Amenities
During 2014, amenities were added along DATA routes including shelters at Main Street at Golden Belt and Morehead Ave at Duke Street.

Involved in the Community
DATA partnered with the NC Food Bank and Kroger for the annual “Stuff the Bus” campaign. The agency gathered 1,960 pounds of non-perishable food items compared with 1,403 pounds in 2013. That’s equal to 1,650 meals for area residents in need. Durham City Transit Operations Unit continued its outreach efforts by volunteering at the Durham Rescue Mission and preparing hundreds of lunches for Durham’s less fortunate families.

But Wait... There’s More
Additional service will include more frequent service on Route 12 (South Alston Ave/Hwy 55) and Route 15 (connecting Downtown with Brier Creek). DATA will be working with Duke University in the coming year to evaluate service coordination with Duke University Transit and Triangle Transit. Existing routes will be monitored and adjustments made to improve on-time performance.

Digital Arrival Signs on Routes
In addition to digital arrival signs at Durham Station, eleven major bus stops received digital signs during 2014. The solar powered signs are designed to inform customers when their bus will arrive.

About DATA
DATA is managed by Triangle Transit for the City of Durham. For more information, visit data.gotriangle.org or call the GoTriangle Regional Transit Information Center at 919.485.RIDE (7433)
Two years into an effort to improve service for the Durham Area Transit System, the fiscal year brought positive news for riders and enhancements for 6.1 million riders on DATA in 2014.

Safety and Security
During 2014, DATA, Triangle Transit and the City of Durham enhanced safety for customers and bus operators. With the help of the Durham Police Department and G4 Security, incidents at Durham Station fell 41% during the year. The largest decrease came in crimes within 500 feet of Durham Station. Conduct violations such as loitering, disorderly conduct and intoxication dropped 35%.

Security cameras help cover Durham Station and each DATA bus carries six video cameras providing a 360 degree look around the vehicle. Bus videos provide a record of incidents that assist law enforcement and DATA investigating an incident.

ON-TIME PERFORMANCE
In FY 2014, DATA routes saw on-time performance improve to 83% compared to 74% in FY 2013 and 64% in FY 2012. That’s a 19% improvement in two years thanks to an effort called Designing Better Bus Service. The program evaluated, reviewed and redesigned bus schedules for the first time in 20 years.

Improving the Experience
In 2014, DATA collaborated with the Red Kite Project to help evaluate and improve customer service, setting the goal to “do the right thing every time.” Customer commendations rose 54% during the year. Complaints from DATA customers fell seven per cent.

The nationally recognized and award-winning Bull City Connector Dining Guide was published, providing riders with discounts and deals at over 80 local eateries.

Improving the Fleet
Each DATA bus is expected to be in service for 12 years or 500,000 miles. During the year, a complete engine replacement and refurbishment of the bus interiors on 22 buses was completed to refresh them for service. All of DATA’s 57 buses receive regular maintenance and daily safety checks by each bus operator.

In 2014, service was increased on three of the DATA’s busiest routes:

- Route 1 serving Northgate Mall, North Pointe, Loehmanns Plaza and Willowdale
- Route 5 serving Fayetteville Street, NC Central University, Southpoint, Highways 54 and 55
- Route 10 serving South Square and New Hope Commons

Total DATA Ridership

6,197,131
FY14

The fare-free Bull City Connector

453,931
Total ridership FY14

NCCU Connection

47,162
Total Ridership FY14

Up 16% over FY13