



# User's Guide

TheRide's Shared-Ride Service  
For Seniors 65+

PDF version available at:  
[TheRide.org](http://TheRide.org)

Effective: August 26, 2024

## **Welcome to GoldRide**

GoldRide is a shared-ride service of the TheRide for seniors aged 65 or older. Riders may also travel TheRide's fixed-route buses FREE with their GoldRide card. GoldRide trips are shared if they are generally traveling in the same direction at the same time. Trips are scheduled without regard to trip purpose or priority.

Service is available within the City of Ann Arbor, and Ypsilanti, limited area within Pittsfield Township and Ypsilanti Township and to the Washtenaw Community College, Trinity Health hospital, UM Medical Center and UM lobbies at Domino Farms.

### **GoldRide Eligibility**

To apply for the GoldRide card you must complete an application process. The GoldRide application can be requested by mail or downloaded from our website at **[www.TheRide.org](http://www.TheRide.org)**. For more information or to request an application call 734-973-6500, or email **[GoldRide@TheRide.org](mailto:GoldRide@TheRide.org)**

## Reference Numbers

|                                       |              |
|---------------------------------------|--------------|
| Reservations & Cancellations          | 734-794-1800 |
| TDD Trip Reservations & Cancellations | 734-663-5994 |
| Customer Service                      | 734-973-6500 |
| FlexRide Late Night & Holiday Service | 734-528-5432 |
| Travel Training                       | 734-794-1721 |
| TheRide General Information           | 734-973-6500 |
| Bus Route and Schedule Information    | 734-996-0400 |

This User's Guide is meant to present GoldRide guidelines in general terms. This publication should not be considered to be the full and complete explanation or content of GoldRide guidelines, or local, state or federal law. Local, state and federal laws take precedence.

# GoldRide Basics

## Obtaining Your GoldRide Card

The GoldRide card is FREE. To obtain one, present one of the following pieces of acceptable valid photo identification:

- U.S. driver's license
- State I.D.
- U.S. passport
- Foreign passport

TheRide's main office is located at: 2700 S. Industrial Hwy. Ann Arbor, MI. Main office hours are Monday-Friday between 8:00 a.m. & 5:00 p.m. Your picture will be taken and your GoldRide I.D. card will be issued right away.

## Update Your Card

Your GoldRide card only needs to be updated if:

- You move and your address changes
- You no longer use the service, or
- You wish to apply for A-Ride service

For more information, call TheRide at 734-973-6500,

You must have your GoldRide card in order to travel. If you lose your GoldRide card, call TheRide's main office for a replacement. Your first replacement card is free, additional replacements are \$5.00.

### General Operating Hours

Monday-Friday: 6:00 a.m. - 11:30 p.m.

Saturday: 7:00 a.m. - 11:30 p.m.

Sunday: 8:00 a.m. - 9:00 p.m.

### Holidays

GoldRide does not operate on: New Year's Day, Easter, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, and Christmas Day. On Christmas Eve and New Year's Eve service ends at 7:00 p.m. For trips on these days call FlexRide Late Night & Holiday Service (see page 12).

## **Reservations**

To reserve your ride, use the FlexRide app for iOS or Android or call 734-794-1800. So we can better serve you, please book your trip one day in advance. The reservationist will give you a 20-minute pickup window for all pre-scheduled rides.

If you need assistance, please call 734-973-6500 or send us an email at [GoldRide@theride.org](mailto:GoldRide@theride.org).

We'll need the following information to reserve your trip:

- Name
- Phone number
- Method of payment
- Pick up time
- Origin (pick-up point)
- Destination (drop-off point)
- Know what assistance you may need, or mobility aids you use
- Know who will be traveling with you

Trips may be booked for next day, same day and on-demand.

### Trip Times

The travel time of a GoldRide trip is comparable to the same trip if made by fixed route bus. Pickup times may also be negotiated within one hour before or after the requested time. The reservationist will give you a pickup time and the expected Be-Ready window your ride will arrive within.

Please be prepared to leave when your ride arrives. Riders who do not board the vehicle when it arrives delay service for other passengers. In these cases, the driver can only wait up to 5 minutes before moving on to their next trip.

## Guidelines

### Fares

Riders who reserve over the phone must pay in cash upon pickup. Please bring exact change. Riders who book online or through the FlexRide App pay with a major credit card or PayPal. Online payments are non-refundable.

|  |      |
|--|------|
| <b>Fixed Route Bus</b>                       | Free |
| <b>One-Way Trip</b>                          | \$20 |
| <b>Additional Passenger<br/>(Companion)</b>  | \$5  |
| <b>Verified Low-Income<br/>Reduced Fare*</b> | \$5  |

\*Visit [TheRide.org](http://TheRide.org) or call 734-973-6500 for eligibility information for the low-income reduced fare.

## Note

You must present your GoldRide card to the driver when traveling. If you have lost or misplaced your card, be sure to call TheRide's main office at 734-973-6500 to obtain a replacement. Your first replacement card is free, there is a \$5 fee for additional replacements.

## Carry On Items

Riders may travel with items they or their companion can safely carry on their lap(s). Riders may need to place items at their feet or under their seat to accommodate other riders. Please limit your items, if they displace other riders (or expected riders) you may be refused that trip.

If you have excessive items and do not wish to reduce them, then you can request a trip from the provider at their private cash rate. In this event you may need to wait for a private vehicle to arrive.

## Lost Items

GoldRide is not responsible for lost items. If you believe you left an items in the vehicle, call 734-794-1800 the day after the trip occurs. You can also request your lost item to be delivered to your home for a delivery fee of \$20.



## Transporting Children

Michigan's child booster seat law requires children to be properly buckled in a car seat or booster seat until they are 8 years old or 4'9" tall (children younger than age 4 must ride in a car seat). Children must ride in a seat until they reach the age requirement or the height requirement, whichever comes first. For safety reasons, parents are required to provide the car travel seat. Upon request, drivers will help carry the (empty) car seat or booster chair to or from the vehicle.

## Service Animals

Service animals are welcome on GoldRide. They must be under your control and not interfere with other passengers. Pets must be carried in a well secured cage or travel container.

## Companions (Guest)

You may have one companion or guest (a non-eligible rider) travel with you for an additional fare. Additional companions may travel with you if space is available. Companions must have the same origin and destination as the eligible rider.

## Cancelling A Trip

If your plans change you must cancel your reservation no later than 30 minutes before your scheduled pickup on the day of your trip.

## Passenger Responsibilities

The below list of guidelines is designed to ensure the safety and comfort for all riders, as well as the driver.

- Have your GoldRide card and correct fare when traveling
- Consider the travel time and the Be-Ready window when traveling
- Be ready at the pickup location and on time
- Do not distract the driver or other riders
- Do not engage in inappropriate behaviors
- Travel with a companion if you need additional help
- Maintain acceptable standards of personal hygiene
- Do not smoke, eat, drink, or play loud music
- Expect to share your ride with other passengers
- Ensure your mobility aid is safe and travel worthy

## Driver Responsibilities

Drivers must adhere to the same standards of common courtesy and personal hygiene as passengers, in addition:

- Are professional and courteous and wear visible name tags
- Are well groomed and dressed neatly
- Receive disability awareness & sensitivity training
- Remain in the “line-of-sight” of their vehicle
- Assist riders to board or exit the vehicle

- May not accept tips or gratuities
- May not lift or carry riders
- May not enter a rider's residence

### Service Suspension

The following are examples of misuse that could lead to loss or suspension of service.

- Falsifying information on your GoldRide application
- Allowing others to use your GoldRide card
- Inappropriate, unsafe or illegal actions

### Appeals

If you are not in agreement with a decision made by TheRide regarding service suspension, you may appeal the decision in writing. You can obtain an appeal by calling 734-794-1719. Appeals processes are carried out in accordance with federal regulations.

- Suspension appeals must be filed within 15 days
- Appeals must be filed in writing or audio (cassette/CD)

Appeal determinations are made within 30 days. Depending on the circumstances, you may continue to use GoldRide during this period.

## Other Services

### Late Night & Holiday Service 734-528-5432

FlexRide provides late night and holiday service within the City of Ann Arbor, and downtown Ypsilanti between Clark Road/East Huron River Drive on the north and Ellsworth Road/Michigan Ave on the south. Make sure your travel plans are within the boundaries of the service area.

### Fixed-Route Bus Service

Benefits of riding fixed route bus service are:

- You don't have to make a reservation to ride a bus
- Riding the bus is free with your GoldRide ID card
- Buses are 100% wheelchair accessible
- Buses lower and have ramps for no-step entry
- Buses are equipped with audio and visual displays
- Priority seating is available

- Use the bus for some trips and GoldRide for other trips

### Travel Training 734-794-1721

Travel Training assists seniors and persons who have disabilities with their community travel needs.

The intent of TheRide's Travel Training program is to maximize the skills of the participant for successful independent travel. Training is provided on a one-to-one basis. The trainer provides practical experiences by riding the bus with the participant on a daily basis. Training is coordinated with the daily activities of the participant himself, allowing participants to progress at their own rate.

There are two types of instruction available:

- Field Destination Training
- General Travel

Please call TheRide's Travel Trainer for more information or to register for training.

**Mobility Services Coordinator**

**734-794-1721**

# Customer Service

## Compliments & Concerns 734-996-0040

If you have a compliment, concern, or suggestion about GoldRide services, or if you have a question or need additional information please call.

## Moving

If you've moved, please notify us at **GoldRide@TheRide.org** and we will update your information.

## Local Advisory Council (LAC)

The LAC board includes seniors, persons with disabilities, and others interested in accessible transportation services. Comments and service recommendations discussed by the LAC are reported to TheRide's Board of Directors.

The LAC meets monthly from, at TheRide's main office, 2700 South Industrial Highway, Ann Arbor. The office is accessible by GoldRide and the TheRide's fixed-route bus #6 Ellsworth. For more information, call 734-973-6500.

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# Service Area Map

