

NCDOT

On-Demand Microtransit

2024 Annual Report



Acknowledgments

We extend our heartfelt gratitude to all the agencies that participated in this report. Your invaluable contributions and dedication have been instrumental in advancing our understanding and implementation of on-demand microtransit services across the state. Thank you for your commitment to improving transportation accessibility for all.

- GO Transit – Yadkin Valley Economic Development District Inc. (YVEDDI)
- GoDurham Connect – GoDurham
- GoGastonia – Gastonia Transit
- MicroLink – GoRaleigh
- Mobility On Demand (MOD) – Orange County Public Transit (OCPT)
- QuickRIDE – Johnston County Area Transit System (JCATS)
- RIDE Wilson – City of Wilson
- RideMICRO – Wave Transit (Cape Fear Public Transportation Authority)
- Same Day Service – Inter-County Public Transportation Authority (ICPTA)
- Smart Shuttle – Town of Morrisville
- SmartRide NE – GoWake Access



The photos featured throughout the report are courtesy of NCDOT IMD and the respective agencies.

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Introduction

On-demand microtransit launched in North Carolina in September 2020, when the City of Wilson partnered with the North Carolina Department of Transportation (NCDOT) to introduce its RIDE service with a small fleet of eight vehicles. At the time, this marked an incredibly ambitious attempt to introduce a first-of-its-kind service in North Carolina, upending decades of traditional fixed-route service in the City of Wilson.

The decision to embrace such a bold risk was driven by the commitment to delivering a higher-quality transit experience for Wilson’s residents. It also created an opportunity to understand the potential of an innovative transit mode that would eventually have a lasting impact and lay the groundwork for microtransit to flourish in North Carolina.

Today, the Wilson microtransit initiative continues operating with 19 vehicles, and since its launch, more than 11 agencies across North Carolina have followed suit, each operating their unique versions of microtransit. NCDOT’s 2024 Annual Microtransit Report illustrates the tremendous growth microtransit is experiencing in North Carolina and showcases each transit agency’s unique approach to this service model.

NCDOT Integrated Mobility Division (IMD) was established in 2020 with three core goals:

- Increase Access
- Enhance Quality of Life
- Ensure Safety

The overlap between the benefits of microtransit and these core goals have prompted IMD to lean in heavily to support microtransit’s growth.

Even as IMD was newly created, one of its early accomplishments was sponsoring an FTA AIM grant, enabling the expansion of Wilson’s 2020 microtransit pilot. Following that, NCDOT applied for the FHWA Rural Surface Transportation Grant in 2022 and was awarded \$10.4 million to fund microtransit operations and implementation (known as IMD’s Mobility for Everyone, Everywhere program or MEE NC).

In 2023, IMD issued over \$600,000 for Microtransit Feasibility Studies & Planning using statewide planning funds. In 2025, IMD secured four vendors on a statewide procurement contract for microtransit scheduling software, bringing a more efficient and reliable procurement option for sub-recipients.

NCDOT has also sponsored academic research on the service characteristics and benefits of microtransit and has fielded countless calls and consultations with our transit agency partners as the interest and demand for microtransit continues to rise.



There remain many issues and evolving questions related to microtransit and NCDOT continues to support experimentation. Some transit agencies have opted to add microtransit technology to existing fleets, while others have opted to contract “turn key” vendors to provide full microtransit services. The wide range of applications necessitates IMD to be actively engaged in implementation efforts.

NCDOT is also maintaining a strong emphasis that microtransit is for everyone, including rural communities. Several MEE NC projects and microtransit feasibility studies are taking place in rural areas, such as Hoke County, Robeson County, Johnston County, Alamance County, and Kerr Area Regional Transit, to name a few. Microtransit will continue to be a viable option in rural North Carolina.

The growth of microtransit has been incredible. Today, over 500,000 North Carolinians live directly in areas serviced by microtransit and can be on a transit vehicle within 30 minutes of requesting a ride, which is nothing short of remarkable.

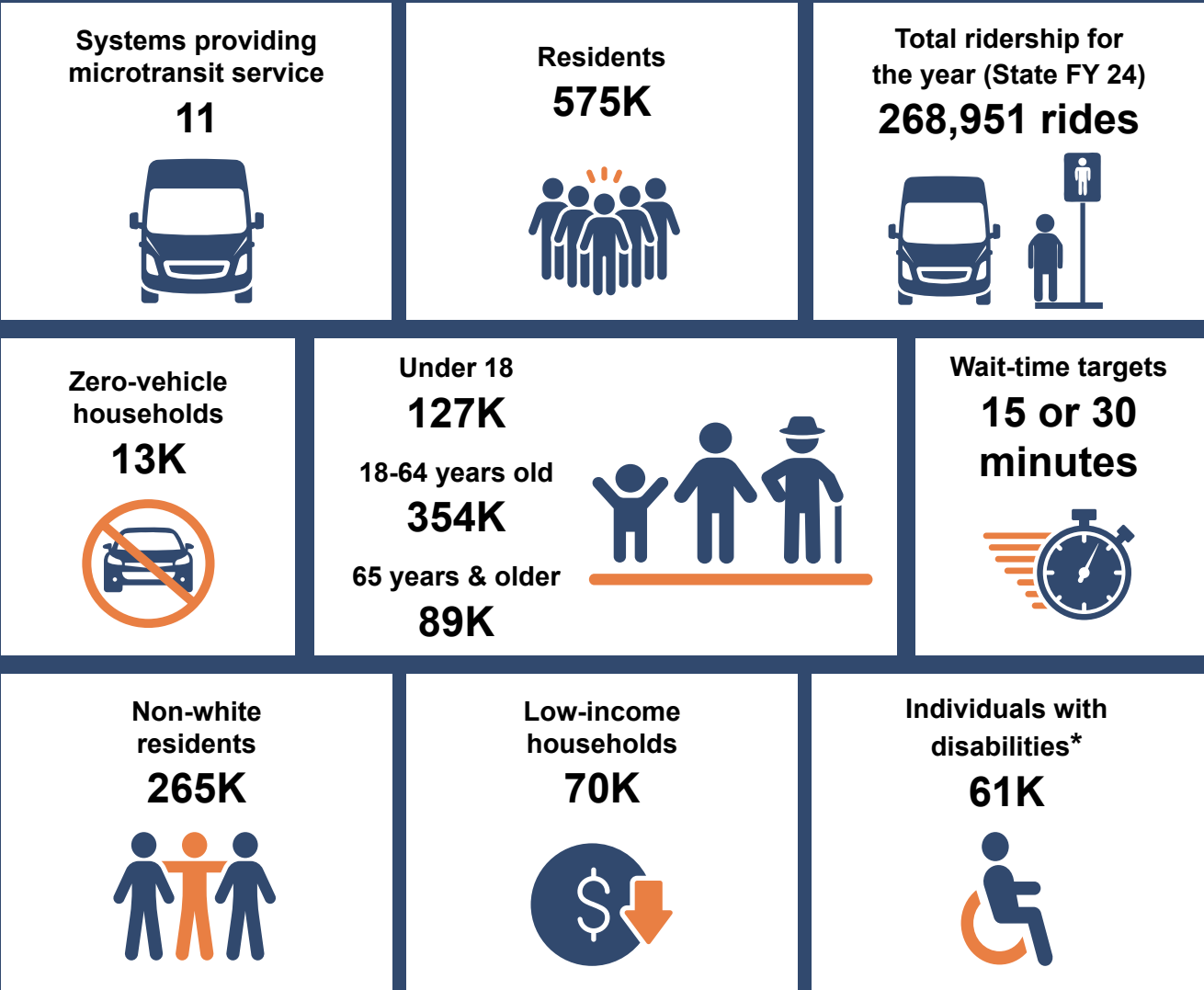
As of 2024, over 1,000,000 microtransit trips have been served across the State. Around the clock, microtransit is serving thousands of North Carolinians, including but not limited to households without access to vehicles, everyday workers and commuters, unbanked riders, community college students, and patients seeking medical care, while offering a myriad of convenient payment and ridership options.

NCDOT celebrates the rapid work being performed in this sector and is proud to present this Annual Report to inform and inspire even greater future iterations.

NC Microtransit CY 2024

By the Numbers

The information presented below is based on American Community Survey (ACS) data for the population with access to transit within the combined on-demand microtransit service areas. The ridership and wait time targets have been provided by the transit agencies.



Source: ACS 5-year Estimates for 2019-2023, using Census Tract Block Groups.

* The ACS counts respondents who have at least one of the following six disability types: hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty.



Overview

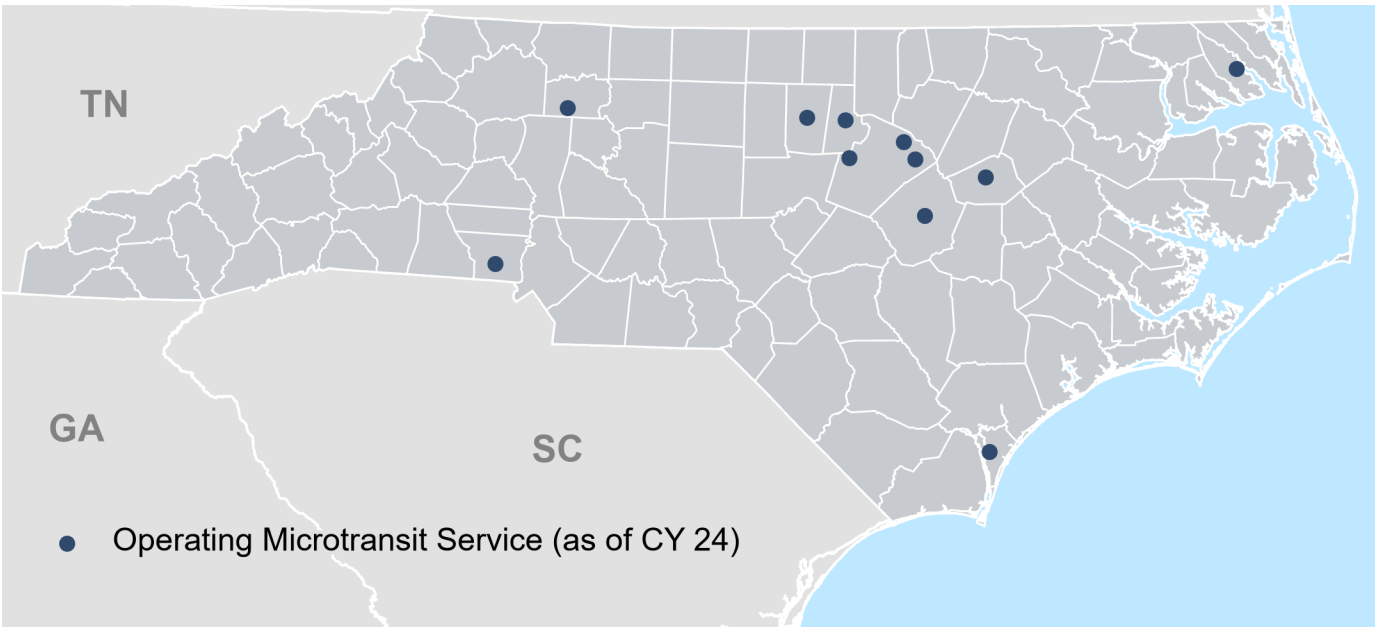
What is On-Demand Microtransit?

According to the Federal Transit Administration (FTA), on-demand microtransit is a technology-enabled service that uses multi-passenger vehicles to provide on-demand services with dynamically generated routing. Microtransit services are traditionally provided in designated service areas. Service models include first mile/last mile connections to fixed-route services; hub to hub zone-based services; the commingling of Americans with Disabilities Act (ADA) complementary paratransit services with general transit service; and point-to-point service within a specific zone or geography.

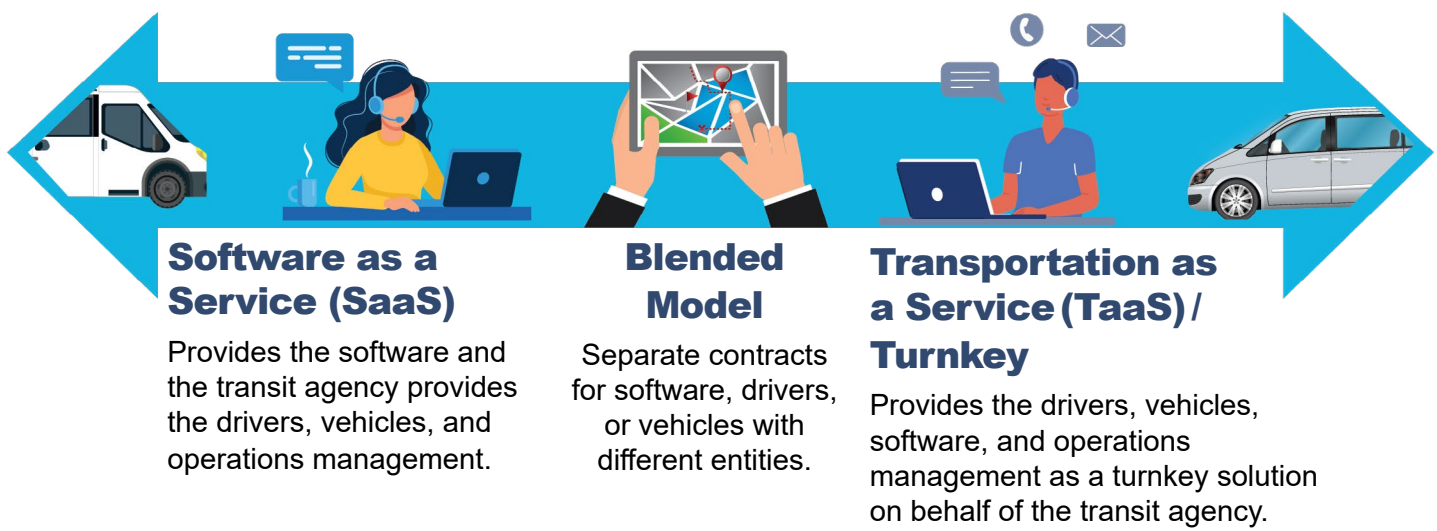
Benefits

- More efficient and responsive service to rider demands with shorter wait times
- Provides transit to rural, low density, hilly or otherwise difficult to serve areas
- Does not require advance reservations
- Flexible for serving late-shift workers and those with unpredictable schedules
- Generates robust data and insights on trip behavior
- Assists with providing paratransit services
- Improves customer service experience through scheduling apps and payment technology

The following map highlights locations across North Carolina where microtransit services are operating as of CY 24.



Microtransit Models



Comparison to Other Transit Modes

The following table compares public on-demand microtransit services with private transportation network companies (examples: Uber and Lyft), demand response, and fixed-route transit service.

Service Element	On-Demand Microtransit	Demand Response	Fixed-Route	Transportation Network Companies
Curb-to-Curb Service	●	●		●
Operates within Defined Service Zone	●	●		
Trips May be Shared with Other Riders	●	●	●	
Trips Must be Booked	●	●		●
24-Hour Advanced Reservation Required		●		
Alternative Booking Methods for Riders Without Internet or Banking Access	●	●		
Accessible Vehicle Mandated	●	●	●	



Why Microtransit?

- Addresses **unmet needs** for transportation **disadvantaged populations**
- Provides transit that is **comparable to driving** in terms of **time, convenience, and cost**
- Can be a more **convenient and reliable** option than traditional pre-scheduled demand response or infrequent fixed-route services



Community Impact

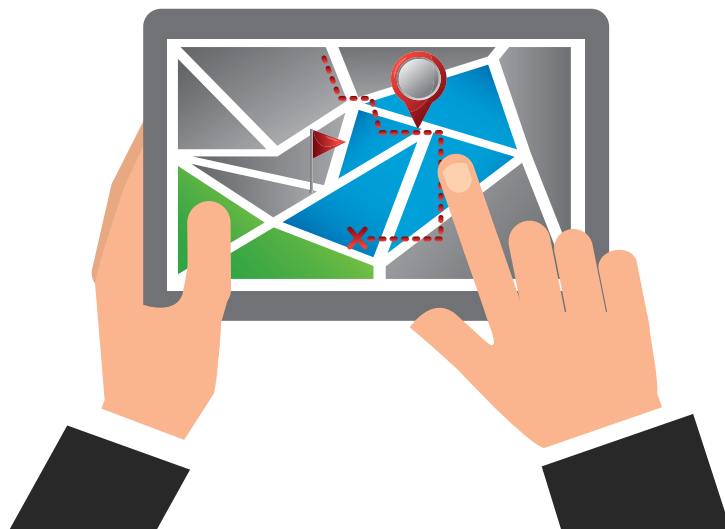
“**RIDE** is a great thing for Wilson. More convenient because you can get to more destinations than the city bus all around town. **I love it.**”

“Microtransit is an **innovative model** to serve those in our community who may not live or work near a dedicated bus route.”

“The **service was as easy** as taking my own car really. It’s always fun to share a ride with others and reduce my impact... If Micro extended to where I live, I would use it far more often.”

Key Considerations When Implementing Microtransit

- Plan for increased ridership demand potentially resulting from an on-demand service that is more convenient and efficient compared to fixed-route bus service.
- Establish level-of-service metrics which may be different from those used for fixed-route or other demand-responsive services.
- Operate a call center and accept pre-paid debit cards to ensure the service is available to the unbanked or without internet access.
- Include an option for pre-booking trips when designing the service.
- Identify a local maintenance provider to minimize vehicle downtime.
- Provide flexible service that includes curb-to-curb service for non-ambulatory passengers and virtual stops for ambulatory riders.
- Identify priorities of service by balancing wait times with the size of the service zone and the number of vehicles.



Public Microtransit Pilots in the State of North Carolina:

Operational Characteristics and Costs

North Carolina State University (NCSU) Institute for Research and Education (ITRE) provided an in-depth review of the various on-demand microtransit services across North Carolina, conducted a literature review, and provided a summary of lessons learned. Click [here](#) for more information.

- Need for feasibility studies to assess/inventory existing services and consider the applicability of microtransit service based on analysis and market.
- Diversify funding sources to expand service delivery. It is not recommended that funding from other coordinated demand response transportation be reallocated to microtransit as that may negatively impact existing riders.
- Decision-making process should involve multiple stakeholders from the beginning of the planning phase, especially focusing on disadvantaged groups.
- Service delivery model selection depends on the resources available at the agency and their previous experience operating transit service. The study identifies the advantages and challenges of TaaS, SaaS, and technology acquisition.
- Service providers should be selected based on careful review of bids and be meticulous regarding details of the contract. It is important to clearly communicate expectations from microtransit service in the Request for Proposal (RFP) process.
- Marketing is important for all service delivery models, and across all interviewed services with branded vehicles as a useful strategy to attract a larger population while adding to the legitimacy of the service.
- Finding a balance between user convenience and system efficiency is critical to microtransit operations.
- Successful microtransit programs uncover latent demand for transit, which can be leveraged to become the foundation for future fixed-route services.



Smart Cities Connect Awards:

- Morrisville Connect Smart Shuttle App (2023)
- Connecting Communities: RideMICRO On-Demand (Wilmington, NC)

Southeastern Association of State Highway and Transportation Officials:

- Wilson RIDE 2021 Best Use of Innovation and Technology

NC Public Transportation Association:

- Wave Transit 2022 – Transit System of the Year

Mobility for Everyone, Everywhere

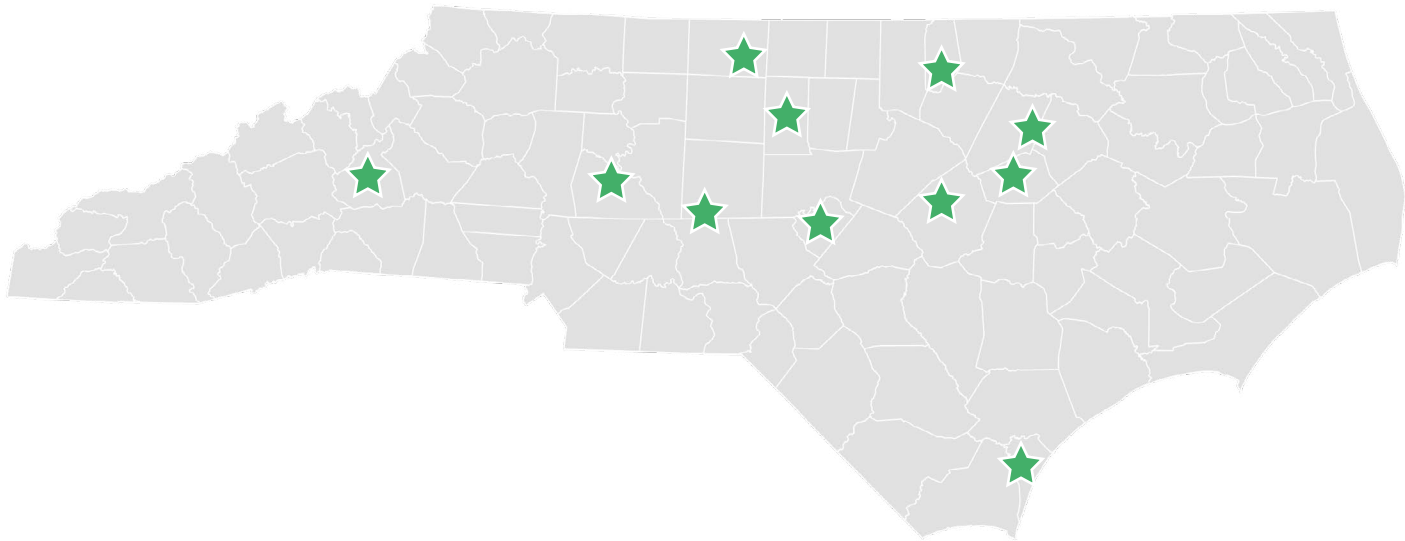
The U.S. Department of Transportation through the Rural Surfaces Transportation Grant Program awarded NCDOT \$10.4 million for [Mobility for Everyone, Everywhere in NC](#), or MEE NC.

The grant advances NCDOT’s vision and strategy to partner with the state’s rural transit systems to launch on-demand microtransit in 11 communities throughout the state. This program will accelerate the deployment of high-quality, on-demand transit services leading to greater mobility and improved access to opportunities, services, and resources.

NCDOT will work with MEE NC communities on sustainable ways to continue on-demand service beyond the three-year grant window and engage with the public to evaluate the effectiveness of the service.

MEE NC Participating Communities

- Alamance County Transportation Authority
- City of Sanford
- City of Wilson
- Johnston County Area Transit
- Kerr Area Regional Transit
- McDowell Transit
- Randolph County
- Rockingham County
- Salisbury Transit System
- Tar River Transit
- Wave Transit



IMD On-Demand Microtransit Feasibility Studies

The [Feasibility Study grant](#) supports planning and analysis for the potential integration of microtransit services into existing transit operations. These studies include a comprehensive evaluation of the service model, encompassing:

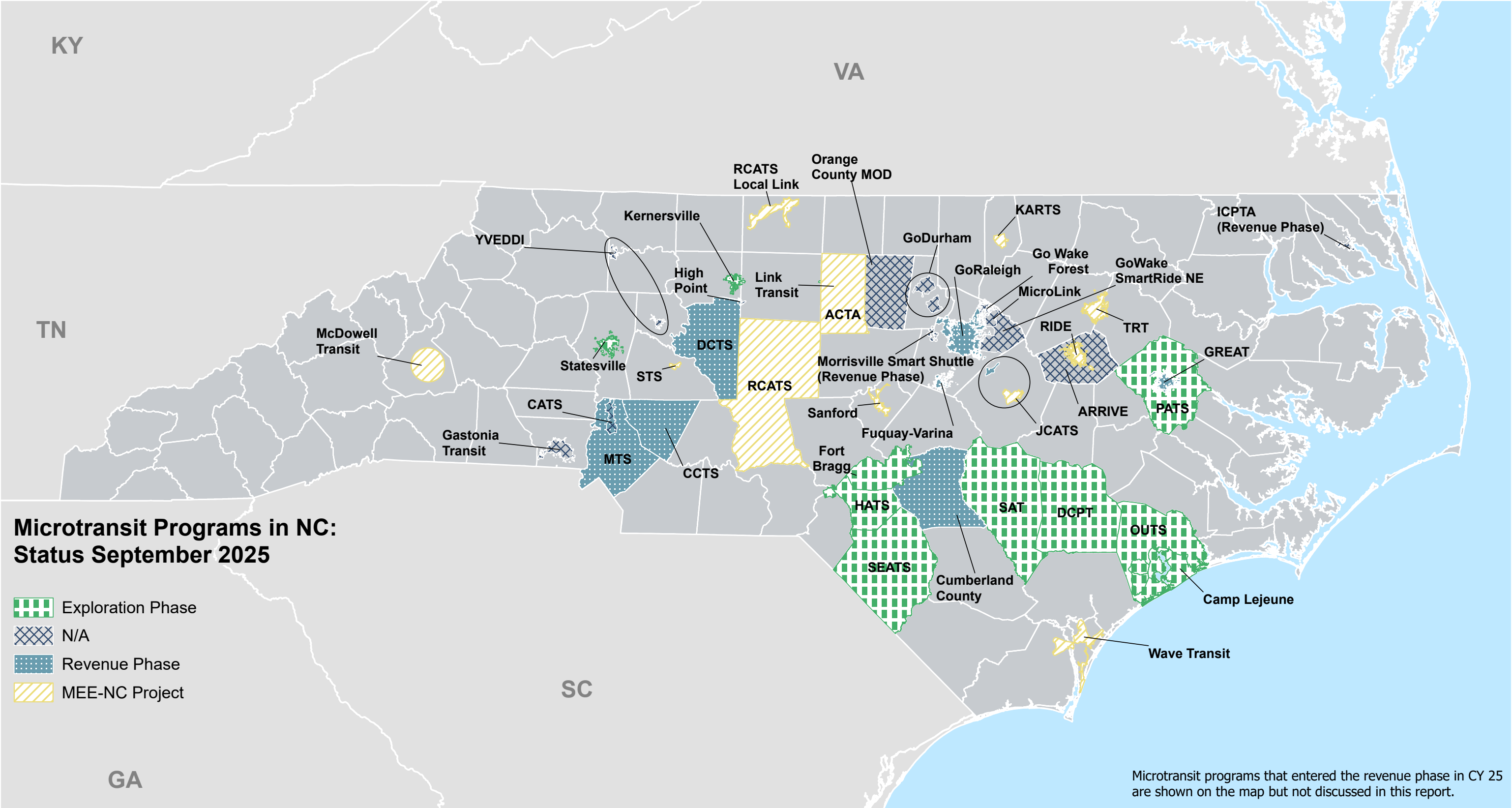
- Public and stakeholder engagement and surveys
- Funding mechanisms and capital needs analysis
- Evaluation of “turnkey” (Mobility as a Service or MaaS) vs. SaaS
- Software and technology needs and procurement guidance
- Recommendations for service options (service zones, schedules, fixed-route replacement, driver and vehicle estimates, etc.)
- Guidance for integration with existing services vs. replacement of existing services

Feasibility studies for on-demand microtransit services have been completed or are currently underway for the following transit systems:

- City of Greensboro / Greensboro Transit Agency (GTA)
- Davidson County Transportation System (DCTS)
- Hoke County / Hoke Area Transit Service (HATS)
- Onslow United Transit System (OUTS)
- Robeson County / South East Area Transit System (SEATS)
- Wilson County Transportation (WCTS)

On-Demand Microtransit Services Across the State

Where is On-Demand Microtransit Being Implemented in NC?



Who is Implementing On-Demand Microtransit?

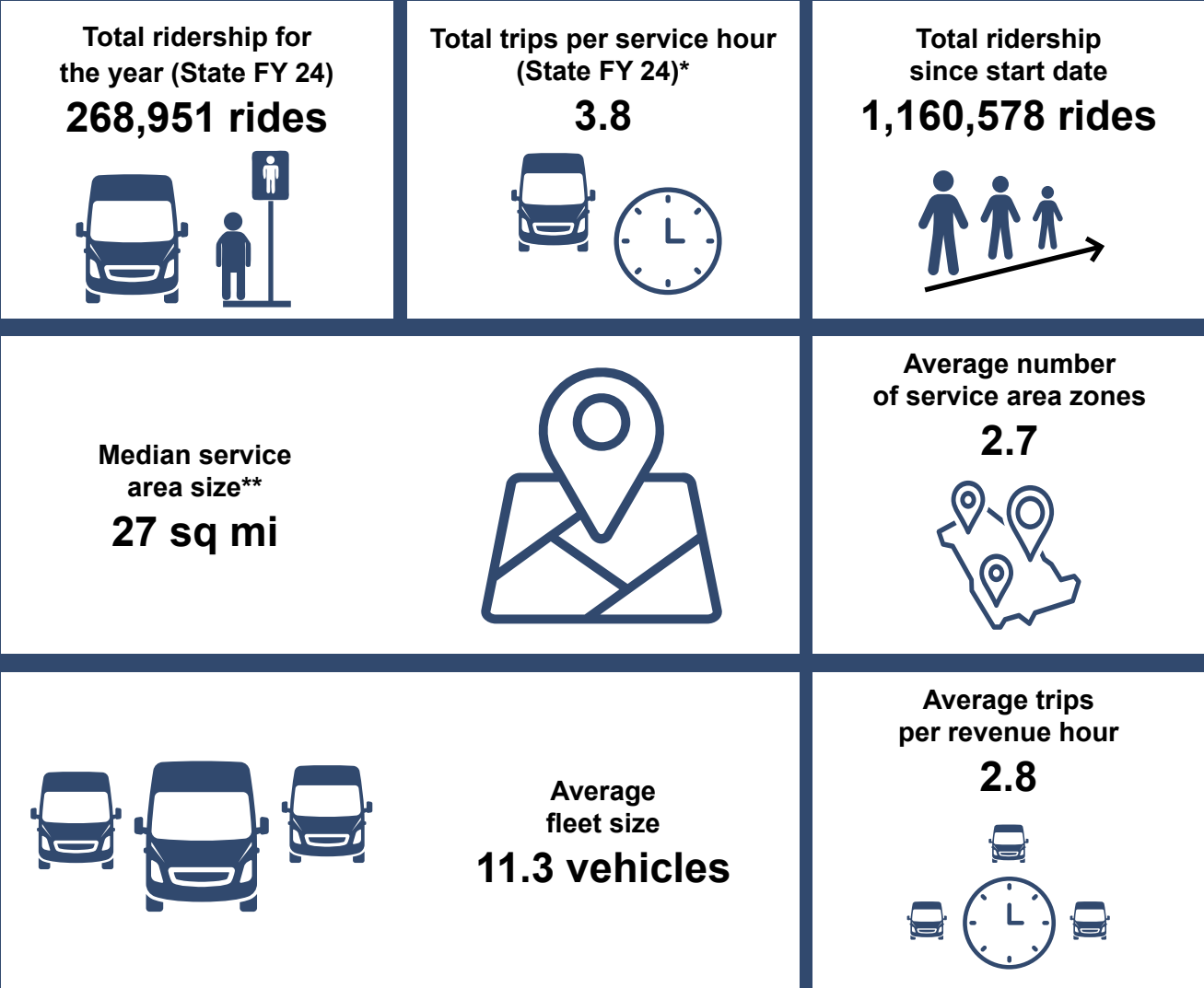
As of CY 24, the following agencies are currently operating on-demand microtransit services across the state:

- GO Transit – Yadkin Valley Economic Development District Inc. (YVEDDI)
- GoDurham Connect – GoDurham
- GoGastonia – Gastonia Transit
- MicroLink – GoRaleigh
- Mobility On Demand (MOD) – Orange County Public Transit (OCPT)
- QuickRIDE – Johnston County Area Transit System (JCATS)
- RIDE Wilson – City of Wilson
- RideMICRO – Wave Transit (Cape Fear Public Transportation Authority)
- Same Day Service – Inter-County Public Transportation Authority (ICPTA)
- Smart Shuttle – Town of Morrisville
- SmartRide NE – GoWake Access



Overview of the Services

The following is a summary of key service and performance data from the 11 agencies operating on-demand microtransit in North Carolina.



* Due to commencement dates of their services, GoGastonia, GoDurham Connect, and MicroLink did not report any data for FY 24

** Median reported as OCPT's countywide service skews average to 65 square miles

Agencies collect ridership information following the State FY reporting period (July 1, 2023 - June 30, 2024).

NC On-Demand Microtransit Services

Operational and Administrative Characteristics

Currently, there is no standard format for reporting microtransit costs. Some of the total costs are derived from the overall transit budget while others come from agency-reported administrative, operational, or capital microtransit costs. Note that for Turnkey services, there are no separate capital costs.

Microtransit Service	Type	Primary Purpose						Vehicle Sourcing	App Provider	Driver Hiring & Training	Managing Service Operations	Funding Source
		Connection	Replacement	Low-Density	Temporal	Convenience	Other					
GO Transit Towns of Elkin, Jonesville, and Mocksville	SaaS		●					YVEDDI	CTS Software	YVEDDI	YVEDDI	FTA Section 5311 funds
GoDurham Connect City of Durham	TaaS	●		●			Serve transit deserts	GoDurham	Spare Labs	WeDriveU	WeDriveU	Durham County Transit Plan (Sales tax, rental tax, vehicle registration fee)
GoGastonia City of Gastonia	TaaS		●					Gastonia Transit	Via	Via	Via	FTA Section 5307 funds
MicroLink Towns of Rolesville and Wake Forest	SaaS		●	●				GoRaleigh	Via	GoRaleigh	GoRaleigh	Wake Forest Community Funding Grant, Wake Transit Plan funds
Mobility On Demand Orange County	SaaS			●	●	●		OCPT	TransLoc	OCPT	OCPT	Long Range Transit Plan (local transit tax) and FTA Section 5307 funds
QuickRIDE Towns of Smithfield and Selma	SaaS					●		JCATS	CTS Software	JCATS	JCATS	Rural State Operating grant and County funds
RIDE Wilson City of Wilson	TaaS		●					River North Transit / Via	Via	Via	Via	FTA Section 5311 funds, Rural State Operating grant, ARPA funds, local City of Wilson funds
RideMICRO Brunswick, Pender, and New Hanover Counties	TaaS	●	●	●				Daniels Transportation	Moovit	Daniels Transportation	Wave Transit	NCDOT ConCPT, local tax dollars, ticket sales
Same Day Service Elizabeth City	SaaS					●		ICPTA	CTS Software	ICPTA	ICPTA	Rural State Operating grant
Smart Shuttle Town of Morrisville	TaaS							GoCary	Via	GoCary	Town of Morrisville	Town of Morrisville General Fund, CAMPO Community Funding Area Program
SmartRide NE Towns of Zebulon, Wendell, Knightdale	TaaS	●		●		●		RATP Dev	Ecolane	RATP Dev	RATP Dev	FTA Section 5311 funds, Wake Transit, Community Funding Area Grant

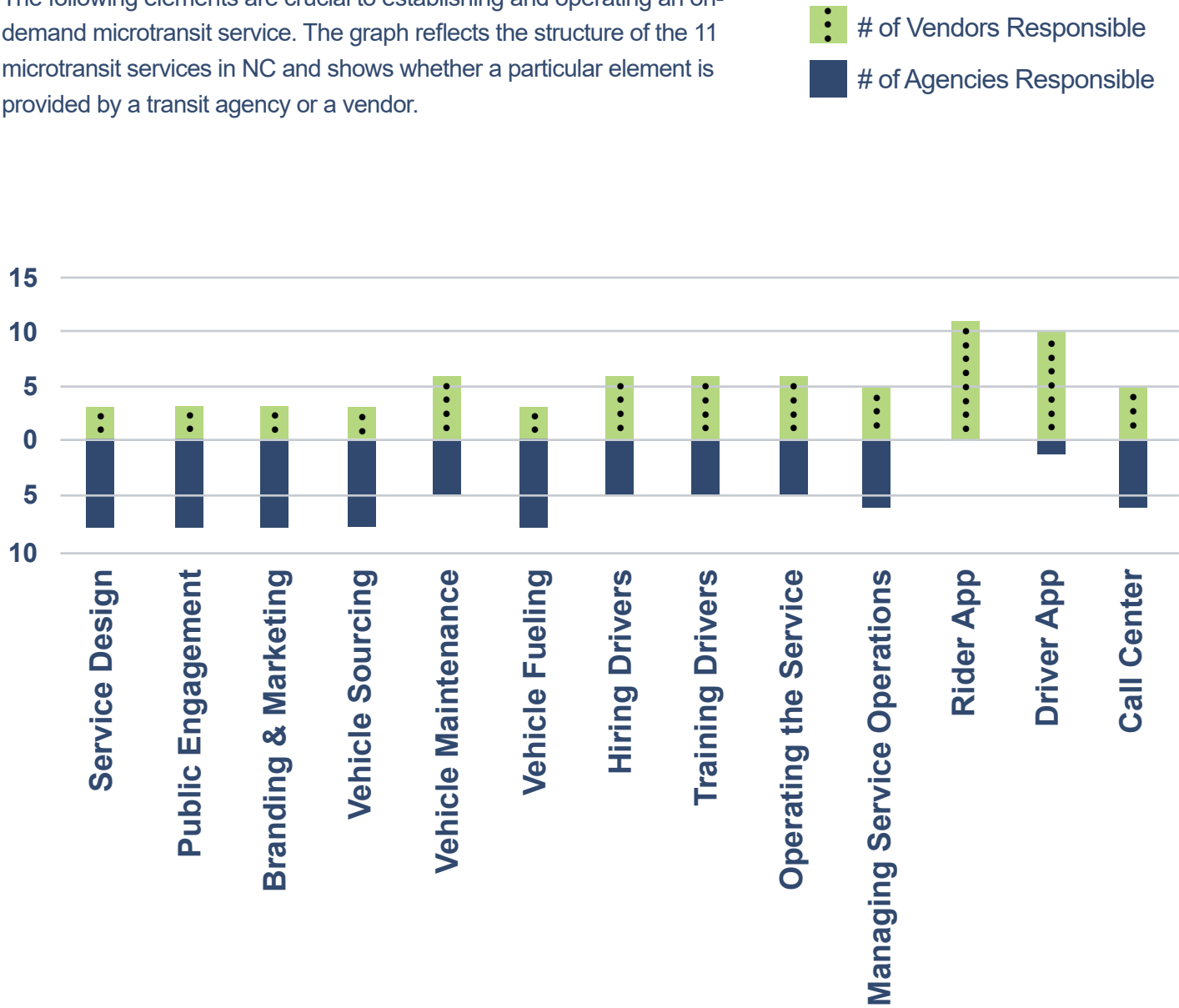
Service Characteristics

Microtransit Service	Service Hours	Scheduling	Advanced Booking	Pick Up & Drop Off	Fare	Payment	Service Area (sq mi)	Fleet Size (vehicles)
GO Transit Towns of Elkin, Jonesville, and Mocksville	Mon-Fri, 6:00 AM to 6:00 PM	Mobile app, web portal, call center	Up to 30 days in advance	Door-to-door	\$1 per one-way trip	Cash or check	16.66	6
GoDurham Connect City of Durham	Mon-Sun, 7:00 AM to 8:00 PM	Mobile app, web portal, call center	Up to 3 days in advance	Door-to-door	Fare free (up to 60 trips per month)	N/A	27.57	51 (comingle)
GoGastonia City of Gastonia	Mon-Fri, 5:30 AM to 6:30 PM; Sat, 8:00 AM to 6:00 PM	Mobile app, call center	Not offered	Curb-to-curb	\$2.50 per one-way trip. \$1.25 for elderly and handicapped riders. Free for children under 5 years old.	Mobile app, vouchers/ticket	50	21 with 2 spares
MicroLink Towns of Rolesville and Wake Forest	Mon-Fri, 7:00 AM to 6:00 PM	Mobile app, call center	Not offered	Curb-to-curb	Fare free	N/A	27	3
Mobility On Demand Orange County	Mon-Thurs and Sat, 8:00 AM to 5:00 PM; Fri, 8:00 AM to 9:00 PM	Mobile app, web portal, call center	Yes, no booking restrictions	Door-to-door, curb-to-curb, nodes	\$5 per one-way trip within the same zone; variable from zone-to-zone and based on distance	Mobile app, web portal	401	5
QuickRIDE Towns of Smithfield and Selma	Mon-Sat, 6:00 AM to 8:00 PM	Mobile app, call center	Up to 7 days in advance	Door-to-door	\$6 per one-way trip	Cash, mobile app, tickets	20	5
RIDE Wilson City of Wilson	Mon-Fri, 5:30 AM to 7:00 PM; Sat, 7:00 AM to 6:00 PM	Mobile app, web portal, call center, City of Wilson's Customer Service Center	Not offered	Door-to-door, curb-to-curb, virtual stops	\$2.50 per one-way trip. Additional riders are \$1.00. Free for children under 8 years old.	Cash, City of Wilson's Customer Service Center, mobile app, call center	32.12	19
RideMICRO Brunswick, Pender, and New Hanover Counties	Zones connecting counties: Mon-Fri, 6:30 AM to 10:00 AM; 12:00 PM to 7:00 PM Zones within New Hanover County: Mon-Fri, 6:00 AM to 8:00 PM; Sat, 8:00 AM to 6:00 PM; Sun, 9:00 AM to 5:00 PM	Mobile app, web portal, call center, in person	Up to 7 days in advance	Virtual stops	\$2.00 per one-way trip	Cash, mobile app, tickets	62.8	4
Same Day Service Elizabeth City	Mon-Fri, 8:00 AM to 4:00 PM	Mobile app, web portal, call center	Not offered	Curb-to-curb	Fare free	N/A	12.25	2
Smart Shuttle Town of Morrisville	Mon-Fri, 7:00 AM to 9:00 PM; Sat, 8:00 AM to 8:00 PM; Sun, 8:00 AM to 7:00 PM	Mobile app, web portal, call center	Not offered	Nodes	Fare free	N/A	9	2
SmartRide NE Towns of Zebulon, Wendell, Knightdale	Mon-Fri, 6:00 AM to 7:00 PM	Mobile app, call center	Up to 24 hours in advance	Door-to-door, curb-to-curb, virtual stops	Fare free	N/A	70	4

NC On-Demand Microtransit Performance

Responsibility Structure of Microtransit Elements

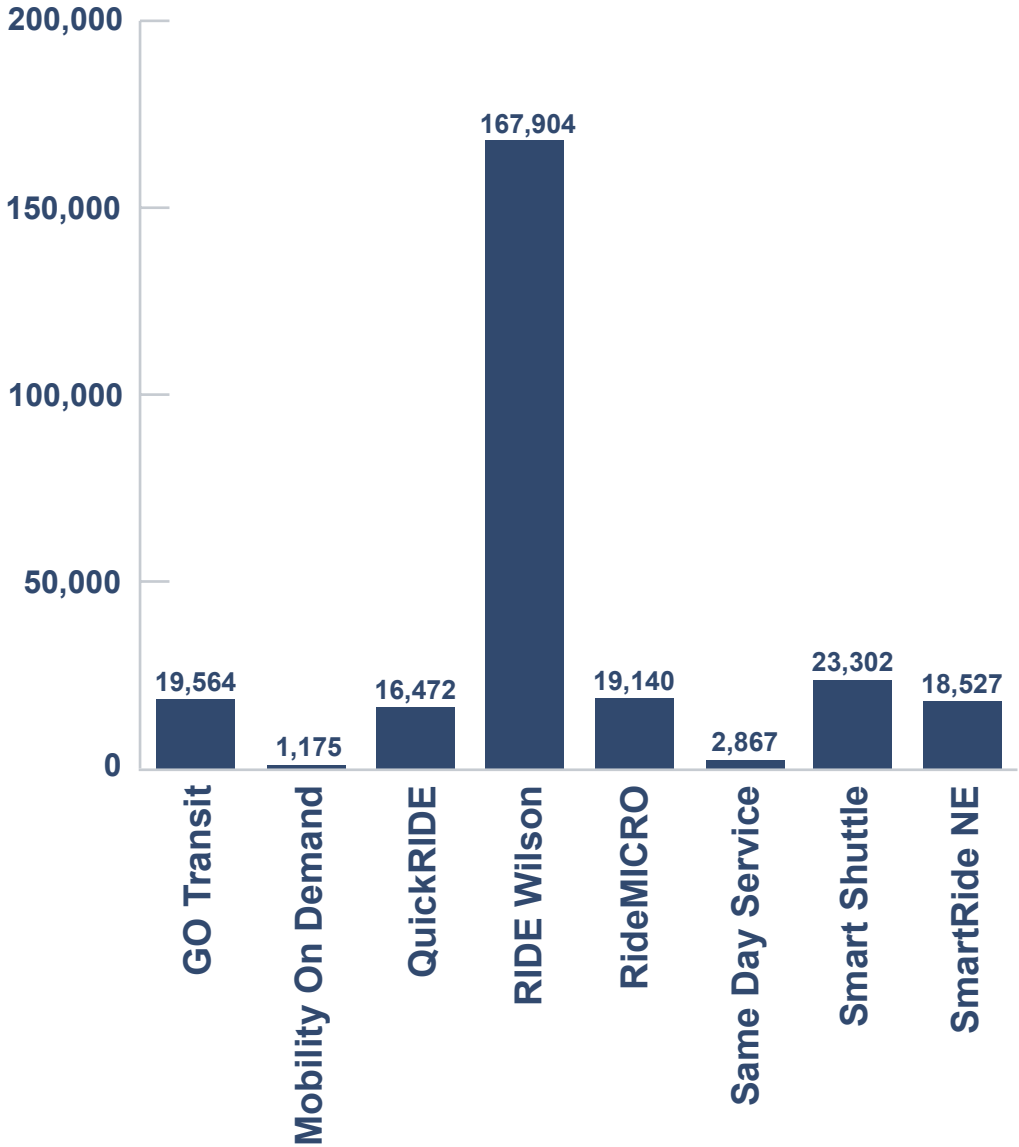
The following elements are crucial to establishing and operating an on-demand microtransit service. The graph reflects the structure of the 11 microtransit services in NC and shows whether a particular element is provided by a transit agency or a vendor.



State FY 24 Ridership

In State FY 24, RIDE Wilson recorded the highest ridership with nearly 168,000 rides, while OCPT's Mobility On Demand had the lowest ridership, just over 1,000 rides.

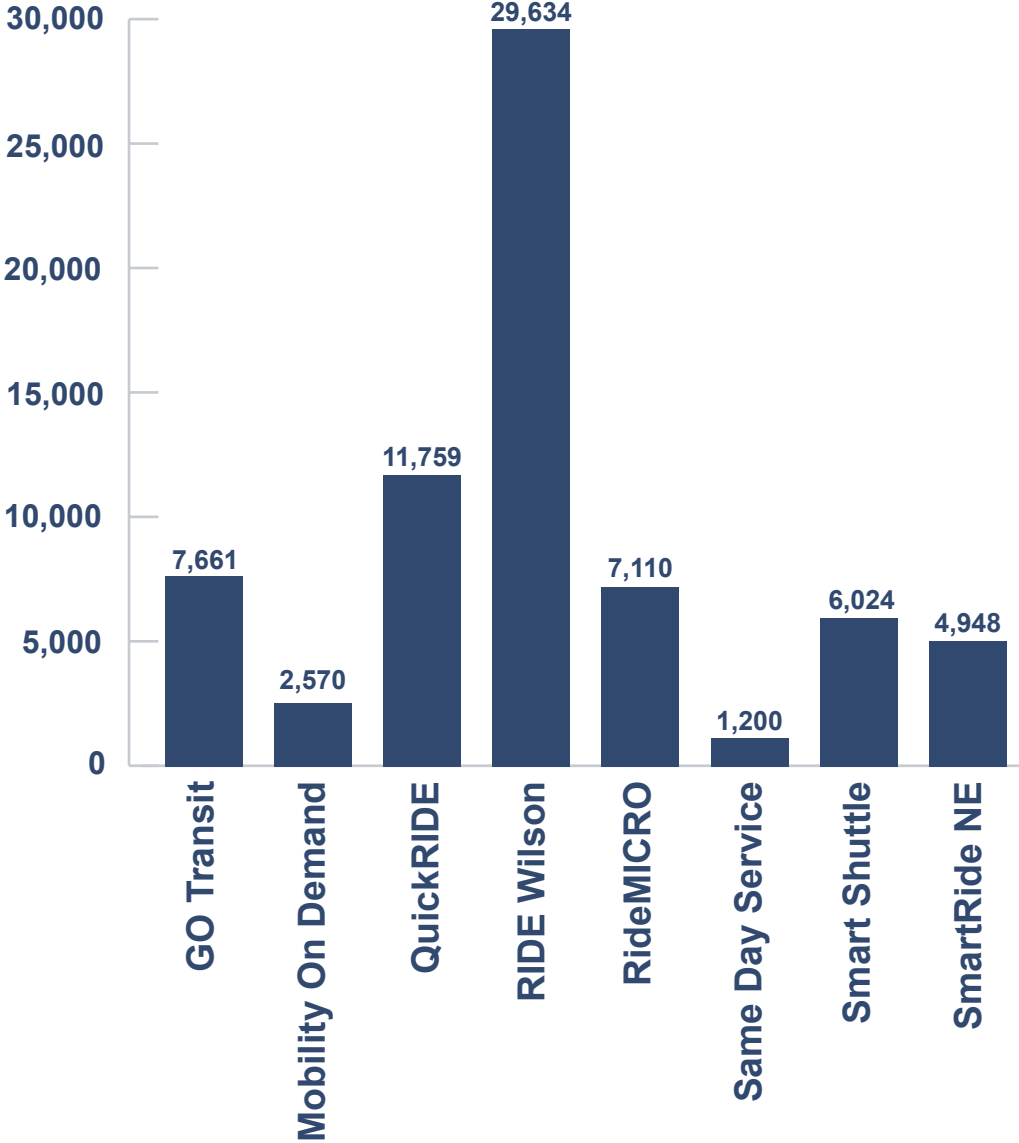
Note: Due to the commencement dates of their services, GoGastonia, GoDurham Connect, and MicroLink did not report any data.



State FY 24
Service Hours

In State FY 24, RIDE Wilson reported the highest number of service hours, totaling nearly 30,000 hours. In contrast, ICPTA's Same Day Service recorded the lowest number of service hours at 1,200 hours.

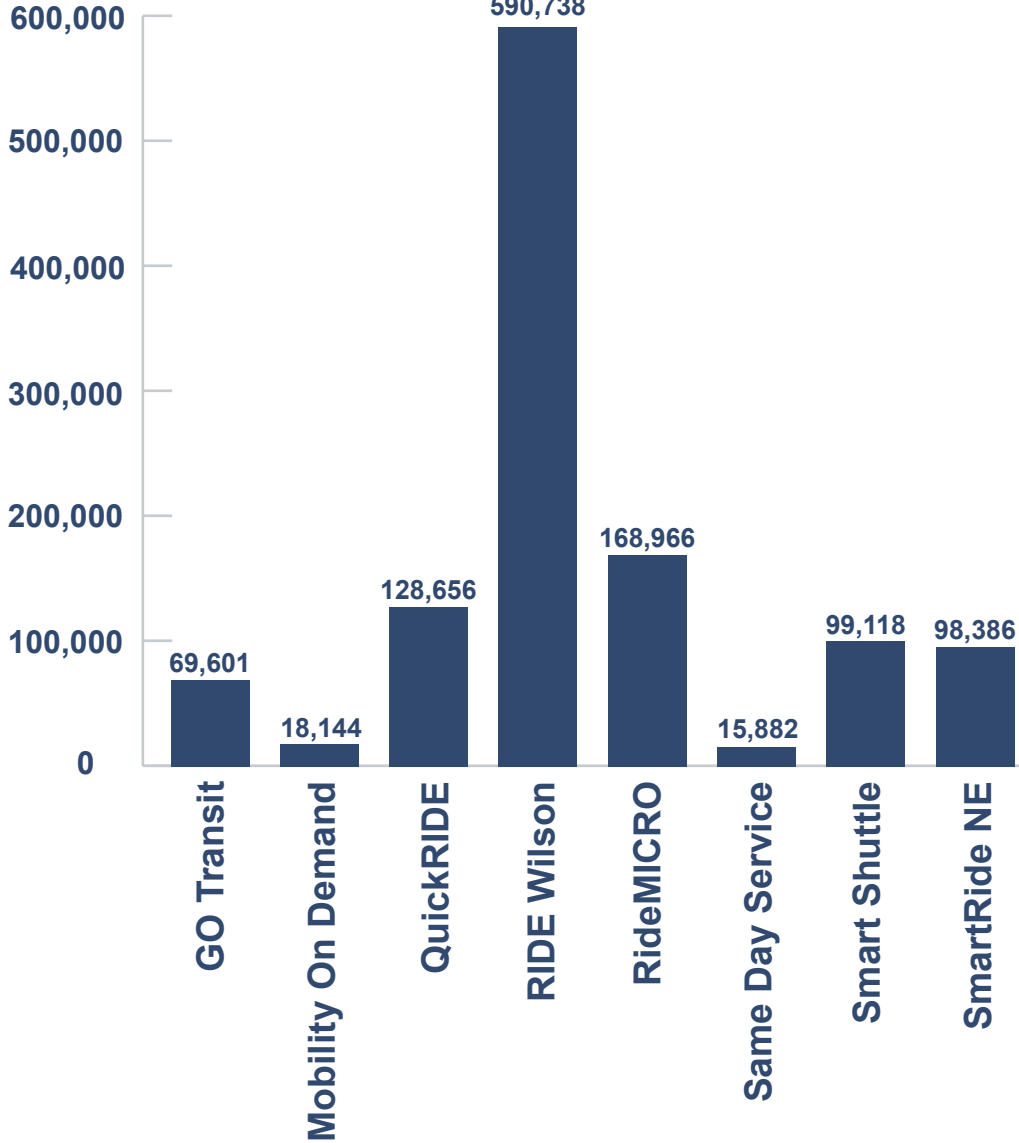
Note: Due to the commencement dates of their services, GoGastonia, GoDurham Connect, and MicroLink did not report any data.



State FY 24
Revenue Miles

In State FY 24, the RIDE Wilson reported the highest number of revenue miles, totaling approximately 591,000 miles, while ICPTA's Same Day Service recorded the lowest at almost 16,000 miles.

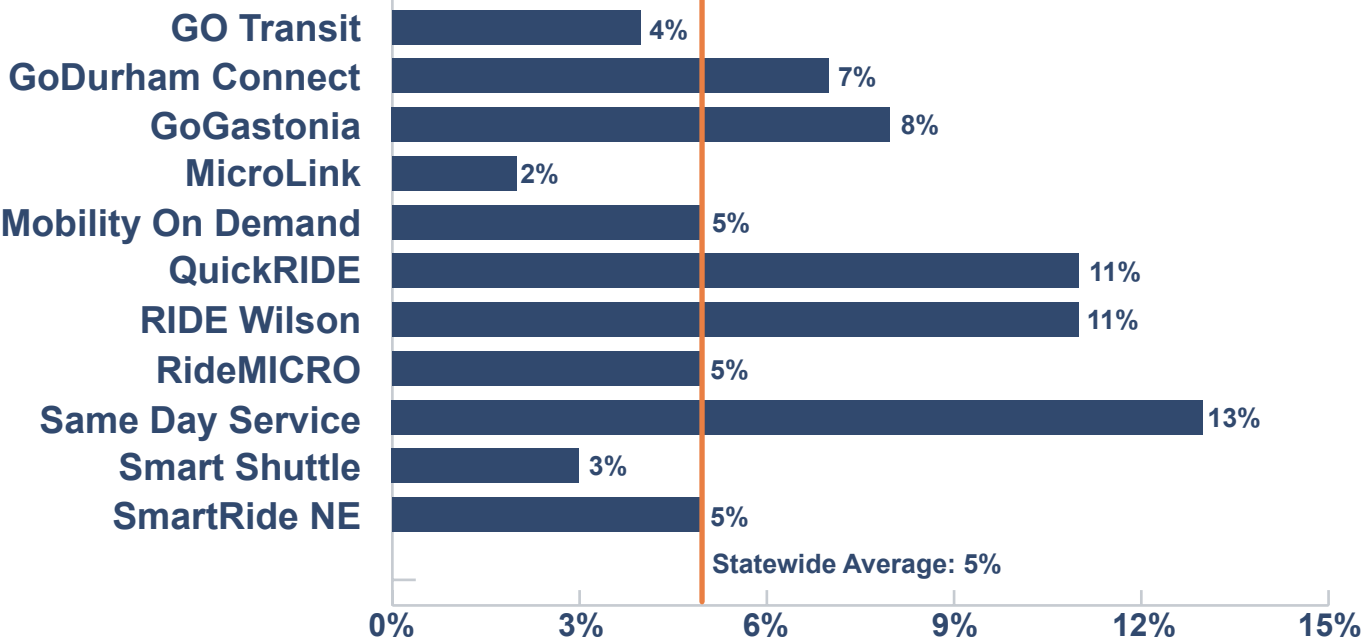
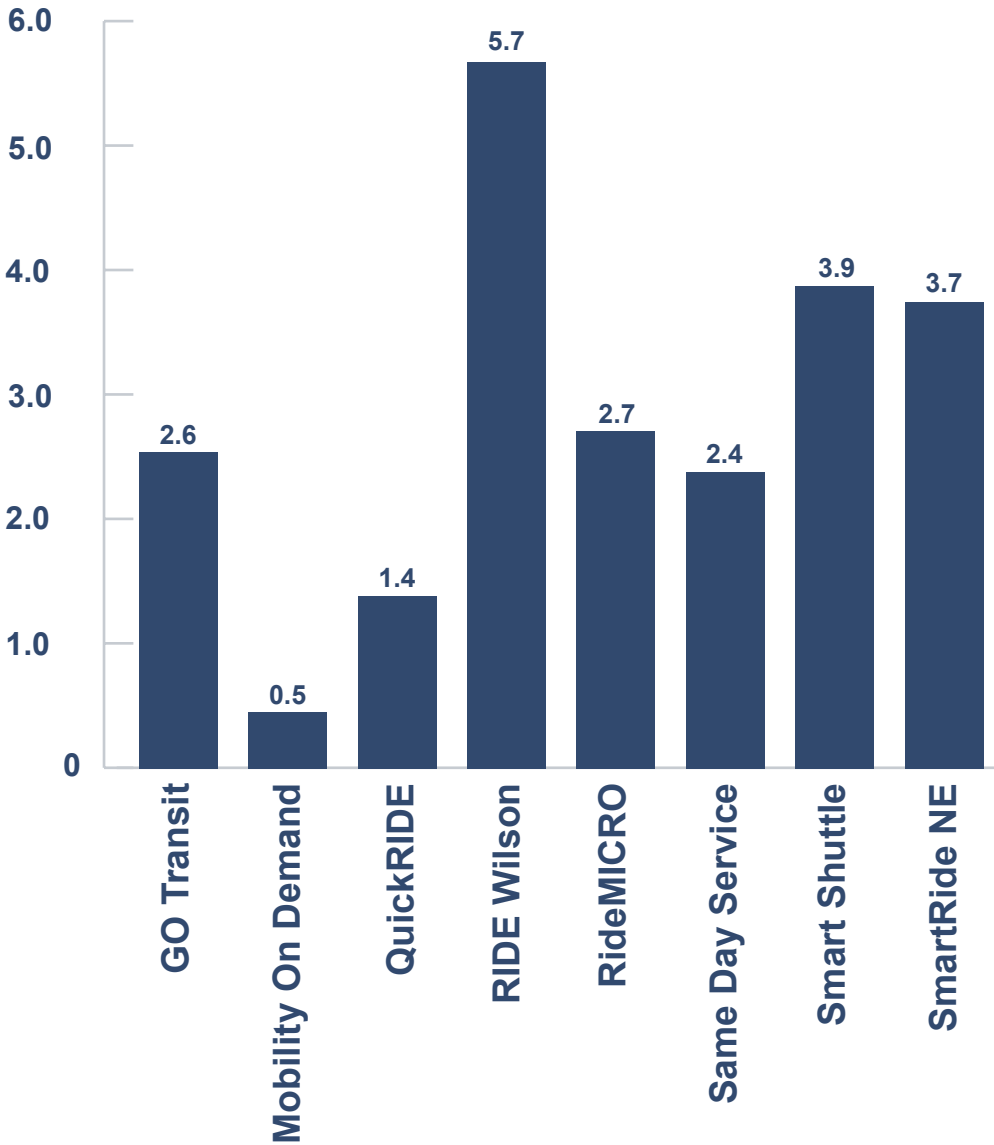
Note: Due to the commencement dates of their services, GoGastonia, GoDurham Connect, and MicroLink did not report any data.



State FY 24 Trips
Per Revenue Hour

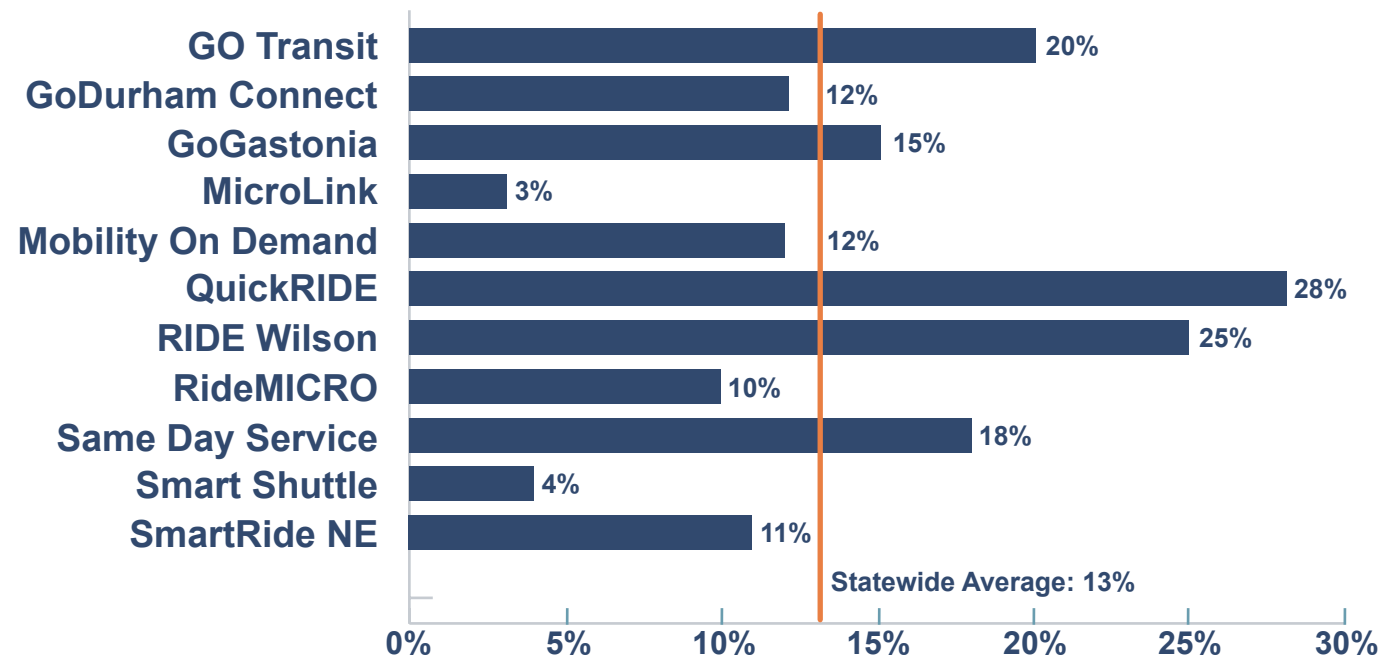
In State FY 24, RIDE Wilson, the Town of Morrisville’s Smart Shuttle, and GoWake Access’ SmartRide NE recorded the highest trips per revenue hour, with 5.7, 3.9, and 3.7 trips respectively.

Note: Due to the commencement dates of their services, GoGastonia, GoDurham Connect, and MicroLink did not report any data.



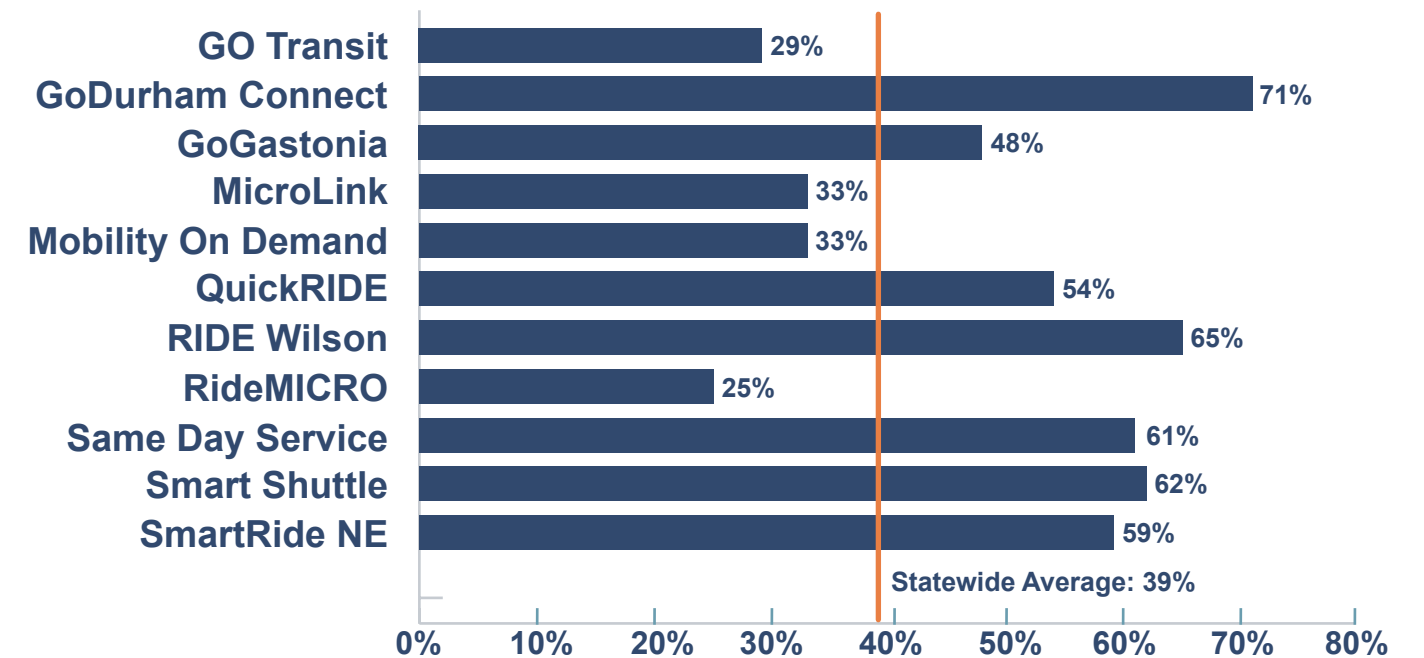
Zero-Vehicle Households

Out of the 11 agencies offering microtransit services, 8 serve populations with equal or higher rates of zero-vehicle access compared to the state average (5%). ICPTA’s Same Day Service serves the highest percentage of zero-vehicle households at 13 percent, while GoRaleigh’s MicroLink serves the lowest at 2 percent. Overall, the findings displayed above suggest that many households served by these agencies may lack vehicle availability and could significantly benefit from utilizing microtransit services.



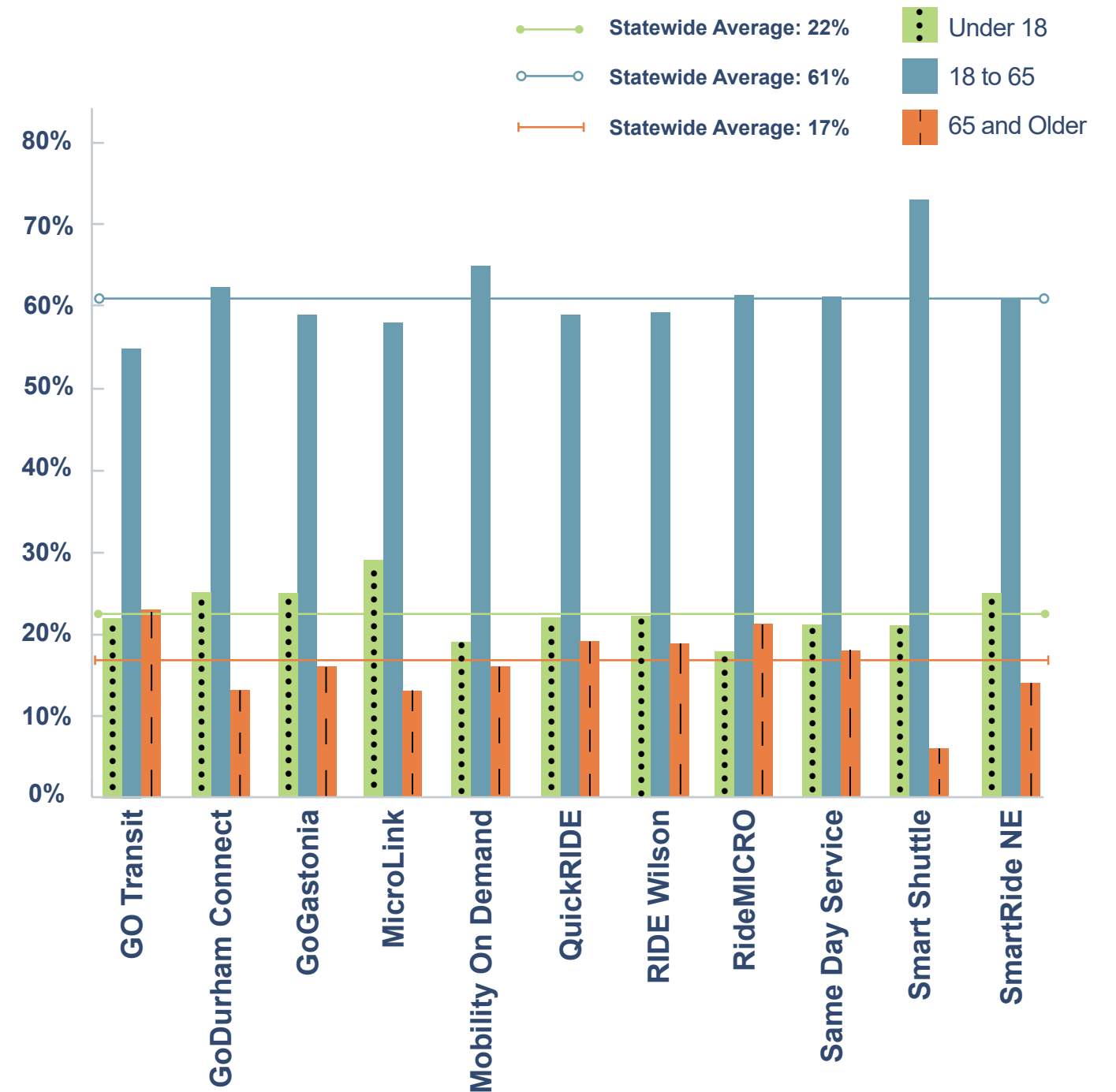
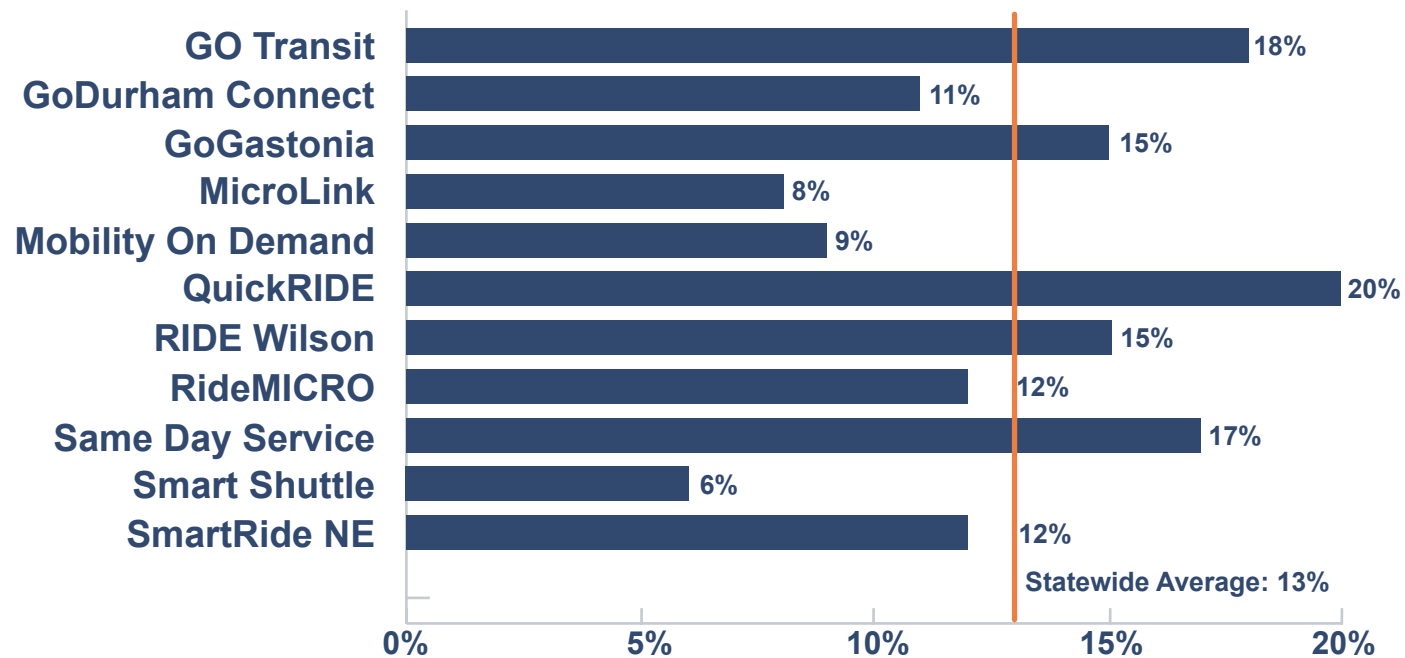
Households Below the Poverty Level

QuickRIDE, located in Johnston County, serves the highest percentage of households below the poverty level at 28 percent, which is more than twice the state average of 13 percent. Conversely, GoRaleigh's MicroLink serves the lowest percentage of households below the poverty level at 3 percent. Providing affordable access to microtransit services could significantly support households living below the poverty level.



Non-White Population

The state average for non-white individuals is 39 percent. Seven (7) out of the 11 microtransit agencies serve non-white populations that exceed this average. GoDurham Connect serves the highest percentage at 71 percent, while RideMICRO serves the lowest at 25 percent. By identifying areas with higher percentages of non-white populations, agencies can tailor their services to meet the specific needs of these communities, promoting inclusivity and improving overall service effectiveness.



Residents with a Disability

The statewide average for individuals with disabilities is 13 percent. Five (5) agencies serve populations with disabilities that exceed this average. JCATS' QuickRIDE serves the highest percentage of residents with disabilities at 20 percent, while the Town of Morrisville's Smart Shuttle serves the lowest at 6 percent. Understanding the percentage of individuals with disabilities served by microtransit agencies is crucial for ensuring accessibility and inclusivity. By tailoring services, agencies can accommodate individuals with disabilities and comply with legal standards such as the ADA.

Age of Population

Ages served across the agencies are unevenly dispersed across the age cohorts shown above. The higher rates of populations between 18 and 65 years of age may encourage families and working adults to use microtransit services. Age is an important consideration for microtransit planning, as including appropriate service options for all ages may help encourage residents to use the services.

GO Transit serves the towns of Elkin, Jonesville, and Mocksville.

The service was created to:

- ☐ Connect to fixed-route service
- ☒ Replace an inefficient fixed-route
- ☐ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☐ Allow convenience beyond demand response

★ Service Launch: July 2022

Service Model

- Service model: SaaS
- Software vendor: CTS Software
- Vehicle maintenance: Local vendors

Service Characteristics

- Service hours: Mon-Fri, 6:00 AM to 6:00 PM
- Scheduling: Mobile app, web portal, call center
- Advanced booking: Yes, up to 30 days in advance
- Pick up & drop off: Door-to-door
- Fare: \$1 per one-way trip
- Payment: Cash or check
- Service area: 16.66 square miles
- Fleet size: 6 vehicles
- Vehicles: Transit T-350 with lift, 20-foot LTV with lift, 25-foot LTV with lift
- ADA: All vehicles are accessible
- Key destinations: Veteran's Office, Mock Place/Library, Davie Family YMCA, Elkin Town Hall, Yadkin Valley Senior Center, Walmart

Weekly passes are available for \$10 (for up to 25 trips within the same week) and monthly passes are available for \$30 (for up to 100 trips per month)



YVEDDI transitioned its two deviated fixed-route services to a demand-response model for health and safety precautions during the COVID-19 pandemic. The demand-response model was shown to suit the needs of the community and transit riders better than the deviated fixed routes. YVEDDI later eliminated the deviated fixed-routes in favor of microtransit after learning about the successes of Wilson's RIDE service. YVEDDI hired a planner to carry out the planning and coordination for the microtransit implementation.

GO Transit was promoted at public meetings and advertised through flyers. YVEDDI supports a significant elderly population, and training sessions were held to teach riders how to use the new mobile app. The mobile app also allows designated staff or "designees" with social services (e.g., at nursing homes) to book trips on behalf of riders who are not able navigate the platform. A majority of bookings still occur over phone, but app usage is growing – especially among social service staff.

In rural areas, microtransit does presents unique challenges. YVEDDI notes that linking trips is particularly difficult, often resulting in a fallback to the traditional demand-response model. Despite these obstacles, YVEDDI encourages other agencies to experiment with microtransit.

Accessibility

- The ride passes can be printed or recorded within the mobile app as an E-Pass.
- The service has improved accessibility for riders who may have mobility challenges as they no longer have to stand and wait at bus stops.

Ridership & Response

- Total passengers since launch: 49,345
- State FY 24 ridership: 19,564

Costs & Funding

- Total Cost: \$424,073
- Funding sources: FTA Section 5311 funds

Service Area Population
7,627

Service Area Density
431 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●	●		●	●	●	●	●			●
Provided by Vendor					●						●	●	

The **GoDurham Connect** serves two suburban zones (North and East) in the city of Durham.

The service was created to:

- ☒ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☒ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☐ Allow convenience beyond demand response
- ☒ **Other:** Serve transit deserts

★ Service Launch: October 2024

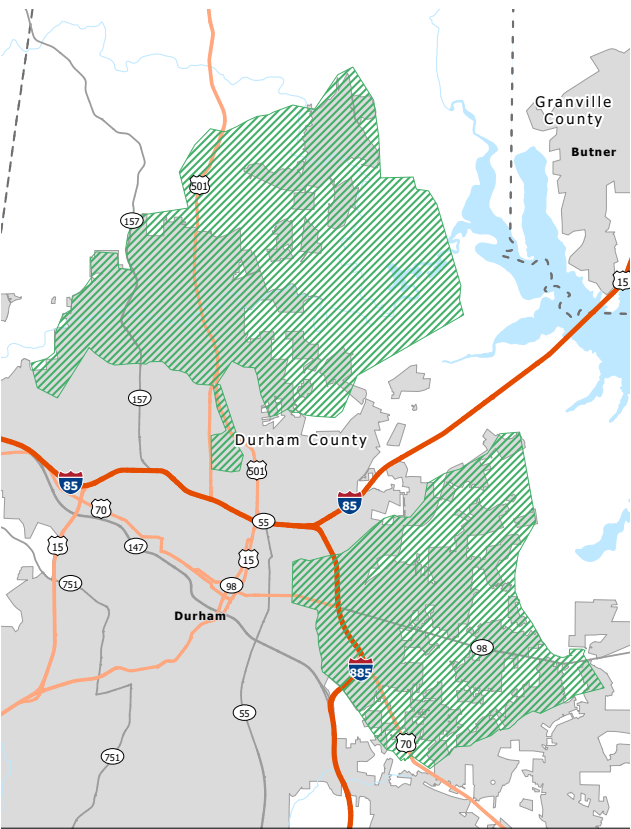
Service Model

- **Service model:** TaaS
- **Vendor:** WeDriveU and Spare Labs

Service Characteristics

- **Service hours:** Mon-Sun, 7:00 AM to 8:00 PM
 - **Scheduling:** Mobile app, web portal, call center
 - **Advanced booking:** Yes, up to 3 days in advance
 - **Pick up & drop off:** Door-to-door
 - **Fare:** Fare free (up to 60 trips per month)
 - **Payment:** N/A
- **Service area:** 27.57 square miles
 - **Fleet size:** 51 vehicles
 - **Vehicles:** 12-passenger LTVs, UZURV TNC vehicles, Silverride TNC vehicles
 - **ADA:** All vehicles are accessible
 - **Key destinations:** Various elementary, middle, and high schools; city parks

North Zone connects to GoDurham Routes 6, 4, and 1.
East Zone connects to GoDurham Routes 3 and 3b.
The future Wellons Village Mobility Hub will be within the East Zone once constructed.



GoDurham Connect was established to provide convenient and flexible transportation to two areas of Durham County that were previously underserved by transit.

To promote the service, GoDurham hired a marketing team and outreach efforts included running ads for people within the geofenced service areas, promoting the service on local news, hanging flyers at community destinations, and putting QR codes in local businesses. The fleet vehicles also have special magnets, so they are recognizable as part of the microtransit service

In line with general GoDurham policy, riders over 12 years of age are able to use the service. High school students have been using microtransit as a supplement to school transportation. With this in mind, GoDurham selected the current vendor based on factors that include additional driver/drug screening.

Overall, microtransit ridership has been lower than was initially projected in the *GoDurham Access Paratransit Improvement Study*. This discrepancy was partly due to limited access to detailed data when conducting the study. Although GoDurham Connect started with a designated fleet, the agency has transitioned to a co-mingle approach in response to actual demand levels. Despite the slow start, the experience has provided valuable insight into the importance of accurate data, realistic projections, and flexible service design.

GoDurham is considering boundary changes to include other key destinations and to reach additional underserved areas within the county.

Accessibility

- ADA service animals are permitted in the vehicles.



Ridership & Response

- **Total passengers since launch:** 612
- **State FY 24 ridership:** N/A

Costs & Funding

- **Total Cost:** N/A
- **Funding sources:** Durham County Transit Plan (sales tax, rental tax, vehicle registration fee)



Service Area Population
30,202

Service Area Density
1,123 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●		●		●							
Provided by Vendor			●		●		●	●	●	●	●	●	●

- GoGastonia serves the city of Gastonia.
- The service was created to:
- ☐ Connect to fixed-route service
 - ☒ Replace an inefficient fixed-route
 - ☐ Provide transit for low density areas
 - ☐ Offer temporal service (for times when other mobility services are difficult to access)
 - ☐ Allow convenience beyond demand response

★ Service Launch: July 2024

Service Model

- Service model: TaaS
 - Vendor: Via
- 

By VIA

Service Characteristics

- Service hours:** Mon-Fri, 5:30 AM to 6:30 PM; Sat, 8:00 AM to 6:00 PM
 - Scheduling:** Mobile app, call center
 - Advanced booking:** No
 - Pick up & drop off:** Curb-to-curb
 - Fare:** \$2.50 per one-way trip. \$1.25 for elderly and handicapped riders. Free for children under 5 years old.
 - Payment:** Mobile app (credit or debit card), vouchers/ticket
- Service area:** 50 square miles
 - Fleet size:** 21 vehicles with 2 spare vehicles
 - Vehicles:** 7-passenger Honda Odyssey minivans, 6-passenger Dodge Voyager minivans; spare vehicles: Ford Explorer and Transit Connect
 - ADA:** 6 of the vehicles are accessible
 - Key destinations:** Walmart Supercenters, community and recreation centers, Bradley Transit Station

Riders can use the service to reach the Transit Station, which provides access to Gaston County Access, CATS 85X, Sunway Charters, and Greyhound transportation.



The GoGastonia microtransit service was launched to replace six inefficient fixed routes and to provide the curb-to-curb transportation required by many riders. In preparation for the transition, bus drivers were given six months of notice and offered career transition support as well as a severance package and extended medical insurance coverage. The city retained four drivers to continue serving ADA paratransit needs, while three others chose to drive for the microtransit service through Via. Additional staff moved to other city departments.

To market the service, Gastonia Transit held multiple public meetings at locations such as the Bradley Transit Station. Outreach also included surveys, a social media campaign, and signage at bus stops. Gastonia Transit found that the most effective method was having interns ride the buses talk with riders about the new service and how to use the mobile app.

Gastonia Transit notes that when beginning a microtransit service, demand is often underestimated. Services may need to be expanded in order to meet actual rider needs, underscoring the importance of flexible planning and responsive management structures. The GoGastonia microtransit fleet initially consisted of 14 vehicles but was quickly expanded to 23 vehicles to accommodate demand. Furthermore, while the city initially planned to retain its fixed-route buses for six months, it is now working on vehicle disposal in accordance with FTA guidelines.

Accessibility

- Ride vouchers are sold at the Transit Station to support unbanked riders.
- Staff at the Transit Station can assist customers in setting up the mobile app. The app and call center also offer translation services.

Ridership & Response

- Total passengers since launch: 120,770
- State FY 24 ridership: N/A

Costs & Funding

- Total Cost: N/A
- Funding sources: FTA Section 5307 funds





Service Area Population
78,696



Service Area Density
1,474 people/square mile

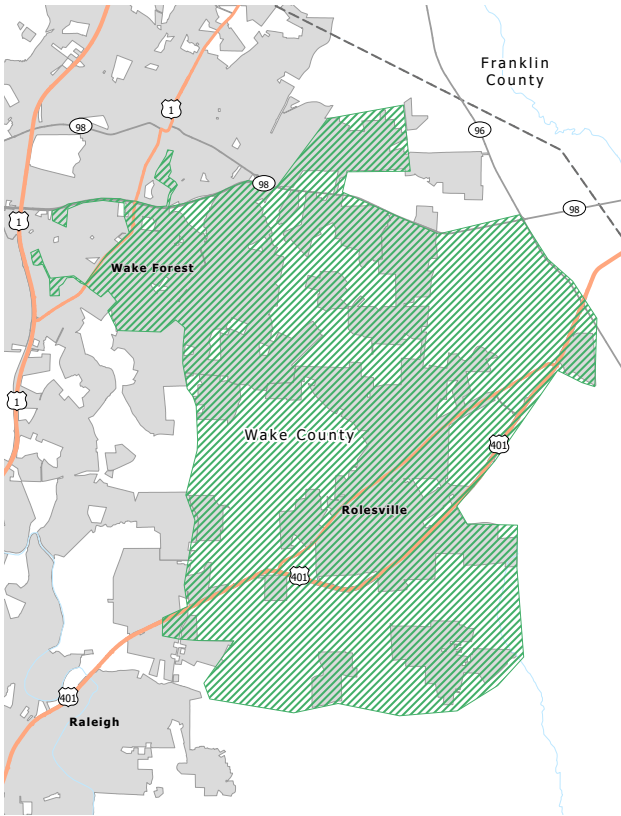
	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency				●	●	●							
Provided by Vendor	●	●	●				●	●	●	●	●	●	●

MicroLink serves the town of Rolesville and portions of Wake Forest.

The service was created to:

- ☐ Connect to fixed-route service
- ☒ Replace an inefficient fixed-route
- ☒ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☐ Allow convenience beyond demand response

★ Service Launch: September 2024



Service Model

- Service model: SaaS

• Vendor: Via
- 

Service Characteristics

- Service hours: Mon-Fri, 7:00 AM to 6:00 PM

• Scheduling: Mobile app, call center

• Advanced booking: No

• Pick up & drop off: Curb-to-curb

• Fare: Fare free

• Payment: N/A
- Service area: 27 square miles

• Fleet size: 3 vehicles

• Vehicles: 8-person Ford cutaways

• ADA: All vehicles are accessible

• Key destinations: Walmart, Wegman’s, Senior Centers

MicroLink connects to downtown Wake Forest, where riders can transfer to GoWake’s microtransit zone as well as the Wake Forest-Raleigh Express bus service.

MicroLink was launched to replace the underperforming 401X fixed-route and to provide transit in the low-density Rolesville area. The 401X route severely underperformed despite connecting to high ridership routes like GoRaleigh’s Route 1 and the WRX (Wake Forest-Raleigh Express). Community input and a transit study revealed that residents preferred more connections to Wake Forest rather than Raleigh. MicroLink now meets that need, with 70% of trips beginning or ending in Wake Forest.

To promote MicroLink, the GoRaleigh marketing team organized a social media campaign, which included geotargeted Instagram ads within the microtransit zone. Service information was also featured in the Town of Rolesville newsletter, communicated to existing 401X riders through brochures, and a launch event was held and attended by the mayor and local press.

The low-density nature of Rolesville has meant relatively low ridership in this area, and GoRaleigh is considering whether zone adjustments may be appropriate in the future. Changes could include replacing additional underperforming fixed-route services or connecting to new areas with key destinations. The MicroLink branding allows for the option to include multiple municipalities as part of the service.

Accessibility

- Provides transit to a low-density area that is difficult to serve effectively by a fixed route. Microtransit provides a transportation option to car-free household who may have previously had to pay for a cab.

Ridership & Response

- Total passengers since launch: 1,235
- State FY 24 ridership: N/A
- Changes to the microtransit zone would be considered after at least 1 full year of operation

Costs & Funding

- Total Cost: \$300,000
- Funding sources: Wake Transit Plan funds





Service Area Population
30,202



Service Area Density
1,123 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency		●	●	●	●	●	●	●	●	●			●
Provided by Vendor	●										●	●	

Mobility On Demand (MOD)

Orange County Public Transit

MOD serves Orange County, including Chapel Hill, Carrboro, Hillsborough, and portions of Mebane.

The service was created to:

- ☐ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☒ Provide transit for low density areas
- ☒ Offer temporal service (for times when other mobility services are difficult to access)
- ☒ Allow convenience beyond demand response

★ Service Launch: October 2020

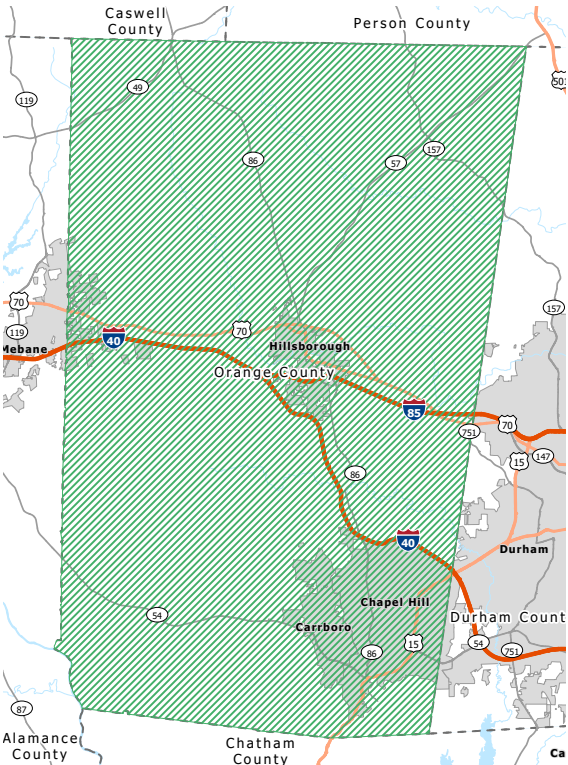
Service Model

- Service model: SaaS
- Software vendor: TransLoc

Service Characteristics

- Service hours:** Mon-Thurs and Sat, 8:00 AM to 5:00 PM; Fri, 8:00 AM to 9:00 PM
- Scheduling:** Mobile app, web portal, call center
- Advanced booking:** Yes, no booking restrictions
- Pick up & drop off:** Door-to-door, curb-to-curb, nodes
- Fare:** \$5 per one-way trip within the same zone; variable from zone-to-zone and based on distance
- Payment:** Mobile app, web portal
- Service area:** 401 square miles
- Fleet size:** 5 vehicles
- Vehicles:** 3-passenger minivans
- ADA:** All vehicles are accessible
- Key destinations:** UNC Chapel Hill campus; UNC Hospitals; downtown of Chapel Hill, Carrboro, and Hillsborough

OCPT developed a dashboard that displays the real-time locations of all vehicles within the system.



Mobility On Demand (MOD)

Orange County Public Transit

The **Mobility On Demand (MOD)** service improves transportation access in low-density areas of Orange County, offering a more convenient alternative to traditional demand-response services as well as ride-hailing platforms like Uber and Lyft.

OCPT worked through Orange County’s Communication Relations Department and other County departments to advertise the service. OCPT recently hired a consulting firm to overhaul the marketing information to better inform the public about all of Orange County’s transit options. OCPT is also exploring software solutions to integrate the various services and improve messaging to differentiate them.

MOD was initially available on Friday nights and Saturdays, but growing demand quickly led operations to extend to six days a week. The service also started with five distinct zones but now covers the entire county, though most of the mileage continues to concentrate in Chapel Hill, Carrboro, and parts of Mebane. The local student population makes up a large portion of the MOD ridership.

Looking ahead, OCPT notes the importance of integrating rural systems into broader microtransit planning. OCPT is interested in collaborating with other agencies through regional committees or working groups to support planning and share best practices.

Accessibility

- Offers wheelchair-accessible vehicles, door-to-door pickup, and flexible scheduling.

Ridership & Response

- Total passengers since launch:** 2,609
- State FY 24 ridership:** 1,175

Costs & Funding

- Total Cost:** \$133,474
- Funding sources:** Originally funded by CMAQ but now funded by the Long Range Transit Plan (and the local transit tax) as well as FTA Section 5307 funds



Service Area Population
147,279

Service Area Density
367 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●	●	●	●	●	●	●	●		●	●
Provided by Vendor											●		

QuickRIDE

Johnston County Area Transit System (JCATS)

QuickRIDE

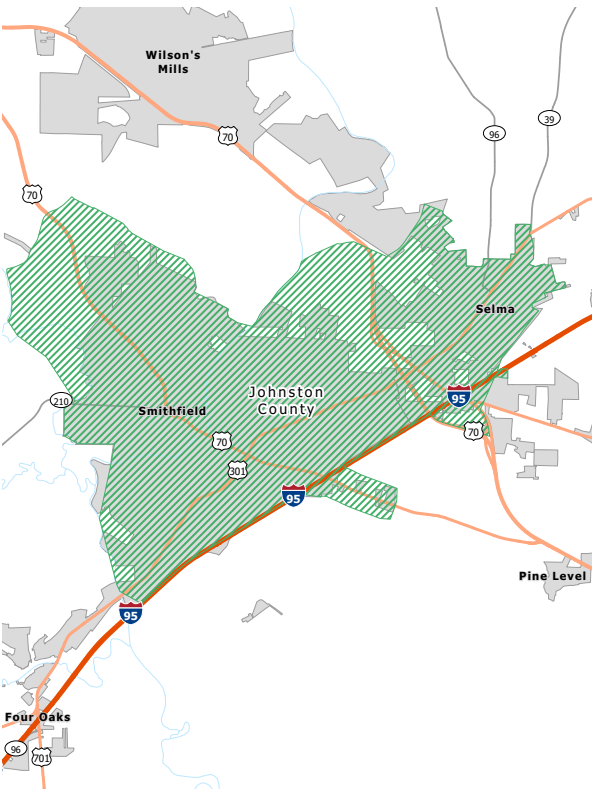
Johnston County Area Transit System (JCATS)

QuickRIDE serves the Smithfield and Selma area.

The service was created to:

- ☐ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☐ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☒ Allow convenience beyond demand response

★ Service Launch: March 2023



Service Model

- Service model: SaaS
- Software vendor: CTS Software



Service Characteristics

- Service hours: Mon-Sat, 6:00 AM to 8:00 PM
 - Scheduling: Mobile app, call center
 - Advanced booking: Yes, up to 7 days in advance
 - Pick up & drop off: Door-to-door
 - Fare: \$6 per one-way trip
 - Payment: Cash, mobile app, tickets
 - Service area: 20 square miles
- Fleet size: 5 vehicles
 - Vehicles: 6-person transit vans
 - ADA: All vehicles are accessible
 - Key destinations: Johnston Community College, Amazon RDU2 facility, Carolina Premium Outlets, Walmart, Airport, Amtrak station, greenways

JCATS is working towards a regional microtransit approach with Wake County and Harnett County through the development of a single, integrated mobile application.

QuickRIDE serves the towns of Smithfield and Selma and many low-income and zero-car households. JCATS initially considered establishing a fixed-route; however, microtransit was determined to be the better option for the community. In addition to supporting transit-dependent populations, JCATS hoped that the service would alleviate the growing traffic volume and congestion along US-301.

To advertise QuickRIDE, JCATS sent out over 6,000 postcards to community members and made social media posts. Word-of-mouth was also effective in promoting the service.

Ridership data indicates that roughly half of the QuickRIDE trips are work related. To support commuters – such as those working at the nearby Amazon facility – JCATS allows riders to preschedule weekly trips. However, this practice has occasionally limited availability for general riders. The team is reviewing recent ridership data to assess whether to continue this scheduling approach.

JCATS is also planning on creating a new microtransit zone to expand to Clayton, which was recently designated a small urbanized area.

JCATS is seeking long-term funding opportunities to meet the rising demand and a growing service area.

Accessibility

- Cash payment is accepted to support unbanked riders.
- The services reaches areas with low-income populations using the service to travel to work.

Ridership & Response

- Total passengers since launch: 18,080
- State FY 24 ridership: 16,472

Costs & Funding

- Total Cost: \$549,704
- Funding sources: FY24 was funded by a Rural State Operating grant as well as County funds



Service Area Population
15,045

Service Area Density
738 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●	●	●	●	●	●	●	●			●
Provided by Vendor											●	●	

- RideMICRO serves the city of Wilson.
- The service was created to:
- ☐ Connect to fixed-route service
 - ☒ Replace an inefficient fixed-route
 - ☐ Provide transit for low density areas
 - ☐ Offer temporal service (for times when other mobility services are difficult to access)
 - ☐ Allow convenience beyond demand response

★ Service Launch: September 2020

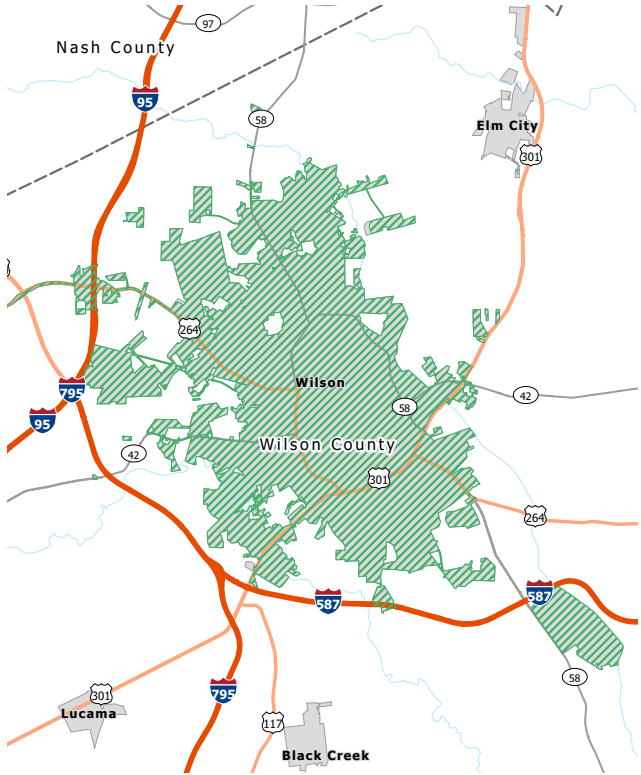
Service Model

- **Service model:** TaaS
- **Vendor:** Via

Service Characteristics

- **Service hours:** Mon-Fri, 5:30 AM to 7:00 PM; Sat, 7:00 AM to 6:00 PM
 - **Scheduling:** Mobile app, web portal, call center
 - **Advanced booking:** No
 - **Pick up & drop off:** Door-to-door, curb-to-curb, virtual stops
 - **Fare:** \$2.50 per one-way trip. Additional riders are \$1.00. Free for children under 8 years old.
 - **Payment:** Cash, City of Wilson’s Customer Service Center, mobile app, call center
- **Service area:** 32.12 square miles
 - **Fleet size:** 19 vehicles
 - **Vehicles:** 6-passenger Toyota Siennas, 3- and 4-passenger Dodge Caravans
 - **ADA:** 4 of the vehicles are accessible
 - **Key destinations:** Walmart Supercenter, Wilson County Senior Center, Wilson Medical Center, Barton College, Wilson Community College

Agencies can purchase codes for clients to use the microtransit service.



RIDE Wilson was established to replace an inefficient fixed-route service that struggled to meet the diverse transportation needs and Wilson’s expansive geography. Microtransit offered a more flexible and responsive alternative.

The service was initially advertised through newspaper articles and outreach to local businesses and agencies. Riders were also offered 10 free trips at the launch of the service. Thanks to its success, RIDE Wilson now largely promotes itself through word-of-mouth and user satisfaction.

Although the vendor provides turnkey service, the City of Wilson is actively involved, meeting biweekly to discuss the service design, public engagement, branding, and marketing efforts. The vendor recently assigned an on-the-ground field manager to Wilson, which has helped with coordination efforts. However, the manager splits time between multiple systems, limiting their availability and impact.

The City of Wilson also notes that default vendor processes may not comply with IMD requirements. The City has had to navigate the handling of vehicle crashes, particularly regarding insurance and legal procedures. In response to IMD compliance requirements, the vendor has updated its pre-trip inspection process and all vehicles now have cameras.

The City of Wilson continues to seek additional funding to meet the growing demand. With additional resources, the City would prioritize extending service hours and adding Sunday operations.

Accessibility

- Riders paying with cash receive a code at the Customer Service Center as drivers do not accept cash. They can also add codes directly to a person’s account.
- Curb-to-curb service is offered to disabled or elderly riders.
- The smartphone app is available in multiple languages.

Ridership & Response

- **Total passengers since launch:** 794,712
- **State FY 24 ridership:** 167,904

Costs & Funding

- **Total Cost:** \$2,553,573
- **Funding sources:** FTA Section 5311 funds, Rural State Operating grant, ARPA funds, local City of Wilson funds



Service Area Population
37,883

Service Area Density
1,179 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency													
Provided by Vendor	●	●	●	●	●	●	●	●	●	●	●	●	●

RideMICRO

Wave Transit (Cape Fear Public Transportation Authority)

RideMICRO

Wave Transit (Cape Fear Public Transportation Authority)

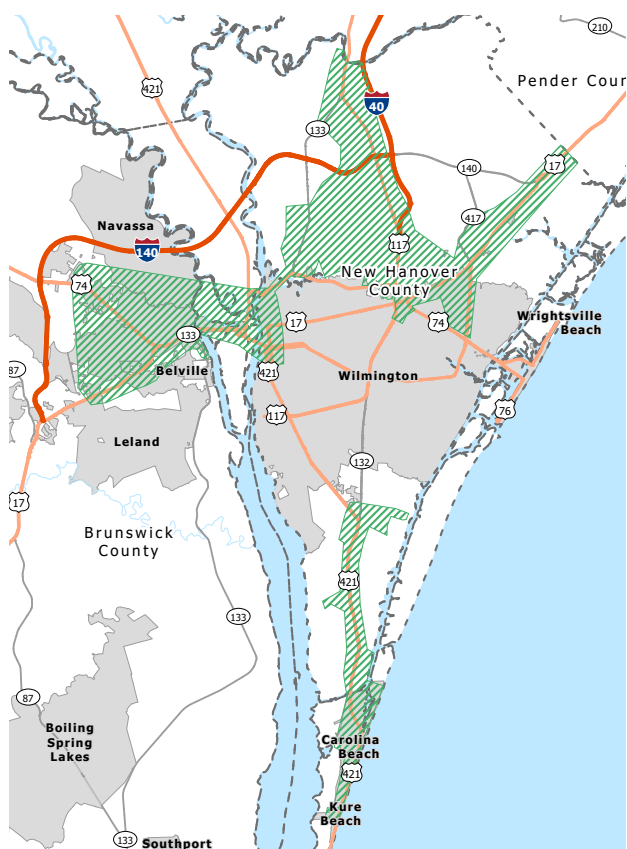
RideMICRO serves portions of Brunswick, Pender, and New Hanover Counties through four microtransit zones.

The service was created to:

- ☒ Connect to fixed-route service
- ☒ Replace an inefficient fixed-route
- ☒ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☐ Allow convenience beyond demand response

★

Service Launch: October 2021



- Service Model
- Service model:** TaaS
 - Vendor:** CharterUp oversees two subcontractors
 - Vehicle operator:** Daniels Transportation
 - Technology vendor:** Moovit

- Service Characteristics
- Service hours:** **Zones connecting counties:** Mon-Fri, 6:30 AM to 10:00 AM; 12:00 PM to 7:00 PM
Zones within New Hanover County: Mon-Fri, 6:00 AM to 8:00 PM; Sat, 8:00 AM to 6:00 PM; Sun, 9:00 AM to 5:00 PM
 - Scheduling:** Mobile app, web portal, call center, in person
 - Advanced booking:** Yes, up to 7 days in advance
 - Pick up & drop off:** Virtual stops
 - Fare:** \$2.00 per one-way trip
 - Payment:** Cash, mobile app, tickets
 - Service area:** 62.8 square miles
 - Fleet size:** 4 vehicles
 - Vehicles:** 15-passenger vans and 9-passenger Suburbans
 - ADA:** 1 of the vehicle is accessible
 - Key destinations:** Cape Fear Community College; Padgett, Forden, and Monkey Junction Stations; Wilmington International Airport

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●			●				●			
Provided by Vendor				●	●		●	●	●		●	●	●

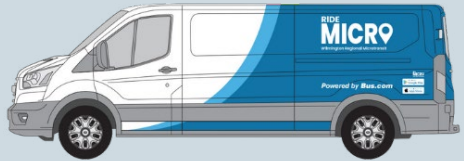
RideMICRO serves portions of Brunswick, New Hanover, and Pender Counties that are not dense enough to be supported by a fixed-route service. These areas include populations that are elderly, low-income, or have limited English proficiency (LEP). RideMICRO allows riders to travel within the four microtransit zones and to connect to regional fixed routes.

To promote the service, Wave Transit conducted outreach at targeted locations, including Veterans Affairs centers, the Wilmington International Airport, the New Hanover County Sheriff's Office, and senior living facilities. Wave Transit also gave presentations and advertised through pamphlets, podcasts, billboards, radio, TV news segments, and social media.

Cape Fear Community College represents one of the largest ridership sources, as Zone 4 connects its downtown campus to the northern New Hanover County campus. In addition, the New Hanover County Sheriff's Office was previously served by an unproductive fixed route. With the introduction of RideMICRO, Wave Transit created a designated phone line for the Sheriff's Office to schedule microtransit pick-ups and drop-offs.

At present, RideMICRO only has one ADA-accessible vehicle for all zones, making accessibility improvements a high priority. Wave Transit seeks to address this issue in an upcoming vendor Request for Proposals, which will require that at least 50% of the fleet is ADA-accessible.

- Accessibility
- Ride tickets can be purchased in-vehicle and at Wave Transit stations.
- Ridership & Response
- Total passengers since launch:** 47,483
 - State FY 24 ridership:** 19,140
- Costs & Funding
- Total Cost:** \$970,282
 - Funding sources:** ConCPT grant, local tax dollars, ticket sales (for fuel costs)





Service Area Population

74,400



Service Area Density

1,208 people/square mile

Each microtransit zone connects with fixed-route service at Forden and Padgett Stations or the transfer hub in Monkey Junction.

Same Day Service

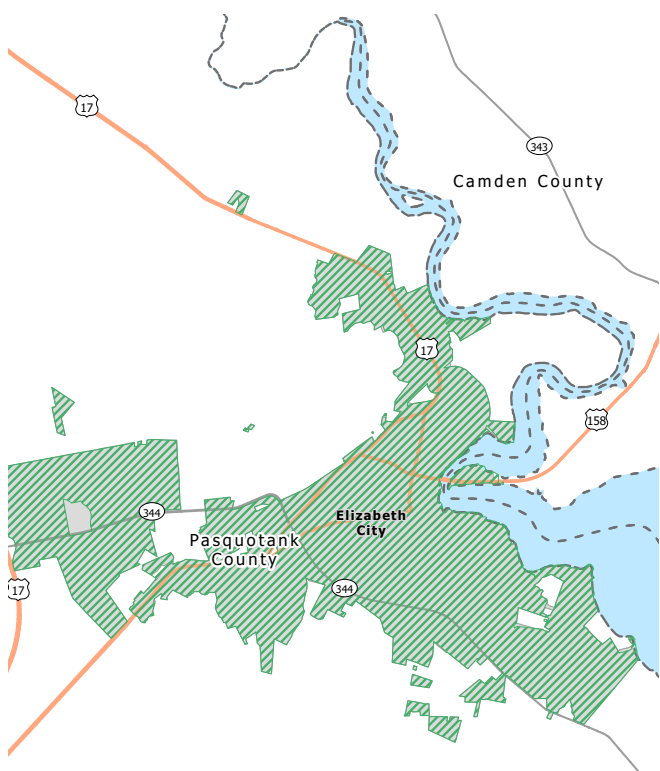
Inter-County Public Transportation Authority (ICPTA)

The **Same Day Service** serves Elizabeth City.

The service was created to:

- ☐ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☐ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☒ Allow convenience beyond demand response

 **Service Launch:** October 2023



- Service Model
- **Service model:** SaaS
 - **Software vendor:** CTS Software

- Service Characteristics
- **Service hours:** Mon-Fri, 8:00 AM to 4:00 PM
 - **Scheduling:** Mobile app, web portal, call center
 - **Advanced booking:** No
 - **Pick up & drop off:** Curb-to-curb
 - **Fare:** Fare free
 - **Payment:** N/A
 - **Service area:** 12.25 square miles
 - **Fleet size:** 2 vehicles
 - **Vehicles:** 20-foot LTVs, 25-foot LTVs
 - **ADA:** All vehicles are accessible
 - **Key destinations:** Downtown, Elizabeth City State University, Sentara Albemarle Medical Center, College of the Albemarle

The goal of the microtransit is to provide a transportation option in addition to local taxi services as the area does not have many rideshare companies in operation.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●		●	●	●	●	●	●	●	●			●
Provided by Vendor		●									●	●	

Same Day Service

Inter-County Public Transportation Authority (ICPTA)

The **Same Day Service** provides Elizabeth City with a convenient and flexible transportation option beyond the limited local cab services – particularly as alternatives like Lyft and Uber are not widely available in the area. The microtransit offers a transportation option for rides beyond the two-day advanced booking required by ICPTA’s demand-response service.

Leading up to the launch, the software vendor offered an initial advertising package to promote the service. The microtransit was advertised online and through billboards located across the service area. ICPTA has since taken over marketing efforts.

ICPTA worked with different software vendors before settling on the current one. Several of the software algorithms treated the entire five-county ICPTA service area as the microtransit zone, causing vehicles to travel unnecessarily and leading to excessive mileage and costs. ICPTA’s current software is able to section off and optimize routes for the different services. ICPTA notes the importance of selecting a software vendor that is able to accommodate the service needs (e.g., serving a rural versus urban context).

ICPTA has relied on grant funding to operate the service and is seeking future sources of funding to be able to continue operating the Same Day Service.

- Accessibility
- Offering both the demand response and microtransit service helps to cover different needs. Riders can book trips in advance through the demand-response service but use the microtransit for last-minute or day-of needs.

- Ridership & Response
- **Total passengers since launch:** 7,126
 - **State FY 24 ridership:** 2,867
 - Many riders book trip through the call center rather than the mobile app or web portal.

- Costs & Funding
- **Total Cost:** \$277,500
 - **Funding sources:** State FY24 was funded by a Rural State Operating grant



 **Service Area Population**

13,757

 **Service Area Density**

1,176 people/square mile

The **Smart Shuttle** serves the Town of Morrisville.

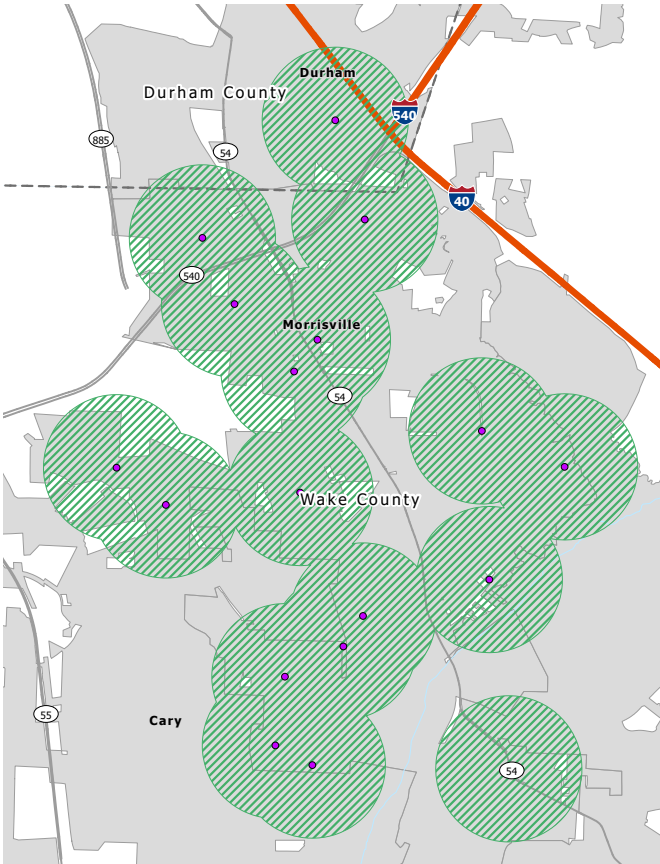
The service was created to:

- ☐ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☐ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☐ Allow convenience beyond demand response
- ☒ **Other:** Provide mobility options to community members

★ Service Launch: October 2021

Service Model

- **Service model:** TaaS
- **Software vendor:** Via
- **Operator:** GoCary



Service Characteristics

- **Service hours:** Mon-Fri, 7:00 AM to 9:00 PM; Sat, 8:00 AM to 8:00 PM; Sun, 8:00 AM to 7:00 PM
- **Scheduling:** Mobile app, web portal, call center
- **Advanced booking:** No
- **Pick up & drop off:** Nodes
- **Fare:** Fare free
- **Payment:** N/A
- **Service area:** Approx. 9 square miles
- **Fleet size:** 2 vehicles
- **Vehicles:** 19-passenger shuttles
- **ADA:** All vehicles are accessible
- **Key destinations:** Senior centers, Morrisville Community Library, Park West Village shopping center, Morrisville Community Park

The service connects riders to the Regional Transit Center, the GoTriangle 310 route at three locations, and GoCary Route 7 at two locations.

Prior to the **Smart Shuttle**, the Town of Morrisville did not operate its own transit service and was considered a transit desert, with regional transit bypassing the area. Based on the *Morrisville Public Transportation Study*, microtransit was recommended and ultimately chosen for its scalability and ease of implementation to improve mobility options for the community.

Smart Shuttle uses 18 nodes – or shuttle stops – located at key destinations across the community. To familiarize people with the service and node approach, the Town conducted outreach at community events, advertised through the Town’s official channels, and distributed postcards to residents and businesses in the vicinity of the nodes.

Early in its operations, Smart Shuttle encountered unexpected app-related issues, such as drivers being logged out of their tablets or losing cellular connection. In addition, the app’s algorithm would often reject ride requests due to settings related to queue limits rather than a lack of seats. Morrisville addressed this by increasing the queue time, thereby reducing error messages from 27% to 14% without extra costs. For agencies considering microtransit, Morrisville highlights the value of having the IT department as part of the core team and able to actively support the transportation staff with on-the-ground needs.

The Smart Shuttle has been operating above capacity since its first year, so the Town is now conducting a transit study to decide whether to continue with microtransit or transition to a different service model.

Accessibility

- All service nodes are accessible

Ridership & Response

- **Total passengers since launch:** 55,973
- **State FY 24 ridership:** 23,302
- Many young riders use the service (13 or older can ride by themselves).

Costs & Funding

- **Total Cost:** \$729,386
- **Funding sources:** Town of Morrisville General Fund, CAMPO Community Funding Area program



Service Area Population
32,910

Service Area Density
3,782 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●										
Provided by Vendor				●	●	●	●	●	●	●	●	●	●

SmartRide NE serves Zebulon, Wendell, Knightdale, and the unincorporated areas in between.

The service was created to:

- ☒ Connect to fixed-route service
- ☐ Replace an inefficient fixed-route
- ☒ Provide transit for low density areas
- ☐ Offer temporal service (for times when other mobility services are difficult to access)
- ☒ Allow convenience beyond demand response

★ Service Launch: March 2022

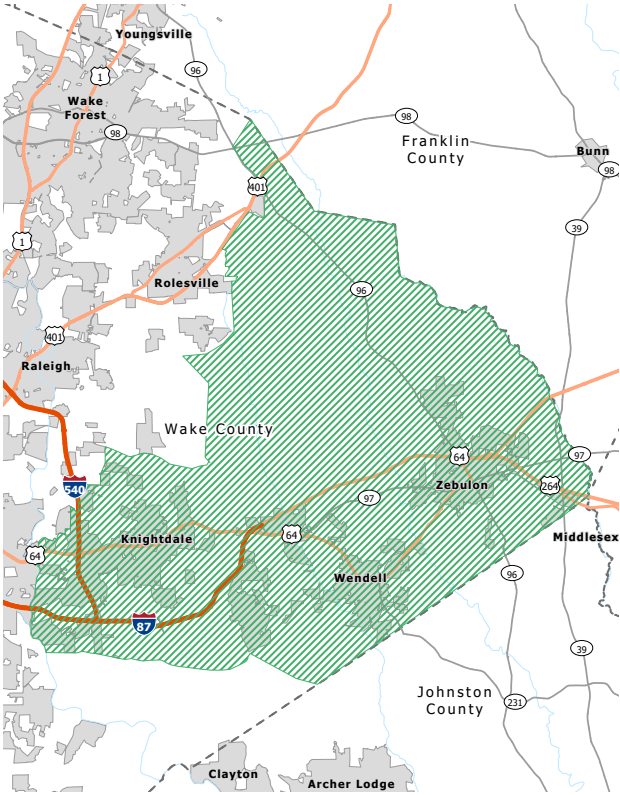
Service Model

- Service model: TaaS
- Operator vendor: RATP Dev
- Software vendor: Ecolane

Service Characteristics

- Service hours: Mon-Fri, 6:00 AM to 7:00 PM
 - Scheduling: Mobile app, call center
 - Advanced booking: Yes, up to 24 hours in advance
 - Pick up & drop off: Door-to-door, curb-to-curb, virtual stops
 - Fare: Fare free
 - Payment: N/A
- Service area: 70 square miles
 - Fleet size: 4 vehicles
 - Vehicles: Wheelchair lift raised roof vans
 - ADA: All vehicles are accessible
 - Key destinations: Dialysis centers, Walmart, community parks

The service connects to GoRaleigh’s Route 33 in Knightdale and GoTriangle’s Zebulon-Wendell-Raleigh Express.



The SmartRide NE microtransit service area covers the portion of Wake County that was previously the most underserved by transit while also containing the most transit dependent population. The microtransit design focused on improving transit access for persons with disabilities, senior citizens, and lower income populations.

Since its launch, the SmartRide NE has undergone several adjustments, including changes to the service area, vendor, and mobile app platform. For the app upgrade, GoWake collaborated with GoRaleigh to integrate the reservation systems into a single platform. The service area has also recently expanded to include Knightdale.

To inform the public of the various changes, GoWake Access conducted outreach at senior and community centers, hosted community events, and sent out text messages to existing riders. Although there has been a learning curve for some populations, the service is heavily utilized by students due to the shortage in school bus drivers. GoWake Access has collaborated with school officials to implement student applications for East Wake and Knightdale. These applications include providing emergency contacts and a code of conduct acknowledgment, which has eliminated poor student behavior that some drivers had previously reported. Efforts are underway to coordinate an expansion to support dual enrollment students traveling to Wake Tech East.

Accessibility

- Some popular destinations are pre-populated within the app to streamline pick-up and drop-off requests.
- If a pick-up location is unsafe upon arrival, the driver will contact the rider and direct them to an alternate location.

Ridership & Response

- Total passengers since launch: 45,764
- State FY 24 ridership: 18,527

Costs & Funding

- Total Cost: \$362,421
- Funding sources: Wake Transit, FTA Section 5311 funds, Community Funding Area grant



Service Area Population
71,187

Service Area Density
551 people/square mile

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Provided by Transit Agency	●	●	●	●									●
Provided by Vendor					●	●	●	●	●	●	●	●	

Glossary

A

Accessible | Able to be reached or connected to another mode of transportation from an existing mode of transportation or an individual property. Vehicles that do not restrict access, are usable, and provide allocated space and/or priority seating for individuals who use wheelchairs, and which are accessible using lifts or ramps.

B

Blended Model | Separate contracts for software, drivers, or vehicles with different entities.

D

Demand Response (DR) | A transit mode comprised of passenger cars, vans or small buses operating in response to calls from passengers or their agents to the transit operator, who then dispatches a vehicle to pick up the passengers and transport them to their destinations.

E

Equitable | Fair and impartial use or access of transportation service without bias towards specific parties or groups. Equitable outcomes in transportation include:

- Minimization of transportation barriers and unmet needs
- Multimodal options that rival driving in terms of time, convenience, and cost
- Zero transportation-related fatalities or injuries
- Zero transportation-related greenhouse gas emissions

F

Fixed Route | Services provided on a repetitive, fixed schedule basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations; each fixed route trip serves the same

origins and destinations, such as rail and bus; unlike demand responsive and vanpool services.

N

Nodes | Nodes are places where passengers can get on or off microtransit vehicles. They work best in areas with good pedestrian paths for safe access. Nodes often have amenities like benches and shelters. In some systems, passengers must go to specific nodes to catch their ride, similar to bus stops. Examples include transit centers, shopping centers, or hospitals.

O

On-Demand Microtransit | On-demand microtransit is an emerging service option for public transit agencies utilizing an on-demand transportation solution that is flexible and responsive to the real-time needs of transit riders.

On-demand microtransit is similar to private rideshare services, allowing riders to

book and pay for trips online, whether using personal computers or personal mobile devices connected to the internet. Riders are typically picked up at their preferred origin and taken to their preferred destination (curb-to-curb service). The ability to use transit for spontaneous trips similar to driving is fundamental to providing equitable mobility.

Operational Characteristics | The context in which transportation modes operate, including speed limits, safety conditions, or operating hours.

S

Software as a Service (SaaS) | A service model where a transportation system provides microtransit services by purchasing software from a third-party. Third-party platforms typically include dynamic vehicle routing capacity, passenger aggregation, rider and driver apps, among other features. The agency directly provides drivers, vehicles, and operations management.

T

Temporal | Of or relating to time as distinguished from space.

Transportation as a Service (TaaS) | A service model where a transportation system contracts with a microtransit vendor to provide a turnkey solution that includes both microtransit technology/ software and drivers, vehicles, operations, and marketing.

Transportation Disadvantaged Populations | Demographic groups more likely to experience difficulty accessing transportation. Several demographic groups typically regarded as Transportation Disadvantaged include:

- Low-income populations
- Elderly (65 or older) populations
- Racial/ethnic minorities
- Disabled populations
- Limited English

Proficiency (LEP) populations

- Carless populations

Transportation Network Companies | Companies that utilize online platforms to connect passengers with drivers and automate reservations, payments, and customer feedback. Riders can choose from a variety of service classes, including drivers who use personal, non-commercial, vehicles; traditional taxicabs dispatched via the providers' apps, and premium services with professional livery drivers and vehicles.

U

Unbanked Riders | Transportation system riders who do not use or do not have access to a banking account and must use cash in the process of fare payment.



NCDOT

On-Demand Microtransit
2024 Annual Report