

# On-Demand Transit in Rogers, AK

Rogers incorporated on-demand service to augment their fixed route service in January 2020.

## Challenges

They operated only a single fixed bus route in the entire city. With the single route, many bus stops in the city were not serviced at all and service area coverage was very limited.

## Solution

Rogers adds on-demand service to compliment their fixed bus route. After initial success, they went fully on-demand to maximize vehicle productivity and service the whole city.

## Impact

**44%**

Increased ridership

**28%**

of stops unused & avoided

**90%**

On time percentage

**113**

City-wide stops covered

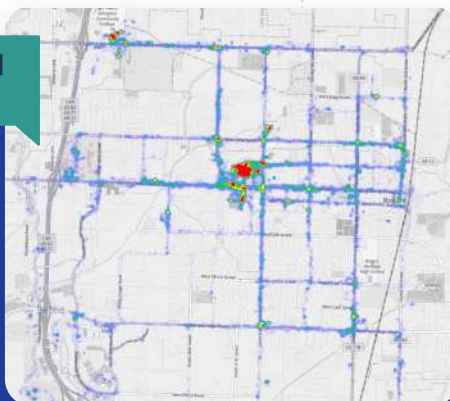
**14 min**

Average ride time

**9 min**

Average wait time

On-Demand Heat Map



## Population

68,669 (2019)

## Land Area

38.9 mi<sup>2</sup>

## Agency Info

2 buses

0 fixed routes

1 on-demand route

## Pain Points

Limited service area  
Infrequent service