

# BRATS 2.0





# Lifestyle

The Independent, Wednesday, August 3, 1988 Page 1B

## BRATS is important service to Baldwin County citizens

by Morgan Little

For some senior citizens, it's the only contact they have with others. And some have no other way to visit relatives, a doctor or do vital shopping.

It's the BRATS (Baldwin Rural Area Transportation System) bus service, which also has allowed some people to hold jobs who otherwise have no reliable way to get to work.

The state and county-funded bus service is now operating in Central Baldwin two days a week, Wednesdays and Fridays offering transportation and the "magic carpet"—almost private taxi is as near as a telephone.

Folks in Robertsdale, Loxley, Summerdale, Silverhill, Elsanor and Seminole may telephone the Robertsdale Senior Citizens Center—947-2360—to arrange to visit a relative, go to a beauty or barber shop, the courthouse or ci-

ty hall, grocery shopping or anywhere in the county from Little River to Gulf Shores.

"We would like to know 24 hours in advance so we can plan the routes," states Rosie Broadus, transportation coordinator for Baldwin County.

Mrs. Anna Belle Beverly, director of the Senior Center in Robertsdale, will arrange for these calling in a transportation need to be scheduled for pick-up and return home. The center also has a short-wave radio to communicate with the bus driver at all times.

At present, BRATS has seven buses operating in Baldwin from centers in Foley, Fairhope, Bay Minette and Robertsdale.

The door-to-door service is funded by the Alabama State Highway Department and the Baldwin County Commission.

Actually the buses are large custom vans fitted with tops high enough that riders can stand up

without their heads hitting the roof.

Robertsdale participates financially by providing a headquarters at the senior center with personnel to handle the telephone and radio.

Ms. Broadus hopes that a fund drive in September will provide enough funds to expand the service.

Some of the elderly freely offer statements such as this, "Most of the time, I never see another living soul until I see you," says BRATS driver Elaine Gill, who adds there are many older persons who have no one to take them places where they both need and just want to go.

Mrs. Gill says she often hears conversations among the passengers telling of the loneliness they experience between trips on the bus. "The bus gives them a chance to get out, eat out, get

medical attention or just walk around town and visit a while."

Then there are the ones who use the service on a regular basis—those who have no other reliable way to travel—to get to a job to earn a living.

"We have at least 10 people right now who could not work because no transportation was available to them," Mrs. Gill said.

"And we have a waiting list for people who need a way to work and then back home," Ms.

Broadus added. Some are already working but have poor and unreliable transportation. "Some miss whole and parts of days just because they can't get there," she said.

"Having this service available makes productive citizens out of persons who otherwise couldn't be because of lack of transportation," states Robertsdale Mayor George Pervy Thames.

He pointed out that the BRATS service has given dozens

of elderly folks a renewed feeling of independence. "They don't have to feel guilty about their children having to take off from work to take them to the doctor or any other place they need or want to go," Thames said.

Oh, yes, Ms. Broadus and Mrs. Gill say they've taken a lot of kidding about the "BRATS Bus Stop" signs around the county, mostly from folks who want to know why the "mean kids" have their own bus service.



Expanded bus service

The Baldwin Rural Area Transportation system (BRATS) has expanded in central Baldwin, operating out of the Robertsdale Senior Citizens Center Wednesday and Friday. Robertsdale Mayor George Pervy Thames, left, cooperated with

BRATS by providing space, telephones and personnel for scheduling door-to-door transportation. Others from left are county BRATS coordinator Rosie Broadus; driver Elaine Gill; and center director Anna Belle Beverly. (Photo by Morgan Little)









# THE CRITICAL QUESTION:

**DO WE STILL HAVE A SERVICE  
THAT PEOPLE WANT TO USE?**

AS CULTURAL EXPECTATIONS  
CHANGE, SO MUST OUR SERVICE.



# BRATS 1.0



Can BRATS take me there?



## CITY ZONES - CONTINUED

Operates Monday through Friday.

FOLEY ZONE NORTH (North of Hwy 98)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
7:30 AM - 8:00 AM	8:15 AM	11:15 AM
9:30 AM - 10:00 AM	10:15 AM	1:15 PM
11:30 AM - 12:00 PM	12:15 PM	4:00 PM
1:30 - 2:00 PM	2:00 PM	
FOLEY ZONE SOUTH (South of Hwy 98)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
8:30 - 9:00 AM	9:15 AM	10:15 AM
10:30 - 11:00 AM	11:15 AM	12:15 PM
12:30 - 1:00 PM	1:15 PM	2:00 PM
LOXLEY ZONE		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
9:45 AM - 10:15 AM	10:30 AM	12:00 PM or 1:30 PM
ROBERTSDALE / SILVERHILL ZONE		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
9:45 AM - 10:15 AM	10:30 AM	12:00 PM or 1:30 PM
SPANISH FORT ZONE		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
10:00 - 10:30 AM	10:45 AM	11:30 AM
11:30 AM	11:45 AM	1:00 PM



## CITY ZONES (CHARGED BY MILEAGE)

Operates Monday through Friday.

BAY MINETTE ZONE NORTH (North of Railroad Street)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
7:30 AM - 8:00 AM	8:15 AM	9:15 AM
9:30 AM - 10:00 AM	10:15 AM	11:15 AM
11:30 AM - 12:00 PM	12:15 PM	1:15 PM
BAY MINETTE ZONE SOUTH (South of Railroad Street)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
8:30 - 9:00 AM	9:15 AM	10:15 AM
10:30 - 11:00 AM	11:15 AM	12:15 PM
12:30 - 1:00 PM	1:15 PM	2:00 PM
DAPHNE ZONE NORTH (North of Park Drive)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
9:30 - 10:00 AM	10:15 AM	11:15 AM
11:30 AM - 12:00 PM	12:15 PM	1:15 PM
1:30 - 2:00 PM	2:00 PM	4:00 PM
DAPHNE ZONE SOUTH (South of Park Drive)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
8:30 - 9:00 AM	9:15 AM	10:15 AM
10:30 - 11:00 AM	11:15 AM	12:15 PM
12:30 - 1:00 PM	1:15 PM	2:00 PM
FAIRHOPE ZONE NORTH (North of Fairhope Ave.)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
8:30 - 9:00 AM	9:15 AM	10:15 AM
10:30 - 11:00 AM	11:15 AM	12:15 PM
12:30 - 1:00 PM	1:15 PM	2:00 PM
FAIRHOPE ZONE SOUTH (South of Fairhope Ave.)		
DEPARTURE TIME Estimated Time you Leave Origin	ARRIVAL DESTINATION Estimated Time of Arrival at Destination	RETURN PICK-UP TIME Estimate Time you will be picked up to go home.
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10:00 - 10:30 AM	10:45 AM	11:30 AM
11:30 AM	11:45 AM	1:00 PM





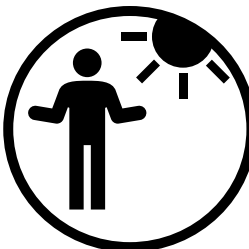
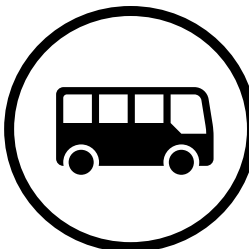
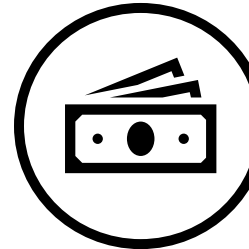
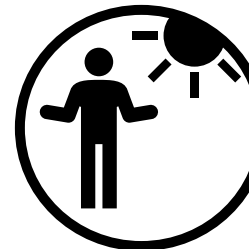
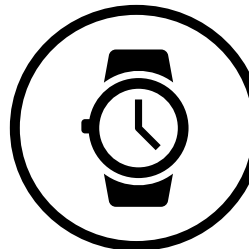
# BRATS 1.0



Can BRATS take me there?



24 HOURS





# 2020 EXPECTATIONS:

GRUBHUB



DOORDASH



NETFLIX



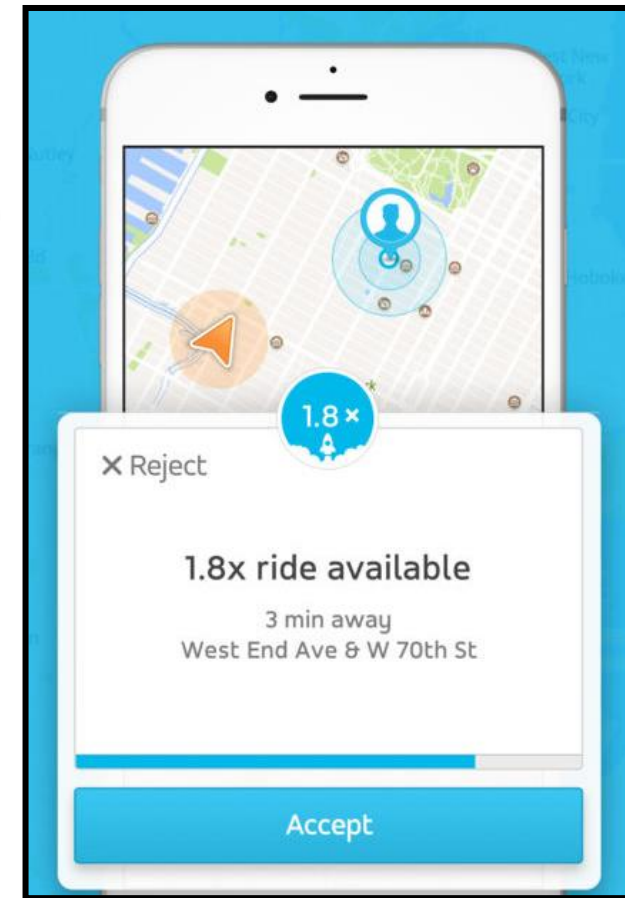
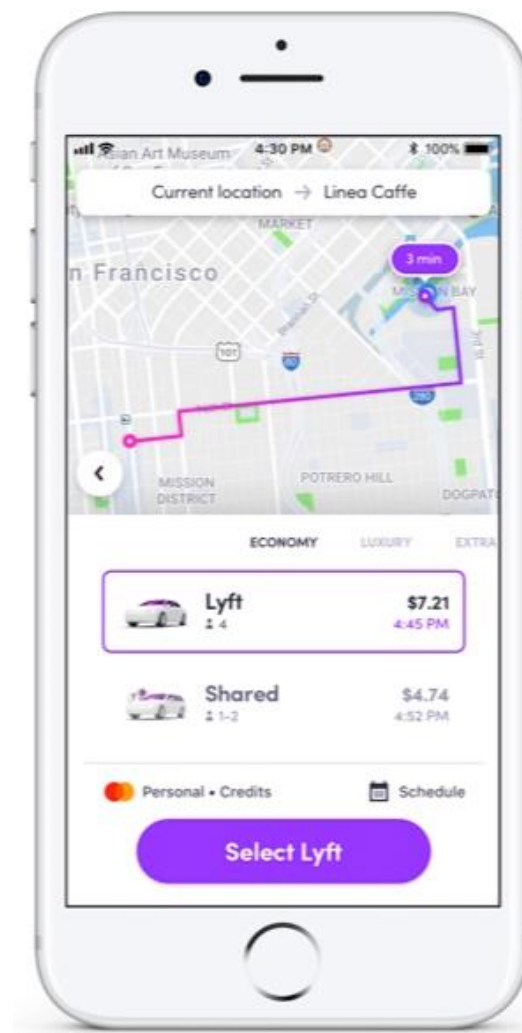
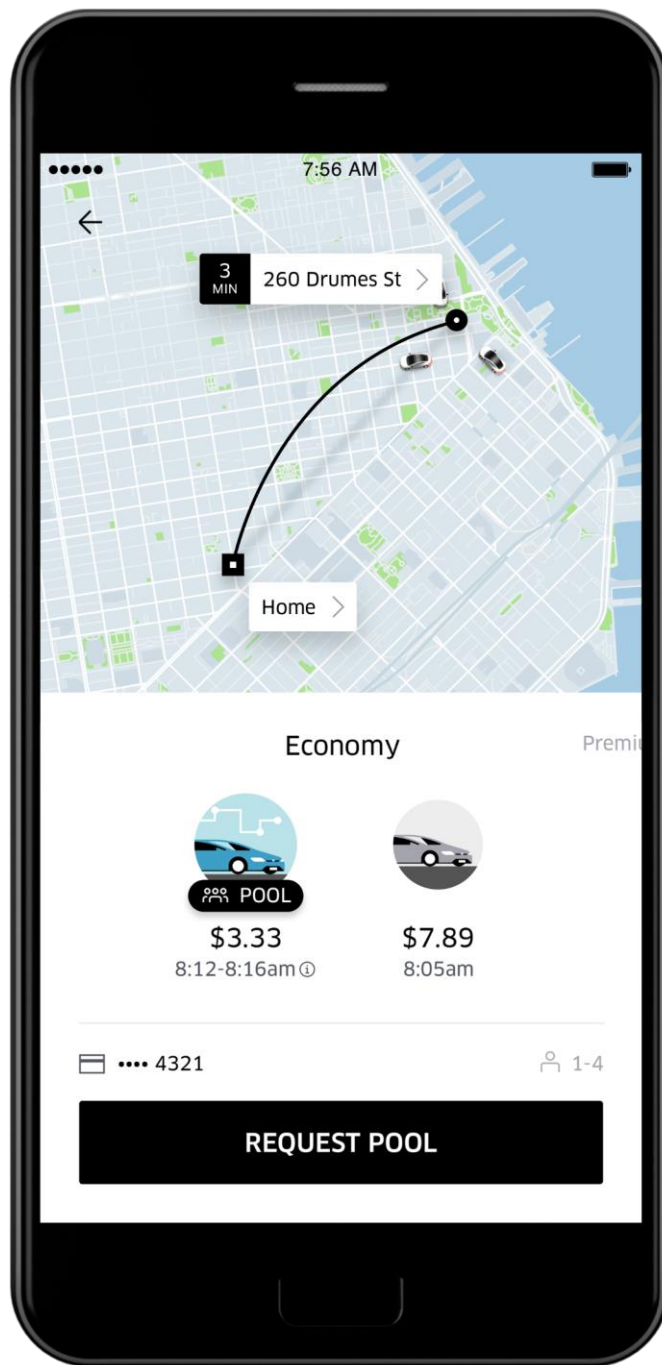
Apple tv+

Disney+

Uber

zTrip<sup>®</sup> Lyft





Ride-Hailing  
Companies



# BRATS 2.0

POWERED  
BY:





# Objectives:

1. Serve existing passengers
2. Expand to new passengers



# The future of public transit in Baldwin County

## The world's first rural mobility on demand (MOD) deployment

**Fully replacing current fixed routes and pre-scheduled zone service with more flexible options for riders**



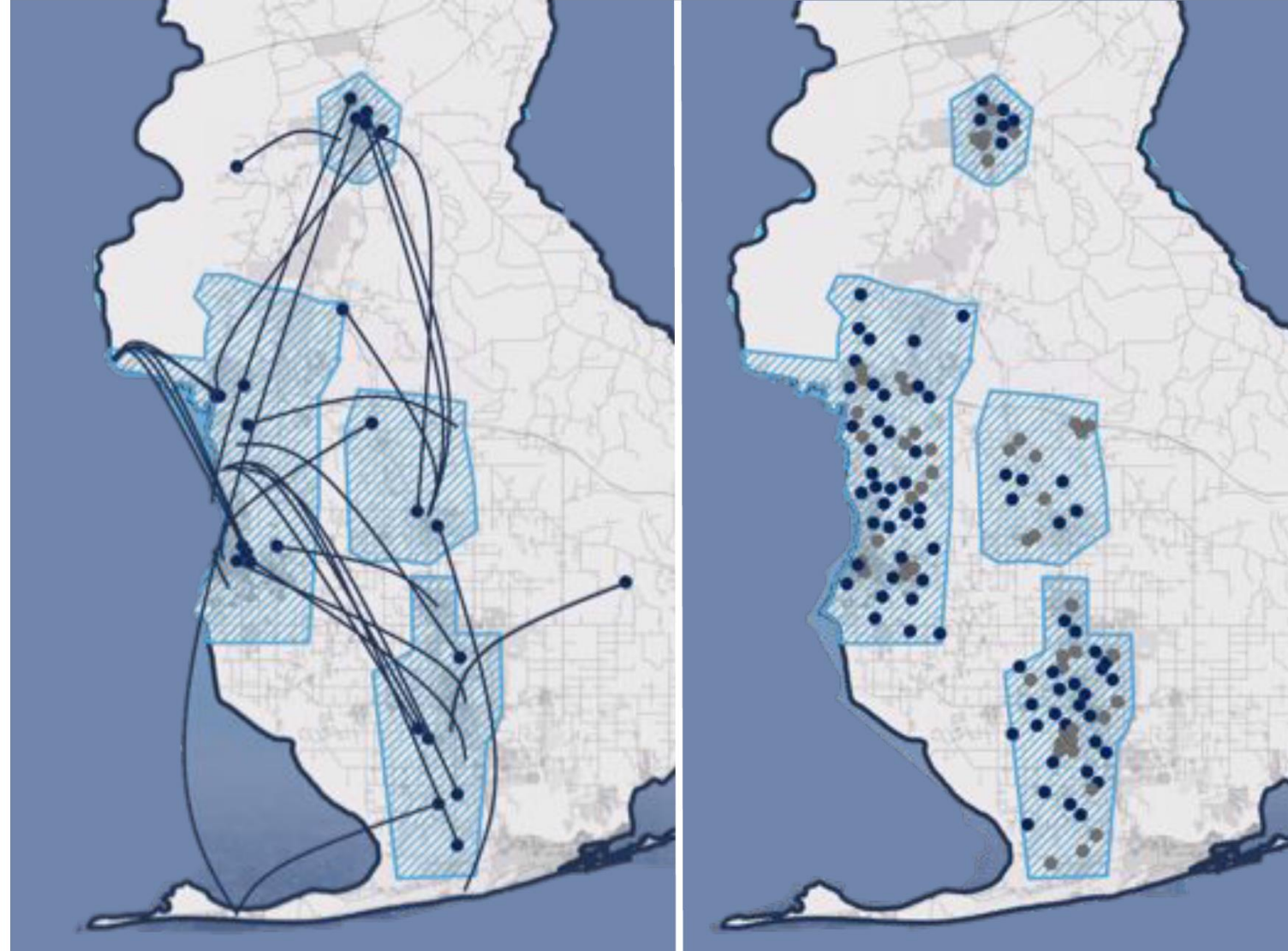
Trips within primary zones can be on-demand



Trips between primary zones can be prescheduled in as little as 3 hours in advance



Trips between outer zones can be prescheduled in as little as 12 hours in advance





# Service zone.

## Within Primary zone:

Book on-demand

## Between Primary zones:

Book 3 hours in advance

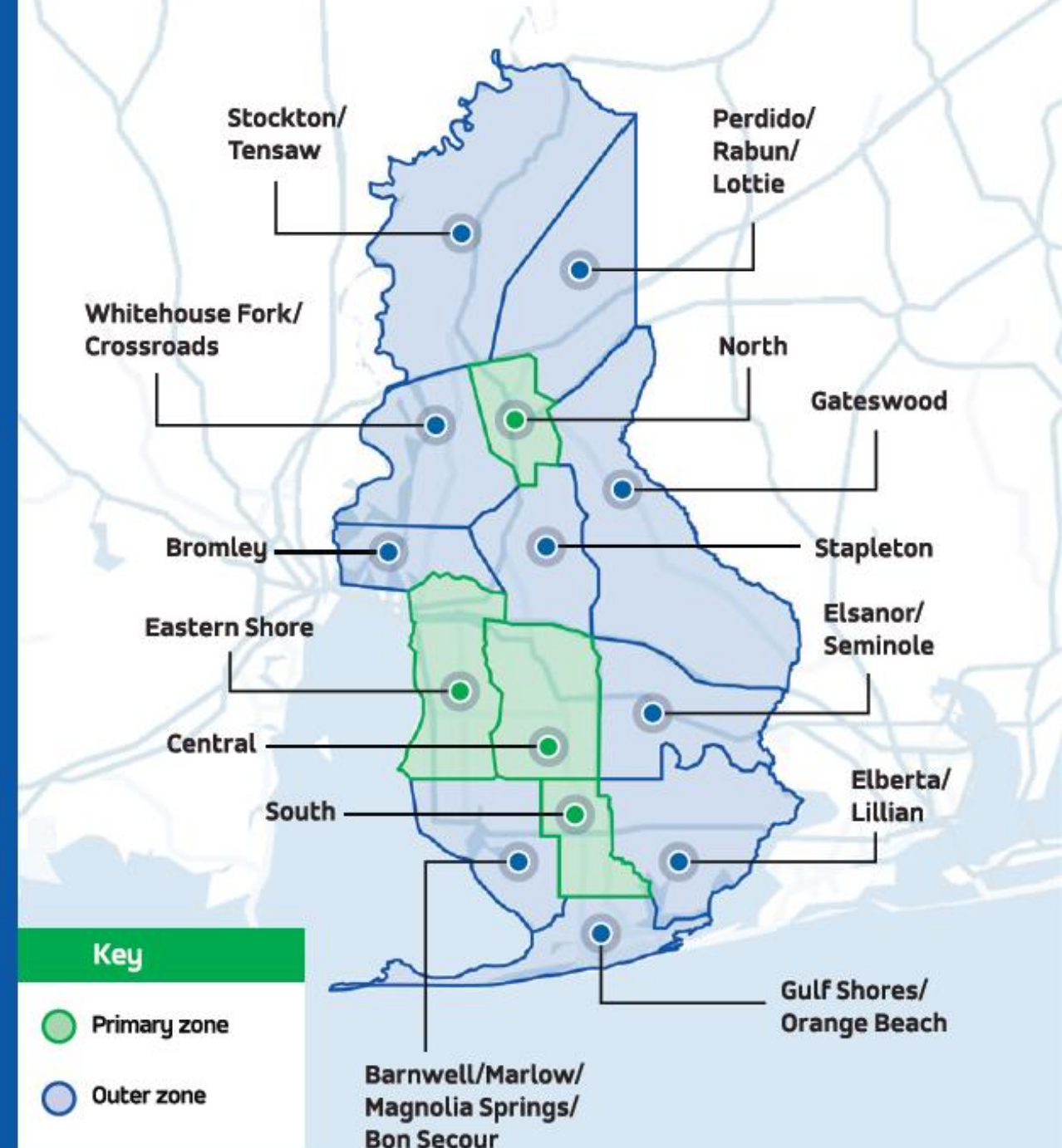
## Outer zones:

Book 12 hours in advance

## One-way ride pricing.

0 - 5 Miles .....	\$2.00
5.1 - 10 Miles .....	\$2.50
10.1 - 15 Miles .....	\$3.00
15.1 - 20 Miles .....	\$3.50
20.1 - 25 Miles .....	\$4.00
25.1 - 30 Miles .....	\$4.50
30.1 - 35 Miles .....	\$5.00

**Additional guest - \$2 flat fare.**





DAILY PLAN

Today

FILTERS

Choose Filters

Early On Time Late Very Late  
 Done No Show / Unsuccessful

Drivers 24

Mark\_0 Brand\_0.1

Kellie Bryars

Angela Andrew

Lisa Crowe

Nancy Kooyenga

William Walley

Joe Dishman

Ray Mayo

Jerry Grady

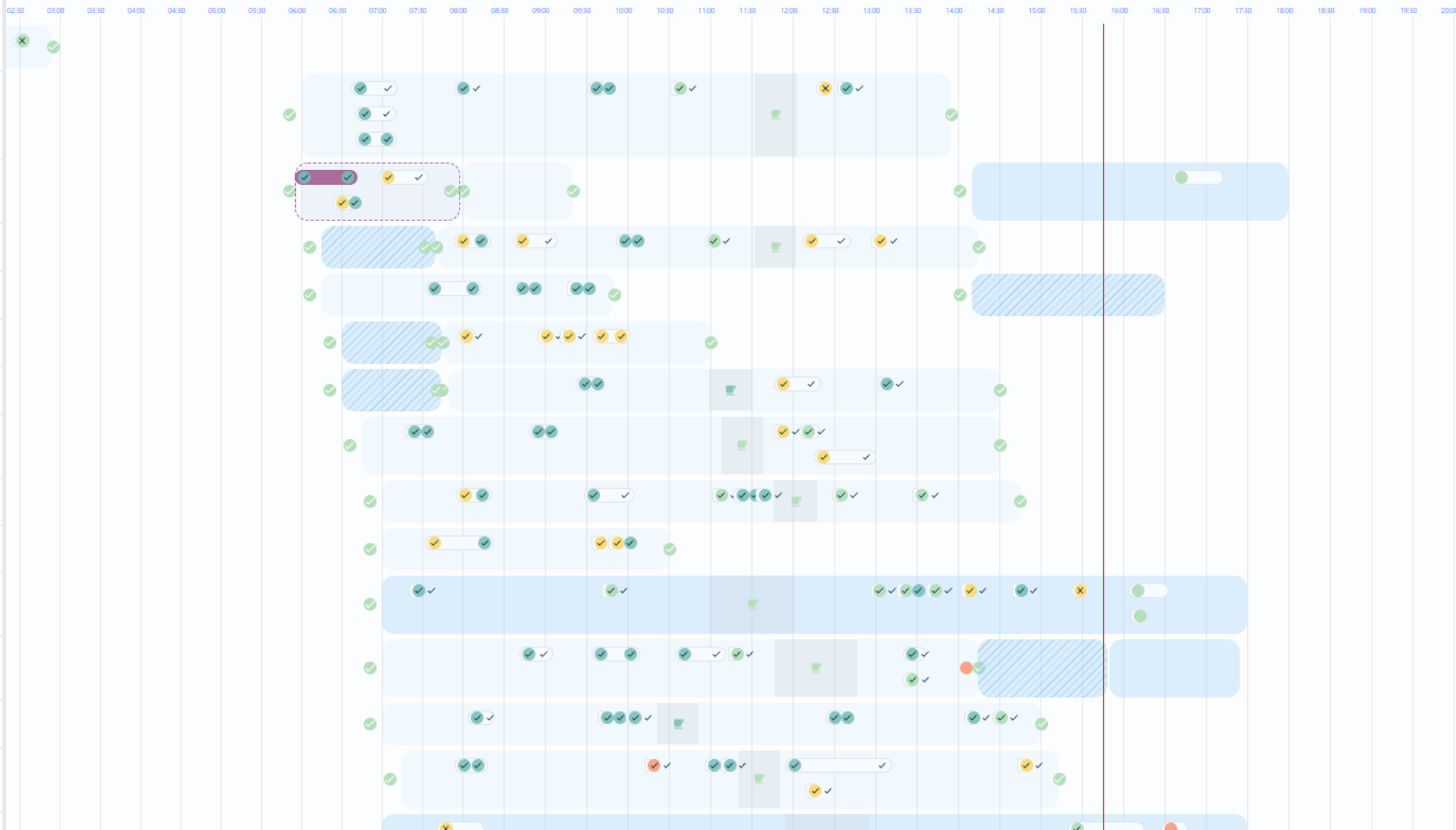
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Felix Laurel

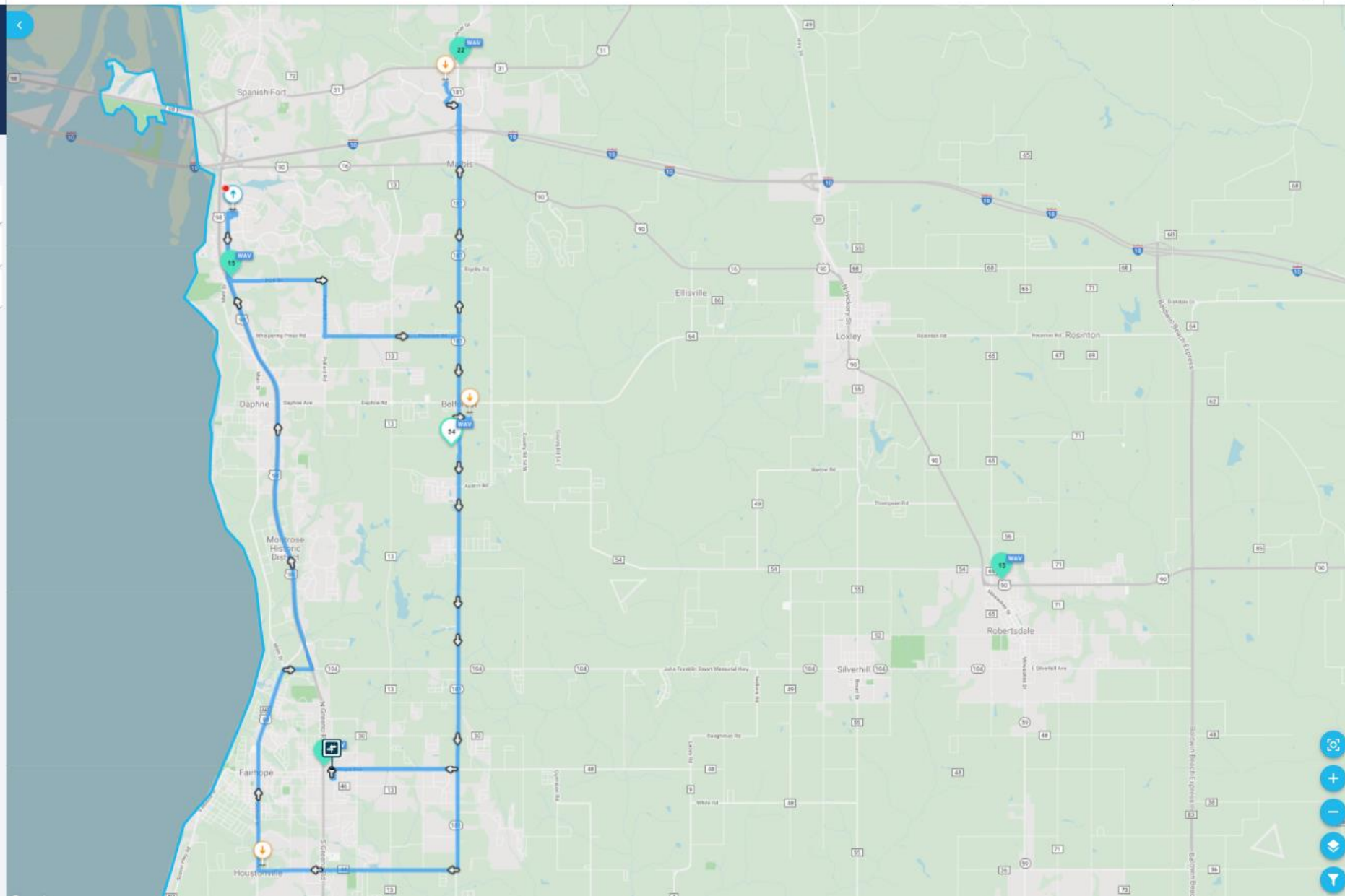
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Jamie Logan

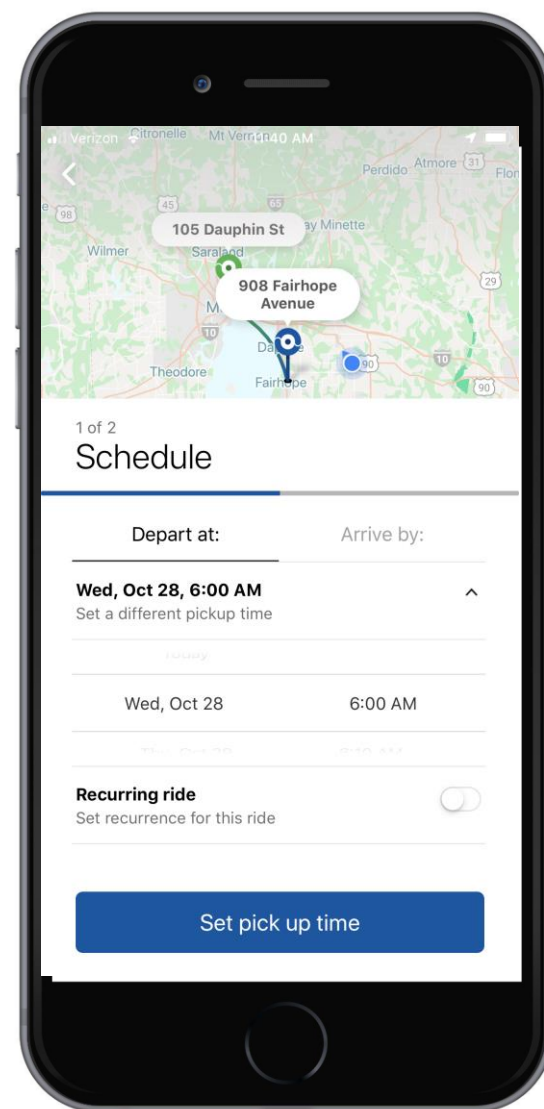
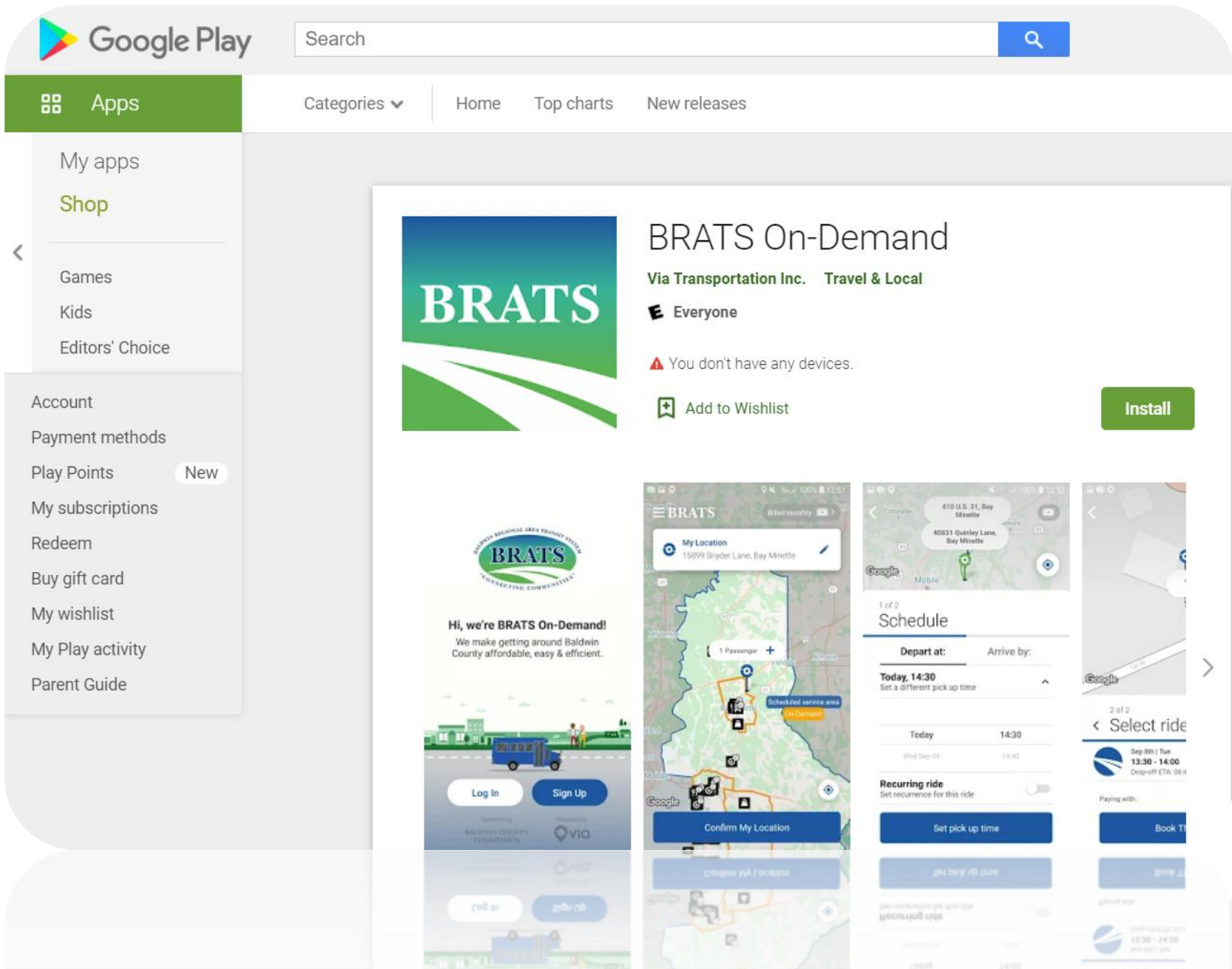
Brenda Davis



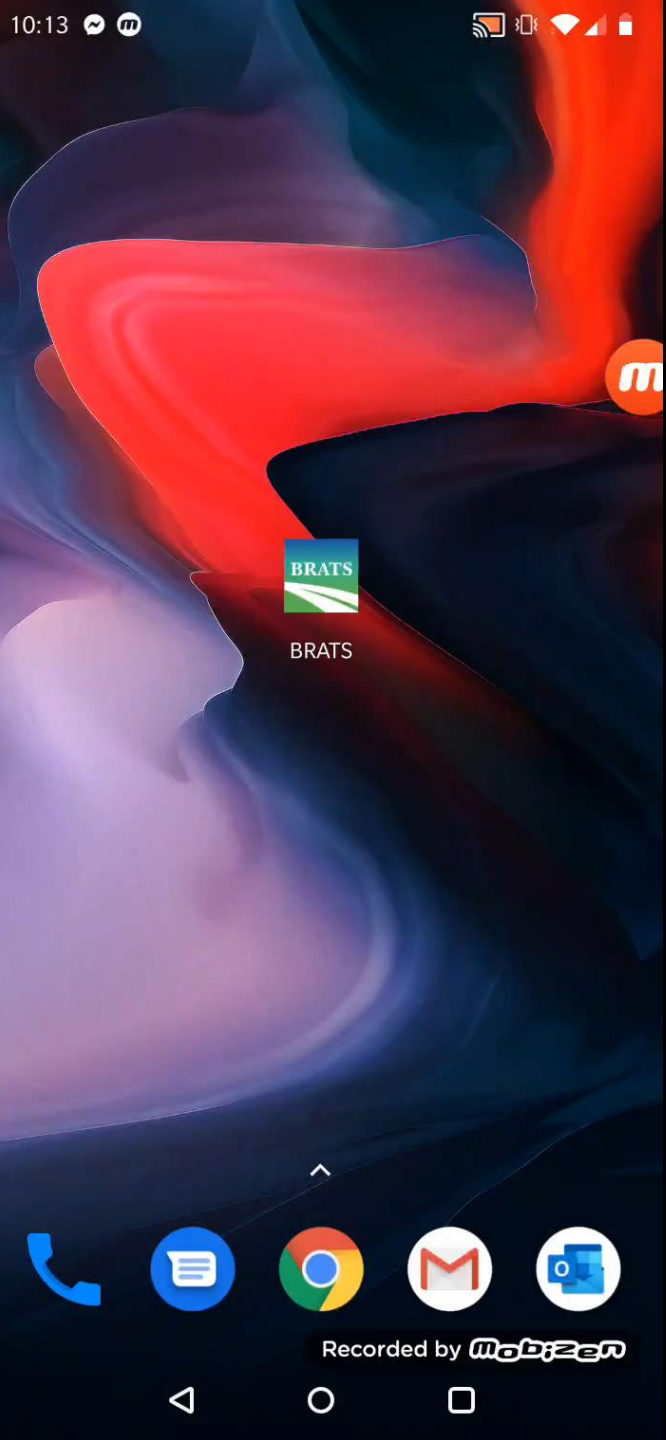




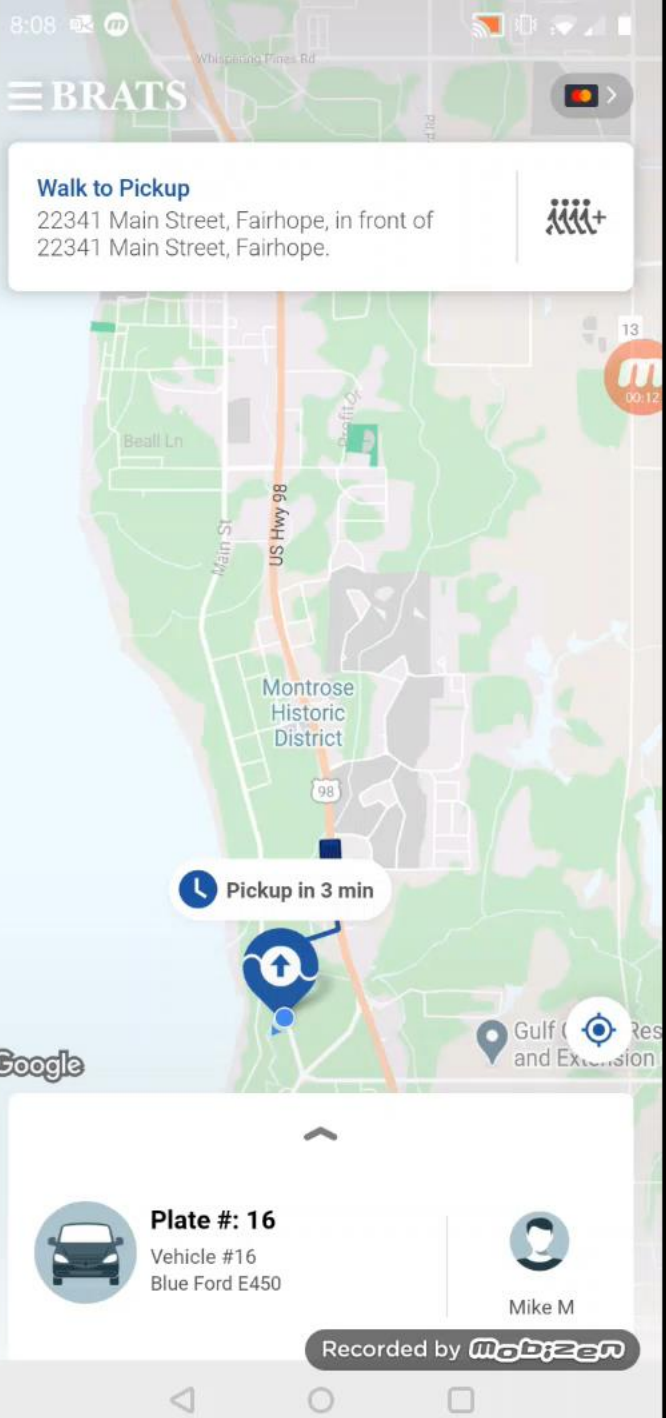












BRATS

Walk to Pickup

22341 Main Street, Fairhope, in front of  
22341 Main Street, Fairhope.



Pickup in 3 min

Google



Plate #: 16

Vehicle #16  
Blue Ford E450



Mike M

Recorded by Mobizen



# Coming Soon:

(hopefully)

1. Web Booking Portal
2. More Versatile Fleet
3. Marketing Push



QUESTIONS OR  
FEEDBACK?