



Let's Go!

GO BUS
Service Expansion

East Texas Council of Governments
Service Expansion Project





November 19, 2025

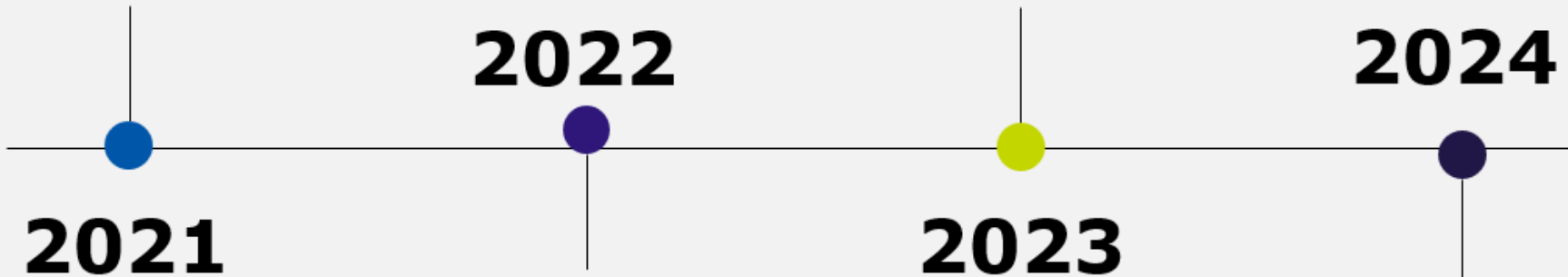
Service Overview

- Rural Transit District
- 14-county region spanning 10,000 square miles
- 130,000 demand response trips
- 1.5 million miles annually
- Within Region: Two urban providers in Tyler & Longview



Timeline

Comprehensive Operational Analysis (COA) completed, identifying key service gaps and opportunities for expansion.



2022

Developed a strategic plan to implement COA recommendations, prioritizing areas with the highest need.

Launched pilot programs to test expanded service in targeted areas and gather rider feedback.

2023

2024

SEP funds secured, allowing for full implementation of service expansions to enhance accessibility and meet growing demand.

DETERMINING NEEDS

When evaluating service expansion, we relied on our current Comprehensive Operations Analysis (COA), which identified two key priorities:

1. Increasing service frequency to urban hubs
2. Launching Microtransit in Palestine, TX

Using these findings, we determined counties with the highest demand for rural to urban service expansion, ensuring more frequent access to essential destinations. Additionally, we considered customer requests for additional service days, using this feedback to optimize scheduling and availability. The COA also highlighted the need for a flexible, on-demand Microtransit service in Palestine, addressing mobility gaps and expanding access for residents.

Prioritized Urban Expansion: Increased service frequency to major hubs was guided by demand analysis and demonstrated need.

Targeted Microtransit Implementation: The launch of a dynamic Microtransit service in Palestine enhances mobility by offering flexible, demand-responsive transportation.



SEP PROJECT-RURAL INTO URBAN FREQUENCY

Expanding Rural-to-Urban Service

For many years, multiple counties in our region only had **one scheduled day per week** for trips into urban hubs like **Tyler and Longview** while maintaining **daily local service** within counties to accommodate essential trips such as **dialysis, work, and medical appointments**. This limited rural-to-urban access posed challenges, as demand often exceeded capacity, with **routes booking up quickly**. However, with **SEP funds**, we have been able to **expand urban service to two days per week in most areas**, ensuring **more availability and flexibility** for riders who rely on these connections. This expansion helps balance the **critical need for both local and regional mobility**, reducing barriers for rural residents accessing specialized medical care, employment opportunities, and other essential services in urban centers.

Increased Frequency to Urban Hubs: Expanded service to **two days per week** in most areas, alleviating scheduling constraints and providing more opportunities for riders.

Balancing Local and Regional Needs: Maintaining **daily local service** while now having the resources to **dedicate additional trips to urban hubs**, ensuring **dialysis and daily riders are still accommodated**.

Addressing High Demand: With past service days filling up quickly, **expanding urban trips provides more equitable access** and ensures that riders no longer have to wait a full week for available transportation.

SEP PROJECT-Microtransit

Launching Microtransit in Palestine

Palestine is one of our busiest service areas, accounting for over 18% of our total ridership, with more than 60% of those trips occurring within a five-mile radius. As the city continued to grow, it became clear that a more flexible and responsive transportation solution was needed. Even before the Comprehensive Operations Analysis (COA), we recognized the need for a flex route or Microtransit service to better serve the community. However, limited resources made implementation challenging. Now, thanks to SEP funds, we have been able to turn that vision into reality, officially launching Microtransit on March 1, 2025. The service is performing well, and we are actively marketing and educating the community on how to use it. Additionally, by shifting local trips in Palestine to Microtransit, we are freeing up resources to provide more trips in rural Anderson County and surrounding areas, improving overall service efficiency.

Increased Flexibility and Coverage: Microtransit allows riders to **book on-demand trips** within Palestine, providing **greater convenience and efficiency** than traditional fixed routes.

Ongoing Marketing and Outreach: A dedicated **marketing campaign** is underway to **educate riders on how to use the service**, ensuring **strong adoption and ridership growth**.

Optimized Regional Service: By transitioning short local trips to Microtransit, we are **freeing up vehicles and resources** to provide **more rural trips in Anderson County and nearby areas**.



GoBus is pleased to introduce...

GO NOW

A new microtransit service in Anderson County

\$2/per trip
Monday - Friday
7 AM - 3 PM

Covering 10 square miles in Palestine!

GoBus is bringing more flexible, on-demand transportation to Palestine, Texas, with the launch of GoNow, a new microtransit pilot program! Like Uber, GoNow allows riders to request a ride through a mobile app or by phone, providing convenient and affordable transportation around town. This innovative service offers quick pickups, shorter wait times, and the same trusted reliability of GoBus.

Stay tuned for more details on how to ride with GoNow and experience the future of public transit in East Texas!

GoBusTransit.com
903-218-6450

The advertisement features a circular inset showing a hand holding a smartphone displaying a 'RIDESHARE' app interface with a 'NEW REQUEST?' button. Below this is a map of Palestine, Texas, with a highlighted service area. The background is a stylized image of a road at sunset.

Challenges and Opportunities

While our service expansions have been successful, **growth comes with challenges that we are actively addressing to ensure long-term success.** Expanding **rural-to-urban service and launching Microtransit** requires **careful resource management, rider education, and continuous evaluation** to keep operations efficient and sustainable. Additionally, **staffing remains an industry-wide challenge**, but we are committed to **recruiting, retaining, and supporting our workforce** to meet the growing needs of our riders. These challenges present opportunities to **innovate, improve efficiency, and better serve our communities.**

Managing Increased Demand: As more riders utilize expanded services, we are continuously monitoring **ridership trends and capacity needs** to ensure we meet demand efficiently.

Addressing Staffing Challenges: Like many transit agencies, we face **driver and staff shortages**, but we are focusing on **recruitment, training, and retention strategies** to support sustainable growth.

Educating the Public: With new services like Microtransit, **ongoing outreach and marketing efforts** are essential to help riders understand how to use the service effectively.

Optimizing Resources: Balancing **daily local service with expanded regional trips** requires strategic planning, and we are leveraging **technology and operational efficiencies** to maximize impact. By proactively addressing these challenges, we are **building a more responsive, accessible, and sustainable transit network** for the communities we serve.

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Thank You!



Katey Pilgram

**ASSOCIATE DIRECTOR OF TRANSPORTATION
EAST TEXAS COUNCIL OF GOVERNMENTS**



GOBUSTRANSIT.COM

