

ABC Transit Agency Launches Innovative On-Demand Ride Share Service

Passengers Can Hail Customized Trip Through Smartphone App

DURHAM, N.C., January 25, 2020 -- [ABC Transit Agency](#) is excited to announce the launch of ([name of shuttle service, i.e. Quick Ride](#)), a flexible and dynamic on-demand microtransit shuttle service in ([neighborhood/area of service](#)).

Similar to ride-hailing services, [Quick Ride](#) uses a smartphone app for riders to schedule customized curb-to-curb microtransit trips. A small neighborhood-friendly shuttle bus will pick-up riders and drop them off wherever they wish to travel within the service boundaries. Along the way, the shuttle may pick-up other passengers who also request a ride. The service conveniently accommodates people with disabilities.

HOW IT WORKS

The new pilot program will be implemented in partnership with [ABC Transit Agency](#) and TransLoc, a Ford Mobility Company. To use this new ride share program, passengers first download the free TransLoc app to their smartphone and then request a ride. Following a [Quick Ride](#) request, the TransLoc app will provide passengers with an estimated pick-up time, track their bus in real-time, and alert them when their ride is about to arrive. Passengers will also be notified when their ride is about to reach their desired destination.

[Quick Ride](#) customers will also be able to request same-day rides by calling [000-000-0000](#) or by going online to [ondemand.ABCTransit.com](#). Wait times for service are subject to vehicle availability and demand.

COSTS & PROGRAM DATES

The cost to ride is only [\\$0.00](#) per trip, [\\$0.00](#) for those eligible for discount fare (seniors, students and persons with disabilities); or, riders can use their [ABC Transit](#) monthly pass. The low-cost makes [ABC Transit's Quick Ride](#) more affordable than a traditional ride-hailing service, which could cost riders more than five times the amount for a similar trip.

This pilot program will operate within [the xxx city limits](#) and will run [six months from January 1, 2020 through July 1, 2020](#). If the program goes well, the service [will expand](#)

and become a part of ABC Transit's regular service.

(Quote from transit agency about your excitement, benefits of the program, and how this technology will provide solutions to a gap in service)

About ABC Transit Agency

(summary of your transit agency and services)

Contact

(transit agency contact information)

About TransLoc

TransLoc delivers a one-stop-shop for transit providers seeking transit orchestration solutions. Recognized by Fast Company for its innovative technology, today TransLoc's intelligent transportation software portfolio includes flexible demand response, fixed route systems, and planning services, providing software and services for more than 1500 transit providers worldwide. Powering more than 600 million annual rides, TransLoc's fixed route and on-demand systems are at the core of both cities and towns, and on university and business campuses. TransLoc has collectively partnered with agencies to deliver the highest level of service and win the confidence of the riding public for more than a decade.

Contact

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