



17575 Peak Avenue
Morgan Hill, CA 95037-4128
TEL: (408) 779-7271
FAX: (408) 779-3117
www.morganhill.ca.gov

Contact:
Chris Ghione
Public Services Director
chris.ghione@morganhill.ca.gov

FOR IMMEDIATE RELEASE

Say Hello to MoGo

City of Morgan Hill to launch Innovative Micro Transit Pilot Service

Morgan Hill, Ca. September 12, 2022 – The City of Morgan Hill will host an event to celebrate the launch of a new, innovative transit service named MoGo Morgan Hill Quick Ride (MoGo). The pilot on-demand rideshare service will provide point-to-point rides throughout the city. The launch event will take place outside the Centennial Recreation Center at 10:00 AM on Friday, September 23, 2022.

The technology behind the Microtransit service allows riders to request trips using real-time booking through the MoGo mobile app (available in [Apple App Store](#) and [Google Play Store](#)), online at book.mogo.rideco.com, or call center at 408-330-3302. Riders can pay for the service with a debit card, credit card, or cash. MoGo Morgan Hill Quick Ride will cost \$2.50 per person per ride. Service will begin Monday, September 19, 2022.

“With MoGo, the City is leveraging an innovative transit model that will give residents an affordable and accessible way to move around our city,” said Morgan Hill Mayor and VTA Board Vice Chair, Rich Constantine. “MoGo will bring the convenience of ride-share technology at a fraction of the cost, which will enhance our existing transit service and improve accessibility for our residents.”

MoGo is a virtual stop to virtual stop model. Riders will have the option to book trips on-demand to and from various fixed point stops within the city’s limits. The virtual stops are located at key commercial centers, community spaces, existing transit, and neighborhoods and within a 10-minute walk to and from most areas of the city. The service will run Mondays through Saturdays between the hours of 7:00 am and 9:00 pm.

“MoGo provides a more affordable, flexible option for our community to get around Morgan Hill,” said Public Services Director, Chris Ghione. “We couldn’t be more excited to launch this new convenient service for the people who work and live in Morgan Hill.”

In April, the City of Morgan Hill approved awarding a \$1.5 million contract to private on-demand transit company RideCo Inc. to operate MoGo. This two-year pilot project is designed to supplement existing public transit in Morgan Hill with a flexible, on-demand rideshare service. In addition to offering a more flexible mobility option, MoGo was designed with safety in mind. Vehicles will be operated by employees of contractor CLS who are extensively screened and receive specialized safety training.

The MoGo Morgan Hill Quick Ride two-year pilot service is funded with 2016 Measure B Innovative Transit Service Models program funds under the Transit Operations Program Area goal of supporting new/innovative transit service models that will address first/last mile connections and transit services for the transit dependent, vulnerable populations, and paratransit users that is safe and accountable. The City of Morgan Hill received this funding through a competitive county-wide grant process. For more information about planned operations, visit MoGo Morgan Hill Quick Ride at www.mogomh.com.

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