

INNOVATIONS IN RURAL MOBILITY:

Case Examples of Active Transportation, Technology Services, and Vehicle-based Transportation in Rural and Small Metropolitan Areas of the United States

November 2020

This brief was researched, written, developed, and designed by a team of professionals at the Western Transportation Institute at Montana State University. It was produced under a contract with the National Association of Development Organizations Research Foundation with support from the U.S. Department of Agriculture Rural Development. USDA is an equal opportunity provider.

EXAMPLES OF ACTIVE TRANSPORTATION



ALLEN COUNTY BIKE SHARE

Allen County, KS

Allen County, KS adopted a bike library model to provide access to bicycles in their community. The Allen County Bike Share is a free program that allows people to borrow bikes- they just need to provide a picture ID and sign a waiver. The bike library model uses single-speed cruiser bikes that users can “check out” at six locations across our neighboring communities. The bikes for this program are sourced and maintain by a local bike shop, and the program itself was started using grant funding from Blue Cross Blue Shield of Kansas.

For more information:

- <http://bikeallencounty.org/bike-share/#:~:text=Allen%20County%20Bike%20Share%20is,years%20of%20age%20or%20older>

- <https://smartgrowthamerica.org/webinar-recap-small-places-smart-mobility/>



BICYCLE LIBRARY

Millinocket, ME

The Millinocket Memorial Library offers a Katahdin Gear Library program which allows library patrons to “check out” gear ranging from bikes, canoes, paddle boards, skis, and snowshoes. The gear library also offers bike repairs to library patrons by “pay what you can” donation. The gear library was founded in 2018 by the library with support from Outdoor Sport Institute, Maine Community Foundation, Appalachian Trail Conservancy, Bicycle Coalition of Maine, and private donors with the goal of supporting healthy living.

For more information:

- <http://millinocketmemoriallibrary.org/gear/>



KOLONI BIKE SHARE

Pocahontas, IA

Launched a small bike share in 2018. Koloni charges communities a monthly fee for the hardware and bicycles with smart locks that can be parked anywhere. Pocahontas staff and volunteers are responsible for managing their fleet of bikes including finding and rebalancing bikes across the town. A local volunteer group handles the maintenance. The Town of Pocahontas see an average of 75 riders per month. Revenue for the bike share system primarily comes from advertisements rather than rider fares.

For more information:

- <https://learn.sharedusemobilitycenter.org/casestudy/pocahontas-iowa-sees-opportunity-for-small-town-bikeshare/>



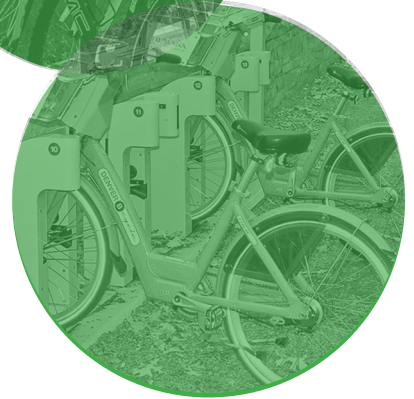
ESPERANZA
BICYCLE SAFETY
EDUCATION
CENTER – EARN A
BIKE PROGRAM

Albuquerque, NM

The Esperanza Community Bicycle Education Center offers an adult-oriented education program, participants can earn a refurbished bike and a helmet. To earn the bike, the participant must attend a City Cycling Class and our Roadside Maintenance Class. There is a suggested donation of \$10 per class.

For more information:

• <https://www.cabq.gov/parksandrecreation/recreation/bike/esperanza-bicycle-safety-education-center>



UNIVERSITY
OF LOUISVILLE
– EARN A BIKE
PROGRAM

Louisville, KY

University of Louisville offered an Earn a Bike program through their Sustainability Council – students, faculty, and staff who were will to forgo their right to a parking permit for two years could receive a \$400 voucher to several local bike shops. This program received distributed a total of 1,908 vouchers between 2012 and 2016. Due to budget cuts, the program ended in 2017 but the University is hoping to revive and relaunch at some point in the future.

For more information:

• <https://louisville.edu/sustainability/operations/transportation/earn-a-bike-program>



BLINK
RIDES

Bozeman, MT

Blink Rides, an e-scooter share company, was launched in 2019 by a local woman in Bozeman. The program had more than 7,000 rides within the first month. The program offers 100 e-scooters, available to rent via smartphone application at designated “parking zones” at key commercial districts and in downtown Bozeman. It costs \$1.50 for the first minute and 30 cents per minute after. The scooter must be parked in a designated “parking zone” to end the ride. The program plans to expand to the local college campus and to other towns in Montana.

For more information:

• <https://www.blink-rides.com/>



GRANVILLE GREEN- WAYS



Granville County, NC

In 2006 the Granville County Board of Commissioners and the County Municipalities adopted the Granville County Greenway Master Plan. As a part of this plan, 23 corridor routes for greenways were identified. These corridors were chosen to emphasize local resources. This plan was funded by a grant from Eat Smart, Move More North Carolina which was a statewide movement to encourage health eating and physical activity. Partnerships were created between the County, Municipalities, and local schools to create a system of trails that ties together destinations within the County.

For more information:

- <https://www.granvillecounty.org/residents/recreation/greenways-trails/>
- <https://www.youtube.com/watch?v=PteO5HiY1Qc>



OLYMPIC DISCOVERY TRAIL



Olympic Peninsula, WA

The Olympic Discovery Trail is a 130 mile non-motorized trail that connects four trail towns from Port Townsend to the Pacific Ocean. The vision for the Olympic Discovery Trail is to “connect communities across the North Olympic Peninsula, while serving as a catalyst for recreation, community health, transportation, and economic development”. The Peninsula Trails Coalition manages an extensive volunteer group that promotes construction and maintenance of the trail.

For more information:

- <https://olympicdiscoverytrail.org/about-us/>



TECHNOLOGY-BASED EXAMPLES

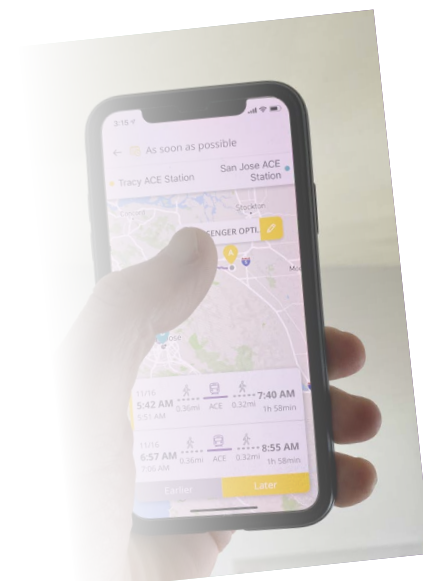
Vamos MaaS App

San Joaquin and Stanislaus Counties, CA

Vamos Mobility is a mobility as a service (MaaS) smartphone application serving residents in San Joaquin and Stanislaus Counties in California. This app works to pull together information from multiple transportation agencies within both counties to help make rural residents aware of their transportation options. App users are provided information on transportation options ranging from fixed route transit to rideshare to dial-a-ride service to help plan trips within and between counties. In the future Vamos plans to offer the ability to make trip reservations, buy tickets, and access other transportation services.

For more information:

• <https://vamosmobileapp.com/>



Go! Vermont Trip Planner

Vermont (statewide)

The Go! Vermont Trip Planner is a tool that allows users to view statewide transportation from flexible transportation services like dial-a-ride or deviated fixed route service to fixed route to vanpools and carpools. The Go! Vermont Trip Planner allows users to enter their origin and destination and provides transportation options, providing critical information particularly to rural residents across the state.

For more information:

• <https://www.connectingcommuters.org/>



HealthTran - Mobility Management

Missouri (statewide)

HealthTran was established by the Missouri Rural Health Association to help improve health of rural Missourians by reducing missed medical appointments due to transportation barriers. HealthTran accomplishes this goal through coordinating and scheduling transportation for users to access medical appointments. HealthTran works with local champions and community organizations to increase transportation options, using existing providers and will work to create new transportation options through their volunteer driver program. HealthTran's volunteer driver program provides drivers \$0.80 per mile mileage reimbursement.

For more information:

• <https://healthtranrides.org/>

• https://www.youtube.com/watch?v=3_OfECpl9Fc

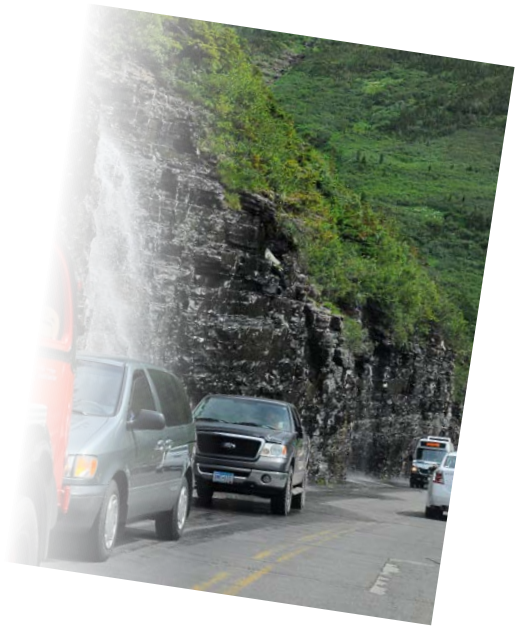


Glacier National Park - Ride-Match Program



Glacier National Park, MT

Glacier National Park developed a ride-matching database with the goal of reducing single-occupancy work trips and congestion on Going to the Sun Road. The website allows park employees to enter one-time or reoccurring trips and other employees can search for a match. This databased has also been used as an informal carrier service for employees needing an item dropped off or picked up.



Lawrence OnBoard - Rideshare Program (CarmaHop)



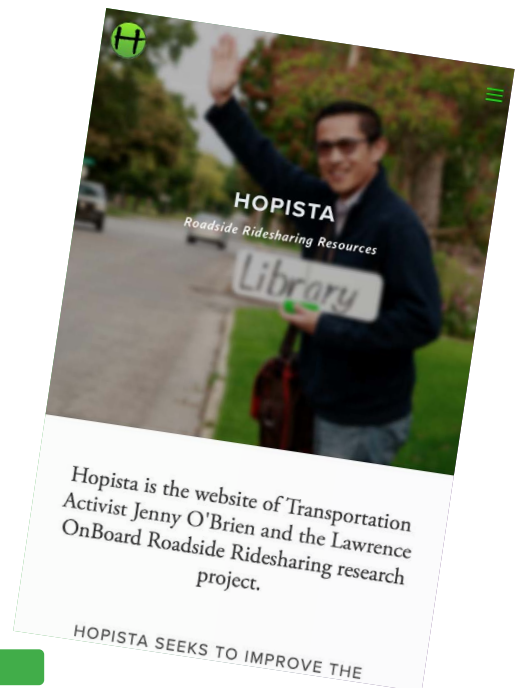
Lawrence, KS

Lawrence OnBoard, experimented with the idea of hitchhiking as the foundation for rural ridesharing. The program was create to provide a convenient transportation option for residents that often had no public transportation options or only had access to public transportation that was undesirable due to long headways. Participants registered for the program, were provided training, and window clings to indicate that they were a driver. Pickups can occur anywhere, provided the location is safe for pick-ups, and riders can text the Lawrence OnBoard office as a safety check. Between September 11, 2012 and October 28, 2013, 121 rides were taken by 18 riders.

Lawrence OnBoard was later piloted with venture capital as CarmaHop and was ultimately discontinued when a sustainable business model could not be achieved.

For more information:

• <http://www.hopista.org/>



VEHICLE TRANSPORTATION EXAMPLES

MISSOULA RAVALLI TRANSPORTATION MANAGEMENT ASSOCIATION



Lake, Missoula, Ravalli, and Mineral Counties, MT

The Missoula Ravalli Transportation Management Association (MRTMA) provides the iRide vanpool program. This program allows a group of 6 to 13 people with similar travel destinations to travel together in a shared vehicle. MRTMA provides the vehicles and pays for insurance and maintenance. iRide vanpool participants share the cost of fuel. Participants must be registered with the iRide vanpool program and have an original within Lake, Missoula, Ravalli, or Mineral County as well as must be able to maintain and report ridership data to MRTMA.

For more information:

- <https://www.mrtma.org/>

MIO ELECTRIC CARSHARE PROGRAM



Tulare and Kern County, CA

Miocar is an 100% electric vehicle carshare providing vehicle access to rural San Joaquin Valley residents. Vehicles are located in seven affordable housing complexes within Tulare and Kern Counties. The vehicles can be rented on an hourly or daily basis via a smartphone app or online.

For more information:

- <https://miocar.org/>
- <https://www.selfhelpenterprises.org/blog/new-100-electric-carsharing-service-provides-practical-affordable-transportation-options-for-sjv-residents/>

NEEDLES CARSHARE PROGRAM



Needles, CA

The Victor Valley Transit Authority's Needles Car Share program offers hourly car rentals starting at \$5 per hour through a partnership with Enterprise Rent-A-Car. Car rentals include a pre-paid fuel card and insurance. Members can reserve a vehicle online or over the phone and pick up the car at the local credit union. This program offers two vehicles (a sedan and minivan) providing access to nearby urban areas for essential trips (medical appointments, grocery stores, etc.).

For more information:

- <https://vvta.org/flex/needles-car-share/>

KID ONE TRANSPORT

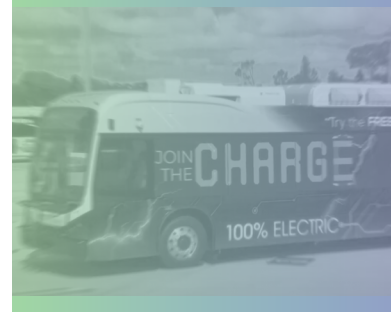
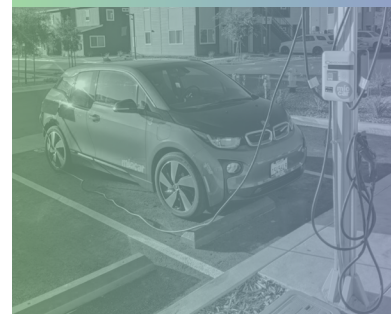


43 counties across Alabama

Kid One Transport provides transportation to children and expectant mothers to access health care services. Kid One Transport operates a fleet of 21 vehicles service 43 counties across the state of Alabama. In 2018, Kid One Transport provided over 22,500 rides to medical appointments throughout Alabama.

For more information:

- <https://www.kidone.org/>



LINK ON DEMAND

Lone Tree, CO

Link On Demand is an on demand free shuttle service within Lone Tree, CO. Users can book a trip by downloading a smartphone application and requesting a ride. A pickup time is then provided on the application. Link On Demand works to pair a ride with others going the same direction, creating a route that is changing based off of who needs a ride.

For more information:

• <https://cityoflonetree.com/link-on-demand/>

PELIVAN TRANSIT

North East Oklahoma

Pelivan Transit offers a curb-to-curb rural transportation program and tribal transit program within 7 counties and 10 tribal area jurisdictions in NE Oklahoma. Pelivan is owned and operated by Grand Gateway Economic Development Association. The system operates a fleet of 68 vehicles. Services includes employment routes connecting area cities, a trolley loop, education routes, and medical routes. Pelivan provided over 172,000 riders in 2017-2018 and has future plans to go green through alternative fuels.

For more information:

• <https://pelivantransit.multiscreensite.com/>

CAPMETRO – PICKUP APP

Austin, TX Suburbs

The Pickup Smartphone Application offered by CapMetro in rural suburbs near Austin, TX has brought ride hailing to public transportation. Using Pickup, users can arrange an on-demand transit service to anywhere within the service zone. Trips cost just \$1.25, or the same as using the regular MetroBus or MetroRapid services. Once a trip is requested, Capital Metro strives to pick up the user within 15 minutes. The Pickup app aims to address three issues across the region: 1) first and last mile connections; 2) eliminating transit deserts; and 3) replacing fixed route services that weren't performing.

For more information:

• <https://www.capmetro.org/pickup/>

SMILES (SENIOR MILES)

Blount County, TN

SMiles is a volunteer door-through-door transportation program for seniors in Blount County, TN. SMiles is a membership program that costs \$25 per year. Roundtrips cost \$6 per trip. SMiles uses trained volunteer drivers who use their own personal vehicles to transport seniors. Volunteer drivers can be reimbursed for fuel if desired.

For more information:

• <https://www.blountcaa.org/programs/>



STOP HOPPER

Dallastown, PA; Red Lion, PA; York, PA

Stop Hopper is an on-demand shuttle system providing microtransit to Dallastown, Red Lion, and York. Stop Hopper is a part of Rabbit Transit. Riders use a smart-phone application to request a ride to and from anywhere they want to travel within the Stop Hopper service zone. The app will provide a estimated pick-up time upon request of a ride. Stop Hopper also provides options to connect to the fixed route service. Stop Hopper costs \$2 per one-way trip and is free for seniors.

For more information:

• <https://www.rabbittransit.org/schedules/microtransit-stophopper/>

SAN JOAQUIN RTD

San Joaquin County, CA

The San Joaquin Regional Transit District (RTD) offers the My Ride Volunteer Driver Program. This program is a self-directed mileage reimbursement service that enables ADA-certified passengers to provide compensation for friends, family, or neighbors that provides them with transportation to medical facilities within the county. Participants must be certified and enrolled in the program to be eligible.

For more information:

• <https://sanjoaquinrtd.com/access-sj/myride/>

RURAL COMMUNITY TRANSPORTATION, INC.

Vermont (statewide)

Rural Community Transportation, Inc. provides fixed route transportation in Vermont. The service provides numerous free shuttle routes to the general public to provide access to shopping, commuter routes, as well as connector services to other public transportation systems.

For more information:

• <http://www.riderct.org/route-info/>

TRAVEL WASHINGTON INTERCITY BUS NETWORK

Washington (statewide)

Washington State Department of Transportation (WSDOT) Travel Washington Program contracts with private bus operators to provide intercity bus service connecting rural communities to major transportation hubs and urban areas. Travel Washington has four bus routes offers service across the entire state.

For more information:

• <https://wsdot.wa.gov/transit/intercity>

RURAL RIDES -ARROWHEAD TRANSIT

Aitkin, Carlton, Itasca, and St. Louis Counties, MN

Rural Rides is a work-related transportation program that provides rides to work, training or other job-related situations in Aitkin, Carlton, Itasca, and St. Louis Counties, MN. Rural Rides can offer assistance with bus tickets, budgeting for transportation, temporary cab vouchers, and identifying community resources.

For more information:

• <http://arrowheadtransit.com>

• <http://www.coordinatemntransit.org/about/howto/examples/arrowheadruralrides/documents/RuralRides.pdf>



DOOR 2 DOOR SHARED RIDE TAXI SERVICE

Door County, WI

Door 2 Door provides a shared ride taxi service to residents in Door County, WI. The County is split into multiple service zones. Costs and reservation times depend upon the service zone of a ride, with just a 40-minute advance notice for riders within the orange core and green zone which includes the towns of Sturgeon Bay, Gardner, Nasewaupsee, and Sevastopol. All other services zones require a 24-hour advance reservation. Costs range from \$4-\$7 per trip, seniors and students receive a discount. Rides are scheduled via a toll-free phone number.

For more information:

- <https://www.door2doorrides.com/>

GREEN RAITEROS

Huron, CA

Rural Huron, CA was served by a system of raiteros or retired farmworkers who would provide rides to get people to medical centers, court, and other critical appointments – often using their own vehicles and providing rides for gas money or lunch. This service offered rides to nearby Fresno (roughly 50 miles away) and evolved as an alternative to a six hour round trip bus trip. Huron Mayor Ray Leon supported the raitero network through pushing for funding through California’s initiatives to reduce greenhouse gas emissions. In 2017, the California Public Utilities Commission provided funding to launch Green Raiteros. This pilot program provided a shared fleet of electric vehicles for drivers and worked to create a central dispatch system to support drivers. The program connects predominantly Latino and agricultural families in central California to nearby Fresno. Riders can book a ride via phone or at the Green Raiteros office. In the future the program plans to expand with more vehicles and a smartphone application.

For more information:

- <https://learn.sharedusemobilitycenter.org/overview/green-raiteros-volunteer-transportation-organization-established-in-rural-farming-community-huron-ca-2018/>
- <https://www.youtube.com/watch?v=0c6CB5oGmVI>

HOP SKIP DRIVE

Nationwide

HopSkipDrive provides on-demand transportation for students that don’t fit on traditional bus routes. Users download the HopSkipDrive platform to be connected to their network of drivers. One time or repeated rides can be scheduled through HopSkipDrive and parents or caregivers receive alerts for each stage of the ride to ensure their child’s safety.

For more information:

- <https://www.hopskipdrive.com/>

SAN JUAN REGIONAL MEDICAL CENTER

San Juan County, NM

The San Juan Regional Medical Center operates a Community Van which provides a convenient transportation to medical services within San Juan County. This transportation service is free for users.

For more information:

- <https://www.sanjuanregional.com/ourservices/community-van>



PENNSYLVANIA SENIOR AND PEOPLE WITH A DISABILITY MOBILITY PROGRAMS



Pennsylvania (statewide)

Pennsylvania Department of Transportation offers a number of affordable and accessible transportation options beyond fixed route service for seniors and persons with disabilities. Programs include the Pennsylvania Welfare to Work Program which provides access to jobs and child care often in suburban and rural areas with minimal public transportation options. Pennsylvania Rural Transportation Program which provides reduced rates on shared ride services, curb-to-curb, and advanced transportation services to people with disabilities who live in rural areas. The Senior Share Ride Program offers discounts to seniors using shared-ride programs, seniors pay just 15% of the fare, the remaining cost is paid by the state lottery fund.

For more information:

- <https://www.penndot.gov/TravelInPA/PublicTransitOptions/Pages/Seniors-and-Persons-With-Disabilities.aspx>

SILVER RIDE



San Francisco Bay Area, CA and Kansas City Area, MO

Silver Ride provides a transportation network company (TNC) for seniors in the San Francisco Bay Area and the Kansas City Area. Silver Ride provides door-through-door ride services and drivers are vetted and trained. Silver Ride provides seniors with a reliable and safe transportation option that allows seniors to remain independent. Users must schedule a ride 24 hours in advance through their telephone registration system or online. Cost depends on the location and time of trip.

For more information:

- <https://www.silverride.com/>

TRANSPORTATION DISADVANTAGED LATE SHIFT PROGRAM



Pinellas County, FL

The Pinellas Suncoast Transit Authority (PSTA) provides a Transportation Disadvantaged Late Shift Program which provides access to TNC services to low income workers working shifts between 9 PM and 6 AM after the PSTA's normal fixed-route service stops operating. Program participants must register for the program with PSTA to be eligible. Participants pay \$11 per month for a discounted transit pass (normally \$70 per month) and an additional \$9 per month for up to 25 Uber, United Taxi, or Care Rides per month.

For more information:

- <https://www.psta.net/programs/td-transportation-disadvantaged/>

TENNESSEE VANS PROGRAM



Tennessee (statewide)

The Tennessee Vans program provides assistance to public agencies, private, groups, and non-profit organizations by providing transportation service. Tennessee Vans is operated by the University of Tennessee Center for Transportation Research. The program provides vehicles to the community through its agency purchase program, this program helps qualifying agencies purchase vehicles through an affordable financing program.

For more information:

- <https://tnvans.utk.edu/>



FEONIX MOBILITY RISING

Michigan, South Carolina, Texas, Wisconsin

Feonix Mobility Rising- Freedom Driver Program is a volunteer driver program providing access to healthcare, groceries, and other essential trips. Volunteer drivers can work when they want to and are provided a mileage reimbursement or the opportunity to donate earned mileage to a local non-profit.

For more information:

- <https://feonixmobilityrising.org/home>
- <https://www.youtube.com/watch?v=MbVt7ymRtP0>

HEALTHY BUDDY PROGRAM

Hillsborough County, FL

The Healthy Buddy Program is a volunteer transportation program that matches transportation disadvantaged seniors with college-age student volunteer drivers from the University of South Florida. The goal of the Healthy Buddy Program is to enhance seniors quality of life by improving access to health care facilities and daily activities.

For more information:

- <https://www.hbuddy.org/>

WINNEBAGO CATCH A RIDE

Oshkosh, WI

Winnebago Catch-A-Ride is a workforce development program that works to provide low cost transportation services to individuals who do not qualify or have access to existing transportation programs in Winnebago County. Winnebago Catch-A-Ride provides 24/7, on demand transportation service to employment for workers throughout the greater Oshkosh area. Transportation services are provided by a network of volunteer drivers who receive a mileage reimbursement. This program is not meant to duplicate services, but rather fill in the gaps for existing transportation services throughout Winnebago County. Rides cost \$0.25 per mile.

For more information:

- <https://winnebagocatcharide.com/>

DETCOG VOUCHER PROGRAM

Oshkosh, WI

The Deep East Texas Council of Governments (DETCOG) launched a pilot voucher program in 2018. This pilot program provided transportation vouchers to seniors to access to grocery stores, non-Medicaid appointments, personal care appointments, and other approved trips that contribute to the participants' quality of life. Fifty-one individuals enrolled in the pilot program and 265 trips were made during the nine-month pilot.

For more information:

- https://www.nado.org/wp-content/uploads/2019/03/DETCOG-Trans-Voucher_Final-Report_FINAL_Jan2019_wcover.pdf

Become a Freedom Driver
idriveforfreedom.org

