

Tar River Transit – City of Rocky Mount Microtransit Study

Tar River Transit provides regular bus service for the general public and ADA paratransit services for those who have disabilities preventing access to the service, within the city. Tar River Transit also provides demand response service which operates outside of Rocky Mount in Nash and Edgecombe counties. To better serve the Rocky Mount area, the city is participating in a transit study with the North Carolina Department of Transportation Integrated Mobility Division, to examine the existing services for improvements and to explore the possibilities and feasibility of deploying Microtransit within the area.

Microtransit is a flexible, on-demand transit service that operates within a defined service zone. Riders request rides within the zone through a smartphone app or call center. A small transit vehicle, car, or van picks up riders at or near their location who may then share the ride with others. A pictorial overview of how Microtransit works is shown below.



Some of the benefits of Microtransit could include:

- More efficient and responsive service that responds to rider demands
- Increases flexibility when planning and scheduling trips
- Provides transit to low density, hilly, or otherwise difficult to serve areas
- Offers a more responsive service with shorter wait times
- Does not require advance reservations
- Serves late-shift workers and those with unpredictable schedules

A major part of this transportation study is to get survey data from the public. Knowing if the existing fixed-route system is fully capable of serving the needs of Rocky Mount, needs subtle improvements, and how feasible Microtransit may be is heavily dependent on your survey response. Please take the time to complete the survey using the QR codes below.

General Public Survey:

<https://forms.office.com/r/TjEu5J6Xax>

Encuesta al Público en General:

<https://forms.office.com/r/T5euX68Pw8>

Thank you for your time and your feedback is appreciated! If you have questions, please contact Todd Gardner at (252)-972-1596 or todd.gardner@rockymountnc.gov.