



**FOR IMMEDIATE RELEASE**

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## **CITYBUS INTRODUCES ON-DEMAND MICROTRANSIT SERVICE**

LAFAYETTE, IN, August 23 – CityBus will begin serving southside Lafayette residents of Wabash Avenue and Overlook Pointe on Elston Road with CityBus Flex, an on-demand ride service powered by Via.

### **Easy, affordable, on-demand transportation**

“Currently, Wabash Avenue and Overlook Pointe residents have to walk long distances (sometimes in areas without sidewalks) to take public transportation,” said Marty Sennett, CityBus General Manager. “But with Flex, they’ll have access to easy, affordable, on-demand transportation right outside their door.”

CityBus will offer the Flex microtransit zone service Monday through Friday. **Passengers can ride free during the first week of Flex service, which starts August 23.**

### **"Responding to changing needs"**

“The City of Lafayette is proud of our partnership with CityBus, and we congratulate them on their 50th anniversary in our community,” said Mayor Tony Roswarski. “We’ve come to rely on CityBus for their excellence and commitment to innovative advancements that benefit the entire community. The new Flex microtransit/paratransit connection service, offering an efficient and effective solution that will serve non-traditional ridership, is yet another example of the way CityBus responds to changing needs efficiently and effectively.”

If Flex is successful, CityBus may expand the on-demand microtransit service to other areas in Greater Lafayette.

### **"Equitable, flexible access to transportation"**

“We’re also excited to partner with Via to help riders book Flex trips,” Sennett said. “Via’s easy, on-demand mobile scheduling will help our passengers save time and avoid detours or delays.”

“Equitable, flexible access to transportation is the focus of Via’s mission, and our new partnership with CityBus is an amazing example of how tech-enabled transit can connect communities to jobs, healthcare, and educational opportunities,” said Dillon Twombly, chief revenue officer at Via. “We are proud to work with CityBus and look forward to seeing how this program will improve mobility for riders in Greater Lafayette.”

## Downloading the app, riding Flex

Riders can download the CityBus Flex app from the App Store or Google Play. Then, they’ll use the app to book Flex trips through this process:

- Open the app.
- Log in or sign up.
- Select your pickup and dropoff location.
- Choose the time you’d like to arrive.
- Book a trip anywhere within the microtransit zone or to the CityBus Center.
- Track your bus’s location and ETA in real time on your phone.
- Pay your fare ahead of time with [Token Transit](#), or with cash when you board.

Note that those without access to a smart phone or computer may call (765) 742-2121 for service.

## Additional resources:

- Zone and rider information: [flex.gocitybus.com](http://flex.gocitybus.com)
- Token Transit bus fare payment: [ride.gocitybus.com/mobile-bus-passes](http://ride.gocitybus.com/mobile-bus-passes)

## ABOUT CITYBUS

*CityBus (Greater Lafayette Public Transportation Corporation) is a municipal corporation established in 1971. CityBus provides over 5 million annual rides for Greater Lafayette passengers, including ADA paratransit services for people with disabilities.*

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For more information, please contact CityBus Manager of Development Noah Mattern at (765) 420-2941 or [nmattern@gocitybus.com](mailto:nmattern@gocitybus.com). You can also visit [gocitybus.com](http://gocitybus.com).