

“Our On-Demand Transit platform not only provides a greater level of access to transport for the members of society that need it most, it enables Transit Agencies to expand their reach in an efficient and cost-effective manner,” says Liftango VP of Americas, Jacob Greig. Working in the background, Liftango’s technology platform calculates the best route for a vehicle to meet the needs of multiple passengers at any given time.

This removes the requirement for fixed timetables and provides a personalised experience for passengers by allowing them to be picked up and dropped off when and where they need within the county.

BCGo fares will range between \$3 and \$15 per trip depending on distance travelled. Payments can be made onboard or through the App and each additional passenger added to the booking will be charged a flat rate of \$3. All vehicles are wheelchair accessible and the service will run from 6:00am to 9:00pm Monday to Friday, and 9:00am to 5:00pm on Saturdays.

The App is available to download on both Google Play and Apple App Stores and for those without access to a smartphone they can book through the Call Centre on 269-966-3474.

For more information visit www.BCGoMI.com

Contacts

JJ OBrien

0429845355

mailto:jj.obrien@liftango.com