NORTH CAROLINA
Department of Transportation

NCDOT's Integrated Mobility Division (IMD)

Multimodal Updates

March 13, 2025

Connecting people, products and places safely and efficiently with customer focus, accountability and environmental sensitivity to enhance the economy and vitality of North Carolina

Integrated Mobility Division
N.C. DEPARTMENT OF TRANSPORTATION

Agenda

- Presentation: *Service Characteristics and User Benefits of Public Microtransit Systems* – Dr. Eleni Bardaka, Ph.D., Associate Professor, Department of Civil, Construction, and Environmental Engineering, North Carolina State University
- NCDOT Safety Guidance Resources - Brian Murphy, PE, NCDOT Traffic Safety Unit
- Integrated Mobility Division Updates
  - IMD Director Comments – Brennon Fuqua, MPA, PE, PMP
  - Grant Programs
    - Multimodal Planning Grant
    - Transportation Demand Management (TDM)
    - Bicycle Helmet Initiative
  - Complete Streets
  - Miscellaneous Initiatives
    - GoPass
    - MEE NC (microstransit service)
    - On-Demand Microtransit Annual Report
    - Safe Routes to School (SRTS)
    - Intercity Bus
    - Great Trails State Network Update

The role of system design attributes and community characteristics in microtransit use

Subid Ghimire, PhD,
Transportation System Modeler
North Central Texas Council of Governments

Eleni Bardaka, PhD,
Associate Professor
Department of Civil, Construction, and Environmental Engineering
North Carolina State University

Research Motivation

- Microtransit is becoming popular either as a stand-alone service or as a connector to fixed-route transit

- Research is still in its early stages
  - Past research limited to stated preference surveys and planning guides

- Understanding the **system design** features and **socioeconomic** attributes that are critical in user adoption and frequency of use is essential for the **successful implementation** of microtransit

Research Questions

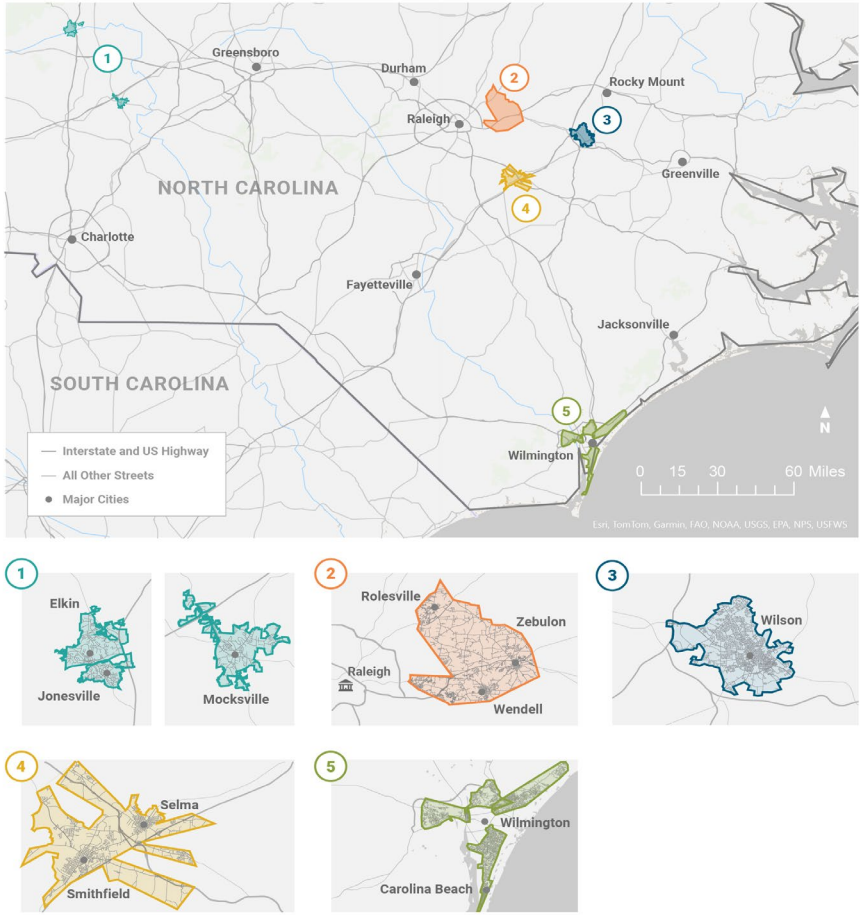
1. Which neighborhood socioeconomic characteristics, land uses, and built environment attributes contribute to microtransit demand?

2. Are these attributes consistent across microtransit systems and does their influence vary?

3. What is the role of key service design attributes such as acceptable waiting time, trip fare, and service hours on microtransit use?

Microtransit study areas

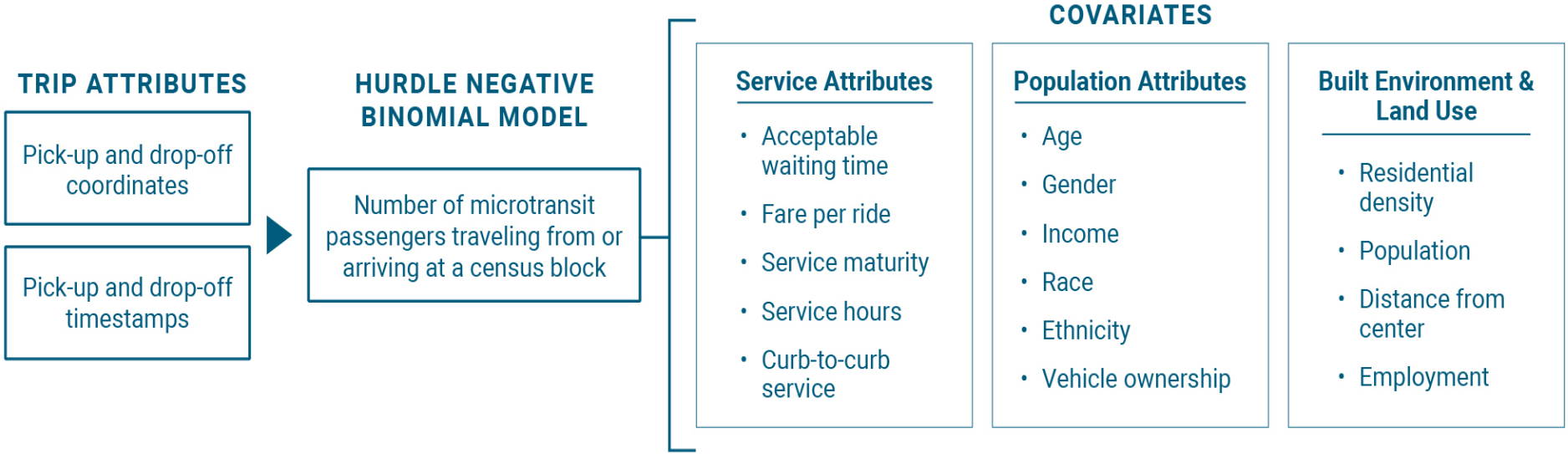
Microtransit systems	Wilson, RIDE	Wilmington, RideMICRO	Wake County, GoWake SmartRide NE	Johnston County, QuickRIDE	YVEDDI, GoTransit
Service area population	40,351	125,800	36,894	20,709	6,484
Population density (people/mile²)	1,301	1,238	379	554	378
Zero-vehicle households	12%	5%	2%	13%	8%
Non-White population	59%	16%	39%	40%	17%
Households below poverty	23%	12%	7%	27%	20%
Non-ambulatory population	15%	12%	12%	8%	20%



Characteristics of microtransit systems

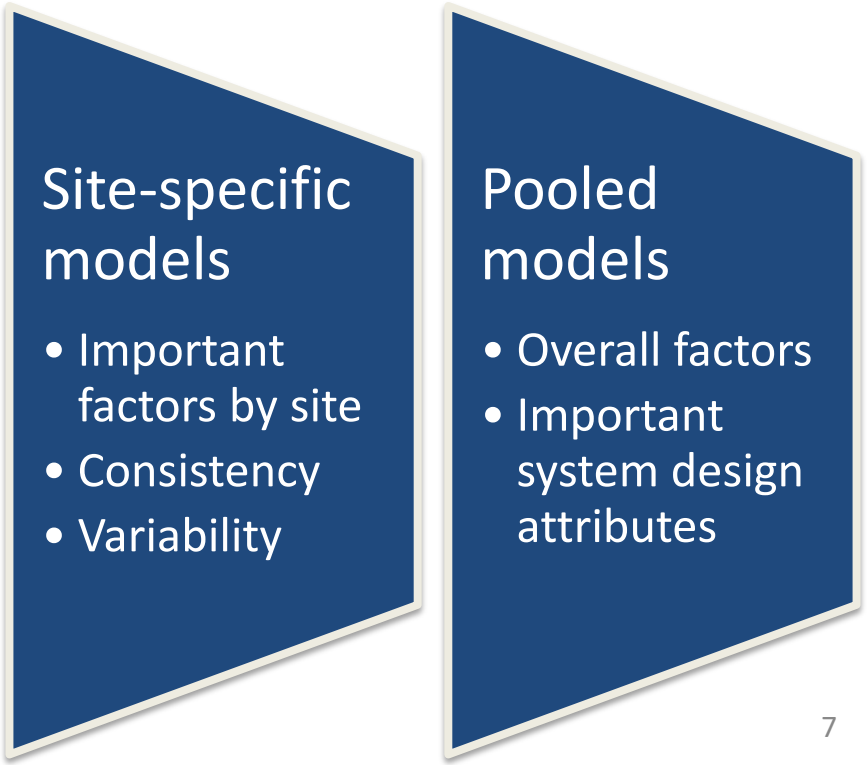
Microtransit system (Start date)	**Wilson, RIDE (2020)**	**Wilmington, RideMICRO (2021)**	**Wake County, GoWake SmartRide NE (2022)**	**Johnston County, QuickRIDE (2023)**	**YVEDDI, Go Transit (2024)**
Systems					
Tech provider	Via	Moovit	EcoLane	CTS	CTS
Fare ($/trip)	$1.50	$2.50	Free	$6.00	$1.00
Prescheduling option	No prescheduling	Up to 7 days in advance	Up to 1 day in advance	No set limit	Up to 1 month in advance
Pick-up policy	Walk to nearby intersection / point	Walk to virtual stops	Curb to curb	Curb to curb	Curb to curb
Acceptable waiting time	15 minutes	60 minutes	30 minutes	15 minutes	15 minutes
Study horizon	**Sept 2020-June 2022**	**July 2022-Jan 2024**	**Sept 2023-Mar 2024**	**Apr 2023-Feb 2024**	**Jul 2022-Feb 2024**

Research Methodology



Econometric Analysis: Hurdle NB Models

- **Dependent variable**
  - Number of passenger pick-ups or drop-offs
- **Spatial unit**
  - Census block
- **Temporal unit**
  - Hour in a weekday, summed over a month



Model results look scary, but we learn so much from them ☺

Site-Specific Model Results

	Logit component				
Variable	Wilson	Wilmington	Wake County	Johnston County	YVEDDI
Intercept	-3.440 (0.203)***	-7.628(0.156)***	-4.978 (0.265)***	-8.872(0.020)***	-5.927(0.205)***
Population	0.004 (0.000)***	0.003 (0.000)***	0.001 (0.000)**	0.006(0.000)***	0.008 (0.000)***
Residential density	0.101 (0.000)***	-0.474 (0.000)***	0.417 (0.000) ***	0.001(0.000)	0.054(0.037)
Per-capita income	-0.030 (0.001)***	0.006 (0.001)***	-0.017 (0.000)***	-0.012 (0.005)**	-0.013 (0.003)***
% African Americans	0.010(0.000)***	0.007 (0.000)***	0.029 (0.000)***	0.010 (0.001)***	0.022(0.002)***
% Female	0.011 (0.000)***	0.018 (0.002)***	0.006 (0.004)	0.060 (0.003)***	0.016(0.001)***
% Age group 18-44	0.010 (0.000)***	0.017 (0.001)***	0.015 (0.002)***	0.046(0.003)***	0.036 (0.003)***
% Hispanics	0.001 (0.000)***	0.012 (0.000)***	0.007 (0.001)**	-0.003 (0.001)*	0.000 (0.000)
% Zero-vehicle households	0.009 (0.000)***	0.013 (0.000)***	0.004 (0.003)	0.012 (0.002)***	0.064(0.004)***
Low-wage jobs	0.014 (0.000)***	0.009 (0.000)***	0.019 (0.000)***	0.009 (0.000)***	0.024(0.000)***
Health-related jobs	0.007 (0.000)***	0.000 (0.000)	0.025 (0.001)**	0.003 (0.000)***	0.002(0.000)***
Network distance from center	-0.361 (0.005)***	-0.081 (0.013)***	0.008 (0.006)	-0.277 (0.000)**	-0.093 (0.023)***
Late morning (9AM-12PM)	0.638 (0.014)**	-0.119 (0.081)***	0.778 (0.071)**	0.907 (0.052)***	1.482 (0.006)**
Early afternoon (12-4PM)	0.540 (0.002)***	-0.028 (0.002)***	0.760 (0.072)**	0.818 (0.051)***	0.501 (0.006)**
Afternoon/Evening (after 4PM)	-0.258 (0.017)***	-0.146 (0.035)***	0.246 (0.075)**	-0.037(0.053)	0.109(0.008)**
Tract fixed effects	Yes	Yes	Yes	Yes	Yes
Month indicator variables	Yes	Yes	Yes	Yes	Yes
	Count component				
Variable	Wilson	Wilmington	Wake County	Johnston County	YVEDDI
Intercept	-0.815 (0.006)***	-4.814 (0.673)***	-2.736 (0.560)***	- 5.422(0.208)**	-0.984 (0.316)***
Population	0.001 (0.000)***	0.002 (0.000)***	0.002 (0.000)*	0.005 (0.000)	0.001 (0.000)***
Residential density	0.077 (0.001)***	-0.317 (0.041)***	0.294 (0.133)*	0.405 (0.000)***	0.435 (0.096)***
Per-capita income	-0.001 (0.000)***	-0.001 (0.001)	-0.003 (0.004)	-0.008 (0.003)*	0.003(0.000)***
% African Americans	0.002 (0.000)***	0.002 (0.001)	0.006 (0.002)**	0.012 (0.000)**	0.002 (0.005)
% Female	0.006 (0.001)***	0.035 (0.005)***	-0.078 (0.010)***	0.008 (0.006)	0.006(0.000)*
% Age group 18-44	0.012 (0.00)***	0.027 (0.003)***	0.015 (0.010)	0.020 (0.000)**	0.027(0.004)***
% Hispanics	- 0.003 (0.000)***	0.008 (0.005)	-0.011 (0.003)	0.001 (0.002)	-0.012(0.001)***
% Zero-vehicle households	0.016 (0.001)***	0.031 (0.005)***	0.003 (0.000)*	0.019 (0.003)***	0.018(0.006)**
Low-wage jobs	0.020 (0.000)***	0.002 (0.000)***	0.009 (0.002)*	0.007(0.000)***	0.009(0.000)***
Health-related jobs	0.001 (0.000)**	0.002 (0.000)*	0.015 (0.003)***	0.001(0.000)***	0.000 (0.000)
Network distance from center	-0.056 (0.022)***	-0.051 (0.030)	0.222 (0.109)**	0.017(0.014)	0.025(0.016)
Late morning (9AM-12PM)	0.240 (0.016)***	-0.510 (0.102)***	0.169 (0.060)**	-0.300(0.125)	0.603(0.056)***
Early afternoon (12-4PM)	0.100(0.017)***	-0.628 (0.080)***	0.137 (0.106)	-0.087 (0.239)	0.197 (0.065)**
Afternoon/Evening (after 4PM)	-0.205 (0.016)***	-0.424 (0.209)	-0.328 (0.240)	-0.505 (0.146)	-0.452 (0.109)**
Tract fixed effects	Yes	Yes	Yes	Yes	Yes
Month indicator variables	Yes	Yes	Yes	Yes	Yes
Number of observations	386100	714780	104860	158040	118820
AIC	546292	102600	36433	52806	67664
BIC	547475	103438	36844	53394	68426
Log-likelihood (0)	-298849	-54701	-23992	-30002	-38408
Log-likelihood (convergence)	-273037	-51227	-18173	-26344	-33753

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Pooled Model Results

	Pooled model — Origin		Pooled model — Destination	
Variable	Logit component	Count component	Logit component	Count component
Intercept	-2.190 (0.112)***	-0.931 (0.102)***	-1.859 (0.100)***	-1.694 (0.185)***
Population	0.003 (0.000)***	0.001 (0.000)***	0.003 (0.000)***	0.001 (0.000)***
Per-capita income	-0.019 (0.000)***	-0.004 (0.000)***	-0.016 (0.000)***	-0.009 (0.000)***
% African Americans	0.012 (0.000)***	0.001 (0.000)**	0.011 (0.000)***	0.003 (0.000)***
% Female	0.017 (0.000)***	0.009 (0.001)***	0.016 (0.000)***	0.023 (0.001)***
% Age group 18-44	0.008 (0.000)***	0.002 (0.000)***	0.008 (0.000)***	0.005 (0.000)***
% Hispanics	0.003 (0.000)***	-0.005 (0.000)***	0.001 (0.000)***	-0.007 (0.000)***
% Zero-vehicle households	0.009 (0.000)**	0.001 (0.000)**	0.009 (0.000)***	0.005 (0.000)***
Residential density	0.017 (0.006)*	0.072 (0.010)***	0.031 (0.007)***	0.010 (0.000)***
Low-wage jobs	0.010 (0.000)***	0.005 (0.000)***	0.012 (0.000)***	0.008 (0.000)***
Health-related jobs	0.003 (0.000)***	0.001 (0.000)***	0.003 (0.000)***	0.000 (0.000)
Network distance from center	-0.022 (0.004)***	-0.026 (0.001)***	-0.083 (0.002)***	-0.008 (0.006)
Maturity	0.041 (0.001)***	0.012 (0.002)***	0.046 (0.000)***	0.014 (0.001)***
Service hours	0.002 (0.000)***	0.001 (0.000)**	0.004 (0.000)***	0.002 (0.000)**
Acceptable waiting time	-0.047 (0.000)***	-0.007 (0.001)***	-0.052 (0.000)***	-0.009 (0.000)***
Fare per trip	-0.115 (0.000)***	-0.057 (0.004)***	-0.107 (0.007)***	-0.002 (0.010)
Curb to curb	0.903 (0.041)***	0.620 (0.060)***	0.865 (0.041)***	0.488 (0.061)***
Late morning (9AM-12PM)	0.664(0.017)***	0.362 (0.017)***	0.364 (0.010)***	0.074 (0.054)
Early afternoon (12-4PM)	0.622 (0.017)***	0.511 (0.016)***	0.362 (0.018)***	-0.192 (0.020)***
Afternoon/Evening (after 4PM)	-0.244 (0.012)***	-0.289 (0.019)***	0.315 (0.012)***	0.307 (0.017)***
Year fixed effects	Yes	Yes	Yes	Yes
Number of observations	1482600		1482600	
AIC	836790		830038	
BIC	837388		830636	
Log likelihood (0)	-449235		-438990	
Log likelihood (Convergence)	-418346		-414970	

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

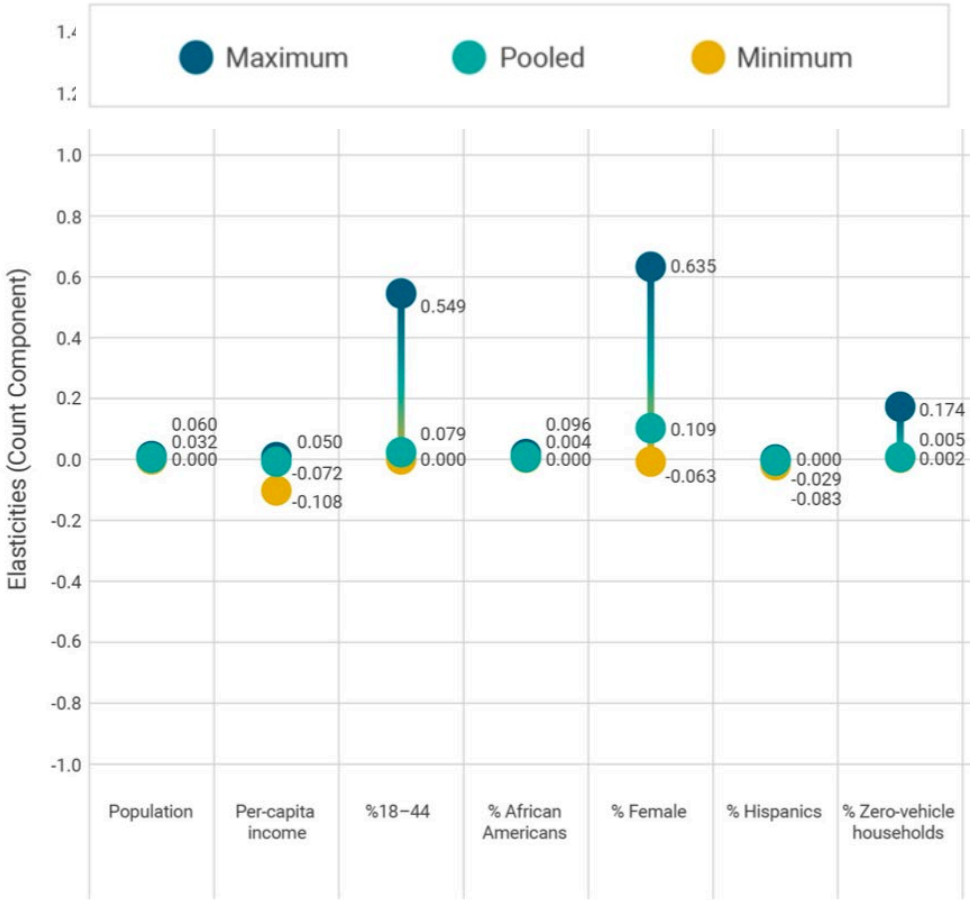
Which neighborhood attributes are associated with higher microtransit use?

- **Lower incomes**
- **Carless** households
  - Transit-dependent populations -> Microtransit service is essential
  - Important to maintain affordability

- **Female** populations ♀
  - Less likely to have a driver's license or car access in vehicle-deficit households
  - Consider the needs of the female population

Which neighborhood attributes are associated with higher microtransit use?

- **Younger** populations (18-44)
  - Tend to travel more
  - Adapt faster to new technologies 
  - Engagement programs for senior citizens



Variability by Site

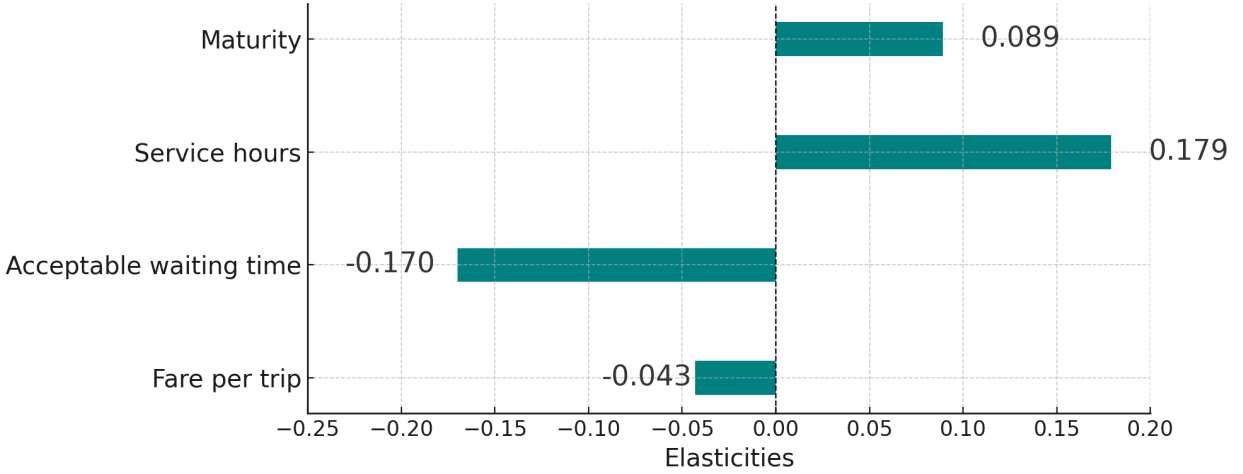
- **Younger** populations
  - Elasticity > 0.4
  - Exception: Wake county
- **Female** populations
  - Elasticity > 0.2
  - Apart from Wake and Johnston

Which land-use and built environment attributes contribute to higher demand?

- Low-wage jobs
  - Reflecting **retail and services**
  - **Future partnerships?**
- Health-related jobs
  - Reflecting **medical** land uses
- **Residential** density
  - Exception: Wilmington
- Proximity to population **centers**

How do service design attributes influence microtransit demand?

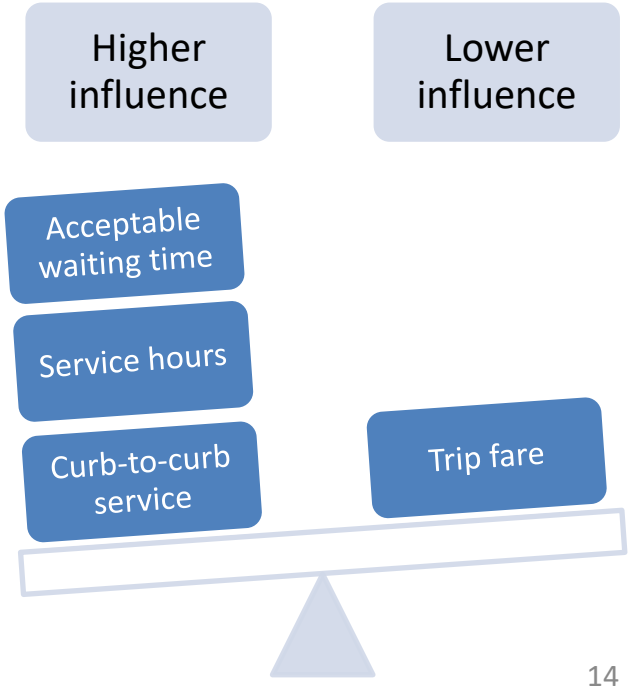
- ✓ Service hours
- ✓ Acceptable waiting time
- ✓ Curb-to-curb service
- ✓ Maturity
- ✓ Fare per trip



How do service design attributes influence microtransit demand?

- **Walking to pick-up point**
  - Mobility impaired, adverse weather, evening hours, unsafe crossings, safety concerns
  - Efficiency gains?

- **Service hours**
  - Accommodating a broader range of travel needs: e.g., evening shifts



Ongoing Research: User Surveys

E. Bardaka, K. Monast

Surveyed 5 NC microtransit systems (2024)

- Rider profiles
- How do different riders use and experience this new service?
- How does microtransit influence their quality of life?

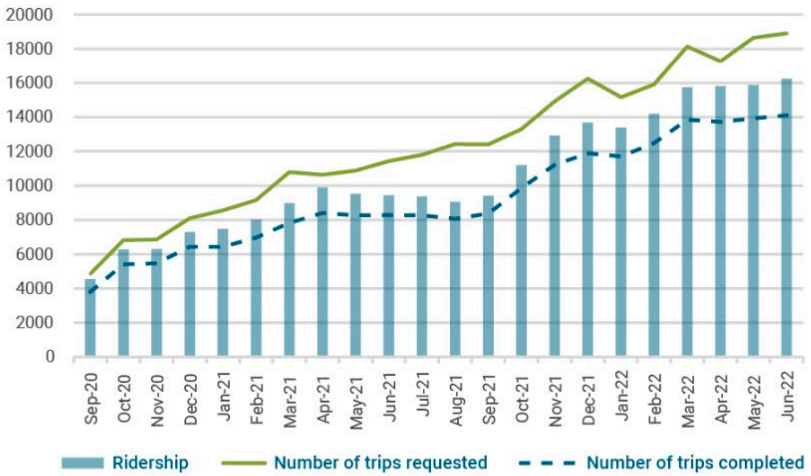
Acknowledgements

Funding: Integrated Mobility Division (IMD), North Carolina Department of Transportation

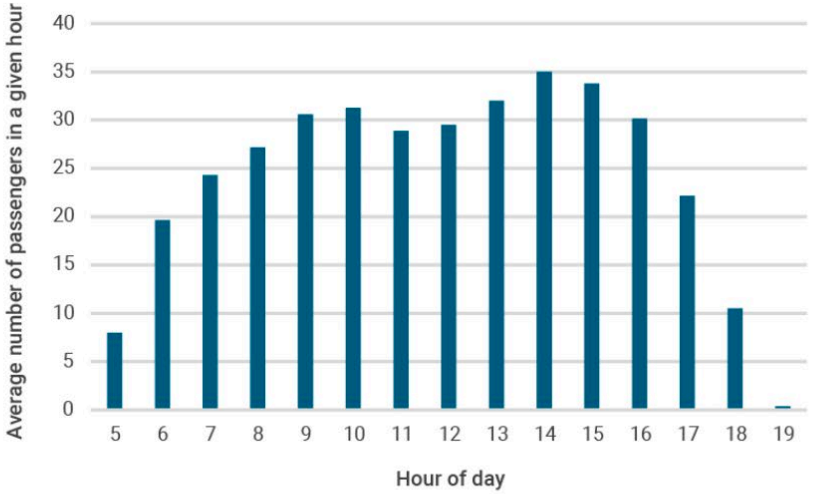
Trip Data: City of Wilson, Wave Transit, Wake County, Johnston County, YVEDDI, CTS, and Via.

Supplemental slides

Wilson, RIDE

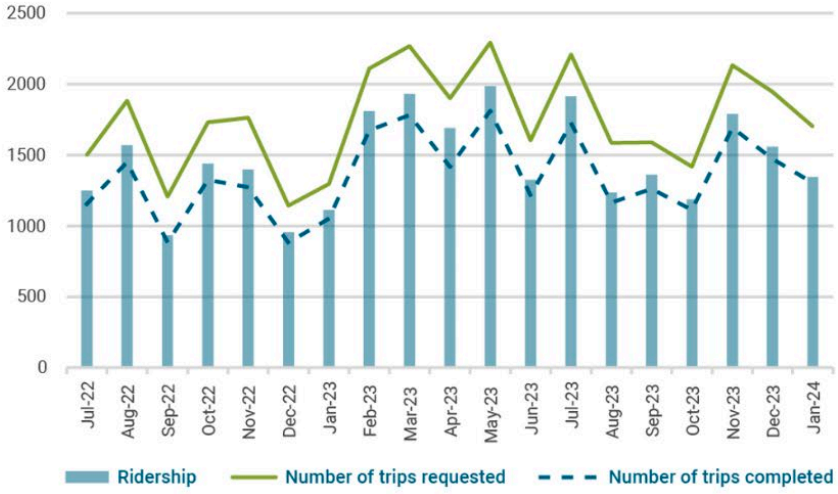


(a) Ridership (number of passengers), trip requests, and completed trips per month



(b) Average number of passengers per service hour on a weekday

Wilmington, RideMICRO



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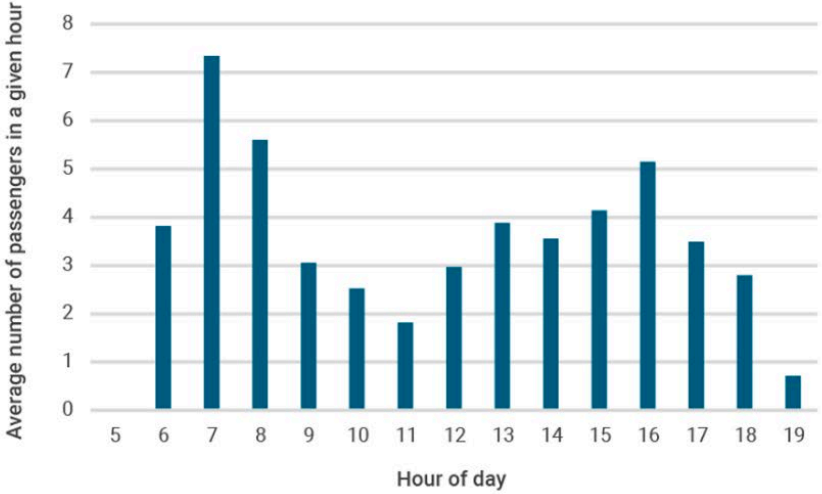
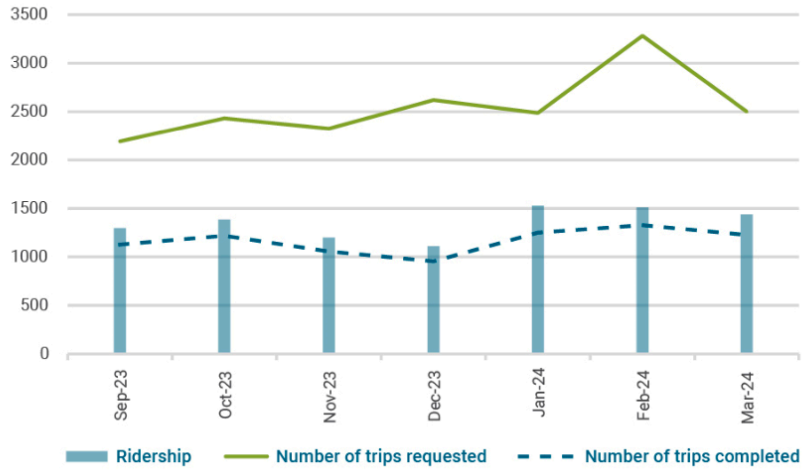


(b) Average number of passengers per service hour on a weekday

Wake County, GoWake SmartRide NE



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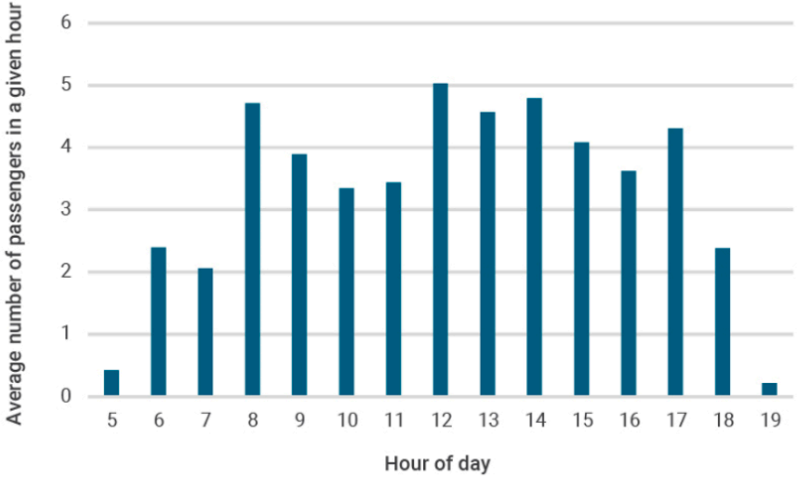
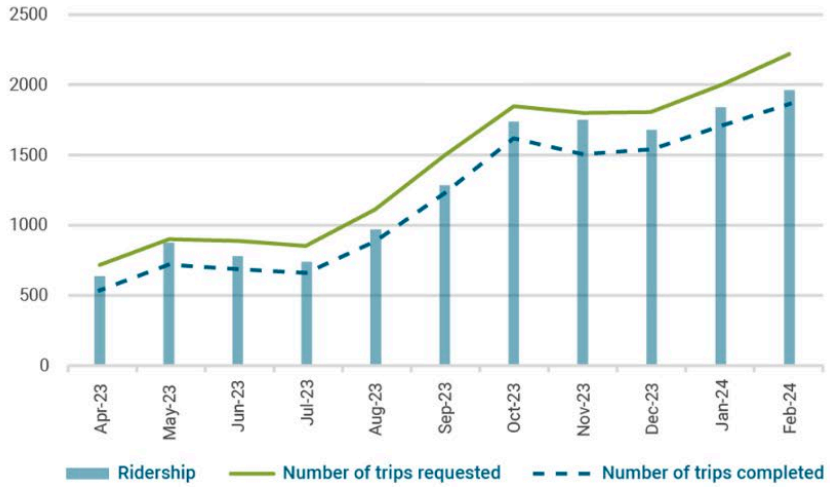
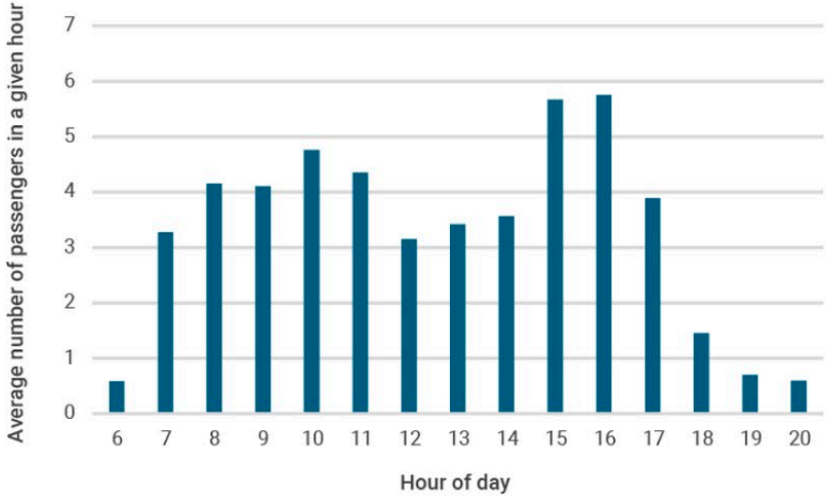


(b) Average number of passengers per service hour on a weekday

JCATS, QuickRIDE

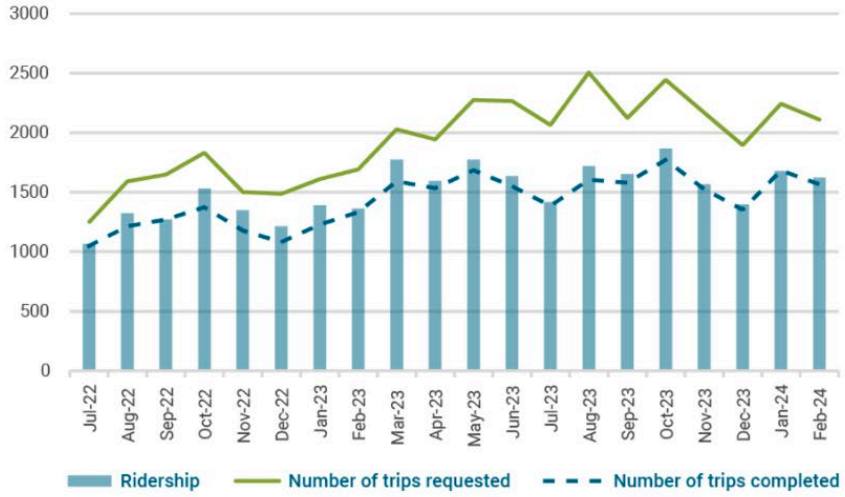


(a) Ridership (number of passengers), trip requests, and completed trips per month

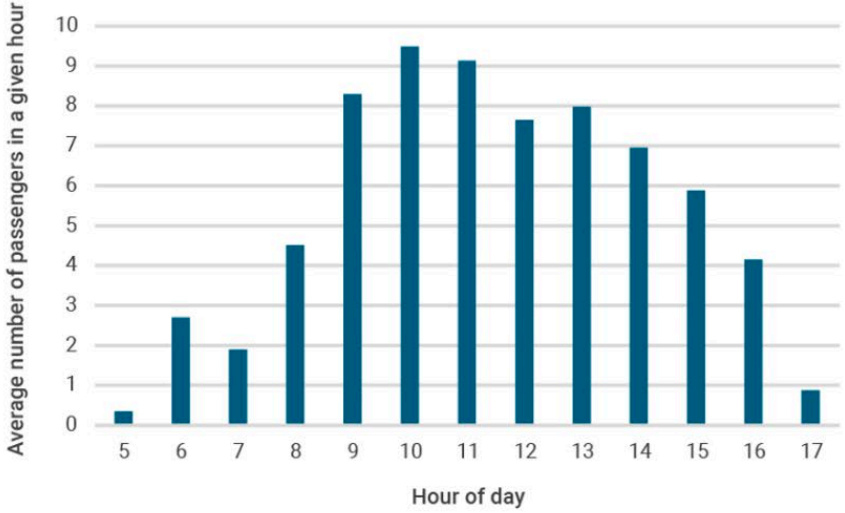


(b) Average number of passengers per service hour on a weekday

YVEDDI, GoTransit



(a) Ridership (number of passengers), trip requests, and completed trips per month



(b) Average number of passengers per service hour on a weekday

IMD Director Comments

Integrated Mobility Division

N.C. DEPARTMENT OF TRANSPORTATION

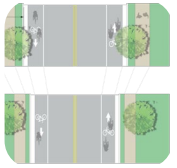
2025 (so far)

Duplin County Ribbon Cutting

GoPass State Employee Kickoff

Triad-Danville Intercity Bus Service

BRT Webinar



Preconstruction Conference

Grant Programs

Multimodal Planning Grant
Transportation Demand Management (TDM)
Bicycle Helmet Initiative

Multimodal Planning Grants - Call for Projects FY2026

Call for applications **March 2025 – May 2025**

- Bicycle, Pedestrian, or Combined (Bike + Ped) Plan
- Project Acceleration Plans for small towns (< 10,000 population)
- Multimodal Network Plans for LGA's with existing fixed-route

- NEW to program this year: Colleges and Universities eligible to apply

- **Local Match Required** (typically 10% - 50%) depending on community population

- Live informational webinar TBA April 2025

- See website for application details and eligibility requirements

Multimodal Planning Grant contact: Bryan Lopez @ balopez@ncdot.gov

Recently Started Multimodal Plans

Funded in 2024

Alexander County ~ Bicycle Plan

Town of Oak Island ~ Bicycle Plan

Town of Southport ~ Bike-Ped Acceleration Plan

Town of Erwin ~ Bike–Ped Acceleration Plan

Town of Mount Gilead ~ Bicycle –Pedestrian Acceleration Plan

City of Salisbury ~ Mulitmodal Network Plan

Link to Program Webpage

NCDOT TDM FY26 Grant Application Cycle

Program Overview

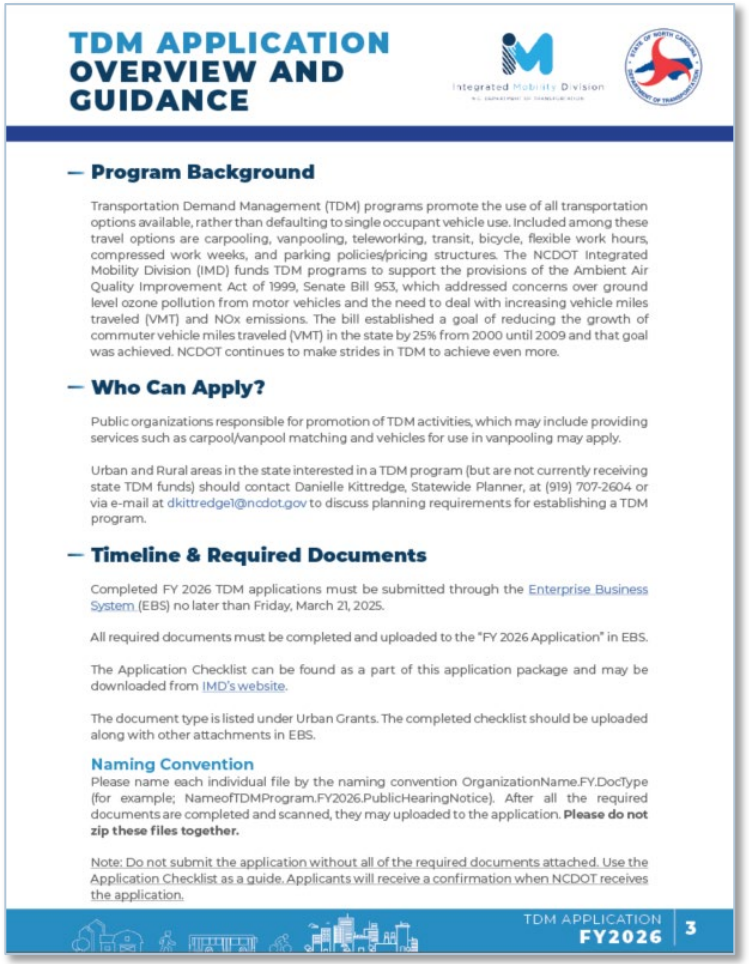
Grant administered by NCDOT's Integrated Mobility Division (IMD)

General purpose: Promote the use of all travel options available to reduce single occupancy vehicles(SOV) /vehicle miles traveled (VMT) and to enhance accessibility

Strategies: Public transit, bike/walk, rideshare/vanpool, telework, MaaS, education/marketing employer programs

Eligible participants: Public organizations (such as regional transit or planning agencies) responsible for promotion of TDM activities and providing TDM services

Required match: 50%



TDM APPLICATION OVERVIEW AND GUIDANCE

Integrated Mobility Division

Program Background

Transportation Demand Management (TDM) programs promote the use of all transportation options available, rather than defaulting to single occupant vehicle use. Included among these travel options are carpooling, vanpooling, teleworking, transit, bicycle, flexible work hours, compressed work weeks, and parking policies/pricing structures. The NCDOT Integrated Mobility Division (IMD) funds TDM programs to support the provisions of the Ambient Air Quality Improvement Act of 1999, Senate Bill 953, which addressed concerns over ground level ozone pollution from motor vehicles and the need to deal with increasing vehicle miles traveled (VMT) and NOx emissions. The bill established a goal of reducing the growth of commuter vehicle miles traveled (VMT) in the state by 25% from 2000 until 2009 and that goal was achieved. NCDOT continues to make strides in TDM to achieve even more.

Who Can Apply?

Public organizations responsible for promotion of TDM activities, which may include providing services such as carpool/vanpool matching and vehicles for use in vanpooling may apply.

Urban and Rural areas in the state interested in a TDM program (but are not currently receiving state TDM funds) should contact Danielle Kittredge, Statewide Planner, at (919) 707-2604 or via e-mail at dkittredge1@ncdot.gov to discuss planning requirements for establishing a TDM program.

Timeline & Required Documents

Completed FY 2026 TDM applications must be submitted through the Enterprise Business System (EBS) no later than Friday, March 21, 2025.

All required documents must be completed and uploaded to the "FY 2026 Application" in EBS.

The Application Checklist can be found as a part of this application package and may be downloaded from IMD's website.

The document type is listed under Urban Grants. The completed checklist should be uploaded along with other attachments in EBS.

Naming Convention

Please name each individual file by the naming convention OrganizationName.FY.DocType (for example; NameofTDMProgram.FY2026.PublicHearingNotice). After all the required documents are completed and scanned, they may uploaded to the application. **Please do not zip these files together.**

Note: Do not submit the application without all of the required documents attached. Use the Application Checklist as a guide. Applicants will receive a confirmation when NCDOT receives the application.

TDM APPLICATION FY2026 3

NCDOT TDM FY26 Grant Application Cycle

Program Overview

Key Dates:

- Application opens – end of January
- Application closes – March 21, 2025
- May/June – Board of Transportation approval
- July 1, 2025 – Start of Fiscal Year

What can funds be used for? Funds staff salaries to administer regional TDM programs, marketing efforts/activities, and planning activities, including development of a TDM plan.

What's not eligible? Capital expenses & funding for prizes, incentives, and food for events/meetings.

Travel Options Program Structure

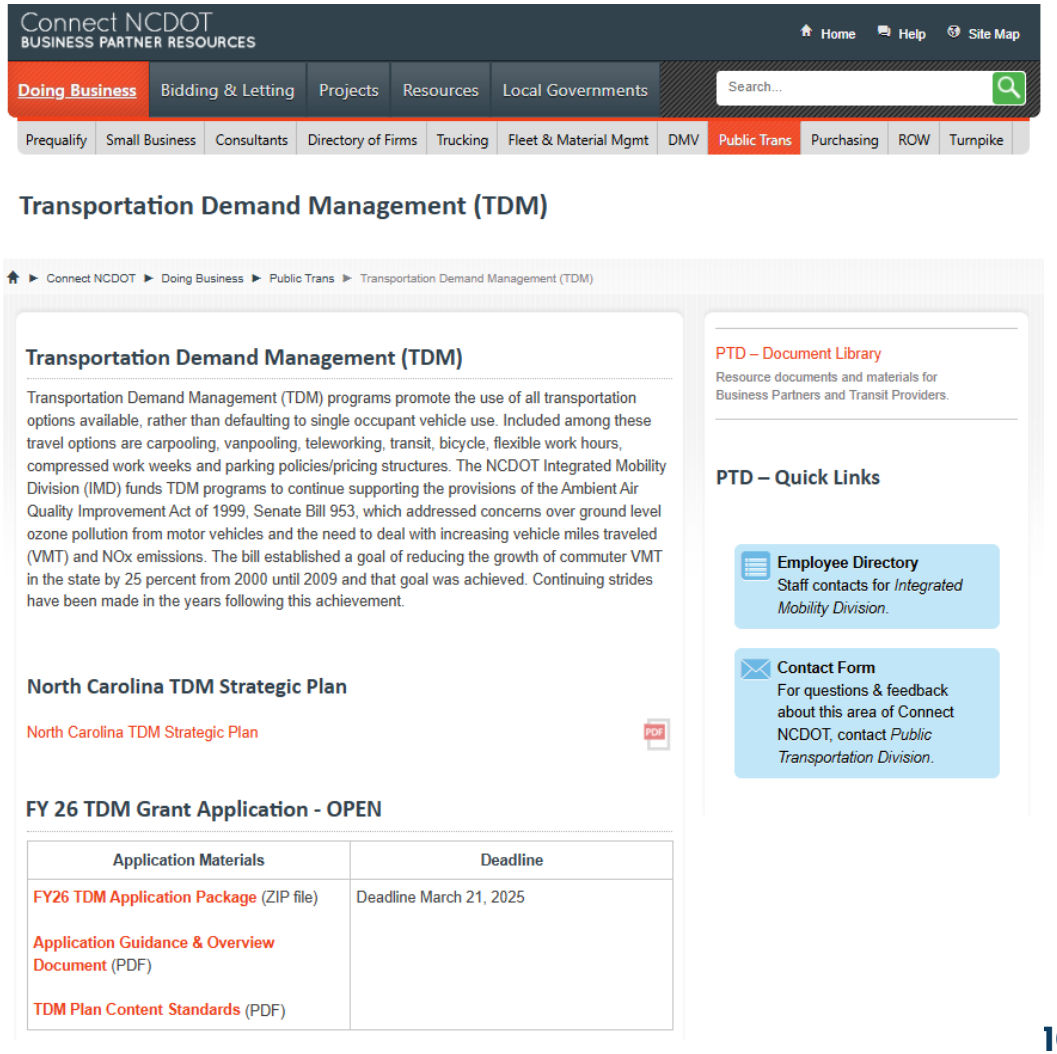
NCDOT TDM FY26 Grant Application Cycle

Resources

NCDOT Connect Page

- FY 26 TDM Application Package
  - Application Overview and Guidance
  - Application Checklist
  - Program Resolution
  - Program Funding Justification Form
  - Local Share Certification
  - TDM Scorecard
  - UEI Verification Instructions
  - Quarterly Progress Report
  - Annual TDM Plan Template
- Application Guidance & Overview Document
- TDM Plan Content Standards

Website:
https://connect.ncdot.gov/business/Transit/Pages/TDM.aspx



Bicycle Helmet Initiative

March/April – Award Notification / Helmet Distribution

Website:
https://connect.ncdot.gov/projects/BikePed/Pages/Bicycle-Helmet-Initiative.aspx

Complete Streets

Complete Streets

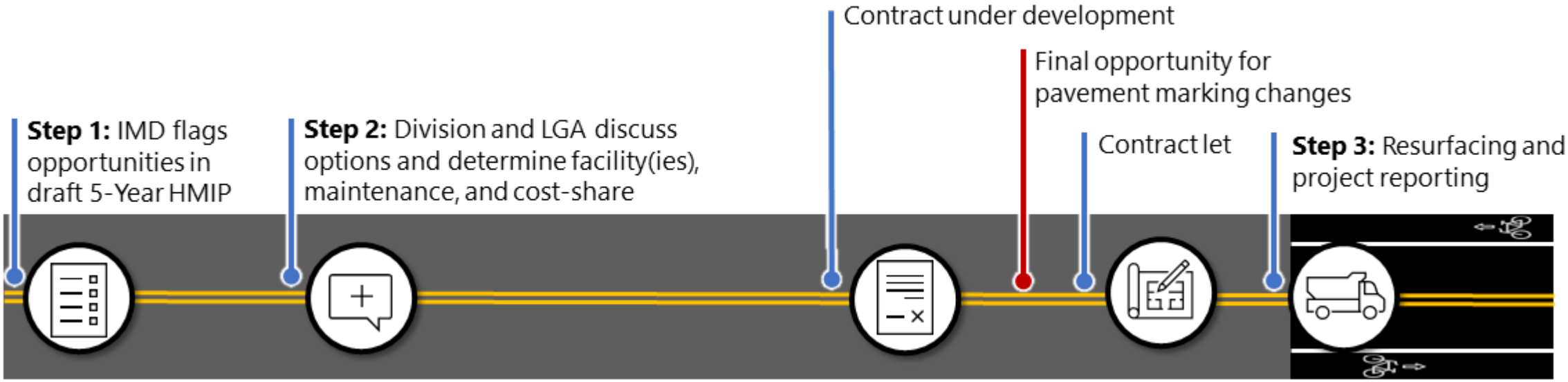
Guidance for Complete Streets in Maintenance Projects

- IMD has developed draft guidance to aid Division staff in incorporating Complete Streets elements in the evaluation and scoping of maintenance and resurfacing projects.
- Implementing Complete Streets elements within maintenance and resurfacing projects is a cost-effective approach to addressing network deficiencies and barriers.
- The guidance formalizes a process that's been successfully deployed across the state.
- The guidance has three steps:
    - Step 1: HMIP Opportunity Identification
    - Step 2: Division and LGA Coordination
    - Step 3: Project Completion and Reporting

Complete Streets

Timeline for Complete Streets in Maintenance Projects

- The three steps are intended to coincide with the 5-year HMIP window.
- An LGA request for inclusion of Complete Streets elements modifications is strongly recommended prior to the development of the contract.



Complete Streets

Flexibility Toolkit – Scoping Alternatives for Bicycle and Pedestrian Alternatives

Introduction

1 **Purpose and Key Terms**

2 **How to Use the Toolkit**

3 **User Operating Space**

4 **Facility Decision Trees and Illustrations**

- Separated Bikeways + Sidewalks
- Buffered/Bike Lanes + Sidewalks
- Sidewalks
- Bicycle and Pedestrian Facility Combinations - Widths

5 **Reduction to the Minimum Facility**

- Separated or Buffered Bike Lanes + Sidewalks
- Bike Lanes + Sidewalks
- Shared Use Path + Sidewalks
- Sidepath + Ditch

The toolkit is structured to guide NCDOT project leads and managers by providing information for evaluating options for Complete Streets and includes both Preferred and Minimum facility types. The toolkit discusses the tradeoffs associated with selecting an alternative or reducing facility widths - such as impacts to user comfort, mobility, and usability.

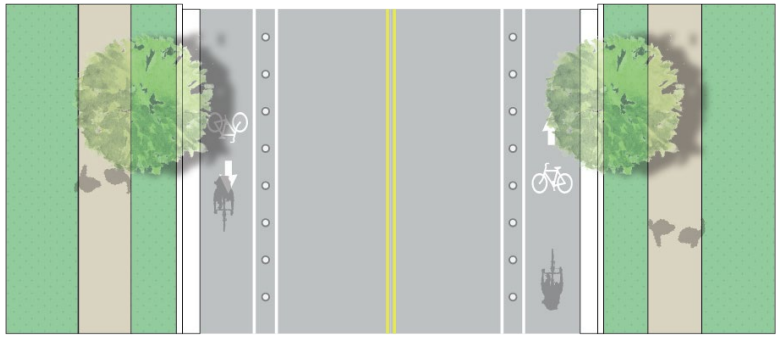
Complete Streets

Separated Bikeways and Sidewalks in All Activity Areas

Separated Bike Lane (SBL) (1-way each side) + Sidewalks

Benefits:
- Provides a buffer distance between travel lanes and the curb.
- Intuitive to bicyclists and requires less complex intersection designs for bicycle crossings.

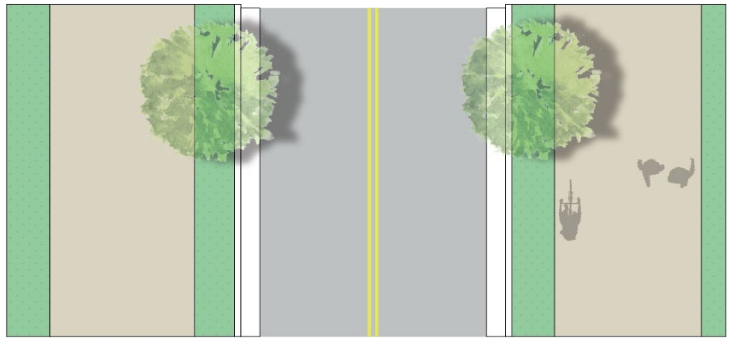
Impacts:
- Widest overall right-of-way.
- Maintenance considerations.
- Address location of on-street parking (if any).



Shared Use Path (SUP) (each side)

Benefits:
- Combines bicycle and pedestrian traffic.
- Requires least overall right-of-way.

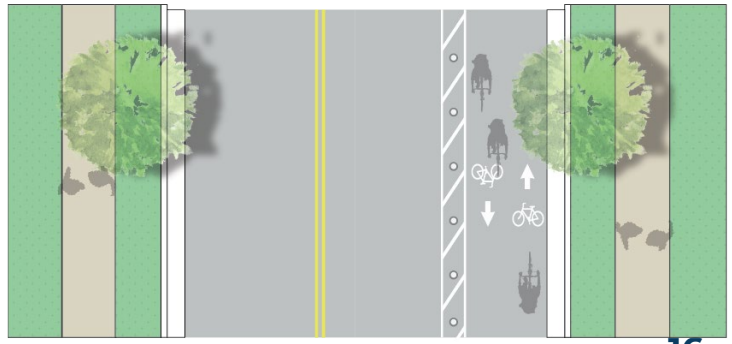
Impacts:
- Potential conflicts from oncoming bicyclists and turning vehicles.
- Intersection crossings and transitions to other bikeway types may be complex.
- Not suitable for areas with high density of access points such as driveways.



Separated Bike Lane (SBL) (2-way one side) + Sidewalks

Benefits:
- Provides a buffer distance between the travel lane and the curb.

Impacts:
- Less intuitive for novice bicyclists than directional, one-way each side SBLs.
- Potential conflicts from oncoming bicyclists and turning vehicles.
- Intersection crossings and transitions to other bikeway types may be complex.
- Reduced access to destinations on non-SBL side.
- Address location of on-street parking (if any).



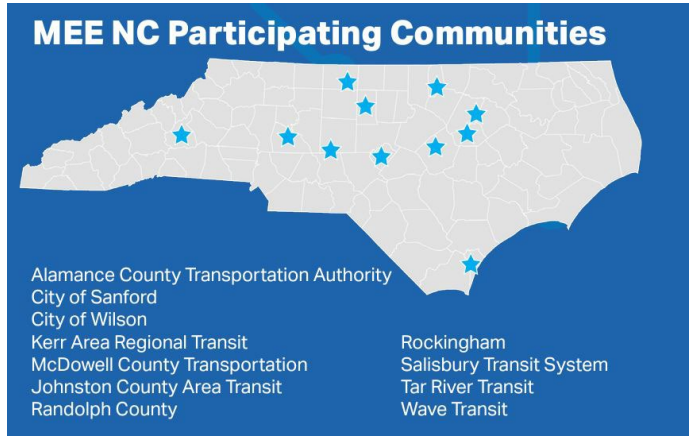
Miscellaneous Initiatives

GoPass
MEE NC
On-Demand Microtransit Annual Report
Safe Routes to School (SRTS)
Intercity Bus
Great Trails State Network Update

State Employee GoPass Program

- Available to eligible North Carolina state government employees and offers free rides on any of the four public transportation agencies in the Triangle region
  - All permanent, temporary, full and part-time employees of any state agency or organization who commute to work in or between Wake, Durham or Orange counties
- Both virtual and physical passes are available.
  - Virtual passes utilize the Umo Mobility app
  - Physical cards can be obtained at transit centers or by mail
- Participants enroll via SmartSheet
  - Email addresses are validated so only eligible state employees are enrolled
- Program implementation
  - "Soft launch" on January 16th
  - Open Enrollment began February 5th
  - Current enrollment is 84
  - Overall goal is 200 participants
- More information and link to enrollment form:
  - https://www.ncdot.gov/divisions/integrated-mobility/go-pass/Pages/default.aspx

“MEE NC” Microtransit Project



- “MEE NC” is Mobility for Everyone, Everywhere in NC
  - Funding received from the US Department of Transportation
- Program Goals
  - Accelerate the deployment of high-quality, on-demand microtransit services
  - Advance NCDOT's vision and strategy to partner with the state’s rural transit systems
- 11 community partners, 2 project types
  - KARTS, City of Sanford/COLTS (County of Lee Transit System), Tar River Transit, RCATS, McDowell County, Alamance County, Rockingham County (ACTA), JCATS, City of Wilson, WAVE Transit, City of Salisbury
  - 7 communities implementing “Software as a Service”
  - 4 communities implementing “Turn-key Solutions”
- Project Status and Timelines
  - All partner systems have completed or are close to completing procurement for software or services
  - IMD and consulting partners working closely with transit system staff to tailor service design to community needs
  - New services begin in Spring and Summer 2025
  - Implementations will be monitored by IMD and consulting partners to ensure success and collect data for analysis
  - More info: https://www.ncdot.gov/divisions/integrated-mobility/public-transit-services/on-demand-microtransit/Pages/default.aspx

On-Demand Microtransit Annual Report 2024

SURVEY

WE WANT YOUR FEEDBACK

About the Survey

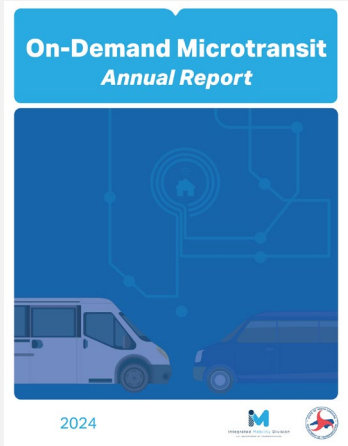
The survey will be available to NC agencies from **February 10th to March 7th** and will be distributed online via Microsoft Forms. It is structured into the following sections to gather the necessary information for updating the Annual Report:

- ✓ About You
- ✓ About Your Agency
- ✓ Service Administration
- ✓ Equity & Accessibility
- ✓ Service Characteristics
- ✓ Microtransit Zones
- ✓ Ridership
- ✓ Costs, Funding, & Partnerships

Link to 2023 Report

About the Report

The **2024 Annual Report** will offer a detailed update on the status of microtransit implementation across North Carolina.



Integrated Mobility Division
N.C. DEPARTMENT OF TRANSPORTATION

Microtransit Annual Report – Survey Topics

Service characteristics and in-house vs contracted services

Service zone(s) characteristics

Goals of microtransit service

Branding and Marketing strategies

Smartphone / app and other booking capabilities

Fare structure, subsidies and payment methods

Fleet details

Populations served

ADA strategies

FY24 Revenue miles

FY24 ridership

FY24 service hours

Costs and funding sources

Institutional partnerships

Challenges

Future plans

Resources and support needs

Link to 2023 Report

Safe Routes to School

Walk, Bike & Roll to School

Registration is now open.

https://www.walkbiketoschool.org

- May 7, 2025 – National Bike & Roll to School Day!
- Communities are welcome to celebrate any day during the month of May that best fits their schedules.
- Enter your photos from your event to win the BEST 2025 Bike 7 Roll to School Day!

Lead Mine Elementary School Walk, Bike, & Roll to School Day

Safe Routes to School

Walk & Roll to School Day Annual Report

2024

- Record number of 4,281 events – the highest number in 5 years.

2025

- There are currently 442 events registered nationwide.
    - North Carolina currently has 28 registered.

Town of Chapel Hill at Estes Hills Elementary

photo L-R: Council member McCullough, Council member Berry, me (LaToya Caldwell), Mayor Anderson, and Alyson West (Town of Chapel Hill SRTS Coordinator).

Website:
https://www.walkbiketoschool.org/learn-more/about-us/annual-reports/

Safe Routes to School

Upcoming Events

- Sunday, **April 6th**, 12-4pm: Community outreach, Carrboro Open Streets (101 E. Weaver St., Carrboro).
- Saturday, **April 12th**, 10am-1pm: STEAM Build your own traffic garden, Roberts Park (1300 Martin St., Raleigh).
- Saturday, **April 12th** , 12-3pm: Community outreach, Knightdale Spring Fling (810 N. First Ave., Knightdale).
- Friday, **April 25th**, 5-7pm: Build your own traffic garden, Green Elementary School (5307 Six Forks Rd., Raleigh).
- Saturday, **April 26th**: Bicycle valet & maintenance station, Cary Spring Daze Arts & Crafts Festival at Bond Park (801 High House Rd., Cary).

Holly Springs Elementary School Walk, Bike, & Roll to School Day

Safe Routes to School

Upcoming Events continued

Winterville on Wheels is returning for a second season. Free Learn to Ride or Ready to Ride classes in March, April, and May.

Classes are held at Hillcrest Park in Winterville and are taught by League of American Bicyclists league-certified instructors and physical education teachers from local schools.

Learn to Ride!

Best for kids who are learning to balance or working to graduate from training wheels. They also cover basic rules-of-the-road.

- **Sunday, March 30th, 11a-1p**
- **Saturday, April 5th, 9-11a**
- **Saturday, May 24th, 9-11a**

Ready to Ride!

Best for kids who can confidently balance on pavement and are ready to practice skills like starting/stopping, scanning, and signaling, along with basic bike maintenance and road safety.

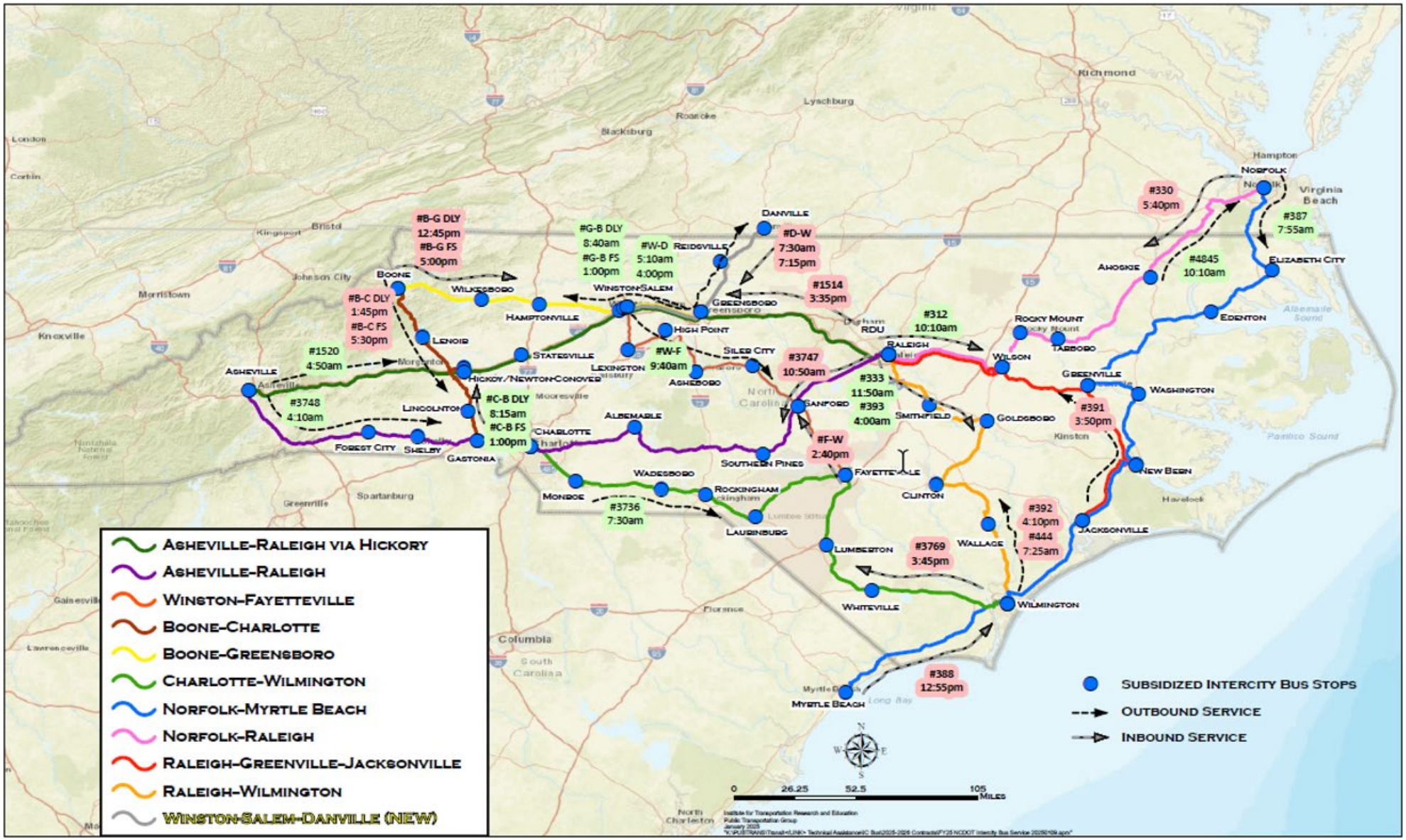
- **Sunday, March 30th, 2-4:30p**
- **Saturday, April 5th, 12-2:30p**
- **Saturday, May 24th, 2-4:30p**

Register for Winterville on Wheels bike classes

ncdot.gov

Intercity Bus Service in North Carolina

FY25 NCDOT-Funded



New Service

Triad-Danville Connector

*Now connecting **Danville, VA** to **North Carolina** 7 days a week*

Get your ticket on **sunwaycharters.com**

Southbound*			Northbound*	
7:30am	7:15pm	**Danville, VA**	7:15am (Arrives)	6:20pm (Arrives)
8:10am	7:55pm	**Reidsville, NC**	6:35am	5:40pm
8:55am	8:40pm	**Greensboro, NC**	5:50am	4:50pm
9:30am (Arrives)	9:05pm (Arrives)	**Winston-Salem, NC**	5:10am	4:00pm

**All times are departure times unless otherwise noted.*

SUNWAY

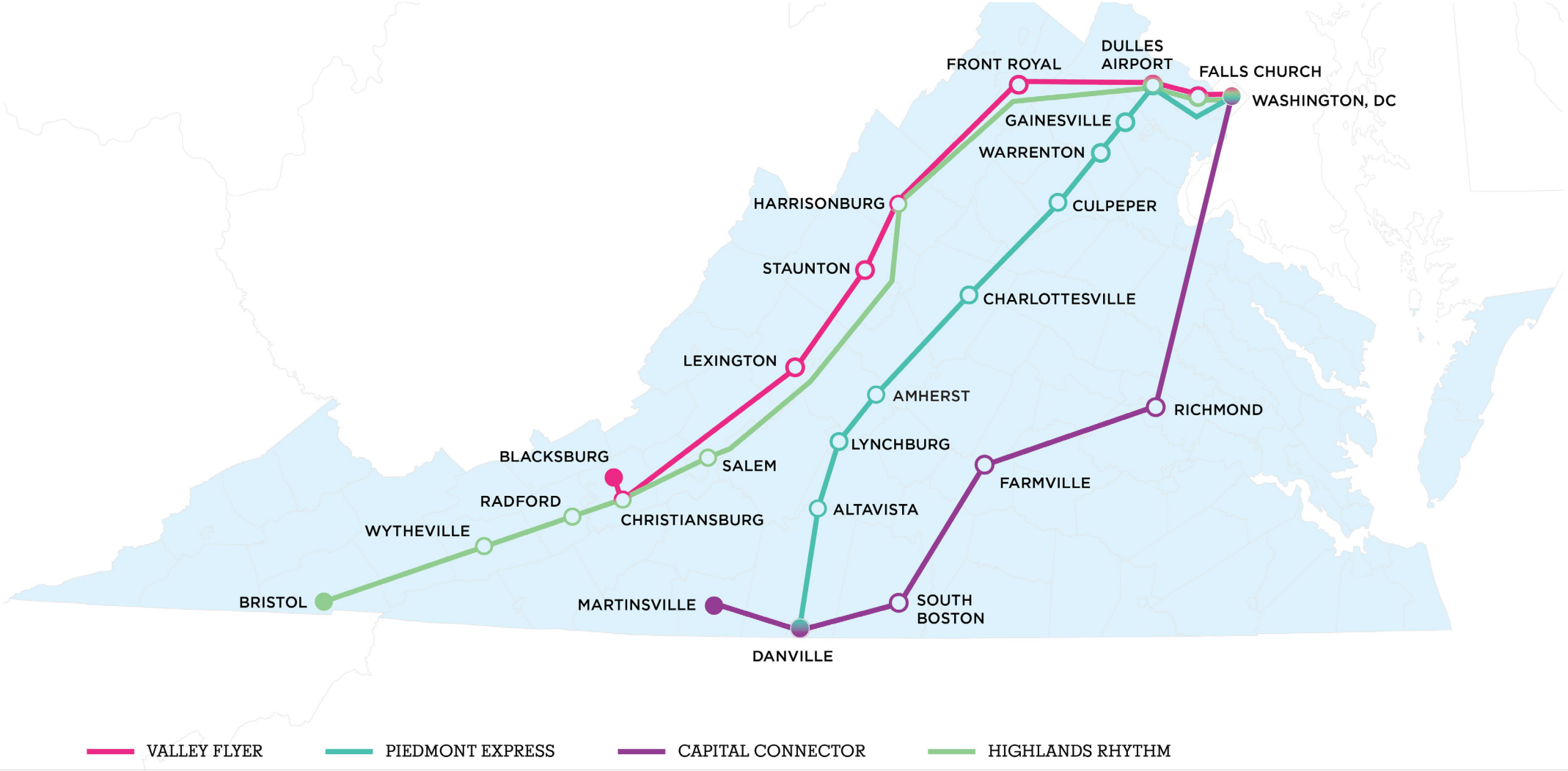
Image: candy1812 - stock.adobe.com

Intercity Bus in North Carolina

Triad-Danville Connector

- Short gap identified in network- need for additional connections north
- VA Breeze has 2 routes in Danville- we were close to that!
- Danville Study and Survey
- Challenges
  - Interlining- Mega Bus and Greyhound do not interline
  - Communication with ALL partners
    - Monthly check-in with VA DRPT, others as needed
  - Last minute route changes
    - Dry runs were helpful to see conflicts
  - Marketing
    - Best way to get the word out-Transit Agencies and partners!

Current Virginia Breeze Routes



Intercity Bus in North Carolina

Other Updates

- System-wide analysis to serve unmet transportation needs
- Carried over 120,000 riders in 2024
- Restoration of service back to Western NC
- We are always taking comments and suggestions for route and stop improvements

For questions or to coordinate, email Hart Evans at jhevans1@ncdot.gov

Great Trails State Plan Network Update

- Annual Update to ensure the GTSP Network remains relevant and up-to-date
- Deadline to submit changes for 2024 was December
- Received approximately 15 updates
- IMD Review team has reviewed these and working to update the network mid spring.

Email Hart Evans at jhevans1@ncdot.gov for any questions

Thank you!

Next Multimodal Updates Webinar – June 2025

For slides and recordings – Multimodal Updates Webinars