
From: Joshua Romero <jromero@bendoregon.gov>
Sent: Monday, July 1, 2019 9:16 AM
To: Awbrey Butte; Awbrey Butte - Chair and Secretary; Boyd Acres; Century West; Century West - Chair; Joshua Romero; Larkspur; Larkspur - Chair; Larkspur - Vice Chair; Mountain View; Old Bend; Old Bend - Chair; Old Farm District; Orchard District; River West; River West - Chair; Southeast Bend; Southeast Bend - Chair; Southern Crossing - Chair; Southern Crossing - Vice Chair; Southwest Bend; Southwest Bend - Chair; Summit West; Summit West - Chair
Subject: FW: OSU Mobility Lab, local partners launch free on-demand Ride Bend service

NA Leaders,

Passing along this news release from OSU-Cascades related to the Ride Bend micro transit pilot program. This is the redesigned version of the summer shuttle from the past two years. Thought you may find it interesting and want to share it with your members.

Thanks,
Joshua



Joshua Romero | Community Relations Manager
Pronouns: He, Him, His
541-693-2185



From: Christine Coffin [mailto:christine.coffin@osucascades.edu]
Sent: Friday, June 28, 2019 12:11 PM
To: Joshua Romero <jromero@bendoregon.gov>
Subject: OSU Mobility Lab, local partners launch free on-demand Ride Bend service

6-28-19

OSU Mobility Lab, local partners launch free on-demand Ride Bend service

By: Christine Coffin, 541-322-3152, christine.coffin@osucascades.edu

View online: <https://beav.es/ZQY>

BEND, ORE. – Visitors and residents near downtown Bend will have access beginning Monday to a free, on-demand, curb-to-curb transportation option. The pilot service was designed as the next iteration of Ride Bend by the Mobility Lab at Oregon State University – Cascades with support from public partners.

The new Ride Bend service will launch July 1 at an event at 11 a.m. in the Old Mill District, near the [footbridge](#).

At the event, ride service partners will provide an overview of the service, and introduce the Ride Bend vans and Ride Bend app to the public. Partners on hand will include: Casey Bergh, OSU-Cascades transportation and sustainability manager; Derek Hofbauer, outreach administrator with Central Oregon Intergovernmental Council; and Stephen Murray, co-founder of Downtowner, a provider of micro transit offerings in large, mid-size and small cities across the country.

“Ride Bend’s re-design uses technology to create a more customer-focused and convenient public transit option,” said Bergh. “The findings of the Ride Bend pilot study will help inform future public transportation investments by the City of Bend and Cascades East Transit.”

Ride Bend will serve an area surrounding downtown and the Old Mill District. The fleet includes two 12-passenger vans, including a wheelchair accessible van.

Service will be available from noon to 8 p.m. daily through Labor Day and will be operated by Downtowner.

Beginning Sept. 2, Ride Bend will serve OSU-Cascades and Central Oregon Community College students in an area west of Northwest 14th Street, an area which had previously been served by the discontinued Cascades East Transit route 12.

In addition to the Mobility Lab, Ride Bend partners include the Bend Metropolitan Planning Organization, Cascades East Transit, the city of Bend, St. Charles Health System and Visit Bend, with in-kind support from Bend 2030, the Downtown Bend Business Association and Old Mill District.

“Ride Bend is a fresh, new improvement to our transportation options,” said Sally Russell, mayor of the City of Bend. “Especially during the summer months we need to make it easier and more efficient for residents and visitors to move around our community.”

The Ride Bend app is available for iPhone and Android; the service can also be accessed beginning July 1 via a toll-free phone number: 866-921-8924.

The [Mobility Lab](#) is a collaborative convened by OSU-Cascades that brings innovation in transportation options to the region by informing policy, developing pilot projects and assessing the effectiveness of transportation options.

To learn more, visit [OSUcascades.edu/ridebend](https://osucascades.edu/ridebend).

Note to Editors: Digital images of the Ride Bend vehicle design and service area map are available for download and use with this article: <https://beav.es/ZMM>

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About OSU-Cascades: Oregon State University’s campus in Bend, Ore. features outstanding faculty in degree programs that reflect Central Oregon’s vibrant economy and abundant natural resources. Nearly 20 undergraduate majors, 30 minors and options, and three graduate programs include computer science, energy systems engineering, kinesiology, hospitality management, and tourism, recreation and adventure leadership. OSU-Cascades expanded to a four-year university in 2015; its new campus opened in 2016.

PUBLIC SERVICE ANNOUNCEMENT

What:

Ride Bend launch event

Who:

OSU-Cascades Mobility Lab, Bend Metropolitan Planning Organization, Cascades East Transit, City of Bend, St. Charles Health System and Visit Bend, with in-kind support from Bend 2030, the Downtown Bend Business Association and Old Mill District.

When:

11 a.m., Monday, July 1

Where:

Old Mill District, in the parking lot near the footbridge

Cost:

Free

Info:

OSUcascades.edu/RideBend

If you would rather not receive future communications from Oregon State University - Cascades, let us know by clicking [here](#).
Oregon State University - Cascades, Community Relations & Marketing 1500 SW Chandler Ave., Bend, OR 97702-3237 United States

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