



Advancing Rural Mobility Michigan

MDOT Statewide MaaS

- MDOT's Statewide Mobility as a Service (MaaS) system aims to provide a single interface to access transit information across Michigan
- The Advancing Rural Mobility project will contribute to MaaS functionality by laying the groundwork for standardized data specifications for demand-response



[MDOT OPT Statewide Technology Plan for Michigan Rural Public Transit Agencies](#)



GTFS in Michigan

- Open-standard GTFS data is common at urban transit agencies in Michigan
- GTFS data has not supported most rural services
 - With the adoption of GTFS-Flex, there is an opportunity to provide riders with information



Project History

- MDOT OPT developed the Advancing Rural Mobility Project (pilot project) to implement GTFS-Flex at four rural transit agencies
- The project is funded by the Bipartisan Infrastructure Law's (BIL) Strengthening Mobility and Revolutionizing Transportation (SMART) discretionary grant program

SMART



Project Stages

- SMART is a two-stage program
 - **Stage 1: Planning and prototyping.** ARMP would assist four rural transit providers in developing data feeds and infrastructure to help reduce barriers to mobility for the people they serve.
 - **Stage 2: Implementation.** Deployment of the pilot project aims to expand these technologies to the rest of the state and connect with urban agencies.



Pilot Project

- Pilot agencies were selected based on their technological readiness
- Tight period of performance led us to create data feeds and develop trip planner in-house
- Eleven more agencies have been added to the pilot



MiTripPlanner

The screenshot displays the MiTripPlanner interface. At the top, search bars show the origin as "Frankfort, MI, USA" and the destination as "Cadillac, MI, USA". A map of the region shows a red route line connecting the two points, passing through Traverse City. The left sidebar contains the following information:

- Available routes**: Shows the origin and destination, and buttons for "Now" and "Plan".
- Restrictions**: Two radio buttons are present: "No restrictions" (selected) and "Eligibility Restricted Services Only" (Medical, veteran, etc.).
- Benzie County Health Rides**: Includes the date "Wednesday, November 20th, 2024" and the "Estimated Trip Duration" of "01 hr 15 min - 02 hr 15 min".
- Alerts**: A yellow box contains three items: "Must meet eligibility requirements.", "Must call at least 14 days ahead of time.", and "Travel times are estimated and vary depending on vehicle availability." Below the alerts is a "Details" button.



MiTripPlanner

Available routes

Frankfort, MI, USA > Cadillac, MI, USA

Itinerary

- Frankfort, MI, USA
 - Benzie County Health Rides to corner of path and North Mitchell Street
 - Service operated by [Benzie Transportation Authority](#)
 - Corner of path and North Mitchell Street
 - Walk to Destination
 - 00 min
- Cadillac, MI, USA

How to Book

- (231)-325-3000
- <https://www.benziebus.com/>

Trip Details

- The Benzie Bus Health Rides Service provides service for medical appointments in Benzie, Grand Traverse, Leelanau, Manistee, and Wexford Counties. ADA cardholders and seniors 60 and older will be given first priority for ride service. 14 days advance notice is required. Fare for the service is \$15 for one-way and \$5 for each additional stop -- companions ride for free.



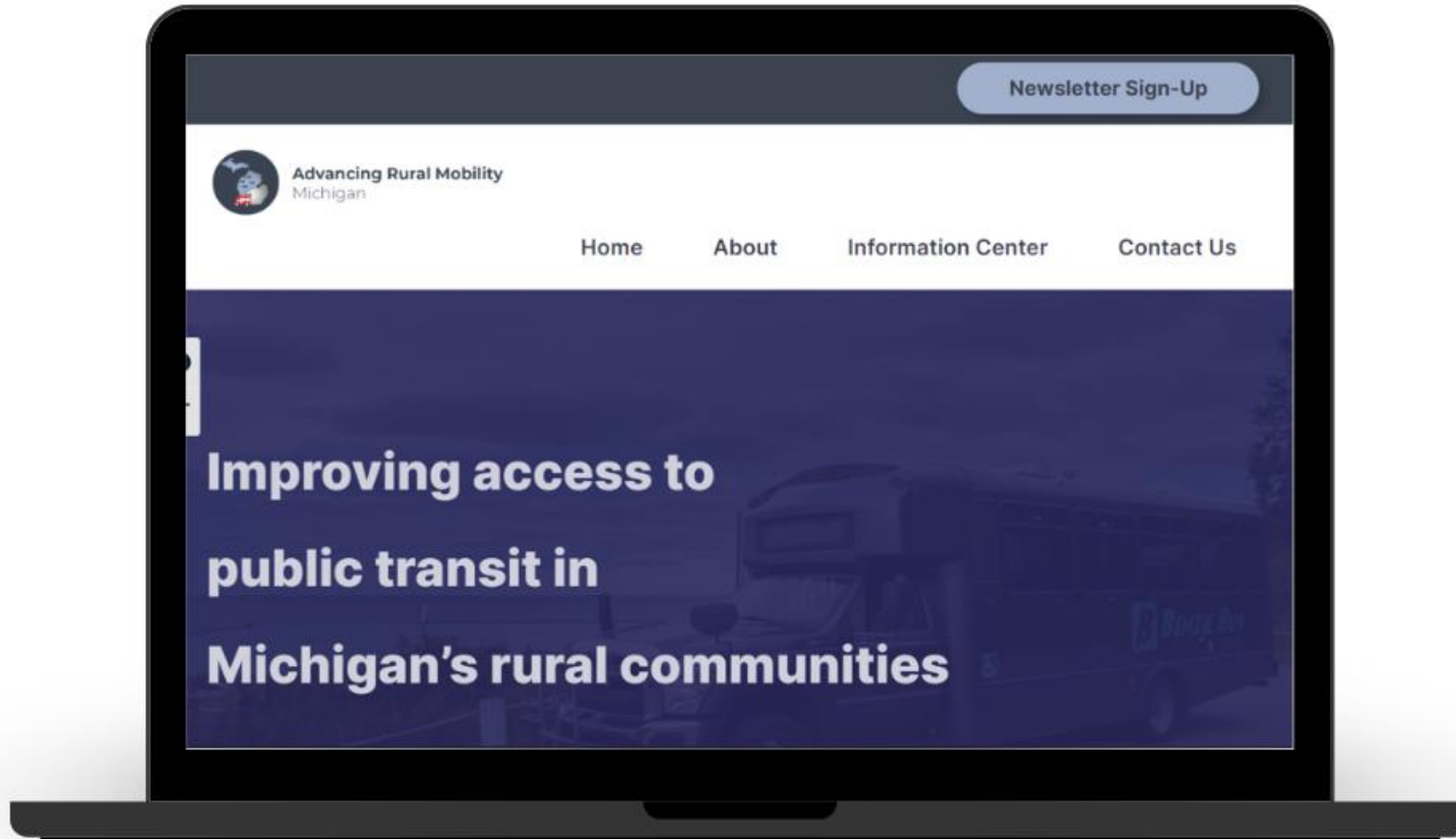
Next Steps

- Apply for Stage 2 SMART grant
 - Create feeds for all rural agencies statewide
 - Demonstrate GOFs
 - System administration training and tools for agencies
- Advocate for broad adoption of GTFS-Flex
- Continue to advance the project with state funding
- Integrate with statewide MaaS platform



Project Website

<http://miruralmobility.org>





Thank you!

Questions? Contact:

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