

# Service Expansion Program





*Dignified quality of life for rural communities in South Texas*

## **Vision**

We honor the value, worth and dignity of ALL people through safe, caring, holistic and community-centered services.

## **Mission**

REAL is the leading regional rural organization providing compassionate community-driven solutions by serving, so that EVERYONE has a fulfilling-independent quality of life.



# Project Objectives: Service Expansion

Ensure Access and Connectivity for all Rural Residents

Encourage Rural Transit Ridership Growth

Maintain Safe, Quality Service

Efficiency and Effectiveness

Support Service Designs that Encourage Growth and Productivity

Ensure Sustainability



# REAL Projects



## Project 1

Two (2) REAL: Flash Microtransit zones  
Alice / Rancho Alegre Zone  
Rockport / Fulton Zone

## Project 2

Expand Demand Response by 6 hrs  
8 am to 5 pm to 5 am to 8 pm

Add a Victoria connector service twice per month

## Project 3

One (1) REAL Flash Microtransit Zone  
Beeville Zone

# Kickoff of Campaign

**ROCKPORT /  
FULTON ZONE**

**REAL  
FLASH**

**NO RESERVATION REQUIRED**

**SAME DAY IN ZONE  
TRANSPORTATION**

**MONDAY - FRIDAY**

**7 AM - 3 PM**

**\$2.00 EACH WAY**

**R.E.A.L. Inc.**  
RURAL ECONOMIC ASSISTANCE LEAGUE

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**CALL TO SCHEDULE TODAY 361-668-3158**

**WWW.REALINC.ORG**

**R.E.A.L. Inc.**  
RURAL ECONOMIC ASSISTANCE LEAGUE

**EXTENDED SERVICE  
HOURS**

**MONDAY - FRIDAY  
5 AM - 8 PM**

- ARANSAS • BEE • BROOKS
- DUVAL • JIM HOGG • JIM WELLS • LIVE OAK
- SAN PATRICIO • REFUGIO

**URBAN DAY TRIPS**

Trips to  
Corpus Christi • Victoria •  
San Antonio • Laredo • McAllen

**361-668-3158**

**Call for more information**

301 Lucero Street, Alice, TX 78332 Ph: 361-668-3158 Fax: 361-664-9695

[www.REALinc.org](http://www.REALinc.org)

**ALICE / RANCHO ALEGRE ZONE**

**REAL  
FLASH**

**Monday - Friday**

**7 AM - 3 PM**

**\$2.00 EACH WAY**

**SAME DAY TRAVEL  
NO RESERVATION REQUIRED**

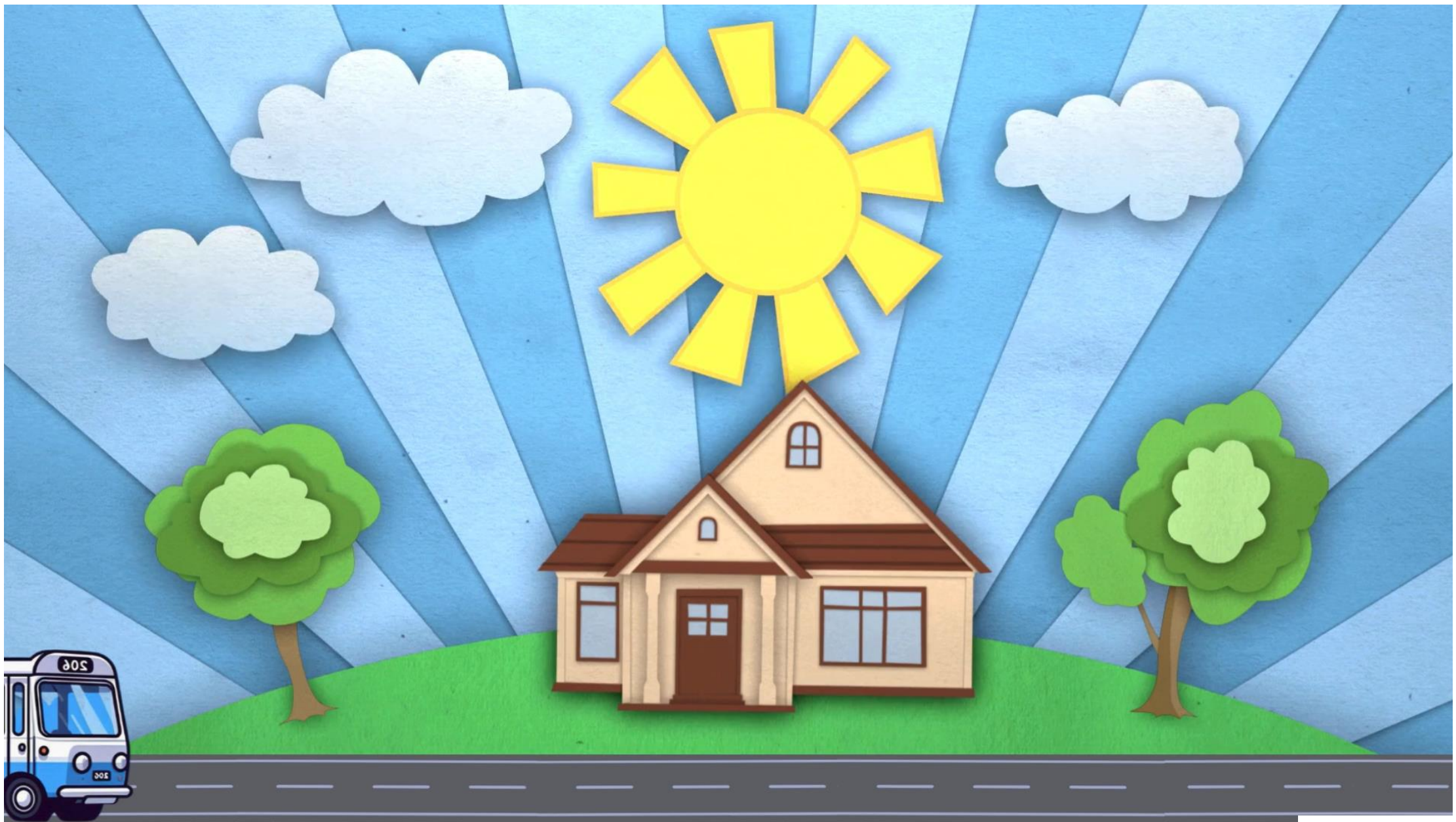
**CALL TO SCHEDULE A RIDE TODAY!**

**361-668-3158**

**R.E.A.L. Inc.**  
RURAL ECONOMIC ASSISTANCE LEAGUE

**FLASH BECAUSE NOTHING'S FASTER!**





**Social Media**





**REAL  
FLASH**

**CALL FOR A RIDE TODAY!**

**361-668-3158**



**SOCIAL MEDIA CONTEST**

**#FIND**

1. Follow REAL Transportation on Facebook or Instagram (You may enter on both platforms)
2. Take a photo of REALFLASH around town
3. Upload photo to Facebook or Instagram using the Hashtag #FINDFLASH

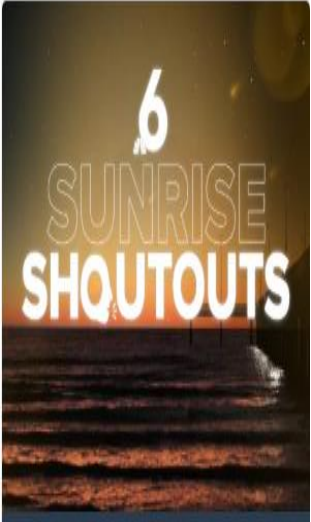
**REAL  
FLASH**



**Social Media**



# REAL, Inc. expands public transportation services



Say hello to the Coastal Bend



Call 361-668-3158 to schedule a ride with **REAL FLASH** today!

# Social Media



# Project 1

## Alice/Rockport Microtransit

Service KPI	Goal	Actual
Revenue Hours	260	472
One Way Trips	650	1285
One Way Trips/Hr	2.5	2.9
Cost/Hr	\$62	\$43.10

# Project 2

## Expanded Hours – All Counties

Service KPI	Goal	Actual (14 Months)
Revenue Hours	265	1016
One Way Trips	424	1982
One Way Trips/Hr	1.6	2.3
Cost/Hr	\$62	\$39.20

# Project 2

## Victoria Connector

Service KPI	Goal	Actual (14 Months)
Revenue Hours	15	20
One Way Trips	24	16
One Way Trips/Hr	1.5	0.8
Cost/Hr	\$62	\$97.70

# Project 3

## Beeville Microtransit

Service KPI	Goal	Actual (8 Months)
Revenue Hours	176	126
One Way Trips	425	470
One Way Trips/Hr	2.5	3.7
Cost/Hr	\$62	\$29.70



# Lessons Learned

- **Education must be on-going & constant**
- **Tailor to region**
- **Seeing peaks when videos are shown**
- **Increased New Riders**
- **Role of Drivers is Key as Service Ambassadors**
- **Prepare for App Release and prepare for higher demand**
- **Integration of on-going Customer Feedback**
- **Never a "perfect" environment as we changed operating system**

# Questions & answers





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