



RURAL TRANSIT



More Information: mobility.tamu.edu/mip/strategies.php

Description

Rural transit describes public transportation services in areas with populations of 50,000 or fewer. Rural transit providers operate common transit modes such as local bus, commuter bus, demand-response, Americans with Disabilities Act (ADA) paratransit, and vanpool/rideshare programs.

Rural transit services provide access to education, employment, and vital services for transit-dependent populations. Rural transit services also provide an alternative commute mode for non-transit-dependent riders.

Target Market

Rural transit works best in areas with long-haul suburban or rural commuters traveling into congested corridors. Long-haul commuter-oriented services (commuter buses and vanpool/rideshare services) have the most potential for congestion reduction. Such services can easily allow commuters to transfer to other modes at park-and-ride facilities or stations in urban areas.

How Will This Help?

- **Decreases personal vehicles on the road** by providing alternative commute options such as commuter bus, vanpool, and rideshare services on overcrowded corridors.
- **Increases municipal cost savings over the long term** through fewer vehicles on the roadway, delaying significant roadway improvements and more frequent maintenance.
- **Increases personal cost savings** by reducing a commuter's daily vehicle-related costs through the shared expense.
- **Reduces emissions and fuel use** through fewer vehicles on the roadways, improving environmental quality.

Implementation Issues

Jurisdictional Boundaries

Transit providers of all sizes are limited by jurisdictional boundaries.

Lack of Community Buy-In

Without a supportive community (riders and funding), transit service struggles.

COST



TIME

SHORT-LONG

IMPACT



WHO



CITY/STATE/
TRANSIT AGENCY

HURDLES



FUNDING AND
PUBLIC SUPPORT

SUCCESS STORIES



The Ben Franklin Transit Vanpool program in Benton and Franklin

Counties, Washington, **removed at least 3,232 vehicles from local roadways in 2008.** Substantial local demand led to the program's consistent growth.



Treasure Valley Transit in Idaho: provided

145,000 trips on **15** unique commuter-specific routes in 2010.

Distances

The longer distances in rural transit result in increased costs (fuel, maintenance, and staff) and longer wait times for riders. Often rural areas are many miles from desirable destinations.

