



Mobility Justice – How On-Demand Transportation Creates Opportunities for Communities



Today's speakers



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Agenda

Part 1: An Introduction to Mobility Justice

Distributive vs. Mobility Justice

Barriers to Access

Understanding the Public Transit Mode Shift

Addressing Barriers with On-Demand Technology



Agenda

Part 2: The Example of BCGo

Background

Demographics and Social Equity
Challenges

Planning & Launch

Ridership Highlights

User Feedback

The Road Ahead



PART 1

INTRODUCTION TO MOBILITY JUSTICE

Distributive Justice vs. Mobility Justice

DISTRIBUTIVE JUSTICE

Ensures that physical accessibility to services is possible for all members of the community.



Vehicle requirements

Driver attitudes/training

Passenger conflict

Getting to/from the bus

Limited bus frequency

Additional planning/cognitive and emotional labor

Diversity

MOBILITY JUSTICE

Considers the accessibility of the entire journey—beyond the vehicle—for a broader range of bodies and capabilities.



“Improving mobility is linked to reducing risks of social exclusion.”

Mobility is a fundamental right for people in modern society.

Providing options for disadvantaged people is key to providing opportunities for everyone in our society.





Barriers to 'whole journey' access

VISIBLE BARRIERS

Long distances

Steep hills

Neglected pathways

Few curb cuts (ramps)

Poorly designed bus shelters

Lack of sidewalks, bike lanes and
crosswalks

Lack of lighting



Barriers to 'whole journey' access

INVISIBLE BARRIERS

Suburban sprawl

Extensive planning

Emotional labor

Value of time

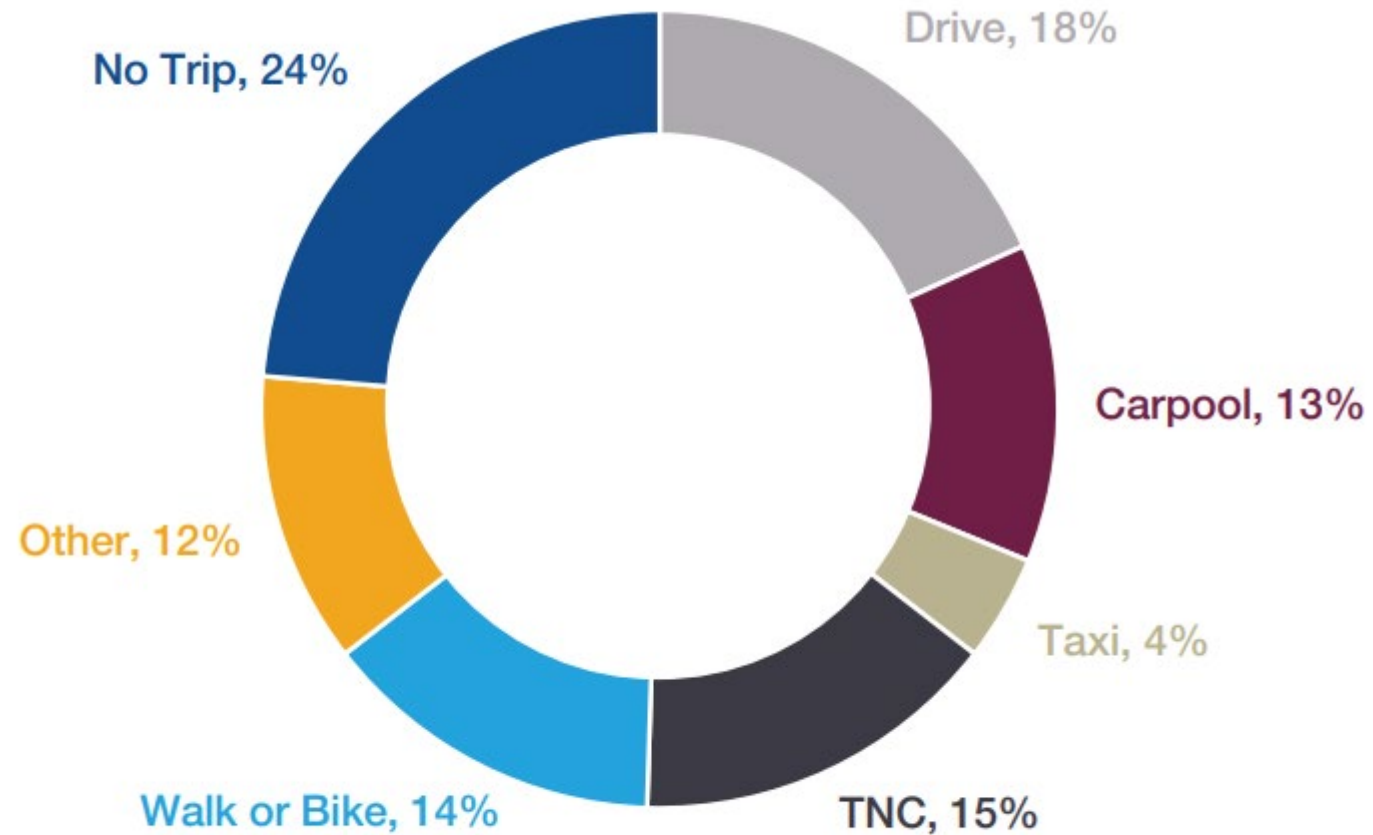
Funding decisions

Zoning codes

Policy



Understanding the idea of public transportation mode shift



Source: APTA Who Rides Public Transit 2017, and research team analysis of recent on-board surveys.

How can on-demand technology address barriers?



DESIGN & PLANNING

Door-to-door or door-to-hub service model

On-demand and advanced booking options

Customer socio-demographic analysis/consultation



TECHNOLOGY

Personal preferences held in profile

Additional boarding and alighting time automatically allocated for mobility assistance

App accessibility testing



VEHICLES

100% wheelchair accessible fleet

Configurable for other mobility needs (e.g., oxygen tanks, service animals; etc.)

Smaller, more agile vehicles

An aerial photograph of a city, likely New York City, showing a multi-lane highway with traffic, surrounded by dense urban development, trees, and buildings. The image is overlaid with a semi-transparent orange filter.

“

Mobility Justice invites us to think more broadly about how our transportation systems can be **inclusive for all different types of people.**

”

PART 2

The Example of BCGo

What is **BCGo**

BCGo is a door-to-door microtransit service that operates throughout Calhoun County, including Battle Creek, Marshall, Albion, and Springfield.

BCGo, formally known as the Calhoun County Coordinated Mobility pilot, launched on March 8, 2021 funded by a Michigan Department of Transportation Service Initiatives Grant.

BCGo was created to demonstrate the feasibility of countywide on-demand public transportation. By providing transportation to areas previously un(der)served, BCGo has been successful in expanding access to education, employment, healthcare and social activities for the residents of Calhoun County.



718 SQ MILE SERVICE ZONE



DOOR-TO-DOOR SERVICE



2 VEHICLES



WHEELCHAIR ACCESSIBLE VEHICLES



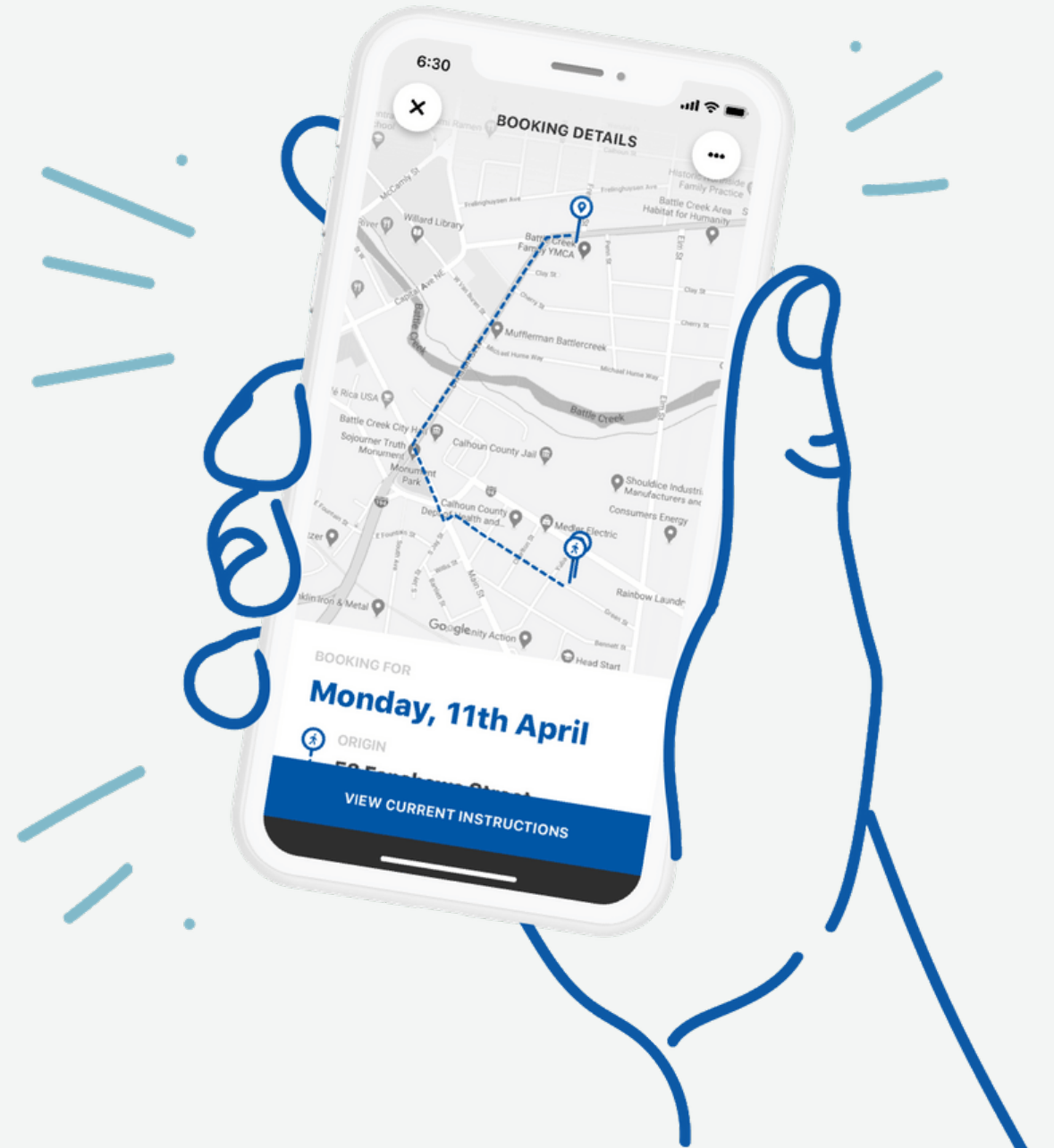
12 MONTH MICROTRANSIT FEASIBILITY PILOT



COORDINATED MOBILITY PROJECT

BCGo Calhoun County app

- BCGo currently operates Monday through Friday 6:00am to 5:00pm and Saturday 9:00am to 5:00pm
- Fares range from \$3.00 to \$15.00 and are based on distance traveled. \$3.00 additional passenger fee.
- BCGo is a “shared ride” service, the technology will match multiple passengers who are heading in the same direction.
- BCGo app provides up to date trip information including vehicle location, estimated arrival time, and trip notifications to indicate when your vehicle is on the way/arrived.
- Trips can be scheduled up to two weeks in advance.

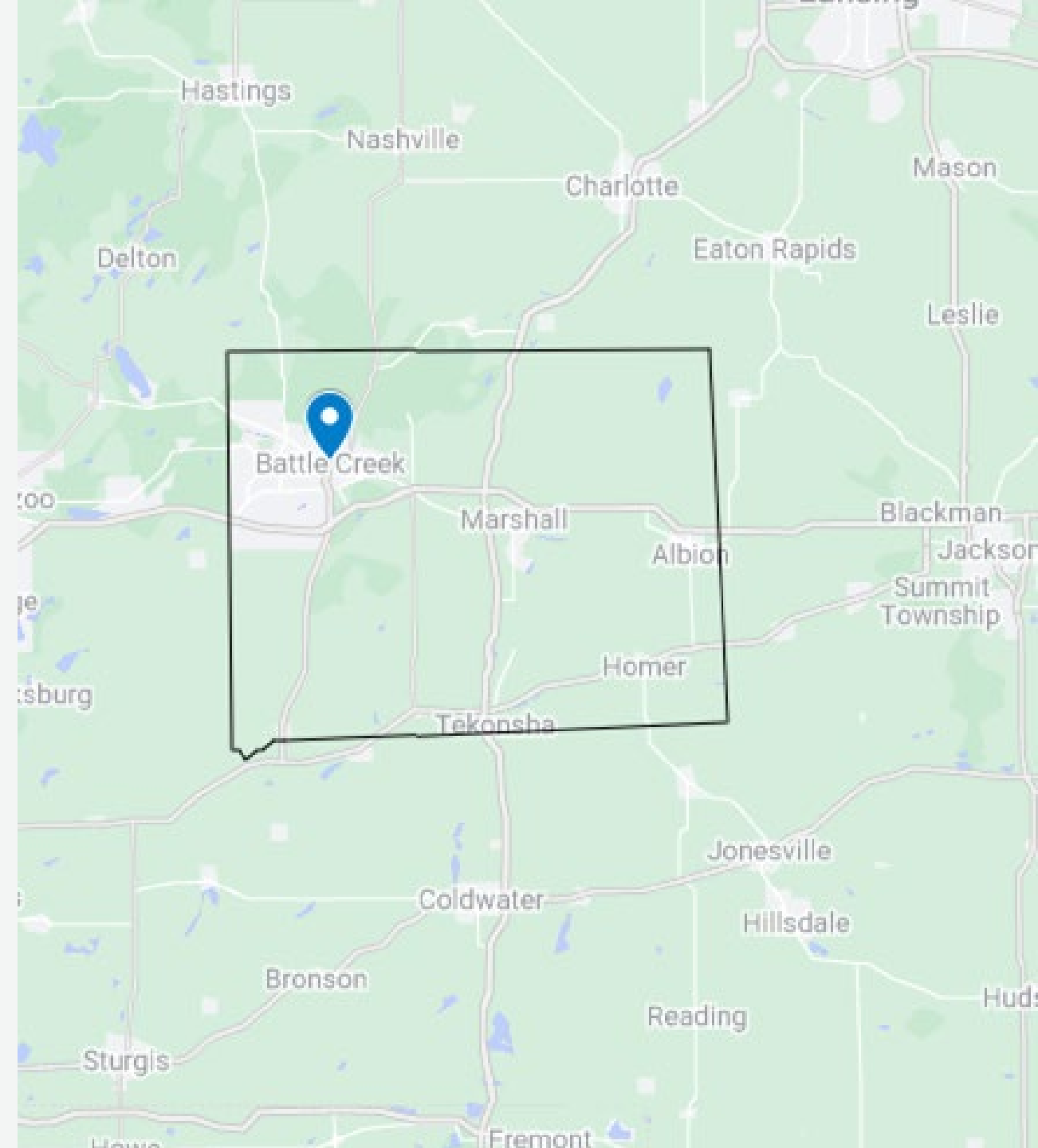


To access the service, download the “BCGo Calhoun County” app.



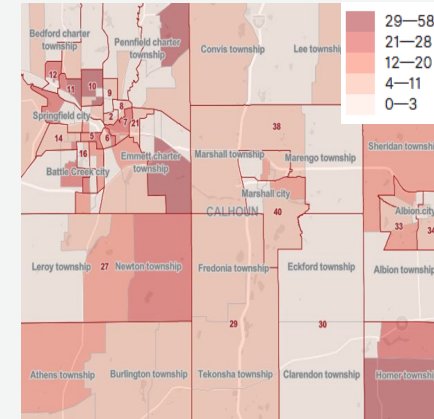
BCGo Operating Environment

- **Population:** ~133,000 residents
- **Service area:** 718 square miles (County-wide)
- **Geography:**
 - 4 cities with ~72K residents
 - Remainder mostly rural

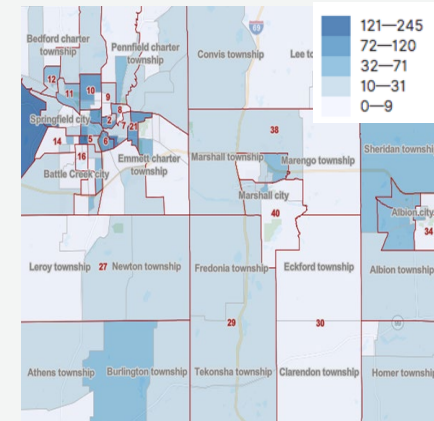


BCGo demographics and social equity challenges

- 69% of the population is under 150% of the poverty line
- 6% more senior citizens than the national average
- 2% more people with disabilities than the national average
- Significant number of households with no access to a personal vehicle



Owner occupied households with no vehicles available (2020)



Income below poverty level + disability (2020)

BCGo Timeline

TRANSIT STUDY

PILOT

EXTENSION

EXPANSION

2020

2021-22

2022-23

2023+



Tailoring a solution for rural and disadvantaged residents

Save time by selecting one of the following regular rides

| | | |
|--------------------------------|--|----------------|
| Drop off 08:55 AM | 40 National Park St, Hamilton East 754 Hunter St, Newcastle West NSW 2... | Only Me |
| Pick up 04:20 PM | 61 Perkins St, The Hill 120 Smith St, Newcastle West | Only Me |
| Pick up 12:25 PM | 2A Workshop Way, Newcastle 34 Union St, Newcastle West | Only Me |

CREATE NEW RIDE REQUEST



ADVANCED BOOKING

CONCESSION **ACCESSIBILITY**

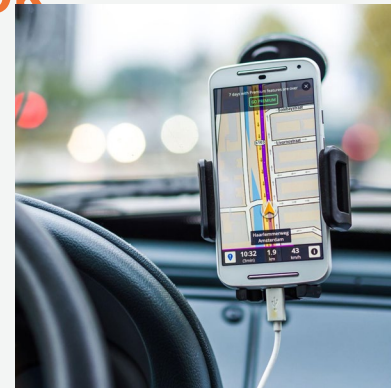
Tell us about your accessibility requirements.

Please provide your requirements...

Wheelchair Access Required

VEHICLE ACCESSIBILITY

MULTIPLE WAYS TO BOOK



SMART ROUTING

BCGo ridership highlights

14,500+

Trips completed since launch

750+

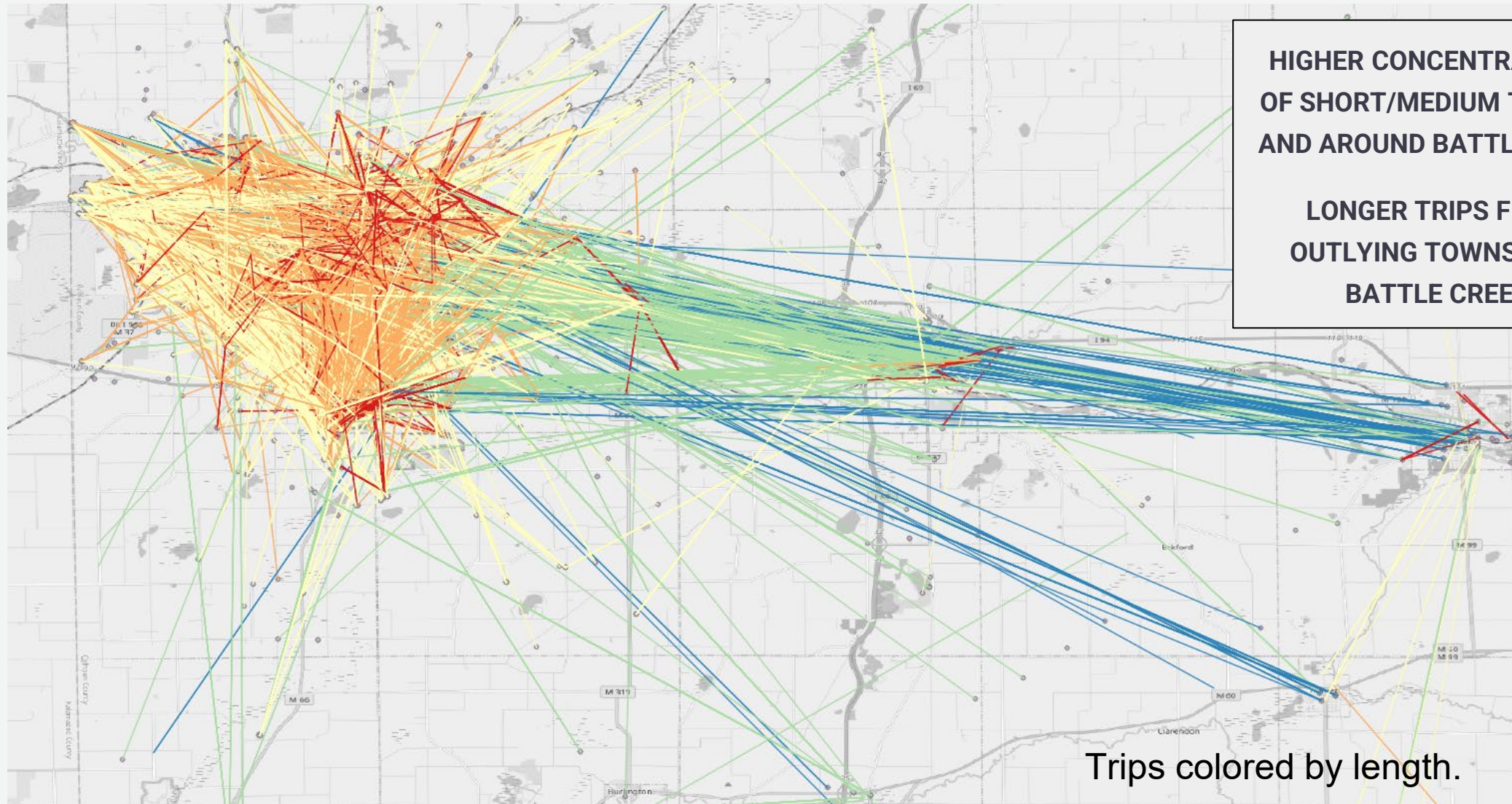
Trips completed by riders with mobility assistance needs

~90%

On-time or early pickups and drop-offs



Trip Requests - color coded by length

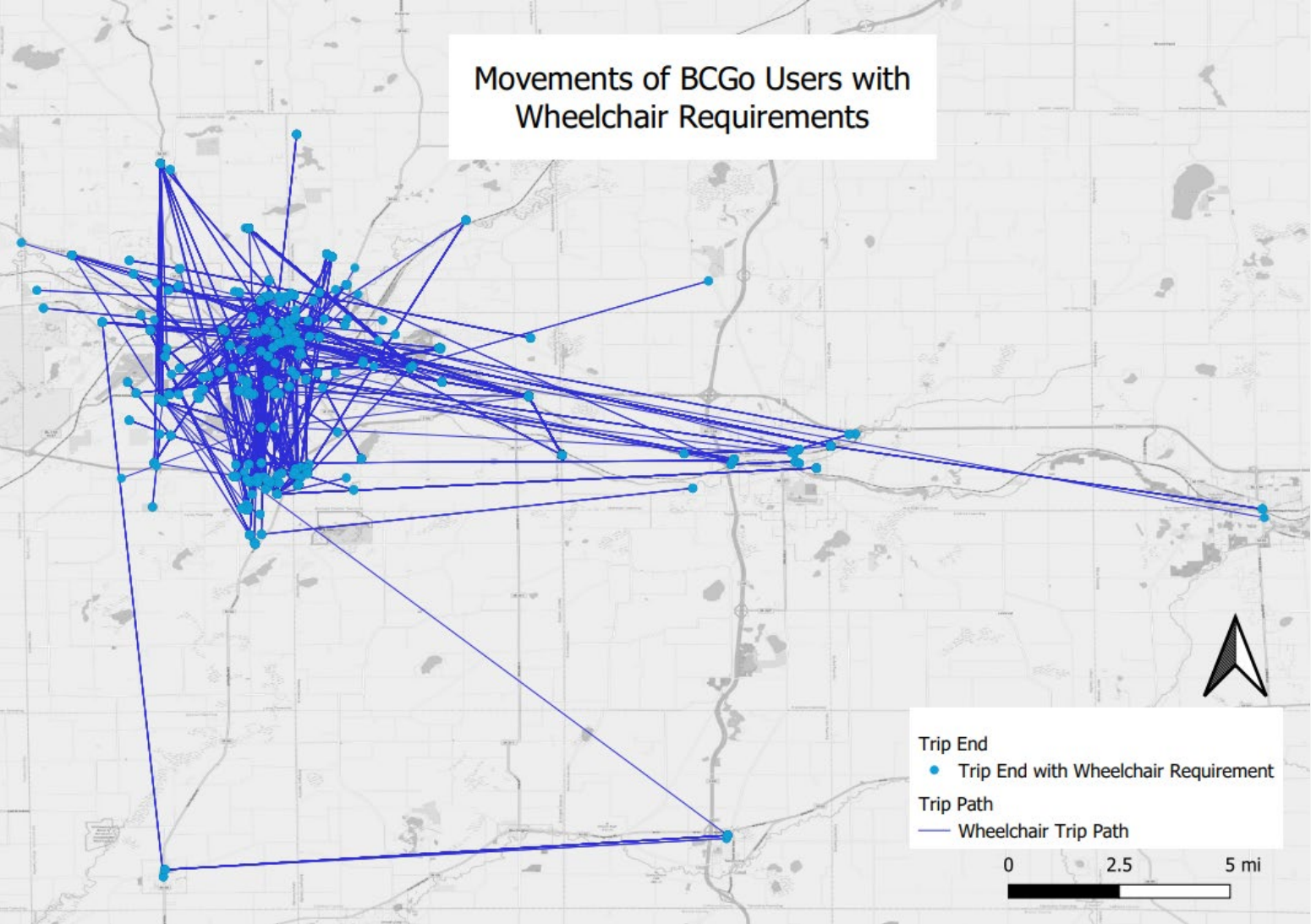


**HIGHER CONCENTRATIONS
OF SHORT/MEDIUM TRIPS IN
AND AROUND BATTLE CREEK**

**LONGER TRIPS FROM
OUTLYING TOWNS INTO
BATTLE CREEK**

Trips colored by length.

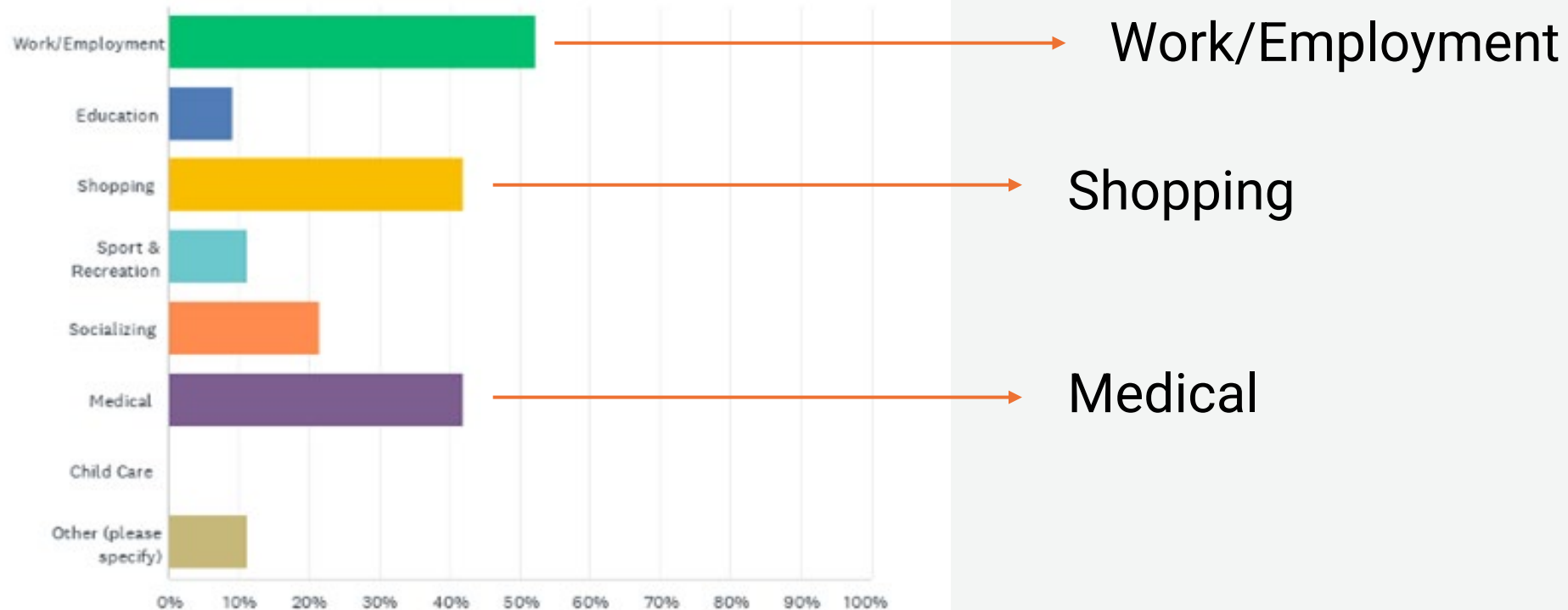
Map of trips for users with wheelchair requirements



MANY TRIPS WITHIN BATTLE CREEK,
BUT BCGO IS ALSO PROVIDING
CRITICAL ACCESS FOR RESIDENTS
IN RURAL AREAS

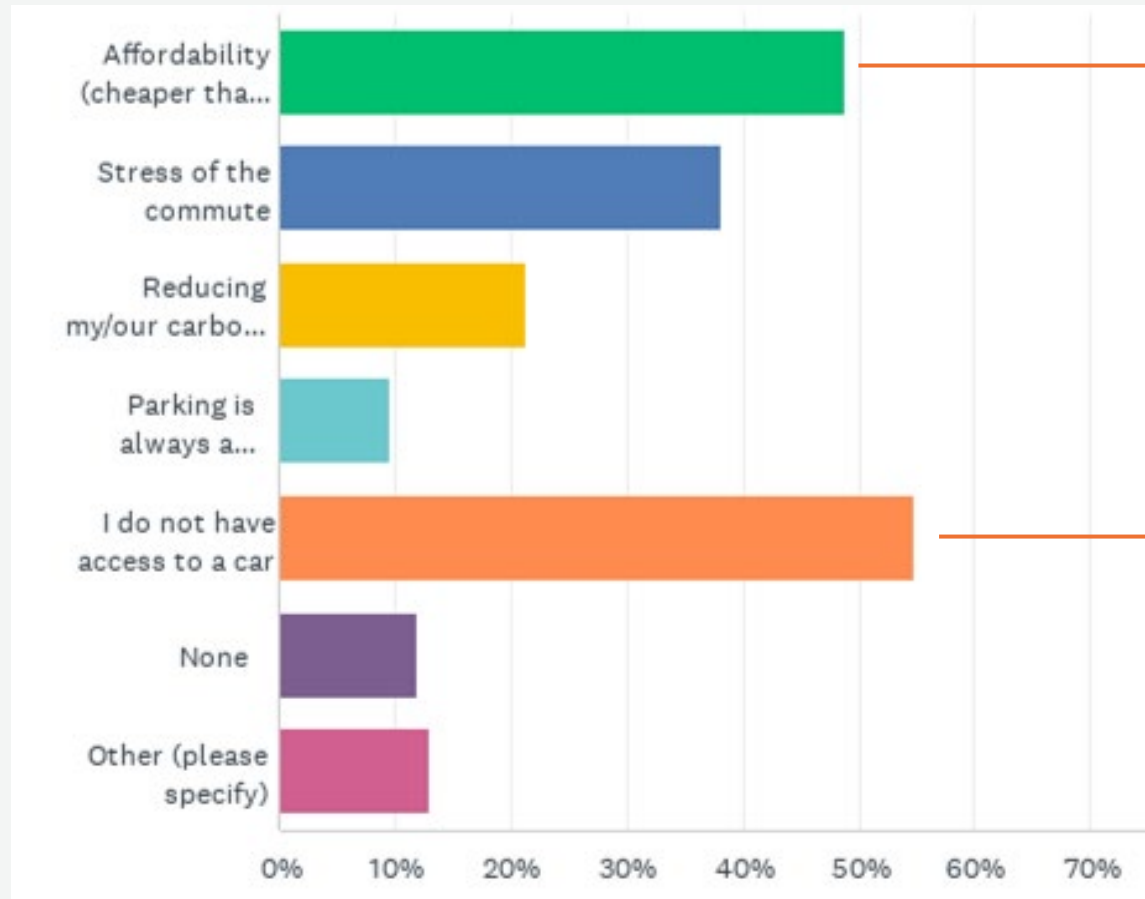
User survey results: kinds of trips

IN GENERAL, WHAT KINDS OF TRIPS DO YOU USE BCGO FOR? YOU CAN SELECT MULTIPLE OPTIONS.



User survey results: problems solved

WHAT PROBLEM(S) DOES BCGO SOLVE FOR YOU? YOU CAN SELECT MULTIPLE OPTIONS.

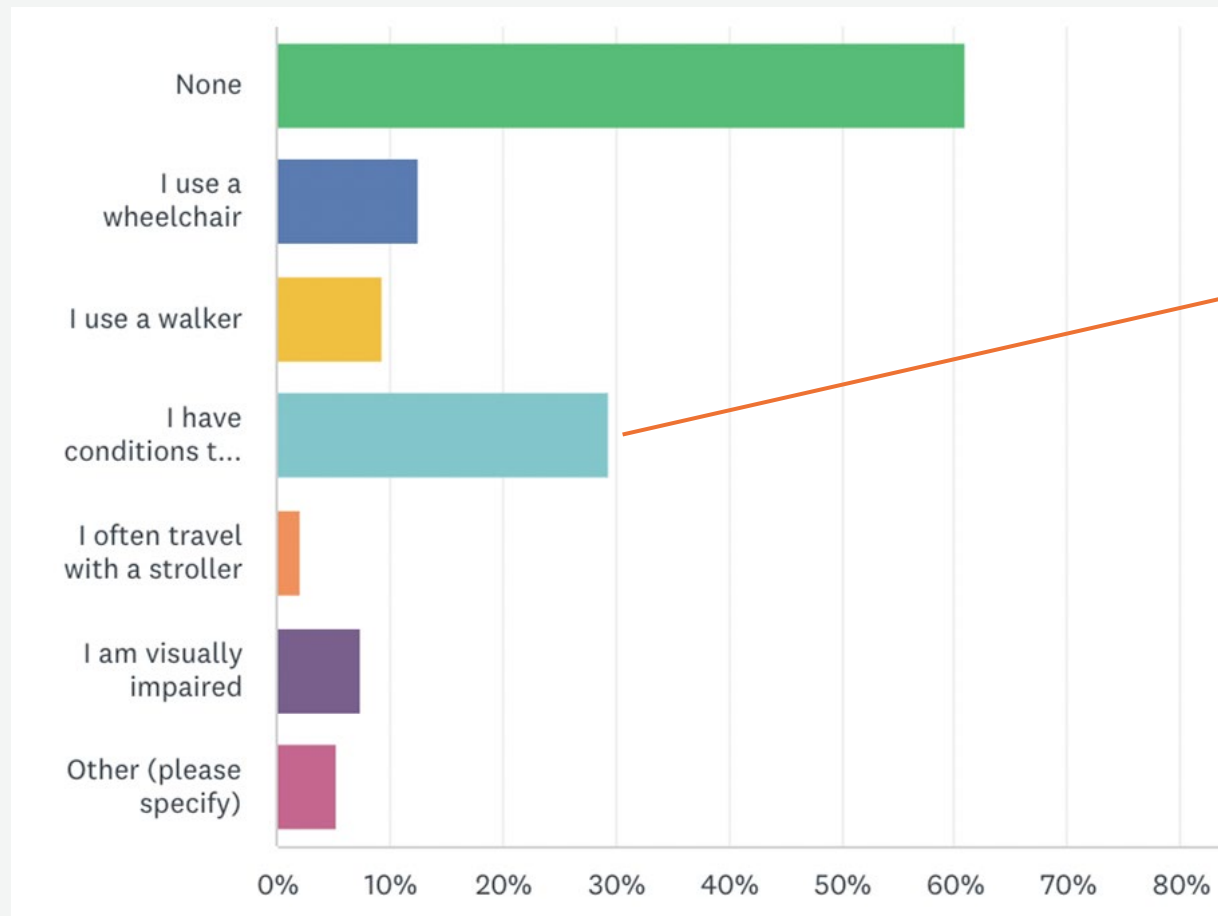


“Affordability (cheaper than owning a car).”

“I do not have access to a car.”

User survey results: mobility challenges

DO YOU HAVE MOBILITY CHALLENGES THAT
IMPACT YOUR ABILITY TO TRAVEL?

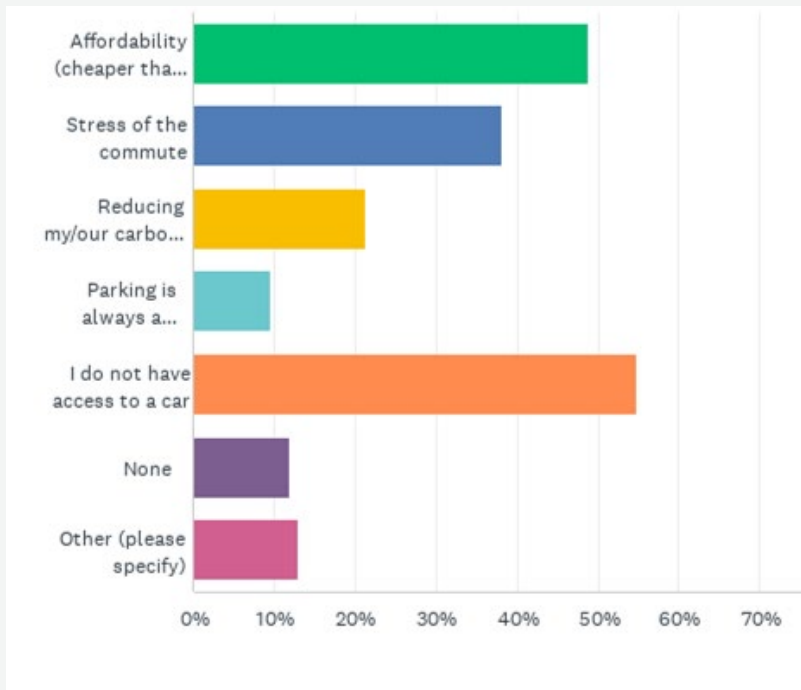


“I have conditions which make it difficult to walk more than 200 feet.”

Positive Community Impact

Top three problems BCGo is addressing for residents:

- (1) No access to a car
- (2) Affordability (cheaper than owning a car)
- (3) Stress of the commute



“I now have an option to get out since being in a wheelchair”

“I get to travel to school and my sports activities. I can travel directly to my location without having to wait and transfer to another bus to get to my location.”

“I can get myself to places without asking people for rides”

“Allows me to reach more destinations reliably”

“It's inexpensive and I don't have to take several buses and public transportation is extremely time consuming”

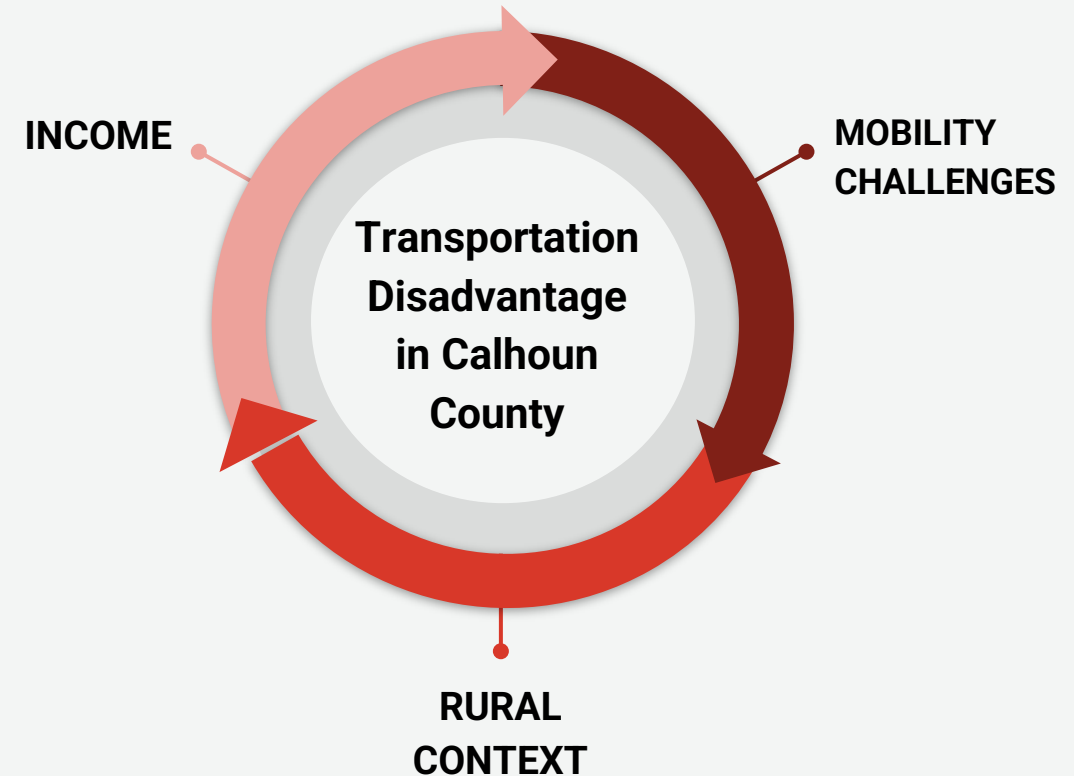
“I can get to places that the buses couldn't get me to.”

“Easier to get to my appointment, and walking up to the bus stop.”

“It has made things less stressful for me to get around and I am truly thankful for this service”

Addressing Transportation Disadvantage in Calhoun County

- There are economic, operational and social barriers which result in underserved communities in Calhoun County:
 - Difficult geographies (rural, low density)
 - Income disadvantage
 - Mobility challenges
- BCGo is addressing many of these barriers and helping connect local residents to employment opportunities as well as local medical and retail resources > **additional resources would maximize the impact even further**



An aerial photograph of a city, likely Atlanta, Georgia, showing a multi-lane highway (I-75) curving through a dense urban area. The scene is overlaid with a semi-transparent dark filter. The background features a mix of high-rise apartment buildings, commercial structures, and large green spaces with trees. The lighting suggests a hazy or overcast day.

BCGo

Your Connection To Calhoun County

WHEREVER YOU GO.. BCGo

QUESTIONS

Thank You!

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FOR MORE INFORMATION:

<https://www.bcgomi.com/>

<http://www.battlecreekmi.gov/>

BCGo



**Putting transit where
the people are.**

