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**For Immediate Release**



## **Muskegon Area Transit System's Go2 celebrates one year of efficient, equitable on-demand public transportation**

**July 22, 2022 (Muskegon, MI)** — Muskegon Area Transit System's successful on-demand shared public transit service, Go2, is celebrating its one-year anniversary.

Since launching at the end of June 2021, Go2 has provided nearly 40,000 on-demand rides to more than 2,700 riders around Muskegon, with the goal of using innovative technology to expand the community's access to convenient, equitable public transportation. With Go2, anyone in Muskegon, Norton Shores, Roosevelt Park, and Muskegon Heights can book a shared ride at a moment's notice through the Go2 app or by calling a phone number — creating a new mobility option that rivals the convenience of a private car.

Go2's success has been proven by recent data — the service's ridership has grown steadily since inception, and in May hit a monthly record of providing 4,500 rides in one month. A recent rider survey found that 25% of riders use the service every day, and 25% use it at least 1-2 times per week. Many of the most popular destinations include essential destinations, such as grocery stores, care facilities, and schools.

The service is powered by Via, the global leader in TransitTech. Via's intelligent algorithms match multiple riders headed in the same direction into the same vehicle. Once a ride has been booked, riders are directed to a nearby "virtual bus stop" a short walk away, which allows the service to provide quick and efficient shared trips without fixed routes and schedules.

Go2 service is available Monday-Friday 5 a.m. to midnight, and Saturday 8 a.m. to 5 p.m. Single trips cost \$4 each in participating communities. For those with reduced fare cards, rides cost \$2. Wheelchair-accessible vehicles are available upon request.

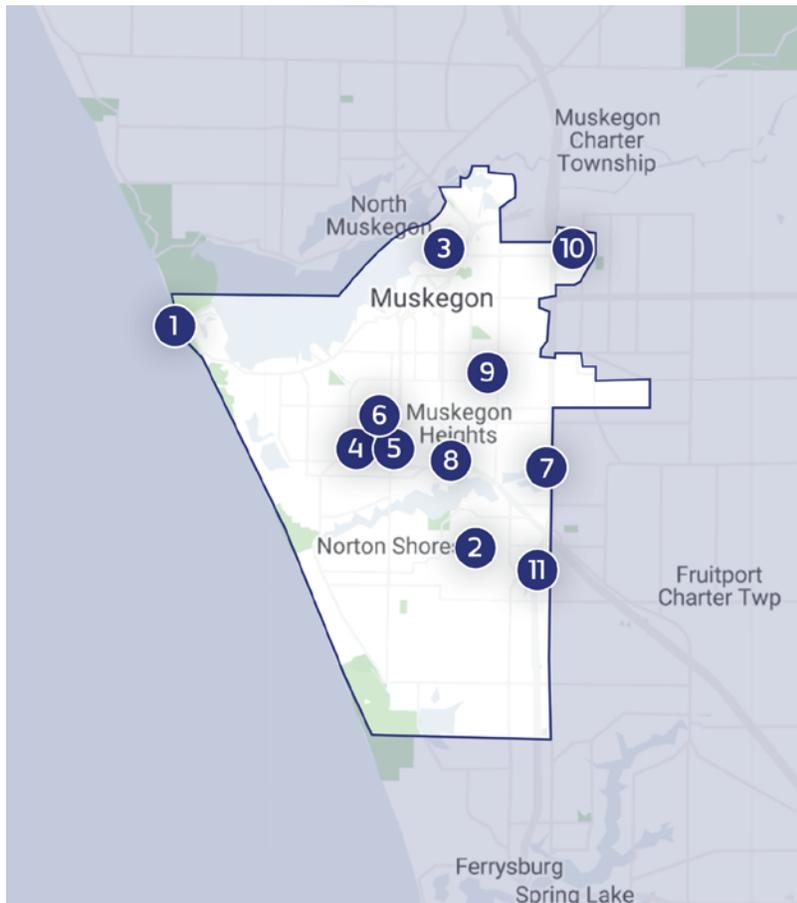
## How to book a ride

### App booking:

- Go to the app store on your smartphone and download the “Go2 by MATS” app.
- Create your account, select your payment method, and enter requested information.
- Tap the address bar or move the pin on the map to edit your pick-up address and confirm your location.
- Select your destination and confirm your ride.
- Walk to your assigned nearby pick-up location and get ready to ride!

### Phone booking:

- Review your zone map to plan your trip and find your destination.
- Call 231-227-3550 to request your ride.
- Walk to your assigned nearby pick-up location and get ready to ride!



### Popular destinations:

- ① Pere Marquette Park Beach
- ② Veteran’s Administration (VA) Clinic
- ③ Muskegon Farmer’s Market
- ④ Walmart
- ⑤ Meijer
- ⑥ Aldi
- ⑦ Mercy Hospital
- ⑧ Dept of Human Services (DHS) and Hackley Community Care
- ⑨ Muskegon Family Care
- ⑩ Muskegon Community College
- ⑪ Lakeshore Marketplace

### **About Muskegon Area Transit Authority**

The Muskegon Area Transit System (MATS) is the primary provider of mass transportation in Muskegon County, Michigan. Service is provided from Monday through Friday along seven fixed routes in the Muskegon Metro area. MATS ADA Complementary Paratransit Service provides pre-scheduled, curb-to-curb demand response service for those with an ADA certified disability. For ADA eligibility, passengers must apply each year.

### **About Via**

Via builds innovative software to enable our customers—cities, transit agencies, transport operators, school districts, universities, and corporations—to transform their legacy transportation systems into advanced digital networks. As pioneers of the TransitTech category, Via's mission is to expand access to efficient, affordable, and sustainable transportation. Via's software enables organizations to digitize their existing transportation networks and launch new and innovative services, simultaneously lowering operating costs and increasing quality of service. Our software is used in over 600 communities in more than 35 countries around the world.