



## JOINT PRESS RELEASE

### BI Ride offers app to book, track and pay for on-demand bus service

July 7, 2021

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BAINBRIDGE ISLAND, Wash. – Getting around Bainbridge Island without getting behind the wheel just got a lot more convenient for residents and tourists, thanks to a new tech-powered partnership between Kitsap Transit (KT) and The Routing Company, a mobility startup led by former MIT researchers and rideshare industry leaders.

Starting today, those who download the **Ride Pingo** mobile app can book, track and pay for a trip on **BI Ride**, Kitsap Transit’s on-demand bus service for getting almost anywhere on Bainbridge Island. BI Ride will continue to make scheduled departures from the Bainbridge Island ferry terminal; travelers can reach the rest of the island by using the app or calling BI Ride. Learn more at [kitsaptransit.com/pingo](http://kitsaptransit.com/pingo).

Launched in 2008, BI Ride has been offering same-day trip scheduling since June 2014; customers book a trip by calling 1.844.4BI.RIDE. Regular fare is \$2. The service operates weekdays from 8:45am to 3:30pm and Saturdays from 9am to 6pm.

“We’re excited to make our BI Ride service even more convenient for more people to access our on-demand bus service,” said John Clauson, Executive Director of Kitsap Transit.

As Kitsap Transit launches the mobile app for BI Ride, it also is conducting a survey of Bainbridge Island residents and workers to understand their travel needs and attitudes and perceptions of Kitsap Transit’s services. **To take the survey, visit <http://surveymonkey.com/r/BIride>.** The survey, which closes at the end of July, will provide Kitsap Transit with baseline data as it launches the mobile app for BI Ride. Those who complete the survey are entered in a drawing for a prize.

Kitsap Transit is the first transit agency in the United States to launch a paid pilot program with The Routing Company, a startup spun out of the Massachusetts Institute of Technology (MIT). Ride Pingo is currently available in five cities on three continents: Houston, Texas; Dunoon, Scotland; Campeltown, Scotland; The Grove Estate in Victoria, Australia; and Escaldes-Engordany, Andorra.

**RIDE ON  
DEMAND**



powered by

**PINGO**

The Pingo platform includes a fleet-management dashboard, a rider app and a driver app. The rider app, "Ride Pingo," is available from the App Store for iPhone and Google Play Store for Android.

"The Routing Company partners with cities and communities to help power the future of public transportation," said James Cox, CEO of The Routing Company. "Through this pilot with Kitsap Transit, we hope to show how our MIT-inspired technology can help make transit more sustainable and reliable for Bainbridge Island visitors and residents."

BI Ride, powered by Pingo, could have a dramatic impact if more Bainbridge Island residents, workers and tourists take advantage of it: The City of Bainbridge Island's Climate Action Plan sets an overall goal of reducing greenhouse gas emissions on the island by 90 percent by 2045 compared to 2014 levels. But a lack of awareness of BI Ride has meant that many are driving alone who could benefit from it.

In 2019 the City of Bainbridge Island increased the vehicle license fee from \$20 to \$30 annually and intended to provide up to \$100,000 to support marketing of BI Ride. Earlier this month, the City Council appropriated \$100,000 for Kitsap Transit to engage the community on BI Ride. Kitsap Transit will develop a marketing and engagement plan in consultation with the City.

#### **About Kitsap Transit**

Kitsap Transit has been operating friendly, convenient public transit since 1983. The transit agency for Kitsap County carried more than 3.8 million riders in 2019 across a multi-modal system of routed buses, passenger ferries, paratransit shuttles, vanpools, and worker/driver buses for the Puget Sound Naval Shipyard.

#### **About The Routing Company**

The Routing Company is an on-demand vehicle routing and management platform that partners with cities to power the future of public transit. Made up of MIT researchers and rideshare industry veterans, The Routing Company builds smart, sustainable transit solutions that are more reliable and accessible than other mobility options.