



NORTH HARNETT
Transit Study

**Transit Services Proposed for
North Harnett County**

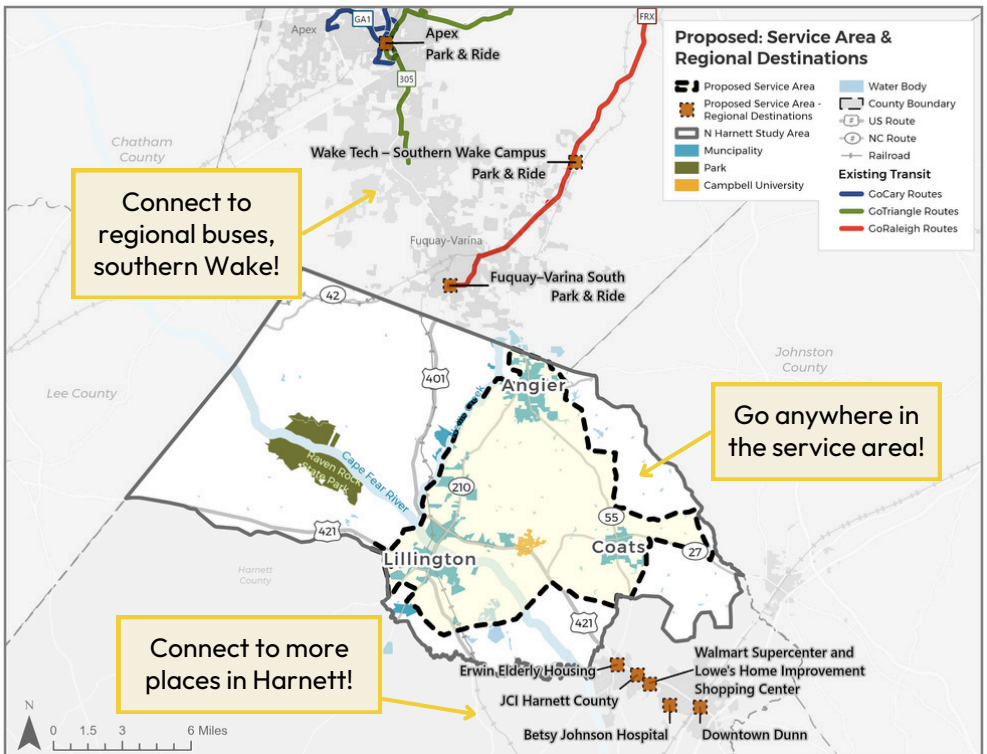


NC Capital Area Metropolitan Planning Organization

Recommendation for North Harnett Area: Microtransit with Regional Connections

The North Harnett Transit Study **evaluated the need and support for transit** in the northern half of Harnett County within the Capital Area Metropolitan Planning Organization’s (CAMPO) boundary, which includes Angier, Lillington, Coats, and Campbell University. The study proposed recommendation is a hybrid model: **Microtransit within a proposed service area combined with connections to and from a set of nearby regional destination options** to support the community’s transportation needs.

The proposed transit service area is shown with a dotted line below, where riders can travel anywhere within the service area boundary. Riders can also request a ride to and from nearby regional destinations outside of the service area, including three Park & Rides north of Harnett County that provide connections to existing transit services in Wake County, as well as popular services Wake and shopping centers to the south.



What is Microtransit?

Microtransit is a mix of traditional bus service and ridesharing:

- Smaller vehicles – not buses
- Riders can go anywhere within the service area
- Riders travel on their own schedule and request rides in real-time
- Access to multiple destinations
- Open to all residents, workers, community members
- Easier for riders to get to where they want to go, such as:



WORK



SCHOOL



SOCIAL OUTINGS



STORES



APPOINTMENTS

How Does It Work?

1. Download a smartphone app or dial a phone number
2. Provide basic contact and payment information
3. Select a pick-up and drop-off location
4. Receive confirmation and tracking information for the ride

What Are The Benefits?

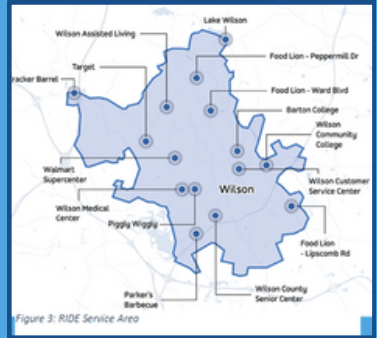
- Direct service with app-based booking
- Flexible routes and ride tracking
- Improved mobility for the entire community
- Access to jobs, services, and opportunities
- More efficient than traditional bus service for rural and suburban areas



Where Can You Find Microtransit in North Carolina?

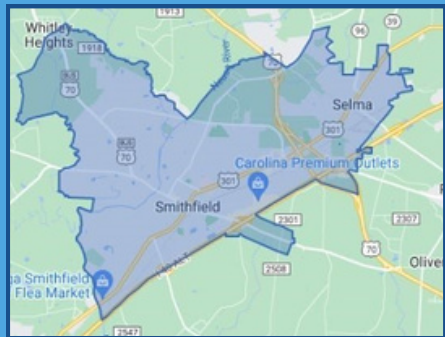
1) RIDE

The City of Wilson introduced a microtransit service in September 2020. RIDE replaced the City's bus system. The service provided rides for \$2.50. Users can request a ride at any time through a mobile app, online, or by phone. RIDE operates Monday to Saturday with a fleet of vans. 156,887 rides were taken in 2022.



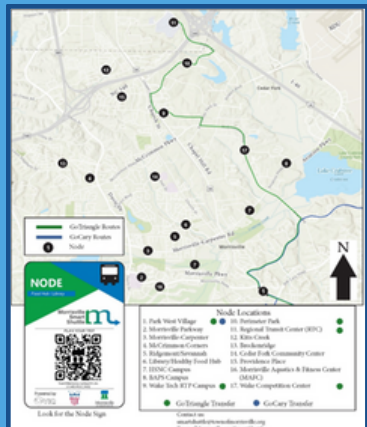
2) JCATS (QuickRide)

Johnston County introduced a microtransit program in March 2023 to improve current services through JCATS. Users can request a ride for \$6 through a mobile app. JCATS operates Monday to Saturday in the Smithfield/Selma area. Their fleet of ADA-accessible vans provides over 12,000 rides annually.



3) Smart Shuttle

The Town of Morrisville introduced a free microtransit service in October 2021 called Smart Shuttle. The service runs seven days a week. It connects residents with 17 shuttle stops located throughout Morrisville. This includes a connection to the GoTriangle bus network for easy access to Cary, Durham, Raleigh, and Chapel Hill. Riders can book a ride on the mobile or desktop app. Smart Shuttle provided 11,122 rides in 2022.



Microtransit For Residents in North Harnett County

Paige, Spencer, and Emily could use microtransit to go to:



LOCAL SERVICES



WORK



SHOPPING



SCHOOL



MEDICAL FACILITIES



Paige is a nurse at Central Harnett Hospital. She could use **microtransit** to get home after her overnight shift at 7 a.m. The **flexible routing** and **ride tracking** would guarantee a timely and safe arrival.

Spencer works in downtown Raleigh but he does not like driving in traffic and prefers to relax on his commute. He could use **microtransit** to access the GoRaleigh FRX service in Fuquay-Varina to get into the office on weekdays. The **phone-based application** would make it easy for him to book rides and track their arrival.



Emily is a single parent. Her son has soccer practice and music lessons on the weekends. Emily could use the **direct service** to get between **different destinations**. **Microtransit** would make her weekends less stressful because she would not have to worry about fixed bus schedules.



Learn more about microtransit and how it can benefit you on our website: www.NorthHarnettTransitStudy.com

Microtransit For Individuals Aged 65+

Bruce, Arthur, and Agatha are seniors in Harnett County. They could use microtransit to get to:



LOCAL SERVICES



MEDICAL FACILITIES



SHOPPING



SCHOOL



WORK



Bruce attends an exercise class on Mondays at the Coats Senior Center. He could use the **phone-based reservation application** to book rides. The **ride tracker** would guarantee he arrives on time.

Arthur has medical appointments at different locations. The **flexible routing** would get him to multiple appointments on the same day.



Agatha and her husband prefer not to drive, especially at night. If a request to babysit her grandkids pops up at the last minute, she could use **microtransit** to **book a ride instantly** and get to their house quickly.

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Microtransit For College Students

Jackson, Rebecca, and Greg, are college students at Campbell University. They could use microtransit to get to:



SCHOOL



INTERNSHIP/WORK



SHOPPING



LOCAL SERVICES



MEDICAL FACILITIES



Jackson could use **microtransit** to get to his internship in Raleigh. The service would drop him off and pick him up at the Apex Park & Ride. Jackson would then connect to the GoTriangle 305 service. The **phone-based application** would make it easy for him to book rides and track their arrival.

Rebecca moves into her dorm in August. She could book **direct rides** to pick up items for her dorm room. The **smaller vehicles** would be easier than an expensive delivery or riding a crowded bus.



Greg lives off campus in an apartment. He could use **microtransit** to do his shopping for the week. The **flexibility in destinations choices** would make it easy for him to run errands and get his grocery shopping done.



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North Harnett Transit Study Schedule

1

Study Team engaged with the community to learn if there was a desire for transit. This was confirmed

2

Confirmed demand for transit through data analysis and explored different transit options based on travel demand and patterns

3

Created a service area and drafted a transit service recommendation

4

Finalized the transit service recommendation and created an implementation plan

we are here!

Post-Study Activities

5

The final recommendation and plan is adopted by Harnett County and CAMPO

6

Harnett County officials will determine how the proposed transit service will be funded

7

Harnett County and HARTS will implement the transit service with possible involvement of an external transit services provider

8

Community members in the service area will be able to use transit

Scan the QR Code or visit www.NorthHarnettTransitStudy.com to learn more about microtransit and how you can benefit from this transit service.



SCAN ME

Questions? Contact Us!



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Use code to leave a message: 6959