

Phase 1: Community Engagement

September 2023







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1 Overview: Phase 1 Engagement

As part of developing their Short-Range Transit Plans (SRTPs), the project team, including staff from GoDurham and GoTriangle, engaged transit riders and members of the public on draft service proposals. This initial or "Phase 1" engagement was carried out between August 7, 2023, and September 1, 2023. The purpose of this phase of engagement was to share draft transit service ideas planned for the short term (i.e., between 2024 and 2028) with transit riders, stakeholders and Durham and Orange County community members. Specific goals of the engagement process were to receive feedback on:

- Increase awareness about the transit service improvements planned as part of the Durham Transit Plan. These improvements were more general in nature and primarily included expanding the hours and days of service (service span) and frequency of service.
- Collect specific feedback on proposals to change bus routes.

Given these goals, the project team used a variety of methods to increase awareness and collect feedback. The team met with GoDurham bus drivers, prepared a survey to collect feedback, arranged focus group discussions for detailed feedback, and held a series of pop-up and tabling events to reach transit riders and other target populations.

Methods used to promote these efforts included:

- Project website
- Social media and posts on agency platforms
- Media kit sent to agency partners.
- Transit advertisements and materials
- Direct stakeholder outreach via phone and email

PARTICIPATION

The project team held more than 12 meetings and talked with hundreds of individuals. Some people stopped by the table to pick up information, while others filled out a survey. Other people learned about the project through social media and went directly to the website to learn more about the proposed changes.

The survey was designed to be simple and easy to fill out; it had a handful of open ended and structured questions about the bus service plus a series of demographic questions (see Appendix A). In total, 467 participants answered at least one survey question on the survey which yielded 3,357 responses and 532 comments.

Participant Demographics

Survey Responses

Responding to demographic data was optional but does give us a sense of who responded to the survey. The data shows that the profile of responses is different from GoDurham ridership and more closely aligns with GoTriangle. Note that the profile reflects only people who provided demographic information, not the total number of survey participants.

- Fifty-six (56) percent of survey respondents were white and 25% identified as Black or African American. Ninety five percent (95%) spoke English very well, 26% percent had an annual household income of \$100,000 and above.
- In terms of age, 22% were aged 18 to 24, 28% were aged 30-44, 33% were aged 45-64 and 13% were aged 65 or older.
- Just under half (48%) identified as female, while 41% identified as male and 4% identified as non-binary. The remaining portion preferred not to answer.
- Eighty three percent (83%) of respondents said that they did not have a disability, while 10% said they did have a disability. Seven percent (7%) preferred not to answer.

In Person Events

The pop-ups and tabling events were well attended and accomplished the goal of reaching a diverse audience of transit riders.

The focus groups held at Durham Station were also well attended with 25 participants. Participation also more closely reflected GoDurham transit ridership, with a majority Black/African American participation, a broad range of ages, individuals with disabilities and a range of experience with transit service. The focus group held at the University of North Carolina, however, had lower participation with 2 attendees both of whom who were white, male and of a similar age.

KEY FINDINGS

The following list includes key findings that are reviewed in detail throughout this report:

- Riders were excited about planned service expansions, including increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making the bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places without having to go into Durham Station.
- Riders talked about the importance of comfortable places to wait for the bus. They
 specifically talked about shade, lighting, and places to sit. They mentioned that they liked
 that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle.
 However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.

- Several people expressed concern about the proposal to move the service from the Eubanks Park and Ride to NC-54. While there was some misunderstanding about this concept, people felt that the relocation would increase commuting times.
- Riders did not support the DVX and felt that the bus should travel all the way into downtown Durham. They also felt that while the 100X is a good concept, it would be slower than the DRX.
- Some riders felt proposed changes could reduce access to some areas, including downtown Chapel Hill, downtown Durham, and Regional Transit Center. There was also concern about the areas west of Durham.
- Riders specifically asked for more frequent and more direct access to Raleigh Durham Airport (RDU). At least one rider requested service on Ellis Road in Durham; another asked for service further west on Hillsborough Street to reach the Vocational Rehabilitation Services on Operational Drive.

There were also three points where respondents offered different points of view:

- Bus Fares some respondents wanted bus fares to remain free, while others there should be fares. For some, charging fares reflects a desire to save taxpayer money and for others it was about discouraging particular groups from riding the bus (e.g., those experiencing homelessness).
- Some respondents liked the removal of bus stops to streamline their commute and make their rides shorter; others disliked the reduction of bus stops because it would make the bus difficult to ride or keep them from reaching key destinations (e.g., Durham Tech).
- Although most respondents supported the increase in frequency to every 15 minutes (see above). Others said buses should not run as often or at all if ridership numbers are low.

RECOMMENDATIONS FOR FUTURE ENGAGEMENT

While the engagement was successful in attracting a broad range of opinions and ideas from diverse audiences, there are some lessons learned from the demographic analysis and engagement process that include:

- Continuing pop-up events at transit centers and bus stops as they helped create awareness and collect input from transit riders from all targeted demographic backgrounds.
- Future engagement should consider more ways to reach senior communities and populations with disabilities as those were hopeful targets of outreach.
- Partnering with a Spanish-speaking organization at all engagement events (e.g., popups, tabling events, focus groups) could increase participation from Spanish-speaking audiences and incentivize them to take the online survey knowing it's available in Spanish.
- Consider more participation incentives to reach lower income populations.
- Investigating alternative focus group locations for Orange County as access to the University was challenging for many due to parking and difficulty finding the room on campus.

2 Engagement Approach

OVERVIEW

Traditionally, transit riders disproportionately include disadvantaged populations, including racial minorities, non-native English-speaking individuals, individuals with low incomes, and individuals with disabilities. Data shows that these individuals comprise a significant share of Durham and Orange County's population (see Figure 1). For instance, according to 2020 ACS Census data racial minorities comprise 61% of residents in Durham County and 72% of riders on GoDurham routes. GoTriangle ridership has a smaller percentage of racial minorities (56%) but still greater than the underlying population of either Durham or Orange County.

The project team developed tactics, tools, and outreach methods designed to include these groups given the importance of their input.

Figure 1 Demographics of North Carolina, Durham County, Orange County and Transit Riders by Agency

	Total Population	White	Black/ African American	American Indian/ Alaska Native	Asian	Native Hawaiian/ Pacific Island	Two or More Races	Hispanic/ Latino
GoTriangle		44.0%	30.0%	1.0%	15.0%			7.0%
GoDurham		13.0%	72.0%	1.0%	4.0%			8.0%
Durham County	317,665	50.9%	35.6%	0.3%	5.0%	1.0%	5.0%	13.6 %
Orange County	146,354	75.2%	11.2%	0.5%	7.9%	0.0%	3.6%	8.5%
North Carolina	10,386,227	67.6%	21.4%	1.2%	3.0%	1.0%	3.6%	9.5 %

Source: U.S. Census, GoTriangle and GoDurham

TACTICS AND TOOLS

The project team used a variety of tactics and tools which were designed to create awareness about the Short-Range Transit Plans and the engagement events and to encourage people to participate in the engagement events. The approach was also designed to encourage participation from individuals who more closely match GoDurham and GoTriangle transit ridership, including racial minorities, lower income individuals, older adults, and people with disabilities.

Collecting Feedback

Bus Operator Drop-in Session

A bus operator drop-in session was held to on June 21, 2023, to share project information and to gather their feedback on existing services and proposed route changes with current bus operators prior to the public outreach period.

Focus Groups

The Phase 1 engagement activities included focus groups so that the project team would have an opportunity to explore proposed service changes in a more relaxed and detailed way. The team advertised the focus groups over social media, at pop-ups and through stakeholder.

Four focus group meetings were held on Monday August 21, 2023, and Tuesday August 22, 2023. The meetings were held at different times of the day, including lunchtime, late afternoon, and early evenings. Attendees signed up for a specific focus group meeting at their desired date and time via a Google Form. The focus groups were loosely organized by geography. Three groups were held at Durham Station, and one was held at the UNC Student Union building on the main campus.

There was a total of 27 participants that attended the focus group meetings. As compensation for their time, participants were provided snacks and given a \$20 cash stipend.

Pop-Up and Tabling Events,

Pop-up events were vital in collecting feedback from transit riders. The team planned nine popups and ultimately held eight at bus stop shelters and transit stations between August 15, 2023, and August 30, 2023. Pop-ups were conducted at different times of the day at the following:

- GoTriangle Regional Transit Center
- Durham Station
- Latino Community Credit Union
- UNC Chapel Hill Main Campus
- Durham Technical Community College Main Campus

Like the pop-ups, tabling events were held to inform the public of the GoDurham and GoTriangle SRTPs and potential route changes and to collect comment forms. Four tabling events were held at community gatherings throughout Durham and Orange County at the following events:

- GoDurham Monthly Meeting
- Trinity Hope Center Back to School Event
- IR Holmes Recreation Center Back to School Bash
- MAKRS Market at Durham Central Park

Each event included handouts and boards showing current transit routes, proposed routes, and a table of potential changes so participants could easily see and understand proposed route changes. Staff used these boards, and corresponding handouts, to assist with any questions or concerns. The handouts were available for participants to take home with them and included links

to the project website and survey, pertinent information about ongoing and upcoming engagement opportunities, and project contacts.

Survey

A survey was used to gather feedback on which routes transit riders typically use and to get input on how the proposed route changes might impact them. The survey remained open to the public for four weeks. Paper comment forms were developed to allow those without reliable access to technology, or those who preferred hard copies, to participate. The survey was provided in English and Spanish, and other languages upon request. The hard copies included a link to complete it online should the participant wish to take it later.

Creating Awareness

While the pop-ups and focus groups were successful in reaching a significant population of transit riders, to ensure a broader reach to more community members, the project team also relied on additional communication methods that included a project website, social media and email, transit advertisements, and direct stakeholder outreach.

Project Website

The team used the GoForward website to share information and materials about the SRTPs. Information on the website included informational video on the SRTPs, online survey links, information on the proposed route changes, project area route maps, and upcoming opportunities for public participation. Links to the project website appeared on all engagement materials.

Social Media and Email

The project team worked with SRTPs' partners and local municipalities to promote project activities, events, and engagement opportunities via email and social media, including Facebook, X (formally Twitter), Instagram, and NextDoor. The project team shared a media kit of advertising content and graphics with agency partners and encouraged them to share the information on their platforms. Share kits were available in Spanish and English.

Transit Advertisements and Materials

Flyers and posters advertising the SRTPs' project details and upcoming engagement opportunities were posted on buses and at transit stops. Unstaffed informational boards were also posted at twenty-seven (27) transit stops along routes with many potential changes throughout the project area. These promotional materials included a QR code and/or project website link to complete the online survey. All materials included Spanish translations.

Direct Stakeholder Outreach

The project team conducted outreach to local apartment complexes and community centers to inform them of the SRTPs and leverage their existing communication channels to help advertise the information and promote upcoming engagement opportunities. Eleven entities assisted in distributing the information where feasible and more than 1130 promotional materials were distributed among the apartment complexes and community centers. Materials were provided in Spanish upon request.

3 Engagement Findings

OVERVIEW

The following list includes key findings that are reviewed in detail throughout this report:

- Riders were excited about planned service expansions, including increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places without having to go into Durham Station.
- Riders talked about the importance of comfortable places to wait for the bus. They
 specifically talked about shade, lighting, and places to sit. They mentioned that they liked
 that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle.
 However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.
- Several people expressed concern about the proposal to move service from the Eubanks Park and Ride to NC-54. While there was some misunderstanding about this concept, people felt that the relocation would increase commuting times.
- Riders did not support the DVX and felt that the bus should travel all the way into downtown Durham. They also felt that while the 100X is a good concept, it would be slower than the DRX.
- Some riders felt proposed changes could reduce access to some areas, including downtown Chapel Hill, downtown Durham, and Regional Transit Center. There was also concern about the areas west of Durham.
- Riders specifically asked for more frequent and more direct access to Raleigh Durham Airport (RDU). At least one rider requested service on Ellis Road in Durham; another asked for service further west on Hillsborough Street to reach the Vocational Rehabilitation Services on Operational Drive.

There were also three points where respondents offered different points of view:

 Bus Fares - some respondents wanted bus fares to remain free, while others there should be fares. For some, charging fares reflects a desire to save taxpayer money and for others it was about discouraging particular groups from riding the bus (e.g., those experiencing homelessness).

- Some respondents liked the removal of bus stops to streamline their commute and make their rides shorter; others disliked the reduction of bus stops because it would make the bus difficult to ride or keep them from reaching key destinations (e.g., Durham Tech).
- Although most respondents supported the increase in frequency to every 15 minutes (see above). Others said buses should not run as often or at all if ridership numbers are low.

SURVEY RESULTS

Four hundred sixty-seven (467) participants answered at least one question in the survey, there were a total of 3,357 responses and 532 comments received. The responses to the survey questions are summarized below.

As mentioned, the demographics of the survey responses was not representative of GoDurham or GoTriangle's ridership overall. But people who filled out the survey were transit riders. Half of the respondents (49%) said they regularly ride GoTriangle routes, while slightly fewer, 44% ride GoDurham routes. Among the people who filled out the survey and used GoTriangle service, the most frequently cited routes were:

- Route 400 (21%)
- Route 800 (15%)
- DRX (15%)
- **405 (14%)**
- Route 700 (14%)
- ODX (2%)

For survey responses that include GoDurham riders, the most frequently used routes included:

- Route 11/11B (13%)
- Route 5 (12%)
- Route 12/12B (11%)
- Route 20 (1%)

Transit Ease Associated with Proposed Changes

Over half of respondents (55%) believe that the proposed route changes will make it much easier or somewhat easier to ride the bus, while 20% believe that it will make riding the bus more difficult for them. Another 15% remained neutral of the proposed changes.

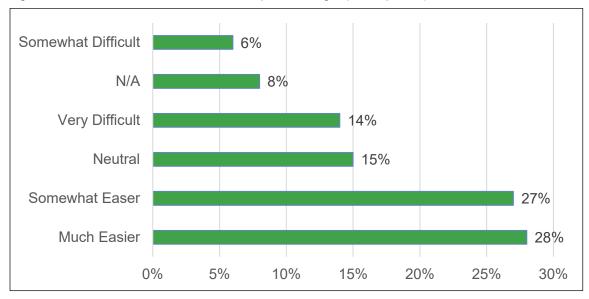


Figure 2 Transit Ease Associated with Proposed Changes (All Responses)

Source: Public Participation Partners

Responses By Route

Examining these results by route reveals differences in perceptions of the proposed changes. Specifically, respondents were more likely to say the changes would make their travel easier if they travel routes GoDurham Route 6 (89%), GoTriangle Route 700 (80%) and GoTriangle Route 405 (81%). In contrast, survey responses representing riders of other routes were more likely to say the changes would make their bus travel more difficult. These bus routes included GoTriangle 420 (74%), GoTriangle CRX (39%), and GoTriangle ODX (22%). Another group of riders were more likely to express neutrality, these included riders who use the following routes, GoDurham Route 7 (27%), GoTriangle 805 (20%), and GoTriangle ODX (22%).

By Disability Status

Among those who reported having a disability, the majority (64%) said that the proposed changes would make it easier to ride the bus, while only four percent said that the changes would make it more difficult. However, survey commenters did note some concerns about how the proposed changes would affect those with mobility issues. For example, some are concerned that the GoTriangle CRX and GoTriangle 420 buses will be so crowded that riders will be forced to stand—something impossible or difficult for some riders. Respondents also mentioned that requiring riders to transfer buses can pose issues for those with disabilities or mobility issues.

Respondents without a reported disability were more likely to believe that the proposed changes would make their travel somewhat difficult (7%) or very difficult (16%).

By Income

Respondents reporting annual incomes of less than \$35,000 were more likely than others to believe that their bus ride would be easier because of the proposed changes (63% among lower incomes and 96% higher incomes). Those making between \$35,000 and \$50,000 (30%) and

between \$75,000 and \$100,000 (42%) were more likely than other respondents to expect greater difficulty riding the bus.

By Racial Identity

Non-white respondents were slightly more likely than white respondents to say that the proposed changes would make their ride easier (62% as compared with 56%).

Bus Operator Comments

Sixteen bus operators offered suggestions via comment card. Several repeated the concerns of those expressed by survey respondents: fares should no longer be free, the RDU route should be more direct, moving the park and ride will create issues for many riders, and safety should be emphasized (especially pertaining to ensuring a safe network of sidewalks).

The most consistent comment among operators was that the number of stops along the GoTriangle 100 route should be reduced.

FOCUS GROUP MEETINGS

Overview

As mentioned, the Phase 1 engagement efforts included four structured "focus group" style conversations with riders. The conversations were designed to hear directly from riders about specific route proposals. The focus groups were held over two days (August 21 and August 22). Three meetings were held at Durham Station and the fourth was held at the Student Union at the University of North Carolina at Chapel Hill. People were encouraged to participate in the meetings through offering participants a \$20 cash stipend, plus pizza and drinks. P3 recruited participants in a variety of ways, including social media postings, sign-up sheets available at pop-up events and through the City of Durham's community partners.

Summary of Findings

In total, 27 people participated in the focus group conversation. Key findings from the conversations are divided into lessons for community engagement and comments about the draft service changes.

Key Findings for Short Range Transit Plans

- Riders were excited and appreciated that GoDurham is planning to add service in the form of increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places
 without having to go into Durham Station. However, people were more supportive of
 Route 14 (?) that connected North Durham with Duke University and the VA Hospital
 than they were of Route 13 that connected the Village with NCCU and Durham Tech.

- Riders talked about the importance of comfortable places to wait for the bus. They
 specifically talked about shade, lighting, and places to sit. They mentioned that they liked
 that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle.
 For example, most people in the focus groups felt that shortening GoDurham Route 12
 (?) to stay on NC55 would be okay if GoTriangle Route 800 was available for east-west connections. However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.
- Nelson\Nygaard asked riders for the preference about specific locations where routes
 converge and GoDurham was evaluating the potential for hubs that would be supported
 with enhanced bus stops. When asked about the importance of Duke Regional Hospital
 and North Duke Crossing, riders said both should be improved stops. Having connections
 and facilities at both locations would give riders more options to access services.
- Comments not related to service improvements included frustration with communications and late notice about detours and route changes.

Implications for the Short-Range Transit Plans

- 1. Public information about the CRX changes needs to be clarified and shared in a way that will explain the proposal.
- 2. The project team should consider the DVX plans and potentially return to the DRX alignment.
- 3. Riders are open to transfer between GoTriangle and GoDurham routes but services need to be better coordinated and fares need to be integrated.

Sub-Area Conversations

Focus groups were nominally organized around sub-areas. In most cases, each focus group had enough time to talk through the draft changes in each service area. The conversation, however, was structured such that the facilitator walked through the service changes in each sub-area.

North Durham

Route changes for North Durham included minor changes to Route 4, so it would continue to the new high school, changes to Route 9 with new designations (9G and 9D) with Route 9G going into Glenbrook Drive and 9D serving Hebron Road and Danube Lane. Discussions also included a new Route 14 crosstown that would connect Duke Regional Hospital to the VA Hospital and Duke University. People were generally supportive of these changes. A handful of comments included:

- Riders wanted all buses to serve both Duke Regional Hospital and North Duke Crossing.
 There was a sense that the locations are close to each other and by having both routes serve both destinations, riders would have more options.
- Riders talked about the challenges associated with serving Glenbrook Drive and how buses have to double back. One person said that after the storm, the bus drove straight through the Club Boulevard Community; she suggested making that the bus route.

• One rider currently uses Route 9 to get to Riverside High School. He noted that the route proposal would not be convenient for him.

South Durham

Moderators highlighted bus changes in South Durham, describing that there would only be one Route 3, that would operate frequently between Durham Station, the Village and Walmart. Moderators also described how the current Route 3B would become Route 16 and there is a proposal for a new crosstown to connect the Village with NCCU and Durham Tech. Other changes included all serve on Route 100, which would be realigned to provide local service between Briggs Road and Durham Station.

- Riders were supportive of these changes and liked the idea of one simple Route 3, especially if it operated every 15 minutes with longer hours on more days.
- Riders were mixed about the Route 13 crosstown riders. While they liked the opportunity
 to travel north south without going into Durham Station, there was some concern about
 connecting student populations and the Village. Others were not sure there were enough
 destinations to make this a useful service.
- GoDurham riders were not opposed to the changes in Route 100X but at the same time, they were not overly enthusiastic about how useful this change would be for them.

West Durham

Focus group moderators explained the proposed changes to bus service in West Durham, focusing on the realignment of the 6 to serve Constitution Drive instead of 11B, and the two service patterns on the 11 (11C and 11H) to provide 15-minute service to the VA. Participants expressed that the 11B was often late or unreliable, and any changes to the route that may improve on time performance were welcome. Riders expressed:

- Concern about Route 6, especially that it is often crowded and could use increased service (more frequency).
- Desire for Route 11 to travel further west on Hillsborough at least as far as the Vocational Rehabilitation Center.

South Durham

Moderators explained the changes to bus service in south Durham, focusing on the proposal for Route 12/12B so it would travel north-south without going to Southpoint on NC54 and how riders could use GoTriangle Roue 800 for these local connections. Focus groups also touched on the new Route 805.

- Rider approval for the changes to Route 12 were mixed. While most people thought the
 change made sense, there was concern about taking away east-west connections to
 South Point and RTC. Some riders felt like asking riders to transfer between two 30minute routes is not fair.
- Support for the service change dropped, when riders learned that GoTriangle could
 charge a fare for the east-west connections. Some riders felt like if there was a way to let
 people make local trips for free that would help a lot.

- Timing transfers and making transfers more reliable was a clear frustration for riders.
 Several people talked about the lack of coordination between GoTriangle and GoDurham routes at Southpoint.
- One rider said they supported the alignment changes to Route 8 and Route 12 but there
 needs to be good transfer facilitates at Cornwallis where the two routes meet. This rider
 said a lot of people use Route 12 to get to NCCU or Durham Tech and now they'll have
 to transfer. This is okay but the transfer needs to be clean.
- There was desire for more service coverage in South Durham, including on MLK Parkway, to Jordon High School, and to the High School that was previously served by the 20.

Regional Connections

Durham - Orange County

Participants were in general supportive of the 400 and 405 proposals, with mixed reactions to removing service from University and South Square.

- One participant does not like losing the University/MLK 405/400 stop.
- With the removal of the 400 variants, no longer need to do the calculation of if waiting for a 405 that doesn't deviate would be faster.

Durham - Raleigh Connections

Participants overall opposed the proposed changes to the DRX. Riders were frustrated that the bus would stop short of downtown Raleigh and expect them to transfer. Several riders said this would make a two or three step trip and the "cost" of transferring would make them stop taking transit. They also questioned how much time it would save.

Orange County

Not all the focus groups discussed the Orange County routes at length and the focus group designed to focus on Orange County service was lightly attended. However, participants did have concerns about several of the proposals.

- There was a lot of misunderstanding and frustration about the proposed changes to the CRX and eliminating service to the Eubanks Park and Ride lot.
- There was concern about the changes to Route 420, especially because it just connects
 park and ride lots. There was a sense that there wasn't enough of an anchor on either
 end for the route to be successful.
- One rider said they understood the proposal but said it would be frustrating for riders to be dropped off at Eubanks Park and Ride lot, only to have to transfer to another bus to get to UNC. They suggested that at least one trip an hour travel all the way between UNC and Hillsborough – it could be Chapel Hill Transit or GoTriangle.
- Riders were also frustrated about the proposed changes to the ODX, citing that they want to keep the stop in downtown Mebane. There was also concern about not serving the Durham Tech Park and ride lot.

 One rider suggested that GoTriangle routes stop at UNC Easttown and Wegman's in Chapel Hill. There was a sense that these are regional destinations that would be useful to riders.

Non-Route Comments

Along with route proposal comments, other issues raised by participants included:

- Issue with bus drivers not stopping for people.
- All-day service on commuter routes would be great.
- Better communication during detours/changes: app notifications, social media, in all apps, LCD screens
- Would be nice for buses to make "next stop" announcements, show the next stop and what transfers are available there (like MTA buses)

Lessons Learned for Community Engagement

- People were interested in changes to the GoDurham and GoTriangle services. They
 appreciated the opportunity to participate in the focus group conversation, share their
 opinions and talk with other riders.
- Durham Station was a successful venue for the focus group meetings. Although the
 meeting was in an open space, the environment was good for sharing information and
 working with groups between 10 and people.
- Riders appreciated being offered \$20 to participate in the meeting. It also proved to be
 an attractive enough incentive that the focus groups attracted a diversity of participants.
 Meeting participants represented a range of demographic characteristics and experience
 using transit.
- One hour was sufficient for meeting length. Even in cases where more than 10 people attended a meeting, there was ample time for meeting participants to speak and share opinions.

Appendix A: Phase 1 Survey

ENGLISH VERSION

HELP US IMPROVE BUS SERVICE!

Share your thoughts on proposed bus service changes for the GoDurham and GoTriangle Short Range Transit Plans. Review the proposals on the attached handout, at a pop up event, or online at GoForwardNC.org/srtp.

Comments are preferred by September 1, 2023 through one of the following ways:

Email a scanned copy or picture of each page to: info@pppconsulting.net

Mail to: Public Participation Partners

8502 Six Forks Rd, Ste. 102

Raleigh, NC 27615

Complete Online: GoForwardNC.gov/srtp

Thank you for your input!



What bus roเ	ıtes do you ri	de? (Check all	that apply)					
GoDurham			GoTriangle					
□ 1	□ 2	□ 3/3B/3C	□ 4	400	405	420	□ 700	
□ 5	□ 6	7	□ 8	□ 800	□ 805	☐ CRX	☐ DRX	
□ 9/9A/9B	□ 10/10B	□ 11/11B	□ 12/12B	□ ODX	□ RDU	☐ Other	GoTriang	le Route
□ 20	☐ Other bus Transit, GoR		oel Hill Transit, Oi	range Count	y Public	□ I do no	ot take th	e bus
Will these pr	oposed chan	ges make it ea	sier for you to ri	de the bus?				
Much Eas	ier	mewhat Easier	Neutral	Somewhat Difficult		Very Difficult		N/A
	like or dislike nyour comme		oposed ideas for	route chan	ges? (Pleas	se referenc	e specifi	c route

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Subscribe for Project Updates: Would you like to be notified about project updates and opportunities to provide feedback? Please provide your email address below.

Voluntary Demographic Questions

The following questions ask about you and your background. This information helps us work toward our goal of inclusive engagement. Please note that your responses will be used solely for data collection, will remain CONFIDENTIAL, and are OPTIONAL.

What is your home zip code?	What language do you speak at home?			
Do you have a disability? Yes No Prefer not to answer What is your gender identity? Man	Which of the following best describes you? (Choose all that apply) Asian or Pacific Islander Black or African American Hispanic or Latino Native American or Alaskan Native White or Caucasian			
O Woman O Non-binary O Prefer not to answer	☐ Prefer not to answer☐ Other(please specify)			
What is your age?				
 Younger than 18 18-29 30-44 45-64 65 and older Prefer not to answer 	What is your approximate annual household income? ○ Less than \$15,000 ○ \$15,000 - \$25,000 ○ \$25,000 - \$35,000 ○ \$35,000 - \$50,000 ○ \$50,000 - \$75,000			
How well do you speak English? Very well Well Okay Very Little	♦ \$75,000 - \$100,000♦ \$100,000 and abovePrefer not to answer			
O Not at all O Prefer not to answer				



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SPANISH VERSION

IAYÚDENOS A MEJORAR EL SERVICIO DE AUTOBÚS!

Comparta sus comentarios sobre los cambios al servicio de autobús propuestos en los Planes de transporte público a corto plazo de GoDurham y GoTriangle. Revise las propuestas en el folleto adjunto, durante un evento o en línea visitando GoForwardNC.org/srtp.

Preferimos recibir comentarios antes del 1 de septiembre de 2023 por alguna de estas vías:

Envíe por email una copia escaneada o una foto de cada página a: info@pppconsulting.net

Envíela por correo a: Public Participation Partners
8502 Six Forks Rd, Ste. 102
Raleigh, NC 27615

Responda en línea: GoForwardNC.gov/srtp
iGracias por sus comentarios!

¿Qué rutas de autobús utiliza? (seleccione todas las que apliquen)
GoDurham

GoTriangle

-			-				
GoDurham				GoTriangle			
□1	□ 2	□ 3/3B/3C	□ 4	□ 400	□ 405	□ 420	□ 700
□ 5	□ 6	7	□ 8	□ 800	□ 805	☐ CRX	□ DRX
□ 9/9A/9B	□ 10/10B	□ 11/11B	□ 12/12B	□ ODX	□ RDU	□ Otro G	oTriangle Route
□ 20		icio de autobú sit, GoRaleigh,	s (Chapel Hill Tra etc.)	ansit, Orange	County	□No via	jo en autobús
¿Harán esto:	s cambios pr	opuestos más	fácil para usted	viajar en au	tobús?		
Más fác	il Algo	más fácil	Neutral	Algo más	difícil	Muy difío	cil N/A
		us comentario	eas propuestas pos)	ara Cambia	i las i utas:	(Tavol ue	mencional

Página 1 de 2

Phase 1 Community Engagement

GoDurham and GoTriangle

Suscríbase para recibir actualizaciones del proyecto: ¿Le gustaría recibir notificaciones sobre el proyecto y oportunidades para hacer comentarios? Escriba su dirección de email abajo.

Preguntas demográficas voluntarias

Las siguientes preguntas se refieren a usted y sus antecedentes. Esta información nos ayuda a lograr una participación más inclusiva. Todas las respuestas serán utilizadas solo para recabar información, son CONFIDENCIALES y OPCIONALES.

¿Cuál es el código postal de su hogar?	¿Qué idioma habla usted en casa?
¿Cuál es su identidad de género? Hombre Mujer No binario Prefiero no responder	¿Cuál de las siguientes le describe mejor? (seleccione todas las que apliquen) Asiático o isleño del Pacífico Negro o afroamericano Hispano o latino Amerindio o nativo de Alaska Blanco o caucásico Prefiero no responder Otra (favor de especificar)
¿Cuál es su edad? Menor de 18 18-29 30-44 45-64 65 o mayor Prefiero no responder	Aproximadamente, ¿cuál es el ingreso anual de su hogar? Menos de \$15,000 \$15,000 - \$25,000 \$25,000 - \$35,000 \$35,000 - \$50,000
¿Qué tan bien habla usted inglés? O Muy bien O Bien O Más o menos O Muy poco O No hablo O Prefiero no responder	○ \$50,000 - \$75,000 ○ \$75,000 - \$100,000 ○ \$100,000 o más ○ Prefiero no responder



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Appendix B: Survey Comments by Route

Route Number	Comment
1	Should be every 15 minutes, Will make commute longer
	Like that it will be every 15 minutes, want more options at night and weekends to attend events downtown.
	Worry about loud music and youth hanging out at bus stop.
2	Want a route along Ellis Road. Want a stop at Creekside at Bethpage
3	Run more frequently than every hour at night
4	Like that it will run more frequently. Routes for 4/4a are too long
5	Should be every 15 minutes, not every 30 minutes
	"The 6 right now is short and stupid." Likes the changes Route should be extended further West
6	Should service Duke Hospital/Erwin Road area Should run every 15 minutes, not every 30
	Should extend to South Square, service Woodcroft, and Jordan High School
7	Need better access via sidewalks
8	Should run every 15 minutes, not every 30 Confusion about evening hours
9	Like the increase in frequency Will serve more riders Keep stop at Riverside High School Shelter at Main & Dillard has been moved too far for the elderly to access it
	Should go to Duke and Durham Academy More clarity on the route and direction Should run every 15 minutes Need safety and shade at stops along the 10 routes
10	Need evening hours, especially to align with DRX schedule)
11	Like the increase in frequency Need to make sure stops have benches and shelter Want a stop at the intersection of Morena & Whitfield
	No way to move east/west between Alston Ave. & Southpoint Like that the route is shorter and more direct (vs.)
12	Don't want to lose access to the mall and the Regional Transit Center
20	Should connect directly to Southpoint Should run more frequently
400	Keep service to South Square and University Drive Need to go directly to Duke Like the increase in frequency and extended hours but need more weekend service Why does the 400 have the same route to Durham Station as the 405?

	Like the addition of Patterson Place
	Like the more frequent service
405	Should be more streamlined with fewer stops between Durham and Chapel Hill
	***do not move the park & ride
	Like the frequency but should not come at the cost of a transfer
	Should run all day
	Should go to UNC Hospital and UNC Campus
	Should have more afternoon and evening hours to Hillsborough
	Keep express trip to MLK
	Buses here are packedcreates ADA issues
420	Like that it extends coverage in Orange County
700	Like the increase in frequency
	Like the increase in frequency but need to extend hours, especially on weekends
	Changes are unclear
	Need better midday service
	Don't avoid I40; running along NC54 will make commute longer
800	Will increase travel time from RTC to Chapel Hill
	Like that it will have extended hours and run all day
	Shortened route will hurt commute
805	Could be detrimental to cut direct service to RTC
	***do not move the park & ride
	Need to service Downtown Chapel Hill
	Inconvenient for those in North Chapel Hill, Hillsborough, Carrboro
	Needs to be more frequent
CRX	Change could make it more reliable and faster
	Should run more frequently and later
	Like it going to NC54Needs to run along Ellis
	Need all day service between Duke Hospital and Raleigh
	Should go to DT Raleigh
	What is the point of renaming this?
DRX	Looks like it will be faster and more reliable
	Should run all day
ODX	Do not remove stops, especially in Southern Hillsborough and DTCC (vs)Like that the commute will be shorter/route will be faster
	Need more direct access
RDU	Need more hours of service

Appendix C: Bus Operator Comments

- Increase ridership for who? Passengers that have a destination or the homeless people with nowhere to go but ride around ALL DAY
- Doesn't like split shifts
- Doesn't like the bid. too many splits and not enough straight shifts. wants to see better picks.
- Consolidate steps at Hillsborough on 100 Route, way to may stops too close together. Do
 not like bus routes in busy areas, bus can take easily over awhile to get back into traffic.
- Fares enforcement, smelly people, even poop and pee on body allergic and vaping. pre
 trip and post trip should not include cleaner people even bring pillows and blankets.
 Durham will get people off the bus. We have no polio, eagle eye does not do anything
 police and Raleigh at our platform, long response time.
- Shorter routes, go back to paying, raise, don't combine the routes. RDU likes this route the most, simple, on time, no issues with riders.
- Route 100x-should be limited stops in Raleigh. The current 100 makes local stops and is a local Raleigh bus. It should be a fast regional bus! RDU shuttle should be routed directly from slater road to Airport Blvd to better serve restaurants and hotels. The current routing via factory shops road is not convenient for these customers and it would be safer (no sidewalks on factory shops Rd). Routes 400/405 and 800/805 should have fewer stops on sections of routes shared with chapel hill transit.
- Will we have downtime to go to the bathroom and stretch our legs? Sometimes on these current combined routes with no downtime. Look at the other transit operators from other companies that have time to stretch at timepoints but not us. Seems like you are trying to get (2) drivers routes squeezed into (1) which is affecting our health (mentally/physically) with no downtime, when incidents cause us to be late, no room to make up the time, so late the rest of our run and that causes physical and mental stress on our drivers.
- 100-700 combined will be more successful after fairs are back in action. 300 would be better served as RTC-Cary, depot, Express 310 would better serve as Cary Depot-Apex express servicing 55 hwy. All routes will improve with fair implementation.
- Before adding any changed routes, we need to get more driver and get them trained on what we already have I have many passengers asking about changes that I really have no answer for and if you not customer service ready that can go left really fast, we are dealing with a whole new clientele and mentally ill. So, we must be prepared for that, it is difficult for a seasoned driver, so I imagine a new driver coming out of training.
- To many decisions are being made based off people's opinion that have never driven or road a bus to understand a driver you have to drive a bus and relate to a passenger if you haven't notice with the bus going free our job just became a lot more dangerous. Anywhere in the world pretty much you can walk into a freely has security from airport, grocery store anything and not only do we have to take a 40-foot bus and drive it on the highway but we transport people so we have the most pressure in the world but it seems our position is to ask lightly from pay to backup for security
- GET THE SLEEP HEAD OFF THE BUS at the end of the route.
- Route 100 currently gets slowed down by many stops around NCSU. Concern that 100x will be delayed by traffic on 147, 40 and many stops on the Hillsborough St by NCSU.

From TONY: ODX last trip of the day to Mebane, many riders board at duke VA and they need to transfer to part, but if ODX is late, they miss part connection (submitted by Austin)

 RTE-310 8min RTC to wake tech target goal miss transfer at Cary. ODX-MDT shows wrong directions, lose 10min to go on the MDT, if follow MDT gets you stuck on train. Most passengers coming from park and ride, they need a good alternative if we remove that stop. I47 shoulder driving.

Help us improve bus service!

GoDurham and GoTriangle are looking for input on their **Short Range Transit Plans (2024-2028)**



More frequent bus routes that arrive every 15 minutes



Two GoTriangle routes the new Route 100X and Route 400 - will run every 15 minutes until 7pm on weekdays.



More bus service throughout the day and at night

All GoDurham routes will run at least every 30 minutes from 5:30am-12:30am Monday to Saturday and 6:30am-12:00am Sunday.

More GoTriangle routes including the 100X, 400. 800, 805, and DVX - will run for longer periods of the day.



More direct connections to key destinations

New GoDurham Routes 13 and 14 allow travel directly between the Village and NCCU, and between Duke/VA and North Durham, without going downtown.

GoTriangle Routes 400, CRX, DVX, and ODX between Durham, Chapel Hill, Hillsborough, and Raleigh will be faster and more reliable

WHAT'S IN THIS PACKET?

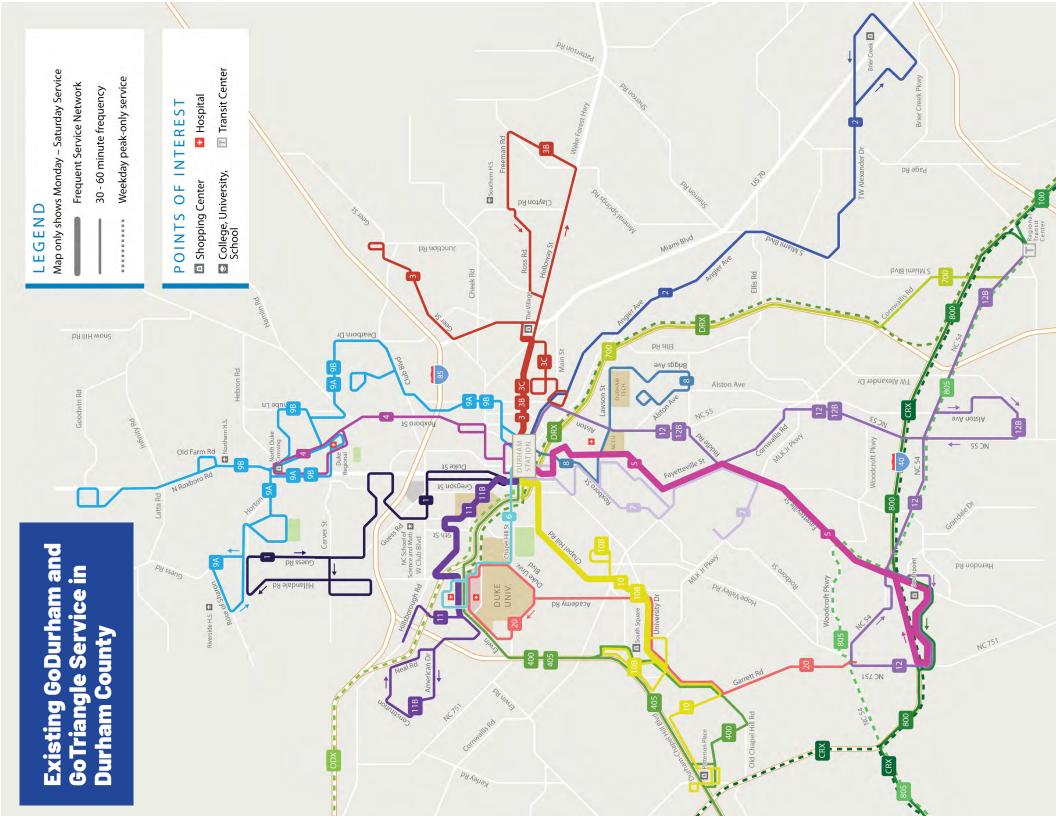
- Maps showing current and proposed bus service in Durham County
- List of proposed ideas for GoDurham by route
- Maps showing current and proposed **GoTriangle bus** service
- **List of proposed** ideas for **GoTriangle by** route

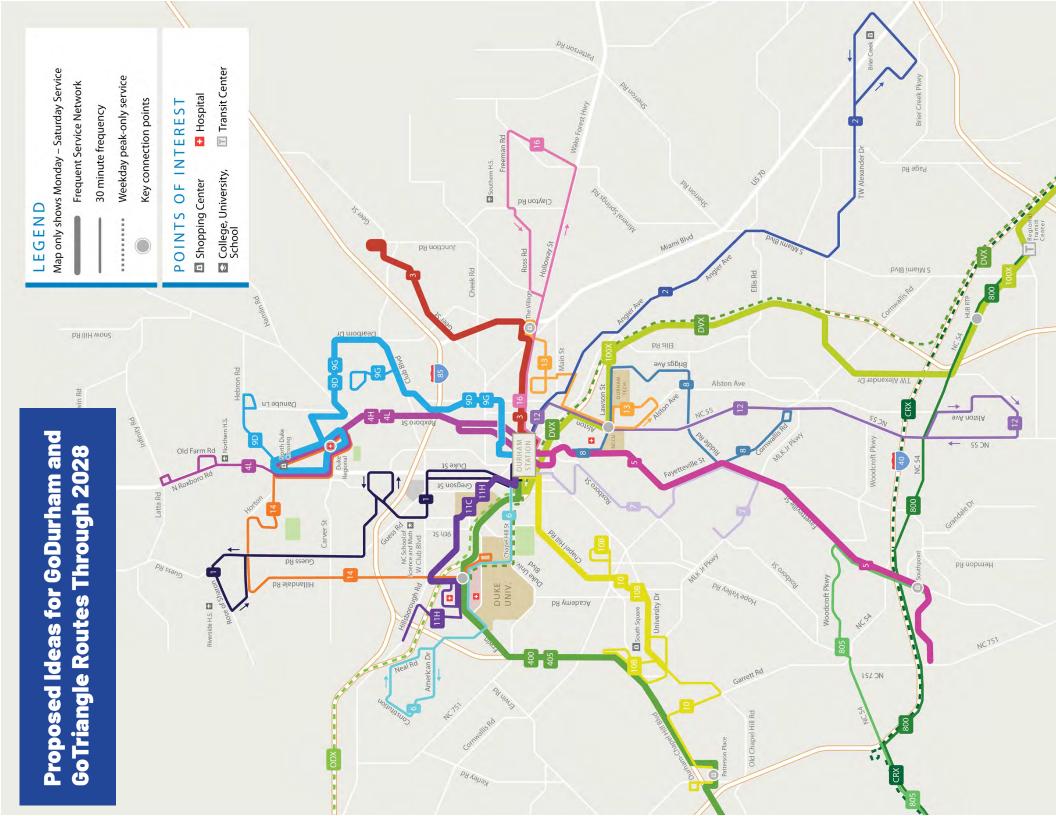








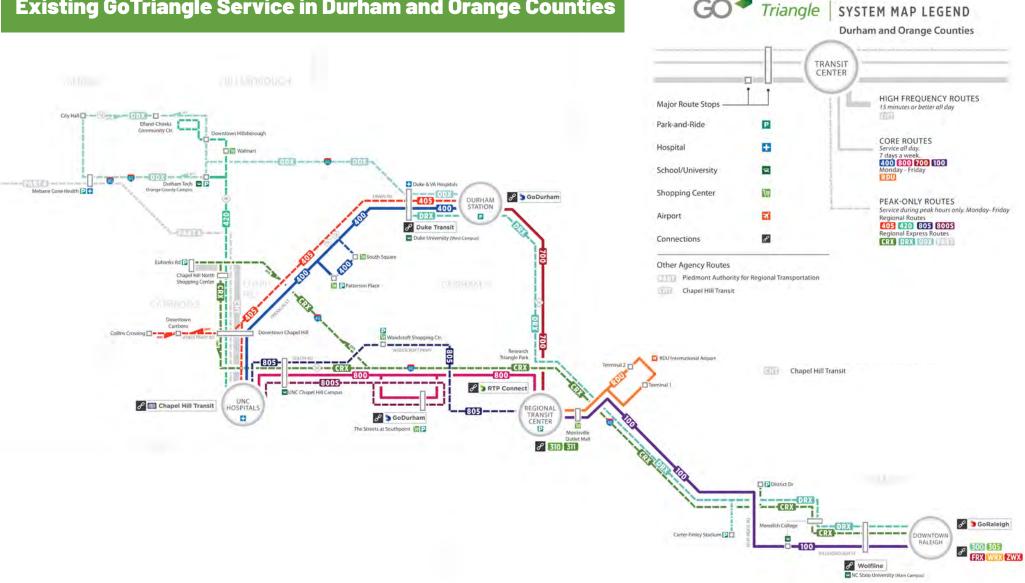




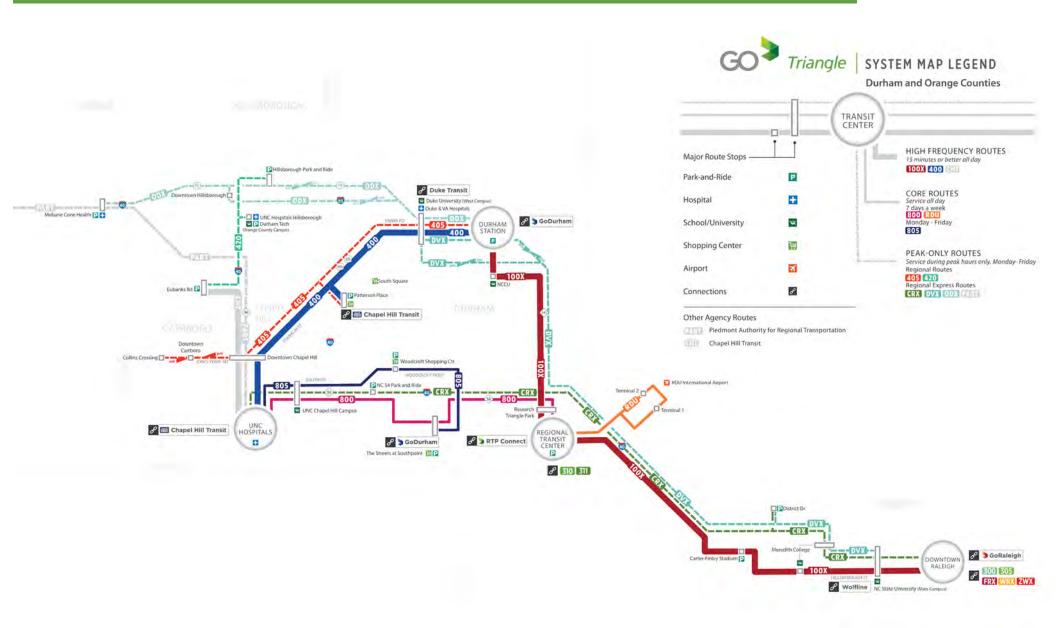
Proposed Ideas for GoDurham by Route through 2028

CURRENT ROUTE	PROPOSED ROUTE(S)	PROPOSED IDEAS FOR ROUTE CHANGES All routes would be upgrated to run at least every 30 mins until 12:30am Monday to Saturday and until midnight on Sundays.
1		Route 1 would run in both directions on Guess Rd to make the route more direct and easier to use, and Hillandale Rd would instead be served by the new Route 14. Riverside High School would be served by Route 1 instead of Route 9A.
2	2	No proposed changes to route path or how often the bus comes.
3, 3B, 3C	3 13 16	Route 3 would run every 15 minutes for its whole length during Mon-Sat until 7pm. Service on Sundays and after 7pm on Mon-Sat would be increased to every 30 minutes. Route 3B would be renamed to Route 16 to reduce confusion with Route 3. Service would run every 30 minutes until at least midnight 7 days a week. Route 3C would be eliminated and replaced by new Route 13 south of The Village, connecting NCCU and Durham Tech to the Village.
4	4L 4H 9D 9G	Route 4 would consist of two variations, 4-Latta (4L) and 4-Horton (4H). Together, Routes 4L and 4H would provide 15-minute service on North Roxboro Rd between Downtown, Duke Regional Hospital, and North Duke Crossing. Routing near downtown would be made more direct, and the Senior Center on Rigsbee would be served by Route 9. Route 4L would extend north to Latta Rd and Infinity Rd and serve the part of N Roxboro Rd and the new Northern High School previously served by Route 9B. Route 4H would run between downtown and North Duke Crossing every 30 minutes during Mon-Sat daytime hours.
5	5 7	Route 5 would run in both directions on Renaissance Parkway near Southpoint to make route easier to understand. Route 5 would use Mangum and Roxboro through downtown to make the route more direct, while Route 7 would continue to serve stops on Blackwell St.
6	6 11C	Route 6 would serve American Village and Constitution Drive (which is currently served by Route 11B) and additional time would be provided on the route to improve reliability. Service would run every 30 minutes every day and night. Crest St would be served by new Route 11-Crest (11C), which would run every 30 minutes Monday to Saturday until 7 PM.
7	7	Route 7 would run every 30 minutes at all times and run in both directions on South Roxboro St to make the route easier to understand and more direct. New stops would be installed.
8	8 13	Route 8 would run every 30 minutes at all times and extend to serve Riddle Rd and E Cornwallis Rd currently served by Route 12. This allows Route 12 to more directly serve stops on NC 55 and NC 54. Capps St would be served by new Route 13.
9, 9A, 9B	1 4 14 9D 9G 9N	Routes 9, 9A, and 9B would be replaced by Routes 9-Glenbrook (9G), 9-Danube (9D), and 9-Night (9N), each running every 30 minutes. Together, Routes 9G and 9D would provide 15-min service to Bragtown on Dearborn Dr, connecting North Duke Crossing, Duke Regional Hospital, the Durham Senior Center on Rigsbee Ave (previously served by Route 4), and Downtown. Route 9G would serve Glenbrook Dr, and Route 9D would extend northeast on Denfield St to serve Hebron Rd and Danube Ln. Route 9N (not shown on map) would serve all destinations on the 9G and 9D on evenings and Sundays every 30 minutes. Current Route 9A service west of North Duke Crossing would be replaced by Route 1 and new Route 14. Current Route 9B service north of North Duke Crossing to Northern High School would be replaced by an extension on Route 4. Ben Franklin Blvd would no longer be served due to low ridership and proximity to nearby stops on Carver St and Roxboro Rd.
10, 10B	10 10B	No proposed changes to route path or how often the bus comes. Route 10B would continue to operate before 7pm Mon-Sat. James and Nation would continue to be served hourly.
11, 11B	6 11C 11H	Route 11 would be renamed 11-Hillsborough (11H). New Route 11-Crest (11C) would provide service to Crest St instead of Route 6, while Route 6 would serve Constitution Dr instead of Route 11B to improve reliability. Both Routes 11C and 11H would run on W Markham Ave instead of Green St between Broad and 9th to make the route more direct.
12, 12B	8 12 800 805	Route 12 would run every 30 minutes at all times and be adjusted to stay on NC 55. Route 8 would serve Riddle Rd and Cornwallis Rd instead. Route 12 would serve Falls Pointe Apartments on S. Alston Rd before returning to Downtown. Route 12 service along NC 54 and Route 12B would be eliminated. Instead, GoTriangle Route 800 would run every 30-min during the day on weekdays and every 60 minutes at night and on weekends on NC 54 between RTP, RTC, Southpoint, and Chapel Hill. GoTriangle Route 805 would provide service to Southpoint, Woodcroft, Jordan High School, Hope Valley Commons, and Chapel Hill all day on weekdays.
20	Eliminated	Route 20 was identified for elimination and its resources used to support improvements to other routes as suggested by the Durham Transit Plan that was approved in June 2023.
New	13	Route 13 is a new crosstown route that would connect NCCU and Durham Tech to the Village and enable many nearby transfers. It would follow the current Route 3C route south of The Village. Route 13 would serve Capps St previously served by Route 8 and run every 30 minutes 7 days a week until midnight.
New	14	Route 14 is a new crosstown route that would connect Duke/VA, Duke Clinics, Hillandale Rd, North Duke Crossing, and Duke Regional Hospital replacing parts of Routes 1, 6, 9A and 9 and running every 30 minutes 7 days a week until midnight.

Existing GoTriangle Service in Durham and Orange Counties



Proposed GoTriangle Service Ideas in Durham and Orange Counties Through 2028



Proposed Ideas for GoTriangle by Route through 2028

DURHAM - RALEIGH ROUTES

CURRENT ROUTE	PROPOSED ROUTE(S)	PROPOSED IDEAS FOR ROUTE CHANGES
100, 700	100X	Routes 100 and 700 would be combined into new Route 100X, an all-day one-seat connection between Durham and Raleigh with limited stops, running every 15 min during the day on weekdays and every 30 min in the evening and on weekends. It would directly serve HUB RTP, Durham Tech, and NCCU. Airport connection would be provided by the RDU shuttle all day.
RDU	RDU	RDU Shuttle would run all day to provide timed connections to buses serving Raleigh, Durham, Chapel Hill, Cary and RTP at Regional Transit Center. It would increase early weekday evening and Sunday service to every 30 minutes to connect to Route 100X.
DRX	DVX 100X	Route DRX would be eliminated and replaced with Routes 100X and DVX. Route 100X would provide all day service every 15 min between Durham and GoRaleigh Station, via NCSU. Route DVX would connect the VA, Duke, Durham Station, and NCSU for Durham commuters traveling to NCSU in the morning and returning to Durham in the afternoon. Route DVX would also connect the District Dr Park-and-Ride with Duke and VA for Raleigh commuters traveling toward Duke in the morning and returning to Raleigh in the afternoon. Route DVX would provide faster, more reliable service every 30 minutes for longer morning and afternoon periods.

DURHAM - CHAPEL HILL ROUTES

CURRENT ROUTE	PROPOSED ROUTE(S)	PROPOSED IDEAS FOR ROUTE CHANGES
400	400	During peak periods, Route 400 would alternate every 15 minutes with Route 405 . At non-peak times, Route 400 would run every 15 minutes during the midday, and every 30 minutes on evenings and weekends. Route 400 would no longer serve University Drive and South Square to make service faster, more reliable, and more consistent. GoDurham GoDurham Routes 10 would continue to serve University Dr and South Square bus stops every 30 minutes, and connections to Route 400 can be made at Patterson Place.
405	405	Route 405 would serve Carrboro (peak direction) and Patterson Place on all trips. During peak periods, Routes 400 and 405 would provide consistent service every 15 minutes between UNC, Chapel Hill, Patterson Place, Duke and VA, and Durham Station. AM trips on Route 405 would pick up riders from Carrboro, and PM trips would bring riders back to Carrboro.
800	800	Route 800 would travel on NC54 instead of I-40, providing all-day service every half hour connecting UNC, Chapel Hill, Southpoint, Hub RTP and Regional Transit Center. Route 800 would replace segments of GoDurham Routes 12 and 12B and GoTriangle Route 805 along NC 54.
800S	800 805	Route 800S would be eliminated to allow resources for Route 805, which would provide additional all-day service between UNC, Chapel Hill and Southpoint.
805	800 805	Route 805 would become an all-day service, with 30-minute frequency during peak periods and 60-minute frequency midday and in the evening. Shortening the route to run between Southpoint, Woodcroft, UNC, and Chapel Hill would make funding available to run the route all day. All day service along NC 54 between Southpoint and the RTC would be provided by

ORANGE COUNTY ROUTES

CURRENT ROUTE	PROPOSED ROUTE(S)	PROPOSED IDEAS FOR ROUTE CHANGES
420	420	Route 420 would be shortened to run between Hillsborough and the Eubanks Park and Ride to allow for increased service, running every half hour during the peak periods. High frequency Chapel Hill Transit service would connect Eubanks to Chapel Hill and UNC. Midday service provided by Orange County Route OCH.
CRX	CRX	Route CRX would be rerouted to serve UNC and Chapel Hill via NC 54 in both directions to make service faster, more direct, and more reliable. It would serve a new park-and-ride at NC 54 and I-40 for commuters to NCSU and Downtown Raleigh, and service to Eubanks Park-and-Ride would be removed. The new routing would provide better connections between CRX and Chapel Hill Transit routes at UNC. Current riders who are parking at Eubanks would either park at the new NC 54/I-40 park-and-ride, or take high frequency Chapel Hill Transit service to get on the CRX at UNC.
ODX	ODX	Route ODX would be shortened to turn around at Mebane Cone Health Park-and-Ride and travel on I-40 in both directions. Service to Durham Technical Community College would be removed to decrease travel time and to serve a new Northern Hillsborough Park-and-Ride. Riders traveling to Durham Technical Community College could transfer to Route 420.