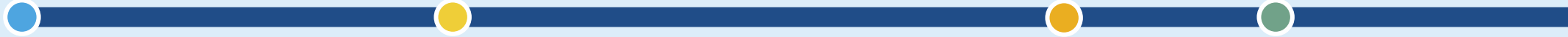


# Transit 101



# What is Transit?

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**Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.**

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:



**Work**



**School**



**Social Visits**



**Shops**



**Appointments**



# Transit

## What are the benefits?



**Access to  
employment**



**Community  
Accessibility**



**Congestion  
Mitigation**



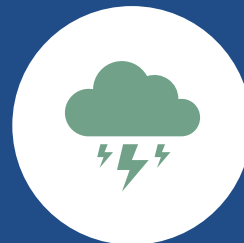
**Environment and Air  
Quality**



**Cost-Effective  
Transportation**



**Sustainable  
Development**



**Emergency  
Evacuation and  
Response**



**Quality of Life**

# What are some challenges?



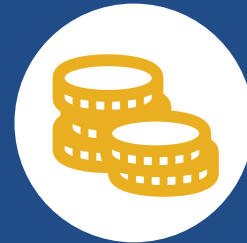
**Low Population  
Density**



**Limited  
Infrastructure**



**Geographic  
Spread**



**Funding Constraints**



**Limited  
Operating  
Hours**



**Community  
Resistance**



**Limited  
Technology  
Infrastructure**

# What can transit look like?

**Fixed Route** – Prescribed route dropping passengers between stops using a fixed schedule

**Express** – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

**Deviated Fixed Route** – fixed route running generally at fixed times, but may deviate from the route, if requested

**Microtransit** – On-demand, public transportation with flexible routes

**Demand Response** – Non fixed route that requires advanced scheduling by the customer

**Paratransit** – Most often refers to wheelchair-accessible, demand response service.

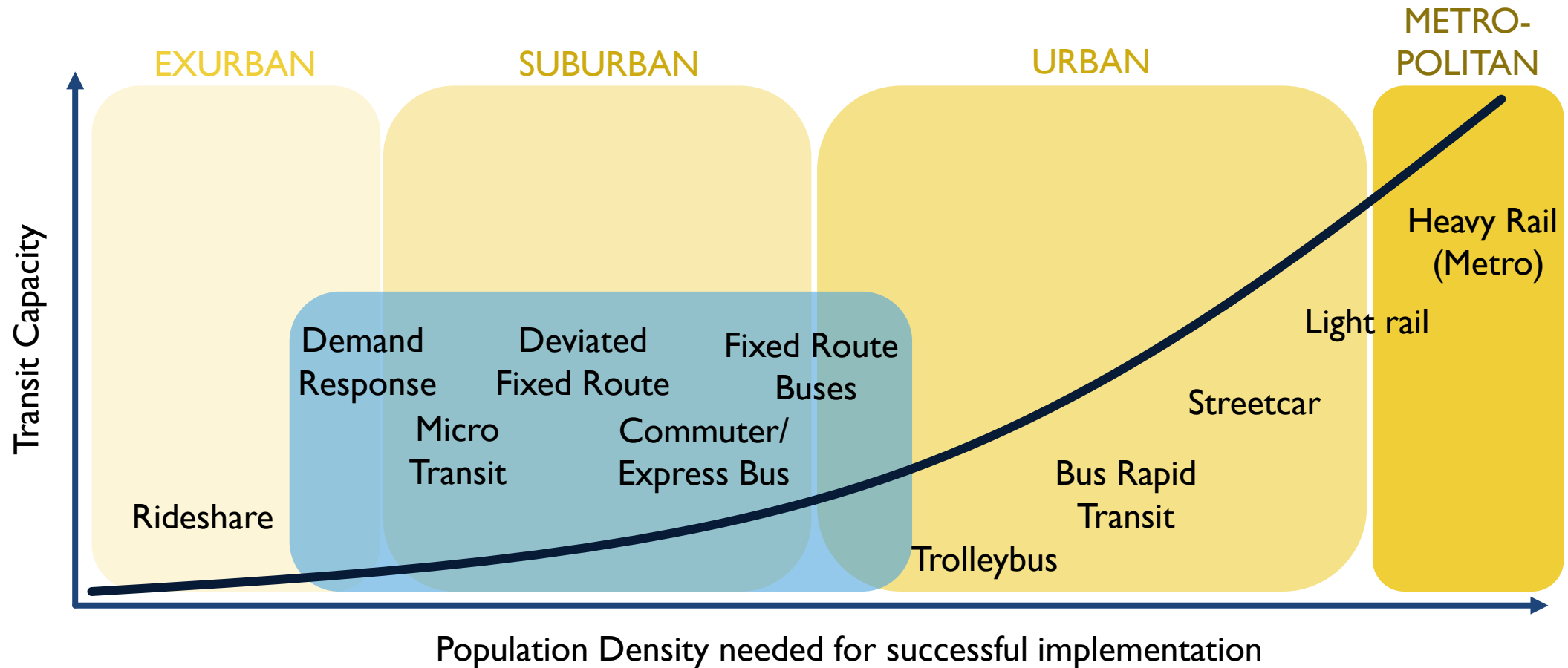


*Microtransit in Wilson, NC*



*Proposed BRT in Raleigh, NC*

# What does transit look like?





# Transit Case Studies

## RIDE (Wilson, NC)



- Corner to Corner
- \$2.50 per trip
- Operates Monday to Saturday
- Booking - app or call center
- 14,200 riders in February 2022

## Smart Shuttle (Morrisville)



- Node to Node
- Free
- Operates all days of the week
- Booking – app only
- 1,695 riders in June 2022

## GoWake SmartRide (NE Wake)



- Any location within certain area
- \$2 to \$4 per trip pre pandemic
- Operates Monday to Friday
- Booking - app or call center
- 556 riders in June 2022

# Scenarios



Joe is a father of two, juggling the hectic schedule of a family of four. Joe and his wife Lisa rely on their two vehicles to accommodate their family's daily schedule, which often requires them to be in two places at once. Unfortunately, Joe recently broke his leg and will be unable to drive for up to three months.



Emily is a 30-year-old single parent, who received a call from her son's school. Her son has a high fever and Emily needs to get him to the nearest healthcare facility quickly. She lives and works near her child's school, but her car is in the shop so she is unable to drive to a doctor's office.



Alex is a 22-year-old late-shift worker at a manufacturing plant. He was asked to work late tonight and will not be able to ride home with his normal carpool.



Jill is a 16-year-old high school student participating in an after-school extracurricular activity to improve her options for getting into college, but faces the challenge of getting home afterward since her parents work late.