

Orange County Public Transportation Announces On-Demand Ride Service

Pilot Program Will Allow Hillsborough Passengers to Request Rides via Smartphone App, Website, or By Calling OCPT Offices

HILLSBOROUGH, N.C., February 12, 2021 -- Orange County Public Transportation (OCPT) is pleased to announce the upcoming launch of Orange County MOD (Mobility On Demand), an innovative pilot program that will provide flexible and dynamic transportation service in the Hillsborough service area. Scheduled to start Friday, March 5, 2021, Orange County's MOD program will cost \$5 per trip and will be available on Fridays from 5 p.m. to 9 p.m. and Saturdays from 9 a.m. to 5 p.m.

Similar to services provided by transportation networking companies like Uber and Lyft, Orange County MOD users will have the option to request a same-day ride through a smartphone app called "TransLoc." The app will provide passengers with an estimated pick-up time, track the MOD van's location in real-time, and alert them when their ride is about to arrive.

With accessibility being a critical component to the program, MOD vans will accommodate riders with disabilities. Customers without smartphones will also be able to request or schedule MOD service by calling 919-245-2008 or by going online to <http://ondemand.transloc.com>. Wait times for MOD service will be subject to vehicle availability and demand.

"We are excited to offer this new service and provide Hillsborough with a safe, affordable, and comfortable travel option," said Theo Letman, Orange County Transportation Services Director. "While we appreciate the comparisons to Uber and Lyft, I like to point out how our MOD service will differ. For one, MOD drivers are Orange County employees driving a County vehicle, not their own. They are vetted and trained to the same standards as our current operators. Our MOD vehicles, too, are clean, sanitized, and are serviced regularly. Though this program may look different, it is in line with our core values and the community-based transportation services we currently offer."

Orange County's MOD program will be implemented in partnership with TransLoc, a Ford Mobility Company. The initial MOD pilot is scheduled to run for six months through mid-August and will pick up and drop off riders within Hillsborough's town limits and the [Eubanks Park-and-Ride](#) in Chapel Hill. If the program goes well, the service could expand and become a part of OCPT's regular service. For more information about OCPT's MOD program, please visit <https://www.orangecountync.gov/MOD>.

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About Orange County Public Transportation
<https://www.orangecountync.gov/transportation>

Orange County Public Transportation (OCPT) provides safe, reliable, and essential travel options for Orange County citizens that live outside the Chapel Hill/Carrboro town limits. In addition to providing demand response service to qualified individuals, OCPT offers three public

bus routes, the Orange-Alamance Connector, the Orange-Chapel Hill Connector, and the fare-free Hillsborough Circulator.

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About TransLoc

Made up of legacy brands, TransLoc, Ride Systems and DoubleMap, TransLoc delivers a one-stop-shop for transit providers seeking transit operations solutions. Recognized by Fast Company for their innovative technology, today their intelligent transportation software portfolio includes flexible demand response, fixed route systems, and planning services, providing software and services for more than 1500 agencies and transit providers worldwide. They are the largest single provider of agency-owned microtransit systems for municipal transit agencies in the U.S, and their fixed route and on-demand systems are at the core of both cities and towns, and on university and business campuses. TransLoc has collectively partnered with agencies to deliver the highest level of service and win the confidence of the riding public for more than a decade.

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