

Service Launch Date: February 10, 2021

For more info: <https://downtownmemphis.com/groove-on-demand/>

What is Groove On-Demand?

Groove On-Demand powered by Via is a dynamically routed, app-based shuttle service in partnership with the Downtown Memphis Commission, Memphis Medical District Collaborative, and Memphis Area Transit Authority (MATA). The service is open to all riders in the greater Downtown Memphis area, including the Medical District and New Chicago. You can request pickups and dropoffs to and from any locations within the service area, and we'll do the rest. You can also call 901-763-8422 and a member of our team can book a ride on your behalf.

How can I contact Groove On-Demand?

Please contact us at 901-763-8422 or by email at support-groove@ridewithvia.com.

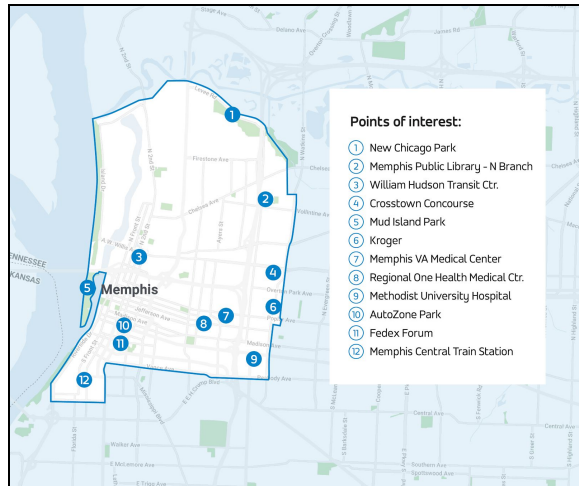
How do I get the app?

To access Groove On-Demand, download the Groove On-Demand app! The Groove On-Demand app is currently available for iPhone and Android devices. You can download the app here for iPhone and here for Android. The app is available in the App Store and Google Play Store. If you do not have a smartphone, please call 901-763-8422 and one of our member service representatives can help you set up an account.

When and where does Groove On-Demand operate?

Groove On-Demand operates 7am-8pm Monday through Friday.

The service zone is illustrated in the map below:



How much does a ride cost?

Standard rides will be \$1.25 with +1s costing \$0.75 each. Concessions for seniors, students, and riders with disabilities are \$0.50 per ride. In order to access MATA concessions, you will need to have your corresponding MATA issued card (for seniors and riders with disabilities) or your Shelby County Student ID card (for students) available to show the driver. You will also need to indicate your status as belonging to one of these groups (if applicable) in the app. To do this, go to your Account and select "Special Settings". From there, you will be able to select the appropriate toggle to indicate your status. Alternatively, you can call support at 901-763-8422, and an agent can help you set this up.

I am a wheelchair passenger. Do you have vehicles that can accommodate me?

Yes! If you need a wheelchair accessible vehicle, please make sure to toggle on the "Wheelchair Accessible" option in the "Special Settings" section of your account. If you don't have a smartphone and require assistance with creating your account, you can let our Live Support team know you need a wheelchair accessible vehicle at that time. You will then be matched with a wheelchair accessible vehicle for your ride and receive curb to curb service.

How do I create a Groove On-Demand account?

If it is your first time using the app, you'll need to press "Get Started" and create an account before you can log in and book a ride. You will need to add personal details (name, email, and phone number), create a password, and add a payment method (debit, credit, or prepaid cards are accepted in the app).

What if I do not have a debit or credit card?

To accommodate unbanked riders, Groove On-Demand can also be accessed with a prepaid debit card. In addition, ride credit can be purchased with cash at the Hudson Transit Center customer service desk (444 N. Main Street, Memphis, TN 38105). At that location, you can exchange cash for discounted Groove On-Demand credit (e.g. \$6 of Groove On-Demand credit costs only \$5 cash). The Groove On-Demand credit will be supplied in the form of a unique promo code on a voucher. For app users, the code should be applied in the promo code section of the app. For non-app users, call support at 901-763-8422 to have the code applied. Once you've spent all your Groove On-Demand credit by taking trips with us, you'll need to return to the Hudson Transit Center to purchase more. We are working on expanding the list of locations where ride credit vouchers will be sold so look out for more options in the future!

How do I book a Groove On-Demand ride?

Download the free Groove On-Demand app (available on iPhone and Android), sign up, and book a ride in the app by confirming your pick up and drop off location and selecting from the available ride proposals. Don't have a smartphone? Call Groove On-Demand live support at 901-763-8422 to book a ride over the phone. Please be prepared to provide the phone number tied to your account, your pick up address, and your drop off address.

Where do I wait for my Groove On-Demand?

After you book a ride, the app will display the pickup location where the vehicle will meet you. Groove On-Demand is a corner-to-corner service, so we'll pick you up and drop you off at a nearby corner! Make sure you're at the pickup spot when the vehicle arrives. The app will count down the minutes to your vehicle's arrival, and we'll send you a notification when the vehicle is two minutes away and again when it arrives. Remember: Groove On-Demand is a community, and you're sharing your ride with other members. If you do not show or cancel your trip late, we may need to charge you a \$1.00 fee.

How many people will I share my ride with?

The number of passengers you will share a ride with varies depending on who's headed in the same direction at the same time and the make and model of the vehicle picking you up! At the time of launch and until otherwise communicated, vehicles and bookings will be limited to a capacity of 3 riders to allow for in-vehicle social distancing.

What are the points of interest in the app?

These are locations Groove On-Demand believes will be popular origins and destinations for rides. Select them to easily choose where you need to go to or from!