



Durham Transit Plan

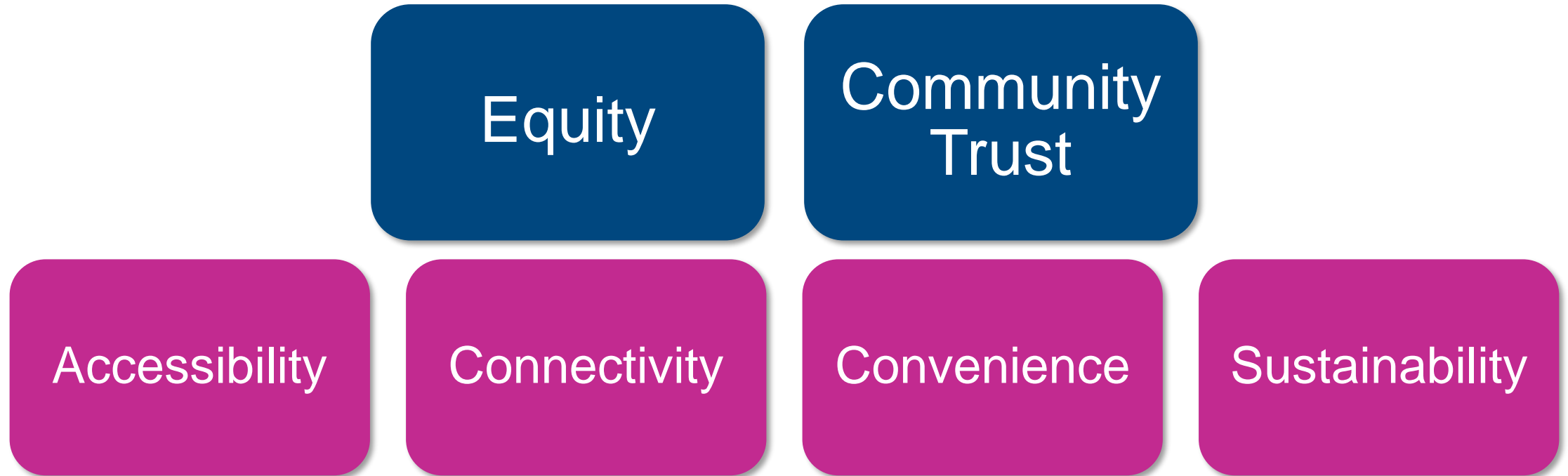
MPO Board 10/13/2021 Item 12

Durham County Transit Plan Summary – Outreach Phase II

October 2021



Goals and Objectives



- *Goals for the Durham Transit Plan were based on public comments from Listening and Learning sessions held in Spring 2020*
- *The purpose of the Fall 2020 survey was to make sure the Durham Transit Plan Goals were correct and hear from Durham residents what transit projects were most important*

Survey II Overview



What were participants asked?

- 1) Identify projects that participants liked and disliked for each transit option
- 2) Identify investment priorities for Durham County
- 3) Share any other thoughts about public transportation in a written comment

How were responses collected?

- 1) Online and In-Person surveys
- 2) Engagement Ambassadors
- 3) Stakeholder Interviews

Overview of Demographics by Select Groups

Total	People of Color	Daily Transit Rider	Daily + Weekly Transit Rider	
<i>All survey respondents</i>	<i>Survey respondents who identified as Asian or Asian American, American Indian or Alaska Native, Black or African American, and/or Native Hawaiian or other Pacific Islander.</i>	<i>Survey respondents who take transit every day</i>	<i>Survey respondents take transit every day or a few times a week</i>	
2,342	1,152	317	717	Total number of responses
10%	14%	12%	11%	Self-identified as someone with a disability
22%	36%	73%	55%	No vehicle households
88%	98%	91%	93%	Primarily speak English at home
41%	56%	81%	75%	Households that make less than \$45,000
51%	61%	100%	100%	Identified as transit riders

Overview of Collection Methods by Collectors

Total	People of Color	Daily Transit Rider	Daily + Weekly Transit Rider	
<i>All survey respondents</i>	<i>Survey respondents who identified as Asian or Asian American, American Indian or Alaska Native, Black or African American, and/or Native Hawaiian or other Pacific Islander.</i>	<i>Survey respondents who take transit every day</i>	<i>Survey respondents take transit every day or a few times a week</i>	
1,272	925	254	571	Engagement Ambassador (Online and In-Person Surveys)
990	185	32	104	Online Survey (Website and QR Code)
80	42	31	42	In-Person Staff Survey (Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC) Staff)

Format of Survey Summary

The survey summary will show the top responses in the three categories, or “focus groups:”

Question

Legend

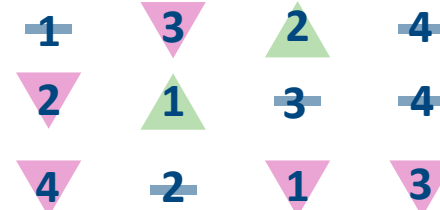
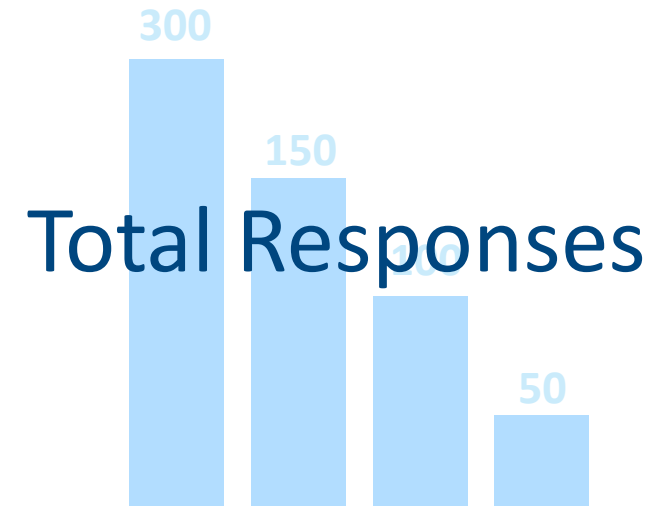
-  Moved up in priority
-  Moved down in priority
-  Stayed the same

Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

Daily + Weekly Transit Riders



Number indicates the priority rank in each group

What do you like most about Option A?

(Choose up to five)

Legend

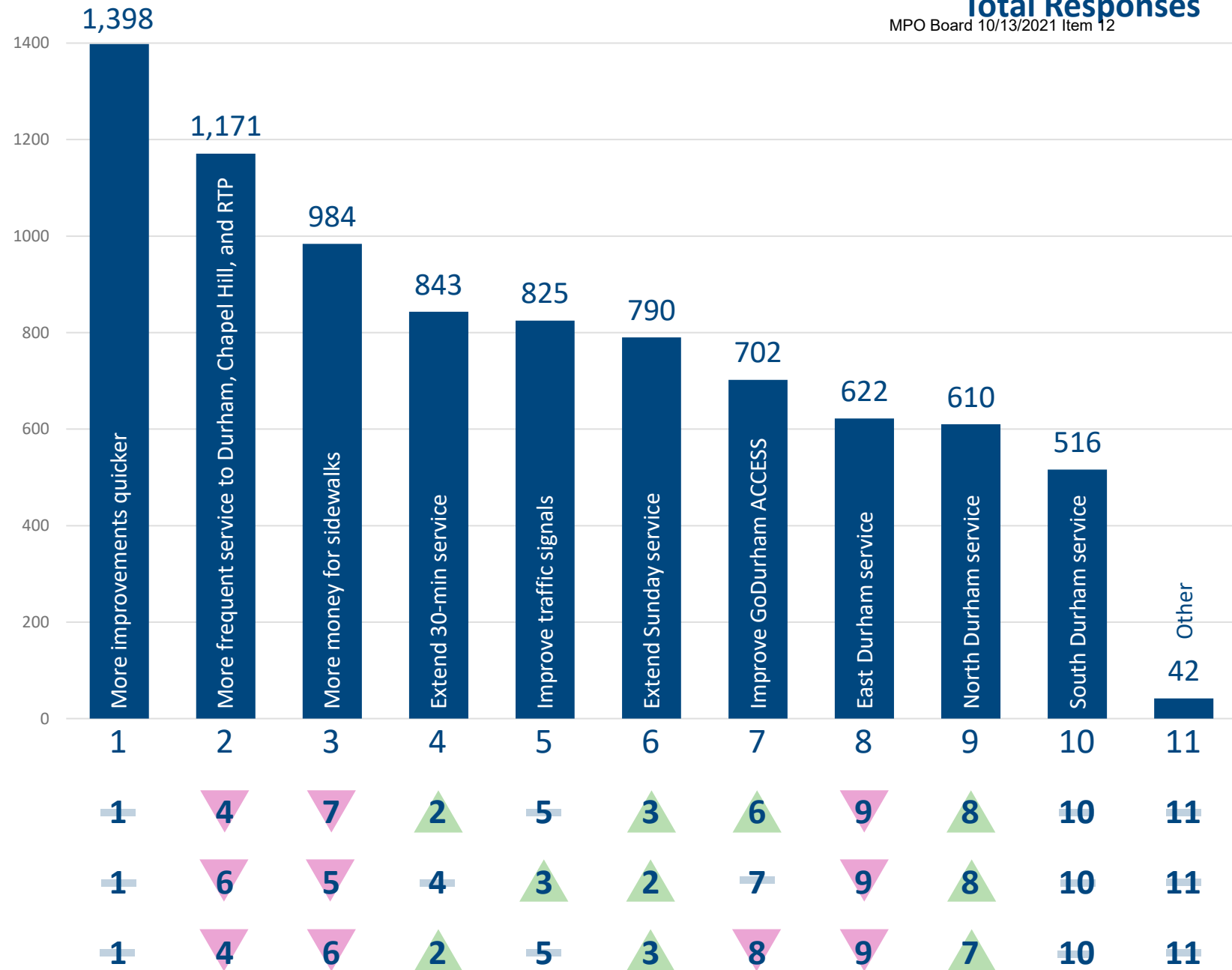
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

Changes from Total by Focus Group


Persons of Color

Daily Transit Riders

Daily + Weekly Transit Riders



Key Takeaways from Option A, B, and C Questions

- Focus groups consistently identify later/weekend bus service, more bus frequency, and more reliable bus service as their highest priorities.
 - All respondents support getting more improvements more quickly.
 - All respondents support bus rapid transit or the elements of bus rapid transit such as 15-minute service, bus-only lanes, and traffic signal priority
 - Passenger train service has support, but it is not the highest priority for any group. The passenger train has less support from People of Color and Daily Transit Riders.
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If passenger train is included, what else do we need to fund?

(Choose up to five)

Legend

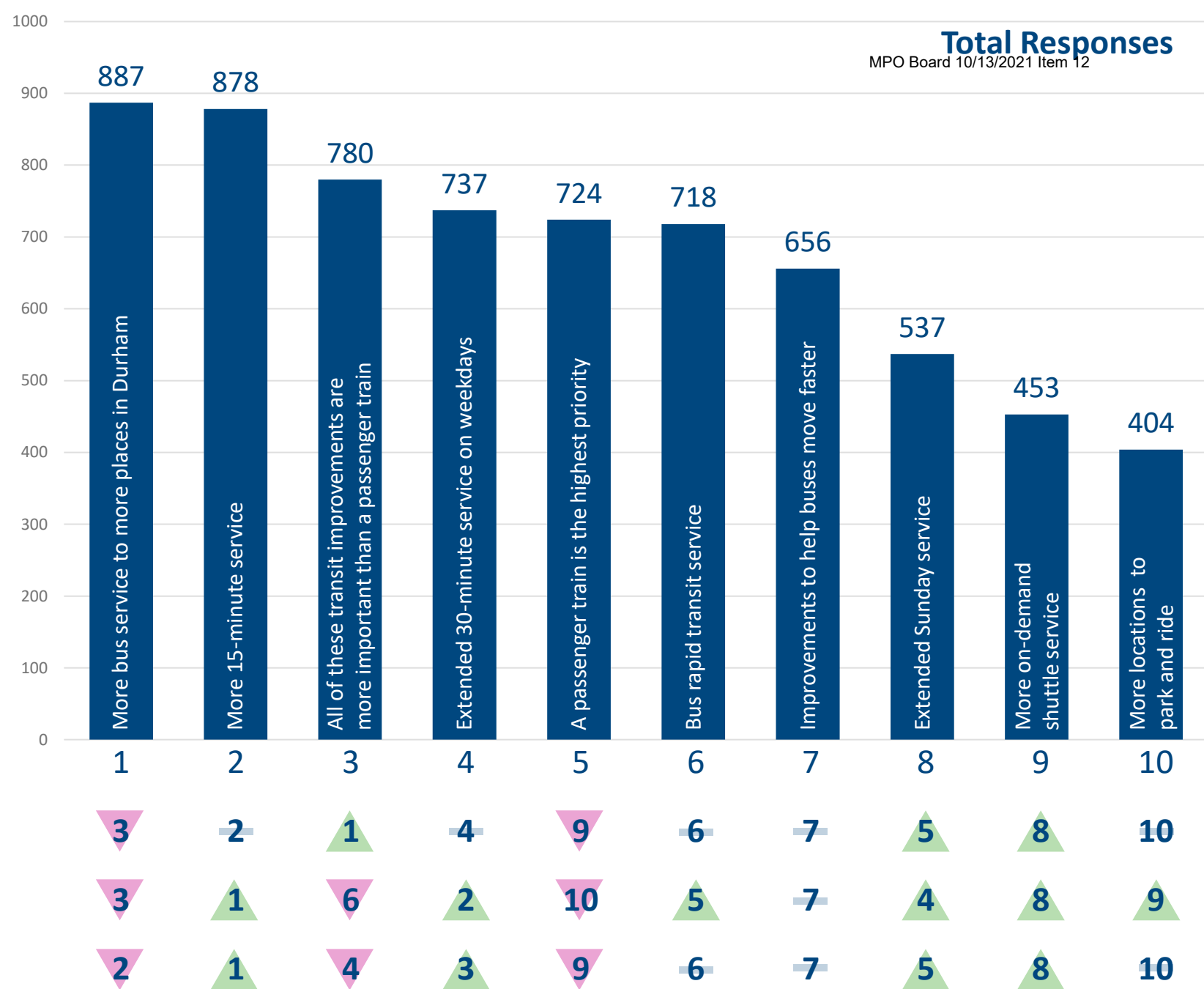
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Changes from Total by Focus Group

Persons of Color

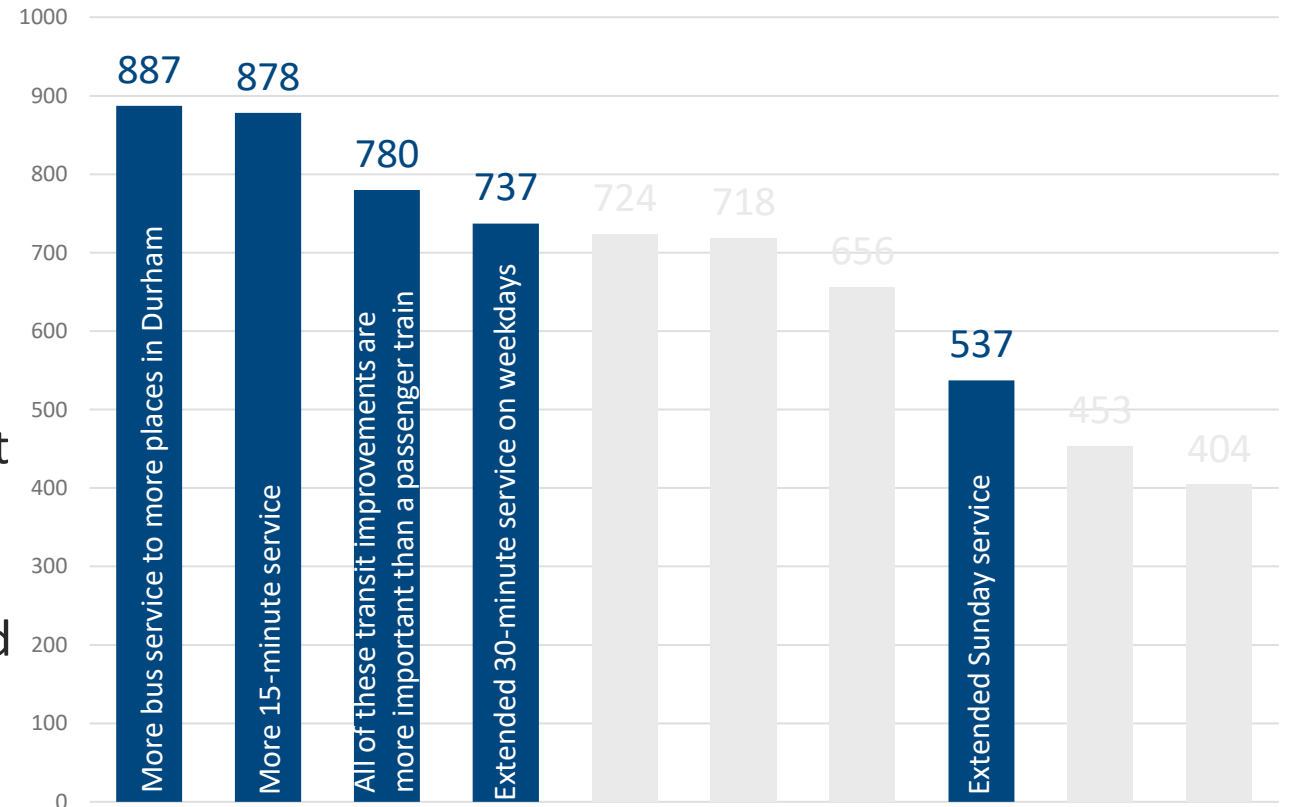
Daily Transit Riders

Daily + Weekly Transit Riders



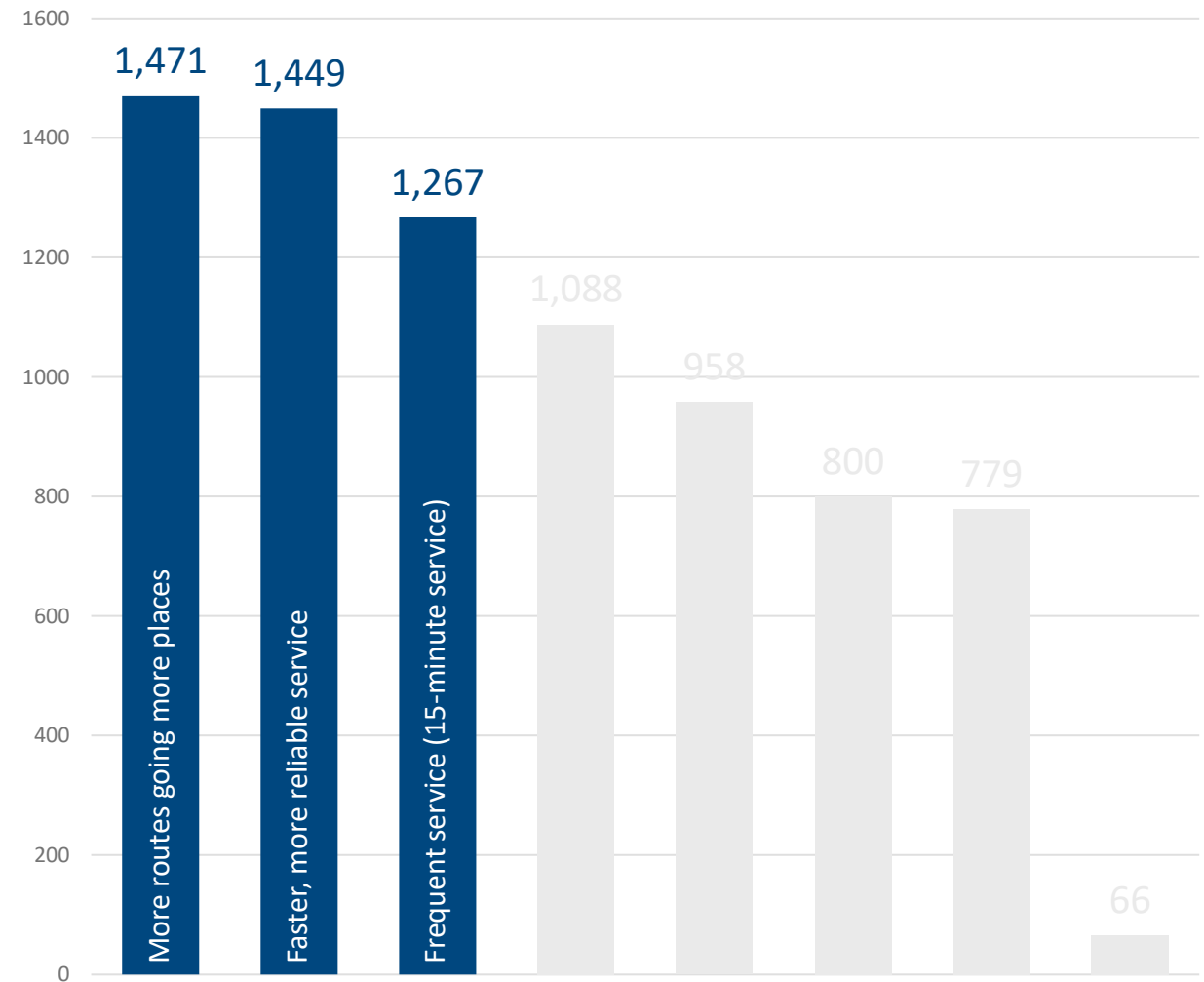
Key Takeaways: If passenger train is included, what else do we need to fund?

- Overall, More 15-Minute Service and More Bus Service to More Places in Durham were listed as top priorities for funding in addition to a Passenger Train for everyone who responded to the survey.
- For those who identified as Persons of Color, All of These Transit Improvements Are More Important Than a Passenger Train was chosen as the top response. It was also the third most frequently chosen answer overall.
- Regular Transit Riders also prioritized Extended 30-minute Service on Weekdays and Extended Sunday Service.



Key Takeaways: What outcomes are most important to include in your ideal transit option?

- Overall, top priority responses were consistent for total survey responses and Focus Groups:
 - More Routes Going More Places
 - Faster, More Reliable Service
 - Frequent Service (i.e. 15-Minute Service)



Stakeholder Interview Summary

Key stakeholders were interviewed about transit options A, B, and C. These interviews were transcribed into priorities by staff and some stakeholders submitted written statements.

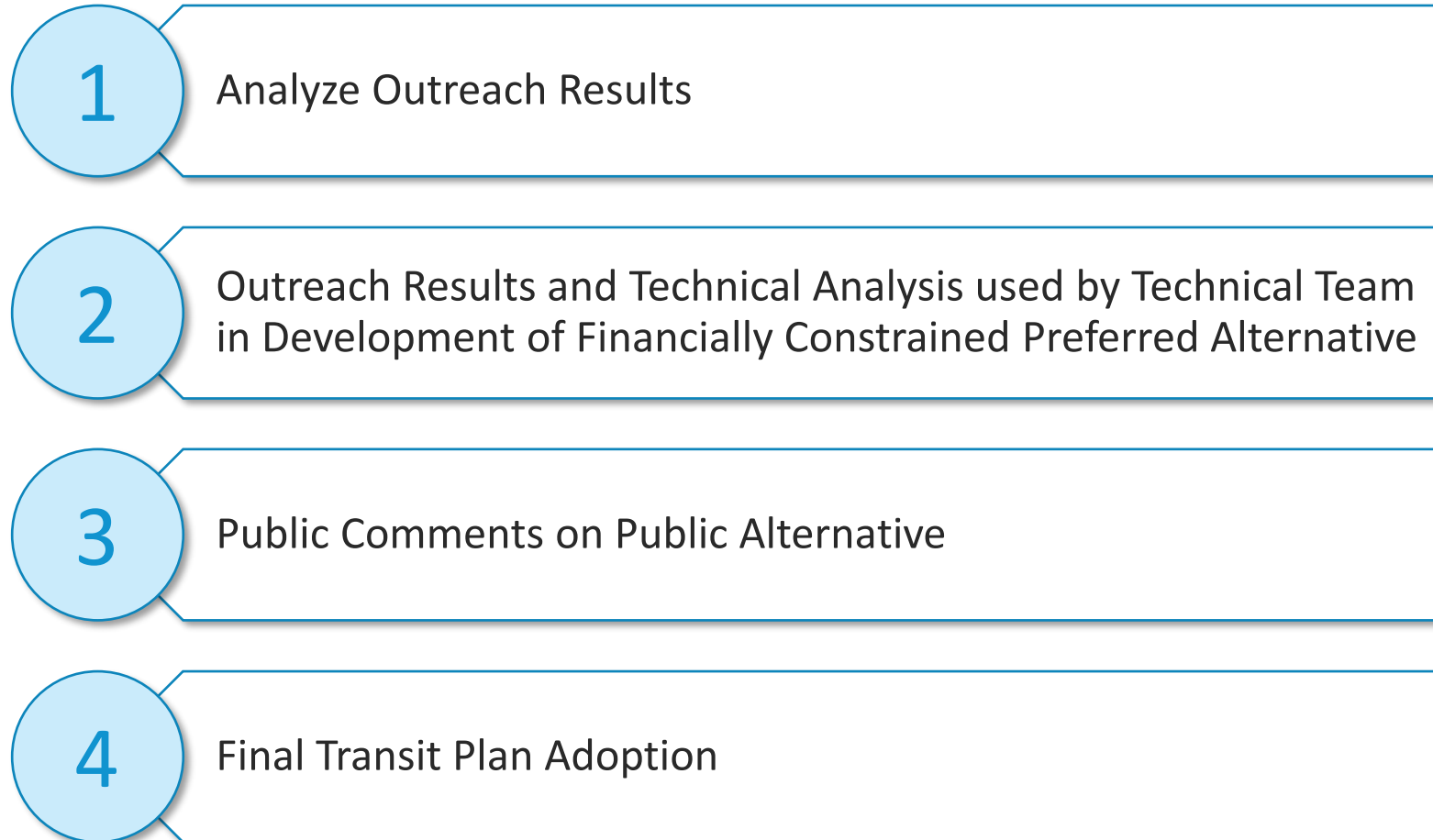
Stakeholders	
Transit Equity Campaign (consisting of Bike Durham, Durham Committee on the Affairs of Black People, Durham People's Alliance, Durham Congregations in Action, Coalition for Affordable Housing and Transit)	Duke University
Durham Public Schools	North Carolina Central University
Church World Services	University of North Carolina at Chapel Hill
Regional Transportation Alliance	American Cancer Society
Durham Chamber of Commerce	Durham Tech
Hayti Heritage Center	Made in Durham
Downtown Durham Inc.	Vision Insights
Research Triangle Park/Foundation	City-County Office on Youth Listening Sessions

Stakeholder Interview Summary

- Bus operations improvements such as increased frequency of bus service, expanded coverage of service to suburban/rural affordable housing areas and employers, increased access to social and health resources, more crosstown services, and span of service on weekends and late at night are high priorities among stakeholders who work with, educate, or employ low-income residents.
- Improvements to ACCESS services are a high priority for disabled residents and health organizations.
- Bus Rapid Transit is a high priority among Durham business and institutional stakeholders.
- Better bus service and park-and-ride lots between Durham and Chapel Hill on US 15-501 and NC 54 are high priorities among regional partners and UNC.
- Commuter Rail has general support among most stakeholders, but many cited concerns about the project's cost and the effect on funding other higher priorities.

Next Steps

Development of the Preferred Transit Alternative



Project Timeline



Transit Plan Governance Study

- Durham and Orange Counties need new Interlocal Implementation Agreements and new policies and procedures to reflect the priorities of the new transit plans
- Core Principle: Increase Community Trust
 - Create a clear and efficient governance structure that ensures that the counties' priorities are funded and implemented.
 - Establish new oversight and accountability processes.
- September: Interviews with 70+ stakeholders
- November: Joint Workshop
- Winter: Reports, additional staff and elected official workshops
- New ILA to be recommended with the final Transit Plan