

TTA Annual Report

To The Triangle Region of North Carolina

Fiscal Year 2007

2007: More Riders, Improving The Ride

2007 Strategic Goals:

- Provide safe, reliable, clean, courteous and coordinated transit service.
- Increase ridership.
- Increase public and community outreach.
- Continue working with the region on future transit needs.

More and more riders and residents used Triangle Transit services in 2007 than ever before.



Over one million people rode our regional bus or express service, took a vanpool, used ridematching to find a carpool partner or were signed up in an employer's transportation program.

Express services between Chapel Hill and Raleigh and Durham and Raleigh were high performing routes for TTA in 2007.

We also made changes to improve on-time performance and eliminate unproductive routes.

TTA continued to meet the needs of an active, mobile Triangle. During the year, riders and potential riders were asked to prioritize transit amenities. In response, several improvements are on the way: new bus shelters, benches, bike lockers, additional park and ride spaces, "talking bus" technology and more detailed schedule information. We were also successful in helping businesses set up vanpools, provide transit subsidies and implement GoPass and UPass programs, benefitting employees. The Emergency Ride Home program helped to provide a safety net for transit users with a free taxi ride home or rental car in case of emergency or illness.

TTA Spearheads Effort for Seamless Service

Triangle Transit has been a leader in helping develop the GoTriangle family of services, which represents a cooperative effort of the Triangle's transit systems (Capital Area Transit, Chapel Hill Transit, C-Tran, DATA, Triangle Transit and NC State Wolfline) to make commuting throughout the region easier using public transportation.

The GoTriangle Regional Transit Information Center (shown at right) provides information about urban and university public transportation in the Triangle.

Over 250,000 calls at 919-485-RIDE were received in the center's first year of operation. The center operates every day except Christmas.



The www.GoTriangle.org Web site allows users to plan their trip from door-to-door by public transportation and has information on ridesharing and other modes of commuting.



Letter to the Community

I am pleased to share with you some highlights of an eventful and productive year for the Triangle Transit Authority.

To improve the comfort and convenience of our service, we embarked on an aggressive capital program that will add 23 new buses to TTA's fleet in 2008. The new fleet will replace some of our older buses, meet more stringent air quality standards and reduce emissions by more than 90%. In addition, we put on the road four new seven-passenger "flex fuel" vehicles that offer commuters the option of riding in a smaller vanpool. These vans also use cleaner alternative fuels.

In March, TTA began hosting the Go Triangle Regional Transit Information Center for public transit providers in the region. As Chair, I was honored to help kick off this cooperative effort. By

calling 485-RIDE, our customers can access one central contact point in the Triangle for transit schedules, fares and assistance. TTA's ridership continues to grow, increasing last year more than four times the national average. The growth in demand for service along our Chapel Hill to Raleigh Express and Durham to Raleigh Express routes has remained among the highest in our service area, and we will be planning future transit choices that can help build on this momentum.

Continued growth has caused the Triangle to reach a critical point in the need to improve regional public transportation options. Thus an important part of our work this past year has been serving as a sponsor and a resource for the Special Transit Advisory Commission. Appointed by the area's two transportation planning organizations, this group is charged with making recommendations on future transit investments in the Triangle.

As we move forward, a key factor in our present and future success will be the hard work of our talented employees. They keep our system safe, provide excellent customer service and have contributed ideas that have helped us reduce costs and improve efficiency. They, along with our energetic and hard-working Board of Trustees, have cooperated this past year in updating TTA's mission statement and crafting a rebranding plan for the new Triangle Transit. Our goal is to provide innovative transit services both to meet the needs of today's Triangle residents and to help shape tomorrow's growth in ways that protect the environment, emphasize sustainability and promote energy efficiency.

Dr. Alice Gordon, Chair, TTA Board of Trustees

TTA Annual Report – FY2007

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Highlights

October 2006: The Smart Commute Challenge was a success with 12,700 Triangle area commuters signing a pledge to try an alternative means of travel to work or school once during the Challenge period. The final sign-up total was 5% higher than participation in the previous year's event.

November 2006: TTA began an intensive public outreach program for its strategic investments in bus, vanpool and paratransit services. TTA won six national awards for excellence in communications and marketing from the American Public Transportation Association (APTA).

December 2006: Board Chair Alice Gordon received the Goodmon Award for Exemplary Regional Leadership, presented by Leadership Triangle. It was the third consecutive year a TTA leader was honored.

March 2007: TTA reported that ridership for calendar year 2006 rose 12.2%, more than four times the nationwide increase. The agency signed a Master Developer agreement with Cherokee Investment Partners.

April 2007: Triangle Transit issued a purchase order for 23 new Gillig buses, arriving in early 2008. TTA partnered with Greyhound and Carolina Trailways on a new terminal for Durham, on Triangle Transit owned property.

May 2007: The Special Transit Advisory Commission (STAC) began a fresh, new look at transit in the Triangle. This was a timely effort since the region expects 800,000 new residents by 2030. Bike to Work week had more than 600 cyclists participate and TTA received awards for the event from the Association for Commuter Transportation and the Regional Transportation Alliance.

June 2007: The TTA Board of Trustees adopted a new strategic investment program, with \$7 million dollars for new buses and amenities. Four new seven-passenger "flex fuel" vehicles joined the fleet, offering a third choice of vanpool size for commuters. Triangle Transit participated in the national "Dump The Pump" day, a public awareness day emphasizing the environmental benefits of public transportation. APTA reported that riding public transportation reduces U.S. gasoline consumption by 1.4 billion gallons each year—the equivalent of 108 million cars filling up annually, almost 300,000 each day.



Rebranding Effort Underway For 2008

In Spring 2008, TTA will have a new look. Employees, staff and the Board of Trustees have begun a rebranding effort that will introduce a shorter name and brighter colors to the Triangle Transit Authority fleet.

The name TTA and the dark green and burgundy colors have been on vehicles for nearly 15 years. The new name, logo and Web site will be part of the effort to position the agency for future service expansion. As part of the rebranding, the organization will intensively focus on its goals to provide quality transit service to riders in Durham, Orange and Wake counties. Triangle Transit will also introduce a new mission statement.



- Provides regional bus and shuttle service, paratransit, vanpools, rideshare matching trip planning and transportation demand management
- Serves Apex, Cary, Chapel Hill, Durham, Garner, Hillsborough, Raleigh, Research Triangle Park and RDU International Airport
- 1,525 square miles in service area
- 865,911 annual regional bus boardings
- 397,000 annual vanpool boardings
- 12,908 annual paratransit boardings
- 11 regional routes
- 6 shuttle routes
- 4 express routes
- 62 buses and shuttles
- 623 bus stops
- 64 vanpools in 14 counties

Triangle Transit

www.ridetta.org

919-485-RIDE

Board of Trustees

Alice Gordon, Chair (Orange County) Sig Hutchinson, Vice Chair (City of Raleigh)

Nina Szlosberg, Secretary (NCDOT) Bill Strom, Treasurer (Town of Chapel Hill)

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Ellen Reckhow (Durham County) William G. Smith (City of Durham)

Kenneth Spaulding, Jr. (NCDOT) Carter Worthy (City of Raleigh)

Financial Highlights

Revenues

| | |
|----------------------------------|---------------------|
| General Fund | \$10,460,465 |
| Regional Rail Capital Reserve | \$ 9,085,584 |
| Regional Bus Fund | \$ 4,095,151 |
| Ridesharing Fund | \$ 950,267 |
| Capital Projects Fund | \$ 1,738,639 |
| Regional Rail Capital Project | \$ 7,059,537 |
| Operating Transfer from Reserves | \$ 3,645,448 |
| | \$37,035,091 |

Expenditures

| | |
|-------------------------------|---------------------|
| General Fund | \$ 4,898,221 |
| Regional Bus Fund | \$10,537,880 |
| Ridesharing Fund | \$ 1,321,955 |
| Capital Projects Fund | \$ 2,243,482 |
| Regional Rail Capital Project | \$18,033,553 |
| | \$37,035,091 |