Wake Transit Plan

Four Big Moves

The Wake County Transit Plan Includes Four “BIG MOVES”

1. CONNECT THE REGION
   - More express bus service to Chapel Hill and RDU, and new rail service to Durham

2. CONNECT ALL WAKE COUNTY COMMUNITIES
   - New or improved transit service to all 12 Wake County municipalities

3. PROVIDE FREQUENT RELIABLE URBAN TRANSIT
   - More 15-minute service in urban areas, with longer hours and weekend service

4. PROVIDE GREATER ACCESS TO TRANSIT
   - Increased bus service across the county for rural residents
Wake BRT: New Bern Avenue

**STATUS:** Design ~30%

**MAJOR MILESTONES:**
- 30% Design by Spring 2020
- Station Site Design Plans in Fall 2020
- Final Design by Summer 2021

Wake BRT: Western Corridor

**STATUS:** Route Selection

**MAJOR MILESTONES:**
- Project Development in Summer 2020
Wake BRT Program

Wake BRT: New Bern Avenue
Wake BRT: New Bern Avenue

**Current Design**

**NEW BERN AVENUE BRT - LEGEND**
- Dedicated Lane with Transit Signal Priority
- Mixed Traffic with Transit Signal Priority
- Potential Stations
  - Outbound (OB)
  - Inbound (IB)

**SEGMENT 1**
DOWNTOWN – TARBORO ST
Right Business Access & Transit (Right BAT)

**SEGMENT 2**
TARBORO ST – SUNNYBROOK DR
Median Running Transitway

**SEGMENT 3**
SUNNYBROOK DR – NEW HOPE RD
Mixed Traffic with Transit Signal Priority
Wake BRT: New Bern Avenue

Current Observations / Public Focus

- Station access information: universal design, safety and ADA (offset median stations)
- System "look and feel"
  - Branding
  - Vehicles
  - Station design
- Corridor context specific public engagement
Wake BRT: New Bern Avenue Station Access

**STEP 1:** Press the push button and wait near the tactile strip for the “walk” icon and audible crossing announcement.

**STEP 2:** Cross the street using the designated ADA-compliant crosswalk.

**STEP 3:** Use the ramp located adjacent to the pedestrian refuge island to access the raised platform station area.

**STEP 4:** Purchase your ticket and wait for the bus to arrive.
Wake BRT: New Bern Avenue

Public Engagement

• Promotional Video – Purpose (under production)
  • Reinforce basic Bus Rapid Transit concepts
  • Emphasize use of existing Right-of-Way along corridor
  • Visualize station area(s)
  • Demonstrate use for pedestrians and transit users

• Next Public Meeting
  • Targeting April 2020
  • Bridge meeting for 30% Design to Final Design
Wake BRT Program

Wake BRT: Southern Corridor
Wake BRT: Southern Corridor

Route Selection (LPA) - Schedule

- **Initiated Locally Preferred Alternative (LPA) Selection Study**
- **Select LPA**
- **Begin Design* on LPA**

**2017-2019**
- Previous Planning
  - Southern Gateway Study
  - Garner Forward
  - WTP - Major Investment Study

**WINTER 2020**
- Public Meeting Kickoff
  - Garner Senior Center - Feb 20th
  - Victory Church - Feb 24th

**SPRING 2020**
- WE ARE HERE

**SUMMER 2020**
- Federal Project Development Initiation Letter

**FALL 2020**
- 2nd Round of Public Meetings

* Design, Construction and BRT Operations start date is dependent on LPA selected
Wake BRT: Southern Corridor

**Alignment Alternatives**

3 alignment options from Downtown Raleigh to Chapanoke Road north of Garner
- S. Wilmington Street
- S. Saunders Street
- S. McDowell Street

2 alignment options from Chapanoke Road north of Garner to Purser Drive in Garner
- Fayetteville Road (US 401)
- S Wilmington Street Extension (new construction)
Wake BRT: Southern Corridor

Alignment Alternatives

**ALTERNATIVE 1**
S. Saunders Street + Wilmington Street Extension

**ALTERNATIVE 2**
S. Saunders Street + Fayetteville Road

**ALTERNATIVE 3**
S. Saunders/McDowell Street + Wilmington Street Extension

**ALTERNATIVE 4**
S. Saunders/McDowell Street + Fayetteville Road

**ALTERNATIVE 5**
S. Wilmington Street + Wilmington Street Extension

**ALTERNATIVE 6**
S. Wilmington Street + Fayetteville Road
Wake BRT: Southern Corridor

Public Engagement / Next Steps

February 2020
Kick Off Open House Meetings:
• Garner Senior Center (Garner) – February 20th, Canceled
• Victory Church (Raleigh) - February 24th, 4 - 7pm
• Garner Senior Center (Garner) - March 3rd, 4 - 7pm

Online Survey
• https://publicinput.com/BRTProjects
• Open till March 20th

Route (LPA) Selection
• Garner Council – End of March 2020
• Raleigh Council – April 7th
Wake BRT Program

Wake BRT: Western Corridor
Wake BRT: Western Boulevard Corridor Study

Project Area

Wake BRT: Western Boulevard Corridor Alignments
- Western Boulevard
- Chapel Hill Road
- Chatham Street / Hillsborough Road
- Western Boulevard Extension / Cary Towne Boulevard

City of Raleigh Study Area
- 1/4 Mile Properties (5-minute walk)
- 1/2 Mile Properties (10-minute walk)
Study Progress

1 - Kick-off
2 - TOD Workshop
3 - Land Use Reqs.

2019
- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

2020
- Jan
- Feb
- Mar
- Apr
- May
- Jun

2021

Public and Stakeholder Engagement
Existing Condition Analysis
Multimodal and Safety Analysis
Project Coordination
Land Use and Urban Form Analysis

*Loka Prefered Alternative (LPA) selection

*Note: additional pop-up meetings will be hosted.
Wake BRT: Western Boulevard Corridor Study

Land Use Analysis

- Precedent Study Review and Market Analysis - complete
- Zoning and Regulatory Analysis - complete
- Existing Conditions Analysis - complete
- Land Use and Urban Design Analysis
- Corridor Transit Oriented Development (TOD) Potential
  - Three (3) catalytic areas on Western will be identified
  - Public input will be received on opportunities/issues in the 3 catalytic areas at the TOD workshop scheduled for April 13, 2020
- Similar study will be performed for the Cary section of the corridor after route (LPA) selection
Wake BRT: Western Boulevard Corridor Study

Route (LPA) Selection / Next Steps

• Cary Town Council – March 26th
  • Consider route selection with Town of Cary jurisdiction

• Raleigh City Council – April 7th
  • Consider route selection for entire corridor

• Next Public TOD Workshop
  • Scheduled – Monday, April 13, 2020
  • McKimmon Center from 5:00 - 8:00 p.m.
Objective of the Survey

• Obtain a Benchmark overview of ...
  • Public awareness of transit service
  • Public awareness of planned improvements
  • Public perceptions of the importance of transit improvements
1. Current Transit Use
Q4 How have you most often made that trip in the past twelve months? By driving by yourself all the way, by driving with other adults, by using public transit all or part of the way, walking all the way, or by another means of transportation?

- Driving alone all the way: 81%
- Driving with other adults or carpooling: 12%
- Bus: 5%
- Other (walk, bike, drive also taking child): 2%
Use of Public Transportation by Those (95%) Who Do Not Use Public Transportation for Their Most Frequent Trip

Q5 In the past year have you used the buses of one of the several transit systems in the Triangle region, once a month or more, just a few times or never? (Includes only those who do not use transit for most local trips)

- Once a month or more: 5%
- Just a few times: 12%
- Never: 83%
Overall level of Transit Use

Triangle Region Community Survey

<table>
<thead>
<tr>
<th>Transit Use Pattern</th>
<th>Entire sample</th>
<th>Wake</th>
<th>Durham</th>
<th>Orange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular rider (most frequent trip or once month or more)</td>
<td>9%</td>
<td>5%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Occasional Rider</td>
<td>11%</td>
<td>9%</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>Non transit user</td>
<td>79%</td>
<td>86%</td>
<td>74%</td>
<td>69%</td>
</tr>
</tbody>
</table>
2. Awareness of Local Transit Systems
Awareness: Unaided Recall of the Names of Local Transit Systems

[Current customers plus others who are aware of the systems]

Uses the named transit system or does not use transit but is aware of the system indicated (unaided response)

<table>
<thead>
<tr>
<th>Region</th>
<th>GoTriangle</th>
<th>GoRaleigh</th>
<th>GoDurham</th>
<th>Chapel Hill</th>
<th>Cary</th>
<th>Wolfline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total region</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Wake</td>
<td>11%</td>
<td>20%</td>
<td>4%</td>
<td>3%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Durham</td>
<td>20%</td>
<td>6%</td>
<td>35%</td>
<td>7%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Orange</td>
<td>16%</td>
<td>3%</td>
<td>9%</td>
<td>39%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Triangle Region Community Survey
Awareness: Knowing about Bus Stops
[Non-transit users only]

Awareness of Bus Stop or Park & Ride

<table>
<thead>
<tr>
<th>Region</th>
<th>Knows park &amp; ride</th>
<th>Knows of stop in walking distance</th>
<th>Not sure about stop or P&amp;R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total region</td>
<td>12%</td>
<td>41%</td>
<td>47%</td>
</tr>
<tr>
<td>Wake</td>
<td>19%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Durham</td>
<td>7%</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Orange</td>
<td>11%</td>
<td>39%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Triangle Region Community Survey
3. Public Transportation Market Profile
4. Awareness of Transit Improvement Plans
Q14 Have you heard or read about any plans to improve public transit services in the Triangle Region which consists of Wake, Durham, and Orange counties?

- **Yes**: 48%
- **No**: 52%
**Respondents’ Descriptions of What They Know of Plans**

Q15 In a few words, can you tell me what new services being planned you may have heard about? (As a percent of only the 48% saying they had heard of transit improvement plans)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light rail</td>
<td>35%</td>
</tr>
<tr>
<td>Mentions rail</td>
<td>22%</td>
</tr>
<tr>
<td>Expanded bus service</td>
<td>14%</td>
</tr>
<tr>
<td>Misc response</td>
<td>13%</td>
</tr>
<tr>
<td>Light rail cancelled</td>
<td>9%</td>
</tr>
<tr>
<td>BRT</td>
<td>3%</td>
</tr>
<tr>
<td>Roadways</td>
<td>2%</td>
</tr>
<tr>
<td>Service expansion (general)</td>
<td>2%</td>
</tr>
<tr>
<td>Tax</td>
<td>1%</td>
</tr>
</tbody>
</table>
5. Perceptions of Public Transit and of Benefits of Improvement

- Community Benefit to the region
- Personal benefit
Attitudes Toward Public Transportation

Attitudes toward public transportation in the Triangle Region
Percent who agree with the statements

- Q16F  You can count on public transportation to get you where you need to go anywhere in the Triangle region
  - 29%

- Q16G  The buses run frequently enough that if you miss one, another one comes along soon
  - 28%

- Q16H  You can get to most or all of your usual destinations in the Triangle region on public transportation
  - 29%

- Q16J  I have a car but would prefer to use the bus
  - 24%

- Q16I  You can count on public transportation to get you to your destination on time
  - 34%
Positive Statements

Agreement with Positive Statements Regarding Public Transportation

- You can count on public transportation to get you to your destination on time
  - Wake: 29%
  - Durham: 33%
  - Orange: 43%

- You can count on public transportation to get you where you need to go anywhere in the Triangle region
  - Wake: 28%
  - Durham: 34%
  - Orange: 27%

- You can get to most or all of your usual destinations in the Triangle region on public transportation
  - Wake: 26%
  - Durham: 38%
  - Orange: 32%

- The buses run frequently enough that if you miss one, another one comes along soon
  - Wake: 25%
  - Durham: 30%
  - Orange: 31%

- I have a car but would prefer to use the bus
  - Wake: 18%
  - Durham: 26%
  - Orange: 35%
Agreement with Negative Statements about Public Transportation

- I just won't use the bus because I have a car: Wake 67%, Durham 56%, Orange 46%
- It just takes too long to get places using public transportation: Wake 59%, Durham 63%, Orange 60%
- There is enough public transportation now in the Triangle Region so no more is needed: Wake 15%, Durham 16%, Orange 20%
- I would probably feel uncomfortable riding on the bus with most people who use the bus in the Triangle region: Wake 16%, Durham 17%, Orange 11%
- I would not feel safe using the local public buses: Wake 14%, Durham 19%, Orange 8%

Triangle Region Community Survey
The next questions I will ask you involve major changes being made in public transportation services in the Triangle region.

(1) One change is bus service running more often, to more places, for more hours a day and more days a week.

(2) A second change is a new type of service called “Bus Rapid Transit” in which buses run fast in their own lanes separate from traffic. They stop at special sheltered stations rather than usual bus stops. Currently, Bus Rapid Transit is being planned in Raleigh and Chapel Hill.

(3) The third change is to provide peak hour commuter trains that would run between Garner and Durham through Cary, Raleigh, and Research Triangle Park.
Q20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region?

- **Total region**
  - [VOL] Not sure: 3%
  - No benefit at all: 3%
  - Very little benefit: 11%
  - Significant benefit: 40%
  - Very major benefit: 43%

- **Wake**
  - [VOL] Not sure: 3%
  - No benefit at all: 3%
  - Very little benefit: 12%
  - Significant benefit: 40%
  - Very major benefit: 42%

- **Durham**
  - [VOL] Not sure: 3%
  - No benefit at all: 2%
  - Very little benefit: 9%
  - Significant benefit: 38%
  - Very major benefit: 48%

- **Orange**
  - [VOL] Not sure: 1%
  - No benefit at all: 5%
  - Very little benefit: 11%
  - Significant benefit: 41%
  - Very major benefit: 42%
Importance of Transit Expansion to Triangle Region

For the Triangle Region, how important is it to have each of these public transportation services?
Very? Somewhat? Not at all?

- Wake
- Durham
- Orange

More bus service in region

- Very: 55%, 59%, 53%
- Somewhat: 27%, 23%, 29%
- Not at all: 17%, 15%, 19%
Likely Personal Use of Expanded Transit

How likely are you to use ... on a regular basis? ...very likely? ...somewhat likely? ...not likely?

- More bus service in region:
  - Wake: 20%, 28%, 34%, 33%, 35%, 46%, 39%, 41%
  - Durham: 19%, 19%, 32%, 28%, 22%, 52%, 54%, 64%
  - Orange: 21%, 27%, 32%, 34%, 42%, 50%, 52%, 60%

- BRT Raleigh - Chapel Hill:
  - Wake: 14%, 19%, 32%, 28%, 22%, 52%, 54%, 64%
  - Durham: 16%, 19%, 32%, 28%, 22%, 52%, 54%, 64%
  - Orange: 21%, 27%, 32%, 34%, 42%, 50%, 52%, 60%

- Peak hour rail Garner-Durham:
  - Wake: 22%, 28%, 27%, 26%, 21%, 51%, 46%, 62%
  - Durham: 22%, 28%, 27%, 26%, 21%, 51%, 46%, 62%
  - Orange: 21%, 27%, 32%, 34%, 42%, 50%, 52%, 60%
6. Attitudes Toward Tax Funding of Public Transportation Improvements
Use of Tax Dollars to Fund Transit Improvements

Q21 Funds for these kinds of transit improvements come in part from a half cent sales tax and other taxes in the Triangle Region. Do you consider this to be a very good use of tax dollars, a good use of tax dollars, a poor use of tax dollars or a very poor use of tax dollars?

<table>
<thead>
<tr>
<th>Region</th>
<th>Very good</th>
<th>Good</th>
<th>Poor</th>
<th>Very poor</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total region</td>
<td>43%</td>
<td>35%</td>
<td>10%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Wake</td>
<td>41%</td>
<td>37%</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Durham</td>
<td>41%</td>
<td>37%</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Orange</td>
<td>40%</td>
<td>37%</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Taxes and Personal Interest in service

Taxes and Likely Personal Use

- Very likely to use:
  - Very good use of taxes: 62%
  - Good use of taxes: 33%
  - Poor use of taxes: 4%
  - Very poor use of taxes: 1%

- Somewhat likely:
  - Very good use of taxes: 45%
  - Good use of taxes: 49%
  - Poor use of taxes: 5%
  - Very poor use of taxes: 2%

- Not likely to use:
  - Very good use of taxes: 16%
  - Good use of taxes: 48%
  - Poor use of taxes: 18%
  - Very poor use of taxes: 18%
Ethnic/Racial Groups and Taxes for Transit

Ethnic/racial Self-Identification and Tax Support for Transit

- **Hispanic**
  - Very good: 49%
  - Good: 34%
  - Poor/very poor: 18%

- **African American**
  - Very good: 41%
  - Good: 52%
  - Poor/very poor: 8%

- **Multi-ethnic**
  - Very good: 35%
  - Good: 31%
  - Poor/very poor: 34%

- **White**
  - Very good: 34%
  - Good: 46%
  - Poor/very poor: 20%

- **Asian**
  - Very good: 29%
  - Good: 49%
  - Poor/very poor: 22%

Triangle Region Community Survey
Age and Transit Tax

Age and Attitudes Toward Supporting Transit with Tax Dollars

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very good</th>
<th>Good</th>
<th>Poor/very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-39</td>
<td>34%</td>
<td>47%</td>
<td>19%</td>
</tr>
<tr>
<td>40-59</td>
<td>40%</td>
<td>41%</td>
<td>19%</td>
</tr>
<tr>
<td>60+</td>
<td>33%</td>
<td>48%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Bottom Line

- Regionally, 9% regular use of transit plus 11% occasional use
  - A base to build on

- Moderate awareness of service among non-users
  - Good awareness base to build on, but needs augmentation

- Attitudes toward relying on use of transit are not positive enough and will require aggressive marketing of new service to build market share

- Considerable awareness of plans for public transportation improvement
  - But still very focused on rail
  - Public awareness needs to be refocused on current programs and away from rail
  - Public education/Marketing will be important

- There is a strong belief in the community benefit of transit expansion
  - ...and substantial support for use of tax dollars for the purpose
  - The division on the matter of taxes that does exist currently takes the form of strong support vs modest support, not between support and opposition
  - However, modest support can become opposition if doubt develops
  - Support for the use of tax dollars is more closely related to perception of community benefit, than to likely personal use
Agenda

- Background/Purpose
- Program Assessment
- Identify Challenges
- Initial Recommendations
Background

Since 2004

- Offer discount transit rides to large employers/universities
- Available to employees and students as a benefit
- Way to encourage ridership
- 25 current GoPass customers
## Background

<table>
<thead>
<tr>
<th>Customer</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Tobacco</td>
<td>$30,673</td>
<td>$19,202</td>
<td>$18,149</td>
</tr>
<tr>
<td>American Underground</td>
<td>$3,442</td>
<td>$2,703</td>
<td></td>
</tr>
<tr>
<td>Campbell</td>
<td>$450</td>
<td>$685</td>
<td></td>
</tr>
<tr>
<td>City of Durham</td>
<td>$3,855</td>
<td>$5,253</td>
<td>$8,046</td>
</tr>
<tr>
<td>City of Raleigh</td>
<td>$18,731</td>
<td>$16,815</td>
<td>$18,764</td>
</tr>
<tr>
<td>Duke</td>
<td>$398,363</td>
<td>$392,743</td>
<td>$404,731</td>
</tr>
<tr>
<td>Durham County</td>
<td>$1,896</td>
<td>$2,019</td>
<td>$1,408</td>
</tr>
<tr>
<td>Durham Tech</td>
<td>$156,026</td>
<td>$143,812</td>
<td>$115,579</td>
</tr>
<tr>
<td>Kimley-Horn</td>
<td>$654</td>
<td>$410</td>
<td>$134</td>
</tr>
<tr>
<td>Marbles Kids Museum</td>
<td></td>
<td></td>
<td>$1,272</td>
</tr>
<tr>
<td>NC State</td>
<td>$115,998</td>
<td>$118,127</td>
<td>$120,671</td>
</tr>
<tr>
<td>NCCU</td>
<td>$35,905</td>
<td>$20,488</td>
<td>$43,054</td>
</tr>
<tr>
<td>North Ridge</td>
<td></td>
<td></td>
<td>$475</td>
</tr>
<tr>
<td>Quintiles</td>
<td>$1,955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Hat</td>
<td>$11,443</td>
<td>$15,162</td>
<td>$13,515</td>
</tr>
<tr>
<td>Research Triangle HS</td>
<td>$12,750</td>
<td>$12,470</td>
<td></td>
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<tr>
<td>SECU</td>
<td>$5,760</td>
<td>$4,182</td>
<td>$4,945</td>
</tr>
<tr>
<td>State Government</td>
<td>$65,771</td>
<td>$76,963</td>
<td>$79,150</td>
</tr>
<tr>
<td>Stewart Engineering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Town of Cary</td>
<td>$812</td>
<td>$575</td>
<td>$491</td>
</tr>
<tr>
<td>UNC</td>
<td>$496,219</td>
<td>$491,024</td>
<td>$476,707</td>
</tr>
<tr>
<td>Wake County</td>
<td>$10,754</td>
<td>$10,567</td>
<td>$8,206</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$1,367,563</strong></td>
<td><strong>$1,333,704</strong></td>
<td><strong>$1,318,684</strong></td>
</tr>
</tbody>
</table>
Program Assessment

01 Interview Staff
02 Document Process
03 Identify Program Challenges/Opportunities
04 Propose Solutions
## Contracts

<table>
<thead>
<tr>
<th>Standard Elements</th>
<th>Custom Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must have 100 employees</td>
<td>Identify routes serving site directly</td>
</tr>
<tr>
<td>Customers pay 55% of full cash fare</td>
<td>Number of passes</td>
</tr>
<tr>
<td>Designate a program contact</td>
<td>Invoicing frequency</td>
</tr>
<tr>
<td>GoTriangle responsibilities</td>
<td>Payment cap</td>
</tr>
<tr>
<td>Customer responsibilities</td>
<td>Limits of pricing (if customer chooses to charge)</td>
</tr>
<tr>
<td></td>
<td>Restrictions on pass use</td>
</tr>
<tr>
<td></td>
<td>Length of contract</td>
</tr>
</tbody>
</table>
TDM and Marketing

THE BUS IS BETTER
LET'S GO FOR A RIDE

WHAT IS A GOPASS?
A GoPass is a transit pass offered to employees and tenants by the employer, property manager or developer. Employees or tenants ride for FREE on all transit routes in the Triangle or just GoRaleigh.

WHY OFFER?
- Attracting and retaining employees/tenants without parking concerns
- Showing corporate leadership for being environmentally and worker-friendly
- Demonstrating support for work-life balance

<table>
<thead>
<tr>
<th>LOCAL</th>
<th>REGIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN #</td>
<td>NO MINIMUM</td>
</tr>
<tr>
<td>PARK DISCOUNT</td>
<td>40%</td>
</tr>
<tr>
<td>CONTRACT LENGTH</td>
<td>1-3 YEARS</td>
</tr>
</tbody>
</table>

MORE OPTIONS
- TRANSIT SUBSIDY: Provide monthly stipend for staff to ride transit. Ex: $50 per month reimbursement for fare.
- DISTRIBUTION: Provide parking passes to distribute to staff. Ex: Procure stored value cards and distribute.
- PARKING COST OUT: If staff trade in parking pass, they would receive a stipend in exchange. TIP: Offer (4) daily parking passes per month.
- UNSUBSIDIZED PARKING: Consider offering daily parking passes vs. monthly parking passes. Consider charging for parking.

SEE ALL PARTICIPATING LOCATIONS AT GOTRINANGLE.ORG/GOPASS

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Program Goals

STREAMLINE

SIMPLIFY

EXPAND
Recommendations

- Designate GoPass Program Manager
- Remove minimum employee requirement
- Charge for all routes but apply fare capping
- Develop an easy to communicate pricing structure
- Offer one-year spending cap to new customers
- Offer one-year contract to new customers
- Create standard marketing materials
Recommendations (continued)

- Develop standard marketing plan for customers
- Charge for passes ordered
- Remove logos on GoPasses
- Determine if University IDs are compatible with validators
- Establish standard invoicing frequency
- Create standard contract form for new customers
Analysis

**SCENARIO 1**
- Charge for all routes
- Offer fare capping
- Customers continue to pay 55%
- Neutral or better for most customers
- GoDurham loss in revenue
- Minimal effects on rest of transit partners

**SCENARIO 2**
- Charge for all routes
- Offer fare capping
- Customer share increased to 60%
- Increased cost for UNC and NC State
- Break-even for regional revenue gains
- Lessen financial impact to GoDurham
Analysis

How much will GoPass cost me?

(\# \text{ of Employees} \times 0.05) \times 48 = $$$

$$\times 12 = \text{First year price cap}$$
THANK YOU!
Finance and Data

- Manual system entry
- Ridership reports included with invoices
- Invoices issued monthly, quarterly, or annually
- Customers charged 55% of cash fare
- Transit partners paid share of revenue quarterly

<table>
<thead>
<tr>
<th>City of Raleigh</th>
<th>Oct 2019</th>
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<tbody>
<tr>
<td>Route</td>
<td>Boardings</td>
</tr>
<tr>
<td>Total for All Services</td>
<td>0 $</td>
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<tr>
<td>GoTriangle Regional</td>
<td>751</td>
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<tr>
<td>100 Raleigh-Airport-RTC</td>
<td>49</td>
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<td>102 Raleigh-Garner</td>
<td>56</td>
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<tr>
<td>105 Raleigh-RTC</td>
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<td>305 Raleigh-Lake Pine</td>
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<td>NRX North Raleigh Express</td>
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<td>WRX Wake Forest-Raleigh Express</td>
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<td>ZWX Zebulon-Wendell-Raleigh Express</td>
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</tbody>
</table>
Challenges

Lots of cooks...no head chef

1. TDM
Promote alternative commuting

2. Legal
Drafting Contract

3. TDM
Negotiations and ordering

4. Data/Quality Assurance
Activate GoPasses in system

5. TDM
Review Proofs

6. TDM
Distribute

7. Finance
Invoicing, reporting, and collections

8. Legal
Contract Renewals