



# TRIANGLE REGIONAL TRANSIT SURVEY

*Regional Partner Interagency Briefing*



March 12, 2024

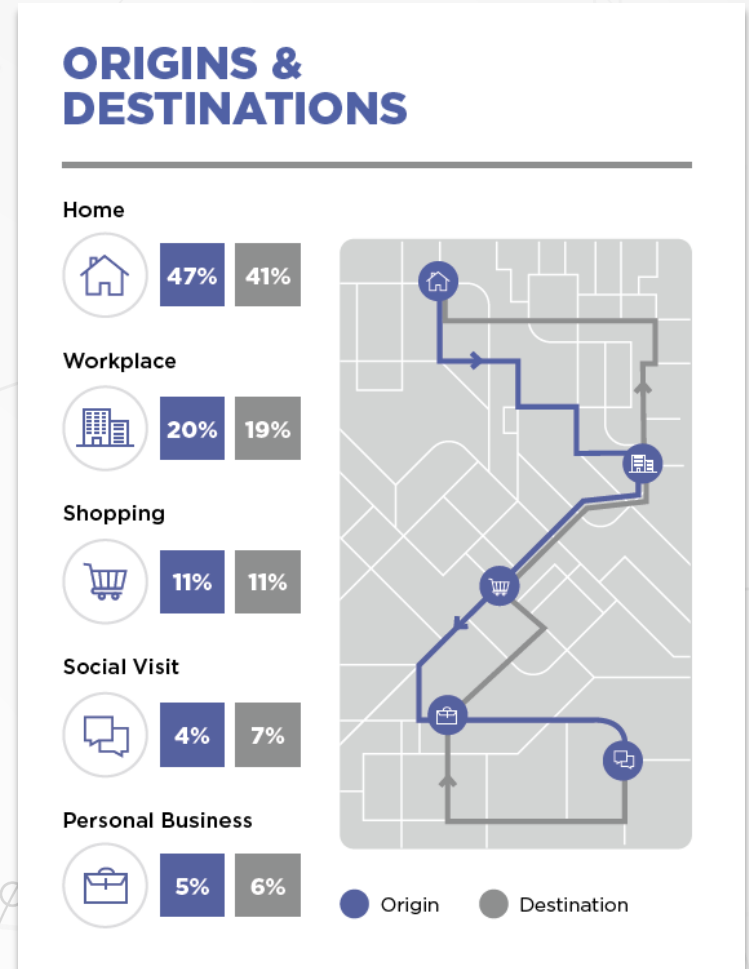
# Briefing Overview

- Survey Highlights (20 min)
- Dashboard (5 min)

# Differences between Regional Surveys

- Origin-Destination (OD) Survey – *typically every five years*
  - Records detailed characteristics of individual trips
  - Geocodes rider and trip information
  - Reflects representative random sample
- Customer Satisfaction Survey (CPS) - *typically annual*
  - Collects user perspectives on safety, driver courtesy, bus stops, amenities and service (such as frequency).

• Both surveys collect demographic information and other rider characteristics



# All Systems OD Survey Highlights



## SURVEY

October 2 - November 30, 2023



**9,892** surveys  
completed



**9** transit  
agencies



**15%** of  
riders surveyed



**112** routes  
surveyed



Met or exceeded sampling targets for select  
agency routes – **AVERAGE OF 121%**

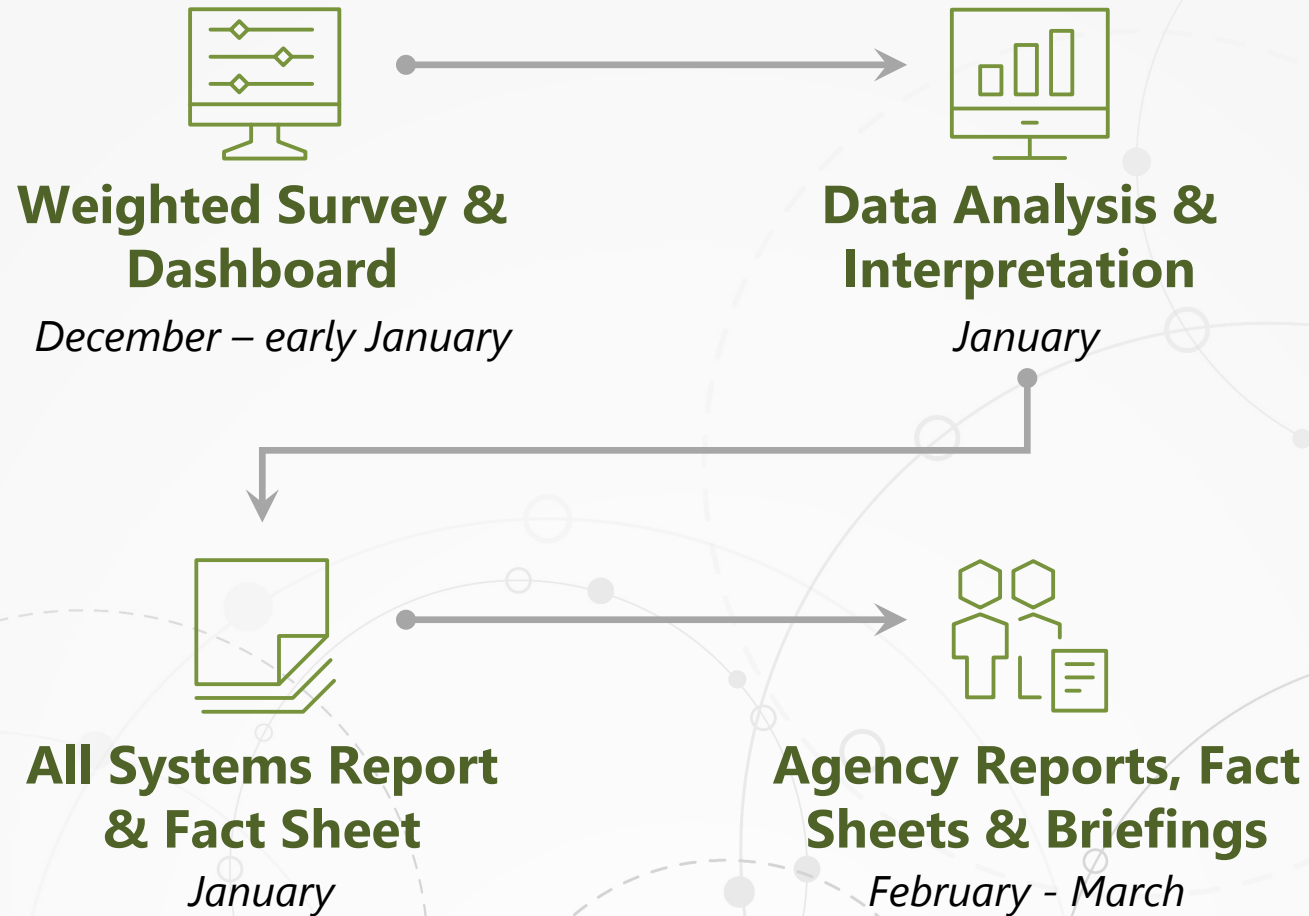


Participation  
Rate – **70%**

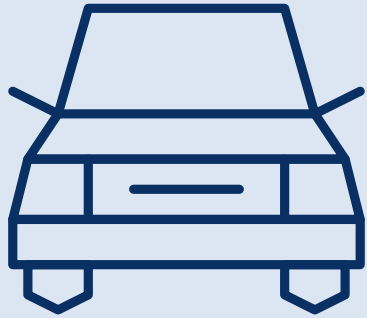


**On to off (O2O) surveys** on over **40 ROUTES**  
with additional data used for weighting/expansion

# All Systems Survey Process

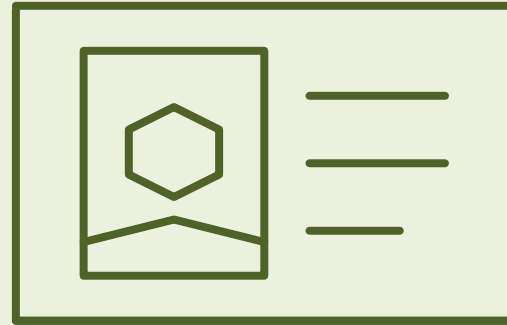


# All Systems Survey Highlights



**27%**

Own a car which they  
could have used to  
complete this trip



**42%**

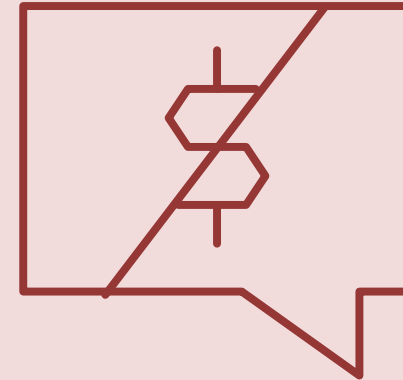
Without a driver's  
license

# All Systems Survey Highlights



**34%**

Household income  
less than \$25,000



**30%**

Refused to disclose  
their income



# All Systems Survey Highlights



**63%** Between 18-34  
years old



**43%** African American  
riders

**30%** White  
riders



# All Systems Survey Highlights

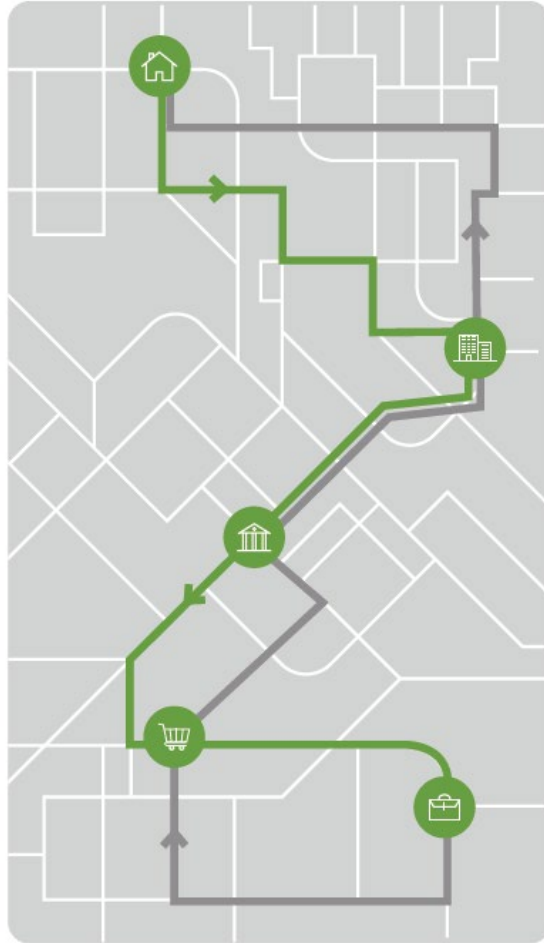


**47%**

Home as origin

**40%**

Home as destination



**15%**

Work as origin

**16%**

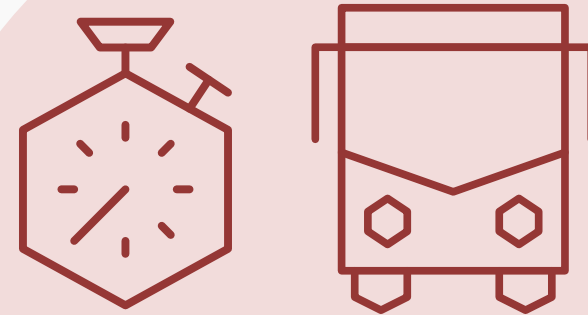
Work as destination

# All Systems Survey Highlights



**Over 90%**

Walk to cover the distance  
between the bus stop and  
origin/destination

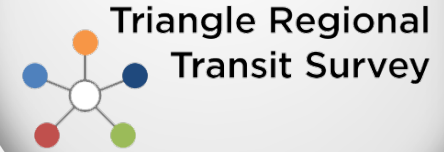


**Over 70%**

Cover the origin/destination  
to bus stop distance  
between 1 to 5 minutes

# Total Survey Collection

## Survey Collection Summary by System:



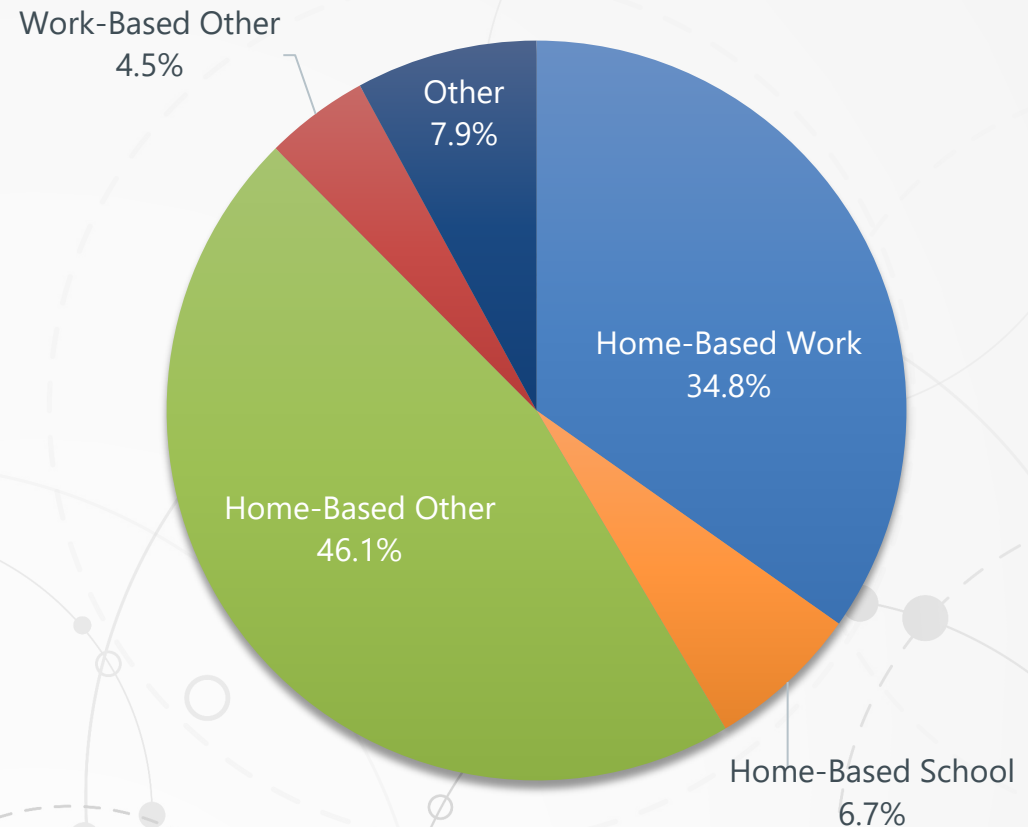
<i>Agencies</i>	<i>Surveys Collected</i>	<i>Collection Goal</i>	<i>Completion Percentage</i>
<b>GoDurham</b>	<b>2819</b>	<b>2483</b>	<b>114%</b>
<b>Chapel Hill Transit</b>	<b>1669</b>	<b>1181</b>	<b>141%</b>
<b>OCTS</b>	<b>22</b>	<b>27</b>	<b>83%</b>
<b>GoTriangle</b>	<b>1352</b>	<b>1173</b>	<b>115%</b>
<b>PART</b>	<b>22</b>	<b>12</b>	<b>178%</b>

# GoDurham Survey Findings

# Trip Purpose

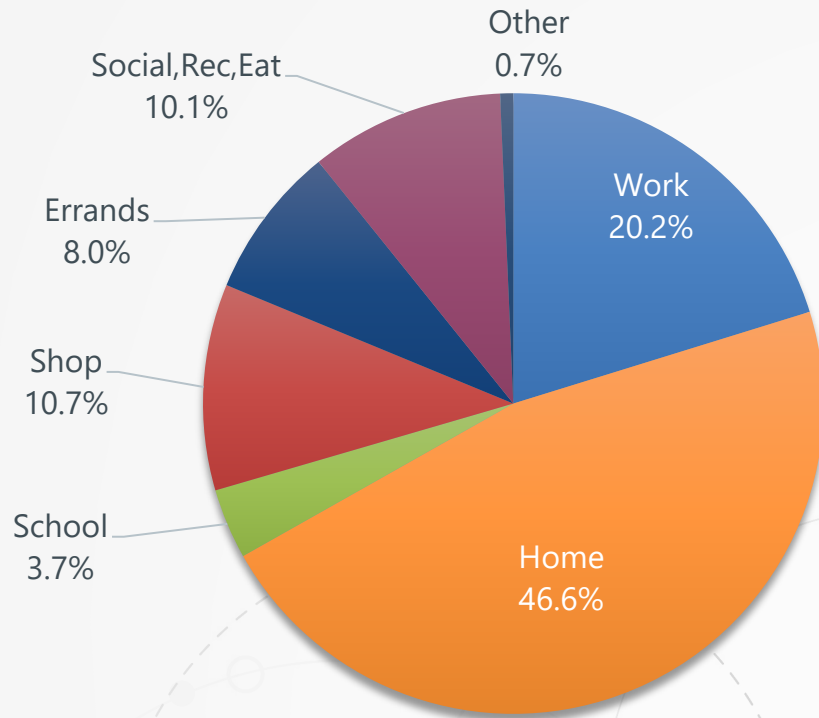
**46%**  
of trips are  
**Home-Based Other\*** trips

*\*Other includes any non-home/work/school trip: shopping, running errands (such as medical/hospital services, personal business), trip to Hotel Convention Center, Restaurant/dining, Recreational, Social visits, etc.*

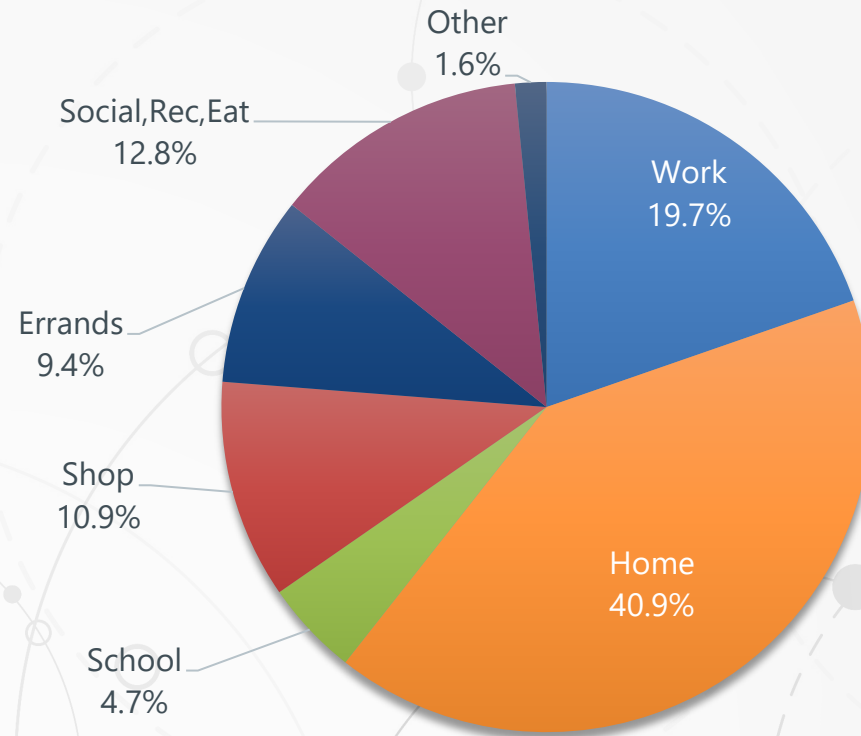


# Origin & Destination Place Type

**Largest share of riders travel between work and home**



**Origin Place Type**



**Destination Place Type**

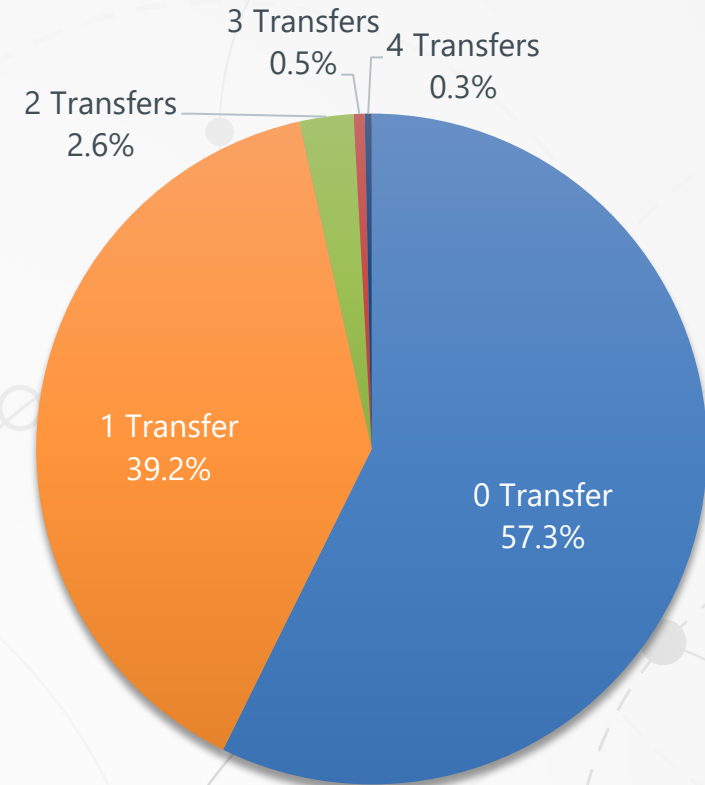
# System Transfers

**90%** of first transfers made to other  
GoDurham Routes

**10%** made to GoTriangle Routes

**83%** of two transfers made to either  
GoDurham or GoTriangle Routes

The rest were made to **GoRaleigh and  
Chapel Hill Transit routes**



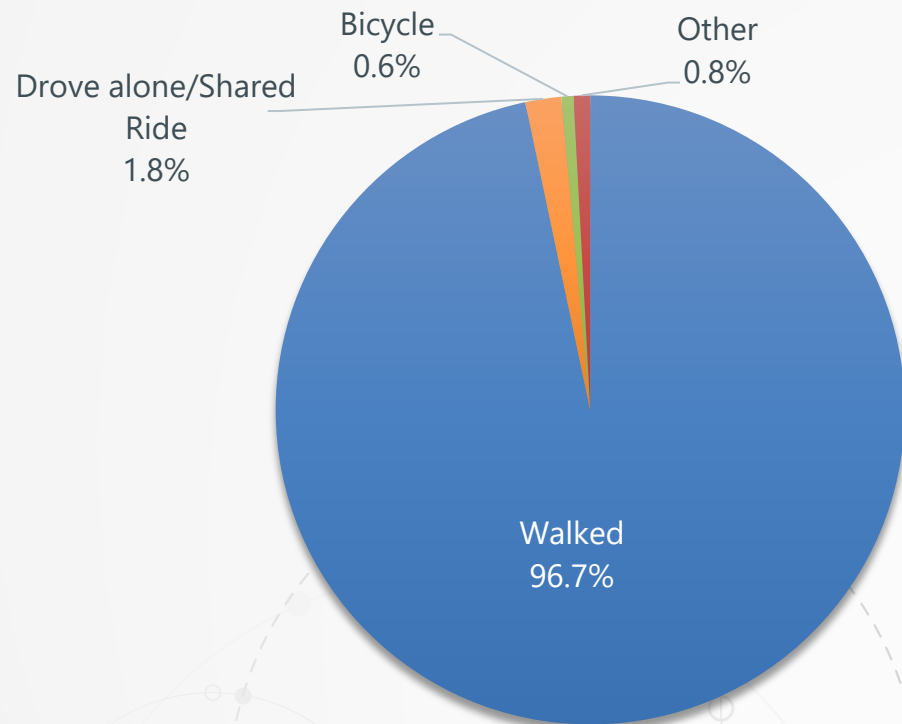
**Total number of in-system transfers**



# Getting to the Bus

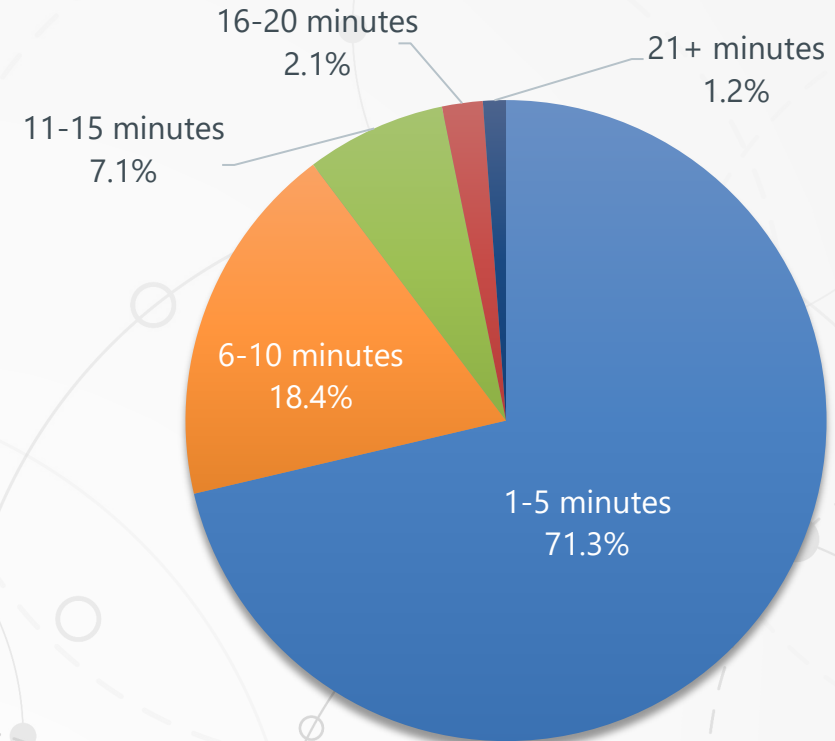
## Mode of Transportation & Time Taken

**Majority of the riders walked to the bus stop**  
(Other includes scooter, Uber/Lyft/taxi, or other mode)



**Mode of Transportation - Origin**

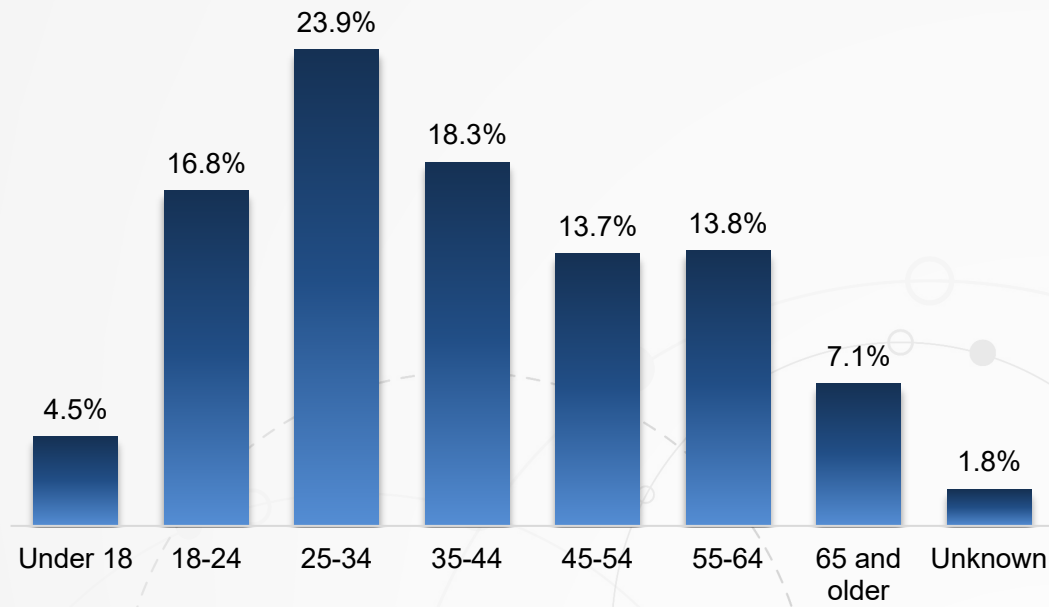
**Majority of the riders took 1-5 minutes to reach the bus stop from their origin**



**Time taken to reach the bus stop from origin**

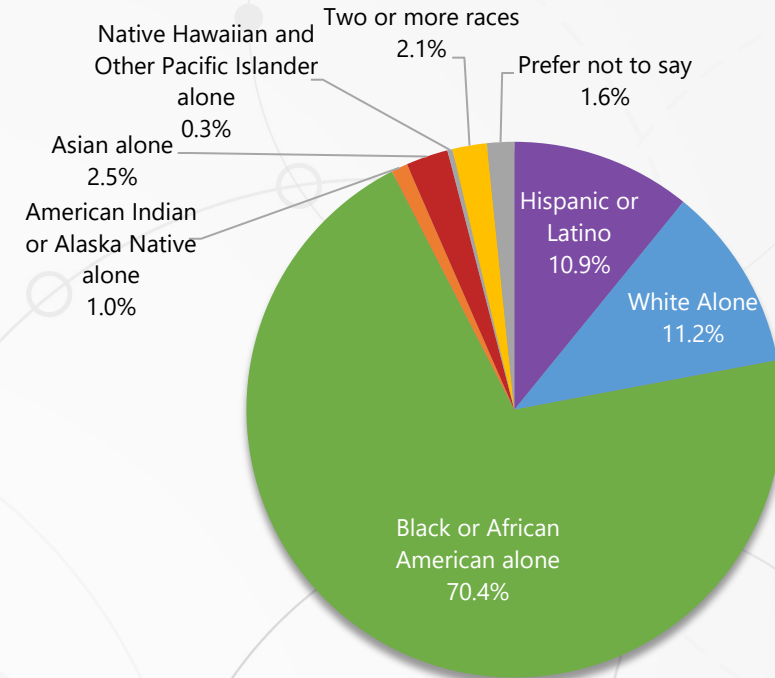
# Age / Race and Ethnicity

Largest share of riders are between  
25 and 34 years old (23.9%)



Age

Largest share of riders identified  
as African American (70.4%)

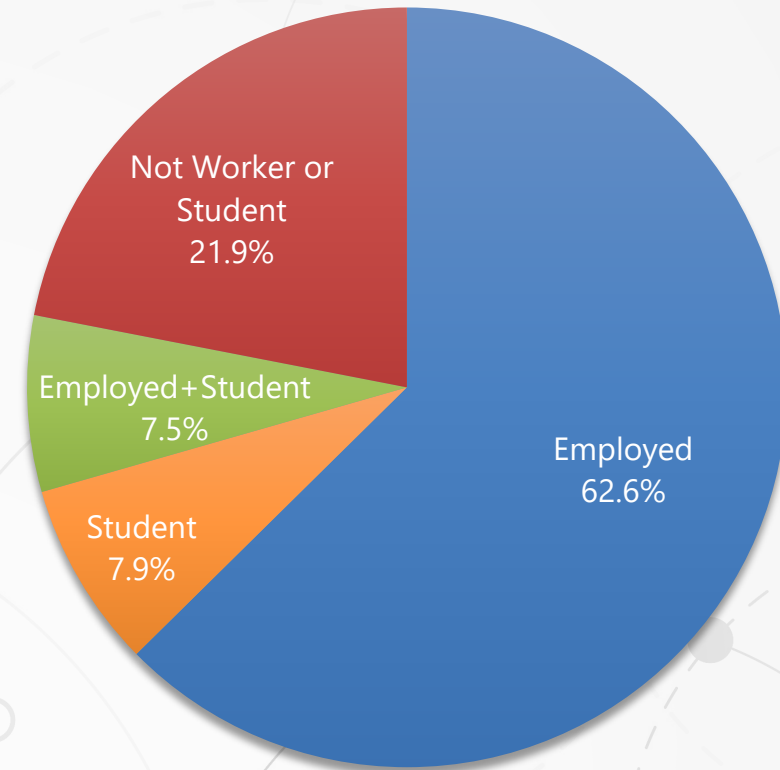


Race and Ethnicity

# Employment Status

**Majority of the riders are employed**

**15.4% of riders are students  
(including both employed and unemployed)**



**Combined Employment-Student Status**

# Household Income and Vehicle Ownership

Most riders are from  
low-income households

Many riders are dependent  
on transit



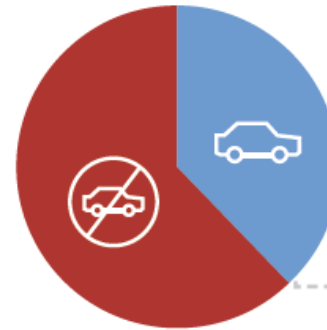
**31% of all riders** have a valid drivers license



**39% of all riders** earn less than \$25,000

**62%**

live in a household with no vehicle



**38%**

live in a household with one or more vehicles

within that 38% we asked...

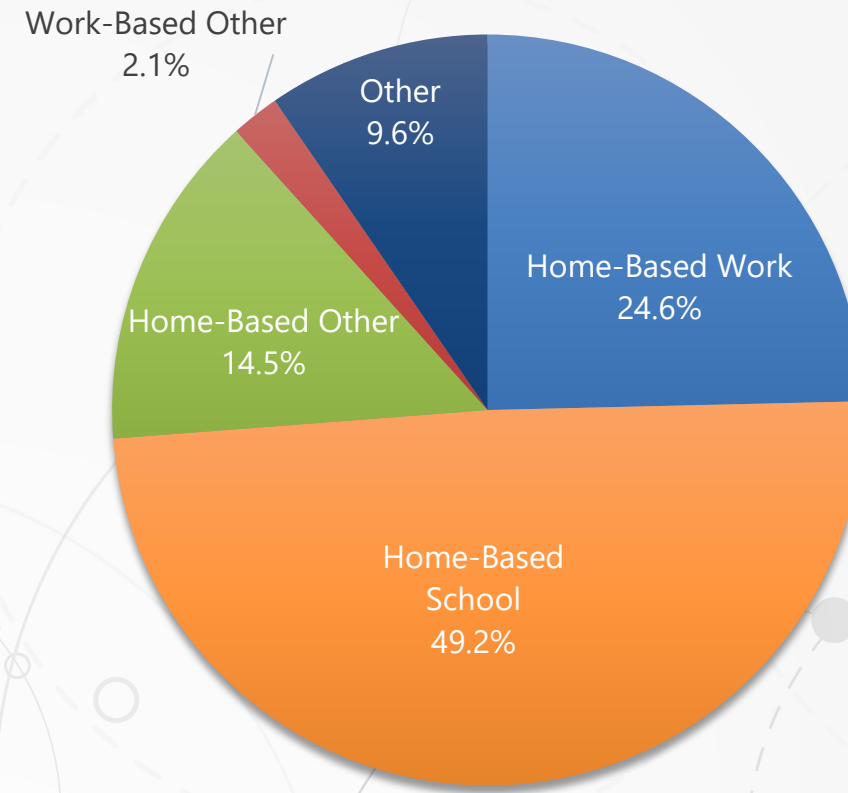
**Could you have used one of these vehicles to complete this trip?**

Yes **36%** No **64%**

# Chapel Hill Transit Survey Findings

# Trip Purpose

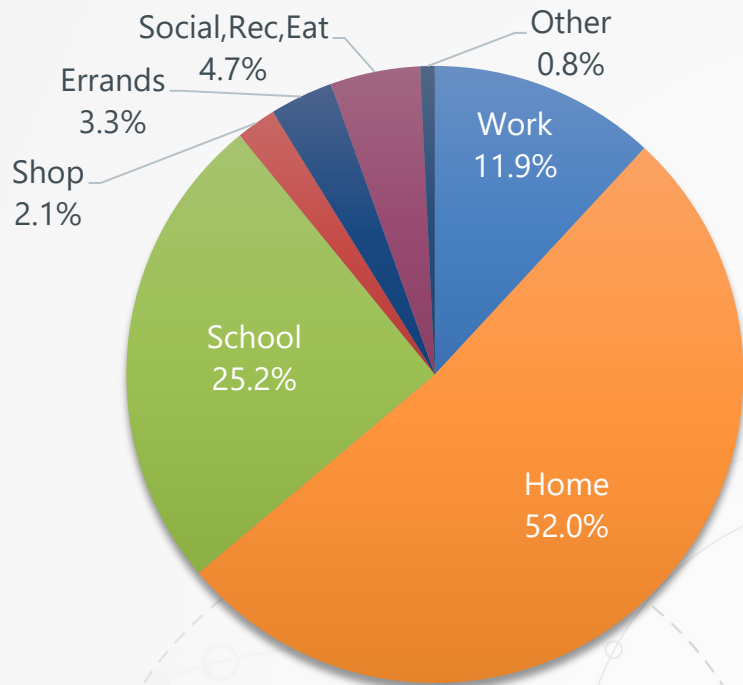
**50%**  
of trips are  
**Home-Based School trips**



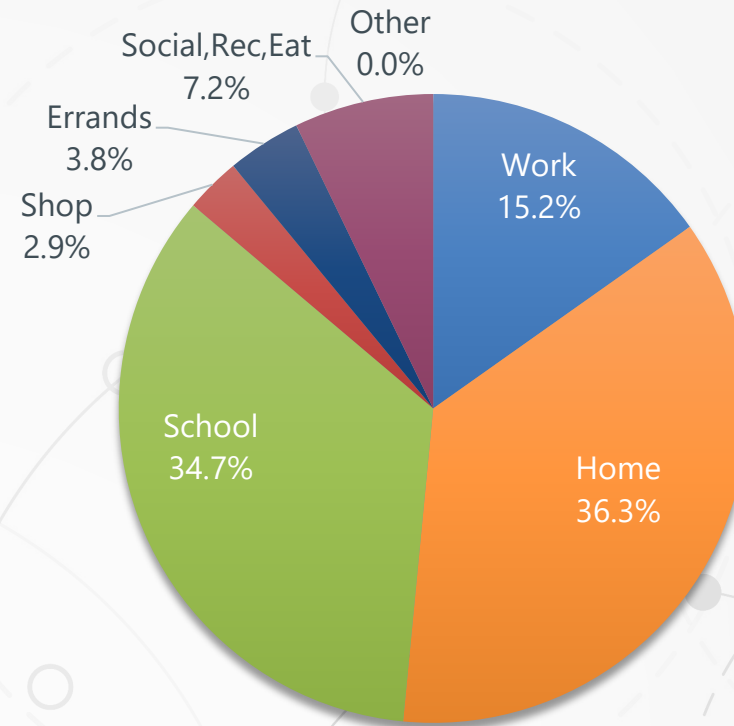
*Other includes any non-home/work/school trip: shopping, running errands (such as medical/hospital services, personal business), trip to Hotel Convention Center, Restaurant/dining, Recreational, Social visits, etc.*

# Origin & Destination Place Type

**Largest share of riders travel between work and home**



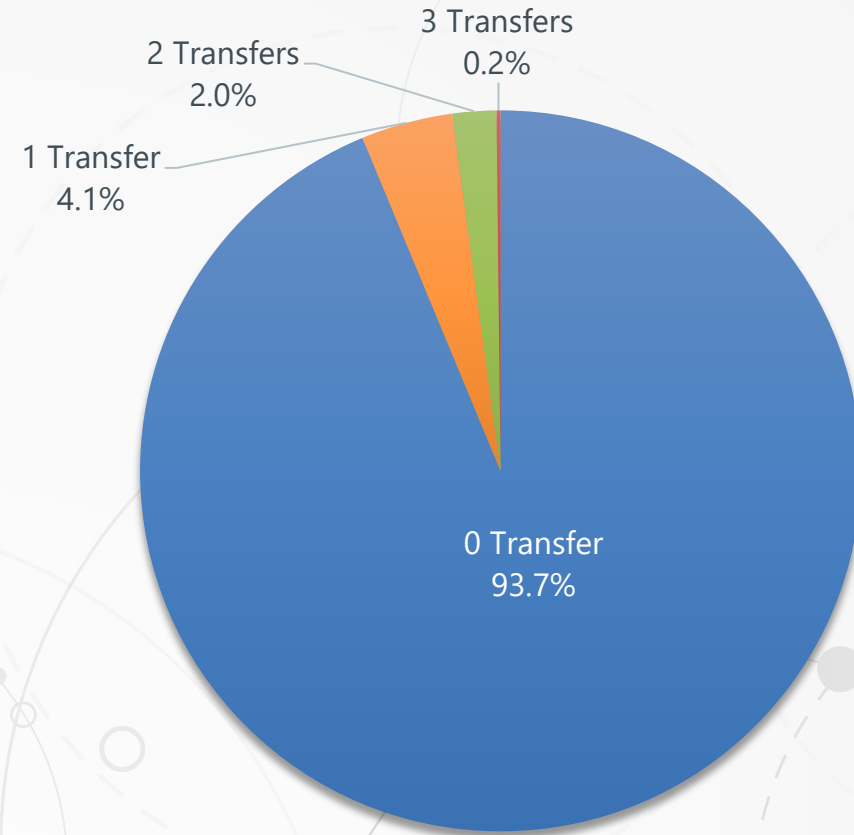
**Origin Place Type**



**Destination Place Type**



# System Transfers



79% of first transfers made to other Chapel Hill Transit Routes

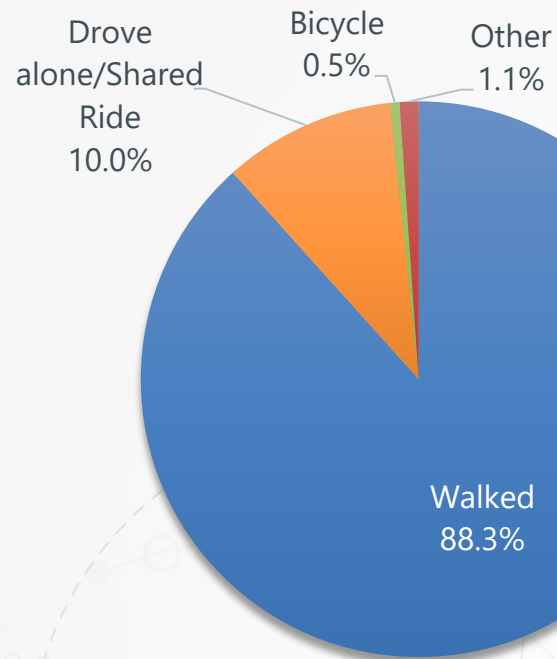
21% made to GoTriangle Routes

**Total number of in-system transfers**

# Getting to the Bus

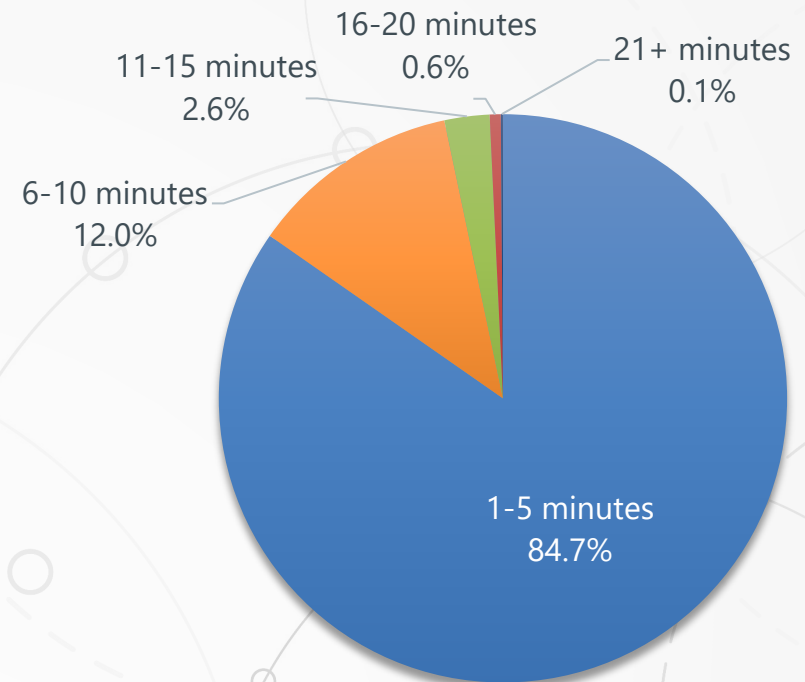
## Mode of Transportation & Time Taken

**Majority of the riders walked to the bus stop**  
(Other includes scooter, Uber/Lyft/taxi, or other mode)



**Mode of Transportation - Origin**

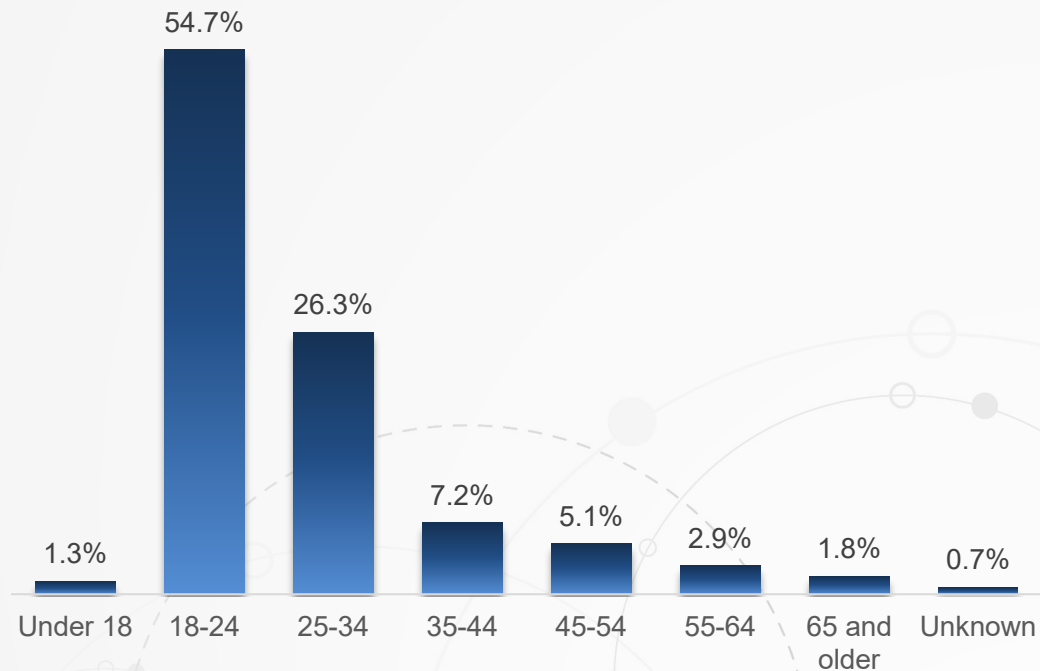
**Majority of the riders took 1-5 minutes to reach the bus stop from their origin**



**Time taken to reach the bus stop from origin**

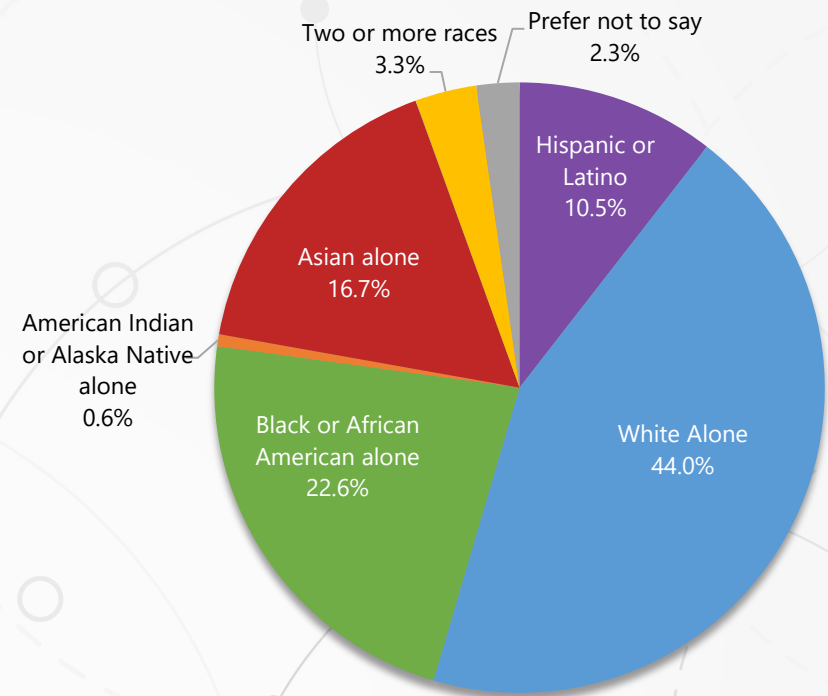
# Age / Race and Ethnicity

Largest share of riders are between  
18 and 24 years old (54.7%)



Age

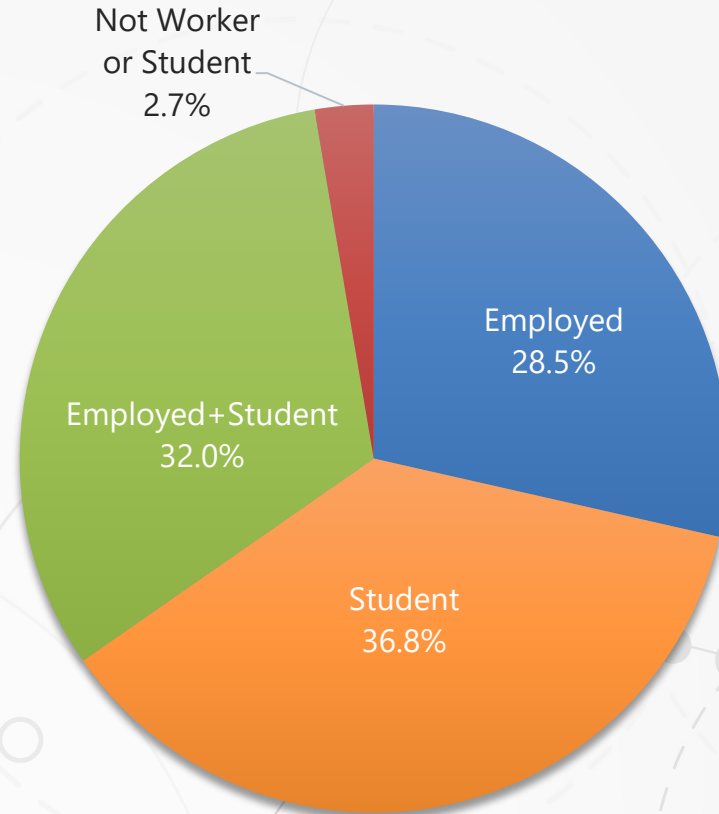
Largest share of riders identified  
as White (44%)



Race and Ethnicity

# Employment Status

**68.8%**  
**of the riders are students**  
(including both employed and unemployed)



**Combined Employment-Student Status**

# Household Income and Vehicle Ownership

Most riders are from  
low-income households

Many riders are dependent  
on transit

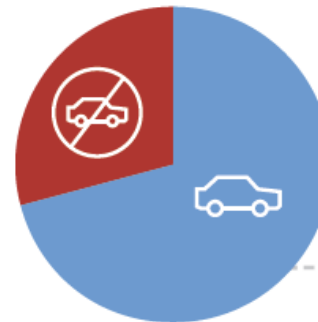


**78% of all riders** have a valid drivers license



**33% of all riders** earn less than \$25,000

**29%**  
live in a household with no vehicle



**71%**  
live in a household with one or more vehicles

within that 71% we asked...

**Could you have used one of these vehicles to complete this trip?**

Yes **52%** No **48%**

# Deliverables Snapshot

## All Systems Report



PREPARED FOR

GO Raleigh GO Triangle GO Cary GO Durham WOLFLINE

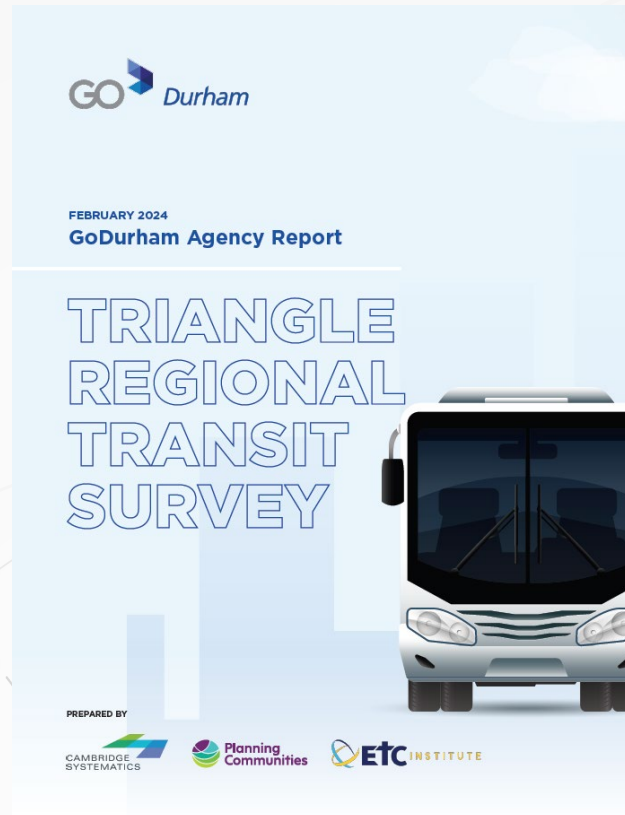
Chapel Hill transit CAMPO DCHC ORANGE COUNTY NORTH CAROLINA PART

2024  
All Systems Report

TRIANGLE REGIONAL TRANSIT SURVEY

PRESENTED BY  
CAMBRIDGE SYSTEMATICS Planning Communities

## \*Agency Reports



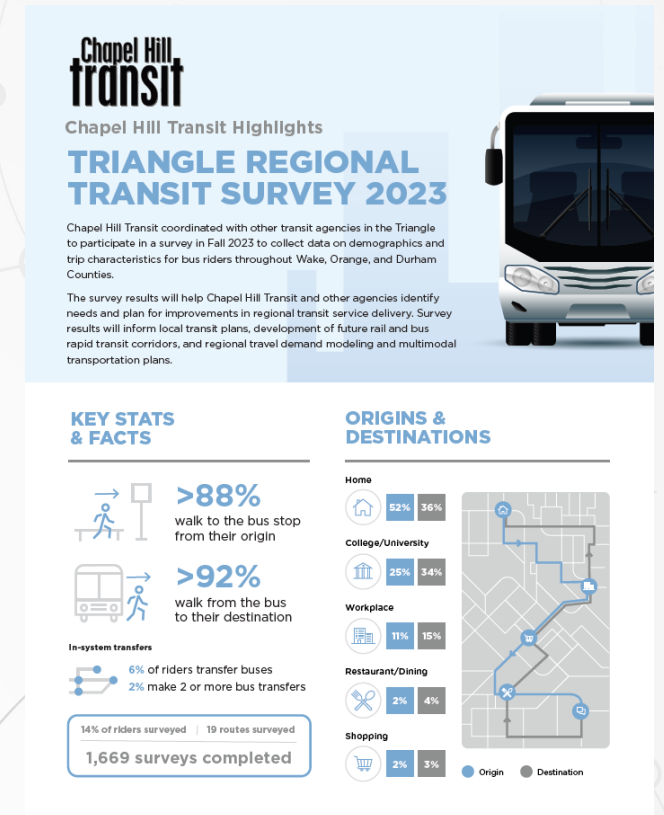
GO Durham

FEBRUARY 2024  
GoDurham Agency Report

TRIANGLE REGIONAL TRANSIT SURVEY

PREPARED BY  
CAMBRIDGE SYSTEMATICS Planning Communities ETC INSTITUTE

## Agency Fact Sheets



Chapel Hill transit

Chapel Hill Transit Highlights  
**TRIANGLE REGIONAL TRANSIT SURVEY 2023**

Chapel Hill Transit coordinated with other transit agencies in the Triangle to participate in a survey in Fall 2023 to collect data on demographics and trip characteristics for bus riders throughout Wake, Orange, and Durham Counties.

The survey results will help Chapel Hill Transit and other agencies identify needs and plan for improvements in regional transit service delivery. Survey results will inform local transit plans, development of future rail and bus rapid transit corridors, and regional travel demand modeling and multimodal transportation plans.

**KEY STATS & FACTS**

- >88% walk to the bus stop from their origin
- >92% walk from the bus to their destination
- In-system transfers**
  - 6% of riders transfer buses
  - 2% make 2 or more bus transfers
- 14% of riders surveyed | 19 routes surveyed
- 1,669 surveys completed

**ORIGINS & DESTINATIONS**

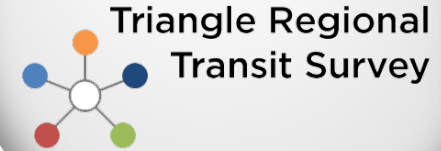
Origin	Percentage
Home	52%
College/University	25%
Workplace	11%
Restaurant/Dining	2%
Shopping	2%

Destination	Percentage
Home	36%
College/University	34%
Workplace	15%
Restaurant/Dining	4%
Shopping	3%

Legend: ● Origin ● Destination

\*Orange County Transit and Piedmont Authority for Regional Transportation received Memos

# Dashboard



<https://etcinstitute.com/triangle-wake-county-nc-transit-portal/>

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Origin-Destination Interviews Report Boarding to Alighting Counts Summary

### Origin-Destination Interviews Report

Direction Finder 2.0

HOMEPAGE

MAPPING ORIGIN-DESTINATION

MAPPING BOARDING-ALIGHTING

TREND DATA NEXT SURVEY

MAPPING RESULTS

**GO Raleigh**  
**GO Triangle**  
**GO Cary**  
**GO Durham**  
**Chapel Hill transit**

**Triangle Regional Public Transportation**  
**Transit On-Board Survey**

Unlinked/Linked Expansion Results

Microsoft Power BI Pages

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### Boarding to Alighting Counts Summary

Phone: 913.254.4584 info@etcinstitute.com www.etcinstitute.com WakeCounty Transportation Web

Counts Miles Boarding Alighting Trips Chord Sankey Maps

#### Ride Time of Route Table

Route Name	Count of Route Name	Average of Travel Minutes
1 Capital Blvd	555	19.82
1: Northgate - N. Poite - Guess Rd	240	18.23
10 Longview	14	11.70
10: Chpl Hill Rd - S. Square - New Hope	392	55.04
10B: Chpl Hill Rd - S. Square - Shannon	98	15.86
11 Avent Ferry	59	14.00
11: W. Main - Duke/VA - Hillsborough	56	18.91
11B: W. Main - Duke/VA - Constitution	259	16.12
12: E. Main St - NCCU - Southpoint	509	28.77
12B: NCCU - NC 54 / 55 - Durham Station	117	23.44
13 Chavis Heights	12	7.49
15 WakeMed	561	18.12
16 Oberlin	13	22.75
17 Rock Quarry	71	18.52
18 Poole-Barwell	40	18.89
19 Apollo Heights	180	14.65
2 Falls of Neuse	100	20.80
20A Garner	115	15.41
20B Garner	45	16.64
21 Caraleigh	216	14.20
<b>Total</b>	<b>12555</b>	<b>17.36</b>

#### Ride Time of Route

Direction: All County: All Trip Type: All

Count of Route Name (Bar Chart) Average of Travel Minutes (Dot Plot)

Route Name

Microsoft Power BI 1 of 8



# Triangle Regional Transit Survey Contact Information

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