As the mobility leader for the region, RTA will deliver a **seamless, accessible, customer-focused** mobility experience for **all**.
Americans aged 65+ will nearly double by 2030.

Lack of access to mobility services in unserved & underserved areas.

We will outlive our ability to drive by 8 to 10 years.

85% of Americans are choosing to age in place.

No show rates to critical medical appointments reported as high as 40%.

Demand for mobility is growing. Costs increasing & shifting.
Mobility as a Service

The RTA continues to develop a mobility network where all modes of mobility can be seamlessly coordinated by RTA through strategic partnerships and projects that build upon each other to enhance the mobility of all people in the region.
How it Works

RTA Connect On-Demand offers the convenience of booking your trip around your schedule. On-Demand offers door-to-door service within certain areas of the region where fixed-route service is either unavailable or limited. This service is available 24/7, 365-days a year by booking with the Lyft app, or by making a same-day, advanced or recurring reservation with RTA Customer Service. Free when connecting to fixed-route and $2 per trip within zones.
Connect On-Demand Zone 5:
Wright-Patterson Air Force Base Area A & B, Air Force Museum, Wright State University

- $2 fixed fare rides
- You have 42 rides remaining
- Pay $2 plus any amount over $2
- Valid on standard Lyft rides only
- Valid until Feb 28, 2019 11:59 PM
- Pickup and drop-off must be within the coverage area
- Does not apply to rides with added stops

View coverage area

RTA Zone 5 GO with Lyft

Connect On-Demand is a door-to-door service available to customers 24-7 hours a day, 365 days a year.

Cost:
Free = Trips within the zone that are to or from a Transfer Point.
$2 = Trips within the Zone that do not start or end at a Transfer Point.

How to book a trip:
Download the Lyft app and use promo code: RTAZONE4 for trips to or from Transfer Points.
Or RTAZONE4GO for trips that do not start or end at a Transfer Point.

No Lyft app? Call RTA at 937-425-8300 to book a trip the day of or up 7 days in advance.

iriderta.org/rtaconnect
(937)425-8300
Multi-modal Trip Planning (Beta Phase)
### How to Guide

**Discovery & Planning**

- Listen to your peers, other mobility providers, share & steal
- Don’t over think it
- Realize what you already have with technology, vehicles & personnel
- Do you homework...
  - Ridership/Costing, Bargaining Agreements, FTA, ADA & Title VI
- Legal & Insurance input for operating agreements
- Allow for flexibility in the pilot program
# How to Guide

## Engagement
- Jurisdictional
- Attend city council meetings
- Ride the routes, survey the area, talk to customers
- Educate & sign up before transition
- Emphasis on different mode, better service

## Finding Providers
- Open solicitation, don’t make it difficult (how are you funding?)

## Funding & Revenue
- Unrestricted local operating funds
- Under or budget neutral goal
- Weigh the value of charging fare
Challenges

- Adapting existing technology to new services
- Changes to existing operating practices
- Provider availability
- Employee acceptance
- Customer acceptance
- Minor operational & technical issues
Program Highlights

- 19,280 trips provided since June 2017
- 30,000 hours of fixed-route service
- Fixed-route operating cost = $2.4 million annually
- Operating cost = $290,367
- Average cost per trip = $15.06
- Over 80% of trips connect with fixed-route
- Overall high customer satisfaction & adoption
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