

On-Demand Microtransit 2025 Annual Report



North Carolina Department of Transportation



Acknowledgments

We extend our 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.

- ARRIVE – Wilson County Transportation
- CATS Micro – Charlotte Area Transit System (CATS)
- FLEX Ride – Kerr Area Transportation Authority (KARTS)
- GO Transit – Yadkin Valley Economic Development District Inc. (YVEDDI)
- GoDurham Connect – GoDurham
- GoGastonia – Gastonia Transit
- Greenway – Western Piedmont Regional Transit Authority
- McDowell Express – McDowell Transit
- MicroLink – GoRaleigh
- Mobility On Demand (MOD) – Orange County Public Transit (OCPT)
- QuickRIDE – Johnston County Area Transit System (JCATS)
- RIDE – City of Wilson
- RideMICRO – Wave Transit (Cape Fear Public Transportation Authority)
- 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 21 vehicles, and since its launch, more than 11 agencies across North Carolina have followed suit, each operating their unique versions of microtransit. NCDOT’s 2025 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

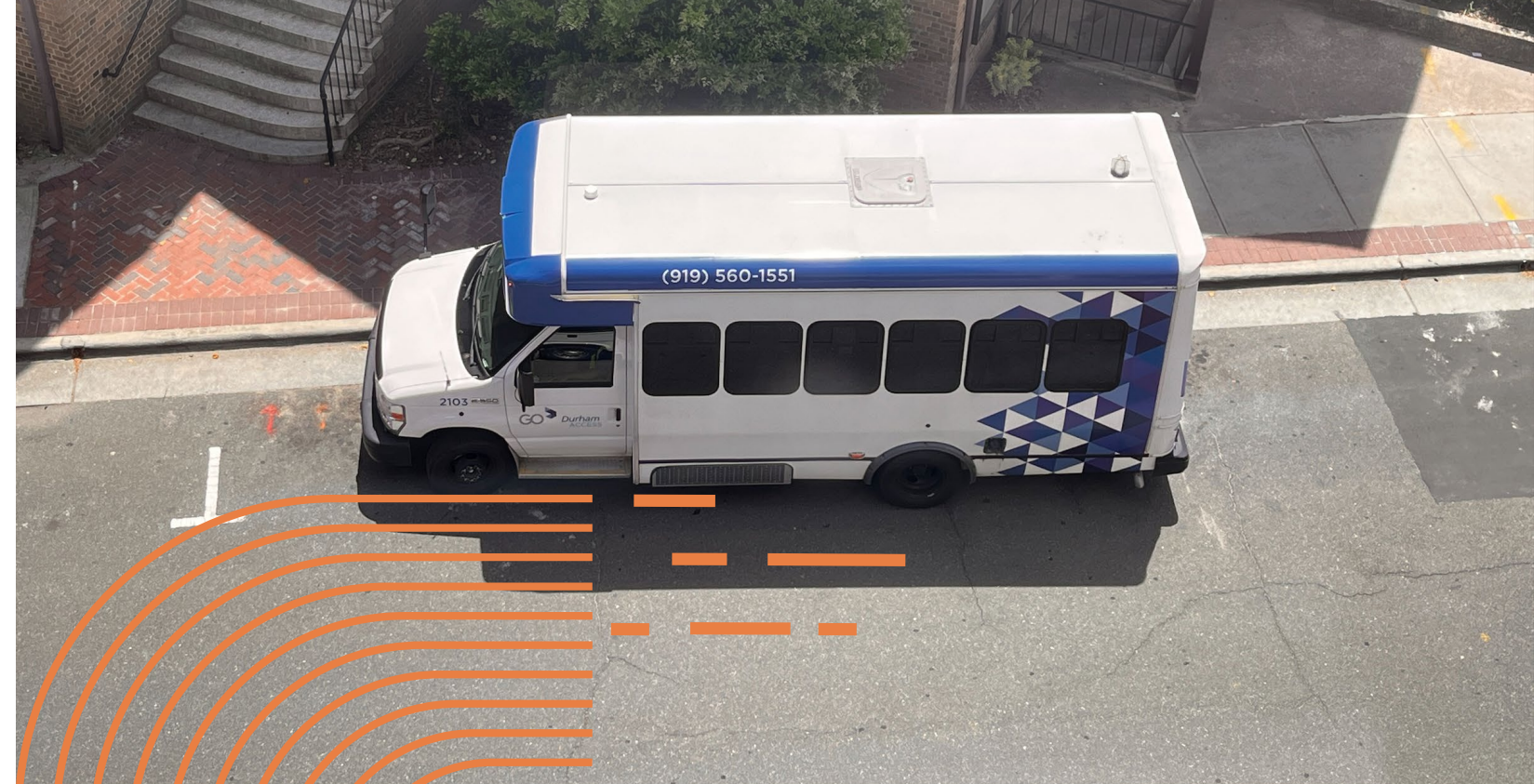
FTA AIM grant, enabling the expansion of Wilson’s 2020 microtransit pilot. Following that, NCDOT applied for the FHWA Rural Surface Transportation Grant in 2022 and was awarded \$10.4 million to fund microtransit operations and implementation (known as IMD’s Mobility for Everyone, Everywhere program 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 “turnkey” 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 Transportation Authority, to name a few. Microtransit will continue to be a viable option in rural North Carolina.



The growth of microtransit has been incredible. Within State Fiscal Year (FY) 2025, more than 730,000 North Carolinians lived in areas served by microtransit and could board a transit vehicle within 60 minutes of requesting a ride, an achievement that is nothing short of remarkable.

As of 2025, 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 those 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.

Methodology

Information presented in this report was primarily collected through a survey distributed

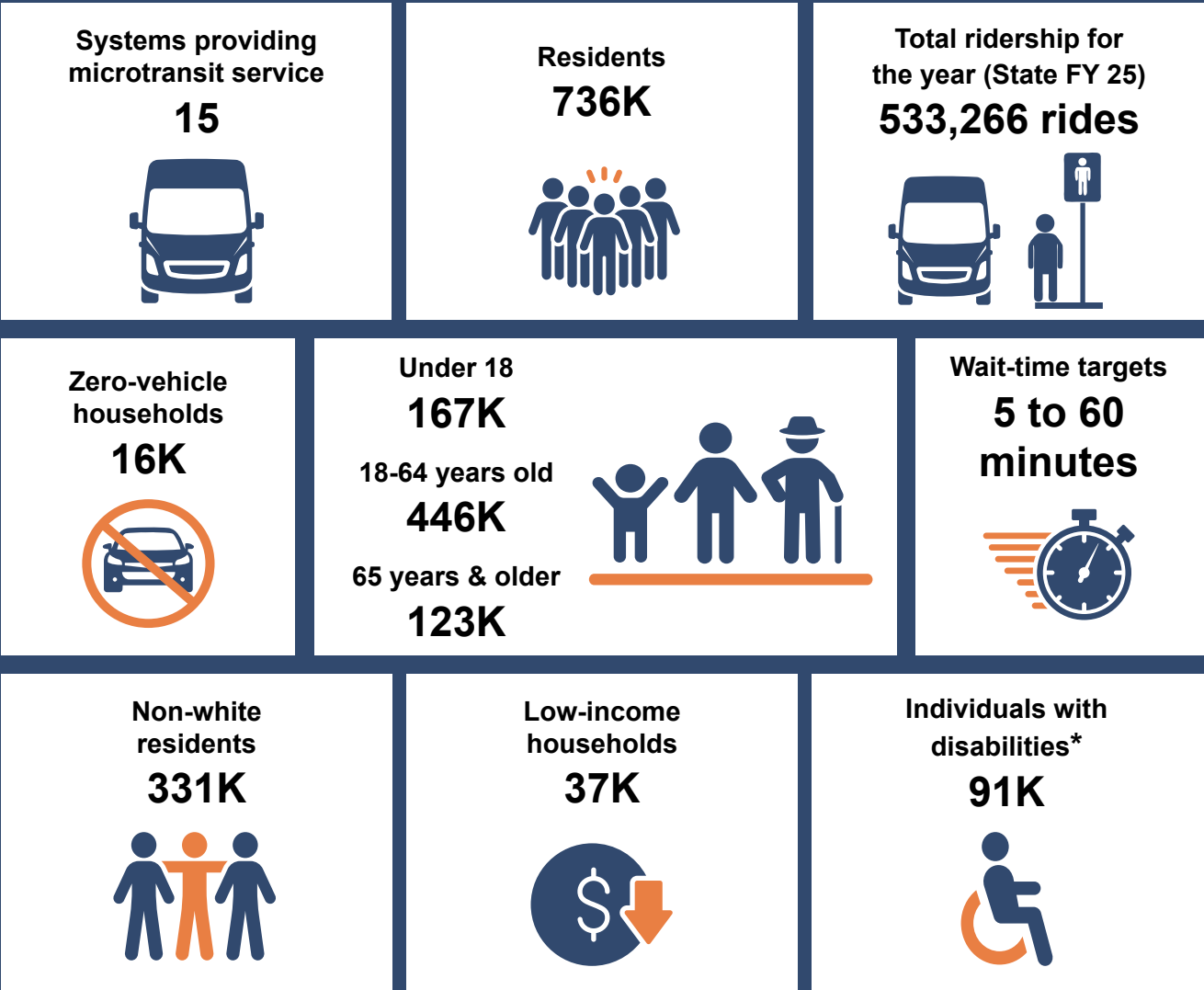
to representatives from each agency providing microtransit service across the state. Participants were given 12 weeks to complete the survey, which consisted of 58 questions related to their service operations. The survey covered topics including agency characteristics, microtransit service features, service administration, equity and accessibility considerations, ridership metrics, and funding sources.

Demographic data and service area square mileage were derived using Remix, a transportation planning software platform. Geographic Information System (GIS) files provided by the agencies were uploaded into Remix, which calculates demographic characteristics of microtransit zones based on their overlap with census block groups and tracts, using data from the U.S. Census Bureau’s American Community Survey. Since not all agencies were able to provide complete cost information through the survey, supplemental cost data were obtained from the FY25 Operating Statistics (OpStats) reports submitted to the Institute for Transportation Research and Education (ITRE).

Microtransit in North Carolina

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 microtransit service areas. The ridership and wait-time targets have been provided by the transit agencies.



Source: ACS 5-year Estimates for 2020-2024, 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?

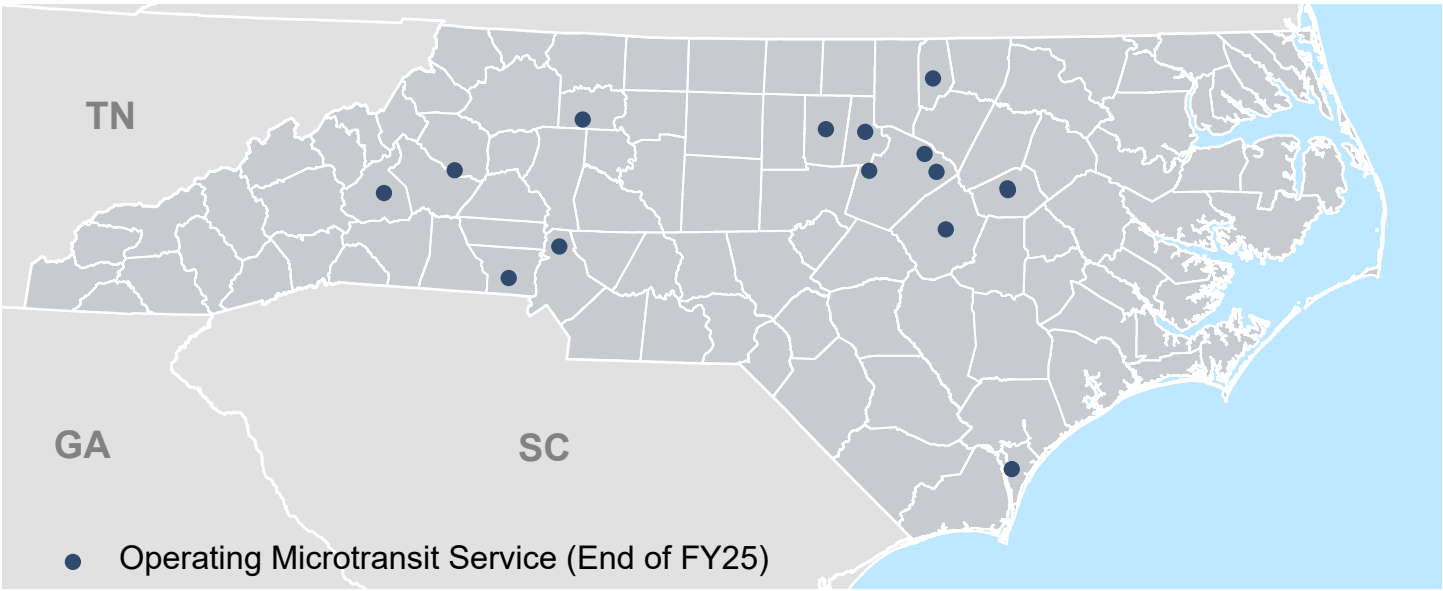
According to the [Federal Transit Administration](#) (FTA), on-demand microtransit is a technology-enabled service that uses multi-passenger vehicles to provide on-demand services with dynamically generated routing. Microtransit services are traditionally provided in designated service areas. Service 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.

Microtransit is a shared, on demand ride service, similar to a transit version of ride hailing, that operates within a defined area instead of following fixed routes. It can improve mobility for ADA riders by offering more flexible, convenient trips and, in some cases, providing integrated service that allows riders with disabilities to share trips more efficiently while maintaining accessibility. Microtransit can also help connect people to bus or rail lines and support local trips where traditional fixed-route service may be less effective.

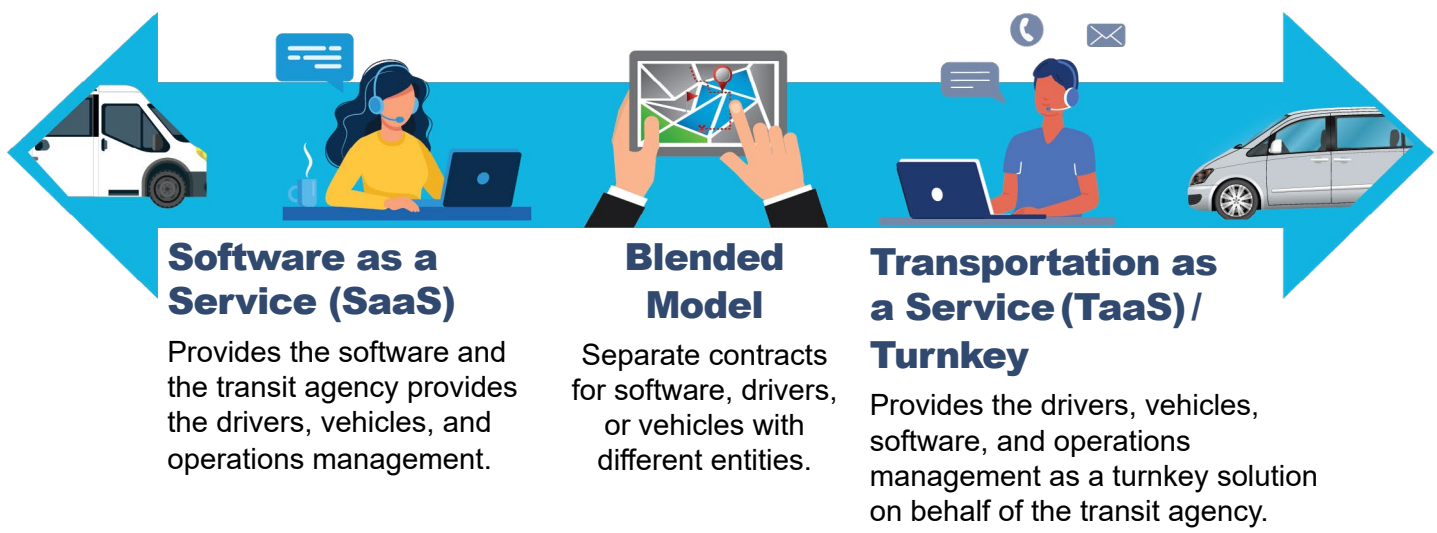
Benefits

- 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 15 locations across North Carolina where on-demand microtransit services are operating as of FY 25.



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	●	●		●
Advanced Reservation Required		●		
Alternative Booking Methods for Riders Without Internet or Banking Access	●	●		
Accessible Vehicle Requirement	●	●	●	



Why Microtransit?

- Addresses **unmet mobility needs** for **transportation-disadvantaged populations**
- Offers **travel time and convenience** that more closely resemble driving than traditional transit
- Can be **more convenient and reliable** than traditional pre-scheduled demand-response services or infrequent fixed-route transit
- Supports several **primary purposes** for on-demand microtransit, including:



Providing first- and last-mile connections to fixed-route transit services



Replacing inefficient or low-performing fixed routes



Offering temporal or supplemental service during times or in locations where other transit modes are unavailable



Delivering transit service in low-density or hard-to-serve areas



Providing a more convenient alternative to traditional demand-response services

Key Considerations When Implementing Microtransit

The following considerations should be addressed when planning and implementing an on-demand microtransit service:

- Plan for potentially increased ridership demand resulting from a service that is more convenient than traditional fixed-route bus service.
- Establish performance and level-of-service metrics that reflect the unique characteristics of on-demand service, which may differ from those used for fixed-route or other demand-responsive transit.
- Operate a call center and support payment options such as pre-paid debit cards, vouchers, ticket books, and other methods to ensure accessibility for unbanked users and those without reliable internet access.
- Consider including a trip pre-booking option as part of the service design to better accommodate rider needs and scheduling constraints.
- Identify a local vehicle maintenance provider to minimize downtime and maintain service reliability.
- Provide flexible service that includes curb-to-curb service for non-ambulatory passengers and virtual stops for ambulatory riders.
- Define service priorities by balancing customer wait times, service zone size, and available fleet resources.



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
- McDowell Transit 2025 – Transit System of the Year

Centralina Regional Council's Clean Cities & Communities Award:

- GoGastonia (2024)

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.

Mobility for Everyone, Everywhere

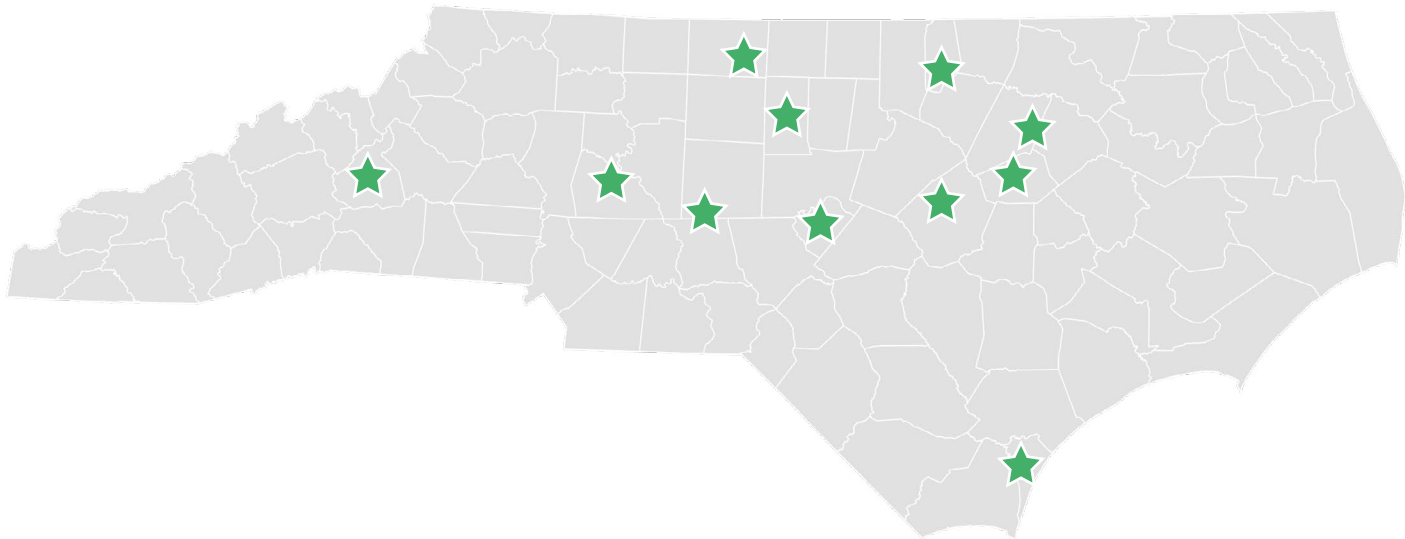
The MEE NC ([Mobility for Everyone, Everywhere in NC](#)) project, funded by a USDOT award of \$10.4 million and \$11.8 million in state funds, was initiated in 2023. The project’s goal is to accelerate the deployment of high-quality, on-demand transit services in rural, low-income communities throughout North Carolina, leading to more equitable mobility and improved access to opportunities, services, and resources for transportation-disadvantaged populations.

In calendar year 2025, the MEE NC project reached several key milestones. The first MEE NC microtransit service launched in McDowell County in May 2025. Six additional systems followed, launching between June 2025 and January 2026. One transit system has yet to implement microtransit but is anticipated to begin service in 2026.

To support these launches and provide riders with access to information about the new microtransit services, the project team worked with transit systems to develop interactive service area maps so riders can determine whether they are within the service area. The team also created marketing materials to reach potential riders and participated in community outreach events.

One of the project’s goals is to facilitate communication and knowledge-sharing among participating transit systems. To this end, several Coalition Meetings were held during 2025. These meetings allow transit system staff to share challenges, receive feedback, and celebrate successes. Following these meetings, NCDOT leadership is updated on project progress to ensure alignment with agency goals and to support information sharing with external stakeholders.

Notable accomplishments among the new microtransit systems include the City of Wilson serving its one millionth rider in fall 2025, as well as service expansions by both Alamance County Transit Authority and McDowell Transit beyond their initial zones. To date, MEE NC microtransit services have provided more than 30,000 trips, with medical appointments, employment, and shopping among the primary trip purposes.



IMD On-Demand Microtransit Feasibility Studies

The [On-Demand Microtransit Feasibility Study Grant program](#) 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)

Other Microtransit Initiatives

IMD currently has three research projects that are either underway or expected to begin soon:

Service Characteristics and User Benefits of Public Microtransit Systems

Transitioning to Microtransit: A Comparative Analysis of Travel Behavior and User Experience for NC Microtransit Systems

Transitioning to Microtransit: A Comparative Analysis of Performance and Efficiency for NC Microtransit Systems

Service Characteristics and User Benefits of Public Microtransit Systems

The goal of this research project is to provide insight into the following key questions (as outlined in the research proposal):

1. How much does it cost to meet unmet transit needs using microtransit, and how does this cost vary by population density, rural or urban geography, and other factors?
2. What are the overall benefits and costs of this service that are most relevant for policy decisions?
3. How are special populations affected by microtransit and any concurrent changes to fixed-route transit services?
4. Are users satisfied with the quality of service, and how does microtransit compare to solo driving?
5. How important is on-demand service to different population groups, and how has it improved their mobility compared to previous options such as fixed-route transit?
6. Is microtransit a practical and efficient solution for low-density areas?

This project began in 2024 and is expected to deliver a final report in Q3 2026.

Transitioning to Microtransit: A Comparative Analysis of Travel Behavior and User Experience for NC Microtransit Systems

This study has four primary research objectives:

1. Understand user behavior and how individuals interact with microtransit services.
2. Compare microtransit users with riders of other transit modes.
3. Evaluate how socioeconomic characteristics and the built environment influence microtransit use.
4. Assess outcomes and perceived benefits, including user satisfaction and quality-of-life improvements.

This project is anticipated to begin in Q3 2026.



Transitioning to Microtransit: A Comparative Analysis of Performance and Efficiency for NC Microtransit Systems

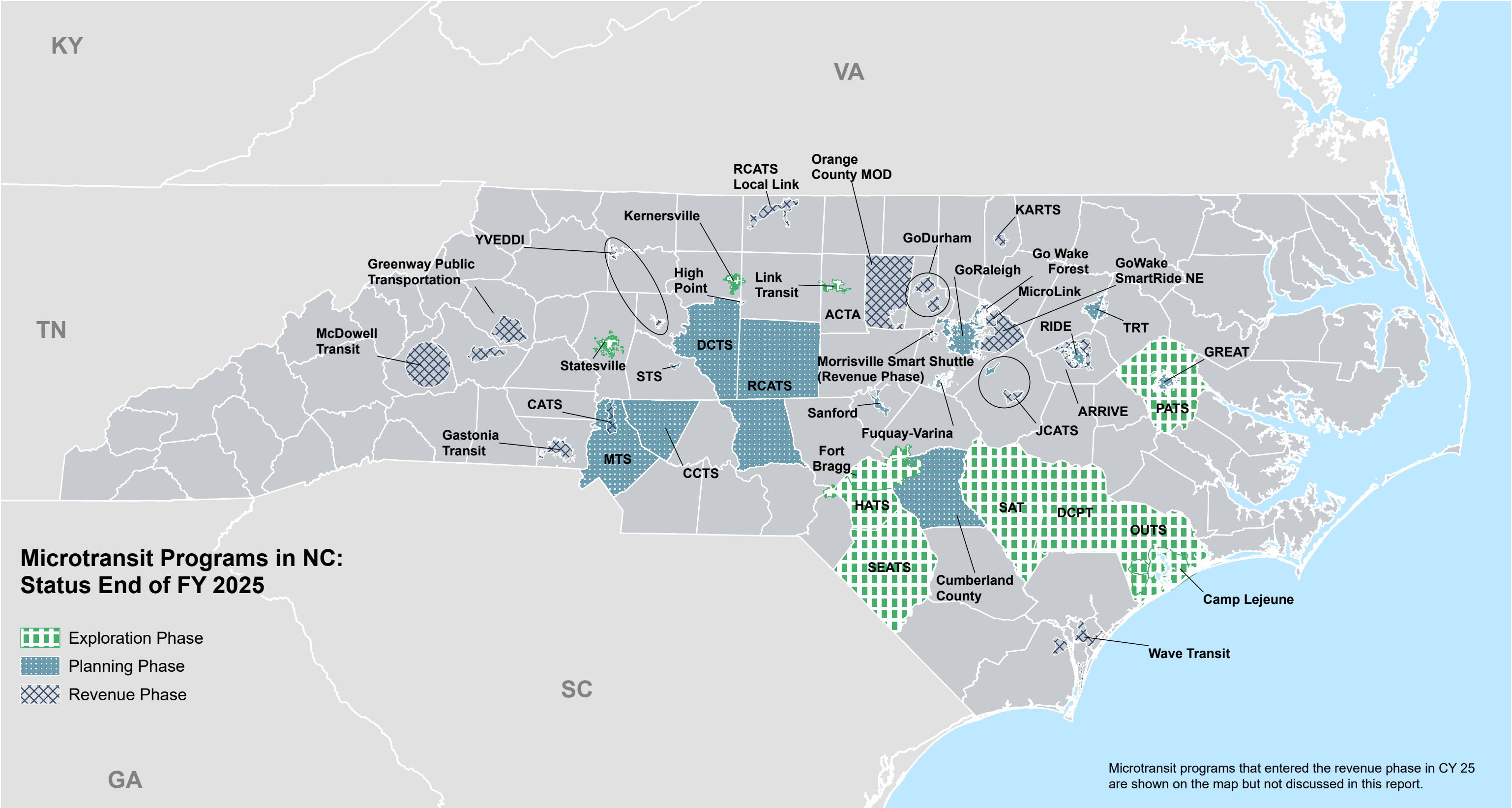
This study also includes four key research objectives:

1. Examine microtransit trip characteristics and evaluate system performance, including regional comparisons.
2. Analyze operational metrics to compare microtransit with other transit modes, such as cost and passenger efficiency.
3. Evaluate geographic coverage and accessible destinations, with particular attention to the needs of vulnerable populations.
4. Synthesize findings across all objectives to inform best practices for microtransit service design.

This project is also anticipated to begin in Q3 2026.

On-Demand Microtransit Services Across the State

Where is On-Demand Microtransit Being Implemented in NC?



Who is Implementing On-Demand Microtransit?

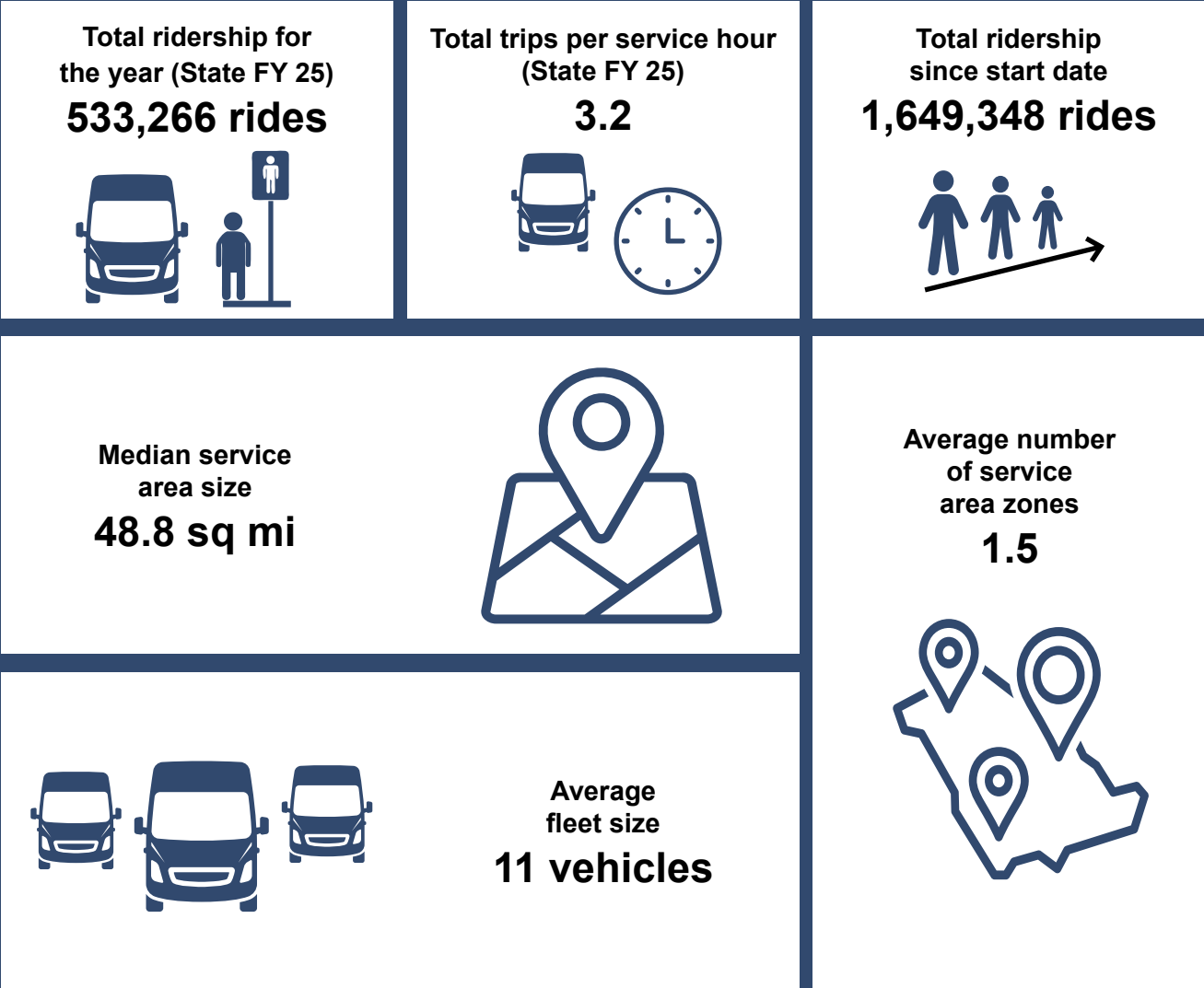
As of CY 25, the following agencies are currently operating on-demand microtransit services across the state:

- ARRIVE – Wilson County Transportation
- CATS Micro – Charlotte Area Transit System (CATS)
- FLEX Ride – Kerr Area Transportation Authority (KARTS)
- GO Transit – Yadkin Valley Economic Development District Inc. (YVEDDI)
- GoDurham Connect – GoDurham
- GoGastonia – Gastonia Transit
- Greenway – Western Piedmont Regional Transit Authority
- McDowell Express – McDowell Transit
- MicroLink – GoRaleigh
- Mobility On Demand (MOD) – Orange County Public Transit (OCPT)
- QuickRIDE – Johnston County Area Transit System (JCATS)
- RIDE – City of Wilson
- RideMICRO – Wave Transit (Cape Fear Public Transportation Authority)
- 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 15 agencies operating on-demand microtransit in North Carolina.

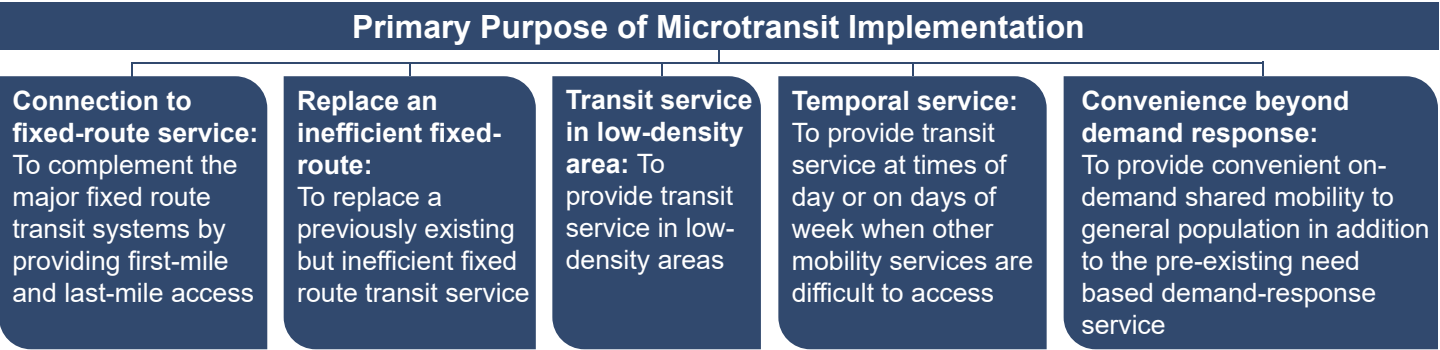


Agencies report ridership information following the State FY 25 reporting period (July 1, 2024 - June 30, 2025).

NC On-Demand Microtransit Services

Currently, there is no standard format for reporting on-demand microtransit costs. As a result, total costs are compiled from different sources: some are drawn from overall transit agency budgets, while others are based on agency-reported administrative, operating, or capital costs specific to microtransit. Note that for turnkey services, capital costs are typically not reported separately.

Operational and Administrative Characteristics (State FY 25)



Microtransit Service	Type	Primary Purpose						Vehicle Sourcing	App Provider	Driver Hiring & Training	Managing Service Operations	Funding Source
		Connection	Replacement	Low-Density	Temporal	Convenience	Other					
Arrive Wilson County	TaaS					●		Wilson County Transportation	CTS	Hendrickson Transportation Group	Hendrickson Transportation Group	Rural Operating Assistance Program (ROAP) and FTA Section 5311 funds
CATS Micro North Mecklenburg County	Blend	●	●	●				MV Transportation	CATS	MV Transportation	MV Transportation	Local funds
FLEX Ride City of Henderson	SaaS		●					KARTS	CTS	KARTS	KARTS	MEE NC Grant
GO Transit Towns of Elkin, Jonesville, and Mocksville	SaaS		●					YVEDDI	CTS	YVEDDI	YVEDDI	FTA Section 5311 funds and ROAP
GoDurham Connect City of Durham	TaaS	●		●				GoDurham	Spare Labs	WeDriveU	WeDriveU	Durham County Transit Plan (Sales tax, rental tax, vehicle registration fee)
GoGastonia City of Gastonia	SaaS		●					Gastonia Transit	Via	Via	Via	FTA Section 5307 funds
Greenway Caldwell and Burke Counties	SaaS			●		●		WPRTA	N/A	WPRTA	WPRTA	FTA Section 5307 and 5311 funds (local match is provided by the towns or counties)
McDowell Express McDowell County	*				●	●		McDowell County Transit	CTS	McDowell County Transit	McDowell County Transit	MEE NC Grant
MicroLink Towns of Rolesville and Wake Forest	SaaS	●	●	●				GoRaleigh	Via	GoRaleigh	GoRaleigh	Wake Transit Plan funds

*Agency provides software and transportation

Operational and Administrative Characteristics (State FY 25) Continued

Microtransit Service	Type	Primary Purpose						Vehicle Sourcing	App Provider	Driver Hiring & Training	Managing Service Operations	Funding Source
		Connection	Replacement	Low-Density	Temporal	Convenience	Other					
Mobility On Demand Orange County	SaaS	●		●		●		OCPT	TransLoc	OCPT	OCPT	Local funds
QuickRIDE Towns of Smithfield and Selma	SaaS					●		JCATS	CTS	JCATS	JCATS	MEE NC Grant and County funds
RIDE City of Wilson	TaaS		●					Via	Via	Via	Via	FTA Section 5311 funds, State Maintenance Assistance Program funds, local City of Wilson funds, and MEE NC Grant
RideMICRO Brunswick, Pender, and New Hanover Counties	TaaS	●	●	●		●		Daniels Transportation	Wave Transit	Daniels Transportation	Daniels Transportation	MEE NC Grant, NCDOT ConCPT, local funding from New Hanover County and the City of Wilmington
Smart Shuttle Town of Morrisville	TaaS	●				●	Town's roadway network, dispersed jurisdictional boundaries, and travel patterns are not well suited for locally operated fixed-route service	GoCary	Via	GoCary	GoCary	Wake Transit Community Funding Area Program and town funds
SmartRide NE Towns of Zebulon, Wendell, Knightdale	TaaS			●		●	Fills in gaps to accessing essential services in the area including groceries, medical services and education	GoWake Access Transportation	GoWake Access Transportation	RATP Dev	RATP Dev	Wake Transit funding, County General Fund, and municipality reimbursements

Service Characteristics (State FY 25)

Microtransit Service	Service Hours	Scheduling	Advanced Booking	Pick Up & Drop Off	Fare	Payment	Service Area (sq mi)	Fleet Size (vehicles)
Arrive Wilson County	Mon-Thurs, 9:00 AM to 1:00 PM; Fri-Sat 5:00 AM to 6:00 PM	Call center, mobile app, web portal	Up to 1 week in advance	Curb-to-curb	\$3.00 per trip	Cash, mobile app	96.8	14
CATS Micro North Mecklenburg County	Mon-Fri, 6:00 AM to 7:00 PM; Sat-Sun 7:00 AM to 7:00 PM	Call center, mobile app	Not offered	Curb-to-curb, virtual stops	\$2.20 per trip	Mobile app, credit card over the phone	29.6	9
FLEX Ride City of Henderson	Mon-Fri, 6:00 AM to 6:00 PM	Call center, mobile app, web portal, in person (transit station/kiosk)	Yes, no booking restrictions	Door-to-door	\$6.00 per one-way trip	Cash, mobile app, website	15	2-3
GO Transit Towns of Elkin, Jonesville, and Mocksville	Mon-Fri, 6:00 AM to 6:00 PM	Call center, mobile app, web portal	Up to 30 days in advance	Door-to-door	\$1.00 each boarding, \$10.00 for 25 boardings within the same week, or \$30.00 for 100 boardings within 30 days	Cash, check	17.7	5
GoDurham Connect City of Durham	Mon-Sun, 7:00 AM to 8:00 PM	Call center, mobile app, web portal	Up to 3 days in advance	Curb-to-curb	Fare free	N/A	48.8	58
GoGastonia City of Gastonia	Mon-Fri, 5:30 AM to 6:30 PM; Sat, 8:00 AM to 6:00 PM	Call center, mobile app, in person (transit station/kiosk)	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/tickets	53.4	23
Greenway Caldwell and Burke Counties	Mon-Fri, 8:00 AM to 5:00 PM	Call center	Not offered	Door-to-door, curb-to-curb	\$2.50 per trip	Cash, vouchers/tickets	125.3	4
McDowell Express McDowell County	Mon-Fri, 7:00 AM to 8:00 PM; Sat, 9:00 AM to 5:00 PM	Call center, mobile app, web portal, in person (transit station/kiosk)	Up to 45 days in advance	Door-to-door	\$2.50 per person per trip	Mobile app, website	201.4	3
MicroLink Towns of Rolesville and Wake Forest	Mon-Fri, 7:00 AM to 6:00 PM	Mobile app, call center	Not offered	Door-to-door, curb-to-curb	Fare free	N/A	26.9	4
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	\$5.00 per one-way trip	Mobile app, website	376.1	5
QuickRIDE Towns of Smithfield and Selma	Mon-Sat, 6:00 AM to 8:00 PM	Mobile app, call center	Up to 1 week in advance	Door-to-door	\$6.00 per one-way trip	Cash, mobile app, vouchers/tickets	20.4	5

Note: Data may reflect conditions at the time of the survey (February 2026).

Service Characteristics (State FY 25) Continued

Microtransit Service	Service Hours	Scheduling	Advanced Booking	Pick Up & Drop Off	Fare	Payment	Service Area (sq mi)	Fleet Size
RIDE 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	Not offered	Door-to-door, curb-to-curb, virtual stops	\$2.50 per one-way trip	Cash and card payments are accepted at the City of Wilson Customer Service Center; the mobile app and call center accept cards only. Payments may also be made through the website.	32.3	21
RideMICRO Brunswick, Pender, and New Hanover Counties	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 (transit station/kiosk)	Up to 1 week in advance	Virtual stops, curb-to-curb	\$2.00 per one-way trip	Cash, mobile app, vouchers/tickets, coupon codes	76	7
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	10.4	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	Curb-to-curb, virtual stops	Fare free	N/A	129.2	4

Comingling of Services

Microtransit Service	Demand Response		ADA Paratransit		Vanpool	Deviated Fixed-Route	Fixed-Route
	Has Service	Comingled with Microtransit	Has Service	Comingled with Microtransit	Has Service	Has Service	Has Service
ARRIVE – Wilson County Transportation	x	x					
CATS Micro – CATS			x		x		x
FLEX Ride – KARTS	x					x	
GO Transit – YVEDDI	x	x					
GoDurham Connect - GoDurham	x	x	x	x			
GoGastonia – Gastonia Transit			x				
Greenway – WPRTA	x	x	x			x	x
McDowell Express – McDowell Transit	x		x				
MicroLink – GoRaleigh	x		x				x
MOD – OCPT	x		x				x
QuickRide – JCATS	x						
RIDE – City of Wilson							
RideMICRO – Wave Transit (CFPTA)	x		x				
Smart Shuttle – Town of Morrisville							
SmartRide NE – GoWake Access	x						

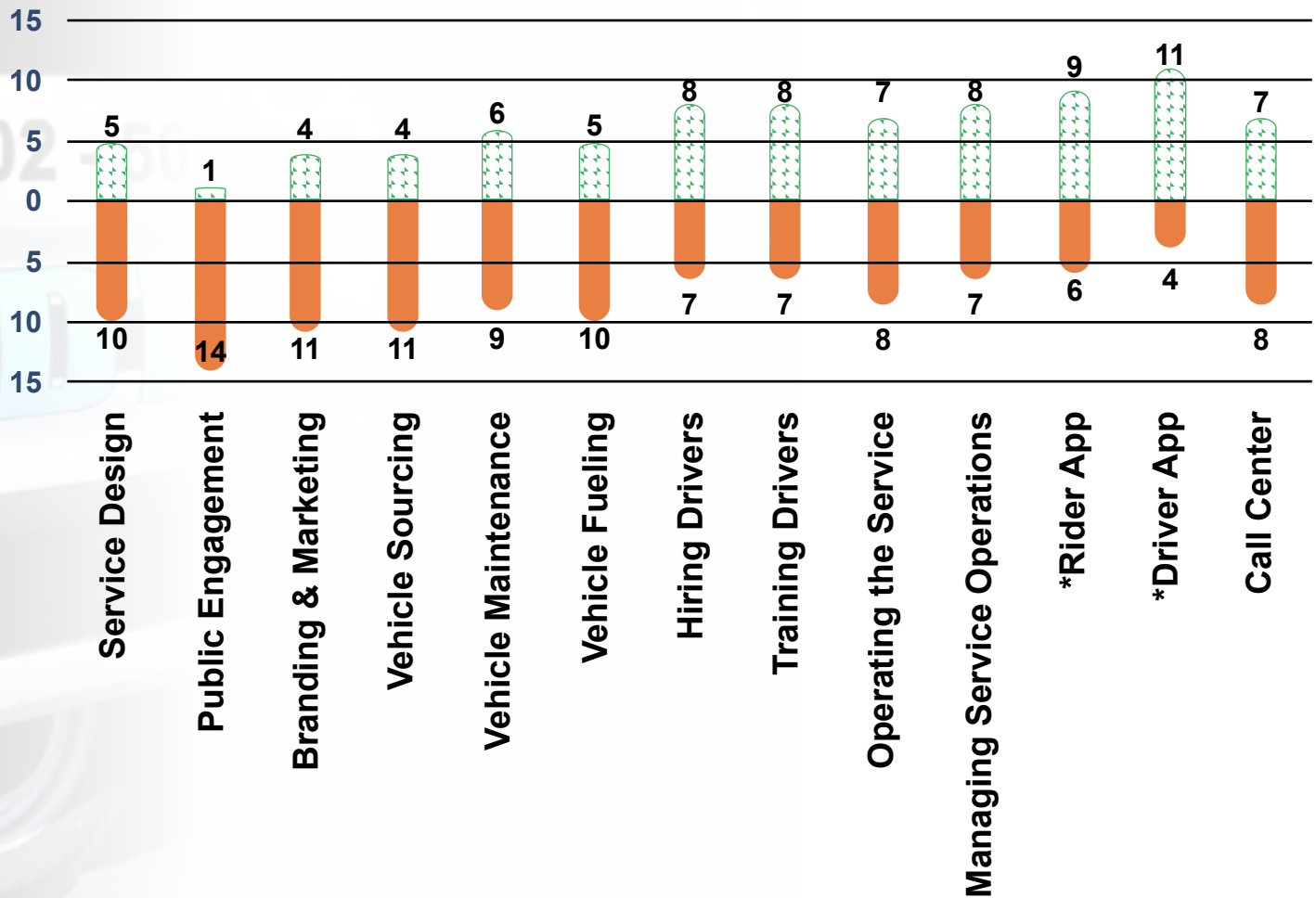


NC On-Demand Microtransit Performance

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 15 microtransit services in NC and shows whether a particular element is provided by a transit agency or a vendor.

- # of Vendors Responsible
- # of Agencies Responsible



*Note: One service does not use an application for riders or drivers.

► Service Area Population Density (State FY 25)

Service Area Population Density Defined

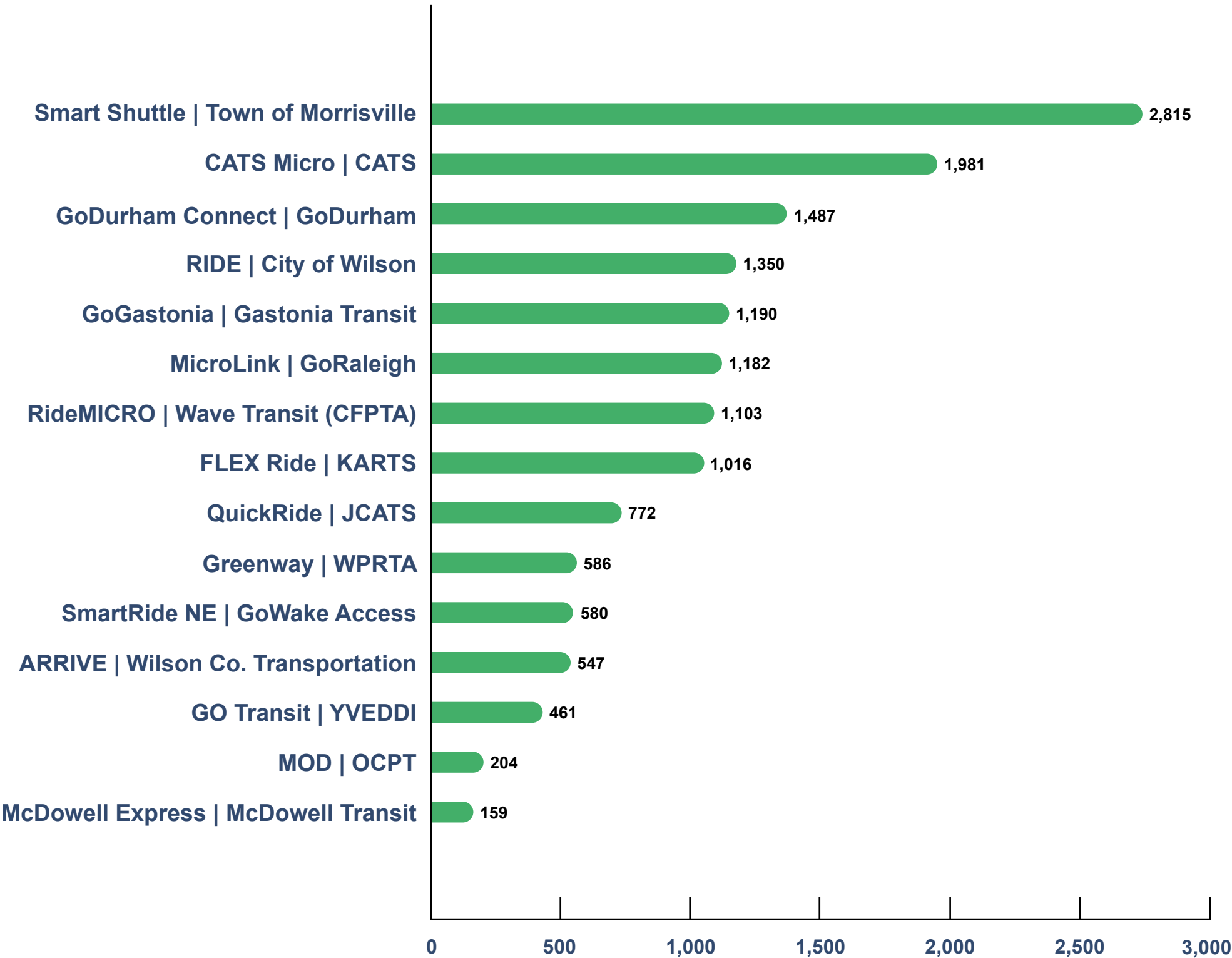
Service area population density is the average number of residents living within the geographic area where a microtransit service is available, divided by the total land area of that service zone, expressed as people per square mile.

Relevance to On-Demand Microtransit

It describes how many potential riders live in the microtransit service area, which is a key factor in determining demand, productivity, and cost-effectiveness.

State FY 25 Findings

Overall, the Town of Morrisville’s Smart Shuttle service has the highest service area population density when compared to other microtransit services across the state. In general, this means that a large number of people live within the Town where the microtransit service operates, relative to the size of the area. It is important to note, however, that the Town’s roadway network, fragmented jurisdictional boundaries, and travel patterns are not well suited for locally operated fixed-route transit.



► Ridership (State FY 25)

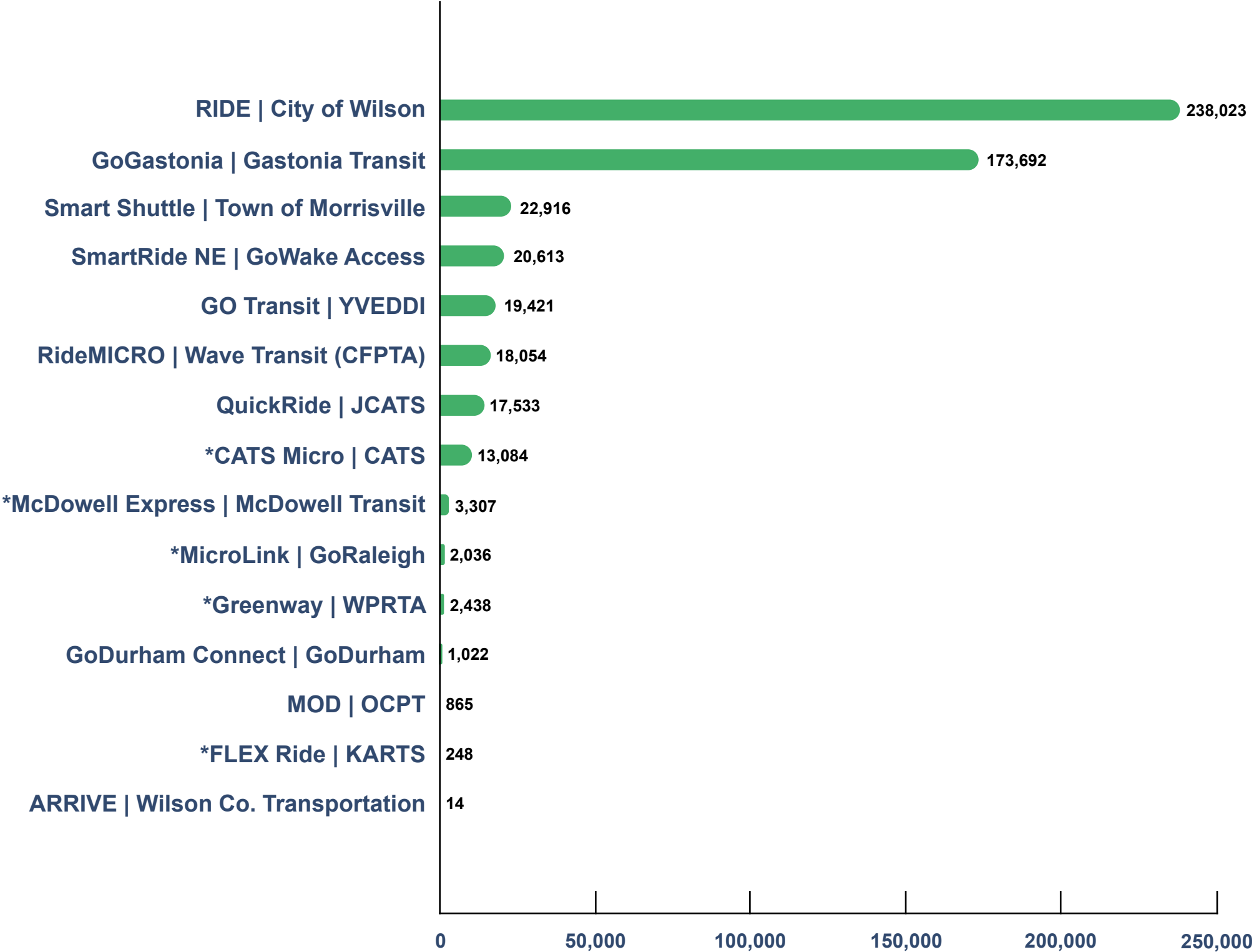
Ridership Defined

Ridership is the count of completed passenger trips.

State FY 25 Findings

Consistent with State FY 24 trends, Wilson’s RIDE service had the highest ridership in State FY 25, totaling just over 238,000 rides. GoGastonia ranked second with nearly 174,000 rides, whereas ARRIVE recorded less than 15 rides during the fiscal year.

**Note: Agencies were not in operation during the full state FY 25 timeframe*



► Service Hours (State FY 25)

Service Hours Defined

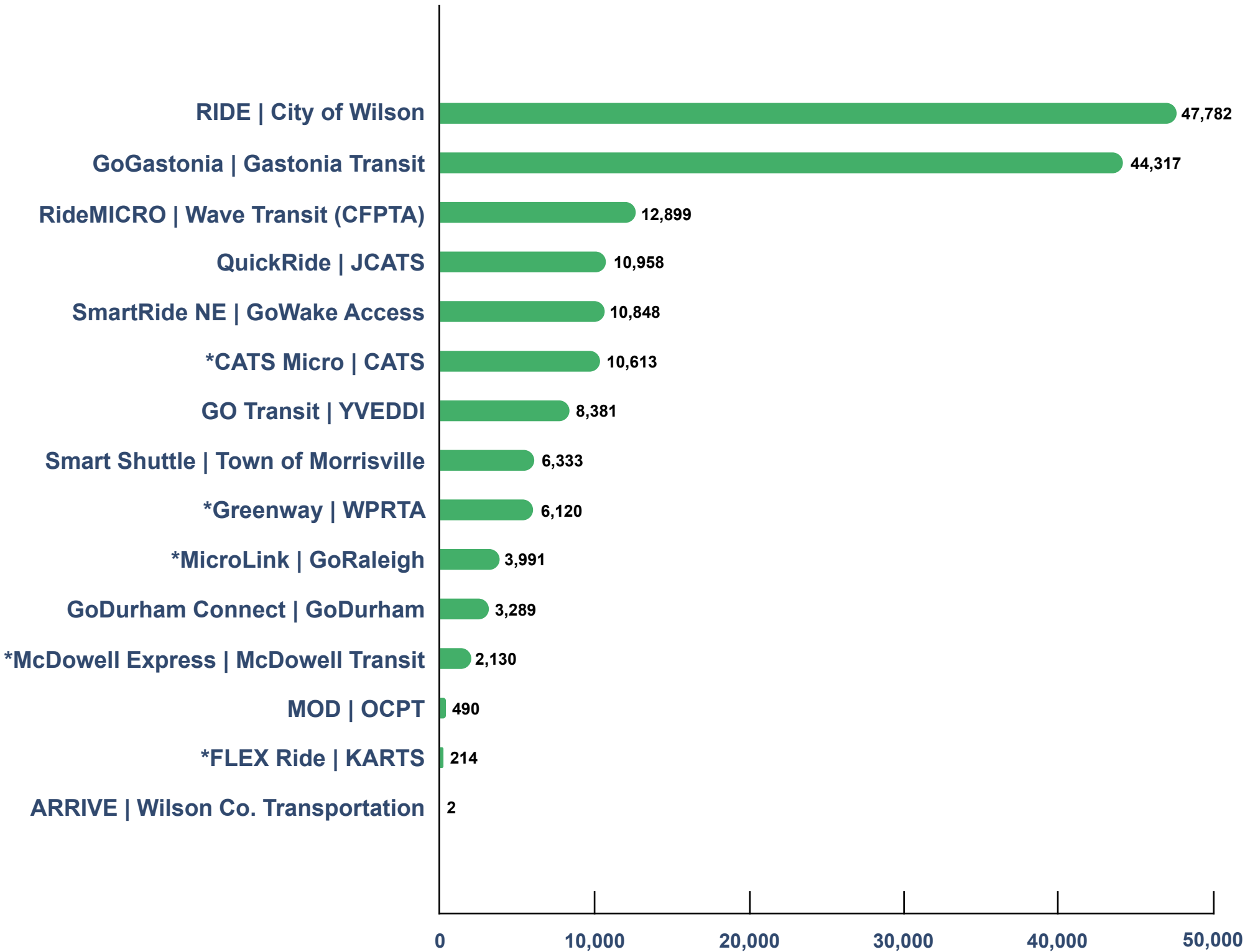
Service hours are the hours that on-demand microtransit vehicles are actively in service.

State FY 25 Findings

In State FY 25, RIDE Wilson reported the highest number of service hours, totaling nearly 48,000 hours. In contrast, ARRIVE reported only 2 service hours, as it has not served as many riders during the same reporting period.

**Note 1: Agencies were not in operation during the full state FY 25 timeframe*

Note 2: Reported hours may be underrepresented for certain vendors



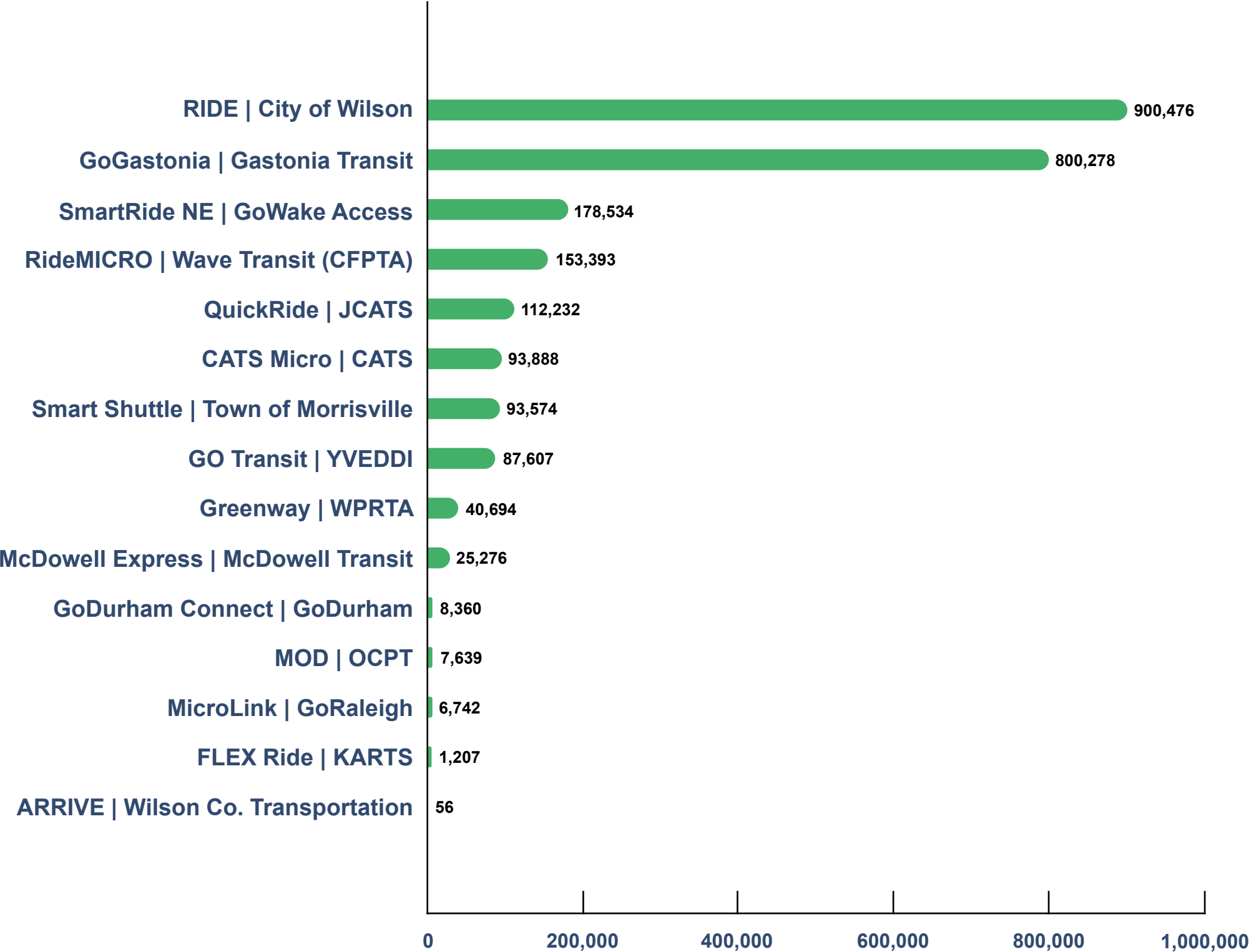
► Revenue Miles (State FY 25)

Revenue Miles Defined

For an on-demand microtransit service, revenue miles refer to the total number of vehicle miles traveled while the service is available to carry passengers.

State FY 25 Findings

In State FY 25, RIDE Wilson reported the highest level of activity, logging approximately 900,000 revenue miles. This represents a substantial increase compared to State FY 24, when total revenue miles were about 591,000 which was nearly half the FY 25 figure. By comparison, Wilson County’s ARRIVE service reported fewer than 60 revenue miles.



► Trips Per Service Hour (State FY 25)

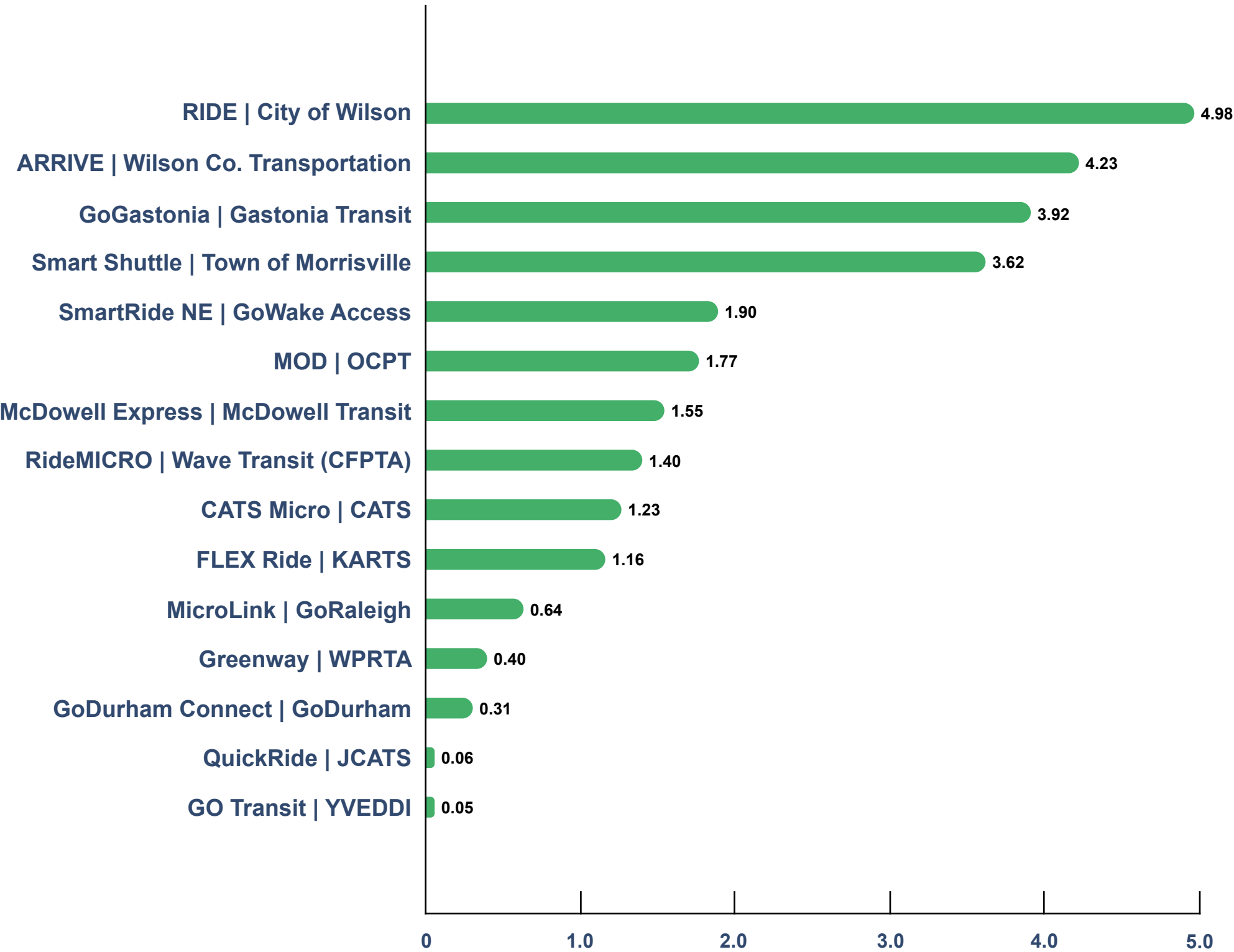
Trips Per Service Hour Defined

Trips per service hour measures how many passenger trips are provided for every hour that vehicles are in service.

State FY 25 Findings

In State FY 25, RIDE Wilson, ARRIVE, and GoGastonia reported the highest trips per service hour, at 4.98, 4.23, and 3.92 trips, respectively.

Note: Reported hours may be underrepresented for certain vendors



► Zero-Vehicle Households (State FY 25)

Zero-Vehicle Households Defined

Zero vehicle households are occupied households that report having no motor vehicles available for use by household members.

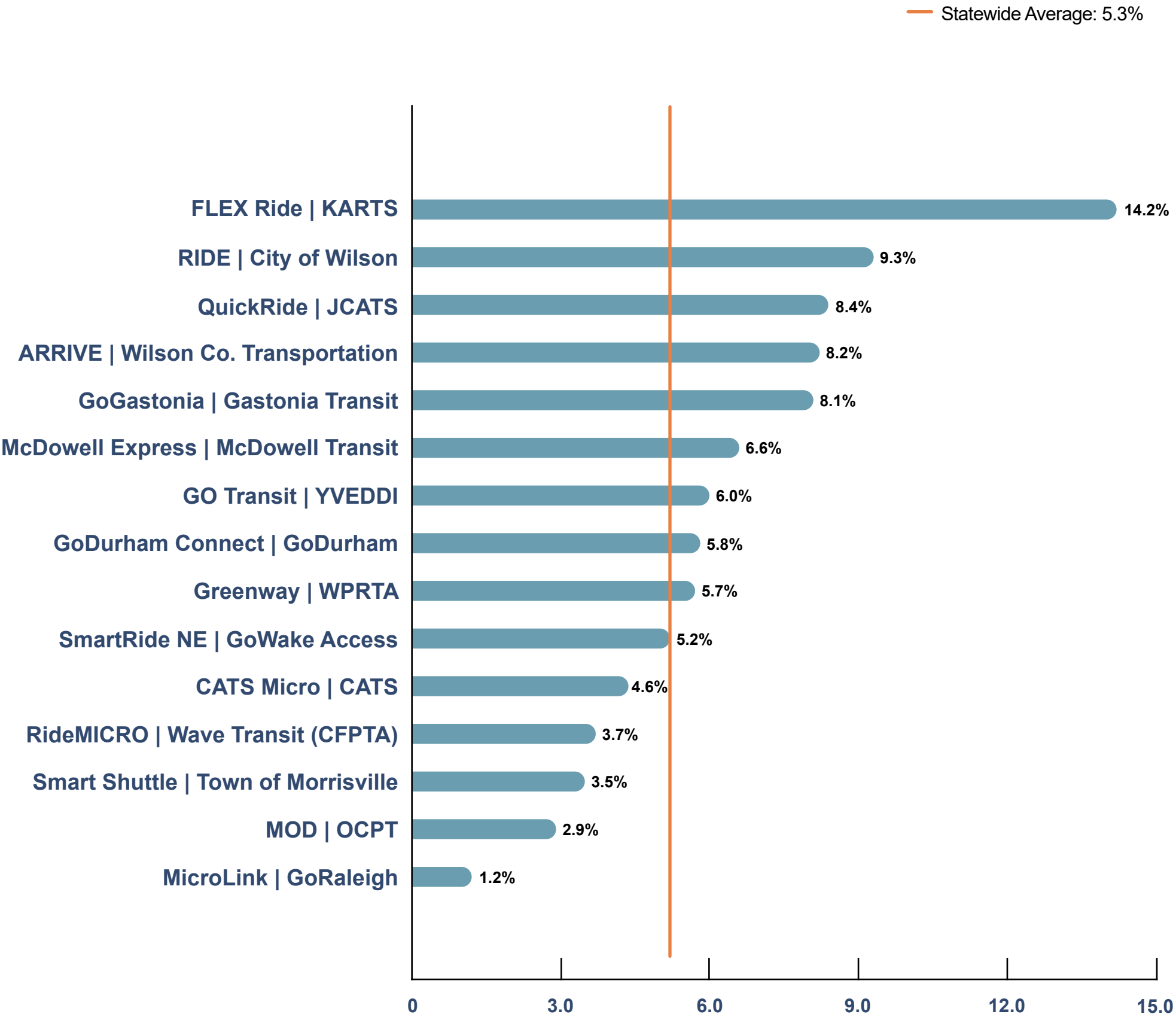
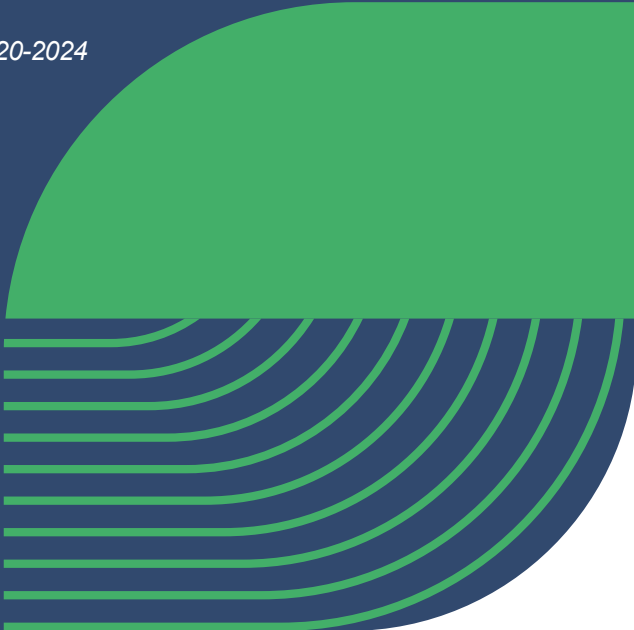
Relevance to On-Demand Microtransit

These households often have high reliance on transit and on demand services to access jobs, healthcare, and daily needs.

State FY 25 Findings

Of the 15 agencies providing on-demand microtransit services statewide, 9 serve areas where the share of zero-vehicle households meets or exceeds the state average of 5.3 percent. FLEX Ride serves the highest proportion of zero-vehicle households at 14.2 percent, while GoRaleigh's MicroLink serves the lowest at 1.2 percent. Overall, these findings indicate that many households within these service areas may lack access to a personal vehicle and could benefit substantially from on-demand microtransit options.

Source: ACS 5-year Estimates for 2020-2024



► Households Below the Poverty Level (State FY 25)

Households Below the Poverty Level Defined

Households below the poverty level are those whose total household or family income falls below the Census Bureau’s official poverty threshold, which varies by household size, number of children, and age of the householder. Poverty status in the ACS reflects income during the previous 12 months.

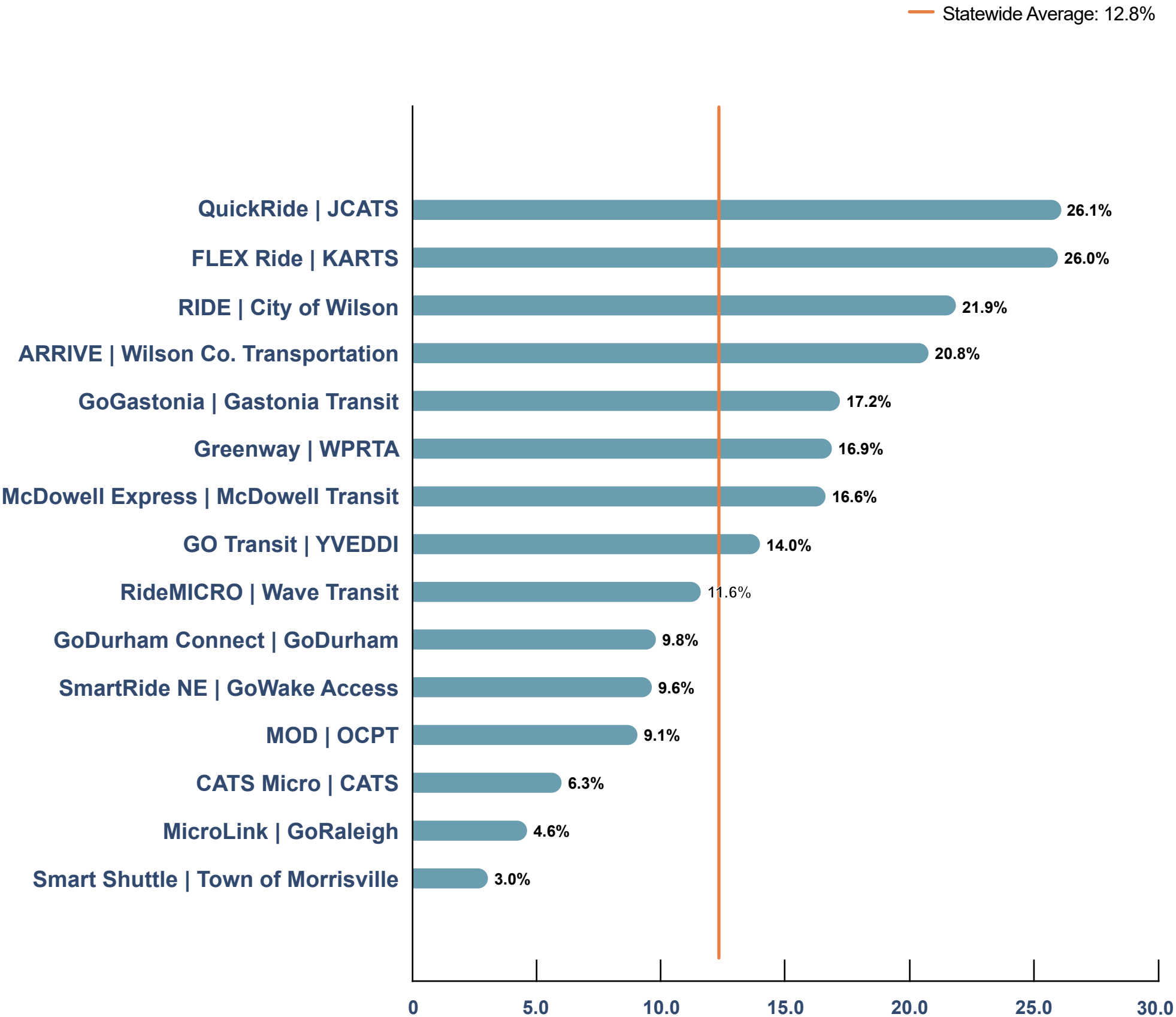
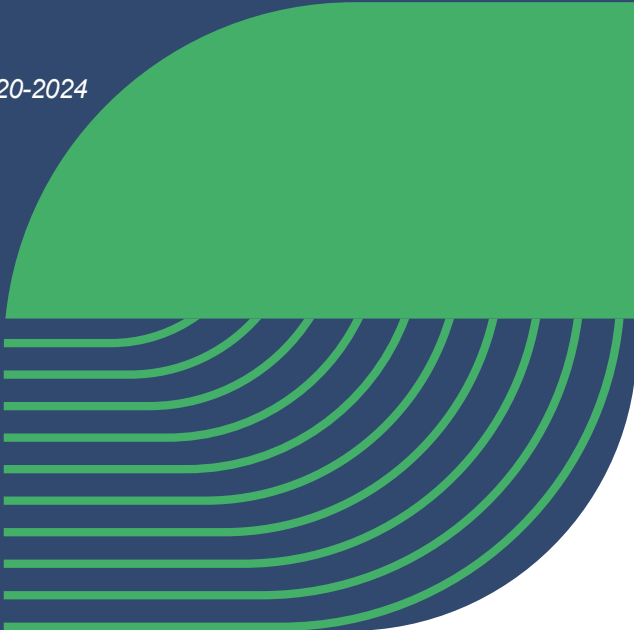
Relevance to On-Demand Microtransit

Lower-income households are more likely to experience transportation cost burdens and may depend on affordable and flexible transit options.

State FY 25 Findings

Johnston County’s QuickRide service has the highest share of households living below the poverty level at 26.1 percent which was more than double the state average of 12.8 percent. In contrast, the Town of Morrisville’s Smart Shuttle serves the lowest share at 3.0 percent. Expanding access to affordable on-demand microtransit services could play an important role in supporting mobility for households living below the poverty level.

Source: ACS 5-year Estimates for 2020-2024



► Non-White Population (State FY 25)

Non-White Population Defined

The non-white population consists of individuals who do not identify as “White alone, not Hispanic or Latino” in the ACS. This includes people identifying as Black or African American, Asian, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, Some Other Race, Two or More Races, and/or Hispanic or Latino, based on self-reported race and ethnicity.

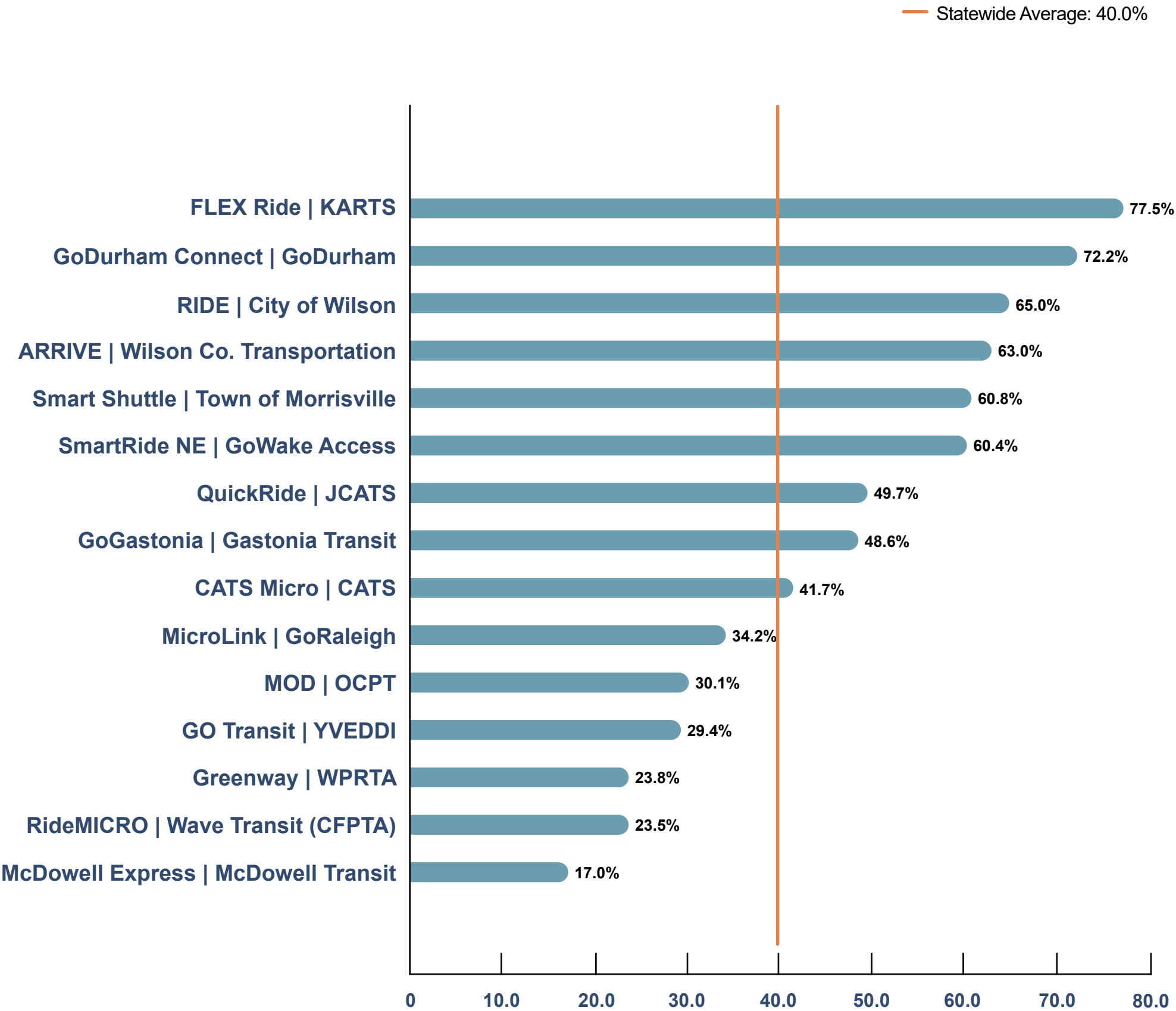
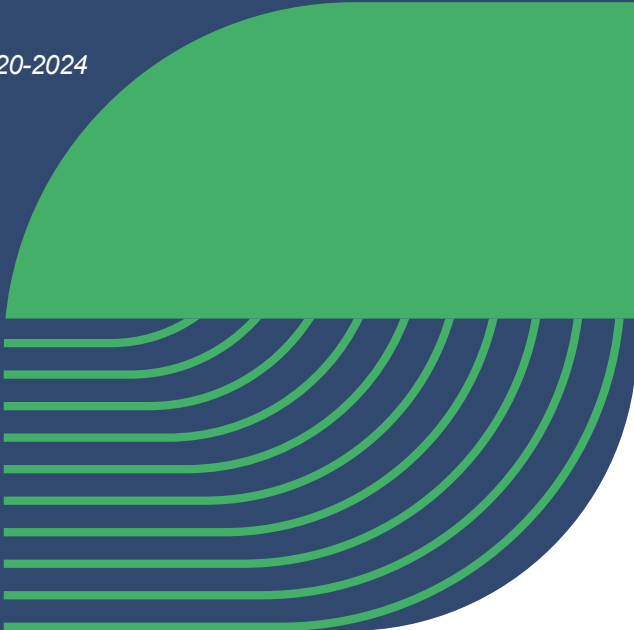
Relevance to On-Demand Microtransit

This population is often analyzed for Title VI purposes to ensure transit investments do not disproportionately burden protected classes.

State FY 25 Findings

The statewide average for non-white populations is 40.0 percent. Nine (9) of the 15 on-demand microtransit agencies serve areas where the share of non-white residents exceeds this average. FLEX Ride serves the highest proportion at 77.5 percent, while McDowell Express serves the lowest at 17.0 percent. Identifying service areas with higher concentrations of non-white populations enables agencies to better tailor services to community needs, promoting inclusivity and enhancing overall service effectiveness.

Source: ACS 5-year Estimates for 2020-2024



► Residents with a Disability (State FY 25)

Residents with a Disability Defined

Residents with a disability are individuals who report one or more functional difficulties in the ACS, including difficulty with hearing, vision, cognition, ambulation, self-care, or independent living. Anyone reporting at least one of these limitations is classified as having a disability.

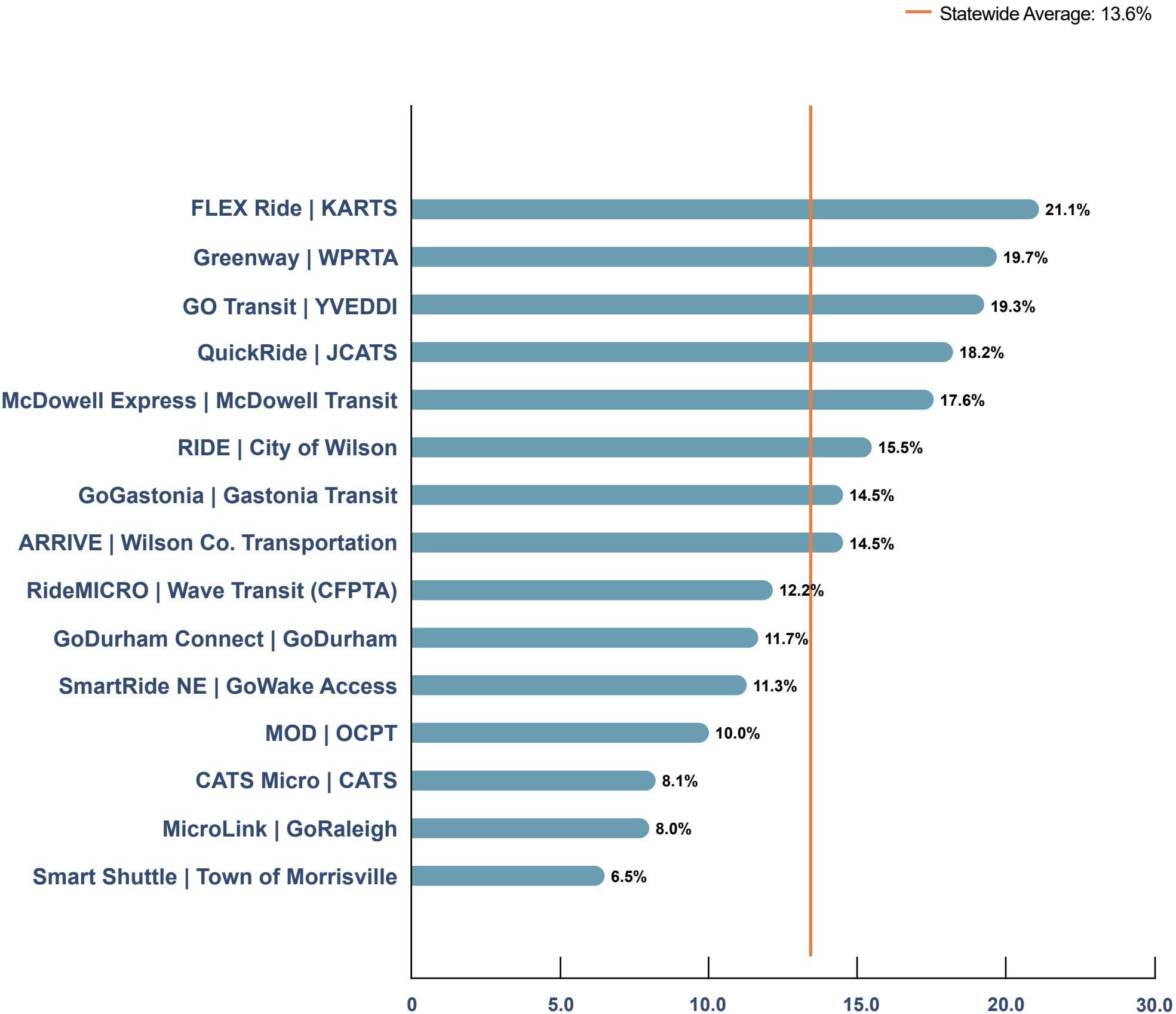
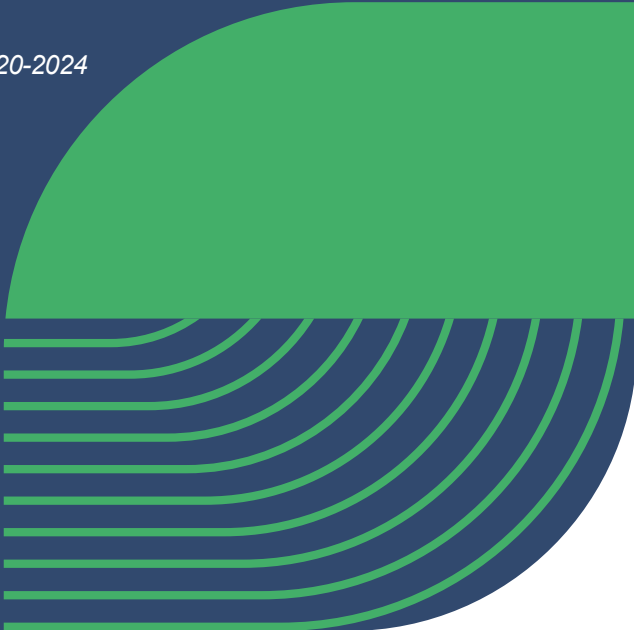
Relevance to On-Demand Microtransit

Residents with disabilities may require accessible vehicles, reduced walking distances, and door-to-door or curb-to-curb service, making microtransit and demand-responsive services especially important.

State FY 25 Findings

The statewide average share of individuals with disabilities is 13.6 percent. Eight (8) of the on-demand microtransit agencies serve areas where the proportion of residents with disabilities exceeds this average. FLEX Ride serves the highest percentage at 21.1 percent, while the Town of Morrisville’s Smart Shuttle serves the lowest at 6.5 percent. Understanding the prevalence of individuals with disabilities within service areas is essential for promoting accessibility and inclusivity in statewide on-demand microtransit operations.

Source: ACS 5-year Estimates for 2020-2024



► Age of Population (State FY 25)

Age of Population Defined

Age in the ACS represents the age of individuals at the time of survey response, reported in single years and commonly grouped (e.g., under 18, 18–64, 65+) for analysis. Age data are derived from self-reported demographic information collected continuously throughout the year.

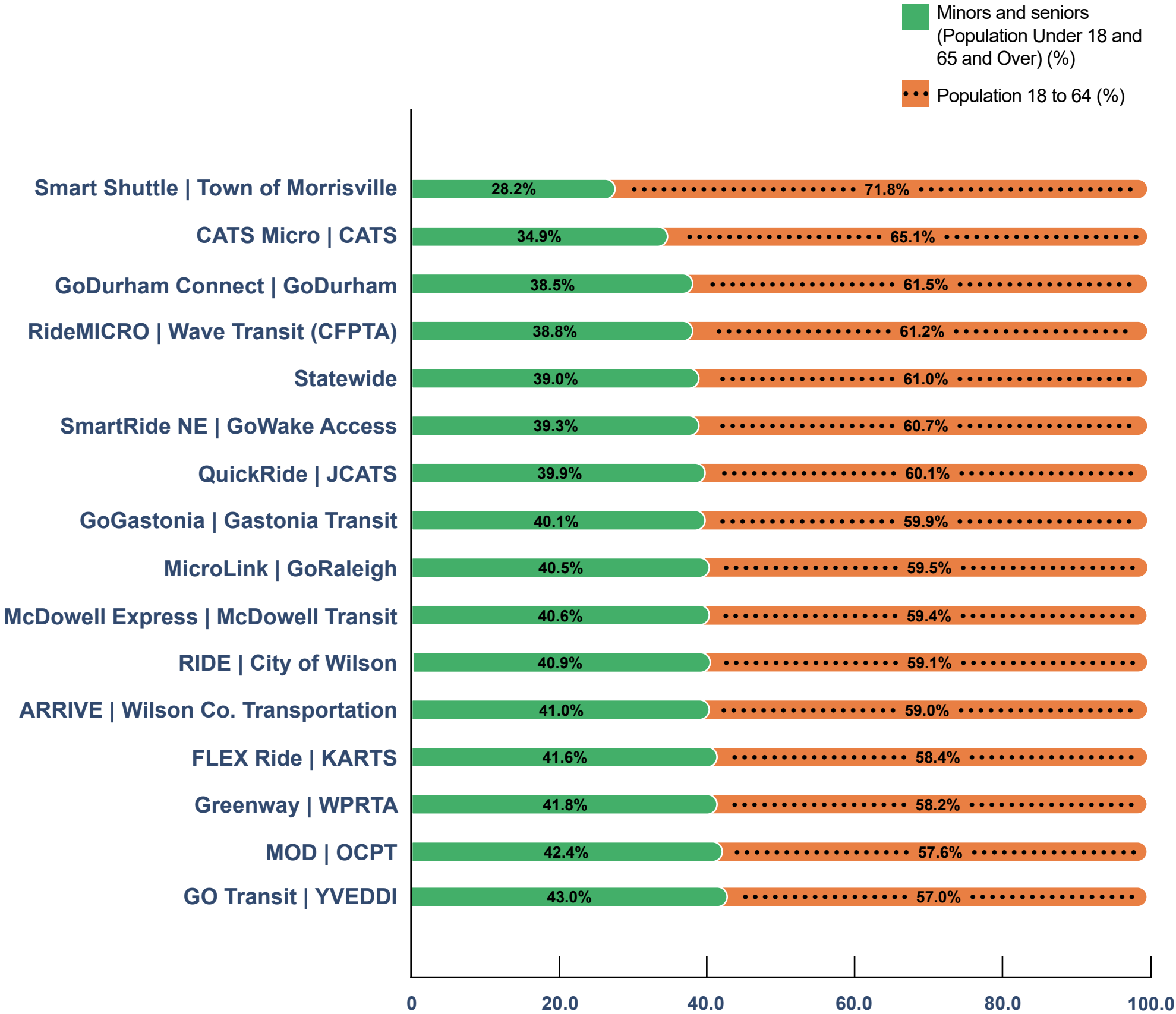
Relevance to On-Demand Microtransit

Age groups, particularly older adults (65+) and youth, often have distinct mobility needs that are well-served by flexible, on-demand transportation.

State FY 25 Findings

Ages served by on-demand microtransit agencies are unevenly distributed across the age cohorts. While the age categories across all agencies share similarities with the statewide averages, Morrisville’s Smart Shuttle population of seniors and minors is much smaller than the statewide average. Age is an important consideration in microtransit planning, as offering service options that meet the needs of residents across all age groups can help broaden usage and improve overall system effectiveness.

Source: ACS 5-year Estimates for 2020-2024



► Trends Between State FY 23, FY 24, and FY 25

Annual Report	Systems Providing Microtransit Service	Resident Served	Zero-Vehicle Households	Total Ridership for the Year	Age			Wait-Time Targets	Non-White Residents	Low-Income Households	Individuals with Disabilities
					Under 18	18-64 years	65 years & older				
State FY 23	9	240K	5K	294k*	N/A	N/A	N/A	N/A	N/A	N/A	N/A
State FY 24	11	575K	13K	269K	127K	354K	89K	15 or 30 mins	265K	28K	61K
State FY 25	15	736K	16K	533K	167K	446K	123K	5 to 60 mins	331K	37K	91K

**Note: Some agencies were excluded because available reporting does not separate microtransit trips from traditional demand-response trips. To ensure an accurate and consistent evaluation of microtransit services, only agencies that reported microtransit ridership independently were included.*

Source: Demographics from ACS 5-year Estimates

► State FY 24 vs. State FY 25 Performance Trends

Microtransit Service	Service Change	Ridership	Service Hours	Revenue Miles	Trips Per Service Hour	Score
GO Transit – YVEDDI	–	▼	▲	▲	▼	0
GoDurham Connect – GoDurham	–	–	–	–	–	–
GoGastonia – Gastonia Transit	–	–	–	–	–	–
MicroLink – GoRaleigh	–	–	–	–	–	–
MOD – OCPT	–	▼	▼	▼	▲	-2
QuickRIDE – JCATS	–	▲	▼	▼	▼	-2
RIDE – City of Wilson	–	▲	▲	▲	▼	2
RideMICRO – Wave Transit (CFPTA)	Expanded service zone	▼	▲	▼	▼	-2
Smart Shuttle – Town of Morrisville	Added a node	▼	▲	▼	▼	-2
SmartRide NE – GoWake Access	–	▲	▲	▲	▼	2

Note: Due to State FY 25 launch dates, not all agencies included in the 2025 report are reflected in the table above.

- ▲ Increasing = +1
- Stable = 0
- ▼ Decreasing = -1

ARRIVE serves portions of Wilson County, including Sims, Wilson, and Elm 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

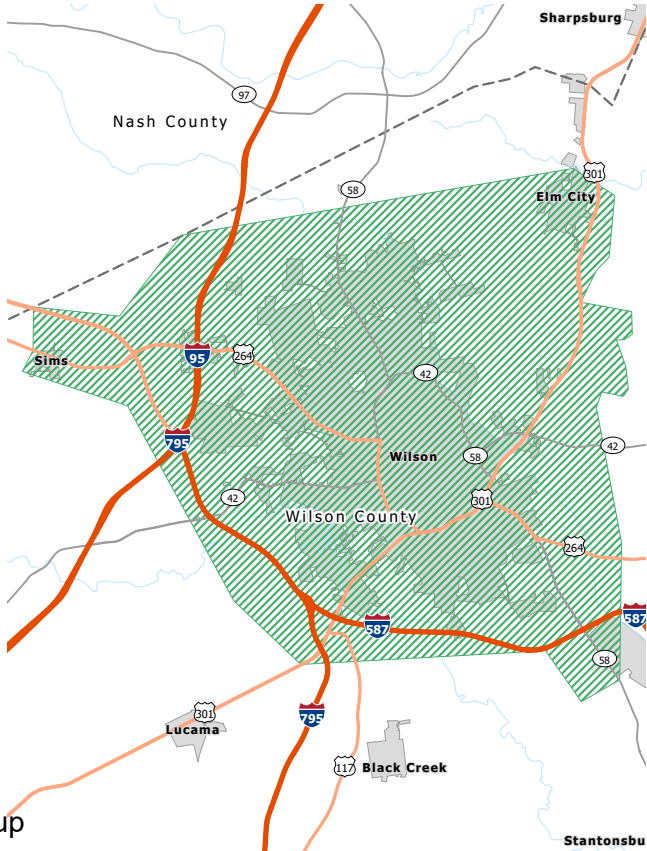
★ Service Launch: April 2025

Service Model

- **Service model:** TaaS
- **Software vendor:** CTS
- **Vehicle maintenance:** Hendrickson Transportation Group

Service Characteristics

- **Service hours:** Mon-Thurs, 9:00 AM to 1:00 PM; Fri-Sat, 5:00 AM to 6:00 PM
 - **Scheduling:** Call center, mobile app, web portal
 - **Advanced booking:** Up to 1 week in advance
 - **Pick up & drop off:** Curb-to-curb
 - **Fare:** \$3.00 per trip
- **Payment:** Cash, mobile app
 - **Service area:** 96.8 sq mi
 - **Fleet size:** 14 vehicles
 - **Vehicles:** High-top transit vans and cutaways
 - **ADA:** 13 vehicles



A primary goal is to partner with the City of Wilson’s microtransit program to improve service efficiency and expand access to Wilson County’s offerings.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency		●	●	●		
Provided by Vendor	●				●	●

During ARRIVE’s pilot phase, Wilson County limited advertising and public outreach since the service area overlaps with that of the City of Wilson’s on-demand microtransit program. Instead, the County focused on monitoring ridership trends and evaluating service performance. The County plans to meet with the City of Wilson to discuss opportunities for partnership and coordination to better serve the region and reduce duplicative services.

Currently, Wilson County’s demand-response service is primarily used for medical trips. Much of the general public is unaware that the new on-demand microtransit service can be used for non-medical purposes. Ridership has stayed relatively low throughout the pilot period. Wilson County is currently conducting a feasibility study with IMD, which is expected to provide clearer insight into future service needs and funding strategies.

Riders use Token Transit to pay for the service rather than paying through CTS, and the County provides a step-by-step guide to assist users with the payment process. The County contracts with Hendrickson Transportation to operate the service, including vehicle maintenance and insurance. CTS provides the scheduling software. Riders have found the mobile app easy to use but do experience some confusion regarding the service windows.

Due to funding constraints, ongoing marketing has been limited. Once the feasibility study is complete and additional funding sources are identified, Wilson County intends to increase marketing efforts to raise awareness and expand ridership. Looking ahead, the County recognized that additional vehicles may be needed to adequately support future service growth.

Accessibility

- The vehicles are equipped to accommodate wheelchairs with ramps and secure tie-downs available on each vehicle.

Ridership & Response

- **Total passengers since launch:** 124
- **State FY 25 ridership:** 14

Costs & Funding

- **Total cost:** \$25,072
- **Funding sources:** ROAP and FTA Section 5311 funds

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency							
Vendor	●	●	●	●	●	●	●



Service Area Population
52,919

Service Area Density
547 people/sq mi

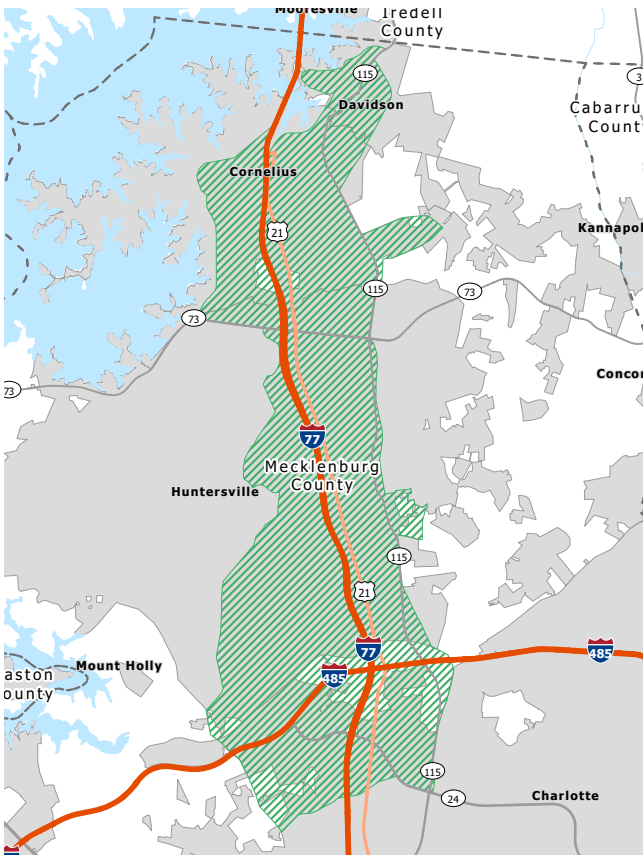
CATS Micro
Charlotte Area Transit System (CATS)

CATS Micro
Charlotte Area Transit System (CATS)

CATS Micro serves North Mecklenburg County including the Towns of Cornelius, Davidson, and Huntersville. 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: February 2025



Service Model

- Service model: Blended
- Software vendor: CATS
- Vehicle maintenance: MV Transportation

Service Characteristics

- Service hours: Mon-Fri, 6:00 AM to 7:00 PM; Sat-Sun, 7:00 AM to 7:00 PM
- Scheduling: Call center, mobile app
- Advanced booking: Not offered
- Pick up & drop off: Curb-to-curb, virtual stops
- Fare: \$2.20 per trip
- Payment: Mobile app, credit card over the phone
- Service area: 29.6 sq mi
- Fleet size: 9 vehicles
- Vehicles: Toyota minivans, Dodge caravan
- ADA: 3 vehicles

CATS intends to implement 19 additional microtransit zones over the next 5 years.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●			
Provided by Vendor				●	●	●

Charlotte Area Transit System (CATS) Micro is an on-demand, shared-ride service that provides convenient, point-to-point transportation within a designated service zone for the same fare as a local bus or rail trip. The service will initially operate in northern Mecklenburg County and is provided using CATS Micro-branded vehicles. The service provides a rider's guide which outlines how to use the service, including key policies and procedures.

The CATS Micro service zone includes areas north of I-485, serving the towns of Huntersville, Davidson, and Cornelius. Key destinations within the zone include CATS park-and-ride locations, Northlake Mall, and other major retail centers. All trips must be scheduled on the day of service through the CATS-Pass app or by calling CATS Customer Service.

Travel training is a free service offered by CATS to help individuals learn how to use public transportation. Participants receive guidance on planning trips, reading schedules, purchasing fares, and safely boarding and exiting vehicles. This service is available to seniors, individuals with disabilities, and anyone seeking assistance in learning to navigate the transit system.

Accessibility

- Passengers using mobility aids can select the appropriate option in the app during booking to ensure the assigned vehicle meets their needs.

Ridership & Response

- Total passengers since launch: 72,218
- State FY 25 ridership: 13,084

Costs & Funding

- Total cost: \$568,787
- Funding sources: Local funding



Service Area Population
58,638

Service Area Density
1,981 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency					●	●	
Vendor	●	●	●	●			●

FLEX Ride

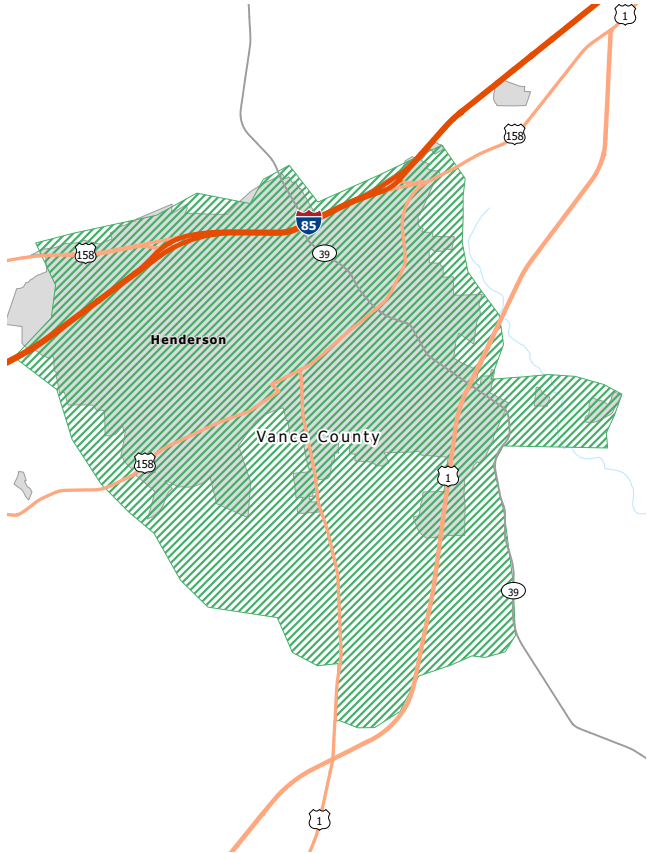
Kerr Area Transportation Authority (KARTS)

FLEX Ride serves the City of Henderson and portions of Vance County.

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: June 2025



Service Model

- Service model:** SaaS
- Software vendor:** CTS
- Vehicle maintenance:** KARTS

Service Characteristics

- Service hours:** Mon-Fri, 6:00 AM to 6:00 PM
- Scheduling:** Call center, mobile app, web portal, in person (transit station/kiosk)
- Advanced booking:** Yes, no booking restrictions
- Pick up & drop off:** Door-to-door
- Fare:** \$6.00 per one-way trip
- Payment:** Cash, mobile app, website
- Service area:** 15 sq mi
- Fleet size:** 2-3 vehicles
- Vehicles:** Minivans
- ADA:** 2 vehicles

In FY 27, the agency intends to implement an additional microtransit system in one of its other service counties.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●	●	●
Provided by Vendor			●			

FLEX Ride

Kerr Area Transportation Authority (KARTS)

FLEX Ride was established to enhance access to jobs, medical appointments, and essential services for residents in under-served communities within the City of Hendersonville. To promote the microtransit service, Kerr Area Transit (KARTS) engages in a wide range of ongoing community focused outreach efforts. Recent engagement activities took place at Spring Fling, Night Out Against Crime, and through events at the Employment Resource Center. These events provided residents with opportunities to learn more about the service and how it supports local mobility needs. Additionally, drivers distributed brochures to further educate the community about the benefits and functionality of the service.

Word-of-mouth, in-person engagement, and social media have all proven effective in raising awareness of the service. For example, KARTS promotes its offerings through posts on its website and Facebook page, while its marketing firm leverages Google Ads to drive traffic to the primary webpage. These outreach strategies have supported consistent ridership, with many users continuing to rely on the service once they begin using it. Daily ridership typically ranges from 10 to 30 trips, and the agency deploys additional vans as needed to meet demand.

Ridership continues to grow, demonstrating the effectiveness of ongoing outreach efforts and the value of the service within the community.

Accessibility

- FLEX Ride's vehicles are equipped to accommodate wheelchairs and walkers, with ramps and securements on each vehicle.

Ridership & Response

- Total passengers since launch:** 2,492
- State FY 25 ridership:** 248

Costs & Funding

- Total cost:** Too new to assess
- Funding sources:** MEE NC Grant



**Service Area Population**
15,235

**Service Area Density**
1,016 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●			●
Vendor					●	●	

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
- **Vehicle maintenance:** YVEDDI

Service Characteristics

- **Service hours:** Mon-Fri, 6:00 AM to 6:00 PM
- **Scheduling:** Call center, mobile app, web portal
- **Advanced booking:** Up to 30 days in advance
- **Pick up & drop off:** Door-to-door
- **Fare:** \$1.00 each boarding, or \$10.00 for 25 boardings within the same week, or \$30.00 for 100 boardings within 30 days
- **Payment:** Cash, check
- **Service area:** 17.7 sq mi
- **Fleet size:** 5 vehicles
- **Vehicles:** 20', 22', and 25' light transit vehicles (LTVs) with a lift; 20' LTV with no lift, and a wheelchair van
- **ADA:** 4 vehicles

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 vehicles used for the microtransit service are equipped with lifts. When needed, the service can provide door-to-door assistance, and drivers will help riders board and exit the vehicle safely.

Ridership & Response

- **Total passengers since launch:** 66,149
- **State FY 25 ridership:** 19,421

Costs & Funding

- **Total cost:** \$386,537
- **Funding sources:** FTA Section 5311 funds and ROAP



Service Area Population
8,154

Service Area Density
461 people/sq mi

YVEDDI is exploring the addition of a credit card payment module to its scheduling software.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●	●	●
Provided by Vendor						

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●			●
Vendor					●	●	

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

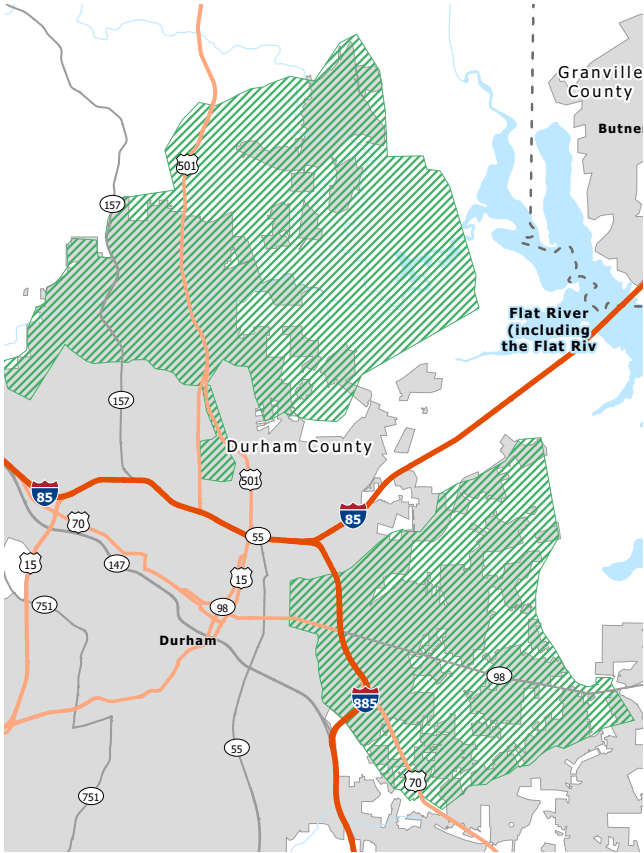
★ Service Launch: October 2024

Service Model

- **Service model:** TaaS
- **Software vendor:** Spare Labs
- **Vehicle maintenance:** GoDurham

Service Characteristics

- **Service hours:** Mon-Sun, 7:00 AM to 8:00 PM
 - **Scheduling:** Call center, mobile app, web portal
 - **Advanced booking:** Up to 3 days in advance
 - **Pick up & drop off:** Curb-to-curb
 - **Fare:** Free
 - **Payment:** N/A
- **Service area:** 48.8 sq mi
 - **Fleet size:** 58 vehicles
 - **Vehicles:** Minivans and LTVs
 - **ADA:** 3 vehicles



The agency tables at apartments and other housing sites to promote the service and assist customers with the app or call center. The service currently holds a 98% positive rating.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●	●	●
Provided by Vendor						

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.

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

- GoDurham provides travel training to help build rider confidence and independence. By educating customers on accessible features, travel training ensures these features are used safely and effectively, supporting ADA compliance and inclusive mobility best practices.

Ridership & Response

- **Total passengers since launch:** 5,877
- **State FY 25 ridership:** 1,022

Costs & Funding

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



Service Area Population
65,862



Service Area Density
1,350 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency							
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

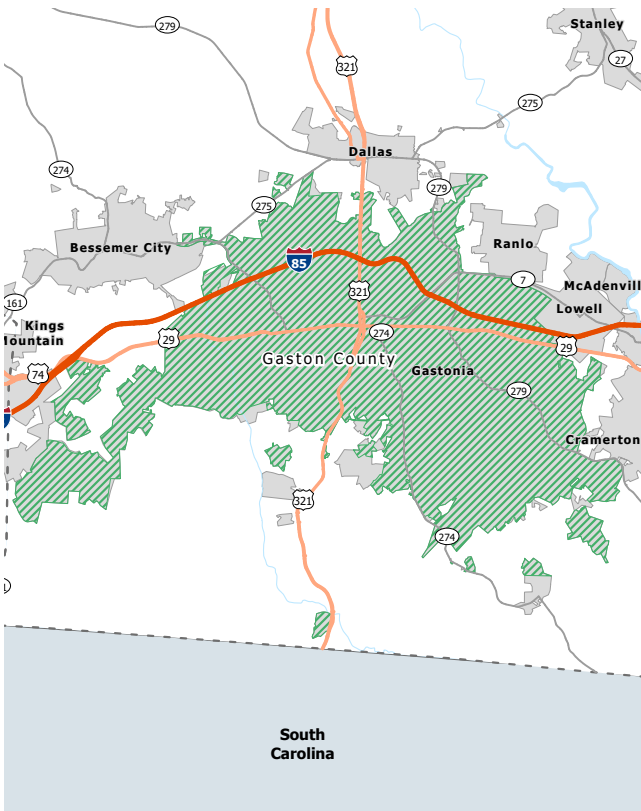
★ Service Launch: July 2024

Service Model

- **Service model:** SaaS
- **Vehicle maintenance:** Gastonia Transit
- **Software vendor:** Via

Service Characteristics

- **Service hours:** Mon-Fri, 5:30 AM to 6:30 PM; Sat, 8:00 AM to 6:00 PM
- **Scheduling:** Call center, mobile app, in person (transit station/kiosk)
- **Advanced booking:** Not offered
- **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.
- **Payment:** Mobile app, vouchers/ticket
- **Service area:** 53.4 sq mi
- **Fleet size:** 23 vehicles
- **Vehicles:** Honda Odyssey vans, Chrysler Voyager ADA-accessible vans, Transit Connect ADA-accessible van, Ford Explorer
- **ADA:** 6 vehicles



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

- The service offers flexible, citywide curb to curb transportation, including 6 ADA compliant units, ensuring access for all residents.
- Riders can book trips by phone or in person and pay with credit cards or cash based vouchers, supporting users with limited technology or banking access.

Ridership & Response

- **Total passengers since launch:** 302,600
- **State FY 25 ridership:** 173,692

Costs & Funding

- **Total cost:** \$3,445,013
- **Funding sources:** FTA Section 5307 funds



Service Area Population
79,399

Service Area Density
1,487 people/sq mi



The agency received the Clean Cities & Communities Award from the Centralina Council of Governments.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency				●	●	●
Provided by Vendor	●	●	●			

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency							
Vendor	●	●	●	●	●	●	●

Greenway serves Caldwell and Burke Counties.

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

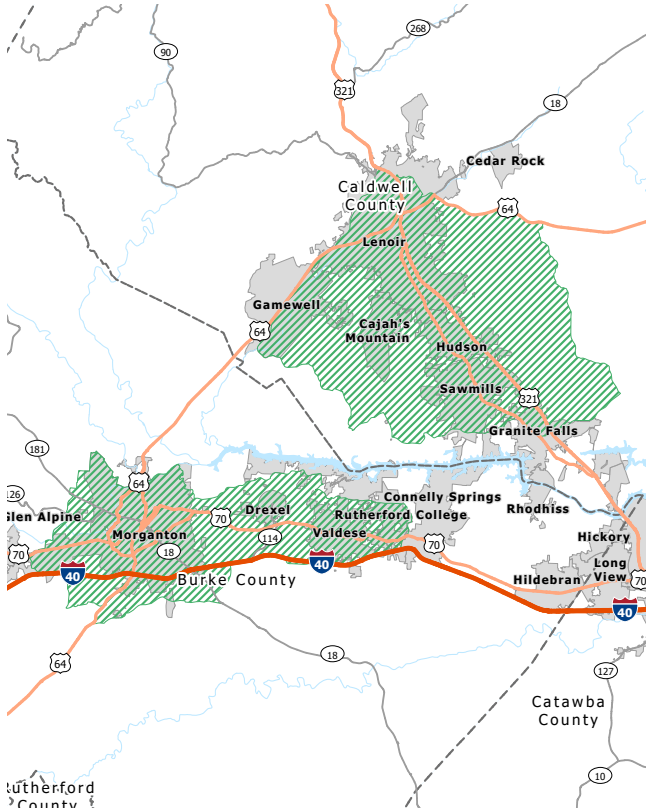
★ Service Launch: July 2024

Service Model

- **Service model:** SaaS
- **Software vendor:** Currently seeking vendor
- **Vehicle maintenance:** WPRTA

Service Characteristics

- **Service hours:** Mon-Fri, 8:00 AM to 5:00 PM
 - **Scheduling:** Call center
 - **Advanced booking:** Not offered
 - **Pick up & drop off:** Door-to-door, curb-to-curb
 - **Fare:** \$2.50 per one-way trip
- **Payment:** Cash, vouchers/ticket
 - **Service area:** 125.3 sq mi
 - **Fleet size:** 4 vehicles
 - **Vehicles:** High-top lift vans
 - **ADA:** 4 vehicles



During State FY 25, WPRTA added a second zone to its service area.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●	●	●
Provided by Vendor						

WPRTA initially pursued microtransit as a strategic replacement for an underperforming Flex route. One of the two Flex routes consistently experienced low ridership, leading the agency to transition the service to a microtransit model. The results were transformative: ridership increased by 350 percent compared to the former fixed-route bus service. Building on this success, WPRTA launched a new microtransit zone in FY25, where ridership has grown by 300 percent through FY26, further affirming the decision to fully replace the Flex route with microtransit.

To assess performance and refine service delivery, WPRTA implemented a six-month pilot period for the new zone. Throughout the pilot, the agency closely tracked performance metrics and hosted a public engagement event to solicit feedback and raise awareness. Since its launch, microtransit has been well received by the public, with demand continuing to rise. In response, WPRTA is actively working to hire additional drivers to meet growing ridership needs. WPRTA initially operated microtransit in-house due to limited experience with third-party platforms and uncertainty surrounding long-term funding. The agency is now working toward contracting with Spare to improve operational efficiency, including the implementation of mobile fare payment and app-based booking. Looking ahead, WPRTA anticipates that real-time rerouting and other app-enabled efficiencies will further enhance service performance and support continued ridership growth.

Accessibility

- To better meet local needs and improve mobility access, WPRTA developed microtransit zones that prioritize households with one or no vehicles, low-income areas, and access to essential destinations such as libraries, healthcare services, grocery stores, and educational facilities.

Ridership & Response

- **Total passengers since launch:** 4,574
- **State FY 25 ridership:** 2,438

Costs & Funding

- **Total cost:** \$663,898
- **Funding sources:** FTA Section 5307 and 5311 funds (local match is provided by the towns or counties)

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●	●		●
Vendor						●	



**Service Area Population**
72,698

**Service Area Density**
580 people/sq mi

McDowell Express serves McDowell County.

The service was created to:

☐

Connect to fixed-route service

☐

Replace an inefficient fixed-route

☐

Provide transit for low density areas

☒

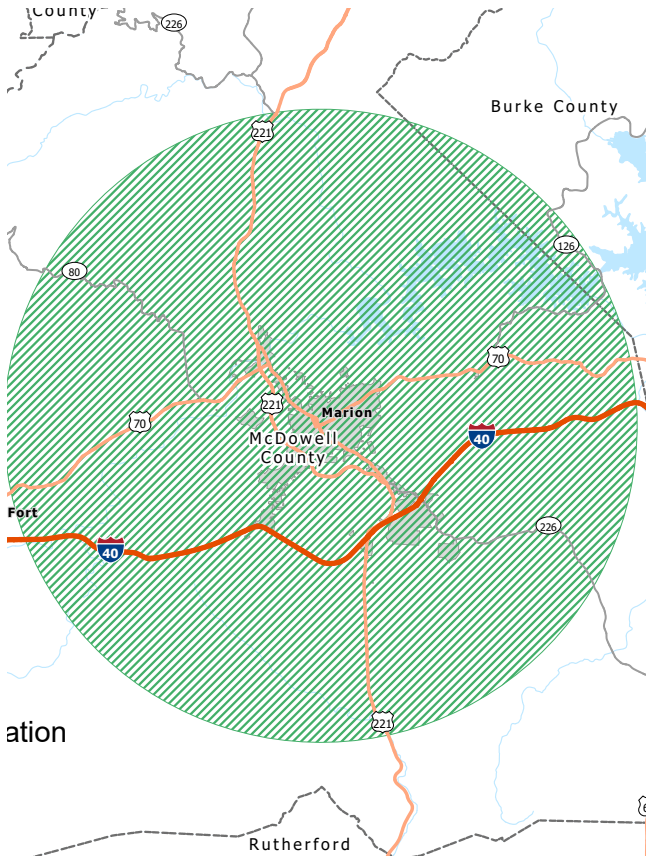
Offer temporal service (for times when other mobility services are difficult to access)

☒

Allow convenience beyond demand response

★

Service Launch: May 2025



Service Model

- **Service model:** Agency provides software and transportation
- **Software vendor:** CTS
- **Vehicle maintenance:** McDowell Transit

Service Characteristics

- **Service hours:** Mon-Fri, 7:00 AM to 8:00 PM; Sat, 9:00 AM to 5:00 PM
 - **Scheduling:** Call center, mobile app, web portal, in person (transit station/kiosk)
 - **Advanced booking:** Up to 45 days in advance
 - **Pick up & drop off:** Door-to-door
 - **Fare:** \$2.50 per person per trip
- **Payment:** Mobile app, website
 - **Service area:** 201.4 sq mi
 - **Fleet size:** 3 vehicles
 - **Vehicles:** LTVs and ADA-compliant minivans
 - **ADA:** 3 vehicles

McDowell Transit received the NCPTA Transit Agency of the Year award in May 2025.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●		●	●	●
Provided by Vendor			●			

McDowell Express launched in May 2025 to expand mobility options in the region. The on-demand public transit service operates within an eight-mile radius of downtown Marion, providing flexible trips booked via an app.

To build awareness and promote the service, McDowell Transit hosted community meetings, conducted social media outreach, distributed mass postcard mailings, and coordinated closely with local leadership. Although the service has encountered software and app issues, along with occasional capacity constraints, these challenges have been manageable. The agency continues to refine its operations and is planning an expansion of its service area to include Old Fort in May 2026.

Ridership has largely been driven by users otherwise new to transit, including college students and local commuters. Looking ahead, McDowell Transit anticipates the service will be financially sustainable at the local level.

Accessibility

- For riders who are unable to use the app, trips may be scheduled by phone or directly at the Transit office.
- The agency employs a full time Spanish speaking driver to support our bilingual service needs.

Ridership & Response

- **Total passengers since launch:** 4,055
- **State FY 25 ridership:** 3,307

Costs & Funding

- **Total cost:** N/A
- **Funding sources:** MEE NC grant



Service Area Population
31,954

Service Area Density
159 people/sq mi

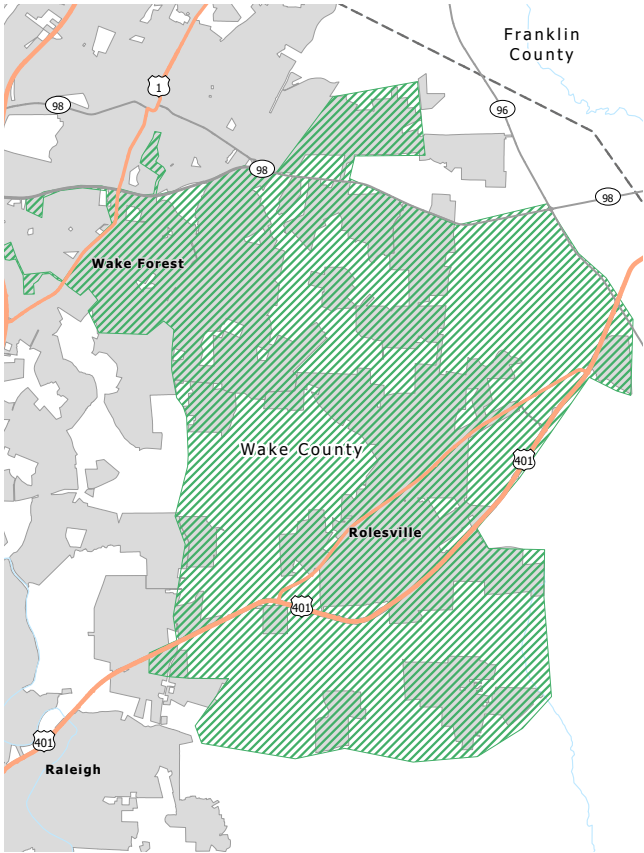
	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●	●	●	●
Vendor							

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
- **Software vendor:** Via
- **Vehicle maintenance:** GoRaleigh

Service Characteristics

- **Service hours:** Mon-Fri, 7:00 AM to 6:00 PM
 - **Scheduling:** Mobile app, call center
 - **Advanced booking:** Not offered
 - **Pick up & drop off:** Door-to-door, curb-to-curb
 - **Fare:** Free
 - **Payment:** N/A
- **Service area:** 26.9 sq mi
 - **Fleet size:** 4 vehicles
 - **Vehicles:** Ford Transit Cutaways with lifts with wheelchair spots
 - **ADA:** 4 vehicles

GoRaleigh’s On Demand Mobility Study identified several service options across eleven proposed zones. One zone has already launched, while the rest are still in the planning phase.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency		●	●	●	●	●
Provided by Vendor	●					

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 them to new areas with key destinations. The MicroLink branding allows for the option to include multiple municipalities as part of the service.

Accessibility

- All vehicles are accessible and include two wheelchair spaces per van.



Ridership & Response

- **Total passengers since launch:** 9,960
- **State FY 25 ridership:** 2,036

Costs & Funding

- **Total cost:** N/A
- **Funding sources:** Wake Transit Plan



Service Area Population
31,783

Service Area Density
1,182 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●			●
Vendor					●	●	

Mobility On Demand (MOD)

Orange County Public Transit (OCPT)

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

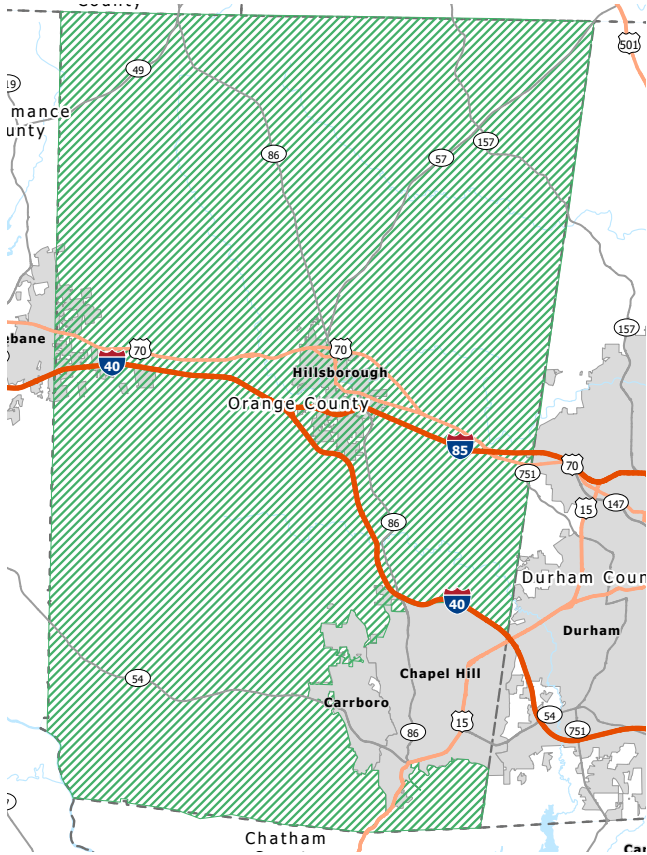
★ Service Launch: October 2020

Service Model

- Service model:** SaaS
- Software vendor:** TransLoc
- Vehicle maintenance:** OCPT

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
- Fare:** \$5.00 per one-way trip
- Payment:** Mobile app, website
- Service area:** 376.1 sq mi
- Fleet size:** 5 vehicles
- Vehicles:** Minivans with 2 wheelchair spots and SUVs
- ADA:** 3 vehicles



The agency plans to focus on increased ridership through enhanced marketing and improved public awareness.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●		●	●	●
Provided by Vendor			●			

Mobility On Demand (MOD)

Orange County Public Transit (OCPT)

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

- Provides a flexible and accessible transportation option for essential trips, including medical appointments, work, shopping, and other daily needs
- Closes service gaps by improving mobility in areas and for riders who may not be well served by OCPT’s traditional fixed-route service alone

Ridership & Response

- Total passengers since launch:** 3,065
- State FY 25 ridership:** 865

Costs & Funding

- Total cost:** \$212,191
- Funding sources:** Local funds



Service Area Population
76,735

Service Area Density
204 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●			●
Vendor					●	●	

QuickRide

Johnston County Area Transit System (JCATS)

QuickRide

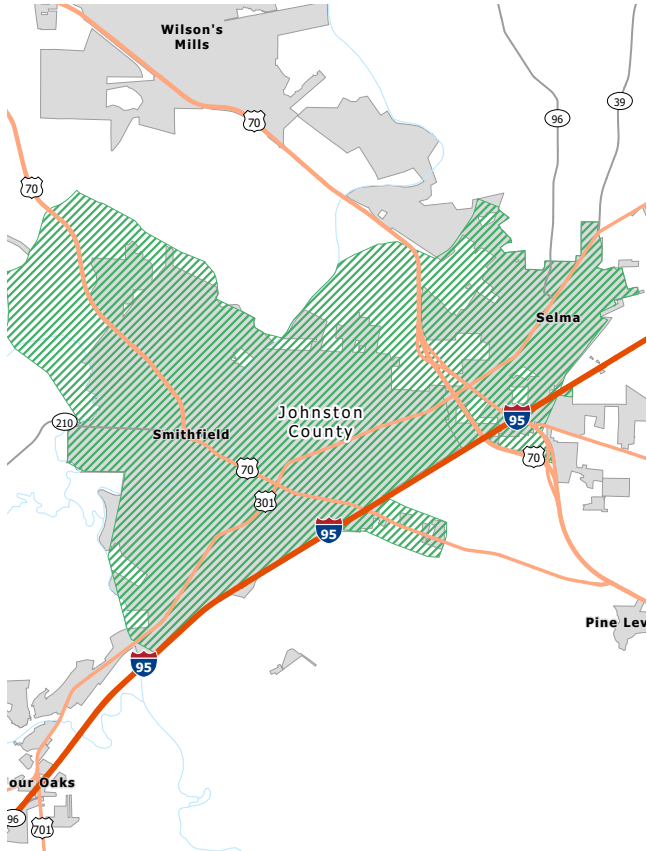
Johnston County Area Transit System (JCATS)

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
- **Vehicle maintenance:** JCATS

Service Characteristics

- **Service hours:** Mon-Sat, 6:00 AM to 8:00 PM
 - **Scheduling:** Mobile app, call center
 - **Advanced booking:** Up to 1 week in advance
 - **Pick up & drop off:** Door-to-door
 - **Fare:** \$6.00 per one-way trip
- **Payment:** Cash, mobile app, vouchers/tickets
 - **Service area:** 20.4 sq mi
 - **Fleet size:** 5 vehicles
 - **Vehicles:** Mid-top vans
 - **ADA:** 5 vehicles

The agency plans to expand microtransit services into the new Clayton Urbanized Area (UZA) in 2026.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●	●	●
Provided by Vendor						

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

- The entire fleet is ADA-accessible.
- JCATS staffs bilingual dispatchers to enhance accessibility and communication for non-English-speaking riders.



Ridership & Response

- **Total passengers since launch:** 42,757
- **State FY 25 ridership:** 17,533

Costs & Funding

- **Total cost:** \$485,832
- **Funding sources:** MEE NC Grant and County funds



Service Area Population
15,749



Service Area Density
772 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency	●	●	●	●			●
Vendor					●	●	

RIDE 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

☐

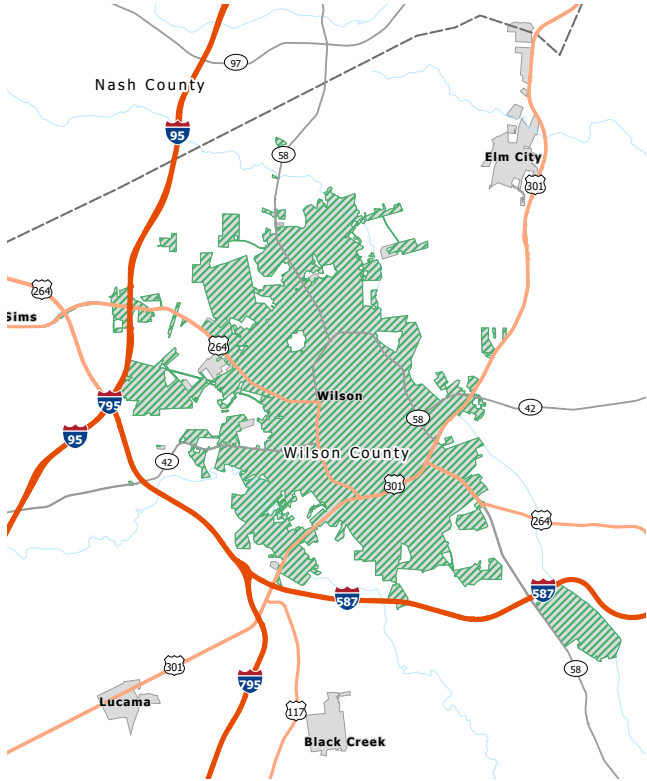
Offer temporal service (for times when other mobility services are difficult to access)

☐

Allow convenience beyond demand response

★

Service Launch: September 2020



Service Model

• Service model: TaaS

• Vehicle maintenance: Via

• Software 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: Not offered

• Pick up & drop off: Door-to-door, curb-to-curb, virtual stops

• Fare: \$2.50 per one-way trip

• Payment: Cash and card payments are accepted at the City of Wilson Customer Service Center;

the mobile app and call center accept cards only. Payments may also be made through the website.

• Service area: 32.3 sq mi

• Fleet size: 21 vehicles

• Vehicles: Toyota Sienna, Chrysler Voyager (w/ wheelchair station), Chrysler Pacifica (w/ wheelchair station), Honda Odyssey

• ADA: 5 vehicles

The City is considering extending service hours to 9:00 PM, Monday through Saturday, and may increase fares from \$2.50 to \$3.00 per trip in the future.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency		●	●			
Provided by Vendor	●			●	●	●

RIDE was established to replace an inefficient fixed-route system that struggled to serve Wilson’s diverse transportation needs and expansive geography. Microtransit provided a more flexible, responsive alternative. The service was initially advertised through newspaper articles and outreach to local businesses and agencies and riders were offered 10 free trips to encourage early adoption. As ridership grew, RIDE increasingly relied on word-of-mouth and positive user experiences to drive awareness and demand.

Although the vendor provides a turnkey service, the City of Wilson remains actively involved. Staff meet biweekly with the vendor to review performance and guide decisions related to service design, public engagement, branding, and marketing. Operational improvements have also been implemented. RIDE’s vendor has enhanced its pre-trip inspection process, and all vehicles are now equipped with onboard cameras to improve safety and accountability.

As demand continues to grow, the City is pursuing additional funding to expand service. With increased resources, priorities include extending service hours and introducing Sunday operations.

Accessibility

• The agency provides curb-to-curb service for riders who are unable to safely reach a designated stop.

• The app and call center staff also offer information in multiple languages to support riders with limited English proficiency.

Ridership & Response

• Total passengers since launch: 916,696

• State FY 25 ridership: 238,023

Costs & Funding

• Total cost: \$2,963,462

• Funding sources: FTA Section 5311 funds, MEE NC Grant, State Maintenance Assistance Program funds, and local City of Wilson funds

Service Area Population
38,452

Service Area Density
1,190 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency							
Vendor	●	●	●	●	●	●	●

RideMICRO

Wave Transit (Cape Fear Public Transportation Authority)

RideMICRO serves portions of Brunswick, Pender, and New Hanover Counties.

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
- **Software vendor:** Wave Transit
- **Vehicle maintenance:** Daniels Tours

Service Characteristics

- **Service hours:** 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 (including walk-up customers)
- **Advanced booking:** Up to 1 week in advance
- **Pick up & drop off:** Virtual stops, curb-to-curb
- **Fare:** \$2.00 per one-way trip
- **Payment:** Cash, mobile app, vouchers/tickets, coupons
- **Service area:** 76 sq mi
- **Fleet size:** 7 vehicles
- **Vehicles:** Chevy Suburban, Ford Transit Connect, Chrysler Pacifica (all ADA-compliant)
- **ADA:** 4 vehicles

The agency offers promotional coupons during key marketing campaigns, as well as for special free-ride days such as Election Day.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency		●	●			●
Provided by Vendor	●			●	●	

RideMICRO

Wave Transit (Cape Fear Public Transportation Authority)

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 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 is one of the largest sources of RideMICRO ridership, as Zone 4 connects the downtown campus with the northern New Hanover County campus. Another key destination is the New Hanover County Sheriff's Office, which had previously been served by a low-performing fixed route. Each microtransit zone also connects to existing fixed-route service at Forden and Padgett Stations or at the Monkey Junction transfer hub.

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.

Accessibility

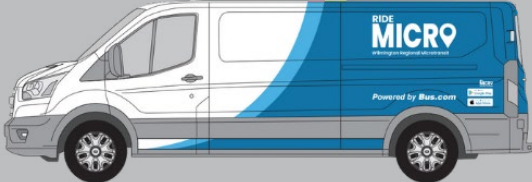
- The service, including the app and call center, comply with ADA standards and offer multilingual accessibility.

Ridership & Response

- **Total passengers since launch:** 65,537
- **State FY 25 ridership:** 18,054

Costs & Funding

- **Total cost:** \$1,068,278
- **Funding sources:** MEE NC Grant, NCDOT ConCPT, and local funding from New Hanover County and City of Wilmington



**Service Area Population**
83,845

**Service Area Density**
1,103 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency			●		●	●	
Vendor	●	●		●			●

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

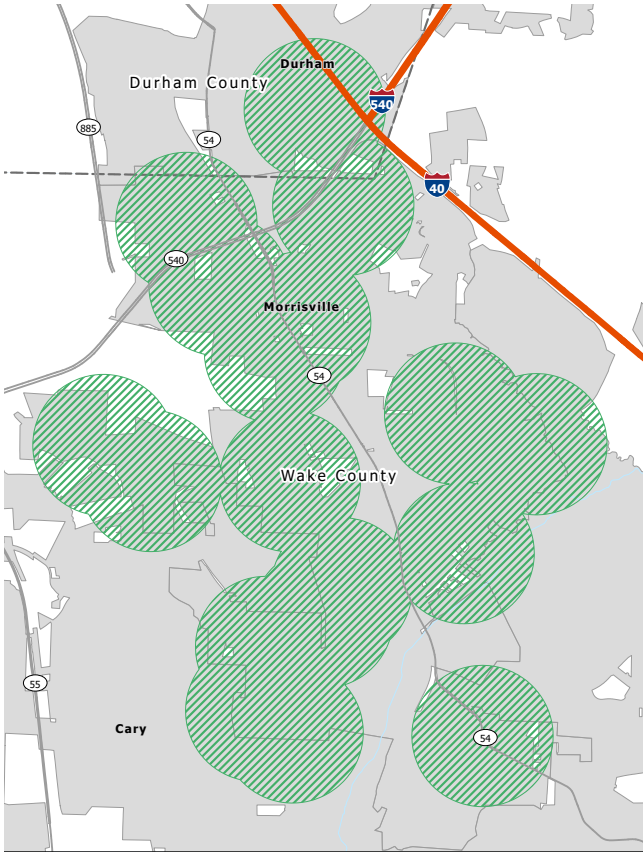
★ Service Launch: October 2021

Service Model

- **Service model:** TaaS
- **Software vendor:** Via
- **Vehicle maintenance:** 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:** Not offered
 - **Pick up & drop off:** Nodes
 - **Fare:** Free
- **Payment:** N/A
 - **Service area:** 10.4 sq mi
 - **Fleet size:** 2 vehicles
 - **Vehicles:** LTVs but will transition to minivans
 - **ADA:** 2 vehicles



Prior to Smart Shuttle, the Town of Morrisville 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 nodes – or shuttle stops – located at key destinations across the community.

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. Smart Shuttle has been operating above capacity since its first year. To determine the best path forward, the Town conducted a transit study to evaluate whether to maintain the microtransit model or transition to a different service approach.

Based on the study’s findings, they decided to retain the existing node-based microtransit system while enhancing its performance. Planned improvements include increasing the number of vehicles in service to boost ride-booking availability and reducing passenger wait times, as well as expanding system access by constructing up to nine additional nodes throughout the service area.

Accessibility

- All service nodes are accessible



Ridership & Response

- **Total passengers since launch:** 92,017
- **State FY 25 ridership:** 22,916

Costs & Funding

- **Total cost:** \$720,230
- **Funding sources:** Wake Transit Community Funding Area Program and town funds



Service Area Population
29,276

Service Area Density
2,815 people/sq mi

The Town plans to improve ride availability and reduce wait times by increasing fleet coverage. It also plans to enhance system access by adding up to nine new nodes across the service area.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●			
Provided by Vendor				●	●	●

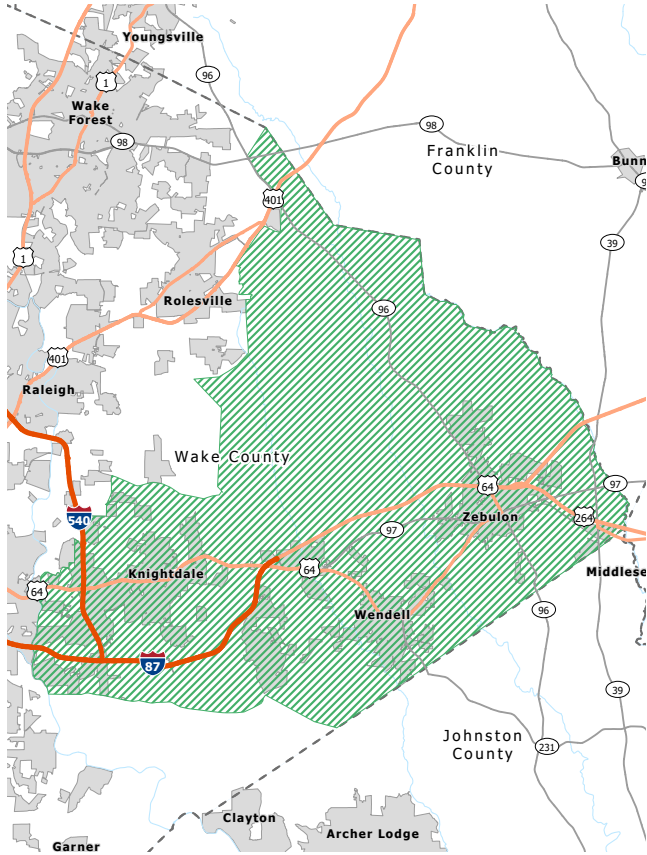
	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency							
Vendor	●	●	●	●	●	●	●

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: July 2022



Service Model

- **Service model:** TaaS
- **Software vendor:** GoWake Access Transportation
- **Vehicle maintenance:** RATPDev

Service Characteristics

- **Service hours:** Mon-Fri, 6:00 AM to 7:00 PM
 - **Scheduling:** Mobile app, call center
 - **Advanced booking:** Up to 24 hours in advance
 - **Pick up & drop off:** Curb-to-curb, virtual stops
 - **Fare:** Free
- **Payment:** N/A
 - **Service area:** 129.2 sq mi
 - **Fleet size:** 4 vehicles
 - **Vehicles:** Ford Transit vans
 - **ADA:** 4 vehicles

GoWake Access is considering implementing fares in FY 27 or FY 28.

	Service Design	Public Engagement	Branding & Marketing	Vehicle Sourcing	Vehicle Maintenance	Vehicle Fueling
Provided by Transit Agency	●	●	●	●		
Provided by Vendor					●	●

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 of 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

- The service is fully compliant with ADA and Title VI.
- The service’s fare free transportation increases access to essential community locations for residents with fixed or low incomes.

Ridership & Response

- **Total passengers since launch:** 61,409
- **State FY 25 ridership:** 20,613

Costs & Funding

- **Total cost:** N/A
- **Funding sources:** Wake Transit funding, County General Fund, and municipality reimbursements



Service Area Population
75,716

Service Area Density
586 people/sq mi

	Hiring Drivers	Training Drivers	Operating the Service	Managing Service Operations	Rider App	Driver App	Call Center
Agency					●		●
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.

C

Curb-to-Curb | Passengers are picked up and dropped off at safe, designated curb locations near their origin and destination, rather than at fixed transit stops or door-to-door locations.

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.

Door-to-Door | Passengers are picked up at the exact origin and dropped off at the exact destination they request, typically at their doorstep or as close as physically possible.

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 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.

V

Virtual Stops | Virtual stops are dynamically generated pickup and drop-off locations, typically safe, legal curb locations or corners, assigned by the microtransit system rather than chosen freely by the rider.

Works Cited

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NCDOT

On-Demand Microtransit
2025 Annual Report