

Transforming Public Transit with a Rural On-Demand Microtransit Project

PREPARED BY

North Carolina Department of Transportation



U.S. Department of Transportation
Federal Transit Administration

APRIL
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COVER PHOTO

Courtesy of Via

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Transforming Public Transit with a Rural On-Demand Microtransit Project

APRIL 2023

FTA Report No. 0243

PREPARED BY

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Federal Transit Administration
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U.S. Department of Transportation
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AVAILABLE ONLINE

<https://www.transit.dot.gov/about/research-innovation>

Metric Conversion Table

SYMBOL	WHEN YOU KNOW	MULTIPLY BY	TO FIND	SYMBOL
LENGTH				
in	inches	25.4	millimeters	mm
ft	feet	0.305	meters	m
yd	yards	0.914	meters	m
mi	miles	1.61	kilometers	km
VOLUME				
fl oz	fluid ounces	29.57	milliliters	mL
gal	gallons	3.785	liters	L
ft³	cubic feet	0.028	cubic meters	m ³
yd³	cubic yards	0.765	cubic meters	m ³
NOTE: volumes greater than 1000 L shall be shown in m ³				
MASS				
oz	ounces	28.35	grams	g
lb	pounds	0.454	kilograms	kg
T	short tons (2000 lb)	0.907	megagrams (or "metric ton")	Mg (or "t")
TEMPERATURE (exact degrees)				
°F	Fahrenheit	5 (F-32)/9 or (F-32)/1.8	Celsius	°C

REPORT DOCUMENTATION PAGE

Form Approved
OMB No. 0704-0188

The public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports (0704-0188), 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1. REPORT DATE April 2023		2. REPORT TYPE Final Report		3. DATES COVERED March 2021 – February 2022	
4. TITLE AND SUBTITLE Transforming Public Transit with a Rural On-Demand Microtransit Project				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S) Ryan Brumfield North Carolina Department of Transportation				5d. PROGRAM NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) North Carolina Department of Transportation 1 South Wilmington Street Raleigh, NC 27601				8. PERFORMING ORGANIZATION REPORT NUMBER FTA Report No. 0243	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) U.S. Department of Transportation Federal Transit Administration Office of Research, Demonstration and Innovation 1200 New Jersey Avenue, SE, Washington, DC 20590				10. SPONSOR/MONITOR'S ACRONYM(S) FTA	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Available from: National Technical Information Service (NTIS), Springfield, VA 22161; (703) 605-6000, Fax (703) 605-6900, email [orders@ntis.gov]; Distribution Code TRI-30					
13. SUPPLEMENTARY NOTES [www.transit.dot.gov/research-innovation/fta-reports-and-publications] [https://www.transit.dot.gov/about/research-innovation] [https://doi.org/10.21949/1527656] Suggested citation: Federal Transit Administration. Transforming Public Transit with a Rural On-Demand Microtransit Project. Washington, D.C.: United States Department of Transportation, 2023. https://doi.org/10.21949/1527656.					
14. ABSTRACT On September 1, 2020, the City of Wilson, North Carolina, with support from the North Carolina Department of Transportation (NCDOT) through an Accelerating Innovative Mobility (AIM) FY20 award, replaced its existing fixed route transit system with an on-demand microtransit service called RIDE. Wilson partnered with mobility solutions provider Via Transportation, Inc., to be the City's microtransit provider and expand service coverage and reduce wait times for public transportation riders. The project sought to increase access to jobs, healthcare, and other services in a rural area by expanding RIDE's weekday hours of operation to 5:30 a.m. to 7:00 p.m., from the original 7:00 a.m. to 6:00 p.m. service hours. This report summarizes the development, evolution, and evaluation of the project, highlighting the implementation of expanded service hours along with the project outcomes and lessons learned.					
15. SUBJECT TERMS Rural, on-demand microtransit, City of Wilson, North Carolina Department of Transportation					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT Unlimited	18. NUMBER OF PAGES 113	19a. NAME OF RESPONSIBLE PERSON
a. REPORT Unclassified	b. ABSTRACT Unclassified	c. THIS PAGE Unclassified			19b. TELEPHONE NUMBER

Standard Form 298 (Rev. 8/98)
Prescribed by ANSI Std. Z39.18

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Acknowledgments

The North Carolina Department of Transportation (NCDOT) would like to acknowledge the partnership with the City of Wilson, North Carolina, and Via Transportation, Inc., that helped make the RIDE service successful. Wilson's willingness to try new and innovative approaches has transformed public transit for Wilson's citizens, providing increased opportunities to access jobs, healthcare, and other services. NCDOT would also like to thank the guidance and support the Federal Transit Administration has provided throughout the project.

Abstract

On September 1, 2020, the City of Wilson, North Carolina, with support from the North Carolina Department of Transportation (NCDOT) through an Accelerating Innovative Mobility (AIM) FY20 award, replaced its existing fixed route transit system with an on-demand microtransit service called RIDE. Wilson partnered with mobility solutions provider Via Transportation, Inc., to be the city's microtransit provider and expand service coverage and reduce wait times for public transportation riders. The project sought to increase access to jobs, healthcare, and other services in a rural area by expanding RIDE's weekday hours of operation to 5:30 a.m. to 7:00 p.m., from the original 7:00 a.m. to 6:00 p.m. service hours. This report summarizes the development, evolution, and evaluation of the project, highlighting the implementation of expanded service hours along with the project outcomes and lessons learned.

Executive Summary

The North Carolina Department of Transportation received a Federal Transit Administration (FTA) Accelerating Innovative Mobility (AIM) award to coordinate with the City of Wilson, North Carolina, and Via Transportation, Inc. (Via), to increase access to jobs, healthcare, and other services in a rural area through the city's RIDE service. RIDE was 1 of more than 20 projects funded by FTA's AIM Demonstration Program. The AIM funding expanded RIDE weekday hours of operations to 5:30 a.m. to 7:00 p.m., from the original 7:00 a.m. to 6:00 p.m. This report discusses how the project developed and was implemented, along with project outcomes and lessons learned.

Background

The City of Wilson is located in eastern North Carolina about an hour from the state capital of Raleigh. Wilson has a population of just under 50,000 residents and is considered rural by census definition. Like many rural areas, Wilson faces numerous public transportation challenges, including lack of first/last mile service, low population density, infrequent service, unique trip routing, and budget constraints.

In September 2020, Wilson, in coordination with the North Carolina Department of Transportation (NCDOT), awarded a contract to Via Transportation, Inc. (Via), to be the third-party microtransit provider for the replacement of Wilson's existing fixed route transit system. This new partnership resulted in the launch of the RIDE service, which would greatly improve service coverage and reduce wait times for public transit riders.

Results

RIDE has been successful since its launch, experiencing continued growth even after two years in service and having higher ridership than the previous fixed route service. Performance during the demonstration was the same level of performance seen throughout the life of the project. During the demonstration, RIDE showed an increase in monthly completed rides from 9,000 rides (March 2021) to 14,200 rides (February 2022), an increase of 58%. In addition, RIDE was meeting 94% of demand in March 2021, which rose to meeting 99% of demand in February 2022. The percentage of met demand is the number of ride requests (in passengers) that receive a trip proposal in the rider app divided by the total number of ride requests made (in passengers). For example, if 25 riders made requests for 30 total passengers, of which 29 passengers received a proposal, the met demand would be 96.7% (29/30).

In addition to high ridership levels, rider surveys throughout the demonstration highlighted the benefits to riders from the service. The overall response was

very positive, with riders noting the ability to access work and healthcare more easily, as well as an easier time accessing public transit.

Evolution

Over the course of the demonstration, RIDE began experiencing issues with the length of time it was taking to perform vehicle maintenance, resulting in fewer vehicles in service and increased vehicle downtime. Fewer vehicles in service also increased Estimated Time of Arrival (ETA), decreased quality of service, and decreased ridership. As a result of the length of time it was taking to service vehicles, RIDE introduced a new vehicle provider (Buggy) that expanded access to local vehicle maintenance services, improved vehicle turnaround times, and increased the average weekly number of active vehicles in the fleet. With the addition of Buggy, RIDE service increased from 13 to 27 vehicles.

Via also had numerous engagement and outreach campaigns to learn about rider experience with RIDE during the demonstration. Engagement included:

- Two rider surveys to learn more about the preferences of key rider segments and continue to improve the tailoring of the RIDE service.
- A churned rider campaign to contact riders who have been recently inactive.
- A driver promotion that increased pay rates to incentivize drivers to claim shifts that previously had a low driver supply.

Since the completion of the demonstration, Wilson renewed the contract in September 2022 to continue the service with Via, along with keeping the expanded hours funded by AIM permanently in place.

Evaluation

An independent evaluation was conducted by FTA's independent evaluation team. The team's research questions and interviews were intended to measure whether program goals and objectives were met. Results of this evaluation will be published in a separate report.

During the demonstration, the 5:30–7:00 a.m. weekday expanded hours had 10,341 completed rides and the 6:00–7:00 p.m. weekday expanded hours had 4,347 completed rides, with a combined total of 14,688 completed rides. The expanded hours represented 11% of all the rides taken (131,057) during the one-year demonstration. Rider feedback highlighted a positive response to the expanded service hours with riders noting the ability to access work and healthcare more easily as well as an easier time accessing public transit.

Section 1

Introduction

The City of Wilson is located in eastern North Carolina about an hour from the state capital of Raleigh. Wilson has a population of just under 50,000 residents and is considered rural by census definition. Like many rural areas, Wilson has faced numerous public transportation challenges, including lack of first/last mile service, low population density, infrequent service, unique trip routing, and budget constraints. Transportation issues often ranked as one of the substantial barriers to employment in Wilson and several employers in the city noted concern about transportation options for employees without a vehicle.

The city's original fixed route bus system launched in the 1960s, at a time when the center of employment was in downtown Wilson. Today, much of Wilson's employment is in corporate and industrial parks located throughout the city and not concentrated in the downtown area. The transit system's ridership was declining and its service covered approximately 40% of the area within the city limits. In recent years, the fixed route system primarily connected people to retail, government, and medical services. While the lack of service to employment centers was concerning, additional budget to increase coverage and frequency was out of reach.

Wilson had been studying fixed route transit alternatives for several years and came upon microtransit as a potential option. After discussions with the City Council and press coverage in the local paper, the city decided to do a microtransit pilot but kept a fleet of six buses in case the pilot was not successful, and the city needed to reimplement a fixed route system.

On September 1, 2020, the City of Wilson, in coordination with the North Carolina Department of Transportation (NCDOT), awarded a contract to Via Transportation, Inc. (Via), to be the third-party microtransit provider for the replacement of Wilson's existing fixed route transit system, which only covered a portion of the city with limited frequencies, resulting in long wait times. This new partnership launched the RIDE service, which aimed to greatly expand service coverage and reduce wait times for public transit riders. RIDE also aimed to be more convenient and responsive than the fixed route system as riders could request a trip at any time during hours of operation. A RIDE vehicle would meet the rider at a nearby pickup location and transport them to their destination. Figure 1-1 shows the previous fixed route system map within the city limits, covering only 40% of the municipal limits and operating six fixed routes. Figure 1-2 shows the expanded RIDE service area.

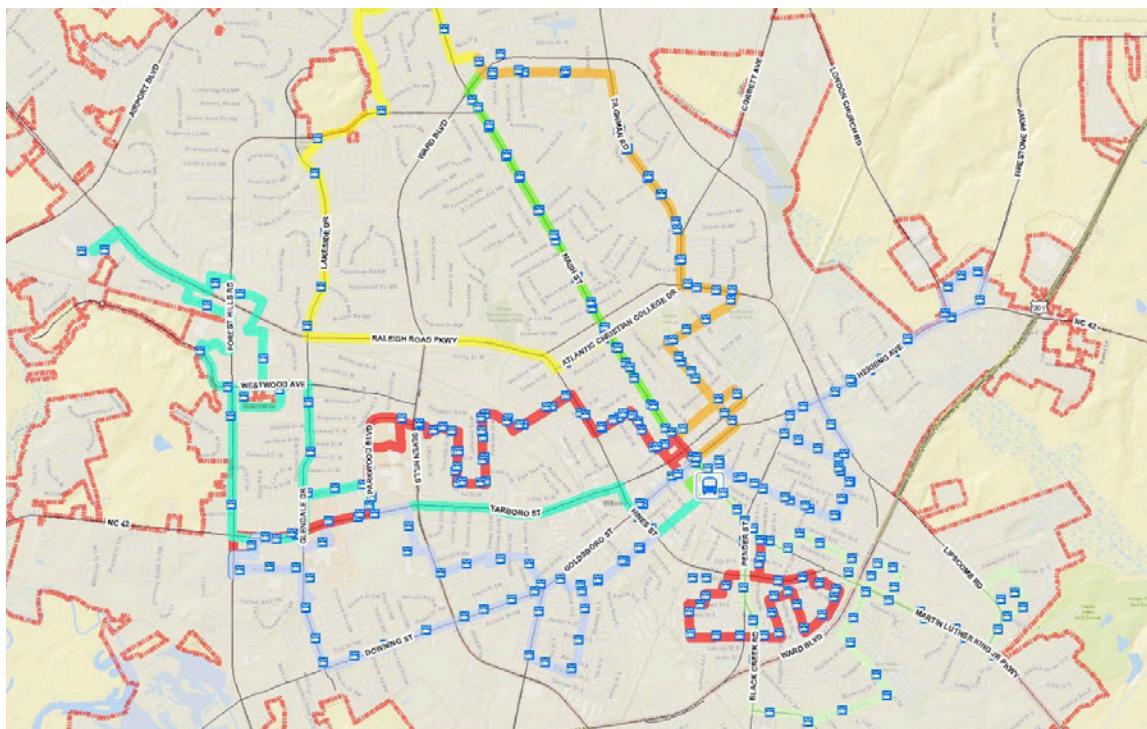


Figure 1-1 Previous fixed route system service area

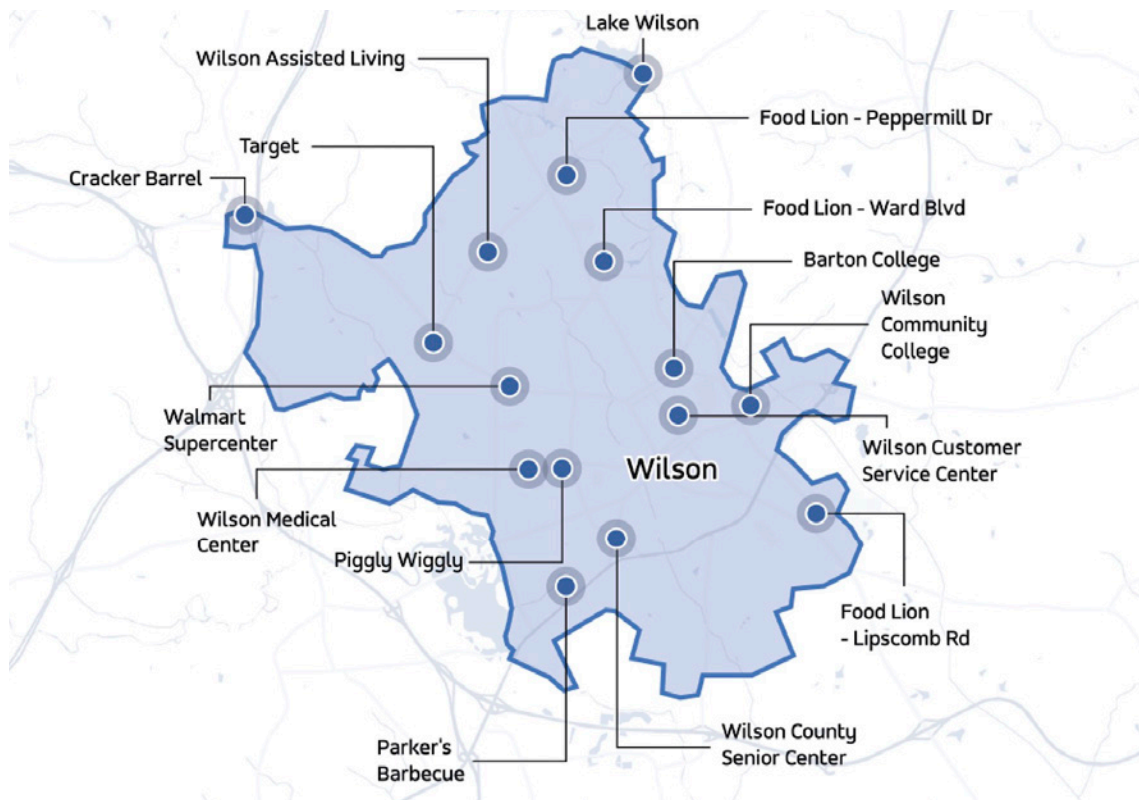


Figure 1-2 Map of RIDE service area

At the time of launch, RIDE provided service between 7:00 a.m. and 6:00 p.m., Monday through Saturday, with each ride costing a \$1.50 flat fare for a single, one-way ride. RIDE also provided discounts for multi-ride bundles, meaning riders could purchase ride credits in bulk and were given additional credits for a total amount greater than what they paid. For example, a rider buying a \$5 ride bundle was given a code that provided \$6 in RIDE trip credits. In addition, if a rider brought an additional passenger, a plus one, on the same trip, the cost of that additional passenger was only \$1. RIDE's service could also accommodate multiple riders on the same trip, based on the number of trips heading in the same direction at the same time. Vehicles and bookings were limited to a capacity of four riders, which has now increased to six riders after the lifting of COVID-19 social distancing practices. RIDE launched with 13 vehicles, including several wheelchair accessible vehicles (WAVs). Figure 1-3 shows Wilson's announcement of RIDE's launch on the City webpage. Additional marketing materials are included in Appendices A, B, and C of this report.

The screenshot shows the Wilson, North Carolina website. The header includes the Wilson logo and navigation links: Residents, Business, How Do I..., Visitors, and Our City. A search icon is also present. On the left, there is a sidebar with links: All Departments, City Services, Have Fun, and Get Involved. The main content area features a 'NEWS LIST' section with a breadcrumb trail 'Residents >'. The featured article is titled 'New Transit Service Starts September 1' and is dated '08/26/2020 1:05 PM'. The article text states: 'RIDE, Wilson's new transit system, will debut on September 1, bringing an innovative, enhanced solution for Wilson's public transit needs, and giving Wilsonians a whole new way to get to work, school and just about anywhere else in Wilson.' It further notes: 'RIDE dramatically improves the flexibility and convenience of using public transportation in Wilson. Pre-launch estimates say riders' time could be cut in half or more with a vastly expanded service territory.'

Figure 1-3 *Announcement of RIDE's launch in September*

Section 2

Project Description

With a goal to improve access to opportunities, especially for households without reliable vehicle access, the City of Wilson along with NCDOT, pursued the Transforming Public Transit with a Rural On-Demand Microtransit Project. The project supports the goals of the Federal Transit Administration (FTA) and the US Department of Transportation's Accelerating Innovative Mobility (AIM) initiative by increasing access to jobs, healthcare, and other services in a rural area. The project proposed using FTA funding to increase service hours by approximately 150 vehicle hours per week, exploring options to adding Sunday service, overnight service, extended hours, and additional peak-hour vehicles.

On August 27, 2020, it was announced that the City of Wilson and NCDOT were awarded \$250,000 in AIM funding to increase service hours. The City of Wilson, NCDOT, and FTA signed a cooperative agreement in February 2021 and the one-year demonstration launched on March 1, 2021, and went through February 28, 2022. The demonstration expanded hours of weekday operation to 5:30 a.m. to 7:00 p.m., from the original 7:00 a.m. to 6:00 p.m. service hours. These expanded hours provided an additional two and a half hours of weekday service. Saturday service hours remained unchanged.

RIDE's service was designed to yield economic benefits and improve quality of life for Wilson's rural businesses and residents by showcasing how public transit providers can support the full transportation needs of a rural area with on-demand microtransit. The demonstration's intended benefits included:

- Improved access for seniors, students, and individuals with disabilities
- Improved equity and accessibility to public transit
- Improved safety and efficiency
- Improved perceptions of public transit and quality of service provided
- Improved access to employment opportunities
- Use of public-private partnerships for demonstration, data sharing, and knowledge transfer

At the beginning of the demonstration, the city's demographics were analyzed, showing that nearly 24% of its residents live below poverty level, 16% of residents have a disability, and 13% of households do not have access to a vehicle. Figures 2-1 through 2-3 compare the demographics of Wilson, Wilson County, and North Carolina with data taken from the American Community Survey (ACS) five-year estimates (2014–2018). In summary, Wilson has a greater percentage of the population living below poverty and without access to a vehicle compared to Wilson County and North Carolina. Both the city and county have greater percentages of populations with disabilities compared to the state.

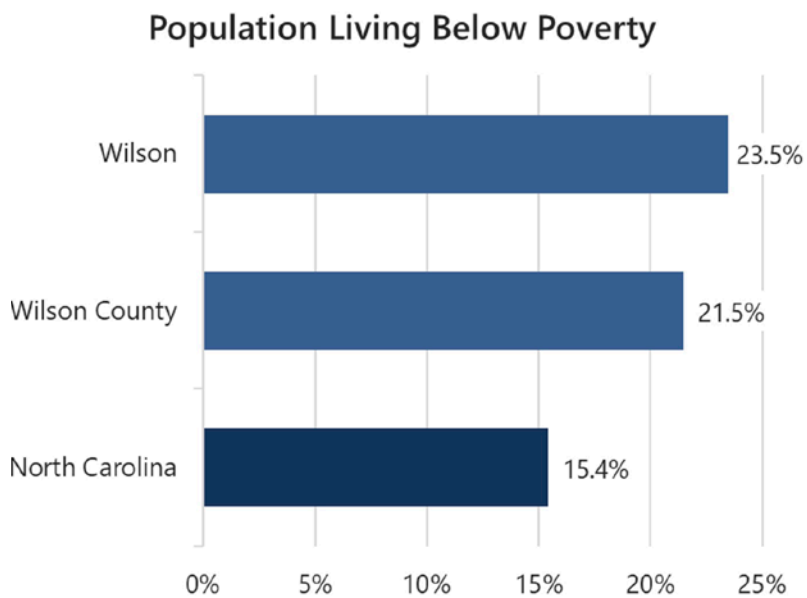


Figure 2-1 Population living below the poverty level

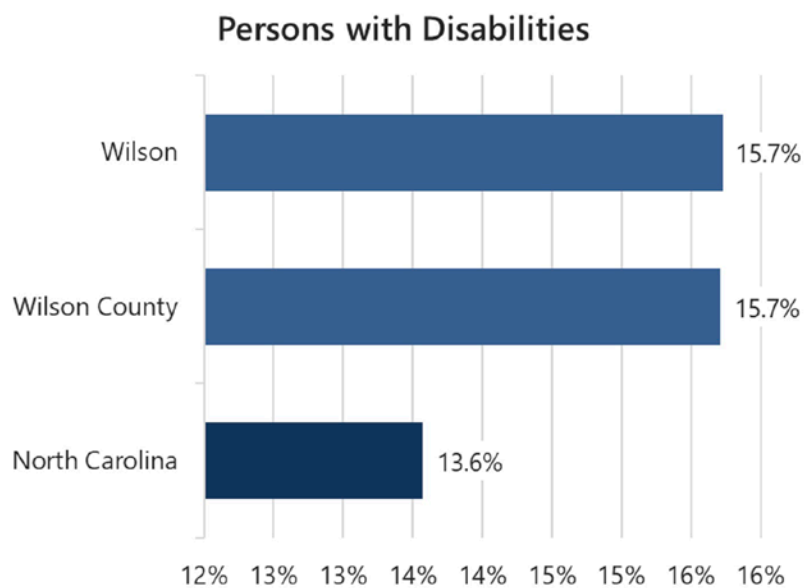


Figure 2-2 Persons with disabilities

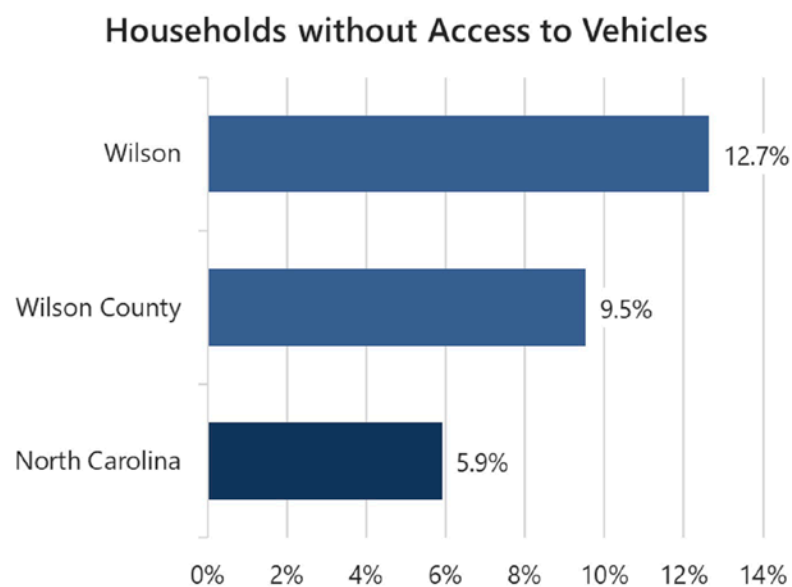


Figure 2-3 *Households without access to vehicles*

The RIDE service area is all within Wilson’s city limits and the areas outside the boundary are not within the city limits. Most of the population within the Wilson area is within the service area, as the land uses outside of the city limits quickly transition to largely agricultural or open space uses. Figures 2-4 through 2-6 highlight the RIDE service area and the highlighted demographics to demonstrate that RIDE serves the following populations:

- Population living below poverty
- Zero-vehicle households
- Persons with a disability

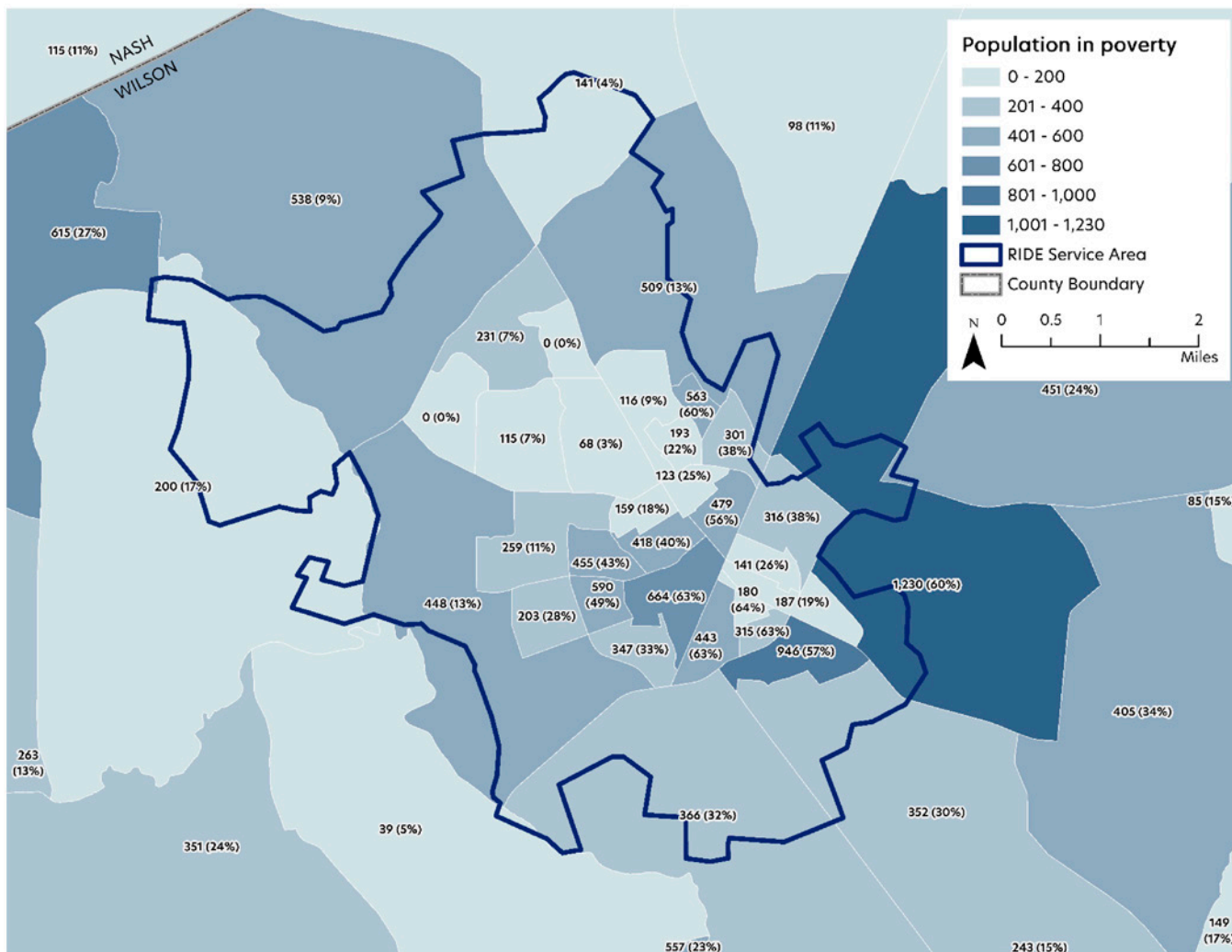


Figure 2-4 Population living below poverty

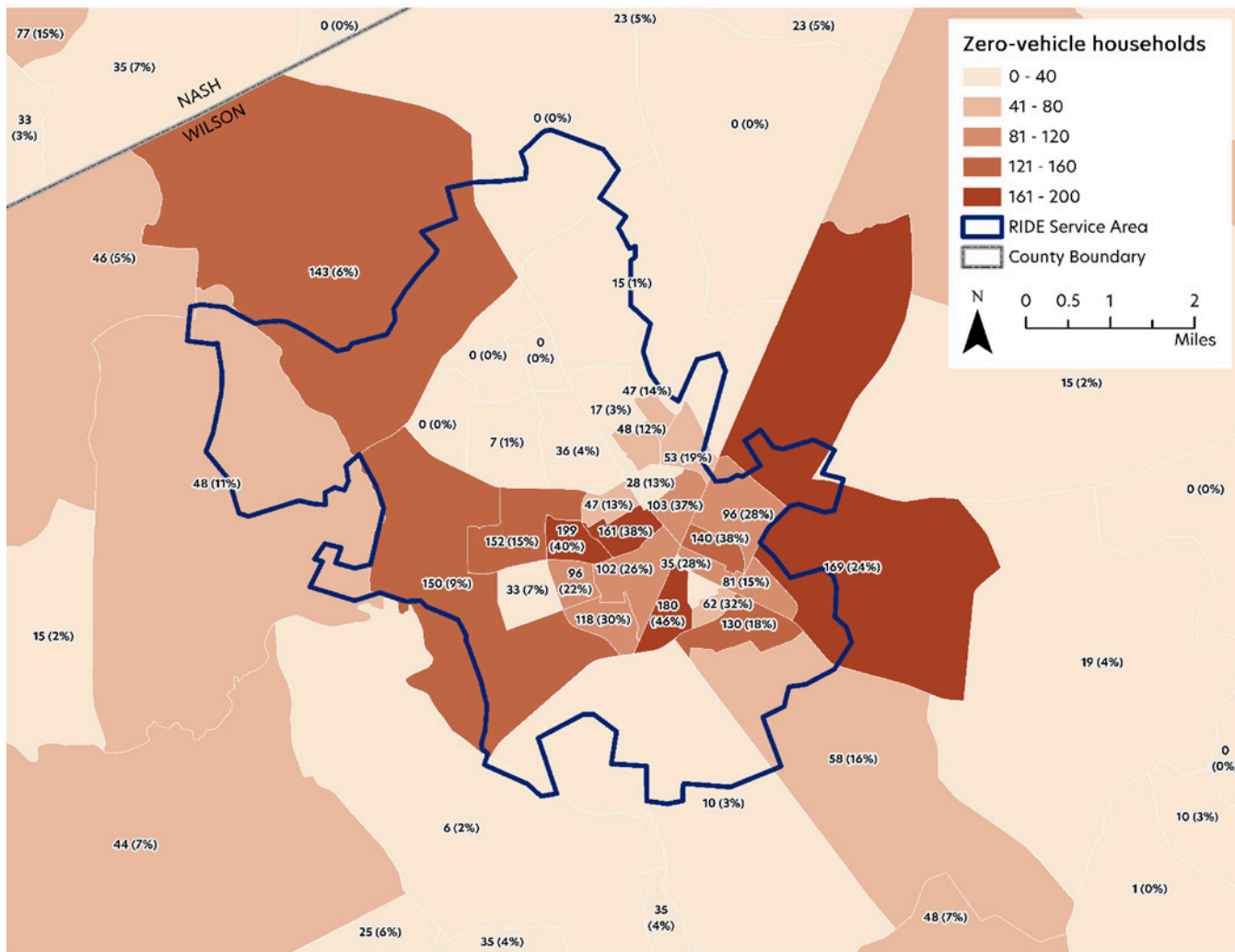


Figure 2-5 Zero-vehicle households

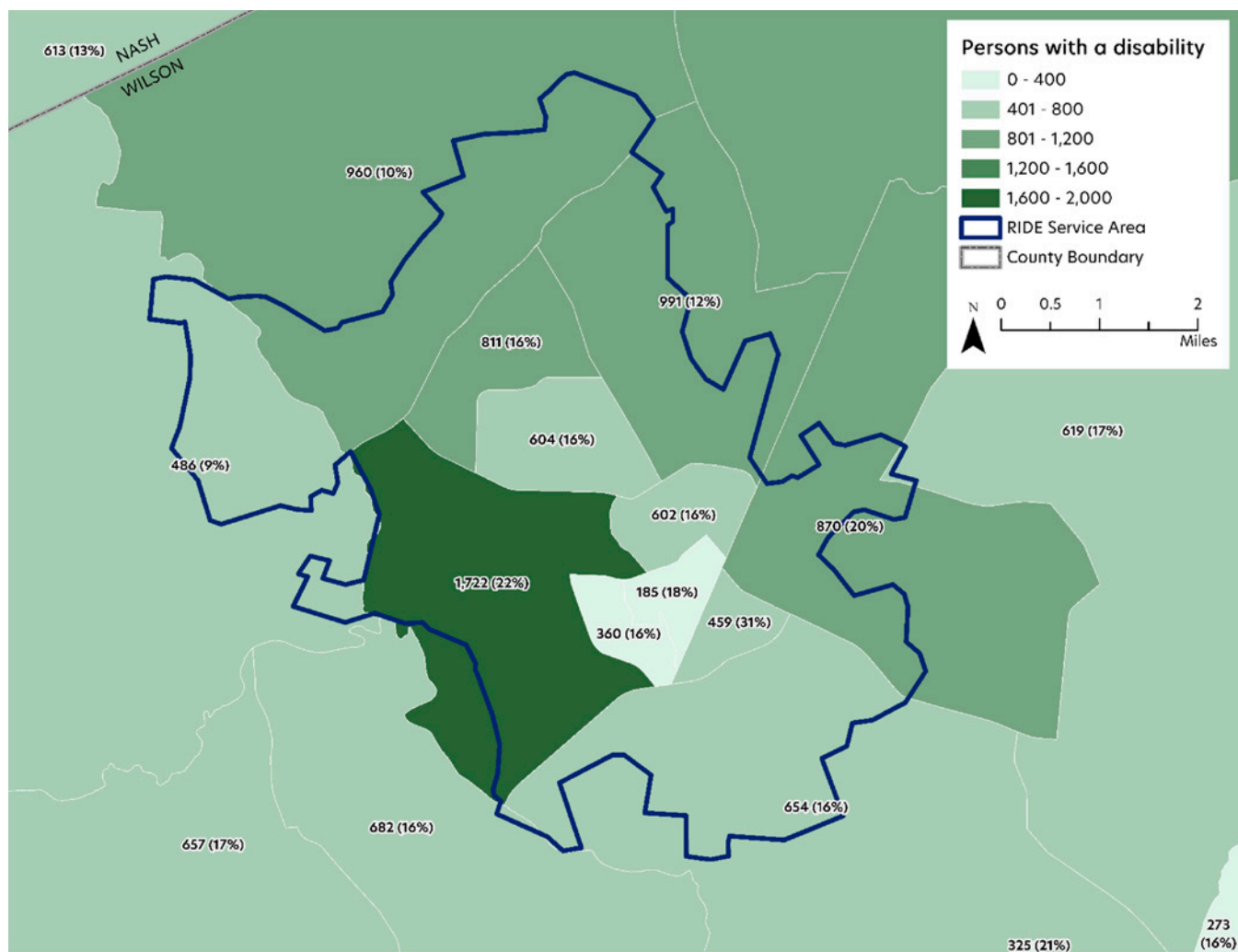


Figure 2-6 *Persons with a disability*

Section 3

Project Evolution

This section describes how components of the RIDE service have changed since launch and during the demonstration.

Workforce Transition

As Wilson's fixed route service ended, there were seven full-time operators employed. In preparing for the transition to microtransit, Via held several sessions for these operators to explain Via's driver platform and employment opportunities. Via's operators are employed as independent contractors rather than as employees of Via. In addition to the opportunities to become operators with Via, the city encouraged operators to apply for open city positions. Of the seven fixed route operators, one chose to drive with Via, one chose to transfer to another city division, and the remaining five chose to be laid off, thus receiving unemployment benefits.

Vehicle Partners

RIDE launched with 13 vehicles in September 2020, which were all provided by a single vehicle partner (Avis). Avis did not have any local service providers to perform routine maintenance and/or needed repairs on the RIDE vehicles, so all vehicle maintenance was performed an hour away from Wilson. During the spring of 2021, RIDE began experiencing issues with the length of time it was taking for maintenance, even routine maintenance such as oil changes. Anecdotally, Wilson reported that vehicles could sit for several weeks before being picked up for service, which would then take several additional weeks to be completed.

As a result of vehicle maintenance occurring an hour away from Wilson, there were fewer vehicles in service and increased vehicle downtime. RIDE's operators noted issues with vehicle availability; they might show up for a shift and not have a vehicle available to complete their shift. Fewer vehicles in service also increased ETA, decreased quality of service, and decreased ridership. For example:

- The week of April 11, 2021, had a weekly ridership of 2,300 and an ETA of approximately 16 minutes.
- The week of June 20, 2021, had a weekly ridership of 2,100 and an ETA of approximately 26 minutes.
- The week of August 15, 2021, had a weekly ridership of 1,800 and an ETA of approximately 31 minutes.

Via worked with Avis to increase the number of RIDE vehicles from 13 to 19 in the summer of 2021, though the issue of maintenance taking too long persisted.

Anecdotally, Wilson reported sometimes having only 8 vehicles operational out of the fleet of 19.

Via tried to address the maintenance issues with Avis, but as the problems persisted even with an increased fleet size, Via looked to bring in a new vehicle partner (Buggy) that they already worked with in other markets. On September 22, 2021, Via introduced Buggy as their new vehicle partner. The new partnership increased the fleet size from 19 to 27 vehicles. Buggy also provided expanded access to local vehicle maintenance services that aimed to improve turnaround times and increase the average weekly number of active vehicles in the fleet. Almost immediately, ridership increased and ETAs decreased, as shown in Table 3-1.

Table 3-1 *Change in Requests, Rides, and Average ETA after the Introduction of Vehicle Partner Buggy*

	Week of 9/26/21	Week of 10/04/21	Week of 10/11/21	Week of 10/18/21	Week of 10/25/21
Requests	3,629	3,532	3,547	3,551	3,867
Rides	2,248	2,273	2,585	2,655	3,060
ETA (in minutes)	27.5	25.1	19.1	16.8	11.8

At the end of 2021, RIDE's total rides per quarter increased from approximately 28,000 in calendar year Quarter 3 to approximately 38,000 in calendar year Quarter 4. The average ETA also decreased from 25 minutes in calendar year Quarter 3 to 18 minutes in calendar year Quarter 4.

Engagement and Outreach

Via has conducted numerous engagement and outreach campaigns to learn about rider and driver experiences with RIDE.

Rider Surveys

Via conducted a rider survey between May 26 and June 10, 2021, that was released through the Via app and had 69 responses (full results shown in Appendix D). Of the survey respondents, 28% noted the desire to see decreased wait times. The responses aligned with the timeframe of the third-party vehicle partner issues that were observed and provided insight into long wait times noted by riders.

Via conducted another survey from November 21 to December 21, 2021, that was released through the Via app and received 91 responses (full results shown in Appendix E). The survey asked about riders' demographic data and their experience with RIDE. The goal of the survey was to learn more about the

preferences of key rider segments and continue to improve tailoring the RIDE service to them.

Churned Rider Campaign

On October 26, 2021, Via launched a churned rider campaign. A churned rider is a rider who has not completed a trip within seven days. The aim of the campaign was to contact riders who had been recently inactive; messages were sent to riders if no rides were completed seven days after their last ride. Since the debut of the churned rider campaign, an email has been sent to 651 churned riders and was opened by 277 riders (43%), and push notifications have been sent via the app to 552 riders and was engaged by 48 riders (9%).

Driver Campaigns

Via responded in various ways to address RIDE service issues that were caused by a lack of drivers. In the summer of 2021, there was low driver supply on Saturdays, so for six weeks from mid-August through September, Via offered a driver promotion that increased pay rates to incentivize those who claimed Saturday shifts. Soon after this promotion, Via also launched a new driver acquisition campaign to expand the pool of driver partners available to operate the service during calendar year Quarter 4 in 2021. During calendar year Quarter 4, 34 new drivers registered in the platform who had the ability to claim shifts, with 26 of those new drivers claiming a shift and completing at least one ride. Since the big acquisition push at the end of 2021, Via has maintained a large and stable pool of drivers, therefore slowing the acquisition efforts.

Since the launch of the RIDE service, Via has also held in-person driver partner roundtables periodically to provide a forum to discuss the RIDE driver experience with Via team members and offer feedback. One was held during calendar year Quarter 4 of 2021 and another was in October 2022 to celebrate two years of service, thank the drivers and answer questions, and receive feedback about the service.

Campaign to Reach Riders Who Had a Negative Experience

Via ran an email campaign during calendar year Quarter 4 of 2021 that went out to riders who had a negative experience (such as a long ETA) and did not ride again to incentivize them to re-engage with RIDE. The email offered two free rides for riders who answered questions about their negative experience. The email was sent to 254 riders and opened by 69 (27%). Fifty-six riders (22%) responded saying they would be open to a phone call for a \$10 gift card. A handful of riders were then called and interviewed about their experience.

Section 4

Project Evaluation

As required by federal public transportation law for demonstration projects receiving FTA Public Transportation Innovation funding, an independent evaluation was completed for this project according to 49 U.S.C. § 5312(e)(4). The RIDE demonstration was evaluated using a robust qualitative and quantitative evaluation approach. The quantitative aspect relied on a combination of user surveys, ridership data, and system data defined in the logic model containing the following elements:

- Project Goals
- Evaluation Hypothesis
- Performance Metrics
- Data Elements
- Data Sources

Results of this independent evaluation will be published in a separate report.

As quantitative data was provided by Via monthly, this section highlights key metrics during the demonstration period of March 1, 2021, through February 28, 2022, along with highlighting RIDE's performance since its launch in September 2020.

Key Metrics

The demonstration expanded hours of weekday operation to 5:30 a.m. to 7:00 p.m. from the original 7:00 a.m. to 6:00 p.m. service hours. These expanded hours provided an additional two and a half hours of weekday service. Over the demonstration, the 5:30–7:00 a.m. weekday expanded hours had 10,341 completed rides and the 6:00–7:00 p.m. weekday expanded hours had 4,347 completed rides, with a combined total of 14,688 completed rides.

Table 4-1 shows the total number of completed rides and the average monthly metrics for the two and a half hours funded during the demonstration.

Table 4-1 Monthly Average RIDE Performance during Expansion Hours

	Monday–Friday (5:30–7:00 a.m.)	Monday–Friday (6:00–7:00 p.m.)
Completed Rides	861	362
Average Utilization	4.0	2.2
Percent of Demand Met	97.4	92.2
Average ETA (in minutes)	18.7	14.9
Unique Riders	143	157

Table 4-2 highlights RIDE’s performance during the demonstration for expanded hours only and for all service during that period, compared to RIDE’s performance since inception.

Table 4-2 *RIDE’s Performance*

	Expanded Hours During Demonstration (3/1/2021–2/28/2022)	All Service During Demonstration (3/1/2021–2/28/2022)	All Service Since Launch (9/1/2020–12/31/2022)
Rides Taken	14,688	131,057	346,881
Average Utilization	3.1	3.6	3.8
Percent of Demand Met	94.8	96.0	97.0
Unique Riders	3,603	3,345	8,192

RIDE’s performance overall during the demonstration was similar to performance seen throughout the life of the project, as shown in Figure 4-1 and Figure 4-2. During the demonstration, RIDE showed an increase in monthly completed rides from 9,000 (March 2021) to 14,200 (February 2022), an increase of 58%. In addition, RIDE was meeting 94% of demand in March 2021, which rose to meeting 99% of demand in February 2022.

However, Figure 4-1 shows a slight decline in ridership and the percent of demand met between May 2021 and September 2021. This decline occurred when RIDE experienced long vehicle service times with the original vehicle partner (Avis) that resulted in fewer vehicles being in service and increased downtime. This led to an increase in average system ETAs due to a lack of RIDE vehicles to respond to requests. Buggy was brought onboard as a new vehicle partner in September 2022 and added 8 vehicles to the fleet, bringing the total fleet size to 27. In addition, the introduction of Buggy helped to remove vehicle supply constraints and provided a quick turnaround for small vehicle maintenance issues. In the months following the addition of Buggy, RIDE continued to see an increase in ridership and a decrease in ETA.

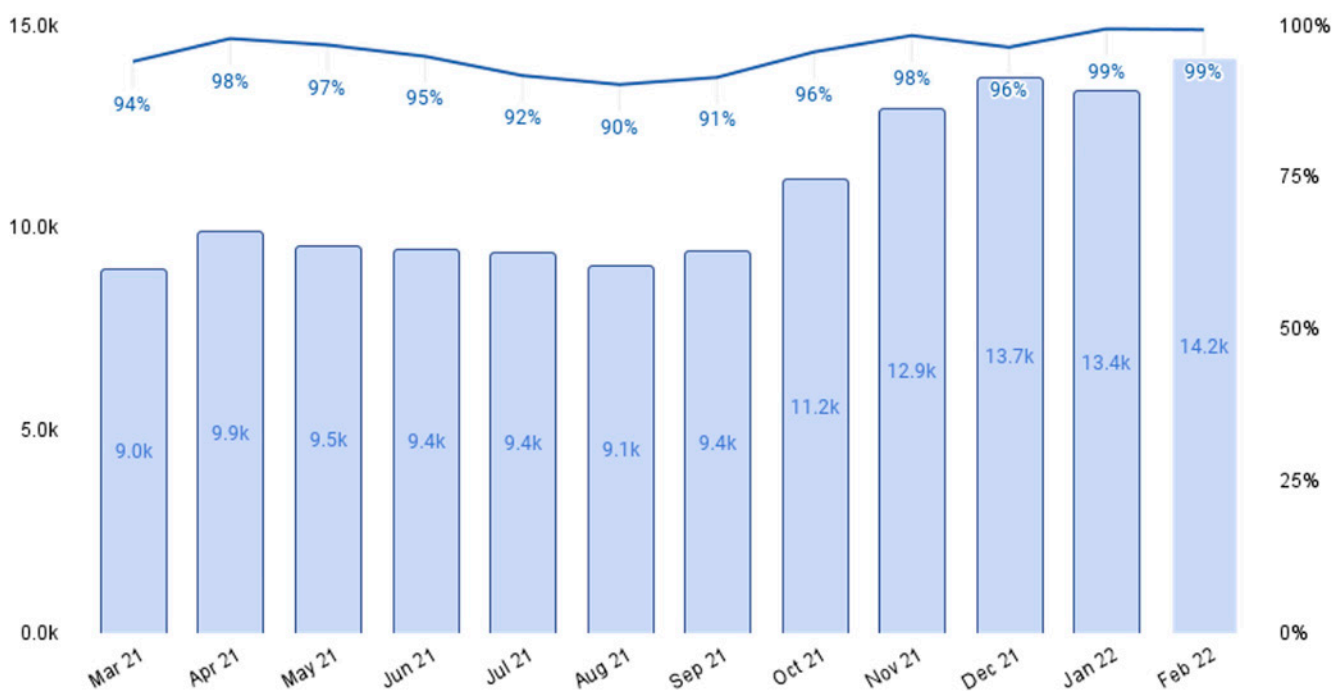


Figure 4-1 Monthly completed rides and met demand (March 2021 – February 2022) during demonstration

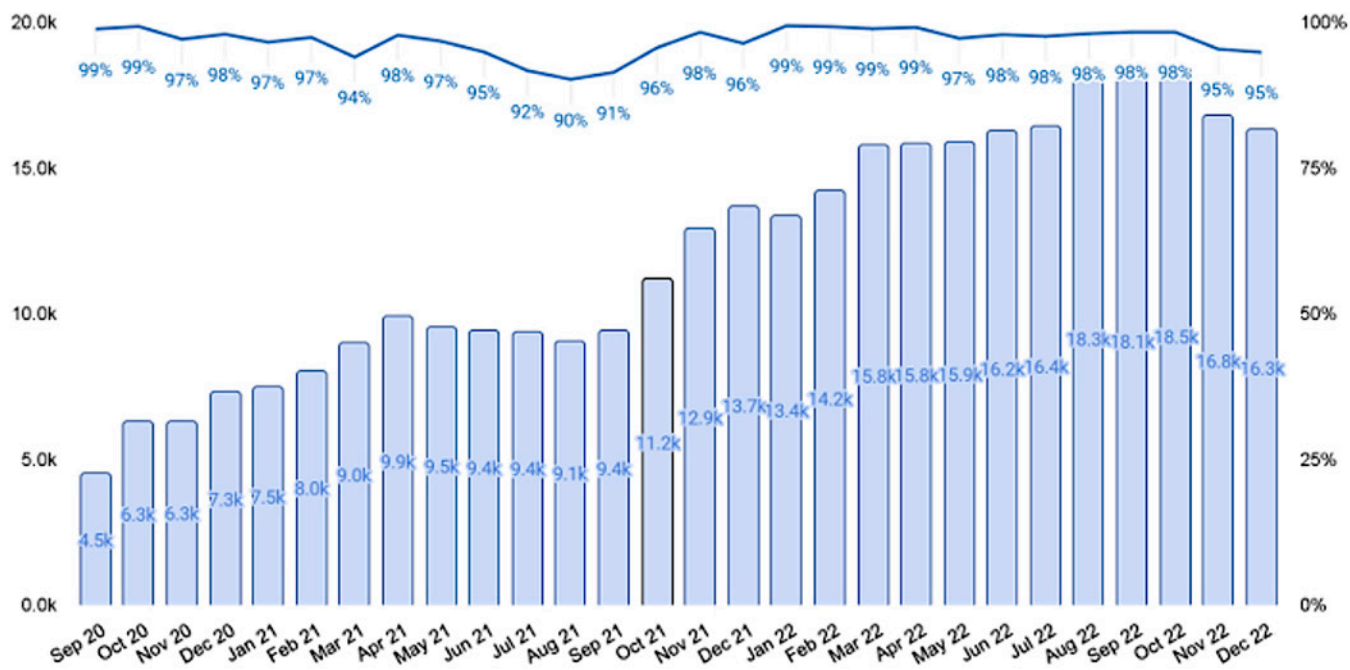


Figure 4-2 Monthly completed rides and met demand rate since RIDE launch (September 2020 – December 2022)

Figure 4-3 and Figure 4-4 show how ETA fluctuated throughout the demonstration but was highest in August 2021 and decreased after that with the introduction of new vehicle partner Buggy. ETA also began to level out and stabilize in the last few months of the demonstration. Since RIDE's launch, the average ETA increased overall until August 2021, after which it began to decrease and has stayed consistent at 19-20 minutes since the summer of 2022.

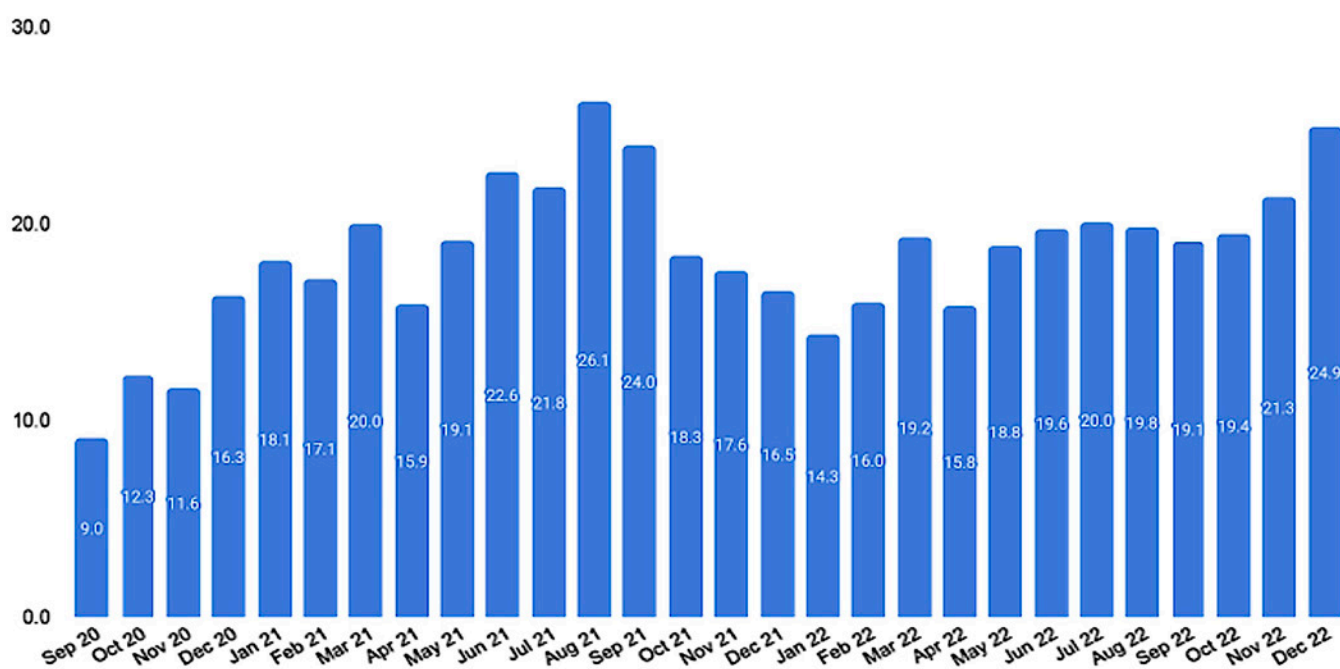


Figure 4-3 Monthly average ETAs since launch (September 2020 – December 2022)

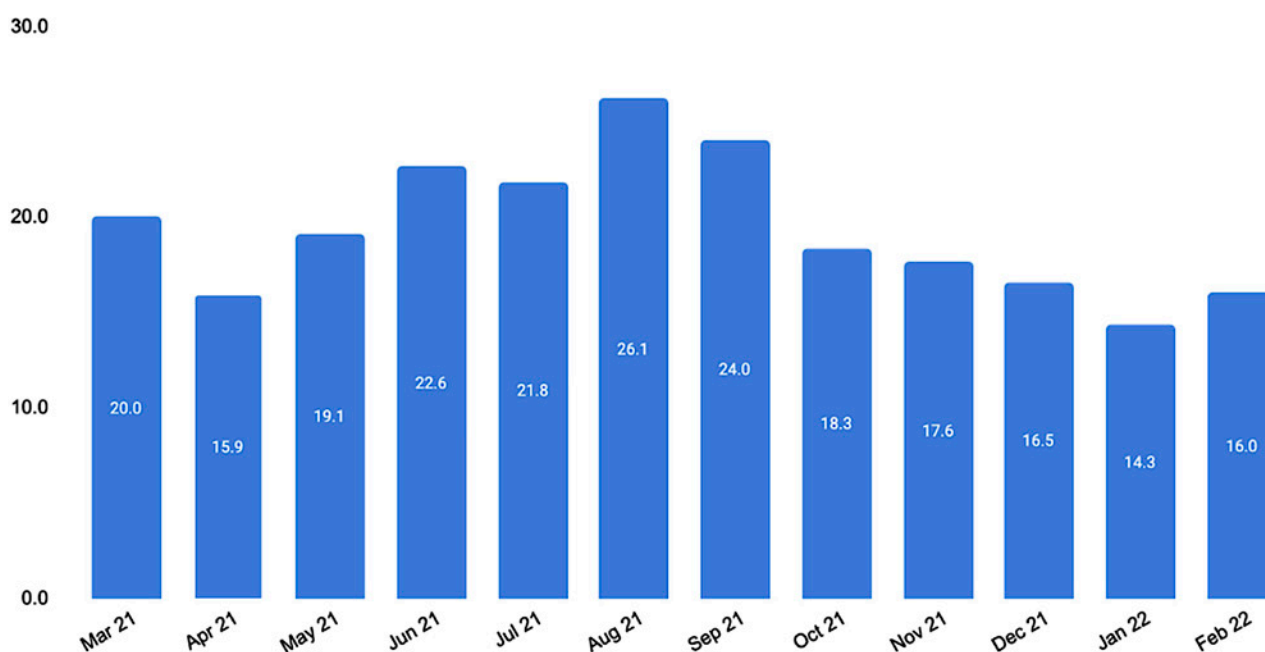


Figure 4-4 Monthly average ETAs (March 2021 – February 2022)

Project Benefits

RIDE’s intended benefits included:

- Improved access for seniors, students, and individuals with disabilities
- Improved equity and accessibility to public transit
- Improved safety and efficiency
- Improved perceptions of public transit and quality of service provided
- Improved access to employment opportunities
- Use of public-private partnerships for demonstration, data sharing, and knowledge transfer

Rider surveys conducted during the demonstration show how those benefits were being achieved. The rider survey between May 26 and June 10, 2021 (full results shown in Appendix D), asked how RIDE’s expanded service hours impacted the rider’s life. The overall response was positive with riders noting the ability to access work and healthcare more easily and an easier time accessing public transit. A sample of rider responses included:

- “Its alot better than the transportation we had before it's a major help being able to get around alot more than I did before using the old transportation it's a blessing.”
- “I get off at 6, three days per week and it helps me with getting home after work.”

- “I’m no longer late to work.”
- “Able to get to & from early or late Dr.s appointments.”
- “More convenient to have a ride outside of the normal business hours.”
- “Gave me one less day of walking into work.”

The survey also highlighted how riders depend on the service to make needed trips, as 87% of respondents noted the lack of a personal vehicle available to use for commuting or running errands. When asked how they would have made their most recent trip on RIDE if service was not an option, answers included:

- 27% of responding riders noted using a taxi or other rideshare
- 24% of responding riders noted walking, cycling, or using a wheelchair
- 18% of responding riders noted getting a rider from someone they knew
- 17% of responding riders noted not making the trip

Via conducted another rider survey between November 21 and December 21, 2021 (full results shown in Appendix E), that provided additional insights into the benefits of RIDE. Of the 91 respondents:

- 57% reported annual incomes below \$25,000
- 73% identified as a woman
- 80% identified as minorities
- 86% did not have access to a personal vehicle
- 94% noted that they would be disappointed if they could no longer use RIDE services
- 57% said affordability was their main reason for riding
- 63% said RIDE has had an economic impact on their home or business

When asked what benefits riders have seen from using RIDE, respondents could select all answers that applied and answers included:

- 74% noted saving money
- 40% noted reduced commute/travel time
- 33% noted commuting/traveling more often
- 23% noted better access to employment opportunities

Elaborating on the question of benefits that riders have seen from using RIDE, rider responses included:

- Being blind, the lack of transportation (that Ride provides) is just as debilitating as many people's disabilities. One of the first questions on applications is do you have a dependable source of transportation.”
- “I use it to go back and forth to work when I otherwise wouldn't have a way. I also use it to go out and buy my groceries instead of paying more for it to be delivered.”

- “I use ride to go grocery shopping and taking my kid to school and daycare.”
- “I have the flexibility of not having to wait an hour to go and come as I need to.”
- “I use ride for many purposes. Work, appointments, errands etc. It has become a reliable resource when other transportation can’t be obtained.”
- “I save money by paying when 1.50 than paying \$11 or \$12 for a cab.”



Figure 4-5 RIDE at COVID-19 vaccination clinic

Section 5

Conclusions, Lessons Learned, and Recommendations

In September 2020, the City of Wilson fully replaced its existing fixed route transit system with third-party microtransit provided by Via Transportation, Inc. (Via). It was a two-year contract that ended in September 2022 with three, one-year optional renewals. In September 2022, Wilson renewed the contract for an additional year.

The RIDE service launched with hours of operation from 7:00 a.m. to 6:00 p.m., Monday–Saturday. Looking for a way to increase service hours that contributed to the intended benefits of RIDE, including improved access to employment opportunities and improved accessibility to public transit, Wilson and NCDOT sought AIM Demonstration Funding. The \$250,000 in awarded funding allowed for expanding hours of operation to 5:30 a.m. to 7:00 p.m., Monday–Friday, from the original 7:00 a.m. to 6:00 p.m. service hours. These expanded hours provided an additional two and a half hours of service, allowing RIDE to start an hour and a half earlier and end an hour later Monday–Friday. Saturday service remained unchanged.

While there were challenges to overcome throughout the year-long demonstration period and since the launch of RIDE, Wilson has seen tremendous success in the RIDE service. In a July 2022 NPR article,¹ the City reported that RIDE averaged 3,700 trips a week compared to 1,400 riders its previous fixed route system averaged during a typical week, pre-COVID.

The City of Wilson’s successes have been recognized with several awards including:

- America’s Transportation Award for “Best Use of Innovation and Technology” from the Southeastern Association of State Highway and Transportation Officials, August 2021
- The 2021 Marvin Collins Outstanding Planning Award – Advancing Equity from the North Carolina Chapter of the American Planning Association, September 2021
- Focus Technology for the American Association of State Highway and Transportation Officials’ (AASHTO) Innovation Initiative, 2021

By being willing to innovate, Wilson continues to support RIDE’s intended benefits of promoting equitable accessibility to transit and providing opportunities for its citizens to access employment, healthcare, and other daily needs.

¹ <https://www.npr.org/2022/07/19/1111765630/on-demand-shuttles-have-replaced-buses-in-a-small-north-carolina-town> Agency Safety Plan Final Rule. § 673.5, Definitions.

Challenges, Lessons Learned, and Recommendations

During the year-long demonstration and since the launch of RIDE, the City of Wilson, NCDOT, and Via have experienced challenges and successes that helped to improve the service and offer insights for other agencies contemplating a change to microtransit. Broadly, the challenges, lessons learned, and recommendations can be grouped into two categories—operations and funding—which are discussed in more detail below.

Availability of vehicle partners in smaller markets. RIDE started with a single vehicle partner (Avis) that only performed maintenance in a city an hour away from Wilson. The lack of local maintenance resulted in fewer vehicles being in service, increased ETA, decreased quality of service, and decreased ridership. A new vehicle partner (Buggy) was introduced in September 2021 that added vehicles to the fleet and expanded access to local vehicle maintenance services within the city. With the introduction of Buggy, RIDE saw improved vehicle turnaround times for maintenance issues and an increased average weekly number of active vehicles in the fleet.

If smaller municipalities or transit agencies seek to implement microtransit offered by a third-party provider, they should consider the availability of vehicle partners within the area and whether those partners are able to service vehicles locally.

Availability of drivers for all service hours. With the introduction of a third-party provider, the RIDE service relied on contracted drivers. Throughout the demonstration, RIDE had trouble staffing off-peak times, including early morning hours, afternoons, and weekends, and certain days of the week, such as Mondays and Saturdays. Via initiated several driver promotions that offered increased pay or weekly bonuses during the days and times that were difficult to staff. In addition to staffing difficulties for specific service hours, there were times when staffing was more difficult than anticipated, resulting in Via offering higher wages and sign-on bonuses for drivers. Discussions at monthly check-in meetings as to reasons for the difficulty in hiring drivers related to the possibility of a limited driver pool within Wilson and the need for increased pay to remain competitive. It should be noted that the demonstration (March 1, 2021 – February 28, 2022) fell during a time of low unemployment and high wages nationwide.

If several municipalities or transit agencies within a smaller region seek to implement microtransit through a third-party provider, they should take into account the availability of drivers within the region as a whole. Depending on the proximity of the municipalities or transit agencies to one another, the possibility of competition to find and retain drivers for similar services offered by each entity should also be considered.

Establish reporting protocols for accidents/incidents/complaints. After a minor accident during the demonstration, Wilson noted the desire to have established policies and procedures for reporting and tracking accidents and incidents. Agencies interested in a similar service should consider establishing protocols prior to the start of service that could include how driver partners report any accidents or incidents, such as who to contact, what reports should be filled out, and the timeframe for reporting to the service provider. Protocols could also specify how and when the service provider reports that information to the transit agency or municipality. Wilson also desired to have documentation for reporting and responding to customers complaints, which could be included in the accident and incident report protocols as well.

Establish protocols for routine driver education. For the RIDE service, it has been helpful to maintain ongoing driver education to remind drivers of service policies or to provide regular training opportunities. For example, drivers were reminded that the RIDE service is corner-to-corner after questions arose about potentially providing door-to-door service for customers without accommodations for that service.

Agencies should consider how ongoing driver education and communication will be offered by the third-party provider.

Planning for federal transit requirements. Wilson's transit fleet that was used prior to RIDE service was mostly at or nearing the end of useful life, and the city is in the process of disposing of vehicles with a federal interest. Other agencies interested in a third-party provider should think about asset disposal for items such as vehicles, buildings, and so on that have a federal interest.

Incorporation of federal requirements such as drug/alcohol testing, safety and training, and ADA (Americans with Disabilities Act) should also be considered prior to using a third-party provider.

Accounting for changing costs and service needs. RIDE launched in September 2020 during the unprecedented times of the COVID-19 pandemic, which has impacted service in its first two years in ways that could not have been expected. At times, RIDE had difficulty hiring enough drivers, perhaps due to low unemployment rates and higher labor costs, which led to the need to pay higher wages and offer bonuses or additional pay incentives to serve all service hours. In addition, in 2022, inflation soared and gasoline prices reached an all-time high, leading to higher operational costs. RIDE launched with a single ride fare of \$1.50 but proposed a fare increase in September 2022 to \$2.50 per ride. While drastic changes in economic conditions cannot be predicted, agencies interested in third-party providers should bear in mind costing fares that can absorb changes within the first several years to prevent needing to increase fares while the service is still relatively new.

In spite of unprecedented economic conditions, RIDE has been successful and continues to experience growth in the number of rides each month, even after two years of service. The success and continued growth have resulted in the need for additional vehicles and vehicle hours to meet demand and maintain similar service levels in the percent of demand met and the ETA. While additional funding is required to maintain a similar level of service, RIDE has been unable to further extend service hours to later in the evening, which was a comment received from some customers, particularly those working later hours. Agencies interested in a similar service should also account for adapting to changing demand in the first few years and how that will impact costs, but also consider future service goals and the level of funding needed to meet those goals.

Availability and type of permanent non-local funding. Wilson's launch of the RIDE service in September 2020 was a permanent transition away from its previous fixed route transit system. While the RIDE service is mostly covered using the same budget that was used for the fixed route system, there is increased cost for the RIDE service, which could continue to rise as demand grows and other costs increase. The demonstration funds are for short-term applicability, but there are limited permanent non-local funding opportunities for operating microtransit services. In addition to looking into permanent funding streams, agencies should consider any capital needs for microtransit and how to fund those facilities, as they may not be eligible under traditional transit capital funding. For example, Wilson provides a municipal parking lot for vehicle storage, but other agencies may not have that available and it would be an additional cost.

While there may be a few non-local operating funding opportunities, agencies interested in a similar service should weigh all funding options available to them. These could include administration funding or other non-local funding programs that could be applied, such as nonprofit funds for transportation to meet the needs of seniors or persons with disabilities.

Partnership between NCDOT and the City of Wilson. The partnership between NCDOT and the City of Wilson was instrumental to the success of this microtransit project. First, the Integrated Mobility Division (IMD) within NCDOT led the development of the AIM application to secure the federal funding for the demonstration. In that effort, IMD led all local coordination necessary to prepare the award submission to FTA. IMD also led the entry of all required award information in FTA's Transit Award Management System (TrAMS). Following the execution of the TrAMS award, IMD continued providing the regular project oversight required by FTA. That oversight included completing the Milestone Progress Reports and Federal Financial Reports in compliance with federal guidelines and deadlines. NCDOT reviewed all project invoicing

to ensure compliance with applicable program-specific guidelines for AIM grant expenditures. Additionally, IMD staff supplied technical support to city staff during the entire demonstration in subject areas ranging from funding and award oversight to individual project details to contracting for the operation of the microtransit service.

NCDOT has also served as an important partner to connect the demonstration and the City of Wilson with other communities and transportation networks across the state to share information about the project's implementation.

Several presentations were made in communities throughout North Carolina highlighting the process for acquiring funding, lessons learned, and steps necessary for project success.

As noted by **Ryan Brumfield, director of NCDOT's Integrated Mobility Division**, "The City of Wilson's RIDE service has greatly improved the quality and availability of public transportation in Wilson, leading to improved mobility and connectivity for Wilson residents. The project has helped NCDOT, the North Carolina transit community, and other states see the tremendous value and benefits of on-demand mobility, particularly in communities with a high percentage of transportation disadvantaged residents. The success of Wilson's project and resulting expansion of on-demand services by other transit systems in the state has accelerated progress toward NCDOT's vision of having equal access to opportunities for all residents."



Appendix A

RIDE Marketing Flyer



Launching September 1: Try RIDE, Wilson's brand new public transit service.

No more waiting for the bus –
book a RIDE on your phone
and get picked up in minutes.
Enjoy **10 free rides** in September!

*Expires 09/30/2020. New users only. This offer may be
revoked or altered at any time at Via's sole discretion,
and these terms are subject to change at Via's sole discretion.



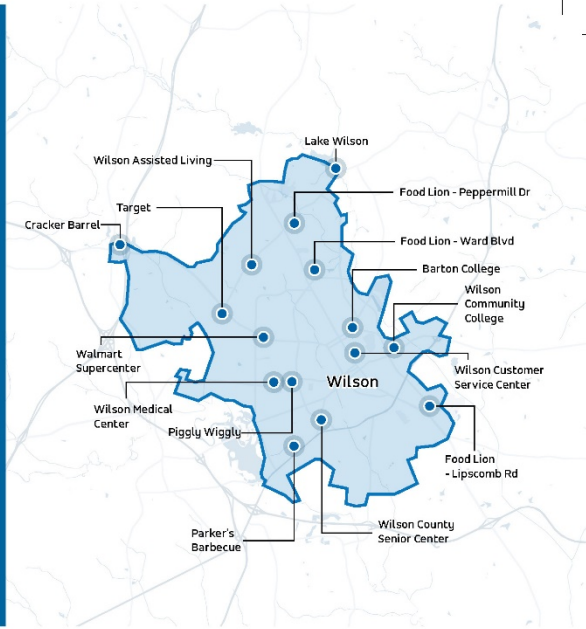
Download the Via app.



No smartphone? No worries.
Give us a call at 252-595-5357.

The basics.

RIDE with us Monday through Saturday from 7am to 6pm. Your first 10 trips are free for the month of September! After that, they'll cost \$1.50 each, and you can bring an extra person along for \$1. Children under 8 are free. Wilson Transit Senior Citizen and Disabled ID card holders are eligible for discounted pricing.



The RIDE difference.



Safe.

Plastic partitions, regular cleanings, in-vehicle social distancing.



Efficient.

Share your trip with others heading your way. No detours, no delays.



Smart.

Book a ride at the touch of a button.



Quick.

Get picked up in minutes.

Three easy ways to pay.

Pay for trips using a standard credit/debit card, a prepaid debit card, or by paying for RIDE Credit in cash at the Customer Service Center (208 Nash Street). You cannot pay in cash on board. Please visit support.ridewithvia.com to learn more.



Appendix B

How to Ride Flyer (English)

How to book a RIDE.

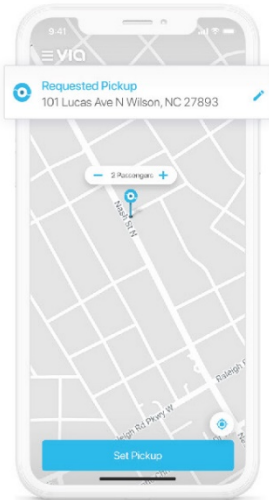


Welcome to RIDE! We're so glad you're here. To get started, download the Via app and follow the signup steps. Pay for trips using a standard credit/debit card, a prepaid debit card, or by paying for RIDE Credit in cash at the Customer Service Center (208 Nash Street). You cannot pay in cash on board.

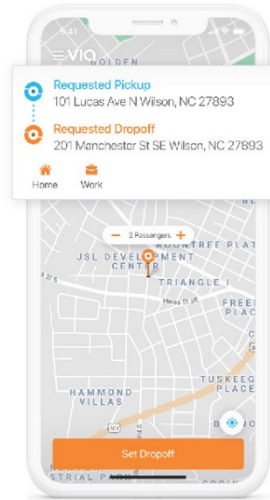
If you don't have a smartphone, call [\(252\)-595-5357](tel:252-595-5357) to get set up.

Have questions? Email us at: support-wilson@ridewithvia.com

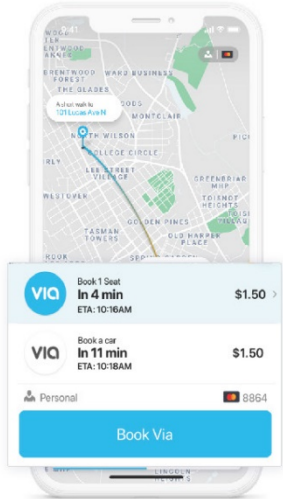
- 1 Enter your pickup address and press **Set Pickup**. Hit the + sign if you want to bring friends along!



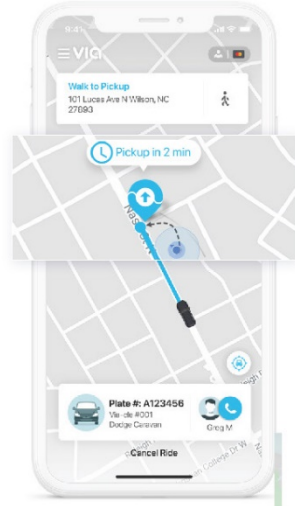
- 2 Enter your dropoff address and press **Set Dropoff**.



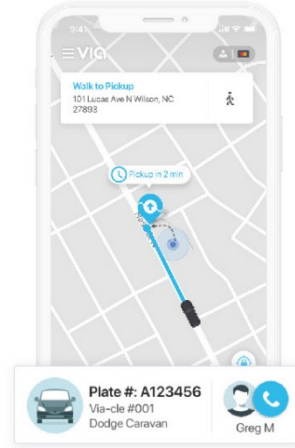
3 Choose the RIDE option that's best for you, then tap **Book Via**.



4 Follow the dotted line in the app to get to your exact pickup location, which may be a short walk.



5 We'll display your driver's name, vehicle model, and license plate number to help you locate your RIDE.



6 Hop in and enjoy your RIDE!



support-wilson@ridewithvia.com



Appendix C

How to Ride Flyer (Spanish)

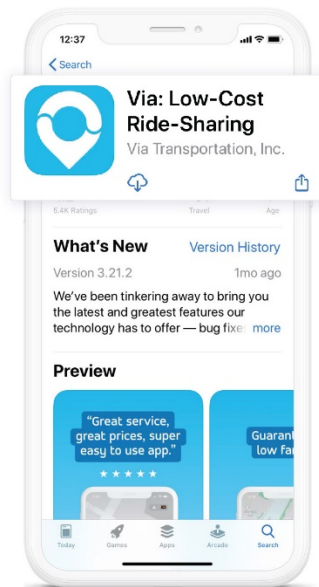


Cómo viajar con RIDE.

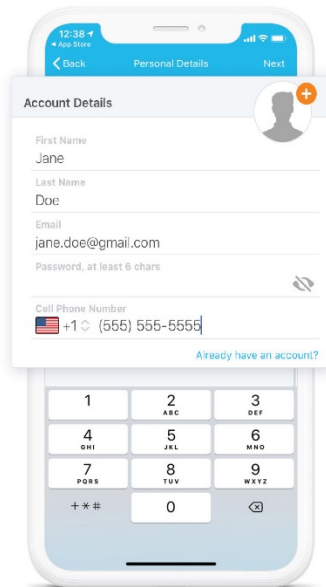
Todo lo que necesitas saber acerca de la aplicación.

¡Bienvenido a RIDE! Estamos felices de que estés con nosotros. Sigue estos pasos para subirte a bordo.

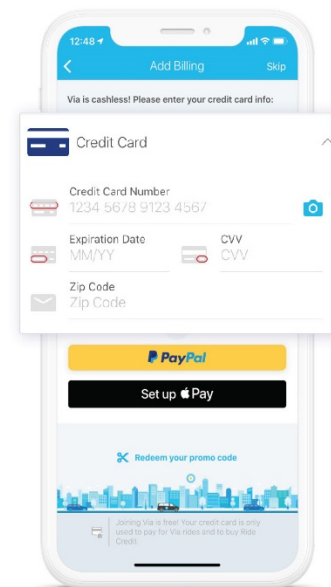
- 1** Busca Via en el **App Store** o **Google Play Store** y presiona el ícono de descarga.



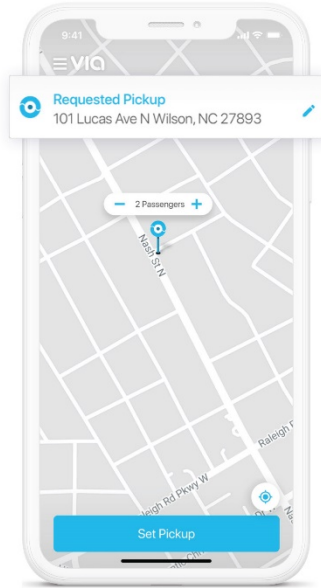
- 2** Abre la aplicación, presiona **Registrarse**, e ingresa tu información personal.



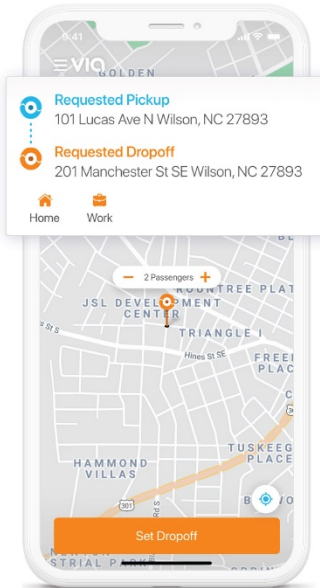
- 3** Ingresa tu información de pago.



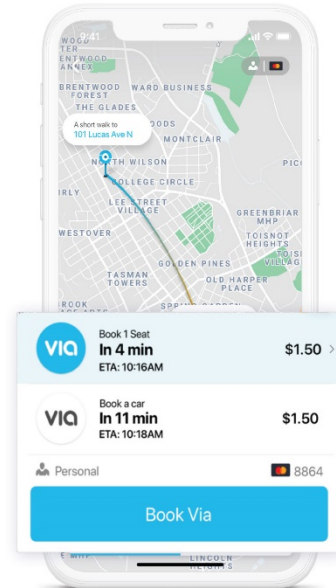
- 4** Ingresa tu dirección de origen y presiona **Set Pickup**. Presiona '+' para agregar pasajeros.



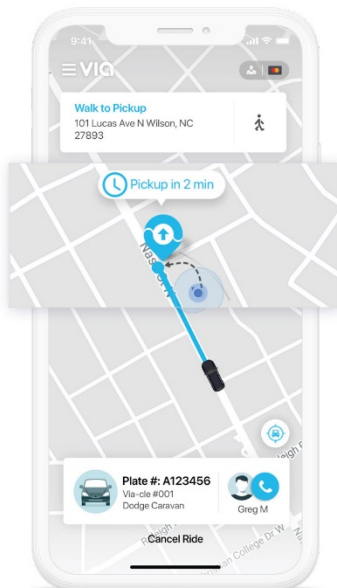
- 5** Ingresa tu dirección de destino y presiona **Set Dropoff**.



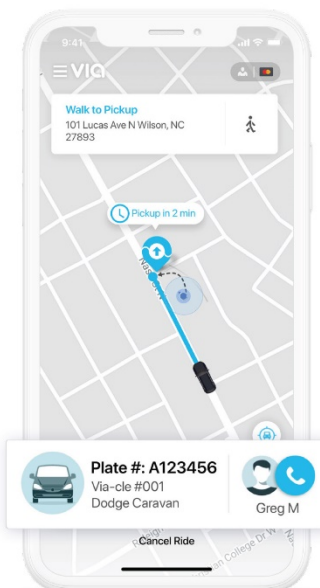
- 6** Selecciona la opción de **RIDE** que más te conviene, y presiona **Book Via**.



- 7** Sigue la línea punteada para llegar a la ubicación donde te recogeremos. Es posible que tengas que caminar una o dos cuadras.



- 8** En la aplicación, verás el nombre del conductor y el modelo y matrícula del vehículo.



Si no tienes un teléfono inteligente, llama al (252) 595-5357 para crear una cuenta.

¿Tienes preguntas?
Mádanos un correo a:
support-wilson@ridewithvia.com



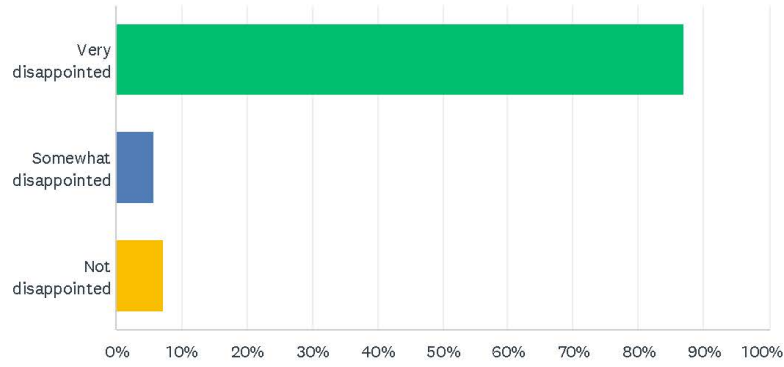
Appendix D

Rider Survey Results (5/26/21–6/10/21)

RIDE Wilson Rider Survey

Q1 How disappointed would you be if you could no longer use RIDE?

Answered: 69 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very disappointed	86.96%	60
Somewhat disappointed	5.80%	4
Not disappointed	7.25%	5
TOTAL		69

RIDE Wilson Rider Survey

Q2 What is the main reason for your rating?

Answered: 64 Skipped: 5

#	RESPONSES	DATE
1	ldk	9/15/2022 4:25 PM
2	I love ride	9/8/2022 8:10 AM
3	Because I use it all the time.	8/17/2022 11:53 AM
4	Reliable	8/5/2022 6:04 AM
5	Get to we're I want to go	7/14/2022 2:12 PM
6	I wouldn't be able to go places without it due to a current non working car	6/23/2022 6:43 AM
7	Driver pick up time	6/22/2022 10:44 AM
8	Bc I need ride	6/20/2022 7:10 PM
9	The app functions	5/24/2022 9:18 AM
10	Inexpensive transportation	5/18/2022 5:39 PM
11	Ride is very reliable.	6/10/2021 4:42 PM
12	Ride's aren't reliable source to work due to drivers not arriving at all	6/10/2021 2:27 PM
13	Pick up and drop off locations suck!	6/9/2021 5:15 PM
14	Because i love ride	6/9/2021 3:03 PM
15	I need the rides to get back to work so I can pay for school	6/9/2021 7:32 AM
16	sometimes we have to wait over half an hour, sometimes a few minutes	6/8/2021 5:38 PM
17	I use this ride for work	6/8/2021 4:16 PM
18	Way better than bus	6/8/2021 8:54 AM
19	This ride service helps when u dont have transportation	6/8/2021 8:31 AM
20	Because I ride the ride everyday.	6/7/2021 6:30 PM
21	This is a great service for the residents of Wilson	6/7/2021 12:07 PM
22	Work	6/7/2021 11:26 AM
23	Excellent service	6/7/2021 10:11 AM
24	I love the drivers	6/7/2021 10:04 AM
25	Work	6/7/2021 6:23 AM
26	My mom is unable to walk or stand on her own	6/6/2021 10:32 PM
27	Great service	6/5/2021 4:42 PM
28	I ride via to work and from work.	6/4/2021 6:22 PM
29	I love ride	6/4/2021 3:49 PM
30	I use the ride with via to get to work and go other places	6/4/2021 7:06 AM
31	I work	6/4/2021 6:58 AM
32	It's an easy, cheap way to get around	6/4/2021 6:51 AM
33	Need to get to work	6/3/2021 6:27 PM

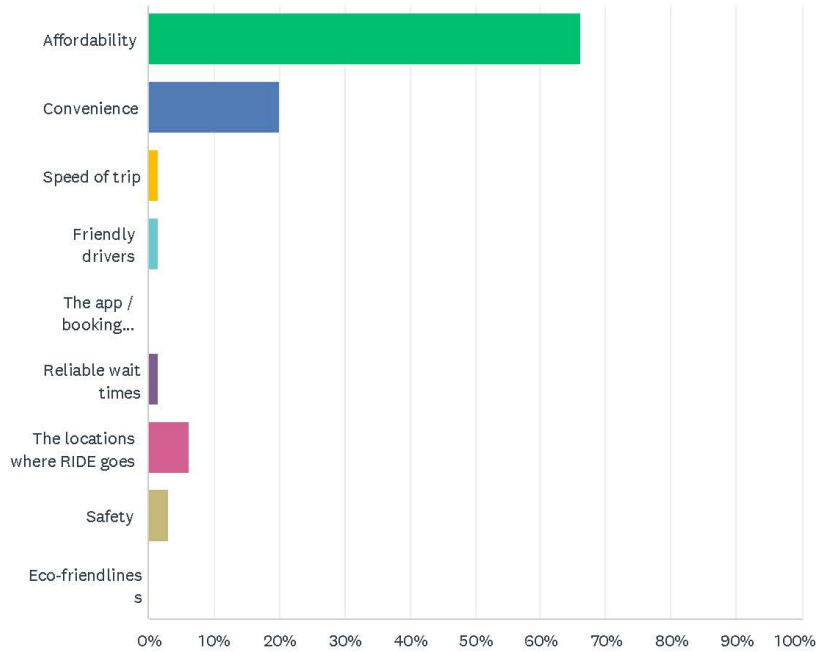
RIDE Wilson Rider Survey

34	RIDE is helpful, convenient and safe	6/3/2021 11:53 AM
35	Cabs are expensive and I don't drive and I take the via ride to work every day	6/3/2021 10:48 AM
36	The service is needed and convenient	5/29/2021 6:16 PM
37	Can't drive due to seizures and ride is screwed up at times but dependable.	5/28/2021 1:42 PM
38	Even though they went to the wrong place, they were nice and courteous.	5/28/2021 10:57 AM
39	Ease and quality of service	5/28/2021 9:14 AM
40	I cannot drive and other options are too expensive	5/28/2021 8:49 AM
41	Convenience and timing	5/27/2021 10:26 PM
42	Ride is my primary mode of transportation. I'm legally blind and Ride has given me a new sense of independence	5/27/2021 9:52 PM
43	Need transportation to be affordable and dependable	5/27/2021 7:10 PM
44	Good service	5/27/2021 7:06 PM
45	It's my ride to work.	5/27/2021 6:31 PM
46	I love it	5/27/2021 6:22 PM
47	To get a ride to & from work	5/27/2021 6:13 PM
48	No reason	5/27/2021 5:45 PM
49	It's very convenient know what time they will arrive	5/27/2021 5:41 PM
50	Always good ride	5/27/2021 5:38 PM
51	Time of waiting when ride pick you up waiting!!!	5/27/2021 5:33 PM
52	Reliable means of transportation.	5/27/2021 5:27 PM
53	Told me I couldn't ride. Left me STRANDED at Walmart	5/27/2021 5:24 PM
54	I love it	5/27/2021 5:23 PM
55	I have had too many times a van could pick me up and they don't.	5/27/2021 5:20 PM
56	I enjoy the services & it's good to have a input to further assist in the development of the van services.	5/27/2021 5:18 PM
57	Ride is good	5/27/2021 5:16 PM
58	I depend on Ride for every where I go , Dr. appointments , grocery store , work & more .	5/27/2021 5:15 PM
59	This is the best thing that ever happened in WILSON NORTH CAROLINA	5/27/2021 5:12 PM
60	None	5/27/2021 5:11 PM
61	Because I need Ride to get around to where I need to be.	5/27/2021 5:10 PM
62	I like to use the app and I like how cheap it is and it supports the county	5/27/2021 5:09 PM
63	It's better waiting for a cab	5/27/2021 5:07 PM
64	Don't have a car, there is no bus line	5/27/2021 5:07 PM

RIDE Wilson Rider Survey

Q3 Why do you use the RIDE service?

Answered: 65 Skipped: 4

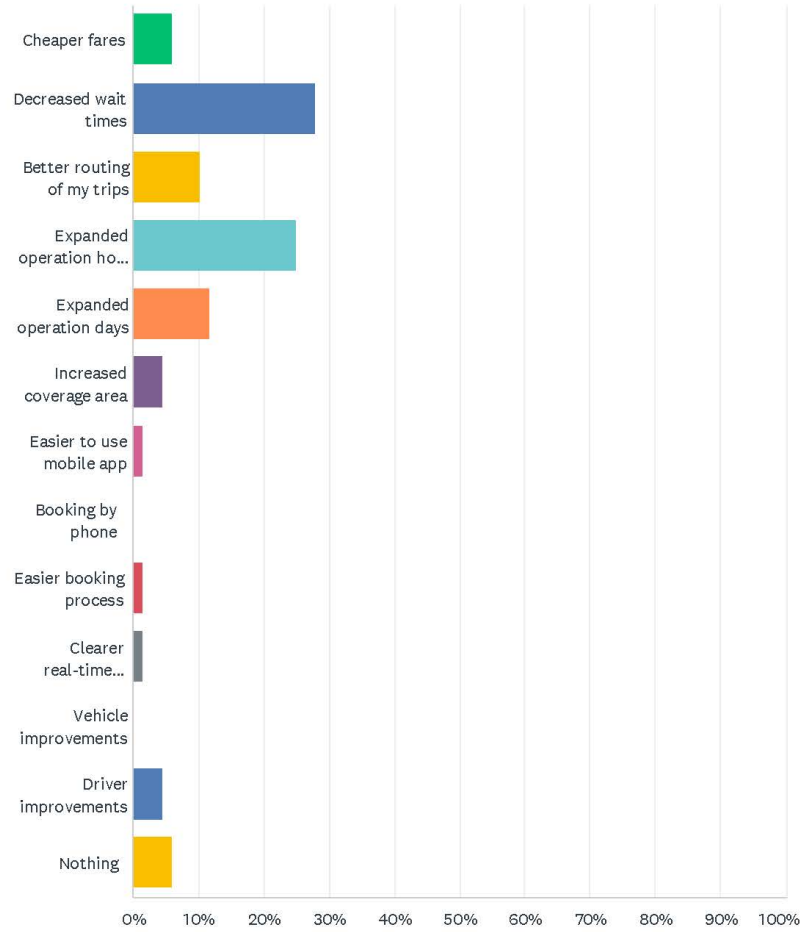


ANSWER CHOICES	RESPONSES	
Affordability	66.15%	43
Convenience	20.00%	13
Speed of trip	1.54%	1
Friendly drivers	1.54%	1
The app / booking experience	0.00%	0
Reliable wait times	1.54%	1
The locations where RIDE goes	6.15%	4
Safety	3.08%	2
Eco-friendliness	0.00%	0
TOTAL		65

RIDE Wilson Rider Survey

Q4 What would you like to see improved about the service?

Answered: 68 Skipped: 1



RIDE Wilson Rider Survey

ANSWER CHOICES	RESPONSES	
Cheaper fares	5.88%	4
Decreased wait times	27.94%	19
Better routing of my trips	10.29%	7
Expanded operation hours	25.00%	17
Expanded operation days	11.76%	8
Increased coverage area	4.41%	3
Easier to use mobile app	1.47%	1
Booking by phone	0.00%	0
Easier booking process	1.47%	1
Clearer real-time information about my trip	1.47%	1
Vehicle improvements	0.00%	0
Driver improvements	4.41%	3
Nothing	5.88%	4
TOTAL		68

RIDE Wilson Rider Survey

Q5 Please elaborate on your answer to question 4.

Answered: 66 Skipped: 3

#	RESPONSES	DATE
1	I think it should run at least until 10	9/8/2022 8:10 AM
2	They need to cover all Wilson.	8/17/2022 11:53 AM
3	Faster wait times sometimes it takes 45 min until you can get a available ride and sometimes they are in high demand and you can't even book	8/5/2022 6:04 AM
4	None	7/14/2022 2:12 PM
5	If ride worked later i would be able to stay at work longer	6/23/2022 6:43 AM
6	Driver don't pick up on time they do their personal work otw to pick up or drop off	6/22/2022 10:44 AM
7	Would love it if you guys did Sundays and A bit passed 10pm	6/20/2022 7:10 PM
8	Sundays	5/24/2022 9:18 AM
9	Service ends early	5/18/2022 5:39 PM
10	Work, Vacactions, Sight seeing, Etc	6/10/2021 4:42 PM
11	Wished they were Monday - Sunday 6:00 am - 9:00 pm	6/10/2021 2:27 PM
12	Pickup and drop off suck	6/9/2021 5:15 PM
13	Gps be tripping	6/9/2021 3:03 PM
14	I struggle getting rides to work on Sundays	6/9/2021 7:32 AM
15	again, sometimes we wait over half an hour	6/8/2021 5:38 PM
16	Take to long sumtimes	6/8/2021 4:16 PM
17	The rides need to know the exact location because I was left several times because the driver did not know the exact location	6/8/2021 8:54 AM
18	Everything is fine the way it is	6/8/2021 8:31 AM
19	Because wait 45 minute is to long to wait on a ride.	6/7/2021 6:30 PM
20	Sometimes the wait time can be excessive	6/7/2021 12:07 PM
21	Mon-sunday and later timee	6/7/2021 11:26 AM
22	I put in my address sends across street	6/7/2021 10:11 AM
23	The wait times are long I think we need more drivers	6/7/2021 10:04 AM
24	I use ride because I don't know how to drive and I go bk and forth to work and sumtimes im late even if I call a hour early because a rider who isn't going to work has to be either picked up or dropped of during my route before me.	6/7/2021 6:23 AM
25	It's disappointing to have to wait so long for pickup after doctor appointments	6/6/2021 10:32 PM
26	.	6/5/2021 4:42 PM
27	Times be off and makes me late for work or I get picked up from work late.	6/4/2021 6:22 PM
28	Should be door to door	6/4/2021 3:49 PM
29	Sometimes they have me walking to far	6/4/2021 7:06 AM
30	I think they need to be open from 5am-7pm for people like me who have to be at work at 6am	6/4/2021 6:58 AM

RIDE Wilson Rider Survey

31	I'd like for it to be able to go A little farther out	6/4/2021 6:51 AM
32	Some drivers are rude, they don't speak, bad attitude and music too loud	6/3/2021 6:27 PM
33	why don't they make trips out of wilson	6/3/2021 2:04 PM
34	Wait time is usually high	6/3/2021 11:53 AM
35	I be late for work sometimes	6/3/2021 10:48 AM
36	The wait times are over 30 minutes at times and sometimes all seats are booked. I'm late getting back to work from my lunch sometimes.	5/29/2021 6:16 PM
37	Enter an address and something somewhere else pops up and it will not let you get anywhere near desired area as an example. Other things happen too. Ride is still worth taking	5/28/2021 1:42 PM
38	No comment	5/28/2021 10:57 AM
39	Only used three times so far. Each trip was flawless	5/28/2021 9:14 AM
40	It is very inconsistent. Some days I might get a ride in five minutes then on the way home have to wait an hour. I know having vehicles out of service to fix this but the company should provide replacement vehicles if something breaks down to prevent longer wait times. I would not care if the replacement vehicles were rentals with no logo as long as there was a way for someone to contact me to let me know they were here. It would also be nice when booking Through the app if you could call the Driver directly or text them before they are there. I also would really love for the app to have dark mode since I'm legally blind and it's really hard to see the app most of the time I have to call to book and even then sometimes I have to wait 15 or 20 minutes on the phone to get a ride which waste my battery life and sometimes I have a low battery when I need to book a ride home and if it dies I don't have any way to get a ride home.	5/28/2021 8:49 AM
41	It take about an hour to book a ride at times then they shuffle you around	5/27/2021 10:26 PM
42	Sunday operation hours would allow for for me and my similarly transportation challenged friends that are also low-no vision individuals the ability to attend functions on the Sundays. It would also allow me to use the Ride after a weekend trip using the train.	5/27/2021 9:52 PM
43	Sunday is needed for transportation	5/27/2021 7:10 PM
44	Sunday's would be great	5/27/2021 7:06 PM
45	Cover Sundays so I have a ride everyday to work	5/27/2021 6:31 PM
46	Extend till 8pm	5/27/2021 6:22 PM
47	Open 7 days a week	5/27/2021 6:21 PM
48	No where there are going to find the person	5/27/2021 6:13 PM
49	Everything	5/27/2021 5:45 PM
50	Would love if the time could go to at least 9.00 pm	5/27/2021 5:41 PM
51	Sunday	5/27/2021 5:38 PM
52	Have to wait too long for someone to answer the call	5/27/2021 5:33 PM
53	More vehicles have been added to ride yet wait time can be from 7 minutes to one hour.	5/27/2021 5:27 PM
54	I don't need to	5/27/2021 5:24 PM
55	It's ok	5/27/2021 5:23 PM
56	Wilson doesn't have a lot of work.	5/27/2021 5:20 PM
57	I'm used to living in the city transportation last until 2 am now i dont expect that I would love to see it extended until bout 9pm	5/27/2021 5:18 PM
58	No	5/27/2021 5:16 PM
59	Most of the time I have to walk out of my way to meet the van especially @ the bank .	5/27/2021 5:15 PM

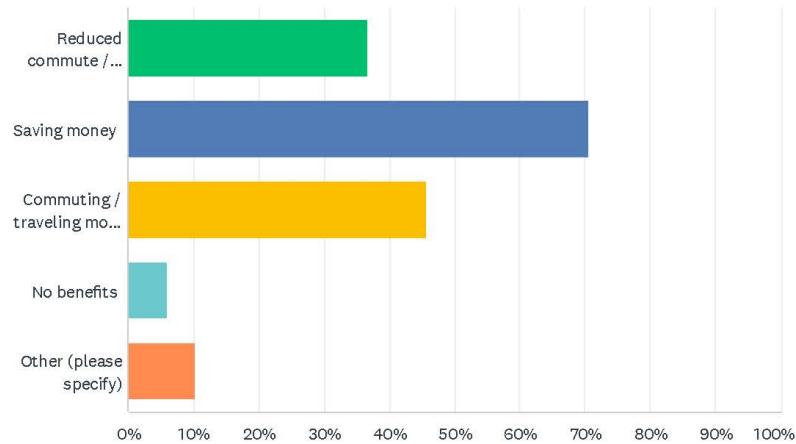
RIDE Wilson Rider Survey

60	Open earlier and close later	5/27/2021 5:12 PM
61	Takes a while sometimes	5/27/2021 5:11 PM
62	GPS needs to be updated	5/27/2021 5:10 PM
63	I don't like that they're always changing and delaying the ride and the long wait time.	5/27/2021 5:10 PM
64	Some times I need to wait like 45 minutes	5/27/2021 5:09 PM
65	Convenient	5/27/2021 5:07 PM
66	N/A	5/27/2021 5:07 PM

RIDE Wilson Rider Survey

Q6 What benefits have you seen from using RIDE? (select all that apply)

Answered: 68 Skipped: 1



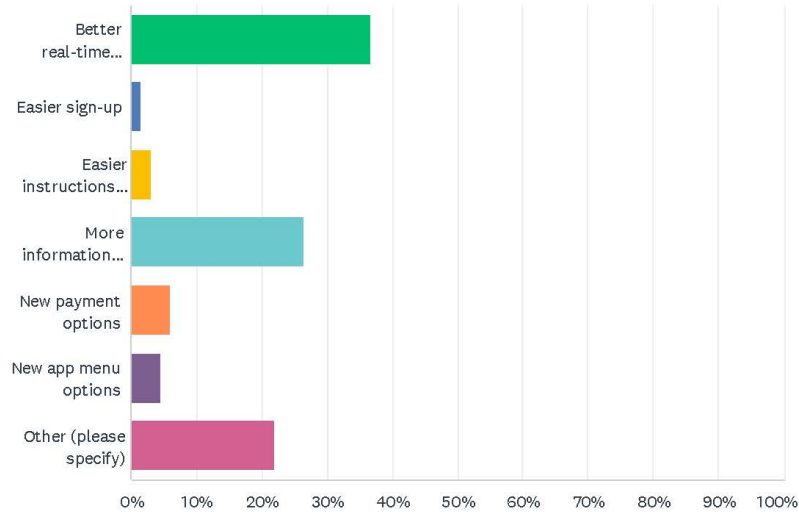
ANSWER CHOICES	RESPONSES
Reduced commute / travel time	36.76% 25
Saving money	70.59% 48
Commuting / traveling more often	45.59% 31
No benefits	5.88% 4
Other (please specify)	10.29% 7
Total Respondents: 68	

#	OTHER (PLEASE SPECIFY)	DATE
1	Cheaper	8/5/2022 6:04 AM
2	Not to wait over 30.to 30. Min.	6/7/2021 6:30 PM
3	I have just moved here and it saves me from taking an expensive taxi, the trip feels safer and the whole experience is positive	5/28/2021 1:42 PM
4	Being able to go somewhere during the day when my wife or others can't take me since I cannot drive due to my vision.	5/28/2021 8:49 AM
5	I get to work without having to walk 3.6 miles one way	5/27/2021 6:31 PM
6	A convenient ride to work	5/27/2021 5:38 PM
7	Mobile app use of credit card instead of cash.	5/27/2021 5:27 PM

RIDE Wilson Rider Survey

Q7 What improvements would you like to see from the RIDE app?

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Better real-time information and communication	36.76%	25
Easier sign-up	1.47%	1
Easier instructions on how to use	2.94%	2
More information about service hours, locations, etc.	26.47%	18
New payment options	5.88%	4
New app menu options	4.41%	3
Other (please specify)	22.06%	15
TOTAL		68

#	OTHER (PLEASE SPECIFY)	DATE
1	Nothing	9/8/2022 8:10 AM
2	Pick up and drop off suck	6/9/2021 5:15 PM
3	Nothin	6/9/2021 3:03 PM
4	Nothing	6/8/2021 8:31 AM
5	Waiting time.	6/7/2021 6:30 PM
6	Less waittttt time	6/7/2021 11:26 AM
7	Maybe a van or two just for work so I can get there on time instead of running ppl back and	6/7/2021 6:23 AM

RIDE Wilson Rider Survey

forth to Walmart all day to shop

8	Expand the hours from 5am-7pm for the workers that have to work at 6 in the morning	6/4/2021 6:58 AM
9	None	5/28/2021 10:57 AM
10	Ability to leave tip on app	5/28/2021 9:14 AM
11	Dark mode in the app, ability to contact drivers. Also of note a lot of times the maps are wrong Due to using outdated map systems. It would be a great benefit to the drivers and reduce time if you're Apple out them to use Google Maps or some other mapping service or even their own maps.	5/28/2021 8:49 AM
12	Better communication and easy instructions	5/27/2021 7:10 PM
13	Drivers that go off on random other calls making you late	5/27/2021 7:06 PM
14	G P S	5/27/2021 6:13 PM
15	When you call customer service sometimes there is language barrier and agent doesn't help situation by saying you have to walk to street app says when it is further away from place you explained you are at.	5/27/2021 5:27 PM

RIDE Wilson Rider Survey

Q8 Please elaborate on your answer to question 7.

Answered: 60 Skipped: 9

#	RESPONSES	DATE
1	Everything is good with app	9/8/2022 8:10 AM
2	Because sometimes when I put the address, the App said no service.	8/17/2022 11:53 AM
3	Occasionally the app won't be up to real time and the drivers gps goes out making them go for what they know	8/5/2022 6:04 AM
4	None	7/14/2022 2:12 PM
5	Don't know	6/23/2022 6:43 AM
6	No live help	6/22/2022 10:44 AM
7	N/a	6/20/2022 7:10 PM
8	Just longer hours.	5/24/2022 9:18 AM
9	Not always clear when service is operating	5/18/2022 5:39 PM
10	Some people may not have cash on card,so cash in hand could.	6/10/2021 4:42 PM
11	Cash payments and more deals	6/10/2021 2:27 PM
12	Pickup and drop off suck	6/9/2021 5:15 PM
13	Sometimes you can't communicate with drivers and getting to an operator takes forever.	6/9/2021 7:32 AM
14	sometimes the app takes a bit to show us the time remaining for our ride to arrive	6/8/2021 5:38 PM
15	Take to long sumtimes	6/8/2021 4:16 PM
16	Some drivers can not be contacted. I was left because the driver could not find me and did not call me. I could not call the driver.	6/8/2021 8:54 AM
17	Nothing needs to be improved	6/8/2021 8:31 AM
18	I use to wait 45.min/ that to long.	6/7/2021 6:30 PM
19	I would like if it went further in ElmCity	6/7/2021 12:07 PM
20	Waiting time sometimes long	6/7/2021 11:26 AM
21	More information	6/7/2021 10:11 AM
22	More information about the location	6/7/2021 10:04 AM
23	They need vehicles just for work riders	6/7/2021 6:23 AM
24	More information	6/6/2021 10:32 PM
25	My friend could not use my invite code	6/5/2021 4:42 PM
26	Details about the times and how much time you actually have to wait	6/4/2021 6:22 PM
27	N/A	6/4/2021 3:49 PM
28	I have to be to work at 6am and have to walk 45 mins to work because you guys don't start til 6am	6/4/2021 6:58 AM
29	Some drivers don't have the call option available	6/4/2021 6:51 AM
30	The more I know the better I can utilize the system	6/3/2021 6:27 PM
31	Na	6/3/2021 11:53 AM

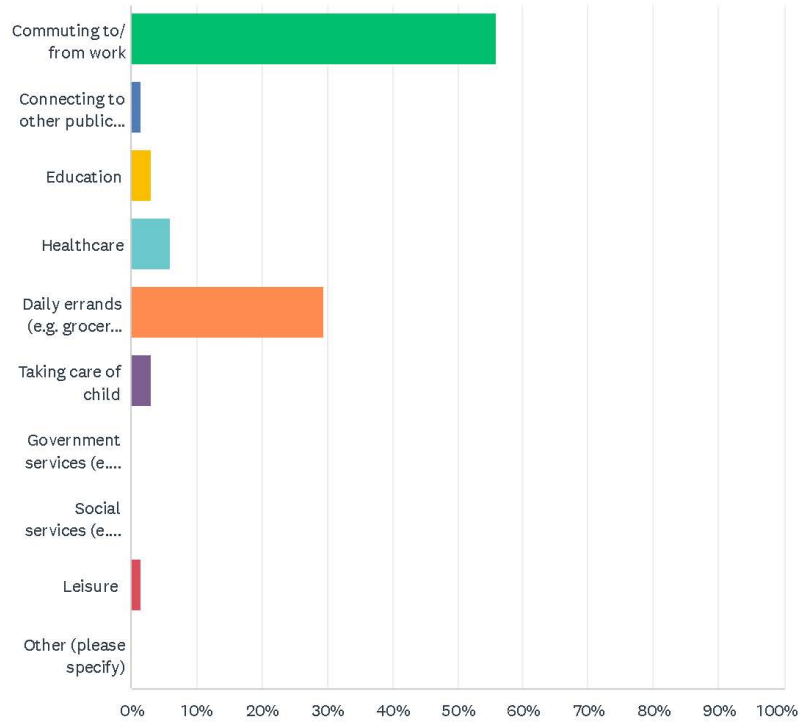
RIDE Wilson Rider Survey

32	They needs to be able to see the nearest and next available driver when we call in.	5/29/2021 6:16 PM
33	If I understand correctly I didn't know operating hrs until I asked the driverg hrs until I asked the driver	5/28/2021 1:42 PM
34	No comment	5/28/2021 10:57 AM
35	I think I explain fairly well	5/28/2021 8:49 AM
36	Often the pick destinations up are horrible	5/27/2021 10:26 PM
37	The App is always indicating that I need to walk a block away despite being legally blind and have been told that I qualify for door to door service.	5/27/2021 9:52 PM
38	How to use app for senior users	5/27/2021 7:10 PM
39	I was specific	5/27/2021 7:06 PM
40	Explain you might move rides.	5/27/2021 6:31 PM
41	Add someone to ur account	5/27/2021 6:22 PM
42	Like I'm on 264 & 1500 Charleston St. but G P S. but G P S send the Driver the wrong.	5/27/2021 6:13 PM
43	Nothing	5/27/2021 5:45 PM
44	Your GPS is out dated	5/27/2021 5:41 PM
45	Payments	5/27/2021 5:38 PM
46	Need more rides available	5/27/2021 5:33 PM
47	Streets that app give are sometimes far to walk to but when you call cust service and explain that they just say you have to walk to where app says and if ride is more than one hour late no accomodations made to support passenger.	5/27/2021 5:27 PM
48	No	5/27/2021 5:24 PM
49	I can't say	5/27/2021 5:23 PM
50	Drivers don't always pick you up	5/27/2021 5:20 PM
51	Be able to talk to someone about the time when driver is running late u only have the option to call ur driver once they are near by	5/27/2021 5:18 PM
52	No	5/27/2021 5:16 PM
53	Update the map in this town .	5/27/2021 5:15 PM
54	Via Ride customer service should be better with the customers	5/27/2021 5:12 PM
55	Ok	5/27/2021 5:11 PM
56	App will say 13 minutes then text saying driver 2 minutes away to get to pickup spot and GPS will say 5 minutes away	5/27/2021 5:10 PM
57	Not to wait so long	5/27/2021 5:10 PM
58	I will like if they accept cash	5/27/2021 5:09 PM
59	Less headaches	5/27/2021 5:07 PM
60	N/A	5/27/2021 5:07 PM

RIDE Wilson Rider Survey

Q9 What is your most frequent use for RIDE? (select one)

Answered: 68 Skipped: 1



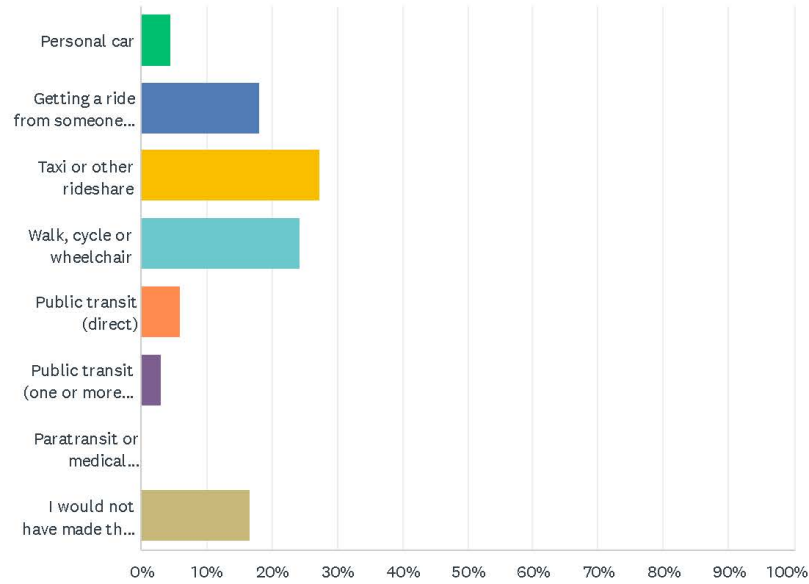
RIDE Wilson Rider Survey

ANSWER CHOICES		RESPONSES	
Commuting to/ from work		55.88%	38
Connecting to other public transit (bus, train, ferry, etc.)		1.47%	1
Education		2.94%	2
Healthcare		5.88%	4
Daily errands (e.g. grocery, bank)		29.41%	20
Taking care of child		2.94%	2
Government services (e.g. court, city hall, county admin)		0.00%	0
Social services (e.g. support orgs, community facilities)		0.00%	0
Leisure		1.47%	1
Other (please specify)		0.00%	0
TOTAL			68
#	OTHER (PLEASE SPECIFY)	DATE	
	There are no responses.		

RIDE Wilson Rider Survey

Q10 How would you have made your most recent trip on RIDE if the service wasn't an option?

Answered: 66 Skipped: 3

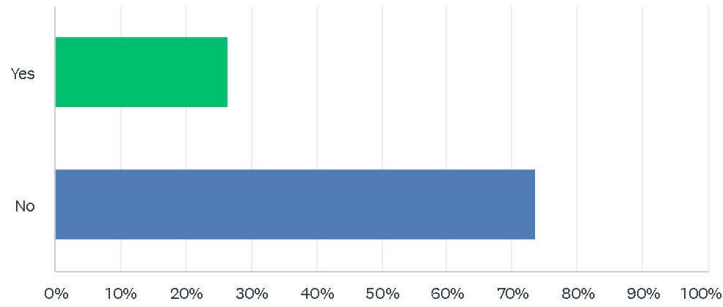


ANSWER CHOICES	RESPONSES	
Personal car	4.55%	3
Getting a ride from someone I know	18.18%	12
Taxi or other rideshare	27.27%	18
Walk, cycle or wheelchair	24.24%	16
Public transit (direct)	6.06%	4
Public transit (one or more transfers)	3.03%	2
Paratransit or medical transport	0.00%	0
I would not have made this trip	16.67%	11
TOTAL		66

RIDE Wilson Rider Survey

Q11 Do you use RIDE to connect to other forms of transit (e.g., buses, trains, ferries) more than once per month?

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	26.47%	18
No	73.53%	50
TOTAL		68

RIDE Wilson Rider Survey

Q12 How have RIDE's expanded service hours (before 7 am and after 6 pm) made an impact on your life?

Answered: 63 Skipped: 6

#	RESPONSES	DATE
1	Yes	9/8/2022 8:10 AM
2	Is good.	8/17/2022 11:53 AM
3	Can get to work on time and also can stay at work longer for over time	8/5/2022 6:04 AM
4	None	7/14/2022 2:12 PM
5	It impacted a lot due to more times i can get to and from work	6/23/2022 6:43 AM
6	Yes it does	6/22/2022 10:44 AM
7	It was a better conviencence	6/20/2022 7:10 PM
8	Very helpful	5/24/2022 9:18 AM
9	Improved	5/18/2022 5:39 PM
10	Gives me something to look forward to if I don't feel like walking,etc	6/10/2021 4:42 PM
11	Its not good enough. Need 6am - 9pm	6/10/2021 2:27 PM
12	Nice	6/9/2021 5:15 PM
13	It's great. I wish they would operate after 6pm	6/9/2021 10:43 AM
14	It allows me to get to when I'm scheduled early and home if I get off later	6/9/2021 7:32 AM
15	just more time to go anywhere	6/8/2021 5:38 PM
16	N/a	6/8/2021 4:16 PM
17	Wonderful. It was needed	6/8/2021 8:54 AM
18	It helps.	6/8/2021 8:31 AM
19	It impact my life in a very very good way I no now I can get Home after 6.pm.	6/7/2021 6:30 PM
20	It's been helpful	6/7/2021 12:07 PM
21	Easy to get back from work	6/7/2021 11:26 AM
22	Not sure	6/7/2021 10:11 AM
23	I can get to and from work in a short amount of time	6/7/2021 10:04 AM
24	There great I have picked up more hours at work	6/7/2021 6:23 AM
25	Made getting to late appointments easier	6/6/2021 10:32 PM
26	More convenient	6/5/2021 4:42 PM
27	Not really that well cause wait times are crazy and very long	6/4/2021 6:22 PM
28	Very helpful	6/4/2021 3:49 PM
29	Yes	6/4/2021 7:06 AM
30	Yes	6/4/2021 6:58 AM
31	I get to work,earlier	6/4/2021 6:51 AM

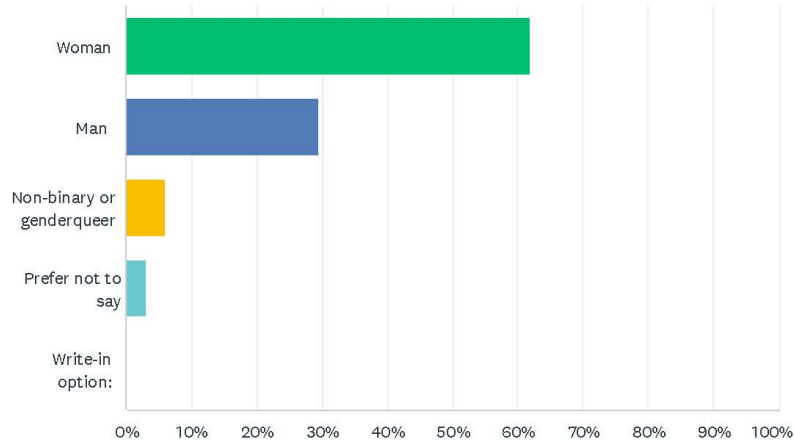
RIDE Wilson Rider Survey

32	I'm no longer late to work	6/3/2021 6:27 PM
33	Yes	6/3/2021 2:04 PM
34	Big	6/3/2021 11:53 AM
35	I get off at 6, three days per week and it helps me with getting home after work.	5/29/2021 6:16 PM
36	I didn't know they expanded	5/28/2021 1:42 PM
37	None that was my first time.	5/28/2021 10:57 AM
38	It has been much easier on me and my work is a little bit more lenient since I can now go at different times earlier or later. I also forgot to mention that one of my frustrations is when I go to pick up groceries sometimes I have cold items and I end up having to wait sometimes up to an hour before getting a ride. I have also had rides canceled for no reason then I'm stuck with a low battery trying to get a ride and nobody will answer the phone for 15 or 20 minutes this is unacceptable. I think ride should have some type of priority system in place for work or grocery	5/28/2021 8:49 AM
39	It really have not because I was out and it shut down at 5 I had to walk	5/27/2021 10:26 PM
40	It has allowed me to go to my Lions Club meetings without having to inconvenience friends, family, or using the far less safe "safety cab"	5/27/2021 9:52 PM
41	Better	5/27/2021 7:10 PM
42	Positive	5/27/2021 7:06 PM
43	Gave me one less day of walking into work	5/27/2021 6:31 PM
44	Get to work on time	5/27/2021 6:22 PM
45	Very good impact to my life.	5/27/2021 6:13 PM
46	Good	5/27/2021 5:45 PM
47	Made it more easier to commute more	5/27/2021 5:41 PM
48	Can have a ride home from work should run to 7 pm though	5/27/2021 5:38 PM
49	More convenient to have a ride outside of the normal business hours	5/27/2021 5:33 PM
50	It has been helpful	5/27/2021 5:27 PM
51	It hasn't	5/27/2021 5:24 PM
52	Great	5/27/2021 5:23 PM
53	Times be too congested	5/27/2021 5:20 PM
54	Its alot better than the transportation we had before it's a major help being able to get around alot more than I did before using the old transportation it's a blessing.	5/27/2021 5:18 PM
55	Great	5/27/2021 5:16 PM
56	Able to get to & from early or late Dr.s appointments.	5/27/2021 5:15 PM
57	Not that much I get off at 11 pm and safety cab is the only other transportation service in Wilson & they stop services at 11	5/27/2021 5:12 PM
58	Yes	5/27/2021 5:11 PM
59	Better	5/27/2021 5:10 PM
60	They need to expand it more	5/27/2021 5:10 PM
61	It's weird	5/27/2021 5:09 PM
62	Love it	5/27/2021 5:07 PM
63	N/A	5/27/2021 5:07 PM

RIDE Wilson Rider Survey

Q13 What is your gender?

Answered: 68 Skipped: 1



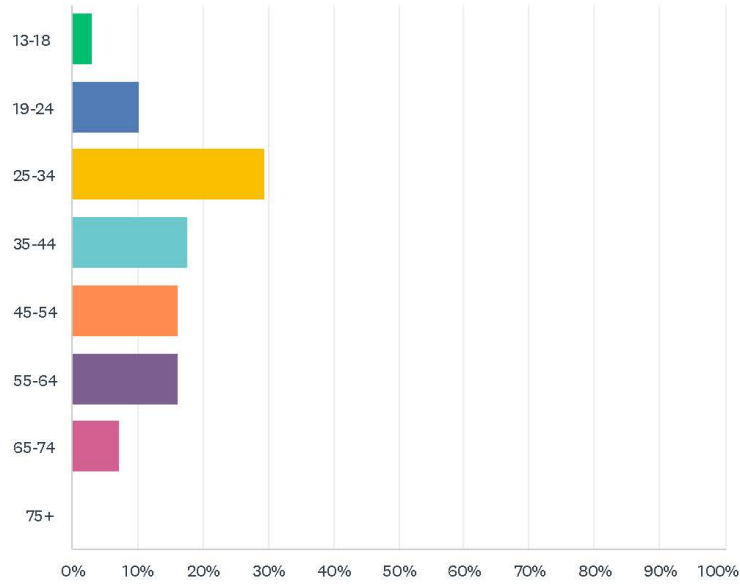
ANSWER CHOICES	RESPONSES	
Woman	61.76%	42
Man	29.41%	20
Non-binary or genderqueer	5.88%	4
Prefer not to say	2.94%	2
Write-in option:	0.00%	0
TOTAL		68

#	WRITE-IN OPTION:	DATE
	There are no responses.	

RIDE Wilson Rider Survey

Q14 What is your age?

Answered: 68 Skipped: 1

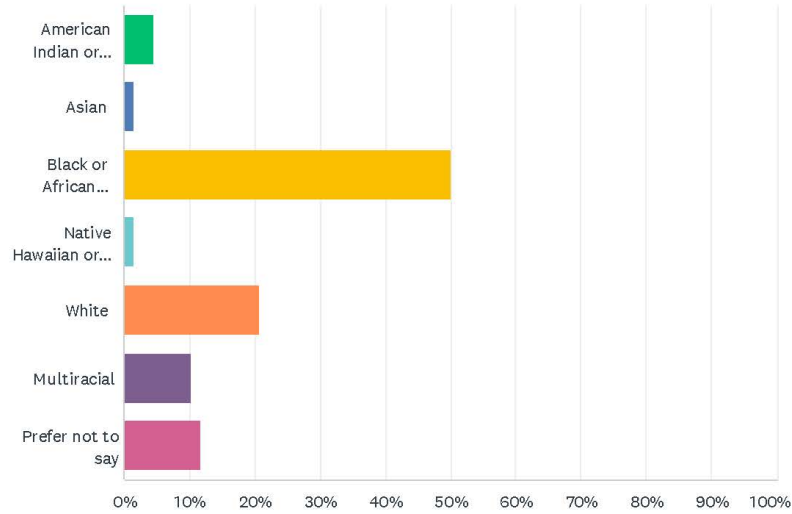


ANSWER CHOICES	RESPONSES	
13-18	2.94%	2
19-24	10.29%	7
25-34	29.41%	20
35-44	17.65%	12
45-54	16.18%	11
55-64	16.18%	11
65-74	7.35%	5
75+	0.00%	0
TOTAL		68

RIDE Wilson Rider Survey

Q15 What is your race?

Answered: 68 Skipped: 1

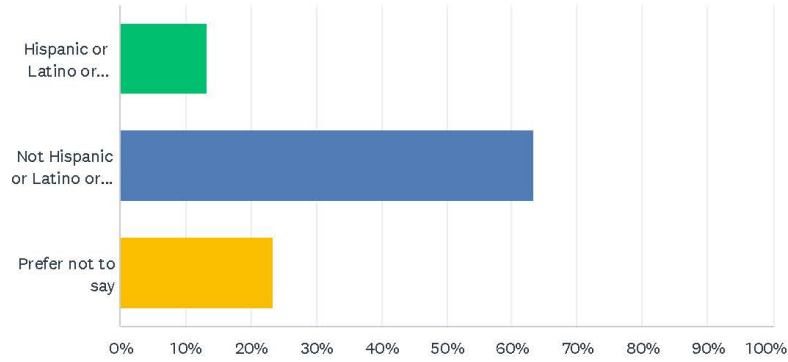


ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	4.41%	3
Asian	1.47%	1
Black or African American	50.00%	34
Native Hawaiian or Other Pacific Islander	1.47%	1
White	20.59%	14
Multiracial	10.29%	7
Prefer not to say	11.76%	8
TOTAL		68

RIDE Wilson Rider Survey

Q16 What is your ethnicity?

Answered: 68 Skipped: 1

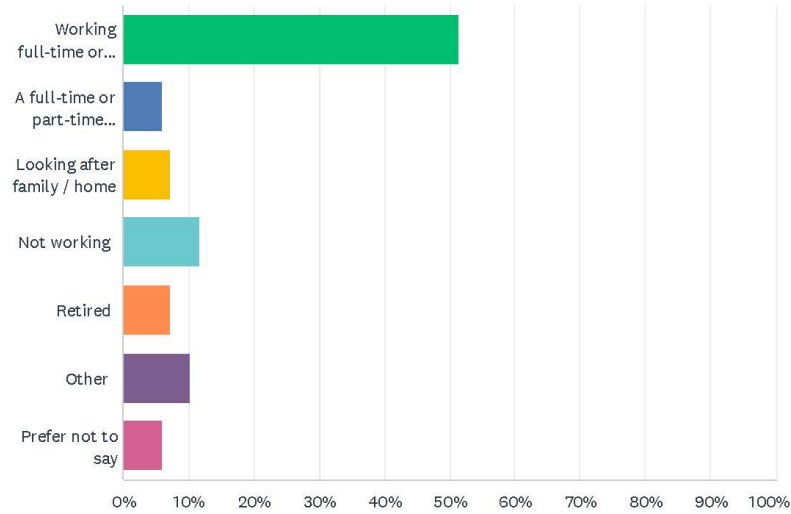


ANSWER CHOICES	RESPONSES
Hispanic or Latino or Spanish Origin	13.24% 9
Not Hispanic or Latino or Spanish Origin	63.24% 43
Prefer not to say	23.53% 16
TOTAL	68

RIDE Wilson Rider Survey

Q17 What is your employment status?

Answered: 68 Skipped: 1

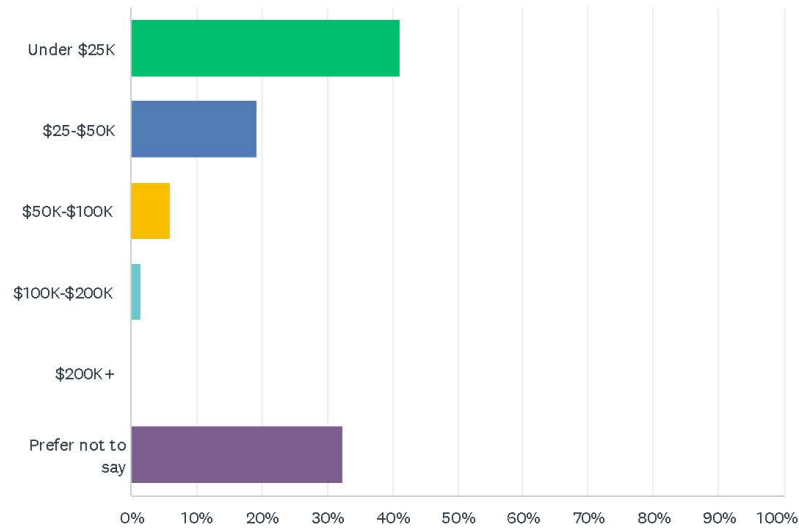


ANSWER CHOICES	RESPONSES	
Working full-time or part-time	51.47%	35
A full-time or part-time student	5.88%	4
Looking after family / home	7.35%	5
Not working	11.76%	8
Retired	7.35%	5
Other	10.29%	7
Prefer not to say	5.88%	4
TOTAL		68

RIDE Wilson Rider Survey

Q18 What is your annual household income?

Answered: 68 Skipped: 1

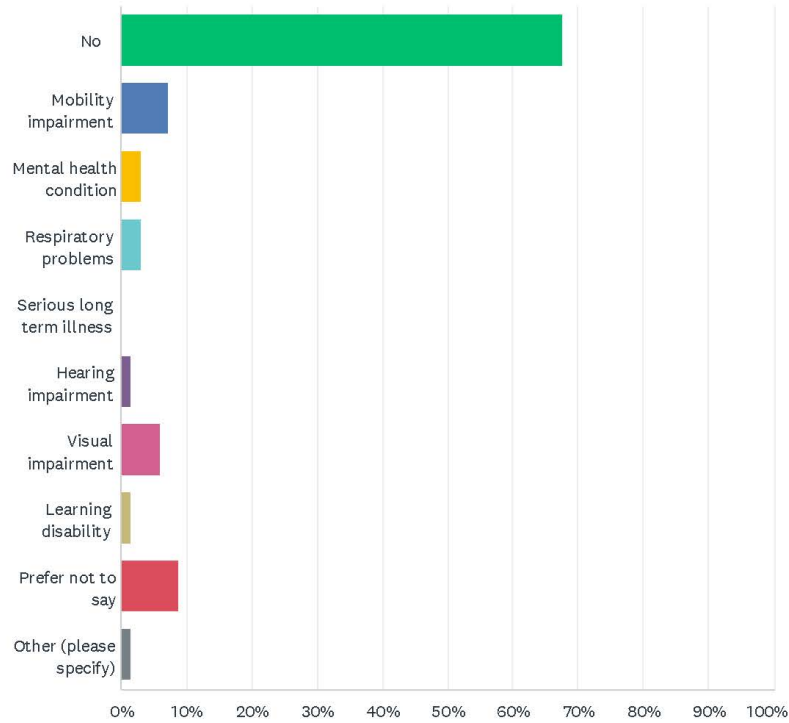


ANSWER CHOICES	RESPONSES	
Under \$25K	41.18%	28
\$25-\$50K	19.12%	13
\$50K-\$100K	5.88%	4
\$100K-\$200K	1.47%	1
\$200K+	0.00%	0
Prefer not to say	32.35%	22
TOTAL		68

RIDE Wilson Rider Survey

Q19 Do you have any long-term physical or mental disabilities which affect your use of RIDE?

Answered: 68 Skipped: 1



RIDE Wilson Rider Survey

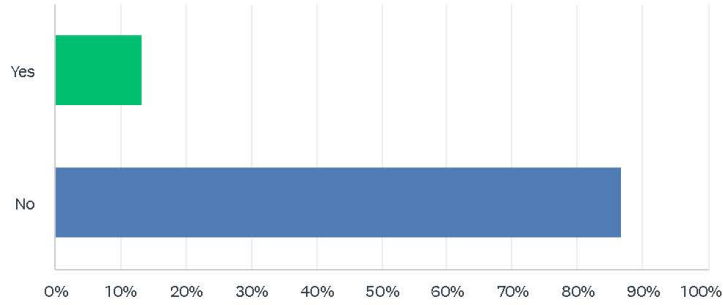
ANSWER CHOICES	RESPONSES	
No	67.65%	46
Mobility impairment	7.35%	5
Mental health condition	2.94%	2
Respiratory problems	2.94%	2
Serious long term illness	0.00%	0
Hearing impairment	1.47%	1
Visual impairment	5.88%	4
Learning disability	1.47%	1
Prefer not to say	8.82%	6
Other (please specify)	1.47%	1
TOTAL		68

#	OTHER (PLEASE SPECIFY)	DATE
1	Epilepsy can't drive	5/28/2021 1:42 PM

RIDE Wilson Rider Survey

Q20 Do you have a personal car that you can use to commute or run errands?

Answered: 68 Skipped: 1

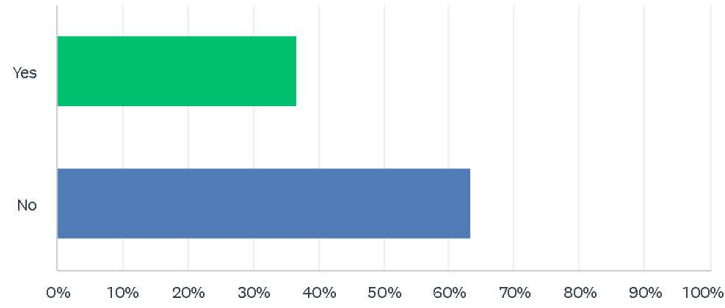


ANSWER CHOICES	RESPONSES	
Yes	13.24%	9
No	86.76%	59
TOTAL		68

RIDE Wilson Rider Survey

Q21 Do you use RIDE with children (e.g., bringing a child to school)?

Answered: 68 Skipped: 1

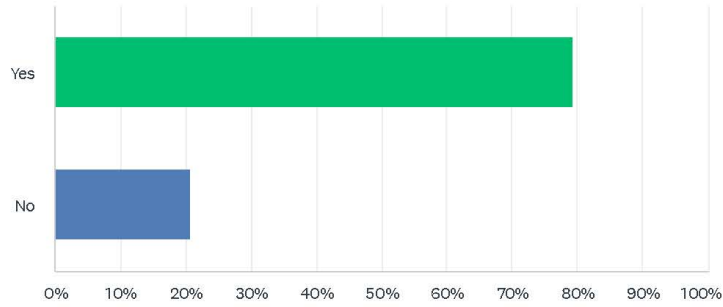


ANSWER CHOICES	RESPONSES	
Yes	36.76%	25
No	63.24%	43
TOTAL		68

RIDE Wilson Rider Survey

Q22 For a \$50 gift card, can the Via Transportation, Inc. team contact you to schedule a 60 min focus group about RIDE?

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	79.41%	54
No	20.59%	14
TOTAL		68



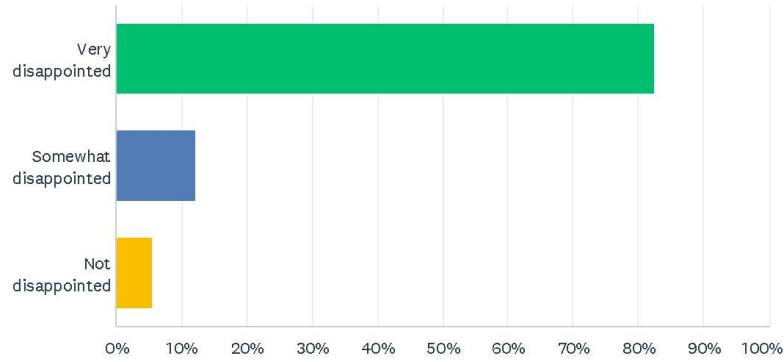
Appendix E

Rider Survey Results (11/21/21–12/21/21)

RIDE Rider Survey

Q1 How disappointed would you be if you could no longer use RIDE?

Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very disappointed	82.42%	75
Somewhat disappointed	12.09%	11
Not disappointed	5.49%	5
TOTAL		91

RIDE Rider Survey

Q2 What is the main reason for your rating?

Answered: 86 Skipped: 5

#	RESPONSES	DATE
1	So y'all will make more rides	12/12/2021 5:14 PM
2	I love RIDE. I don't drive. I would be lost without RIDE.	12/10/2021 1:37 PM
3	It's a dependable way to travel	12/9/2021 6:58 AM
4	Not being able to get a ride	12/7/2021 8:23 PM
5	The only transportation available that is affordable in Wilson County.	12/5/2021 8:19 PM
6	I love them	12/5/2021 2:23 PM
7	We need transportation wilson	12/5/2021 2:14 PM
8	Transportation issues	12/4/2021 9:31 AM
9	Don't have a vehicle	12/4/2021 4:14 AM
10	I don't drive at this point so I appreciate using Ride.	12/3/2021 3:37 PM
11	It's given me Independence as a legally blind man, before I had to ask everyone for rides to and from doctors appointments, to visit my young daughter, and to get groceries.	12/3/2021 3:24 PM
12	Convenience. Price	12/3/2021 2:22 PM
13	Wilson needs daily transportation.	12/3/2021 12:42 PM
14	Just pick you up from anywhere half of the time they wrong	12/3/2021 11:42 AM
15	Professional staff	12/3/2021 10:59 AM
16	Can't always get a ride in less than a 30 to 40 minutes and that's is not always good for me	12/3/2021 10:55 AM
17	I received great service and friendly conversation..	12/3/2021 8:59 AM
18	You are the ONLY means of transportation for me here in Wilson NC	12/3/2021 8:58 AM
19	I love the ride van I hate that I moved to another town and I can only ride unless I'm in Wilson	12/3/2021 8:55 AM
20	I depend on riding at least once a month	12/3/2021 7:43 AM
21	Availability	12/3/2021 7:24 AM
22	I would have no consistent way to work	12/3/2021 7:04 AM
23	Ride is very supporting	12/3/2021 6:07 AM
24	I use ride for work and everyday travel	12/3/2021 5:51 AM
25	Today I missed an appointment because Ride was behind with the schedule.	12/3/2021 4:48 AM
26	other means of tran9	12/3/2021 3:26 AM
27	Very affordable	12/3/2021 1:54 AM
28	I both love and very much need the ride car	12/3/2021 1:46 AM
29	Wilson, needs to keep transportation for those that have no car or no other way of getting around.	12/2/2021 9:46 PM
30	Good and convenient service	12/2/2021 9:34 PM
31	Cause it's main cheap transportation	12/2/2021 8:53 PM

RIDE Rider Survey

32	Efficiency, affordability, service, reliability. The Ride Via helps me get to my appointments for chemotherapy as well as grocery shopping. I don't have a license's so I'm truly and great appreciative for the service your company provides. Are there something's that can be worked on but it is worth keeping.	12/2/2021 8:32 PM
33	I depend on Ride a grest deal	12/2/2021 8:30 PM
34	Sharpsburg is Wilson County and so people has to find a ride to get to Wilson to handle biz-ness..but have no transportation....	12/2/2021 7:47 PM
35	To get to work	12/2/2021 7:33 PM
36	Because for the past 3 day at 5:30am I have been trying to book a ride and I never could because is said very high demand	12/2/2021 7:19 PM
37	Work	12/2/2021 7:08 PM
38	Late/incorrect pickup	12/2/2021 6:30 PM
39	I love certain drivers that actually care about they passengers	12/2/2021 6:28 PM
40	I have a brain condition and can not drive	12/2/2021 6:21 PM
41	I don't use it much but nice to have the option	12/2/2021 6:17 PM
42	It helps me go places	12/2/2021 6:03 PM
43	Because I don't know how to drive unfortunately and the ride is the only way I can get back and forth to work. The ride has been a blessing for me.	12/2/2021 6:00 PM
44	I don't drive	12/2/2021 6:00 PM
45	very peaceful, comfortable and affordable	12/2/2021 5:57 PM
46	10	12/2/2021 5:56 PM
47	it's convenient to get back and forth but it is very frustrating that the drivers nor the customer service doesn't have any concern about the passengers destinations and the time they need to get there... they are very rude and disrespectful. and the fact that when you book a ride you have to walk atleast 10 mins away from your home to be picked up even though you may type the exact location of where you need to be picked up i think that is very inconvenient and i feel that if i booked a ride and i'm the first to get picked up i should be dropped off first versus dropping according to the stop you arrive to first	12/2/2021 5:51 PM
48	Need transportation	12/2/2021 5:50 PM
49	The convenience of Via is a wonderful for individuals without personal transportation.	12/2/2021 5:44 PM
50	Because it's faster than the cabs	12/2/2021 5:41 PM
51	Because it is the only public transportation right now	12/2/2021 5:40 PM
52	The wait time is horrible and sometimes they cancel rides without notification	12/2/2021 5:37 PM
53	Because it's how I get around	12/2/2021 5:37 PM
54	Service	12/2/2021 5:33 PM
55	I can still Uber, but Ride seems safer	12/2/2021 5:33 PM
56	Because it's my transportation to and from work	12/2/2021 5:32 PM
57	I use it to go to the store	12/2/2021 5:28 PM
58	Like the ride	12/2/2021 5:27 PM
59	My opinion	12/2/2021 5:24 PM
60	Service	12/2/2021 5:24 PM
61	RIDE is an important mode of transportation for many people, and if it was taken away a lot of people would lose their jobs.	12/2/2021 5:22 PM
62	It's convenient and I do not drive	12/2/2021 5:21 PM

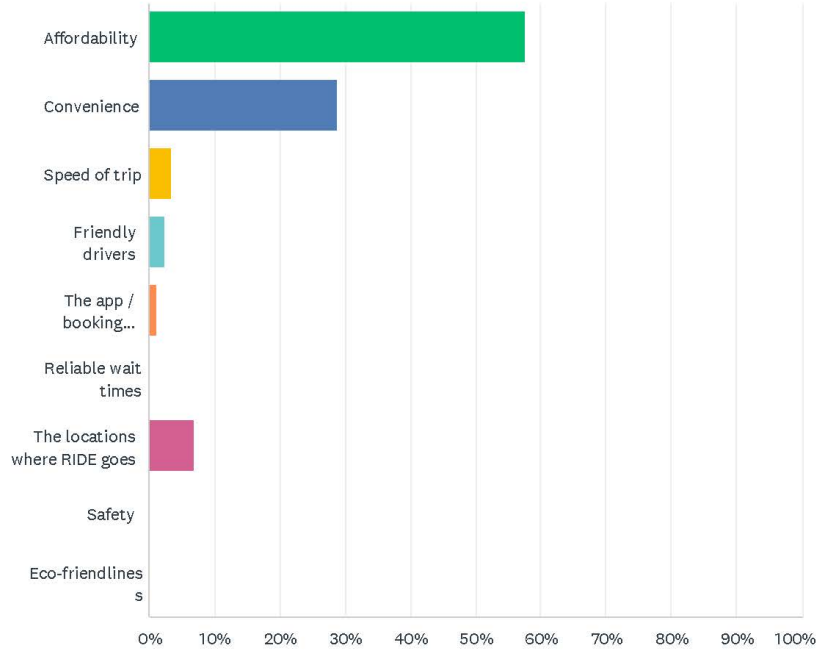
RIDE Rider Survey

63	It is quite literally rhe only reliable public transport in Wilson	12/2/2021 5:20 PM
64	Supporting	12/2/2021 5:19 PM
65	Its my ride to work.	12/2/2021 5:18 PM
66	I depend on the transportation	12/2/2021 5:18 PM
67	I don't have my own transportation and uber and lyft are wayyy to expensive	12/2/2021 5:17 PM
68	Wilson already doesn't have public transportation so this ride benefits the ones who do not have family or friends to give them a ride. Its fast and convenient.	12/2/2021 5:12 PM
69	Convenient	12/2/2021 5:11 PM
70	No other city transportation	12/2/2021 5:10 PM
71	Transportation	12/2/2021 5:09 PM
72	Having access to Ride is important to me since there is no other transportation available to me.	12/2/2021 5:09 PM
73	Need the transportation	12/2/2021 5:08 PM
74	They pick me up just in time to get to work	12/2/2021 5:08 PM
75	Good and reliable service.	12/2/2021 5:07 PM
76	Very useful	12/2/2021 5:07 PM
77	It dont come on time	12/2/2021 5:07 PM
78	I use ride for many purposes. Work, appointments, errands etc. It has become a reliable resource when other transportation can't be obtained.	12/2/2021 5:07 PM
79	Very dissatisfied with wait time and the drivers are very disrespectful	12/2/2021 5:06 PM
80	It gets me back and forth to work	12/2/2021 5:06 PM
81	I want to continue to use share ride my only means of transportation.	12/2/2021 5:05 PM
82	I uses ride all the time	12/2/2021 5:05 PM
83	I need a ride	12/2/2021 5:05 PM
84	I have to get to work.	12/2/2021 5:05 PM
85	Because ride is a life saver	12/2/2021 5:04 PM
86	Y'all need to start waiting on people	12/2/2021 5:04 PM

RIDE Rider Survey

Q3 Why do you use the RIDE?

Answered: 87 Skipped: 4

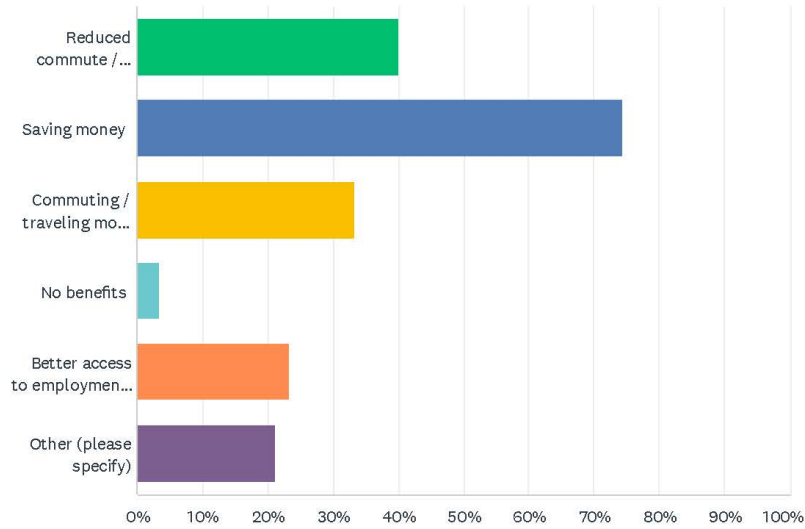


ANSWER CHOICES	RESPONSES	
Affordability	57.47%	50
Convenience	28.74%	25
Speed of trip	3.45%	3
Friendly drivers	2.30%	2
The app / booking experience	1.15%	1
Reliable wait times	0.00%	0
The locations where RIDE goes	6.90%	6
Safety	0.00%	0
Eco-friendliness	0.00%	0
TOTAL		87

RIDE Rider Survey

Q4 What benefits have you seen from using RIDE? Please select all that apply.

Answered: 90 Skipped: 1



ANSWER CHOICES	RESPONSES
Reduced commute / travel time	40.00% 36
Saving money	74.44% 67
Commuting / traveling more often	33.33% 30
No benefits	3.33% 3
Better access to employment opportunities	23.33% 21
Other (please specify)	21.11% 19
Total Respondents: 90	

#	OTHER (PLEASE SPECIFY)	DATE
1	The driver's are awesome!!!	12/10/2021 1:37 PM
2	This service is necessary in this area. The price is affordable and with investing in more vans and drivers it will cut down unexpected longer wait times. The app gps also needs to be updated	12/5/2021 8:19 PM
3	We needed	12/5/2021 2:14 PM
4	Independence! There's a huge blind population in Wilson, and transportation is a huge barrier to them having full productive lives/careers	12/3/2021 3:24 PM
5	It is the only public transportation	12/3/2021 12:42 PM

RIDE Rider Survey

6	The most affordable ride	12/3/2021 6:07 AM
7	Nice attitude and nice people	12/3/2021 1:54 AM
8	I love it!!!!	12/3/2021 1:46 AM
9	Pretty much no car!	12/2/2021 9:46 PM
10	Able to get to all the appointments and places I need to go	12/2/2021 8:32 PM
11	Not using others time	12/2/2021 6:17 PM
12	Reliable transportation to and from my place of employment	12/2/2021 6:00 PM
13	getting me back and forth to work	12/2/2021 5:51 PM
14	The time via starts running from the time it stops running but I wish via would stop running at 8:00pm than stop running at 7:00pm	12/2/2021 5:41 PM
15	Access to school	12/2/2021 5:40 PM
16	Need for short distance rides	12/2/2021 5:33 PM
17	Easy ride to and from work	12/2/2021 5:18 PM
18	I don't drive due to medical reasons	12/2/2021 5:18 PM
19	Safe travel around town	12/2/2021 5:07 PM

RIDE Rider Survey

Q5 Please elaborate on your answer to question 4.

Answered: 84 Skipped: 7

#	RESPONSES	DATE
1	It's helps me to work when ever I don't have a ride and it's very convient to when I need sum from the store or it's and emergency	12/12/2021 5:14 PM
2	I love everything about RIDE. I'm on disability. It's very affordable.	12/10/2021 1:37 PM
3	Very dependable	12/9/2021 6:58 AM
4	Ride is a great option in wilson	12/7/2021 8:23 PM
5	Keep ride in this area, cabs are too expensive and not enough available if this service leaves. I get to work mainly with this service.	12/5/2021 8:19 PM
6	OI	12/5/2021 2:23 PM
7	No comments	12/5/2021 2:14 PM
8	Cabs are expensive	12/4/2021 4:14 AM
9	It's just better	12/3/2021 9:02 PM
10	It's cheaper than using taxicabs.	12/3/2021 3:37 PM
11	Being blind, the lack of transportation (that Ride provides) is just as debilitating as many people's disabilities. One of the first questions on applications is do you have a dependable source of transportation.	12/3/2021 3:24 PM
12	It is available anywhere with the city limits.	12/3/2021 2:22 PM
13	Wilson needs transportation every day of the week.	12/3/2021 12:42 PM
14	None	12/3/2021 11:42 AM
15	I love the timing...i love and enjoy the ride. It helps not only me but a broad part of all communities. Its an awesome provram	12/3/2021 10:59 AM
16	The price is great and getting to destinations is pretty quick	12/3/2021 10:55 AM
17	No comment.	12/3/2021 8:59 AM
18	I'm able to keep my independent, & not depend on others to take me where I need to go.	12/3/2021 8:58 AM
19	It helps when I'm in Wilson and need to go other places	12/3/2021 8:55 AM
20	Convenient to ride when having car issues	12/3/2021 7:43 AM
21	Necessary	12/3/2021 7:24 AM
22	I use it to go back and forth to work when I otherwise wouldn't have a way. I also use it to go out and buy my groceries instead of paying more for it to be delivered.	12/3/2021 7:04 AM
23	Ride is the most affordable friendly transportation out here	12/3/2021 6:07 AM
24	I use ride to go grocery shopping and taking my kid to school and daycare	12/3/2021 5:51 AM
25	I have the flexibility of not having to wait an hour to go and come as I need to.	12/3/2021 4:48 AM
26	cab services is very expensive	12/3/2021 3:26 AM
27	Very convenient, safe and the service is excellent	12/3/2021 1:46 AM
28	Only mode of transportation	12/2/2021 9:46 PM
29	Awesome service	12/2/2021 9:34 PM

RIDE Rider Survey

30	Easy on my money I get disability	12/2/2021 8:53 PM
31	I don't have a driver's license	12/2/2021 8:32 PM
32	I could not get around as easily because cabs are WAY too expensive	12/2/2021 8:30 PM
33	Really not a lot of stop's	12/2/2021 7:47 PM
34	Save funds	12/2/2021 7:33 PM
35	It is cheaper	12/2/2021 7:19 PM
36	Ride to work	12/2/2021 7:08 PM
37	I save money by paying when 1.50 than paying \$11 or \$12 for a cab	12/2/2021 6:40 PM
38	It's cheaper than Lyft	12/2/2021 6:30 PM
39	I can get to & from work on time 1	12/2/2021 6:28 PM
40	I am unable to drive so I am getting out more now that I can use the service	12/2/2021 6:21 PM
41	Don't have to ask friends for ride when car is being serviced	12/2/2021 6:17 PM
42	There was no public transportation before now i have via and i can go to work on time and my kids can go to their practices	12/2/2021 6:03 PM
43	Unfortunately I don't know how to drive so ride has been the biggest blessing getting me to and from work	12/2/2021 6:00 PM
44	Cheaper then taking a cab	12/2/2021 6:00 PM
45	I feel more comfortable riding with fewer people and it is very affordable	12/2/2021 5:57 PM
46	N/a	12/2/2021 5:56 PM
47	i had a car wreck and i need ways to work	12/2/2021 5:51 PM
48	It helps	12/2/2021 5:50 PM
49	I previously owned/was purchasing a vehicle that I loved. I did not do a great deal of driving. My weekly mileage was minimal. However, each day that I got into my Voltswagon, I used the seat warming feature for the entire length of my trips. It was good for me. It may have appeared to be splurging, but it really was not bad.	12/2/2021 5:44 PM
50	I take ride to school multiple times a week	12/2/2021 5:40 PM
51	Just horrible wait time	12/2/2021 5:37 PM
52	Cabs charge to much	12/2/2021 5:37 PM
53	Better service	12/2/2021 5:33 PM
54	I needed to go from the hospital to where my husband's car was and it was less then 2 miles, so Uber would have been expensive and would have needed to wait a long time. Ride was able to be there in less then 10 minutes	12/2/2021 5:33 PM
55	I can get to work and from work safe	12/2/2021 5:32 PM
56	Same money	12/2/2021 5:28 PM
57	It's cheap	12/2/2021 5:27 PM
58	My opinion	12/2/2021 5:24 PM
59	It's a good price	12/2/2021 5:24 PM
60	It's a good way to get around	12/2/2021 5:21 PM
61	The only way I can go to places nearby as I have no car and am a international student	12/2/2021 5:20 PM
62	When my car doesn't work I use ride	12/2/2021 5:19 PM
63	Its a great way for those without a car to get to work.	12/2/2021 5:18 PM

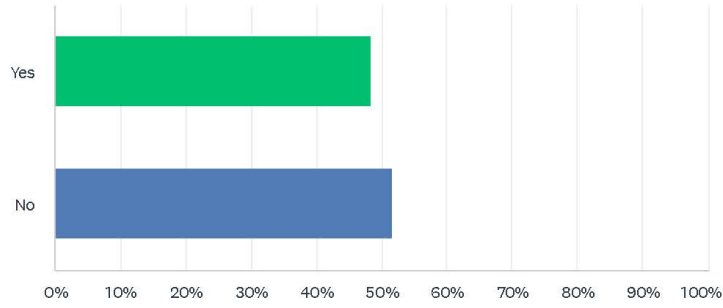
RIDE Rider Survey

64	Medical reasons	12/2/2021 5:18 PM
65	N/A	12/2/2021 5:17 PM
66	It's fast and affordable	12/2/2021 5:12 PM
67	I am able to get to work without using half my ck	12/2/2021 5:11 PM
68	Cheaper than a taxi and point to point rides	12/2/2021 5:10 PM
69	Real close	12/2/2021 5:09 PM
70	Travel time is quicker and easier for me and cheaper than a taxi.	12/2/2021 5:09 PM
71	The price	12/2/2021 5:08 PM
72	Able to get to work on time	12/2/2021 5:08 PM
73	Easy access to things around my city.	12/2/2021 5:07 PM
74	Useful tool	12/2/2021 5:07 PM
75	A cab coast alot of money	12/2/2021 5:07 PM
76	I use ride for many purposes. Work, appointments, errands etc. It has become a reliable resource when other transportation can't be obtained.	12/2/2021 5:07 PM
77	It's cheaper than taking a taxi	12/2/2021 5:06 PM
78	I spend \$3 a day getting back and forth to work	12/2/2021 5:06 PM
79	I need to get to and from church,market, etc.	12/2/2021 5:05 PM
80	N/A	12/2/2021 5:05 PM
81	Just 1.50\$ a ride and wait times dont be too long	12/2/2021 5:05 PM
82	Easy for me	12/2/2021 5:05 PM
83	1.50 is a whole lot better than 13.50	12/2/2021 5:04 PM
84	Na	12/2/2021 5:04 PM

RIDE Rider Survey

Q6 Has RIDE helped you gain or maintain employment?

Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.35%	44
No	51.65%	47
TOTAL		91

RIDE Rider Survey

Q7 If yes, please explain.

Answered: 37 Skipped: 54

#	RESPONSES	DATE
1	Yeess	12/12/2021 5:14 PM
2	I don't have a car nor the income to comfortably afford that extra expense right now, this is the way I get to and from work. Also other places such as doctors appointments. If this service leaves the area it would be challenging to get to and from work from a financial perspective.	12/5/2021 8:21 PM
3	It what i use to get to work	12/5/2021 2:24 PM
4	I be time	12/3/2021 9:03 PM
5	There are times where I was able to use Ride when my carpool doesn't work out. It helps me be flexible, when the people that give me rides can't make it. I can still make it to work or events without having to scramble begging people for rides. Safety Cab is not a even close to being a fair substitute for Ride. SC. Isn't a very safe feeling experience as a blind person. All of the Rides drivers I have Ridden with this last year have been great people/ drivers except for Andre. I rode with him one day and he reeked of weed, and wasn't keeping in his lane. I had to tell him he was driving in three turning lane and there was an oncoming vehicle in the lane.	12/3/2021 3:38 PM
6	Ride gets me to work. It may not be on time, but I get there.	12/3/2021 12:43 PM
7	I had a ride head gasket blew. I called City Transportation and it was like nothing even happen. I kept it moving and this service have been great to me assistance is awesome.	12/3/2021 11:01 AM
8	Ride has helped me reach my destination early	12/3/2021 8:55 AM
9	My car broke and I didn't have a ride	12/3/2021 7:43 AM
10	I'm able to make it back and forth from work	12/3/2021 7:05 AM
11	I use ride to get to work and even tho the times could be extended to 9pm it's still convenient for work travel	12/3/2021 5:52 AM
12	helps me get to work	12/3/2021 3:27 AM
13	Ride to work	12/2/2021 9:34 PM
14	Work	12/2/2021 7:09 PM
15	I can get to work cause sometimes its my only transportation	12/2/2021 6:41 PM
16	I now work at truiet I catch ride everyday to and from work	12/2/2021 6:31 PM
17	They get me work on time everyday	12/2/2021 6:29 PM
18	I have more opportunities	12/2/2021 6:04 PM
19	I couldn't find a reliable ride to and from work	12/2/2021 6:01 PM
20	N/a	12/2/2021 5:56 PM
21	It helps me get to work	12/2/2021 5:50 PM
22	It's convenient when it comes on time	12/2/2021 5:37 PM
23	I'm able to get to work	12/2/2021 5:37 PM
24	Riders	12/2/2021 5:34 PM
25	Because I am getting work safe and sound	12/2/2021 5:32 PM
26	Take me to work	12/2/2021 5:22 PM
27	Its My main transportation to and from work. If not I'd be left walking.	12/2/2021 5:19 PM

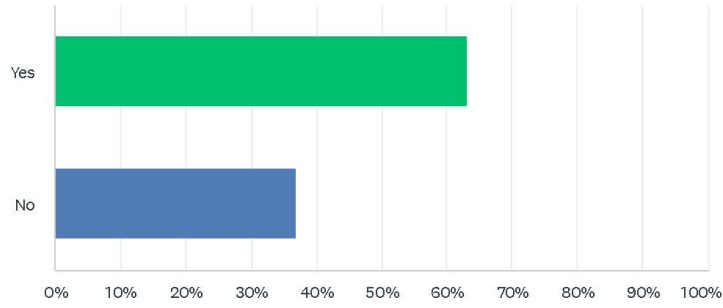
RIDE Rider Survey

28	I am waiting to be registered by RIDE to become a driver partner and RIDE would be the only way for me to get to work	12/2/2021 5:18 PM
29	Reliable	12/2/2021 5:12 PM
30	It's fast and convenient	12/2/2021 5:12 PM
31	I had my first interview and they are the ones who took me there then took me back home	12/2/2021 5:09 PM
32	If I book a ride early enough I'm guaranteed to be on time. Most days ride is available during scheduled shifts.	12/2/2021 5:09 PM
33	To work	12/2/2021 5:08 PM
34	Gets me from work it also may me lose a job	12/2/2021 5:08 PM
35	back and forth to work	12/2/2021 5:07 PM
36	I would have my job if it wasn't for ride , I don't have license and my gf has license and no car	12/2/2021 5:06 PM
37	I can get to work	12/2/2021 5:05 PM

RIDE Rider Survey

Q8 Has RIDE provided an economic benefit to your home or business?

Answered: 87 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	63.22%	55
No	36.78%	32
TOTAL		87

RIDE Rider Survey

Q9 If yes, please explain.

Answered: 42 Skipped: 49

#	RESPONSES	DATE
1	I'm on disability. I have to watch how I spend. RIDE is affordable.	12/10/2021 1:41 PM
2	The ride pass makes my rides only a dollar verses the \$10-15 I would spend one way in a cab. Cabs in Wilson are too expensive to take multiple trips. I spend about \$60 for the month just for work rides when it would more than than in a week riding cabs.	12/5/2021 8:26 PM
3	No vehicle	12/4/2021 4:18 AM
4	Better transport	12/3/2021 9:04 PM
5	Its a large area to cover Wilson however due to inflation prices food is high us poor people still need a relief	12/3/2021 11:15 AM
6	Refer to previous answers.	12/3/2021 9:02 AM
7	I'm able to pay monthly & not for each ride on every trip I make	12/3/2021 9:02 AM
8	Keep up the good work	12/3/2021 8:58 AM
9	Low cost	12/3/2021 7:27 AM
10	I can do work and am saving money	12/3/2021 7:07 AM
11	With my handicap ride will pick me up at my door	12/3/2021 6:12 AM
12	It's great	12/3/2021 5:53 AM
13	Appointments	12/2/2021 9:36 PM
14	I have been able to get to places that are cheaper	12/2/2021 8:33 PM
15	Mean of transportation	12/2/2021 7:52 PM
16	Transportation	12/2/2021 7:24 PM
17	I take the ride to work	12/2/2021 7:13 PM
18	I now can get me n my child to our appointments	12/2/2021 6:33 PM
19	We use ride at work for clients	12/2/2021 6:20 PM
20	it's a ride to work until i get another car	12/2/2021 6:14 PM
21	Affordable and convenient	12/2/2021 6:06 PM
22	The cab was costing me a third of my check which made it hard for me to pay my bills.	12/2/2021 6:06 PM
23	N/a	12/2/2021 5:59 PM
24	Alit of people use the van	12/2/2021 5:51 PM
25	It is an expedient blessing for our community.	12/2/2021 5:51 PM
26	It gives me an inexpensive way to get around	12/2/2021 5:42 PM
27	More economic and service	12/2/2021 5:36 PM
28	I did not need to get my husband's car taken back to our house, which would have been \$200 instead I could use ride to just take it to pick it up	12/2/2021 5:36 PM
29	It is ssb	12/2/2021 5:35 PM
30	Good ride	12/2/2021 5:31 PM

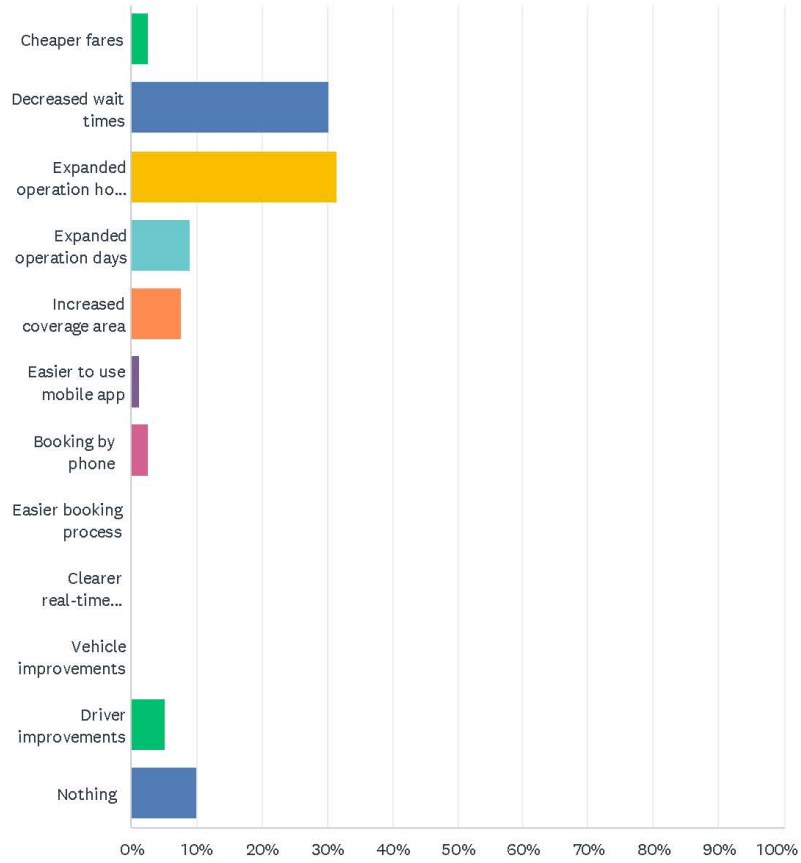
RIDE Rider Survey

31	It just has	12/2/2021 5:25 PM
32	Convenience	12/2/2021 5:24 PM
33	Cost less than other transportation like taxi	12/2/2021 5:24 PM
34	Less than an uber	12/2/2021 5:22 PM
35	I can make it to work	12/2/2021 5:22 PM
36	N/A	12/2/2021 5:21 PM
37	Employment gain!	12/2/2021 5:12 PM
38	Save money	12/2/2021 5:11 PM
39	By saving money on gas I can buy more groceries	12/2/2021 5:10 PM
40	I don't have any other means of transportation.	12/2/2021 5:09 PM
41	.	12/2/2021 5:08 PM
42	Saving money	12/2/2021 5:07 PM

RIDE Rider Survey

Q10 What would you like to see improved about the service?

Answered: 79 Skipped: 12



RIDE Rider Survey

ANSWER CHOICES	RESPONSES	
Cheaper fares	2.53%	2
Decreased wait times	30.38%	24
Expanded operation hours	31.65%	25
Expanded operation days	8.86%	7
Increased coverage area	7.59%	6
Easier to use mobile app	1.27%	1
Booking by phone	2.53%	2
Easier booking process	0.00%	0
Clearer real-time information about my trip	0.00%	0
Vehicle improvements	0.00%	0
Driver improvements	5.06%	4
Nothing	10.13%	8
TOTAL		79

RIDE Rider Survey

Q11 Please elaborate on your answer to question 10.

Answered: 71 Skipped: 20

#	RESPONSES	DATE
1	Yes	12/12/2021 5:15 PM
2	Some days I need transportation at 7:30 pm	12/9/2021 7:01 AM
3	Why do you show me this question when I can't see 7. I'll tell you what you need to improve for #8 it's come to my address like other services instead of making me walk down the street	12/7/2021 8:30 PM
4	Sometimes wait time can be over 30minutes, so I scheduled in advance to avoid being late to work or having to wait at the laundromat when my job closes. I really would like to extended hours of operation especially on Sunday.	12/5/2021 8:26 PM
5	Love them	12/5/2021 2:27 PM
6	Faster time	12/5/2021 2:18 PM
7	I have to be at work at 5am, service doesn't start until 7am	12/4/2021 4:18 AM
8	It's helps alot	12/3/2021 9:04 PM
9	Also I would appreciate seeing foot stools in the vans as I am short and this would certainly help with entering the vans.	12/3/2021 3:42 PM
10	Wilson needs transportation daily even if it is a holiday.	12/3/2021 12:47 PM
11	None	12/3/2021 11:44 AM
12	I went to work on R.I.D.E and R.I.D.E made me walk a three block destination. If people send an address and its at a Grocery store please dont have people walking three blocks with grocery please have the R.I.D.E. to pick us up at the grocery store not three blocks away.	12/3/2021 11:15 AM
13	It's easy to get a ride to work but not from work	12/3/2021 10:59 AM
14	I waited once for 45 minutes.	12/3/2021 9:02 AM
15	A Sunday ride would be great	12/3/2021 9:02 AM
16	I moved 30 mins to a hour away and it would be great	12/3/2021 8:58 AM
17	Sometimes I have to wait almost a hour in the afternoon	12/3/2021 7:44 AM
18	Being on time	12/3/2021 7:27 AM
19	I would love for it to run on Sundays because I struggle finding a way to work and home	12/3/2021 7:07 AM
20	Sometimes ride can have high wait times	12/3/2021 6:12 AM
21	The hours coverage and days need to be expanded	12/3/2021 5:53 AM
22	The problem is, that if I need to travel to many places, it can become expensive for someone on a fixed income.	12/3/2021 4:53 AM
23	riders wearing face mask its been times when I have been in the van and other riders do not have on a mask that's not good some vans have signs saying mask are required and some vans do not	12/3/2021 3:31 AM
24	Would be wonderful on Sunday	12/3/2021 1:49 AM
25	Sometimes the wait can be too long or get even get a ride because not available. Yesterday I had to wait almost 45 mins to get hm. I only went across 301 which I would have walked but disabled and afraid to cross 301 walking	12/2/2021 9:51 PM
26	Farther out	12/2/2021 9:36 PM

RIDE Rider Survey

27	Sometimes to long of a wait	12/2/2021 8:56 PM
28	Some of the rides really have no other means of transportation so weekends would help if we are released from the hospital or need to go grocery shopping	12/2/2021 8:37 PM
29	A little later in evenings and Sunday	12/2/2021 8:33 PM
30	Need more drivers so the wait time want be so long	12/2/2021 7:24 PM
31	Not friendly drivers poor experience driver rude and not their job correctly	12/2/2021 6:33 PM
32	Not all of our clients have smart phones	12/2/2021 6:20 PM
33	people work past 7 and there aren't any cabs available	12/2/2021 6:14 PM
34	Some times the wait time is longer than hour and driver doesn't show after the ride hours close	12/2/2021 6:06 PM
35	Sometimes I have waited 1 hr and a half to get home but I waited because I have no other option getting bk and forth	12/2/2021 6:06 PM
36	Till 9pm	12/2/2021 6:02 PM
37	Although I know that it is safer for the drivers, I'd like to see the hours expand for daylight savings time	12/2/2021 6:02 PM
38	Yes	12/2/2021 5:59 PM
39	It takes a while to arrive	12/2/2021 5:51 PM
40	The time that is available is safest for everyone.	12/2/2021 5:51 PM
41	Some of the drivers are rude and smoke in the cars. But many of the drivers are good.	12/2/2021 5:42 PM
42	You wait an hour for a ride that suppose to get to you in 15 minutes	12/2/2021 5:41 PM
43	Short wait time	12/2/2021 5:35 PM
44	I can get to work	12/2/2021 5:34 PM
45	Other cities	12/2/2021 5:31 PM
46	My opinion	12/2/2021 5:26 PM
47	Longer hours for people who work late	12/2/2021 5:25 PM
48	Just need access at late times	12/2/2021 5:24 PM
49	Sunday transportation would help me	12/2/2021 5:24 PM
50	Wish side would work throughout the state	12/2/2021 5:22 PM
51	Need it to get to work	12/2/2021 5:22 PM
52	On weekends and later hours would greatly help me.	12/2/2021 5:21 PM
53	Sometimes the wait time are 25 to 45 mins	12/2/2021 5:21 PM
54	We only have 1 taxi services and this would be better if the ride drivers had longer shifts	12/2/2021 5:16 PM
55	Enjoy riding	12/2/2021 5:14 PM
56	Sometimes I have to wait up to 30 minutes.	12/2/2021 5:13 PM
57	Hours of operation should be extended for those that work late shifts and have no other means of transportation :)	12/2/2021 5:12 PM
58	I have waited for up to hour	12/2/2021 5:12 PM
59	People have somewhere to go beyond the current hours of service	12/2/2021 5:11 PM
60	Long waits on certain days	12/2/2021 5:11 PM
61	Sometimes wait times can be a little long.	12/2/2021 5:11 PM
62	Get on time	12/2/2021 5:10 PM

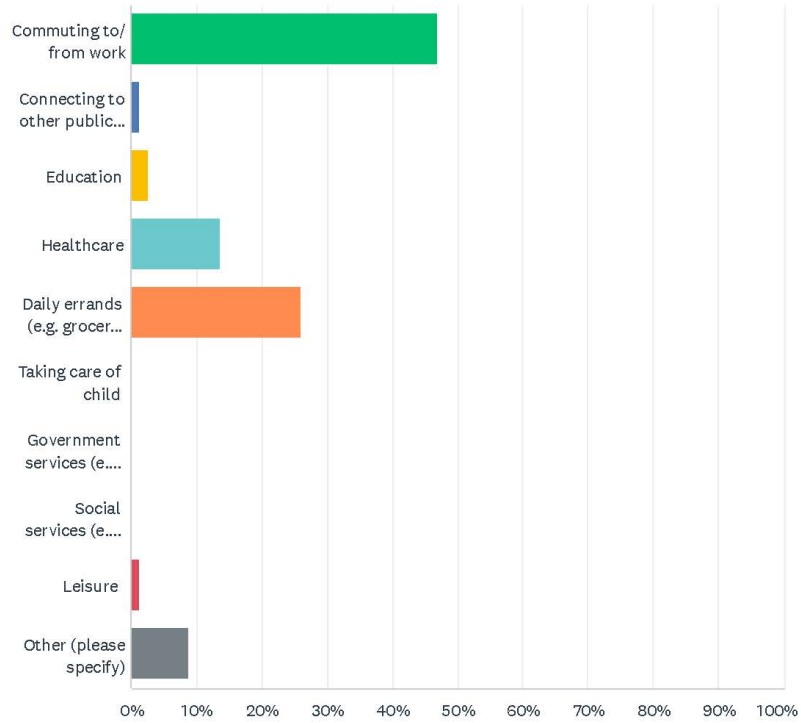
RIDE Rider Survey

63	I also have a nice job and I would like to be able to ride it	12/2/2021 5:10 PM
64	Some of the new drivers are rude	12/2/2021 5:09 PM
65	Operate until 11pm, Monday thru Fridays , Saturday until 10pm. Sunday ,7pm	12/2/2021 5:09 PM
66	At least to 8pm	12/2/2021 5:09 PM
67	6pm is too early	12/2/2021 5:08 PM
68	Sometime it says 35 mins	12/2/2021 5:08 PM
69	I work seven days	12/2/2021 5:08 PM
70	I work on Sundays	12/2/2021 5:07 PM
71	Na	12/2/2021 5:05 PM

RIDE Rider Survey

Q12 What is your most frequent use for RIDE? Please select one.

Answered: 81 Skipped: 10



RIDE Rider Survey

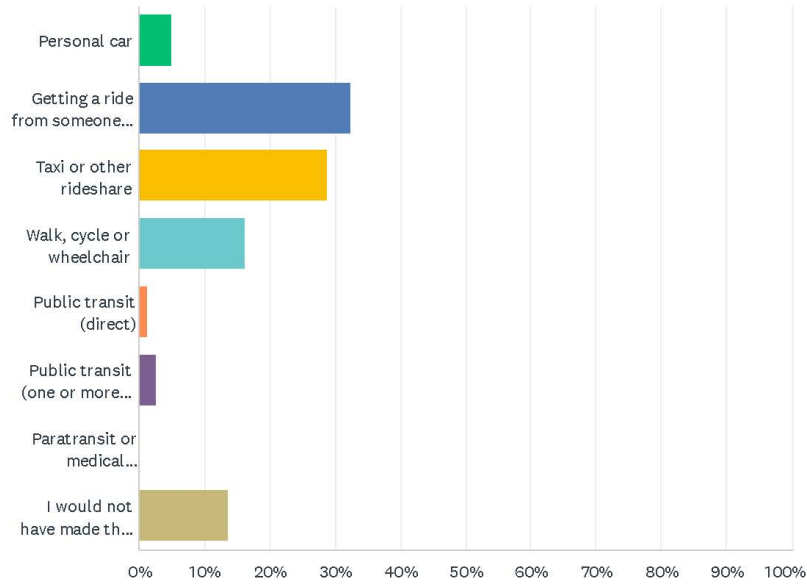
ANSWER CHOICES	RESPONSES	
Commuting to/ from work	46.91%	38
Connecting to other public transit (bus, train, ferry, etc.)	1.23%	1
Education	2.47%	2
Healthcare	13.58%	11
Daily errands (e.g. grocery, bank)	25.93%	21
Taking care of child	0.00%	0
Government services (e.g. court, city hall, county admin)	0.00%	0
Social services (e.g. support orgs, community facilities)	0.00%	0
Leisure	1.23%	1
Other (please specify)	8.64%	7
TOTAL		81

#	OTHER (PLEASE SPECIFY)	DATE
1	Getting my vehicle	12/7/2021 8:30 PM
2	grocery shopping and other forms of shopping.	12/3/2021 3:42 PM
3	Work. And running errands	12/3/2021 8:58 AM
4	Emergency	12/3/2021 7:27 AM
5	Gym	12/2/2021 7:24 PM
6	Medical	12/2/2021 5:36 PM
7	All of the above	12/2/2021 5:12 PM

RIDE Rider Survey

Q13 How would you have made your most recent trip on RIDE if the service wasn't an option?

Answered: 80 Skipped: 11

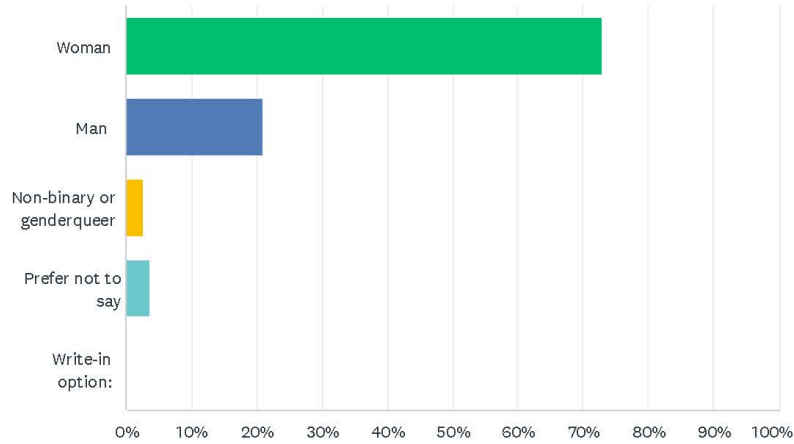


ANSWER CHOICES	RESPONSES	
Personal car	5.00%	4
Getting a ride from someone I know	32.50%	26
Taxi or other rideshare	28.75%	23
Walk, cycle or wheelchair	16.25%	13
Public transit (direct)	1.25%	1
Public transit (one or more transfers)	2.50%	2
Paratransit or medical transport	0.00%	0
I would not have made this trip	13.75%	11
TOTAL		80

RIDE Rider Survey

Q14 What is your gender?

Answered: 81 Skipped: 10



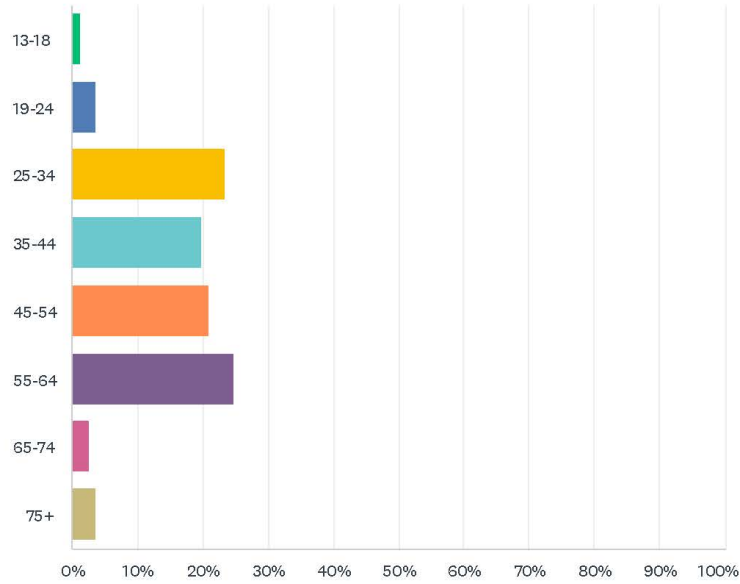
ANSWER CHOICES	RESPONSES
Woman	72.84% 59
Man	20.99% 17
Non-binary or genderqueer	2.47% 2
Prefer not to say	3.70% 3
Write-in option:	0.00% 0
TOTAL	81

#	WRITE-IN OPTION:	DATE
	There are no responses.	

RIDE Rider Survey

Q15 What is your age?

Answered: 81 Skipped: 10

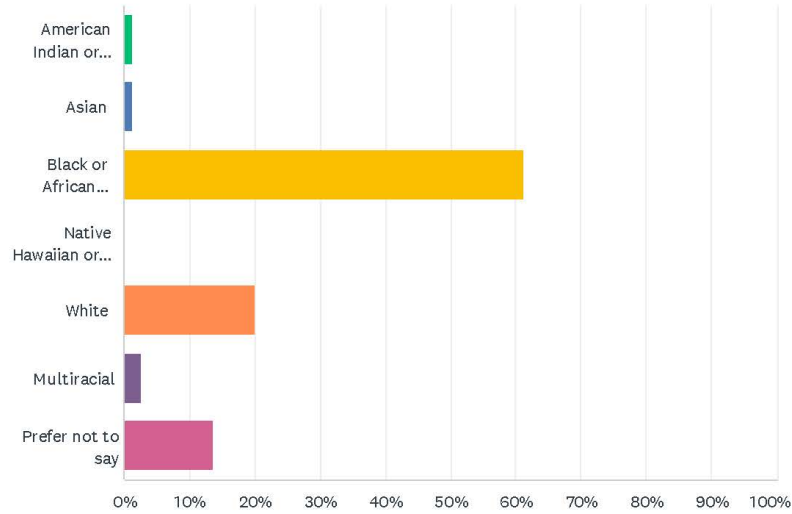


ANSWER CHOICES	RESPONSES	
13-18	1.23%	1
19-24	3.70%	3
25-34	23.46%	19
35-44	19.75%	16
45-54	20.99%	17
55-64	24.69%	20
65-74	2.47%	2
75+	3.70%	3
TOTAL		81

RIDE Rider Survey

Q16 What is your race?

Answered: 80 Skipped: 11

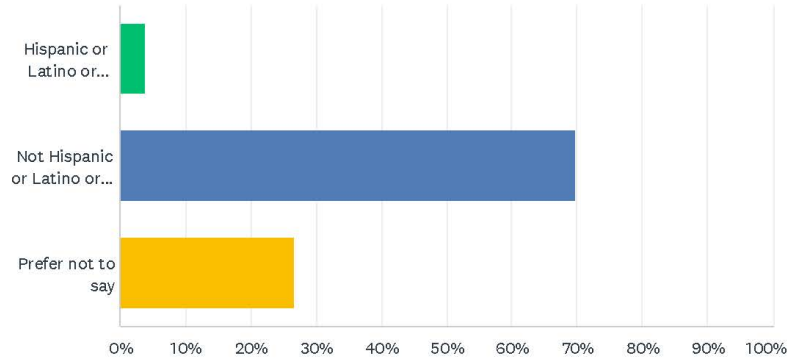


ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	1.25%	1
Asian	1.25%	1
Black or African American	61.25%	49
Native Hawaiian or Other Pacific Islander	0.00%	0
White	20.00%	16
Multiracial	2.50%	2
Prefer not to say	13.75%	11
TOTAL		80

RIDE Rider Survey

Q17 What is your ethnicity?

Answered: 79 Skipped: 12

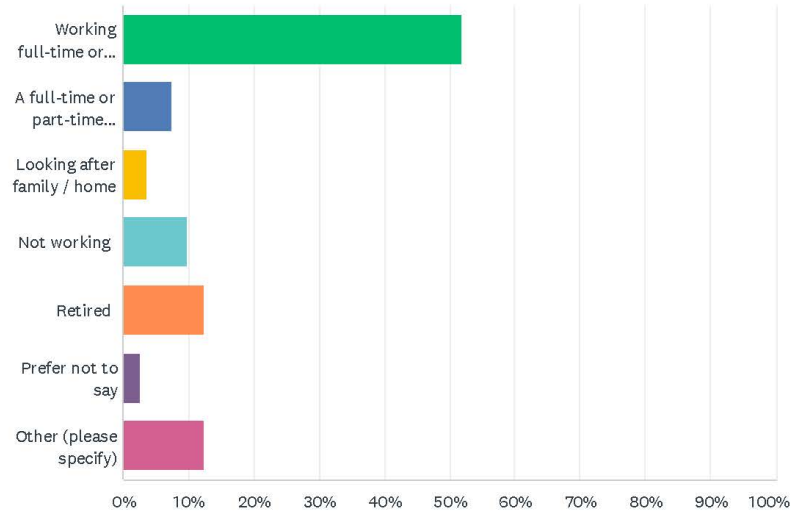


ANSWER CHOICES	RESPONSES	
Hispanic or Latino or Spanish Origin	3.80%	3
Not Hispanic or Latino or Spanish Origin	69.62%	55
Prefer not to say	26.58%	21
TOTAL		79

RIDE Rider Survey

Q18 What is your employment status?

Answered: 81 Skipped: 10



ANSWER CHOICES	RESPONSES
Working full-time or part-time	51.85% 42
A full-time or part-time student	7.41% 6
Looking after family / home	3.70% 3
Not working	9.88% 8
Retired	12.35% 10
Prefer not to say	2.47% 2
Other (please specify)	12.35% 10
TOTAL	81

#	OTHER (PLEASE SPECIFY)	DATE
1	On disability	12/10/2021 1:41 PM
2	Disabled	12/3/2021 6:12 AM
3	On disability	12/2/2021 8:56 PM
4	Disabled	12/2/2021 8:33 PM
5	Disable	12/2/2021 7:24 PM
6	Disabled	12/2/2021 6:23 PM
7	Disabled	12/2/2021 5:31 PM

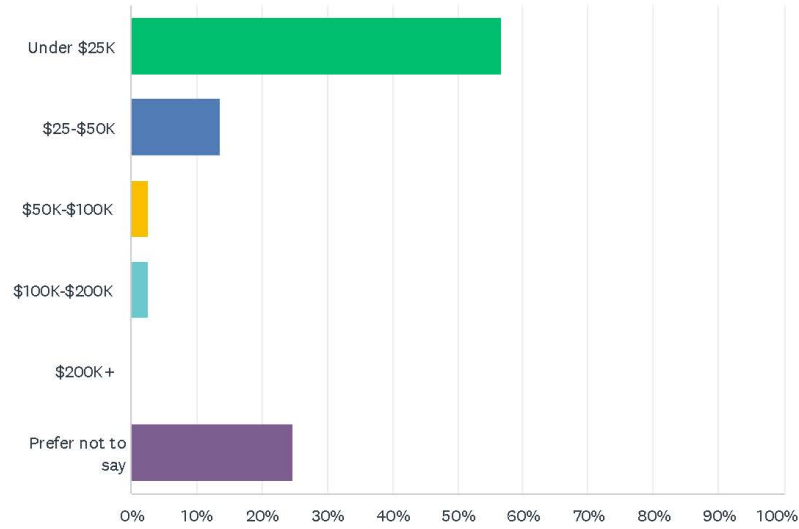
RIDE Rider Survey

8	Disabled	12/2/2021 5:24 PM
9	Looking for work	12/2/2021 5:21 PM
10	Working full-time and student	12/2/2021 5:12 PM

RIDE Rider Survey

Q19 What is your annual household income?

Answered: 81 Skipped: 10

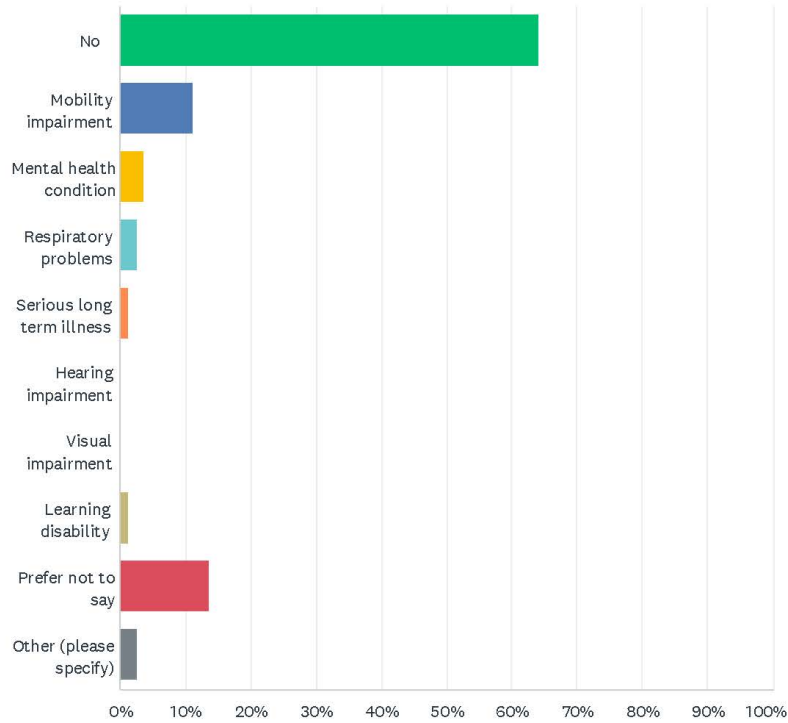


ANSWER CHOICES	RESPONSES	
Under \$25K	56.79%	46
\$25-\$50K	13.58%	11
\$50K-\$100K	2.47%	2
\$100K-\$200K	2.47%	2
\$200K+	0.00%	0
Prefer not to say	24.69%	20
TOTAL		81

RIDE Rider Survey

Q20 Do you have any of the following long-term physical or mental disabilities which affect your use of RIDE?

Answered: 81 Skipped: 10



RIDE Rider Survey

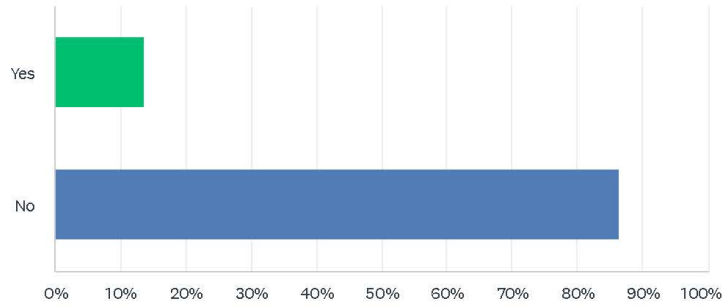
ANSWER CHOICES	RESPONSES	
No	64.20%	52
Mobility impairment	11.11%	9
Mental health condition	3.70%	3
Respiratory problems	2.47%	2
Serious long term illness	1.23%	1
Hearing impairment	0.00%	0
Visual impairment	0.00%	0
Learning disability	1.23%	1
Prefer not to say	13.58%	11
Other (please specify)	2.47%	2
TOTAL		81

#	OTHER (PLEASE SPECIFY)	DATE
1	Disability	12/5/2021 2:18 PM
2	Problem with knees	12/2/2021 5:08 PM

RIDE Rider Survey

Q21 Do you have a personal car that you can use to commute or run errands?

Answered: 81 Skipped: 10

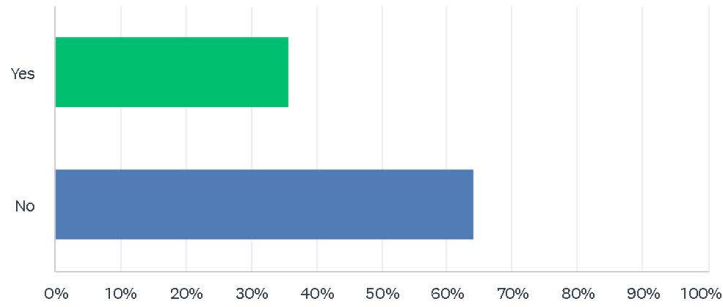


ANSWER CHOICES	RESPONSES	
Yes	13.58%	11
No	86.42%	70
TOTAL		81

RIDE Rider Survey

Q22 Will you be using this service with children (e.g., bringing a child to school)?

Answered: 81 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	35.80%	29
No	64.20%	52
TOTAL		81



Acronyms and Abbreviations

AIM	Accelerating Innovative Mobility
ETA	Estimated Time of Arrival
FTA	Federal Transit Administration
NCDOT	North Carolina Department of Transportation
USDOT	United States Department of Transportation



U.S. Department of Transportation
Federal Transit Administration

U.S. Department of Transportation
Federal Transit Administration
East Building
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<https://www.transit.dot.gov/about/research-innovation>