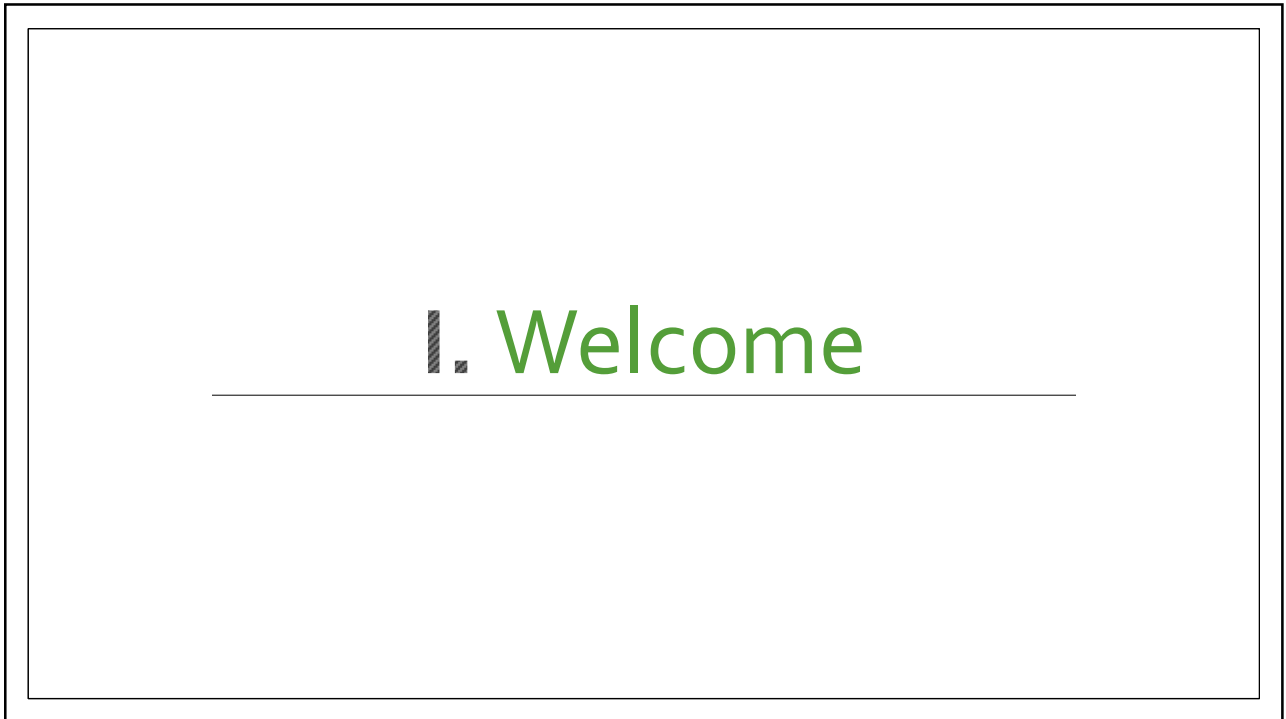





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**PLANNING, TRANSPORTATION
& COMMUNITY DEVELOPMENT**



**TRANSYLVANIA
COUNTY**
NORTH CAROLINA

106 East Morgan Street, Suite 207
Brevard, NC 28712
828.884.3205
planning.transylvaniacounty.org

Transylvania County Transportation Advisory Board
 November 12, 2025 at 2:00 PM
 106 E. Morgan St.
 Large DSS Conference Room, 2nd Floor
 Brevard, NC 28712
[Teams Call Link](#)

AGENDA

CALL TO ORDER

- I. WELCOME
- II. AGENDA MODIFICATIONS
- III. CONSENT AGENDA
 - A. Minutes (August 13, 2025)
- IV. ORGANIZATIONAL MEETING
 - A. Election of Chair and Vice Chair
- V. OLD BUSINESS
 - A. FY25 Transylvania County Transportation Operational Statistics
 - i. Summary of Demand Response
 - ii. Fixed Route Summary
 - B. Fixed Route Rerouting Update
 - i. County Manager Update
 - C. Land of Sky – RPO
- VI. NEW BUSINESS
 - A. Micro-Transit 101
 - i. Review of Micro-transit operations in the state and beyond
- VII. PUBLIC COMMENT (15-minute time limit. Speakers are limited to three minutes.)
- VIII. BOARD MEMBERS' COMMENTS

ADJOURNMENT

https://teams.microsoft.com/j/1meetup-join/19%3ameeting_MGVmYmQ3OTktNGM2Ni002mI4LWfMmUHMtAwOTY1MDFkM2Fh%40thread.v2/0?context=67b%221d9d22f3a%2274421f34-7ed7-4ff8-996e-03f6db8a2d879c22c220d9c2293a%222a94f3af0-f270-4faa-1b6-0a4e2d58770e%22%7d

II. Agenda Modifications

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III. Consent Agenda



➤ August 13, 2025 Meeting Minutes

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IV. Organizational Meeting

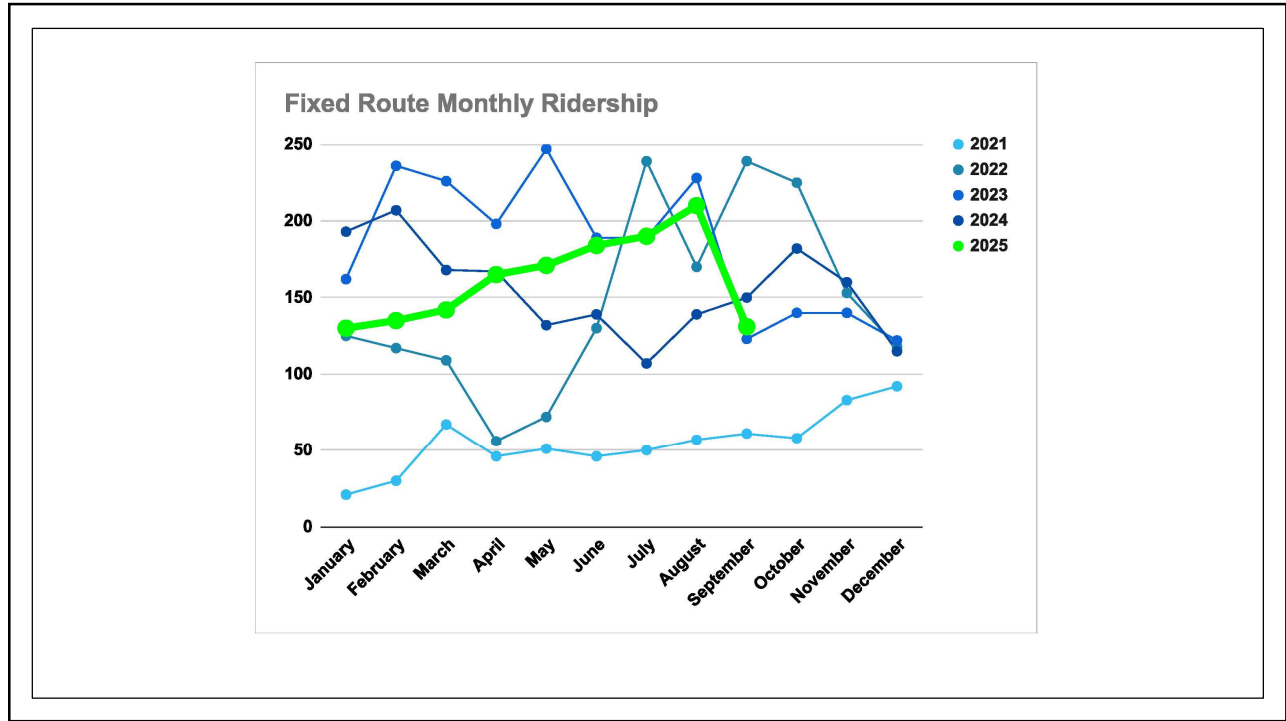
Election of Chair & Vice-Chair

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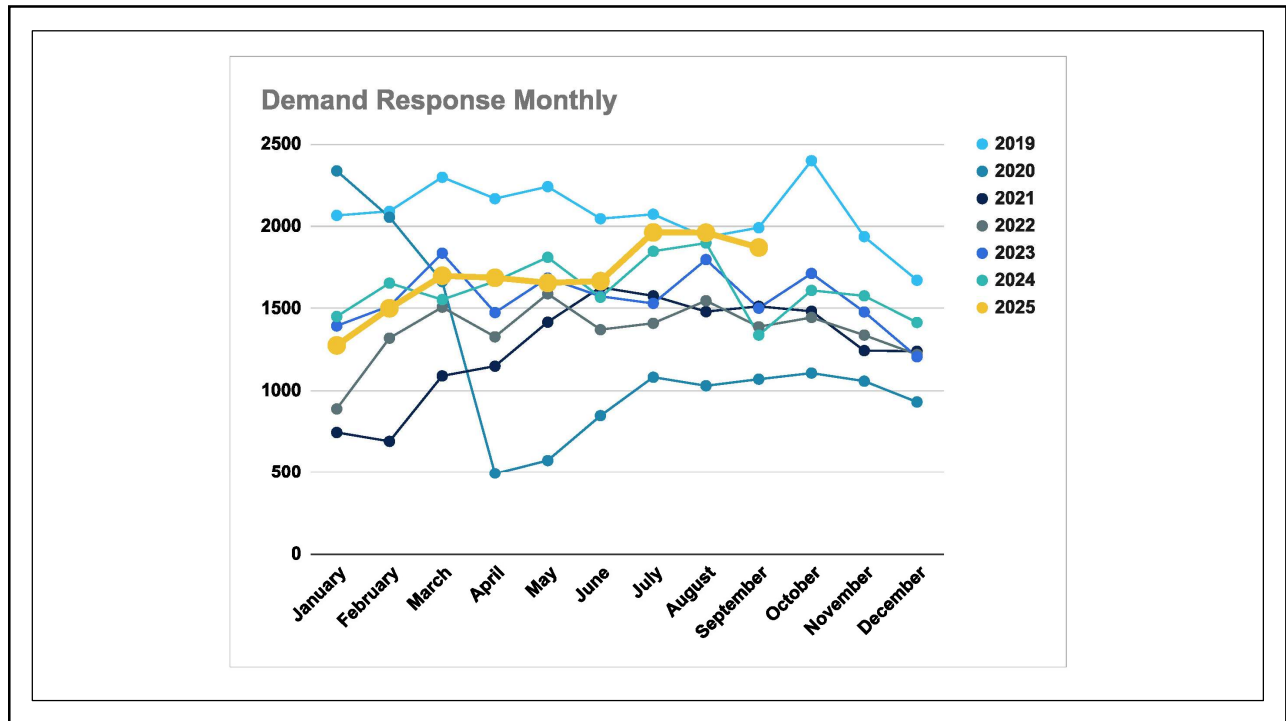
V. Old Business

A. FY25 Operational Statistics

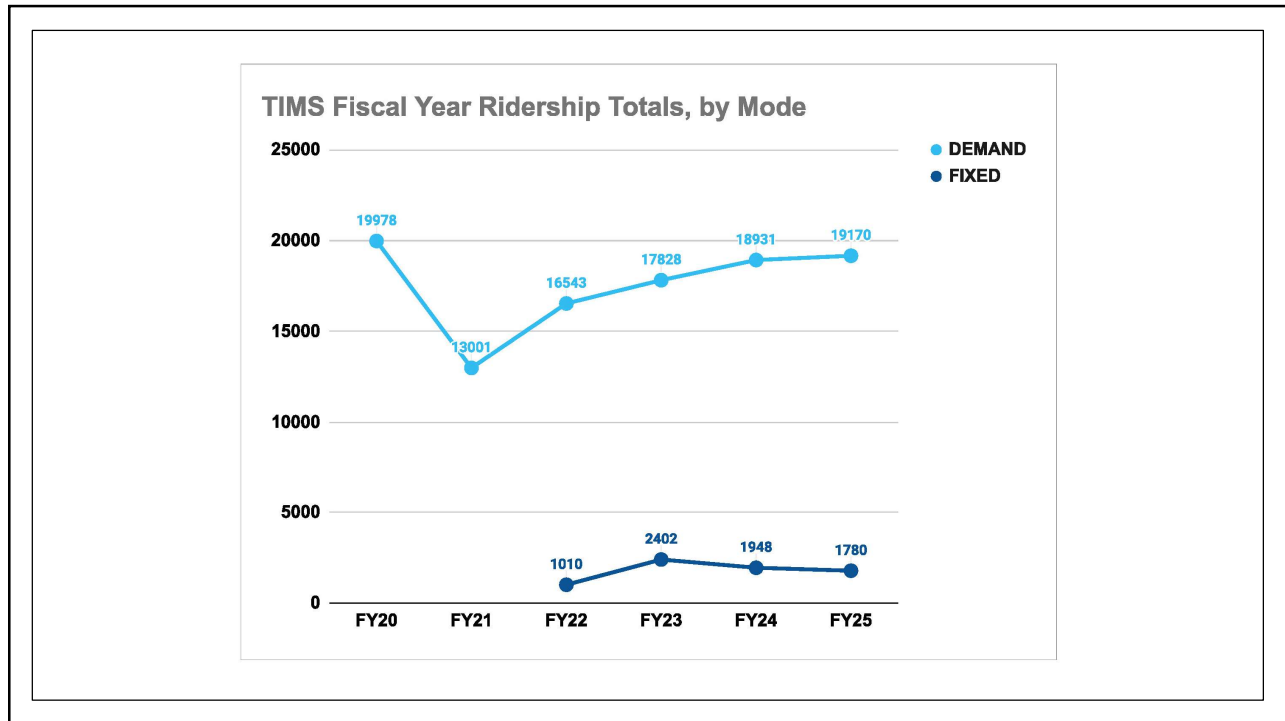
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V. Old Business

B. Fixed Route Re-Routing Update

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V-B. Fixed Route Re-Routing Update

1. Transit Operations Study
 1. Transportation Planner Position to remain vacant
 2. Fixed-Route to continue
 3. Investigate all modes, including Micro-Transit
 4. Organizational and Operational changes
2. RFP for Out-of-Town & Out-of-County Demand Response Services
 1. Deadline was October 28th, with no candidates

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V-B. Fixed Route Re-Routing Update

Consent Agenda

All items under the Consent Agenda are recommended for approval.

- M. Memorandum of Understanding with Land of Sky for Interim Planning Director
 - Planning Director Jeff Adams will be leaving the County on November 21 for new employment.
 - Planning and Transportation Department is a small department with a County Planner on medical leave and a vacant planning position.
 - The department will need support to cover plat reviews and enforce County ordinances.
 - Land of Sky can support the County with an interim staff member, 3 days/week for 12 weeks, to help bridge the vacancy and assist with a possible transit system operational study.
 - LOS Planner Jacob Compher has experience in planning and development and is available to fill this role under the proposed terms of a memorandum of understanding.
 - Recommendation is to approve the MOU, plus a resolution appointing Mr. Compher as a review officer to certify maps and plats presented to the Register of Deeds as complying with statutory requirements for recording, as well as the enforcement officer and zoning administrator for all planning-related ordinances.

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F. Transportation Advisory Board Fixed Route Recommendation and Administration Alternate Recommendation for Operational Study

- The Transportation Advisory Board serves in an advisory capacity specifically for the transit system and is required as part of the federal funds received for transit to advise on services.
- The TAB, in conjunction with the Planning and Transportation Department has submitted a recommendation to stop the fixed route service due to low ridership.
- The department's efforts to increase ridership have been unsuccessful at increasing utilization, but there is a steady number of citizens who use and rely on this service.
- The TAB and departmental recommendation to stop the fixed route service must be considered in a public hearing and subsequently by the Board of Commissioners before any changes would occur.
- After administrative review of the recommendation and department operations, the County Manager recommends services remain at current level for at least 6 months pending the results of an operational study as a alternate recommendation.
- Out of county transports ceased when the local cab company recently closed, and the additional loss of services will have significant impacts to those who regularly use the system.
- An operational study should offer an opportunity to consider how best to address the needs of residents utilizing transit services and provide information on improvements to the fixed route operations or perhaps other options that could support the same transit needs but in a different format.

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F. Transportation Advisory Board Fixed Route Recommendation and Administration Alternate Recommendation for Operational Study

- Additionally, the County Planner and Director position (effective Nov 21) intended to specialize in transportation is vacant.
- Recent discussions have raised questions about the role of the planner position and whether the current job description captures the needs of the department in balancing transit operations and long-range planning.
- For this reason, the County Manager is recommending the Board consider conducting a transit operations study before the position is filled and before considering any proposed changes to the transit system to help identify how to best meet the needs of community within the available resources.
- While this action would reduce staffing in the short-term, the study should give the Board and staff valuable information about how to ensure transit operations are performing at the highest level long-term.
- The administrative recommendation differs from the TAB and departmental staff in that any changes would not occur until after the operational study and only if the results provide recommendations that either enhance the current system's offerings or address transit needs with a different set of offerings and operational protocols.
- The Manager recommends contracting with the Land of Sky on the transit operational study. The Land of Sky would submit for requests for qualifications and administer the study using County funds.
- Recommended action is for the Board to authorize the County Manager to enter into a Memorandum of Agreement with the Land of Sky to conduct a transit operational study, not to exceed \$200,000, with funds coming from unassigned fund balance and an additional \$20,000 for LOS administrative services.

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V-C. LAND OF SKY UPDATE

Vicki Eastland

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VI. NEW BUSINESS

A. Micro-Transit 101

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VI-A. Micro-Transit Service

On-Demand Microtransit

On-Demand Microtransit

The landscape of public transportation is evolving in North Carolina. One of the advancements is the expansion of on-demand microtransit, also known as on-demand transit, or microtransit. This new option is growing in popularity and is unique in how it delivers transportation services to the public.

The N.C. Department of Transportation's Integrated Mobility Division is leading the improvement of more mobility options, including on-demand microtransit.

What is On-Demand Microtransit?

On-demand microtransit is an emerging service option for public transit agencies utilizing an on-demand transportation solution that is flexible and responsive to the real-time needs of transit riders.

On-demand microtransit is similar to private on-demand services, rideshare allowing riders to book and pay for trips online, whether using personal computers or personal mobile devices connected to the internet. Riders are typically picked up at their preferred origin and taken to their preferred destination (curb-to-curb service). The ability to use transit for spontaneous trips similar to driving is fundamental to providing better access.

[See How Microtransit Works →](#)

Integrated Mobility Division

[Benefits of Public Transit](#)

[Local Transit Search](#)

[North Carolina Intercity Bus Service](#)

[N.C. Public Transit Systems](#)

[Statewide Strategic Plan](#)

[Doing Business](#)

On-Demand Microtransit

[How it Works](#)

[Where is On-Demand Microtransit?](#)

[Related Links](#)

[Statewide Locally Coordinated Plan](#)

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VI-A. Micro-Transit Service

Why Microtransit?

- Addresses unmet transportation needs
- Promotes multimodal services that are comparable to driving in terms of time, convenience and cost
- Can be a more convenient and reliable option than traditional pre-scheduled demand response or infrequent fixed route services

Mobility for Everyone, Everywhere

The U.S. Department of Transportation has awarded NCDOT \$10.4 million for Mobility for Everyone, Everywhere in NC, or MEE NC.

The grant advances NCDOT's vision and strategy to partner with the state's rural transit systems to launch on-demand microtransit in 11 communities throughout the state. This program will accelerate the deployment of high-quality, on-demand transit services leading to additional mobility options and improved access to opportunities, services, and resources from 2024 to 2026.

NCDOT will work with MEE NC communities on sensible ways to continue on-demand service beyond the three-year grant window and engage with the public to evaluate the effectiveness of the service.

Last updated Feb. 25, 2025

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VI-A. Micro-Transit Service

How it Works

Microtransit Overview

A shared, technology-enabled, public transportation system with flexible routing developed based on real-time trip demand and origin-destination patterns.



Click on image to expand.

While it uses similar technology such as a mobile app for requesting and scheduling rides, microtransit is different from ride-hailing services:

- Typically subsidized
- Operates in defined service zones
- Combines trips rather than serving single trips
- Provides lower fares
- Employs professional drivers and uses dedicated vehicles

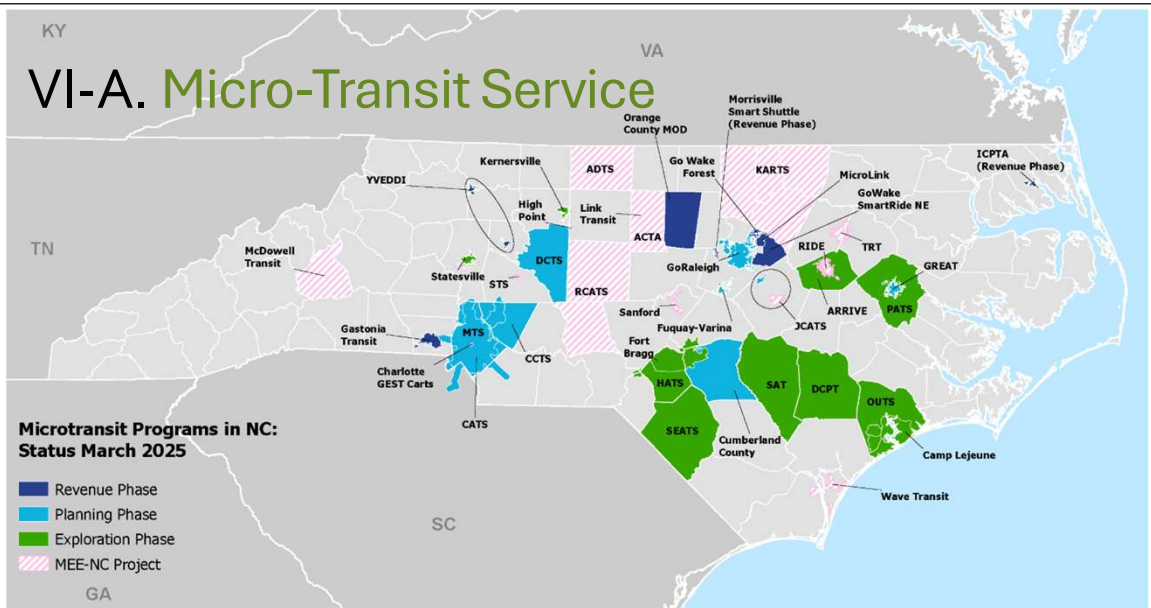
Benefits of On-Demand Microtransit

- More efficient and responsive service to rider demands with shorter wait times
- Provides transit to rural, low density, hilly or otherwise difficult to serve areas
- Does not require advance reservations
- Flexible for serving late-shift workers and those with unpredictable schedules
- Generates robust data and insights on trip behavior
- Assists with providing paratransit services
- Improves customer service experience through scheduling apps and payment technology

How Does On-Demand Microtransit Support Access?

- Reaches communities not served by fixed route public transportation or communities with limited mobility.
- Improves access to essential services, healthcare and employment opportunities, which improves quality of life
- Provides more responsive service with shorter wait times and a higher level of service
- Expands freedom to riders to schedule their trips when they need them
- Shortens walking and waiting times

VI-A. Micro-Transit Service



Microtransit Programs in NC: Status March 2025

- Revenue Phase
- Planning Phase
- Exploration Phase
- MEE-NC Project

Micro-Transit Operations in North Carolina

VI-A. Micro-Transit Service

What is Express?

Express is a new on-demand public transportation service offered by McDowell Transit for Marion area residents.

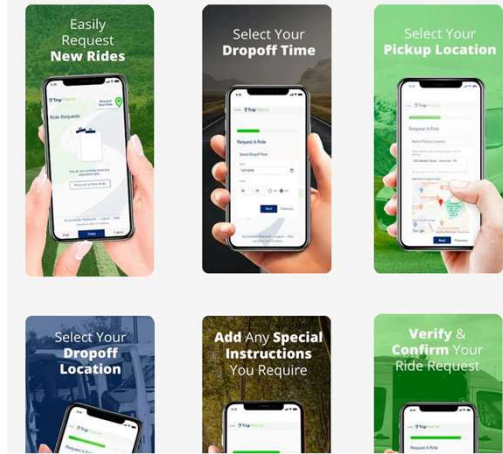
People living in the Marion area can quickly secure rides directly from their smartphones to anywhere within the designated zone.

Our easy-to-use mobile app allows riders to schedule rides in advance or request rides in real-time. Riders can even see estimated pick-up and drop-off times!

Express is just \$2.50 each way, just verify and confirm your ride request - it's that easy!

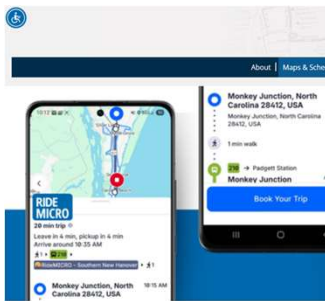


How does Express work?



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VI-A. Micro-Transit Service



RideMICRO

Flexible service connecting portions of Brunswick & New Hanover Counties with Wave Transit's fixed-route network.

RideMICRO is a point-to-point rideshare service offering flexible transportation within five service zones.

Customers can schedule trips up to one week in advance or request an on-demand ride from any point within a RideMICRO zone. Trips can connect to Wave Transit's fixed-route service or to a destination within the same zone. This offering provides greater flexibility, decreased wait times, and increased stop locations than a traditional fixed-route bus. RideMICRO is available for any customer without restriction on trip purpose.

Download the new RideMICRO App
[Google Play](#) | [Apple App Store](#)

RideMICRO Flexible service connecting Brunswick & New Hanover Counties with Wave T

SERVICE HOURS

Zones 1 - 4
Weekdays: 6:00am to 8:00pm
Saturday: 8:00am to 6:00pm
Sunday: 9:00am to 5:00pm

UNCW Zone 5
 Service between UNCW campus and UNCW Center for Marine Science
Weekdays: 7:00am - 7:00pm
 Service in Zone 5 operates seasonally based on UNCW's academic calendar.

THREE WAYS TO BOOK

Schedule your ride using the new RideMICRO app, online through the web portal, or over the phone.

The RideMICRO app
 Download the app:
[Google Play](#)
[Apple App Store](#)

Online using the [web portal](#)

Call to book: 910-861-0661

THREE WAYS TO PAY

Fare is \$2 per person, per one-way trip

Option 1: Book in the app and pay with a credit/debit card

Option 2: Pay with exact change upon boarding

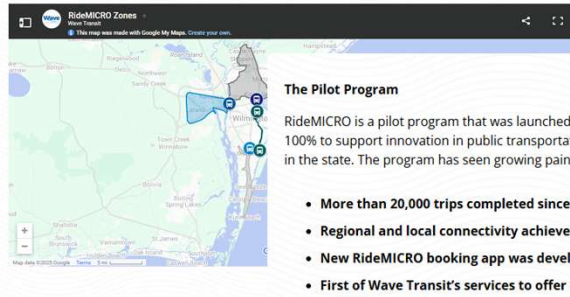
Option 3: Purchase a ticket from [Forden Station](#) or [Padgett Station](#)

UNCW students ride fare-free in Zone 5 with their OneCard

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VI-A. Micro-Transit Service

Explore the Zones



The Pilot Program

RideMICRO is a pilot program that was launched in October 2021. The North Carolina Department of Transportation (NCDOT) funded the project at 100% to support innovation in public transportation and allow Wave Transit to be among the first to build and test a regional microtransit program in the state. The program has seen growing pains and successes. Here's how it's going...

- More than 20,000 trips completed since launch
- Regional and local connectivity achieved
- New RideMICRO booking app was developed and successfully launched
- First of Wave Transit's services to offer online fare payment



RideMICRO is seeing consistent growth as the pilot continues to develop. The four zones rolled out in phases and ridership spiked following the launch of each zone. August 2022 RideMICRO ridership exploded with that single month seeing ridership nearly totaling that of previous fiscal year. Our community and customers are our biggest supporters. Changes to the program are frequently the result of customer feedback. NCDOT's funding for this pilot created the opportunity for customers and staff to build a service they want to use without having to borrow from general operating funds. In the pilot's second and third years, financial support from New Hanover County bolstered operations within the two New Hanover County zones and allowed for even greater success.

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VII. PUBLIC COMMENT

15-Minute Time limit (speakers are held to three minutes)

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VIII. BOARD MEMBERS COMMENTS

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THANK YOU FOR ATTENDING

Next TAB meeting will be on **February 11th, 2026, at 2:00 PM,**
in the Large DSS Conference Room, 2nd Floor.

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