



A "life changing" service in rural North Carolina.

A small city serves more riders by replacing an entire fixed route bus network with on-demand transit — all without spending a penny more.



50%

of riders say the service has helped them maintain or progress employment



150%

increase in service coverage



89%

of survey riders don't own a personal vehicle



I can rest assured that I will have a ride to work. Other services might do the same or similar, but the affordability RIDE offers lets me rest in that regard as well."

- Wilson resident and frequent RIDE user

Location:

Wilson, North Carolina

Geography:

Rural

Use case:

Rural mobility, commuting

The bottom line.

"RIDE has changed people's lives," says Rodger Lentz, Wilson's Chief Planning and Development Officer. It's not hyperbole, either: since the city discontinued its fixed route bus network and switched to on-demand, public transit ridership has surged 300%. Three in 10 Wilson residents lack access to a personal vehicle, making RIDE a critical piece of the city's economic infrastructure. More than half of rides are commuters heading to and from work.

Tell me more.

With a total population of less than 50,000 residents, Wilson secured state and federal infrastructure grants to launch the RIDE network — now regularly touted as the model of what high quality rural public transit looks like. For only \$2.50, riders can travel almost anywhere within the sprawling 23-square-mile city. The service includes wheelchair accessible vehicles, flexible payment options, and phone booking for riders lacking smartphones.