



TRIANGLE REGIONAL TRANSIT SURVEY

Regional Partner Interagency Briefing



March 26, 2024

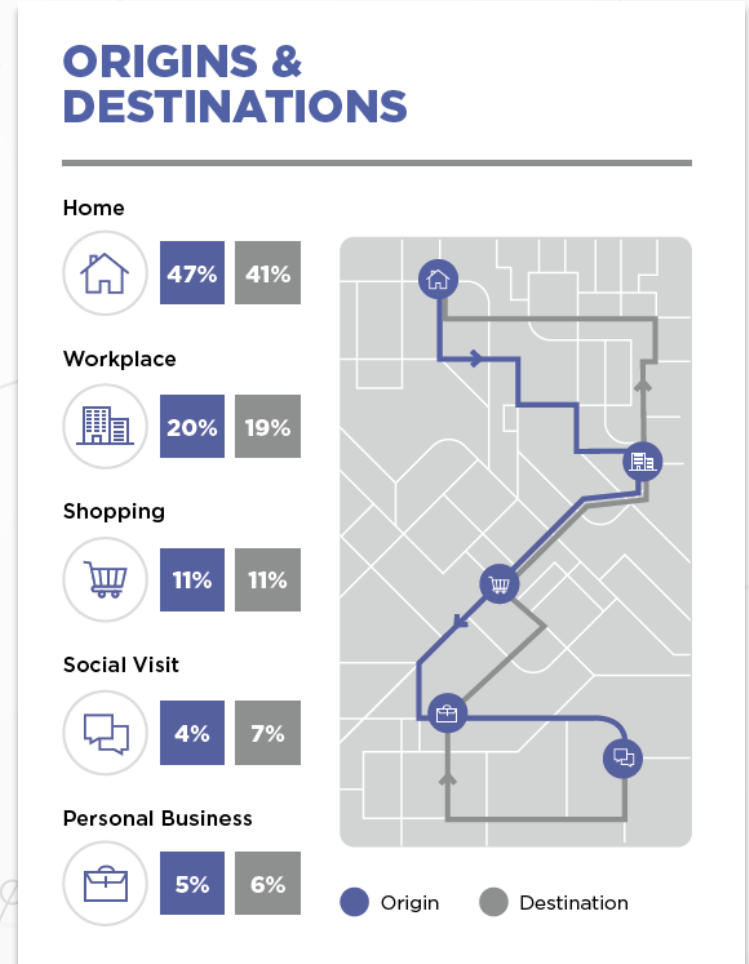
Briefing Overview

- Survey Highlights (10 min)
- Questions (5 min)

Differences between Regional Surveys

- o Origin-Destination (OD) Survey – *typically every five years*
 - o Records detailed characteristics of individual trips
 - o Geocodes rider and trip information
 - o Reflects representative random sample
- o Customer Satisfaction Survey (CPS) - *typically annual*
 - o 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%**

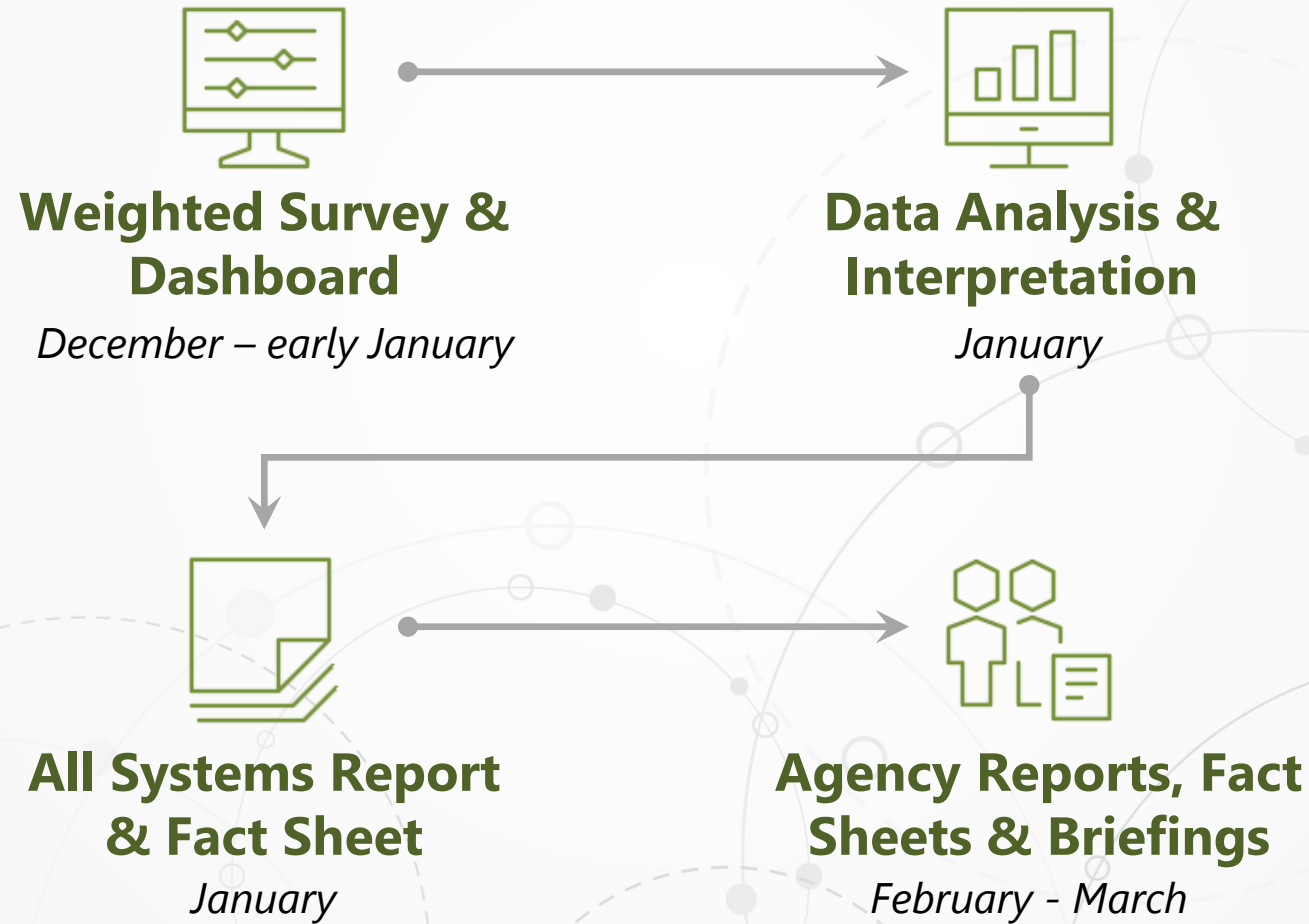


Participation
Rate – **70%**

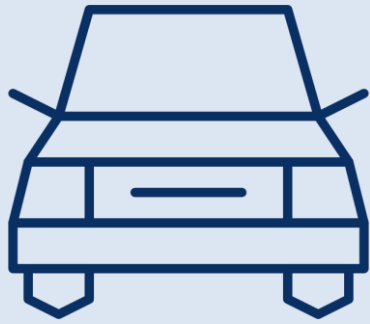


On to off (O2O) surveys on over **40 ROUTES**
with additional data used for weighting/expansion

All Systems Survey Process

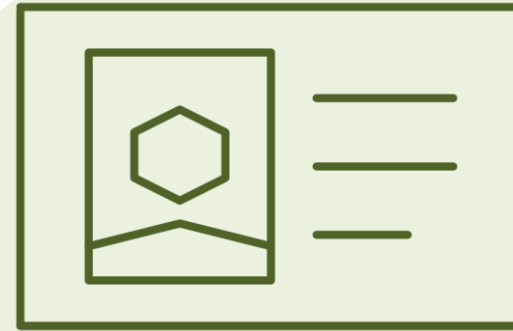


All Systems Survey Highlights



27%

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



42%

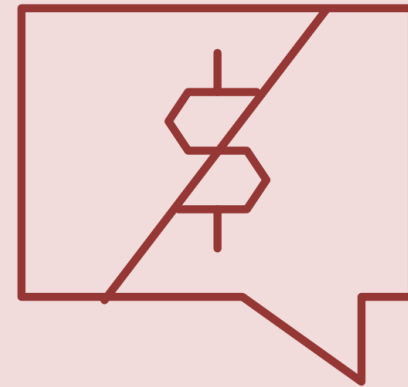
Without a driver's
license

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

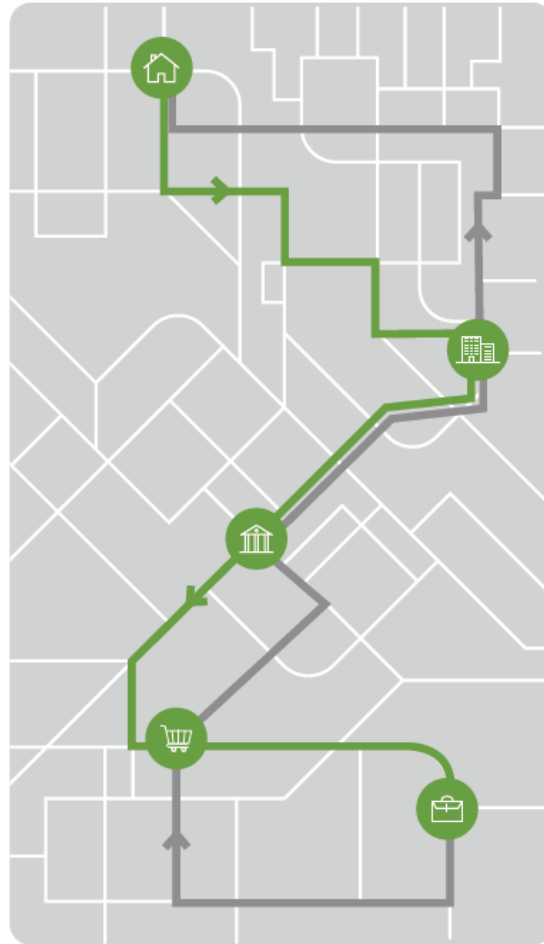


47%

Home as origin

40%

Home as destination



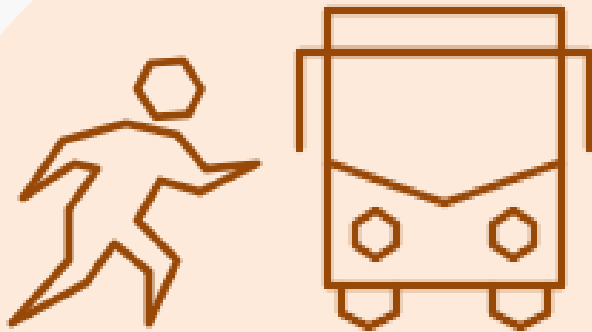
15%

Work as origin

16%

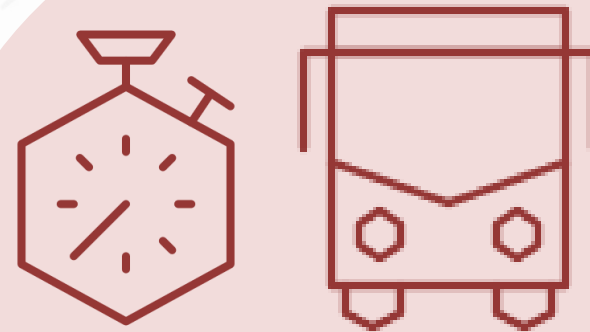
Work as destination

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:

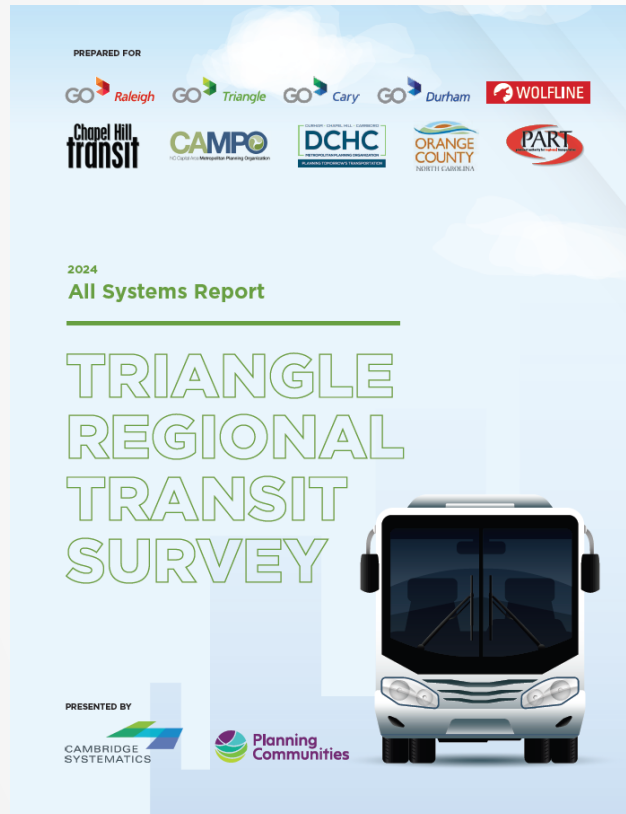
<i>Agencies</i>	<i>Surveys Collected</i>	<i>Collection Goal</i>	<i>Completion Percentage</i>
GoDurham	2819	2483	114%
Chapel Hill Transit	1669	1181	141%
OCTS	22	27	83%
GoTriangle	1352	1173	115%
*PART	22	12	178%

*Piedmont Authority for Regional Transportation

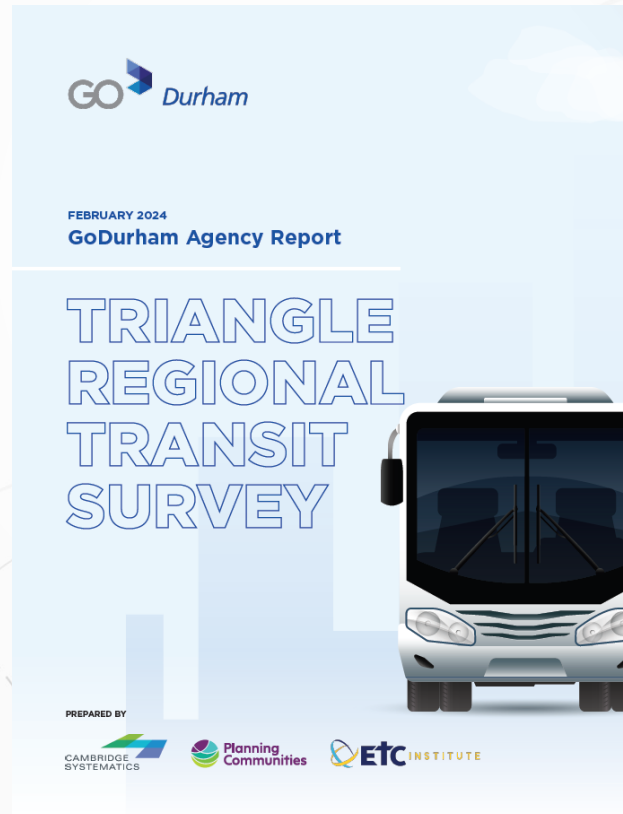
Deliverables Snapshot



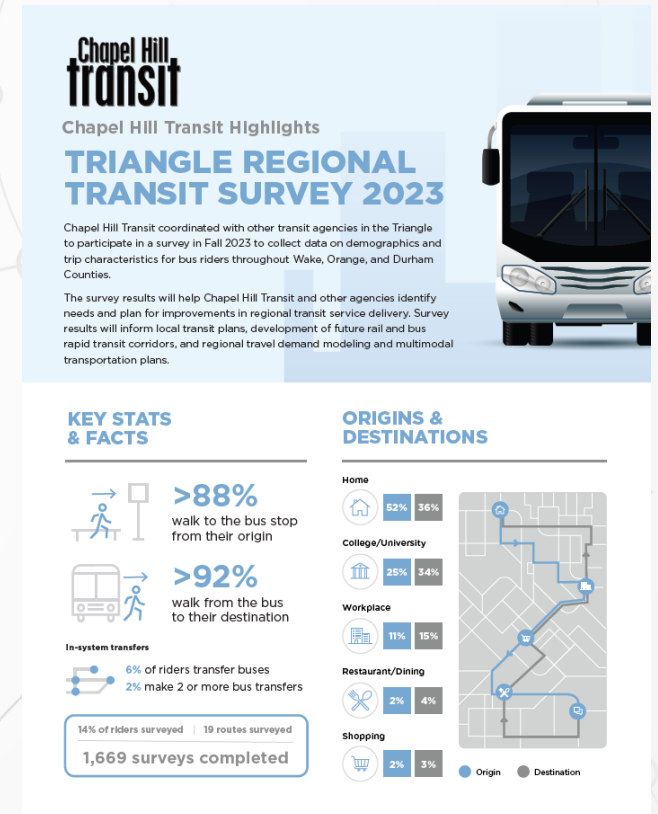
All Systems Report



*Agency Reports



Agency Fact Sheets



*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
Access maps showing Origin/Destination info

MAPPING BOARDING-ALIGHTING
Access maps showing ridership info

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

ETC INSTITUTE | 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. Pointe - Guess Rd	240	18.23
10 Longview	14	11.70
10: Chapel Hill Rd - S. Square - New Hope	392	55.04
10B: Chapel 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
Total	12555	17.36

Ride Time of Route

Direction: All County: All Trip Type: All

Count of Route Name Average of Travel Minutes

Route Name

Microsoft Power BI | 1 of 8

Triangle Regional Transit Survey Contact Information

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