

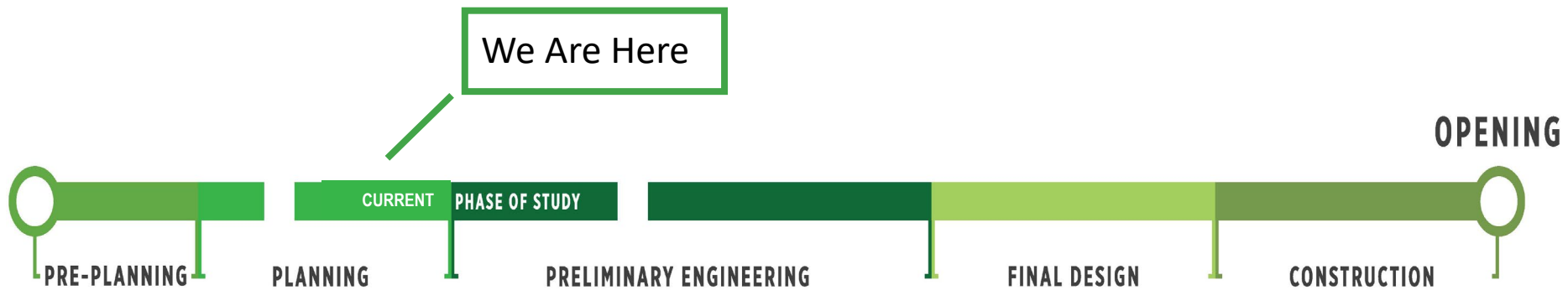
Greater Triangle Commuter Rail Feasibility Study Update

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

April 2021

Goal of Feasibility Study

On behalf of locally and regionally adopted Transit Plans, provide detailed information to the community and elected officials to help reach a decision on whether or not to proceed with a rail project, and if so, how, and when.



Study Partners



Study funding partners

Oversee the Triangle's transportation planning and funding activities

Project sponsor

Sponsors intercity passenger rail on the corridor and has other rail-highway safety mandates

Owns and leases the rail corridor

Growth

The Triangle continues to be one of the fastest-growing areas in the nation.

In the next 25 years Durham County is expected to add over 100,000 people¹.

Growth brings new jobs and new opportunities but also more traffic on already congested roadways.

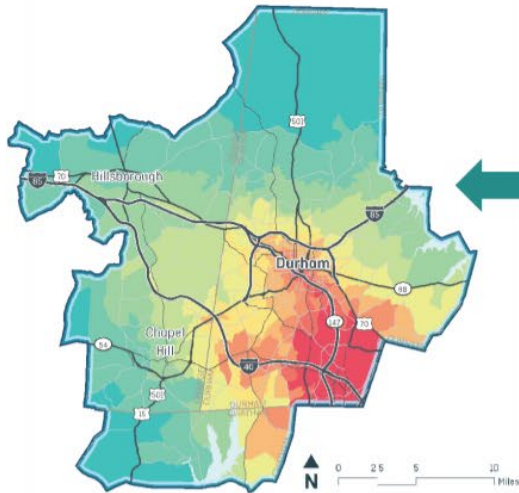
The benefits and costs of growth are not equitably distributed. This is especially true for people who do not have reliable access to a car.



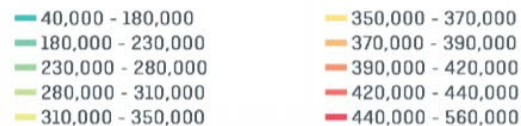
1. Source: 2045 Population estimate for Durham County. Adopted by CAMPO as a part of the Planning process for the 2050 Metropolitan Transportation Plan. TJCOG, NC OSBM

Job Access in Durham

Car

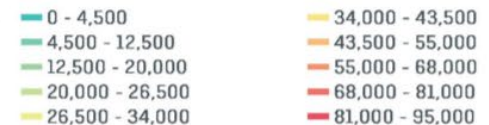
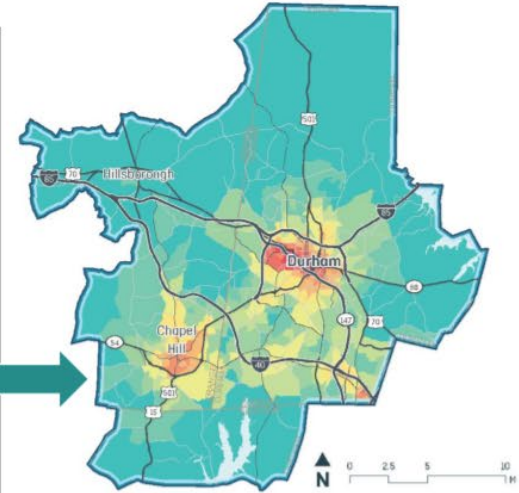


Total number of jobs available to residents within a reasonable commute time.



- Research Triangle Park is the geographical center of the Triangle region with the highest numbers of jobs reachable by driving.
- Traditional city centers are the only locations with strong access to jobs by transit. Transit access to jobs from areas proximate to RTP is very low relative to auto access.

Transit



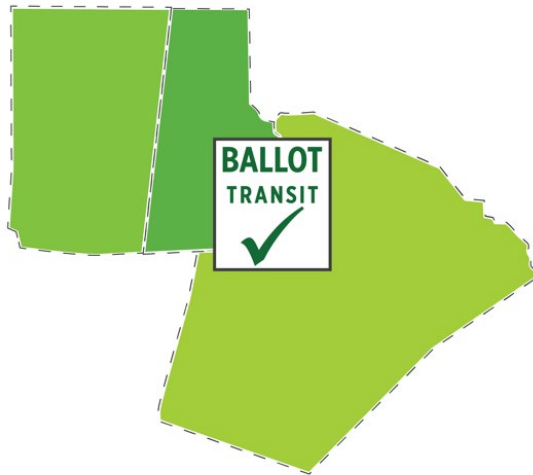
8% of households in Durham County do not have access to a car.²
 Over the next 20 years, 2/3rds of new jobs in the region will be in Wake County³

1. Image: 2019 State of the Region Report, DCHC MPO. *note scale differences.*

2. Source: 2019 5-year ACS estimate, US Census Bureau. TableID: B08201

3. Source: 2045 Metropolitan Transportation Plan

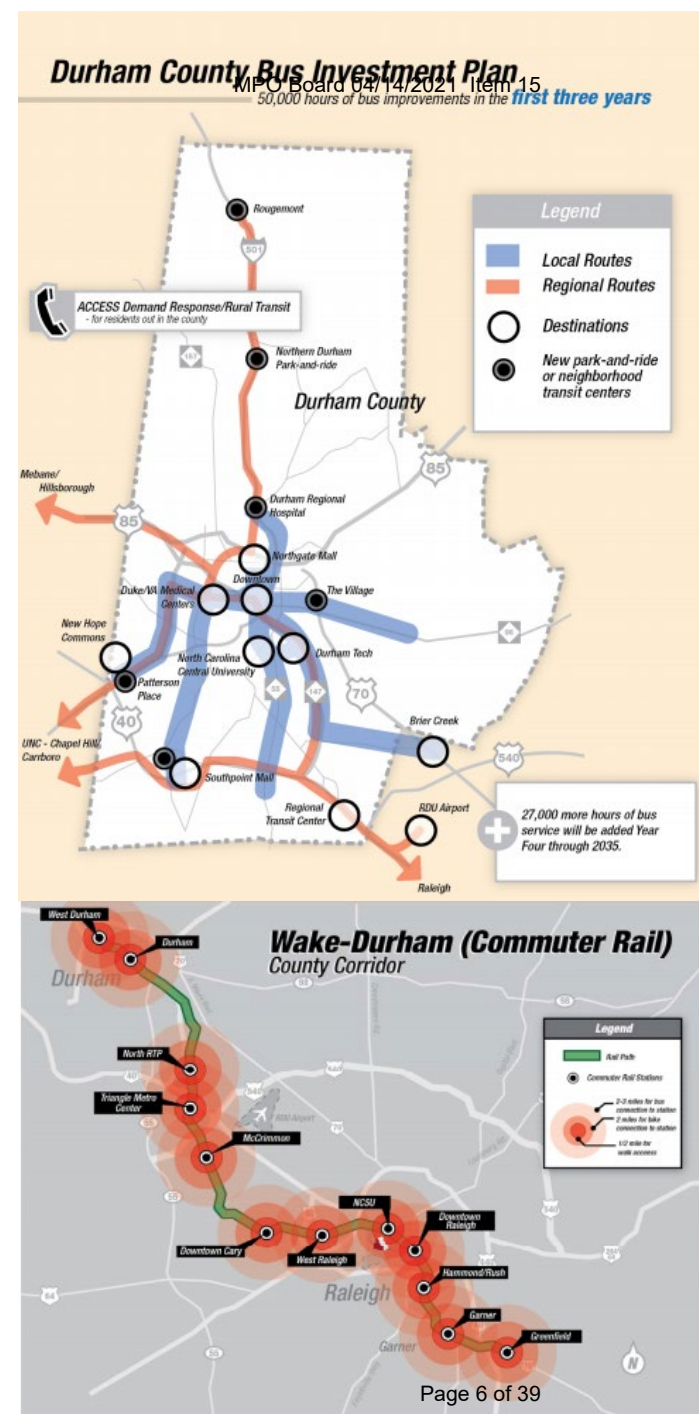
County Transit Plans



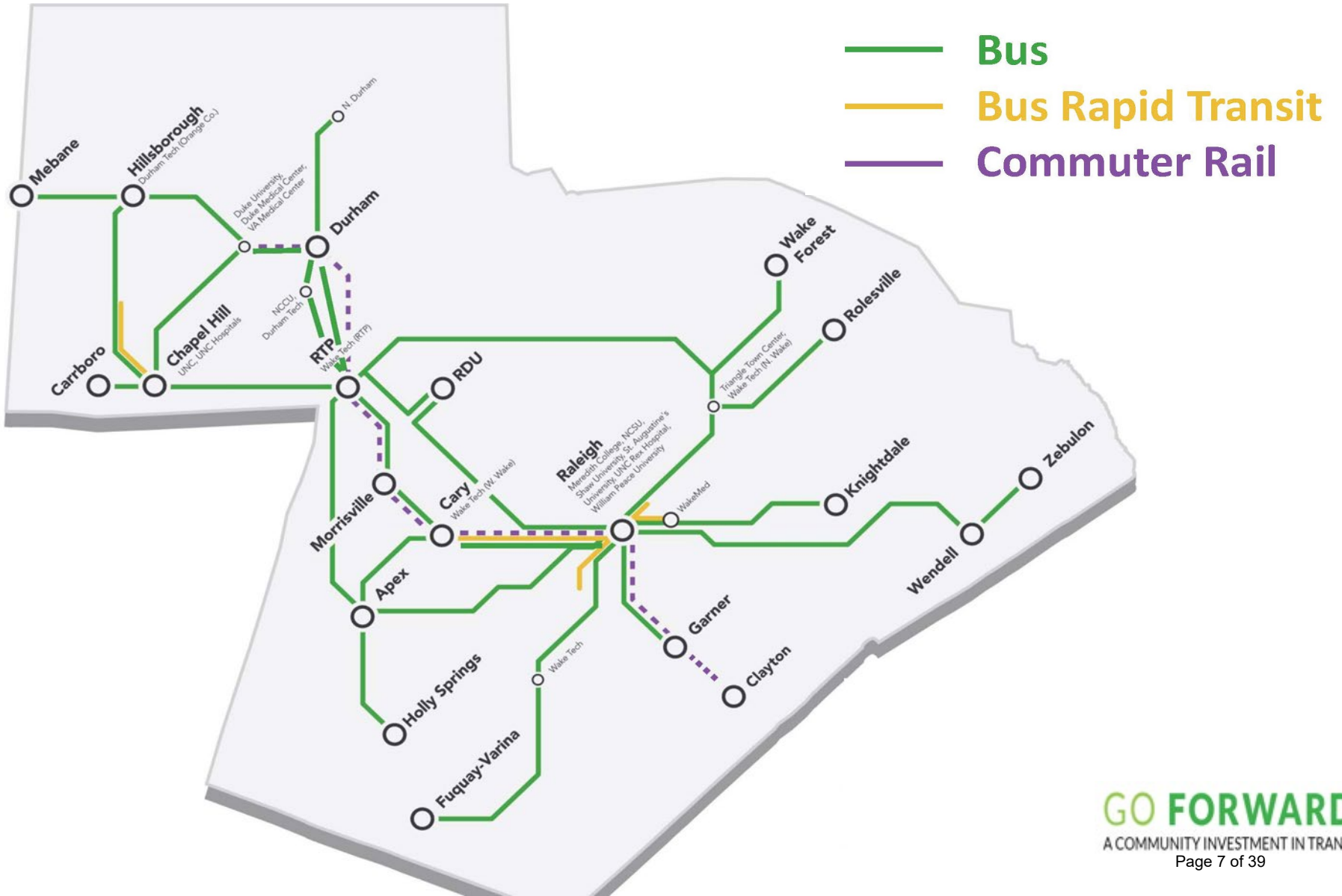
In 2011, 2012 & 2016, voters in Durham, Orange and Wake counties approved a half-cent sales tax to invest in enhanced transit service across all three counties.

**Other funding includes vehicle registration fees and a portion of vehicle rental taxes.*

Images to the right are from the 2011 Durham County Bus and Rail Investment Plan. a.k.a. "The 2011 Plan"



County Transit Plan Investments



What Do We Know Now?



Initial Service (2030):
West Durham to Garner
currently assumed in
county transit plans.

Studying possible inclusion
of service to Clayton

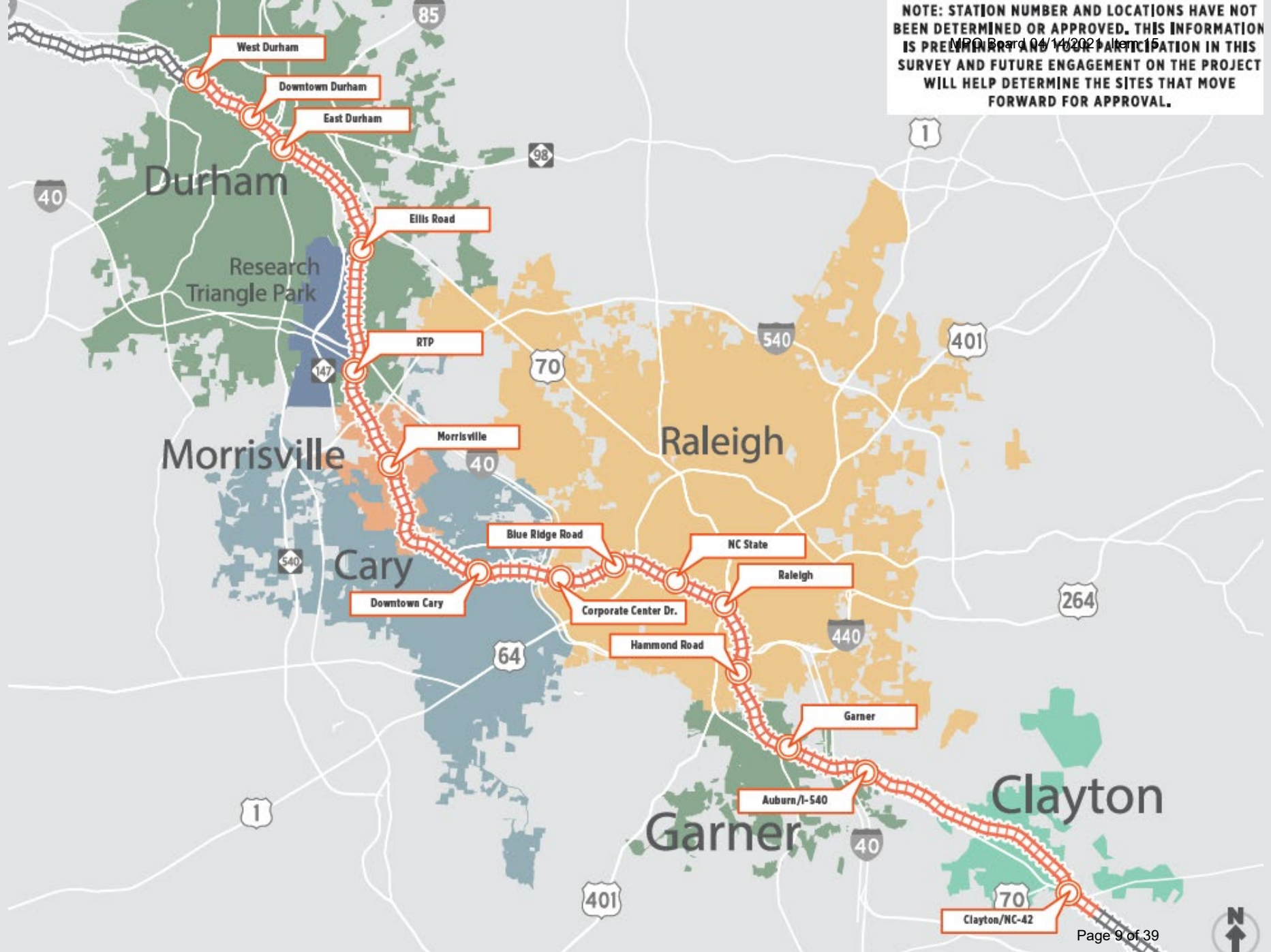
8 round trips in morning
2 round trips midday
8 round trips in afternoon
2 round trips in evening

DRX = 18 round trips today

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

NOTE: STATION NUMBER AND LOCATIONS HAVE NOT BEEN DETERMINED OR APPROVED. THIS INFORMATION IS PRELIMINARY AND PARTICIPATION IN THIS SURVEY AND FUTURE ENGAGEMENT ON THE PROJECT WILL HELP DETERMINE THE SITES THAT MOVE FORWARD FOR APPROVAL.



What Did We Learn From Previous Studies?

High-level Planning Studies Completed to Date for Durham – Clayton CRT:

- Wake-Durham Commuter Rail Major Investment Study (2019)
- Greater Triangle Commuter Rail Phase 1 Feasibility Study (2020)
- All estimates preliminary and subject to change as additional studies completed

10K +

Trips in 2040
(~2,200 today)

0:45 – 50

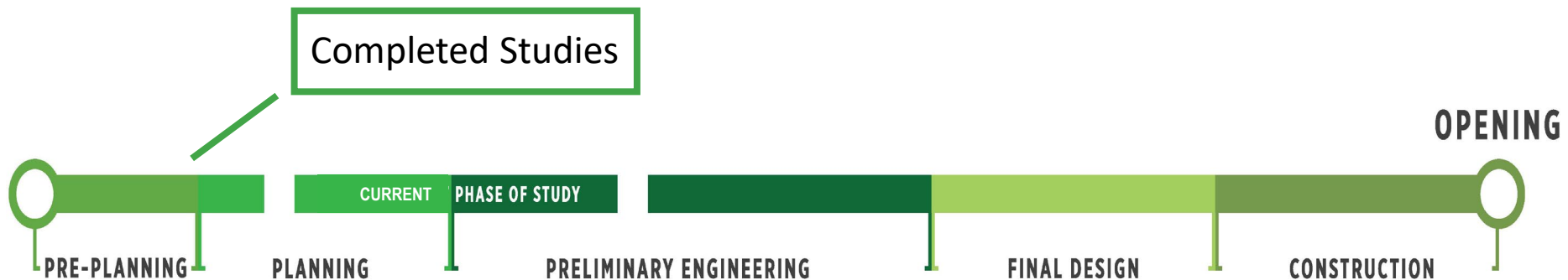
Durham to Raleigh
(DRX = 0:60 - 80)

\$1.8-2.1B

Capital Cost
(\$YOE)

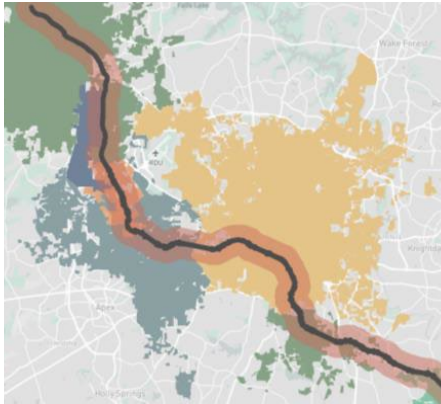
\$29-37M

Operating Cost
(\$2019)



What Are We Working on Now?

Rail Analysis



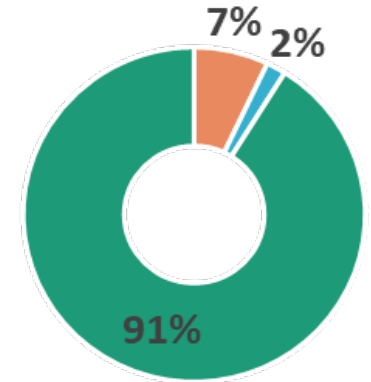
- Stop locations and schedules
- Rail infrastructure: track, bridges, vehicles
- Ridership and rail capacity modeling

Opportunity Analysis



- Affordable housing
- Access to Jobs
- Land Use
- Job Creation Potential

Engagement



- Three rounds of public engagement
- Business + colleges
- Focus groups
- Local governments
- Railroads



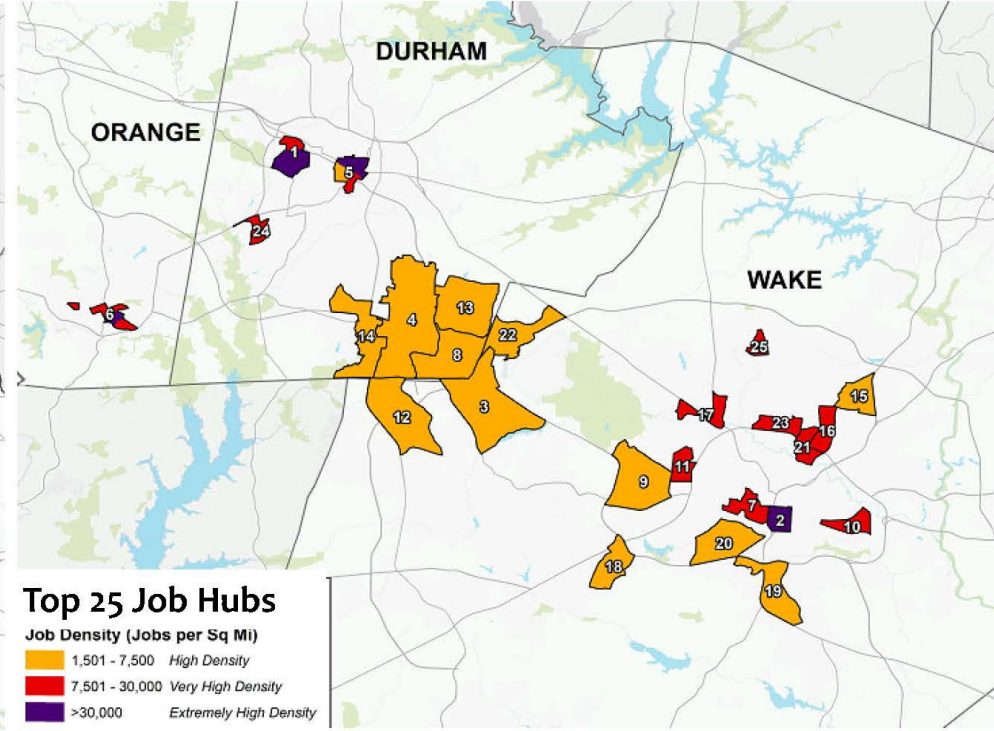
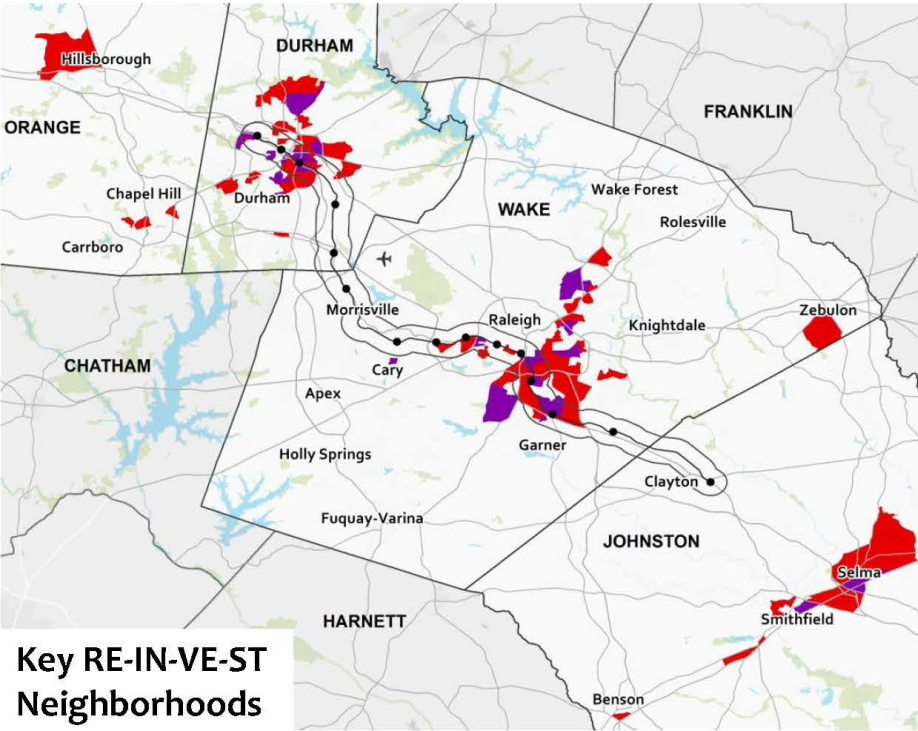
Downtown Durham Engineering Analysis

- Environmental Screening
- Track design, station siting, roadway/traffic, utilities, stormwater
- Stakeholder and community engagement



Access Analysis (Draft)

Key Neighborhoods Can be Linked to Top Job Hubs



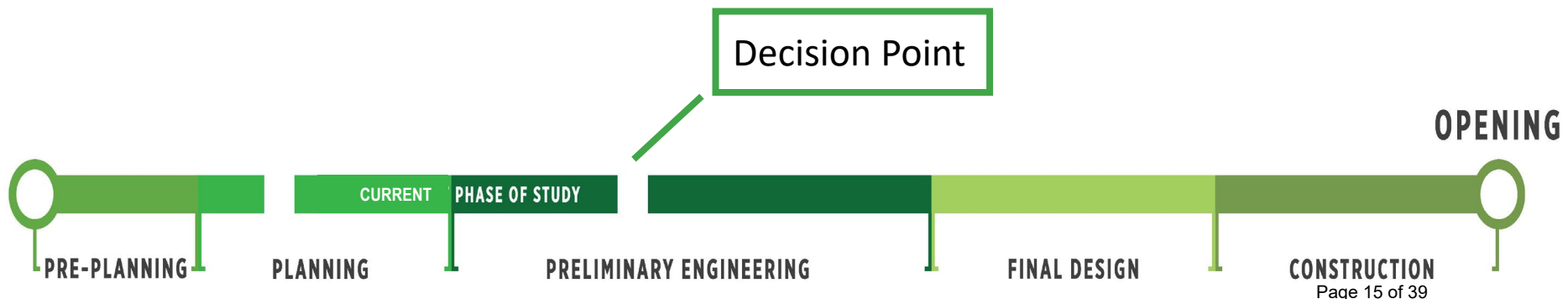
- Top 10 hubs have 235,000 jobs (a quarter of the 4 counties)
- Top 25 hubs have 360,000 jobs (2 of every 5 jobs in the 4 counties)

What Happens at the End of the Study?

Achieve Regional Consensus on the Following:

- Project Concept (stations, service, infrastructure, etc...)
- Cost Share
- Community support of the project
- Support from railroads, local governments, and 3rd Parties

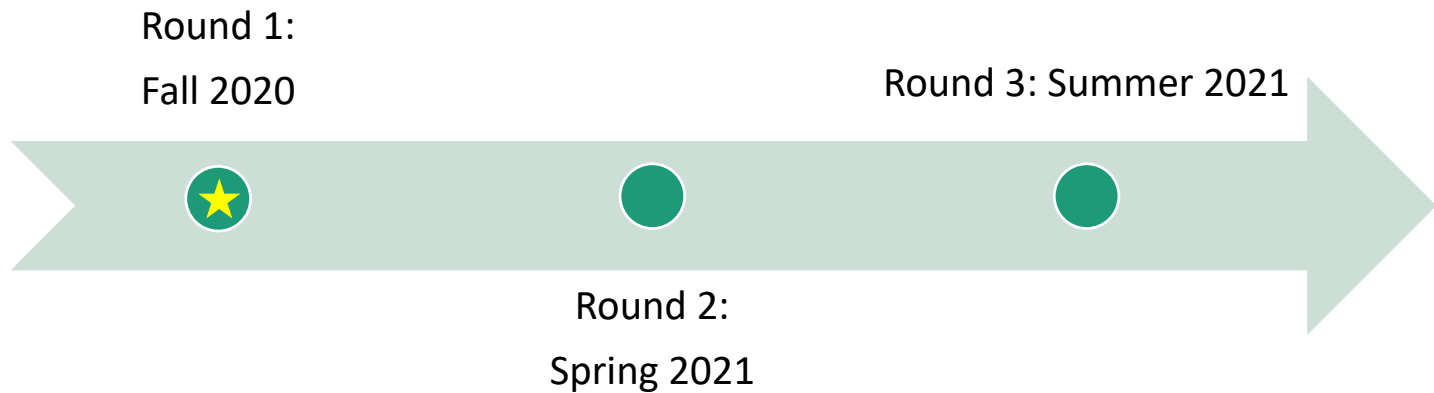
Study Outcome: Decision to undertake Engineering, Final Design, and Construction, including FTA New Starts and NEPA processes.



Public Engagement Overview

Goals:

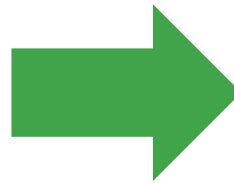
- Raise awareness
- Obtain public feedback
- Coordinate regionally



18 Month Study Timeframe

Round I Engagement Results

- 5,600 survey views
- 2,700 unique participants
- 500 participants in the first 3 days



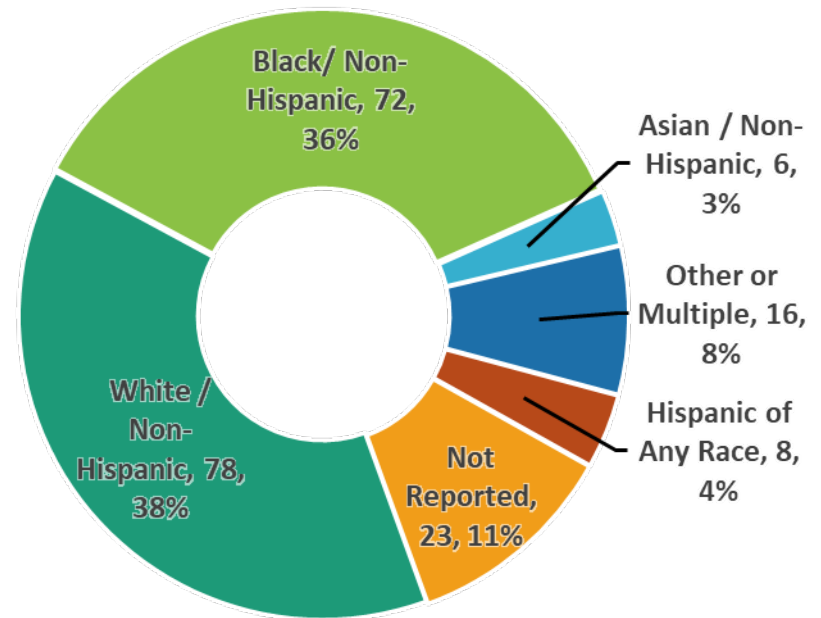
Nearly 5,000 project-related comments

Equity and Inclusion

- **Maximizing Participation Initiative**
 - Utilize community partnerships to reach populations underrepresented in the transit planning process
 - Advance Community Health
 - Meals on Wheels of Durham
 - North Carolina Society for Hispanic Professionals

→ 203(8%) unique participants
 → 399(8%) project related comments

- **Multilingual survey access**
 - *Chinese (Simplified), French, German, Haitian Creole, Hindi, Japanese, Myanmar (Burmese), Portuguese, Russian, Spanish*



Adapting to COVID-19

In-Person

- Crosby-Garfield Drive-Through Community Day (10/24)
- Pop-up Survey Center at Durham Station (10/23 and 10/29)
- Pop-up Survey Center at The Village Shopping Center (11/4)
- Pop-up Survey Center at GoRaleigh Station (11/6)
- Give Thanks with GoDurham (11/18)

Virtual

- Durham PAC 1, 2, 3, 4, 5
- Durham Mayor's Committee for Persons with Disabilities
- Crosby-Garfield Advocacy Group
- Wake County Public Libraries
- Wake Partnership to End Homelessness
- GoTriangle TDM Partners
- Durham CAN
- Univision

Methods and Materials

Methods

- Email campaigns
 - 5,000 GoForward subscribers
 - 300 community organizations
 - Focused e-mails to minority communities
 - GoTriangle and GoDurham transit riders
- Social media and geo-targeting
- Paper survey distribution
- Virtual meetings
- Virtual presentations
- Virtual focus groups

Materials

- Press Release
- Brochure/Rack Card
- Digital Poster
- Social Posts
- Webpage
- Survey – Print & Digital
- Video

Web and Social Media

GoForward Website

- 2,505 unique pageviews

19 @GoTriangle Tweets

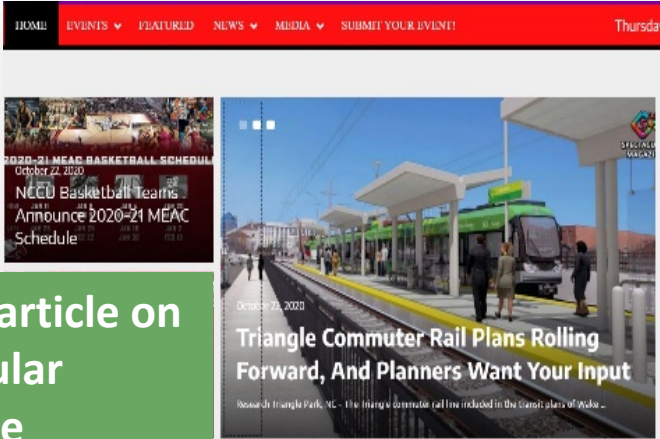
- 34,800 impressions
- 1,000 engagements

26 @WakeTransit Tweets

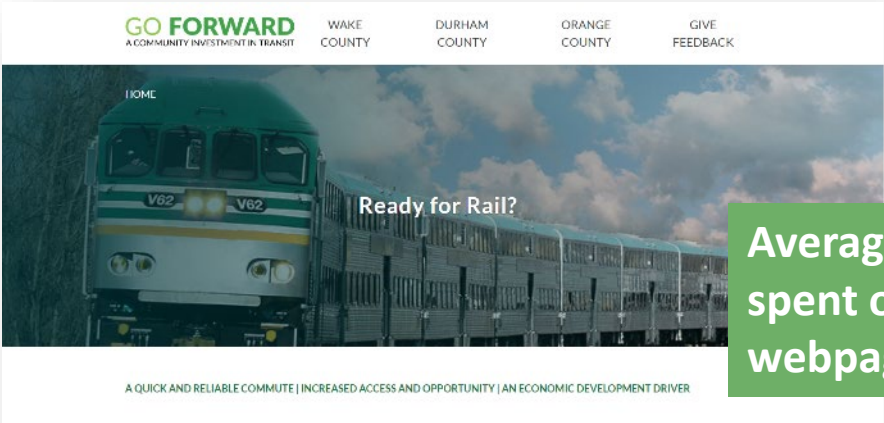
- 26,800 impressions
- 1,000 engagements

Facebook

- 44,900 people reached
- 1,600 reactions
- 3,700 clicks



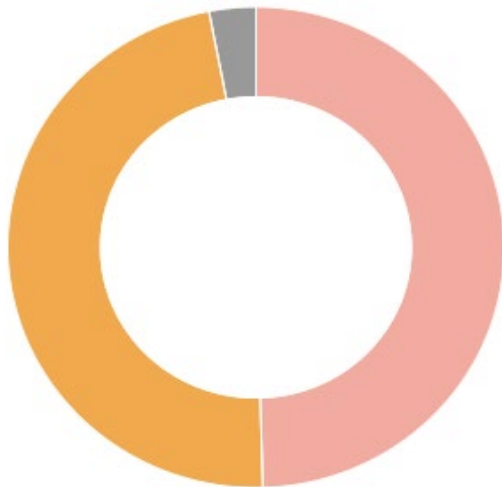
Feature article on Spectacular Magazine



Average time spent on the webpage: 3:38

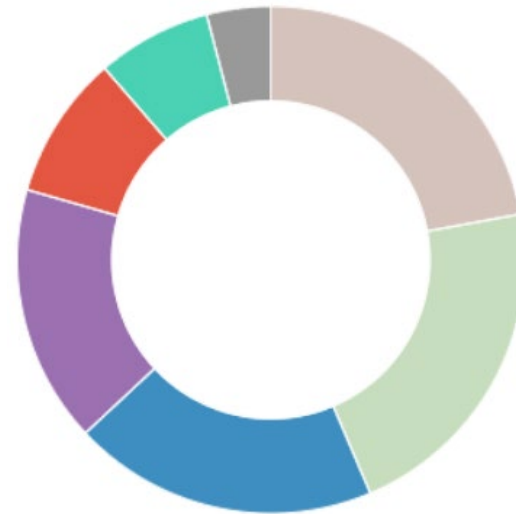
Over 2,400 (89%) of 2,700 participants responded to at least one demographic question

Gender



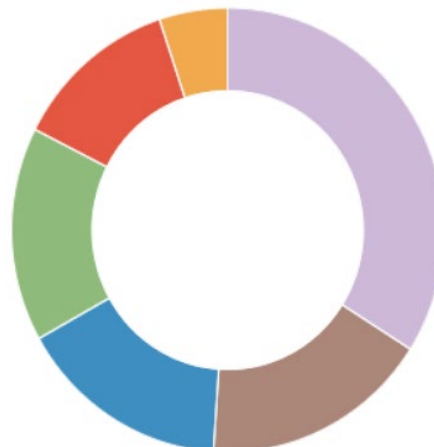
- 50% Female
- 47% Male
- 3% Others

Age



- 22% 26-35
- 21% 36-45
- 19% 46-55
- 16% 56-65
- 9% 18-25
- 7% 66-75
- 4% Others

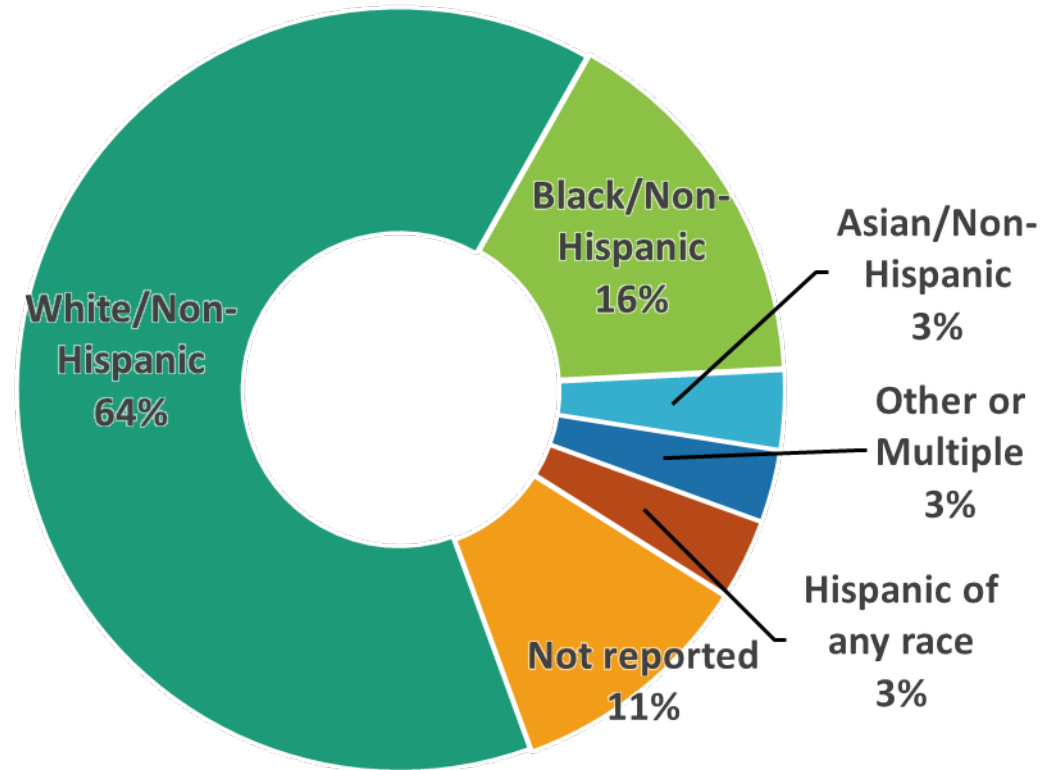
Annual Household Income



- 34% \$125,000 or more
- 17% \$50,000 to \$74,999
- 16% \$100,000 to \$124,999
- 16% \$75,000 to \$99,999
- 12% \$21,000 to 49,999
- 5% Less than \$20,000

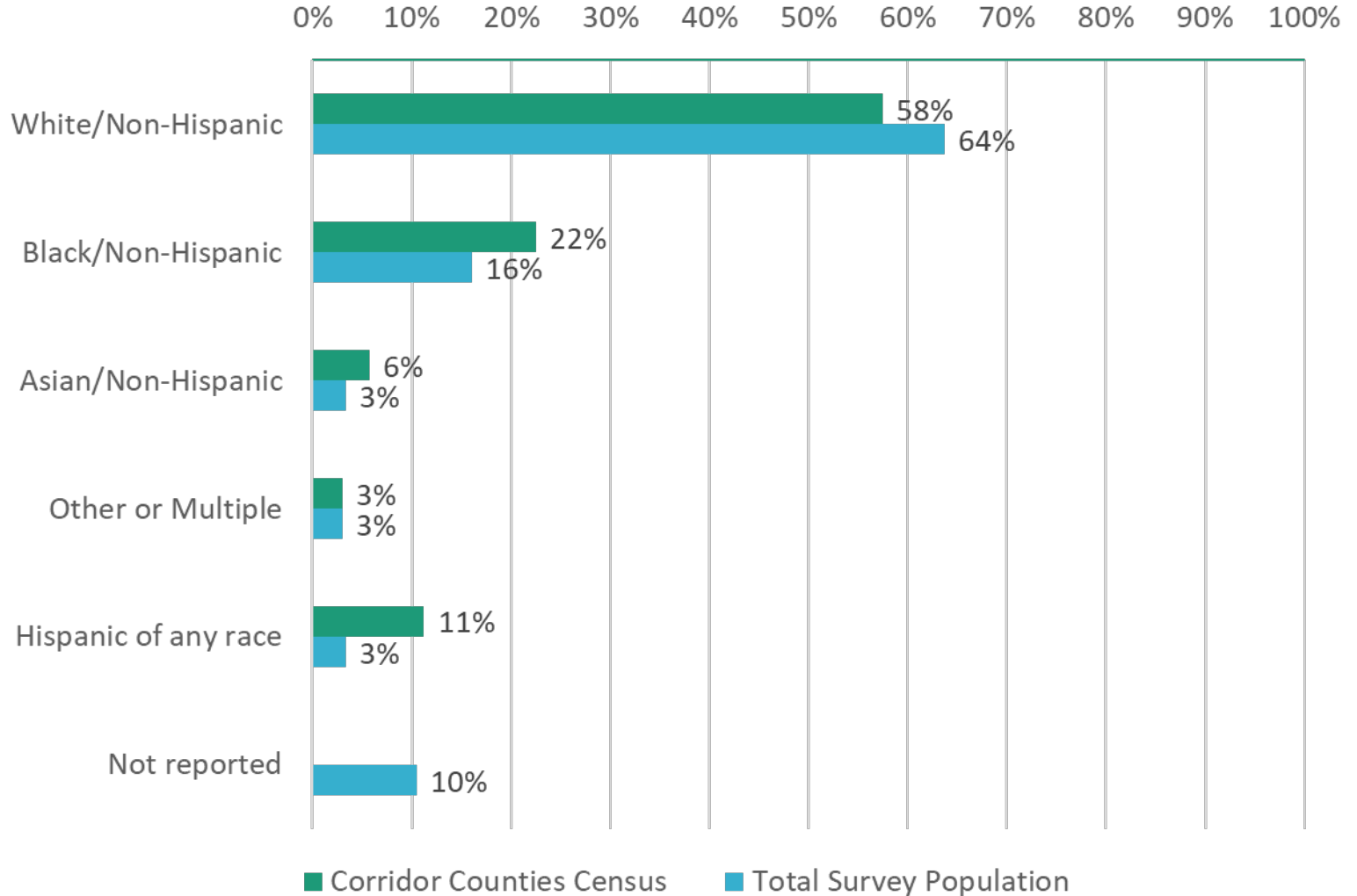
All Survey Participants: Race & Ethnicity

White/Non-Hispanic	1736
Black/Non-Hispanic	436
Asian/Non-Hispanic	91
Other or Multiple	83
Hispanic of any race	92
Not reported	286
Total	2724



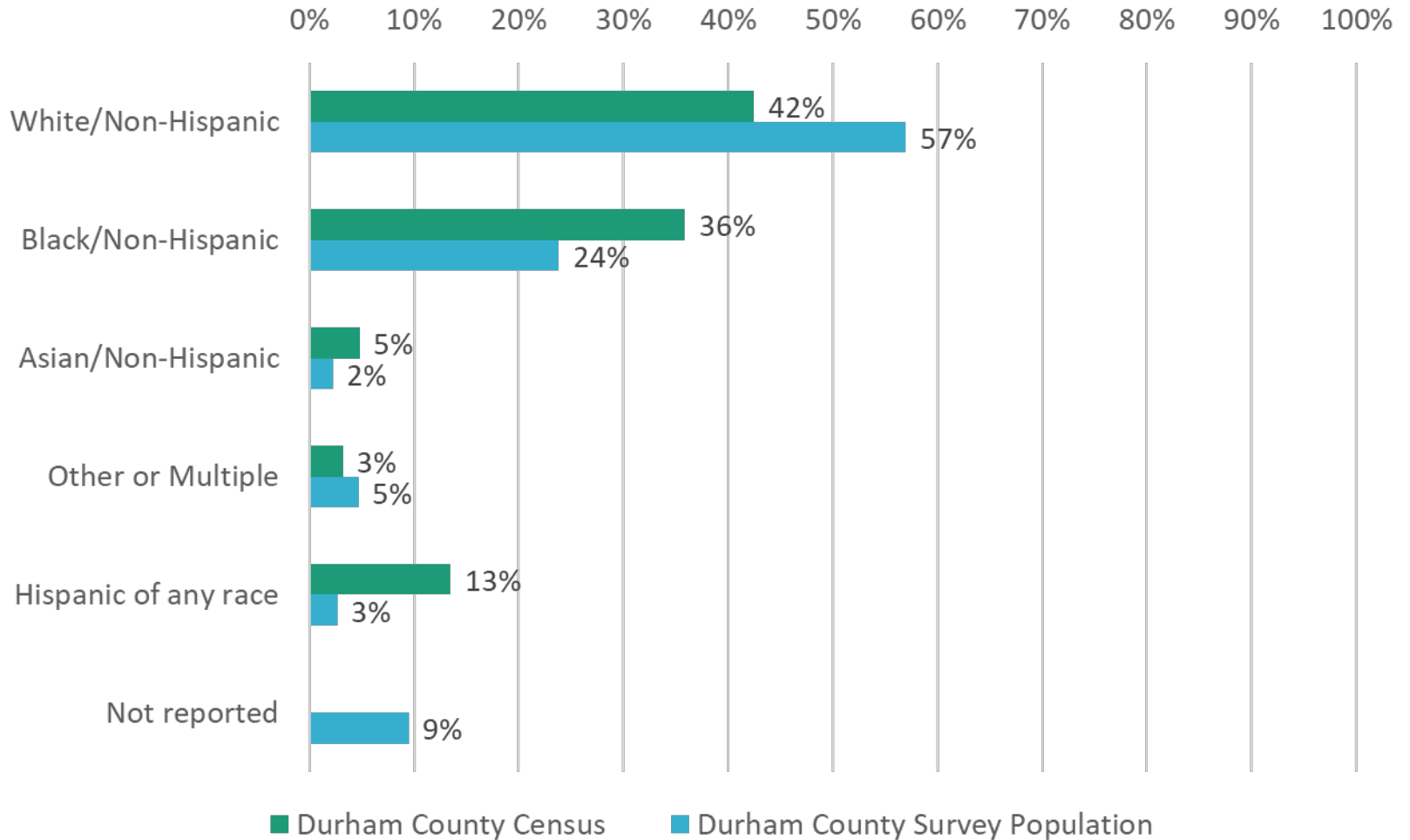
Corridor Counties and Survey Participants

Did the survey mirror the general population?



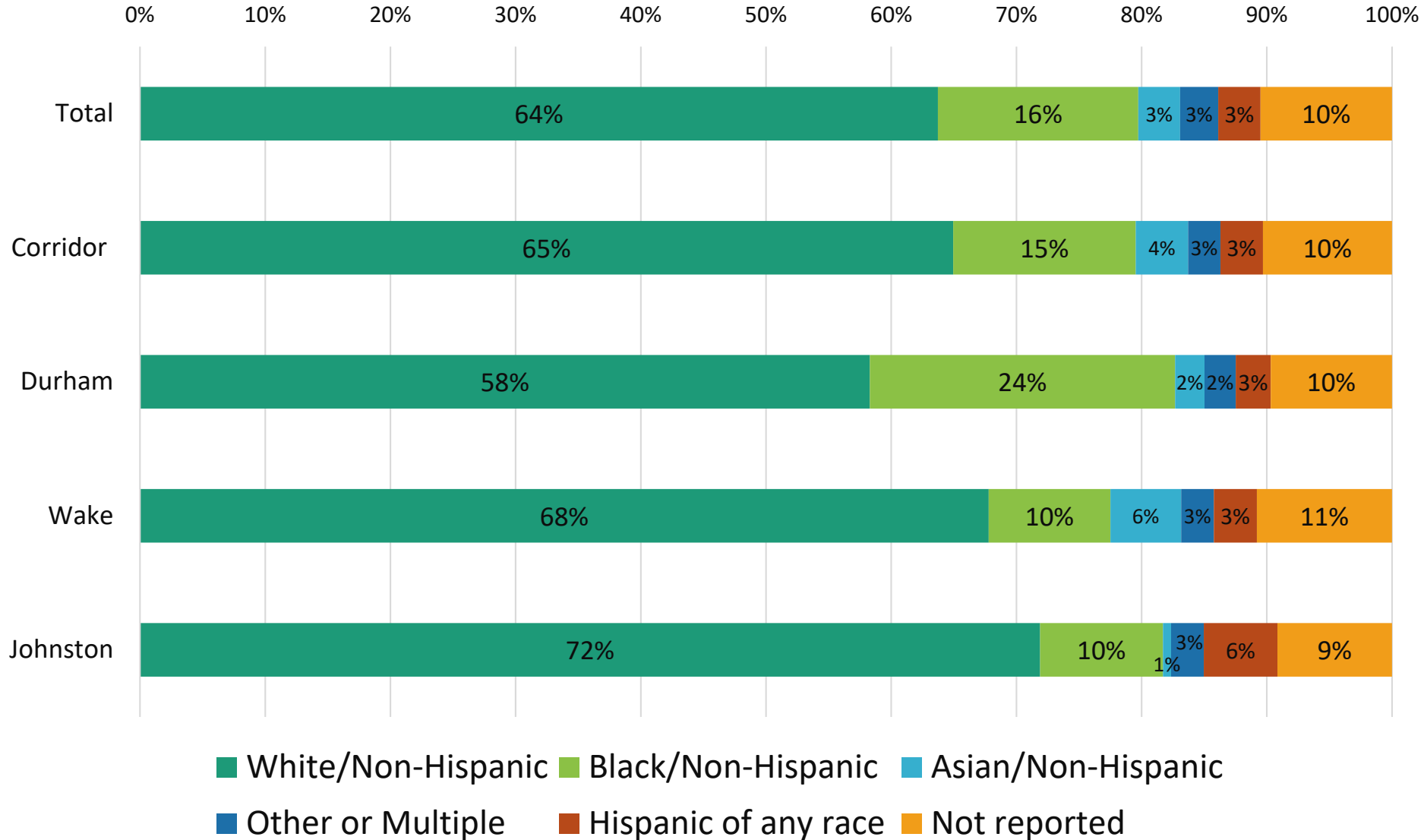
Durham County and Durham Survey Participants

Did the survey mirror the general population in Durham County?



Survey Participant Demographics: Race & Hispanic Origin

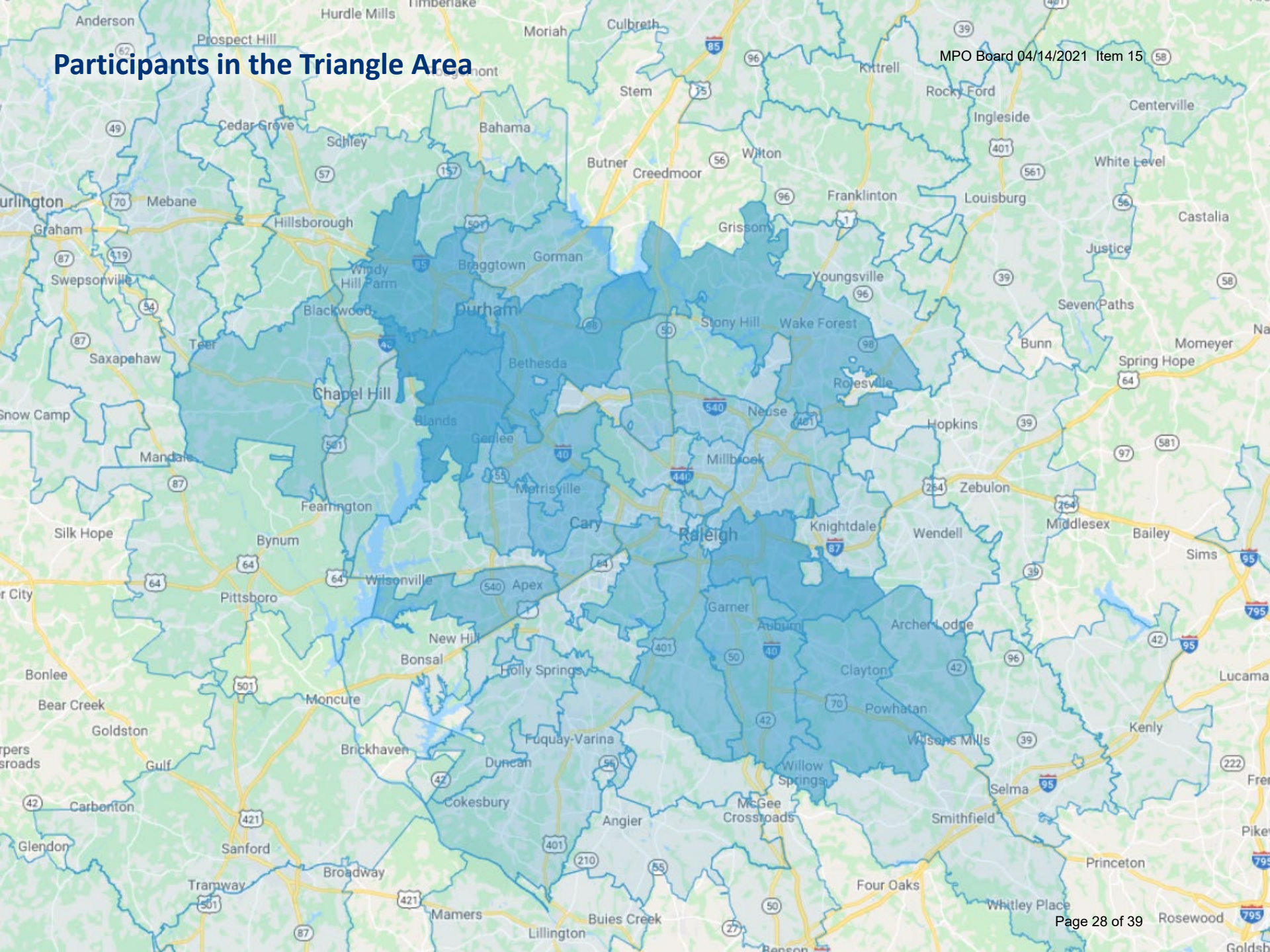
MPO Board 04/14/2021 Item 15



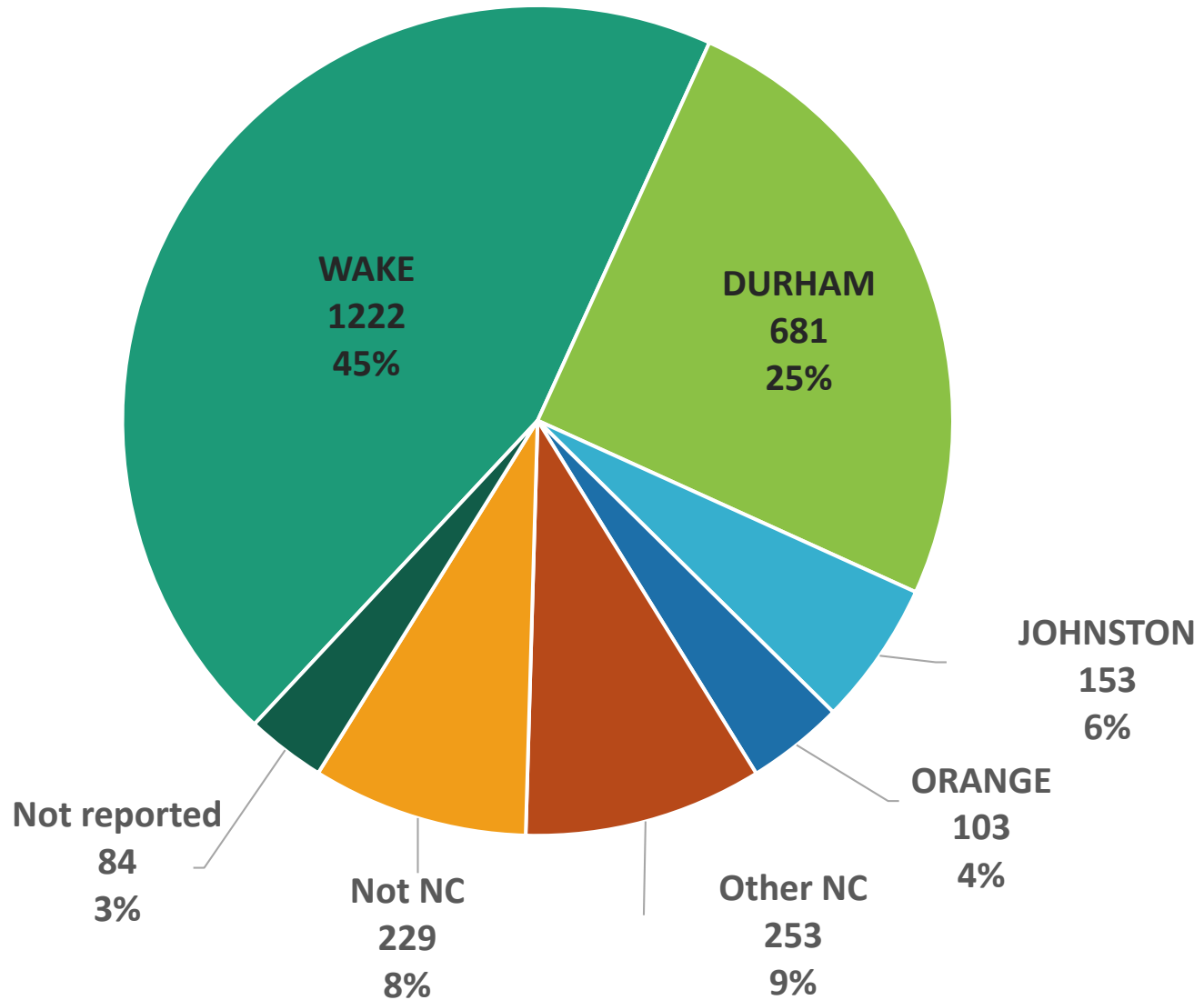
Household Income: Corridor Counties

	Durham		Wake		Johnston	
	Census	Survey	Census	Survey	Census	Survey
\$100,000 or more	29%	37%	26%	50%	40%	52%
\$75,000 to \$99,999	13%	14%	14%	15%	14%	20%
\$50,000 to \$74,999	17%	16%	19%	14%	17%	12%
\$25,000 to 49,999	23%	11%	23%	9%	18%	13%
Less than \$25,000*	18%	5%	18%	4%	12%	2%
Unreported		18%		10%		2%
*survey category break is <20k						

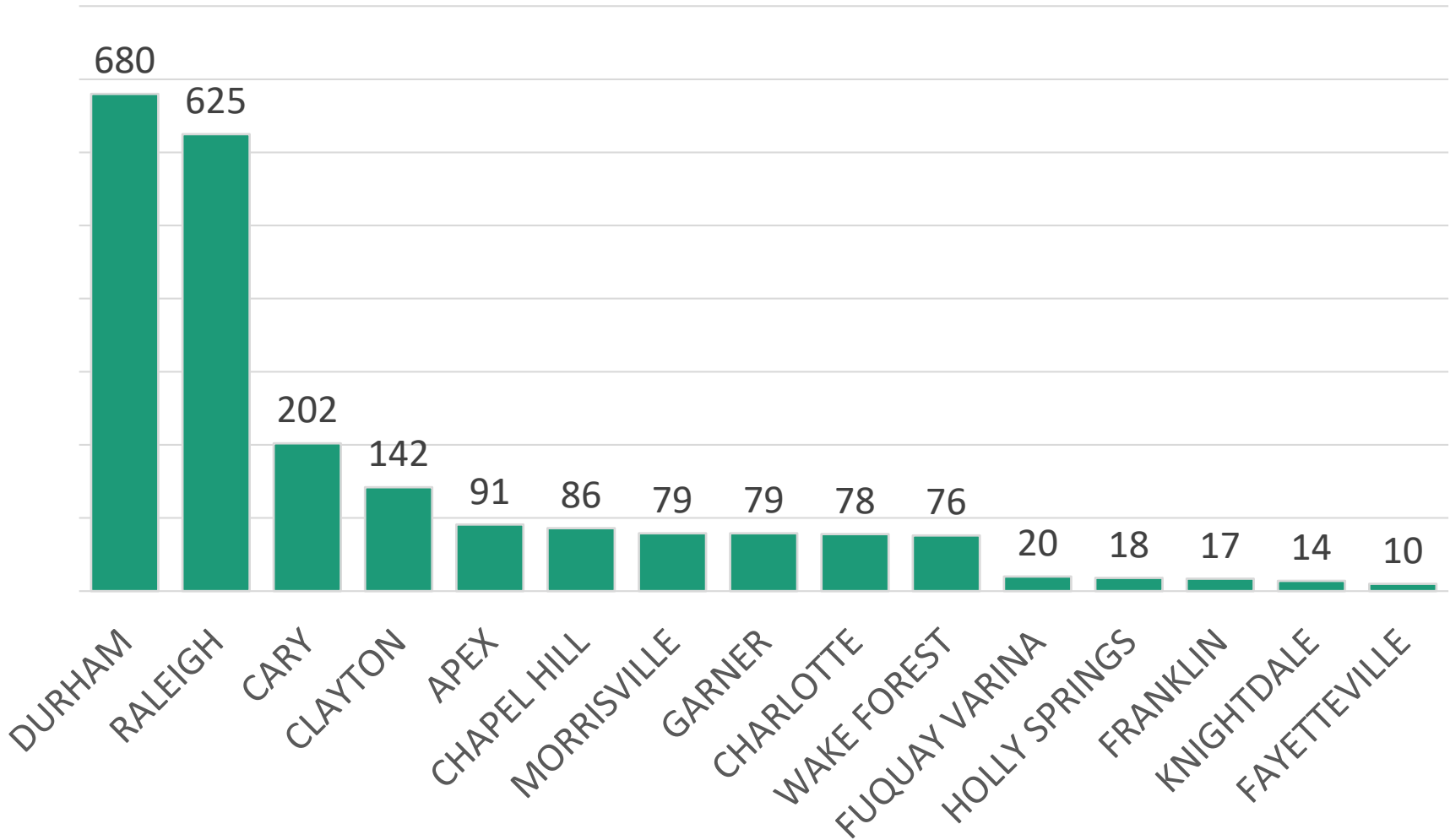
Participants in the Triangle Area



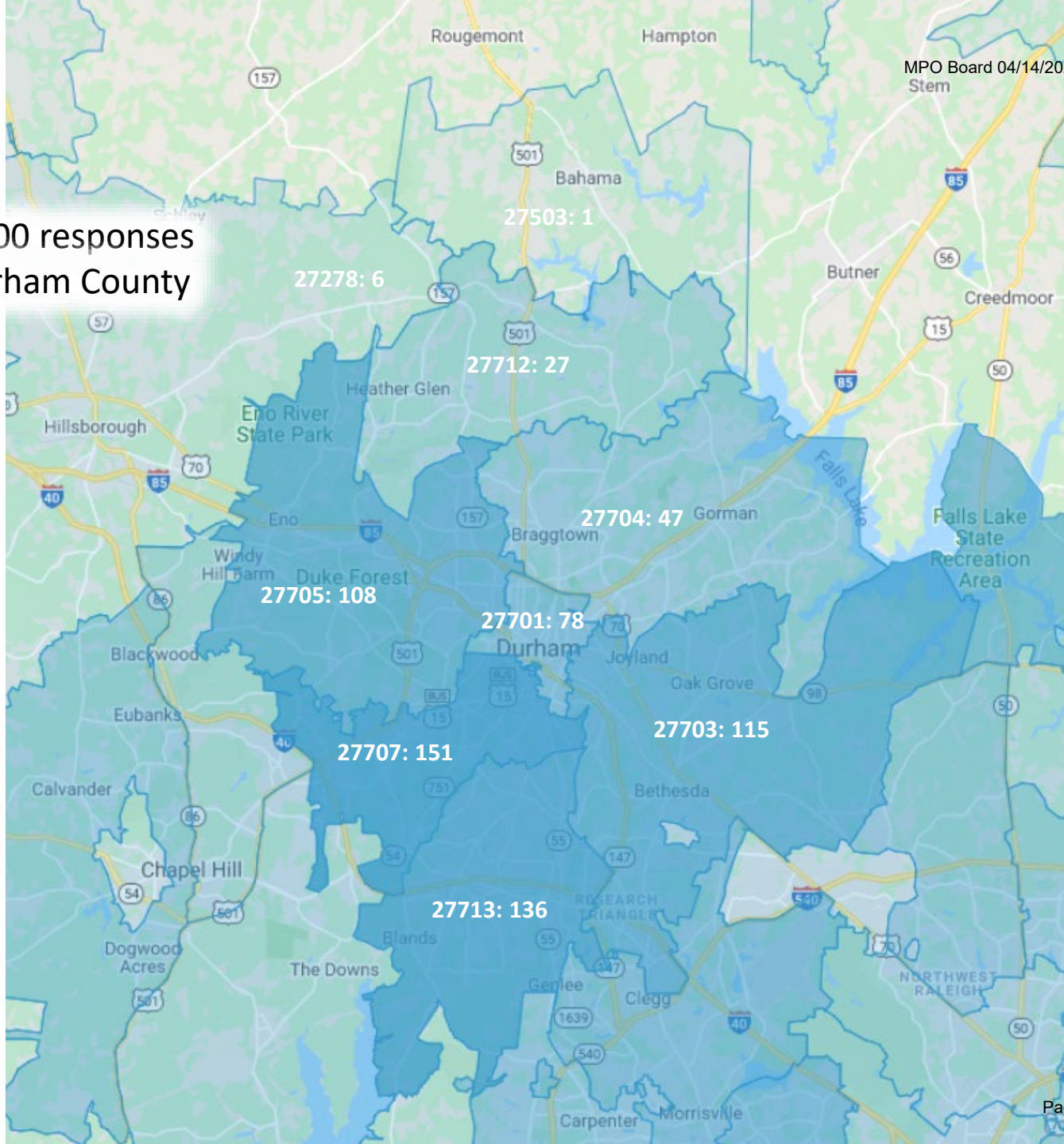
Geographic Participation: Counties



Geographic Participation: Municipalities



Nearly 700 responses
from Durham County



Major Takeaways

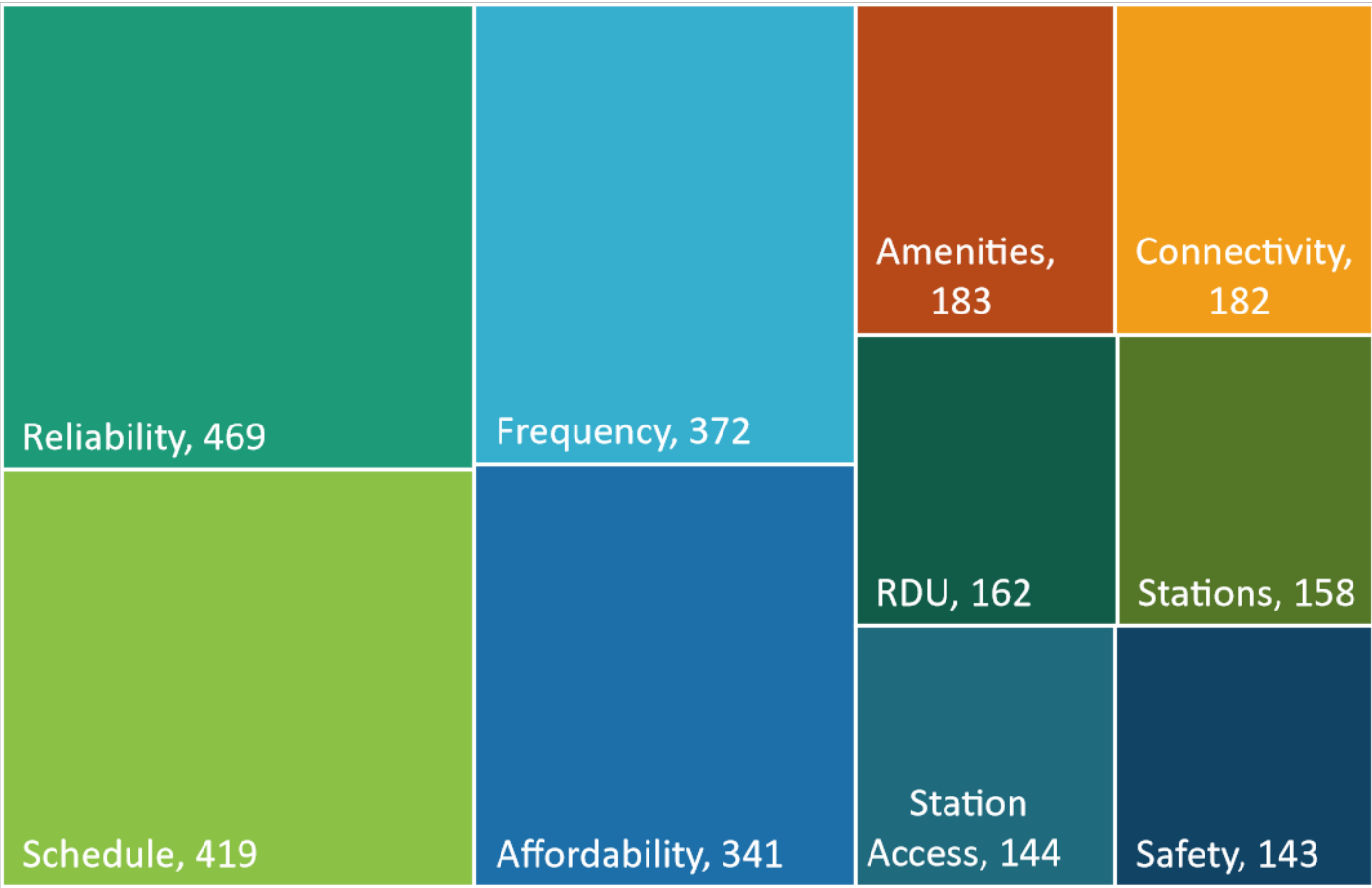
Benefits

- Reducing congestion
- Environmental benefits
- Decreasing commute times
- Bringing the Triangle up to modern metropolitan standards
- Sense of connectivity throughout the Triangle

Concerns

- Project cost and funding allocation
- Ineffective
- Not inclusive
 - Serves only commuters
 - Doesn't serve those most in need (not equitable)
 - Some geographic areas are not served
- Project impacts

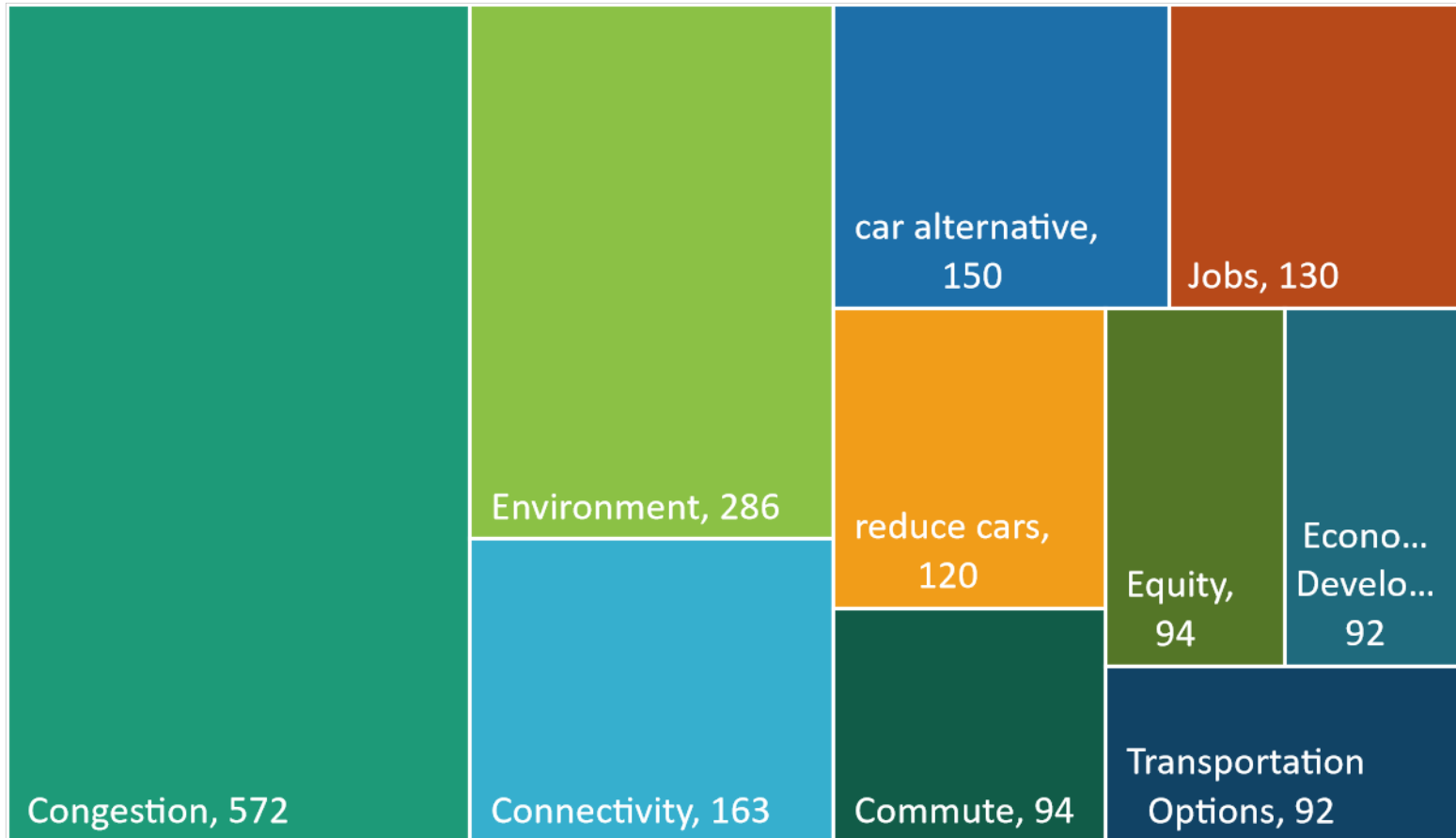
What would you like in a commuter rail train that connects Durham and Wake counties?



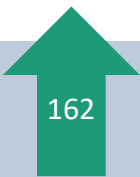
“Frequency, reliability, accessibility, and affordability”

192

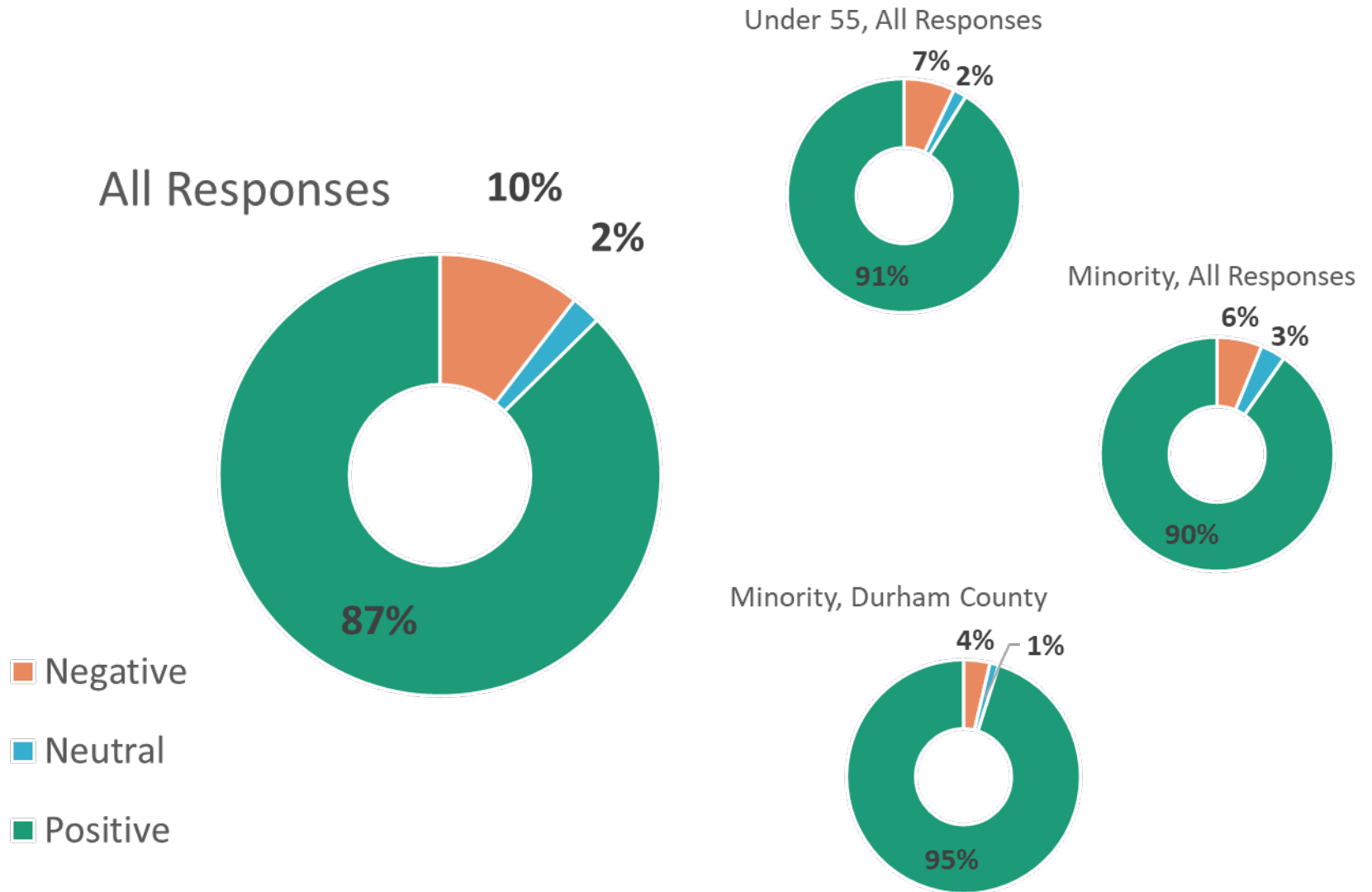
What do you see the commuter rail train doing for your community?



“Easing congestion and pollution. Providing opportunities for all people to travel without a car. Be able to go to downtown Raleigh without dealing with parking.”

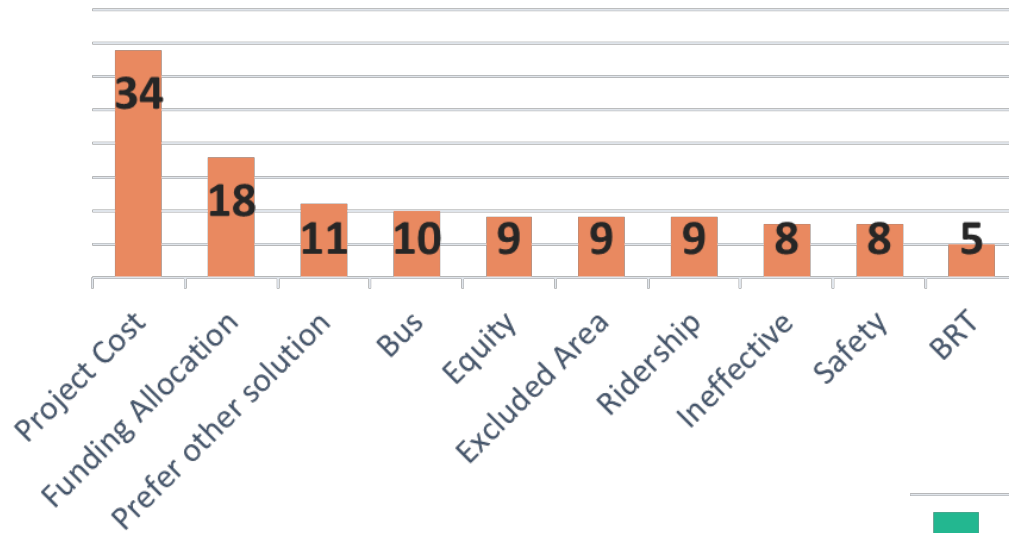


What do you see the commuter rail train doing for your community? : Comment Sentiment

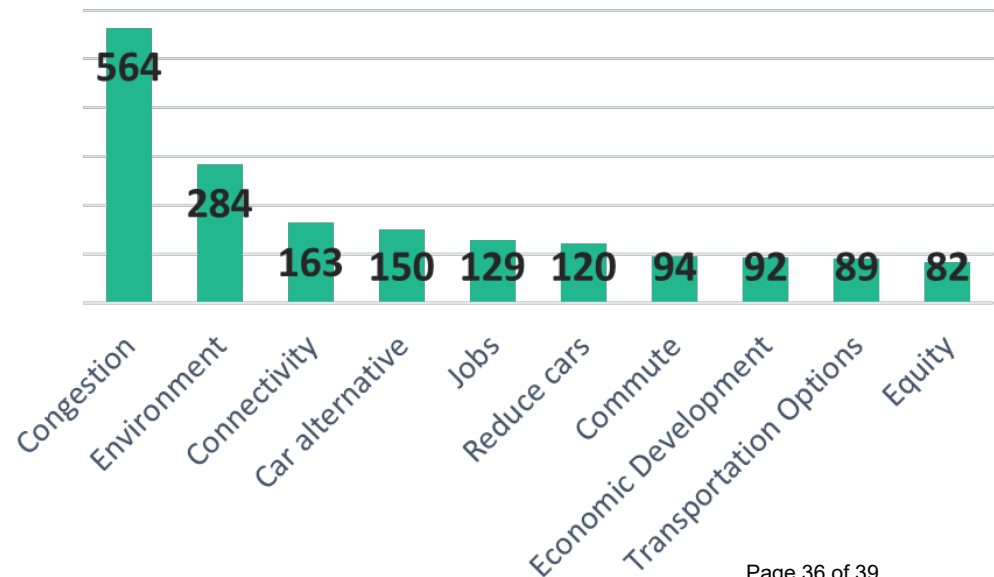


What do you see the commuter rail train doing for your community? : Top Tags by Comment Sentiment

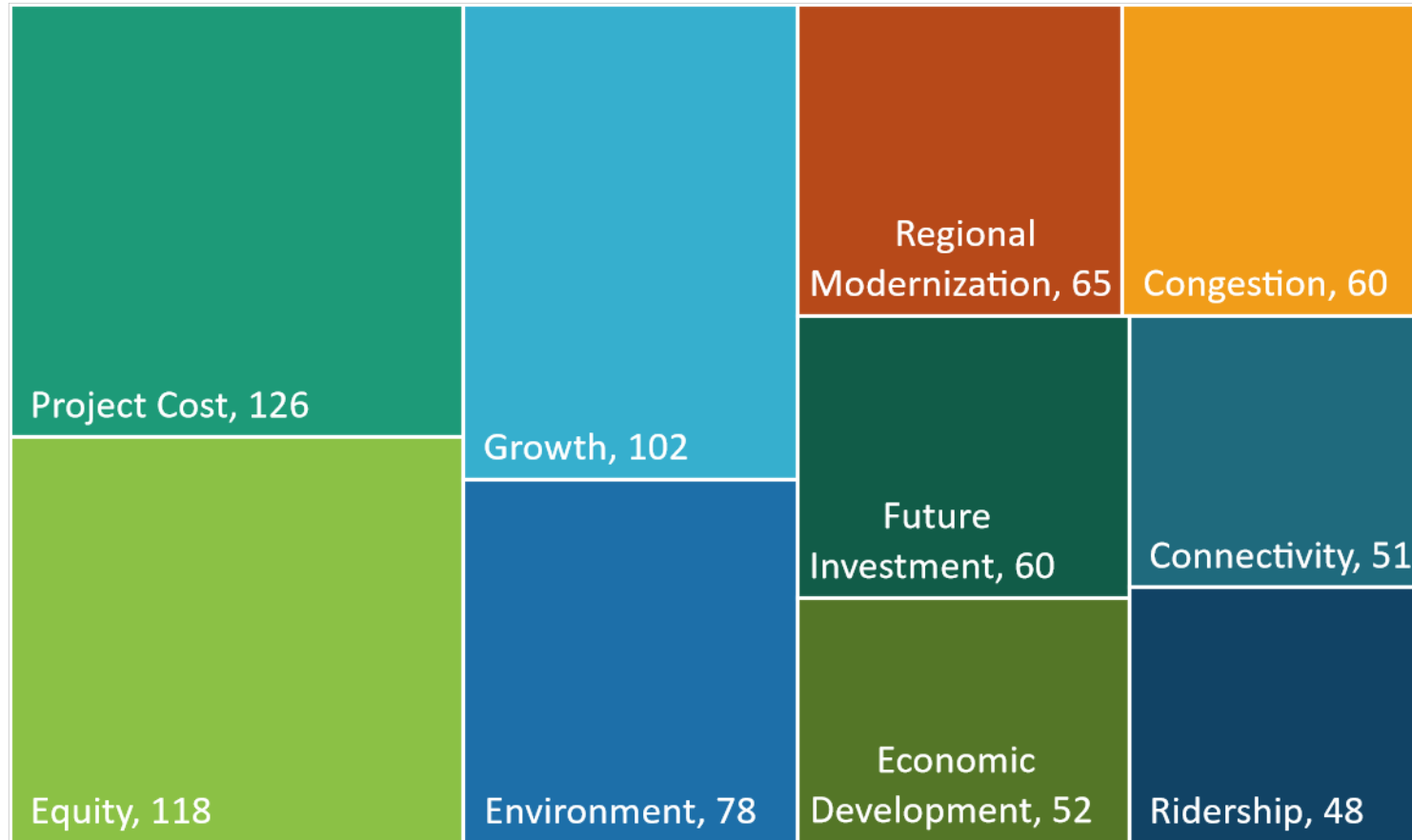
Negative Comments



Positive Comments



At the end of this study, local leaders will decide whether to move forward with the proposed commuter rail train. What else should they be considering to make that decision?



“We need to catch up with other regional metropolitan areas like Charlotte and Atlanta to stay relevant for industries and businesses considering relocating to the Mid-Atlantic or Southeast US. Mass transit will be the way of the future and if not now then when?”

Next Steps

- Analyze results from recent focus groups – investigate themes raised with survey respondents
 - Understanding of the project
 - Costs and Affordability
 - Connecting to the train/last mile connections
 - Service needs
- Ongoing education and awareness
 - New project website launch
 - Planning underway for additional focused engagement
- Additional public comment periods

Questions

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