



# Durham Transit Plan

## Durham County Transit Plan Summary – Outreach Phase II

October 2021





Survey I Summary



Survey II Summary



Option A



Option B



Option C

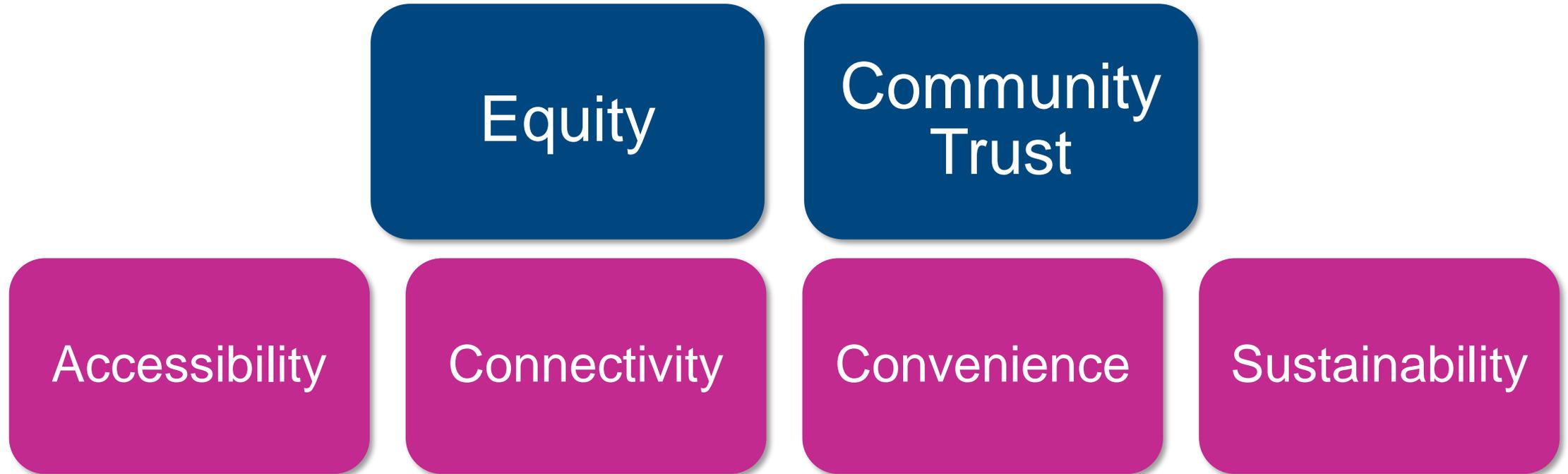


Next Steps



**Durham**  
Transit Plan

# Goals and Objectives



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

# First Survey

October 5, 2020 - December 6, 2020



# Survey I Overview



What were participants asked?

- 1) Identify specific transit-related concerns
- 2) Identify desired transit-related improvements
- 3) Identify potential projects in Durham County

How were responses collected?

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

# Demographic Overview

## Total Responses

9%	Self-identified as someone with a disability
10%	No vehicle households
96%	Primarily speak English at home
21%	Households that make less than \$45,000
50%	Identified as transit riders

## Engagement Ambassadors

20%	Self-identified as someone with a disability
9%	No vehicle households
98%	Primarily speak English at home
63%	Households that make less than \$45,000
73%	Identified as transit riders

*\*Demographic analysis based on answers to self-identifying questions asked of survey participants and participants in Engagement Ambassador events. The analysis was performed by consultants.*

# Key Themes



- Spend more on GoDurham and GoTriangle ACCESS
- Offer a passenger rail service between Durham, Research Triangle Park (RTP), Cary, and Raleigh
- Construct sidewalks and crosswalks near bus stops to improve bus rider safety so strollers and wheelchairs have better access
- Provide more comfortable bus stops
- Create more crosstown bus routes that run across Durham without going downtown first
- Offer more 15-minute bus service
- Provide bus service later at night

# Second Survey

July 13, 2021 - August 20, 2021



# Survey II Overview



What were participants asked?

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

How were responses collected?

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

# Types of Engagement Methods

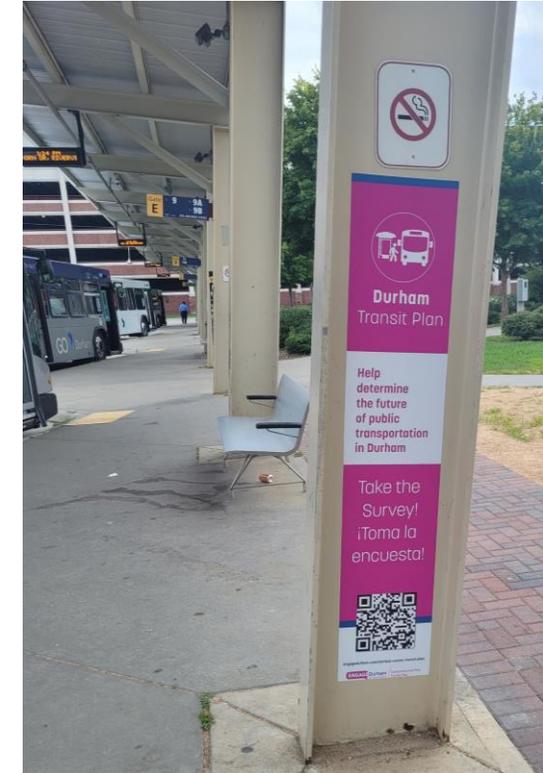
- Online and In-Person Survey
- Engagement Ambassador Outreach
- Stakeholder Interviews



Help determine the future of public transportation in Durham!



ENGAGE Durham | Comprehensive Plan  
Our Future Together | Transit Plan



# Overview of Demographics by Select Groups

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

# Overview of Collection Methods by Collectors

**Total**

**People of Color**

**Daily Transit Rider**

**Daily + Weekly Transit Rider**

*All survey respondents*

*Survey respondents who identified as Asian or Asian American, American Indian or Alaska Native, Black or African American, and/or Native Hawaiian or other Pacific Islander.*

*Survey respondents who take transit every day*

*Survey respondents take transit every day or a few times a week*

1,272

925

254

571

Engagement Ambassador  
*(Online and In-Person Surveys)*

990

185

32

104

Online Survey  
*(Website and QR Code)*

80

42

31

42

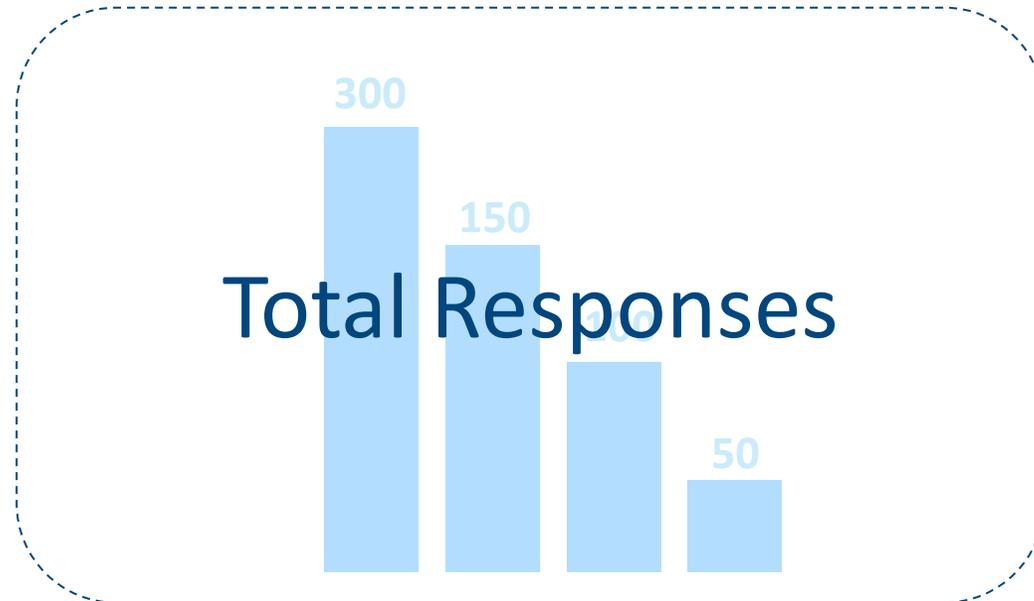
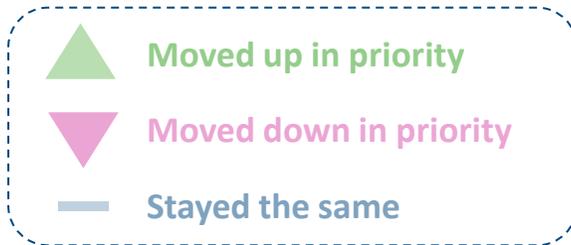
In-Person Staff Survey  
*(Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC) Staff)*

# Format of Survey Summary

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

## Question

### Legend



### Changes from Total by Focus Group

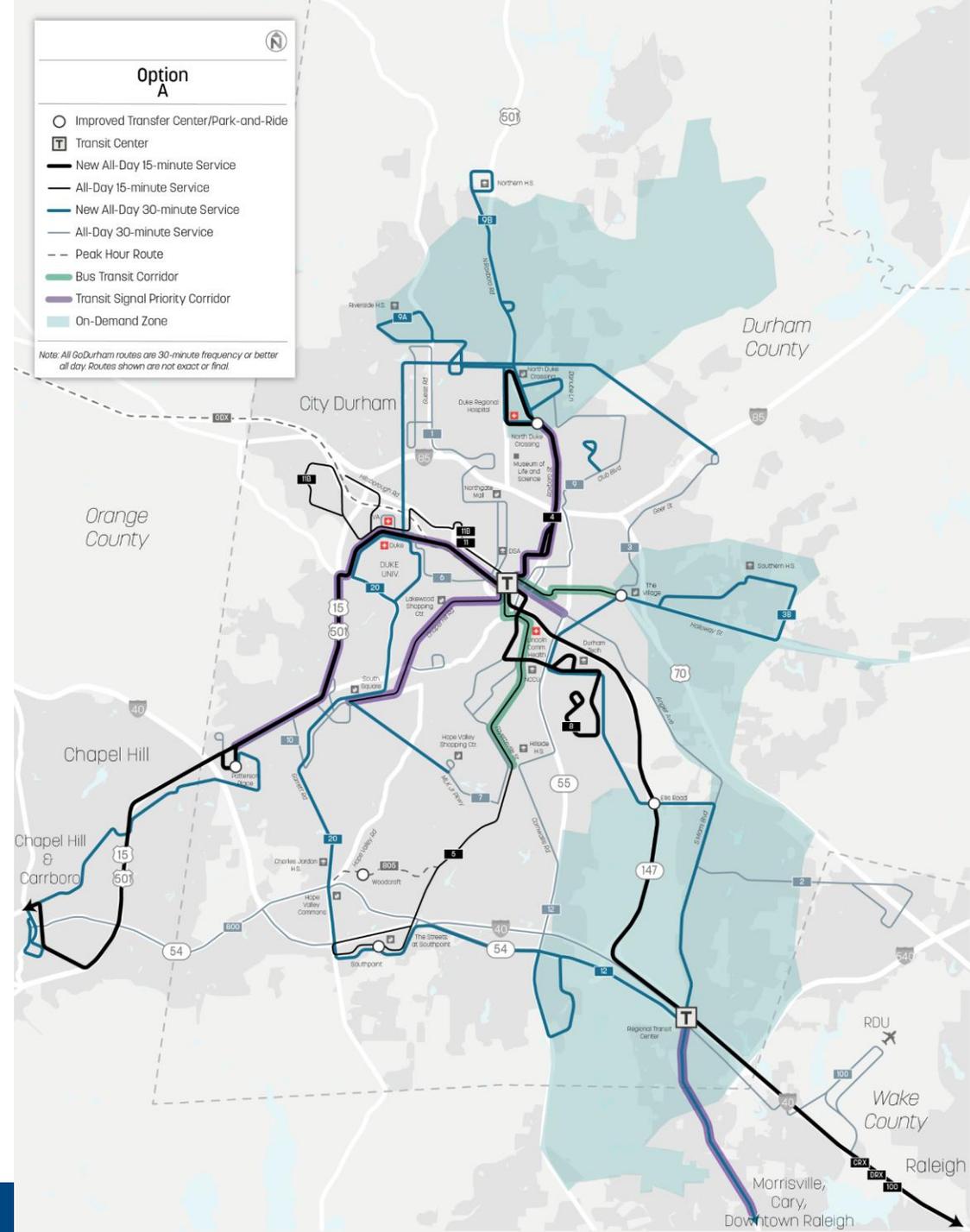
Persons of Color	<del>1</del>	<del>3</del>	<del>2</del>	<del>4</del>
Daily Transit Riders	<del>2</del>	<del>1</del>	<del>3</del>	<del>4</del>
Daily + Weekly Transit Riders	<del>4</del>	<del>2</del>	<del>1</del>	<del>3</del>

Number indicates the priority rank in each group

# Option A

Option A focuses on adding more bus service that runs every 15-minutes or better.

- Increases the number of bus routes that run every 15 minutes
- Increases all GoDurham routes to run every 30 minutes or better until midnight
- Extends Sunday service from 9pm to midnight
- Makes traffic signal improvements that help buses stay on schedule
- Add sidewalks to connect neighborhood stops
- Improves GoDurham/GoTriangle ACCESS (door-to-door service for eligible riders)



# What do you like most about Option A?

(Choose up to five)

## Legend

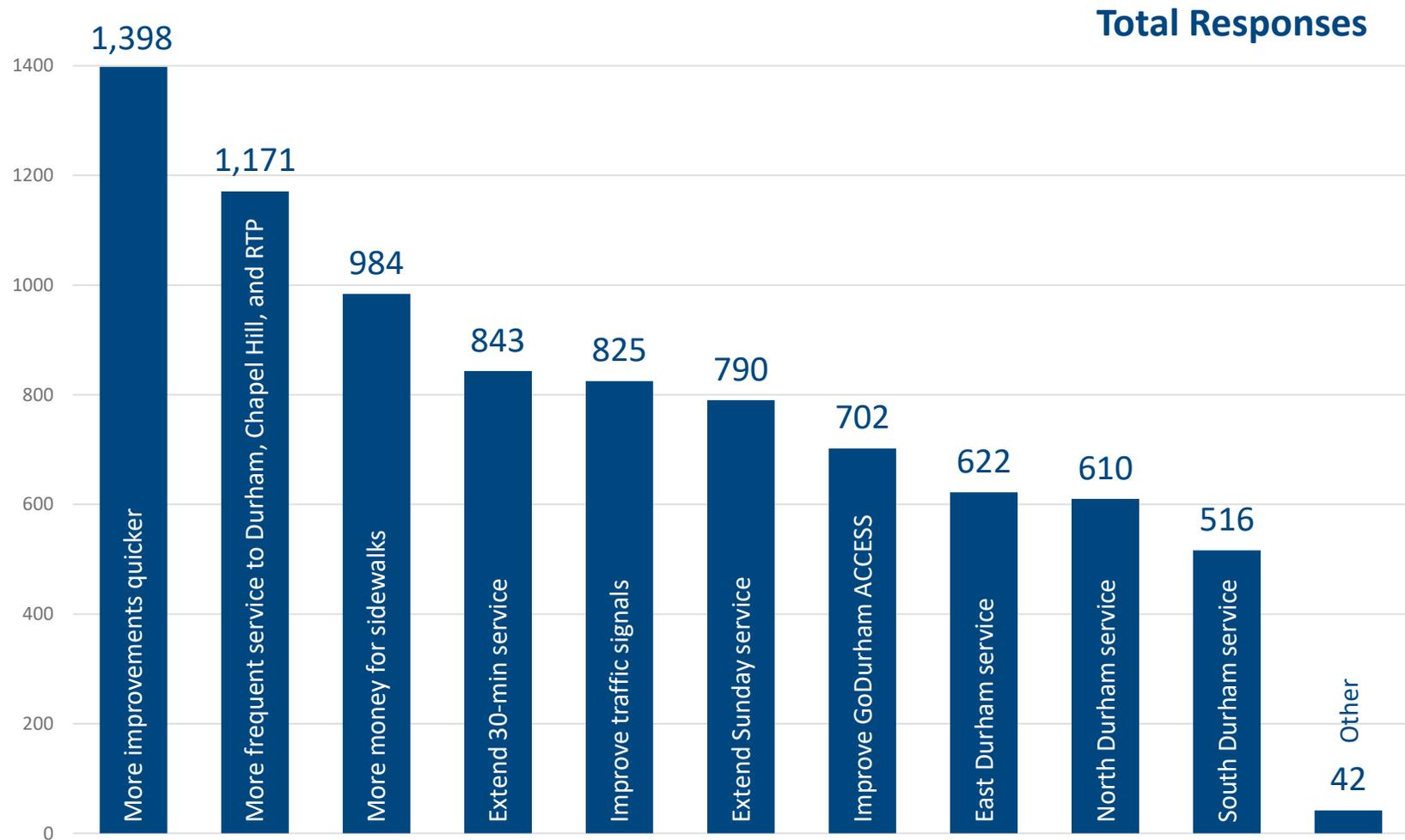
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

## Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

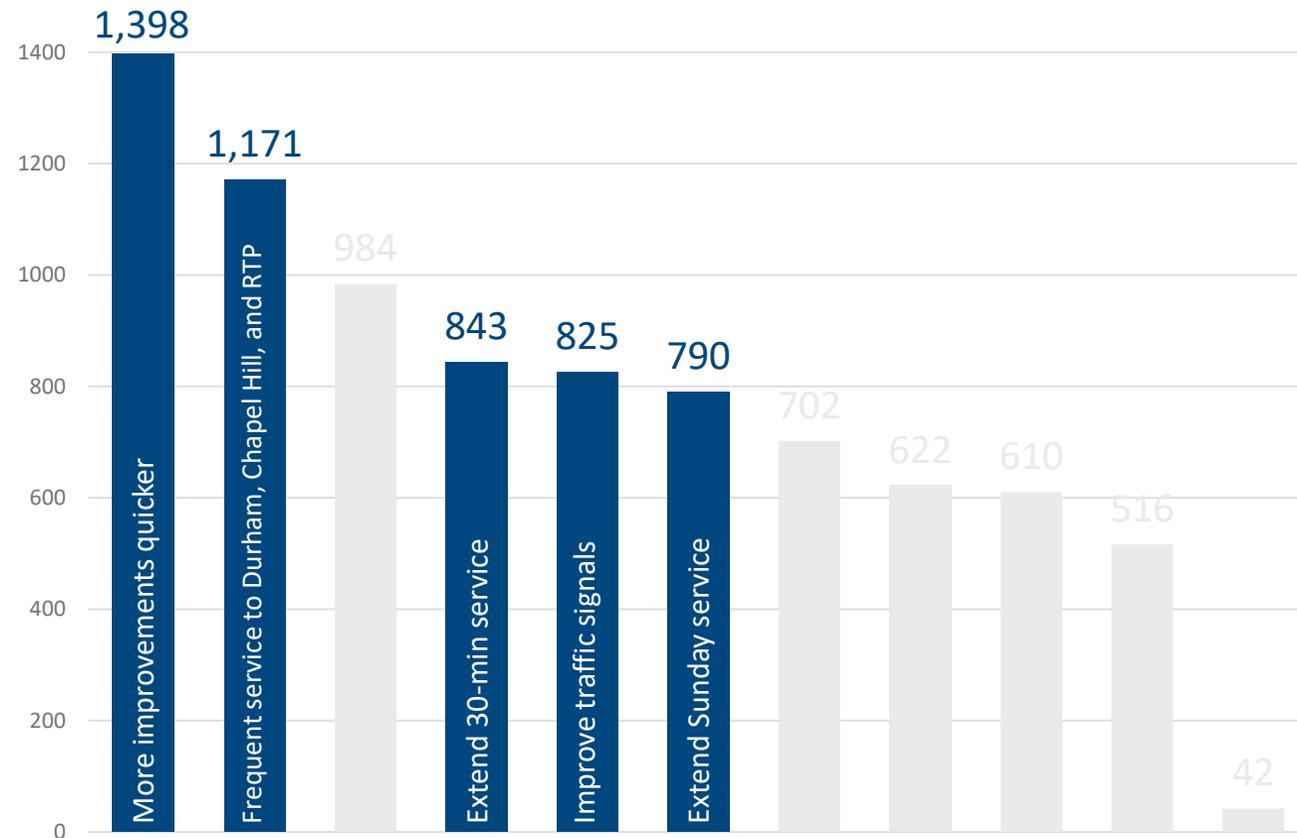
Daily + Weekly Transit Riders



	1	2	3	4	5	6	7	8	9	10	11
Persons of Color	<del>1</del>	▼ 4	▼ 7	▲ 2	<del>5</del>	▲ 3	▲ 6	▼ 9	▲ 8	10	11
Daily Transit Riders	<del>1</del>	▼ 6	▼ 5	<del>4</del>	▲ 3	▲ 2	<del>7</del>	▼ 9	▲ 8	10	11
Daily + Weekly Transit Riders	<del>1</del>	▼ 4	▼ 6	▲ 2	<del>5</del>	▲ 3	▼ 8	▼ 9	▲ 7	10	11

# Key Takeaways: What do you like most about Option A?

- Overall, getting More Improvements Quicker is the top priority for everyone who responded to the survey
- Focus Groups' top priorities were related to service frequency, later service, and reliability:
  - Extended 30-Minute Service
  - Extended Sunday Service
  - Improve Traffic Signals to Help Buses Move Faster Through Traffic
  - More Frequent Service to Durham/Chapel Hill/RTP



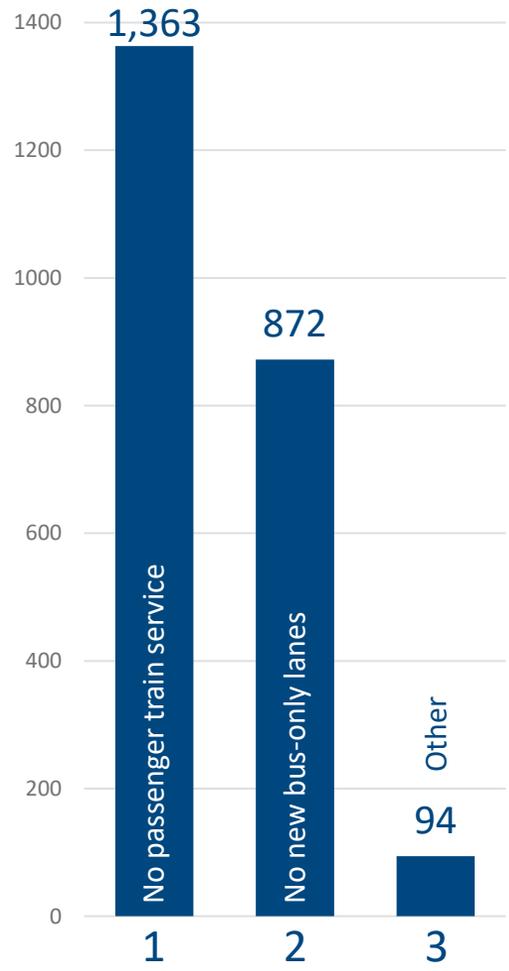
# What do you dislike most about Option A? (Choose up to one)

### Legend

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

### Changes from Total by Focus Group

Persons of Color	▼ 2	▲ 1	— 3
Daily Transit Riders	▼ 2	▲ 1	— 3
Daily + Weekly Transit Riders	▼ 2	▲ 1	— 3



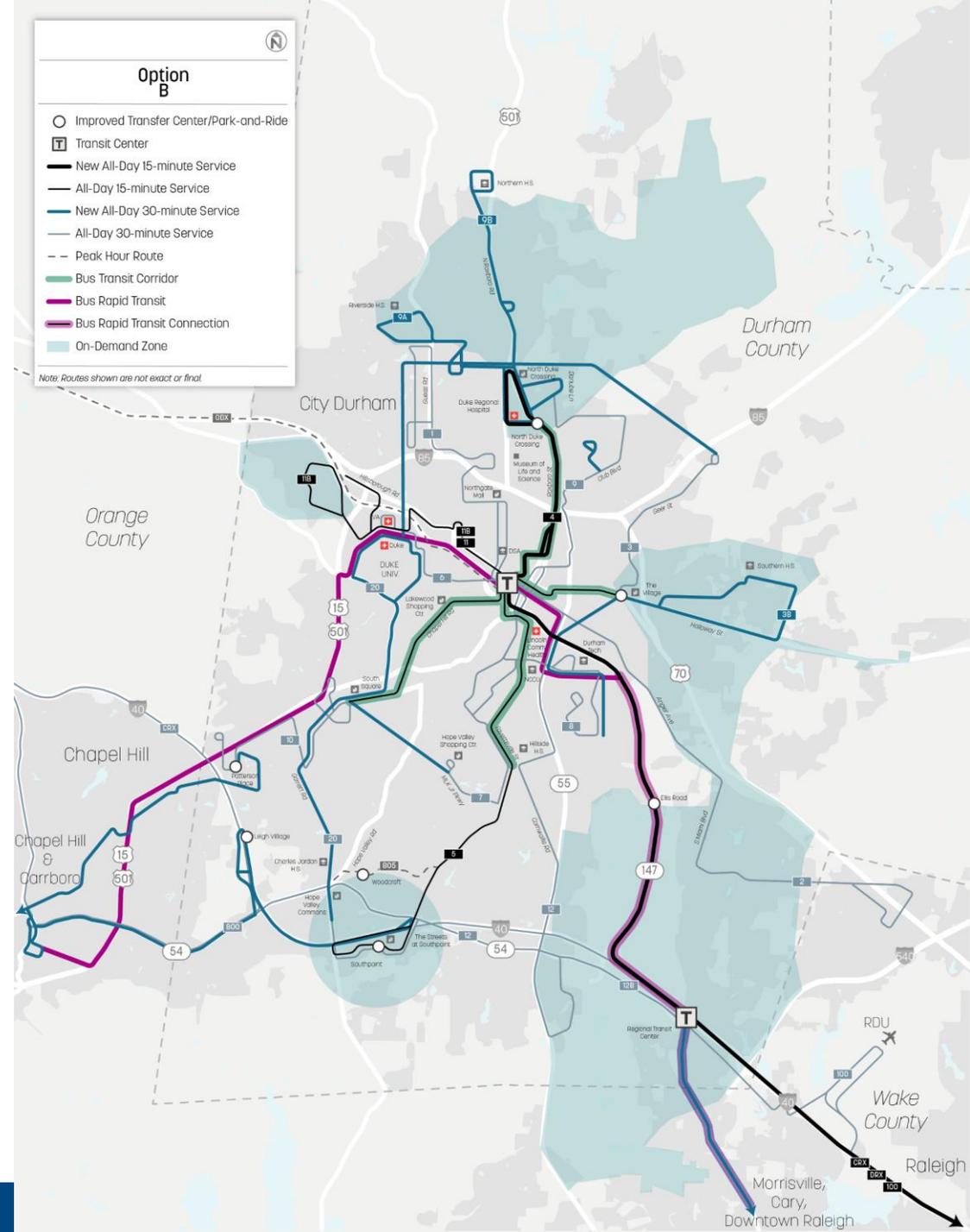
## Key Takeaway:

- Focus Groups prioritize new bus-only lanes as an addition to Scenario A – especially among daily transit riders
- Passenger train support is much higher than bus-only lanes among respondents that were not in the focus groups.

# Option B

Option B focuses on making bus service more reliable with bus-only lanes and other improvements that help buses move through traffic faster.

- Spends more money on projects like bus rapid transit – buses that would run every 15 minutes connecting UNC-Chapel Hill, South Square, Duke University, Downtown Durham, North Carolina Central University (NCCU), and Durham Tech, sometimes using bus-only lanes and traffic light improvements to help buses go faster and stay on schedule.



# What do you like most about Option B?

(Choose up to five)

## Legend

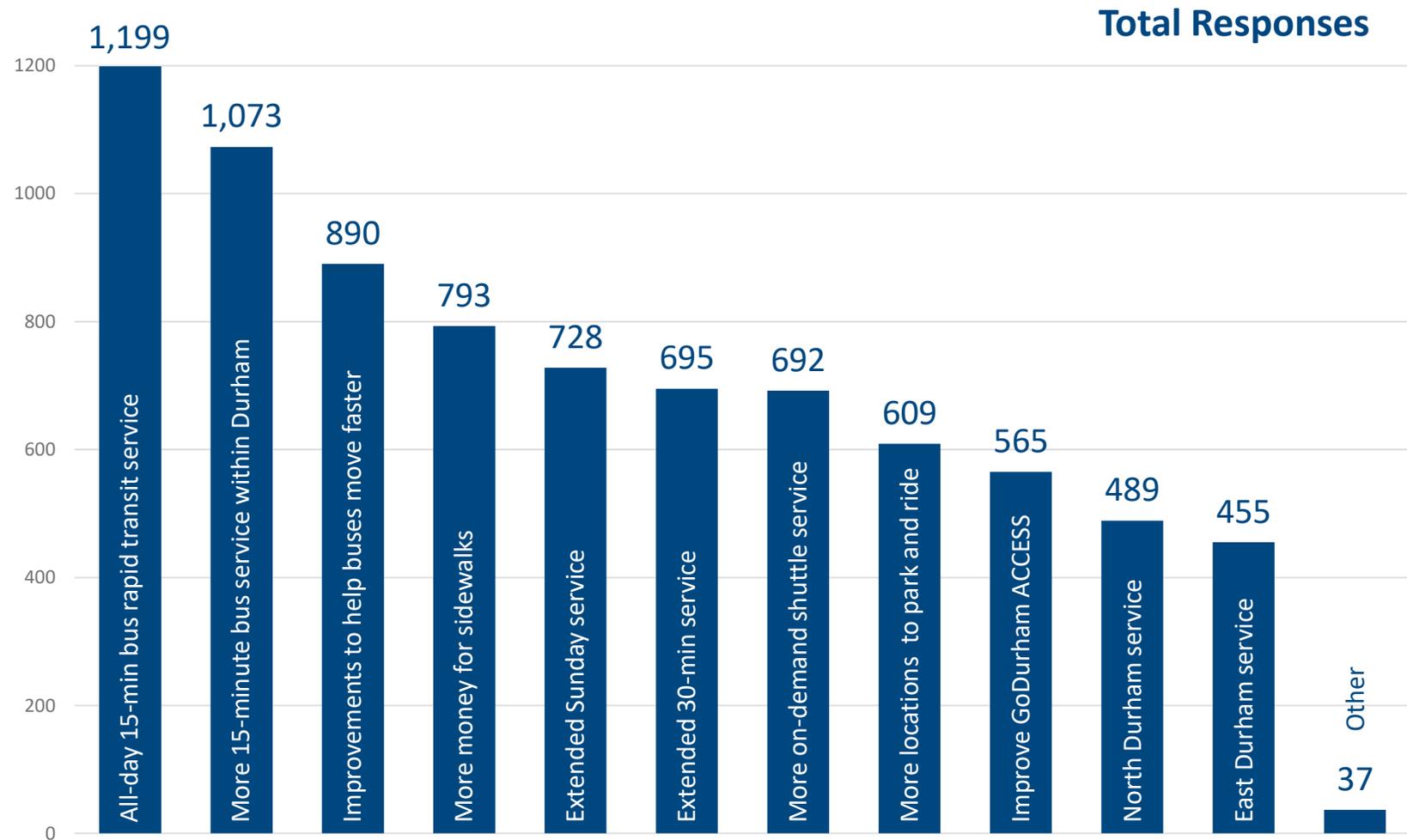
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

## Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

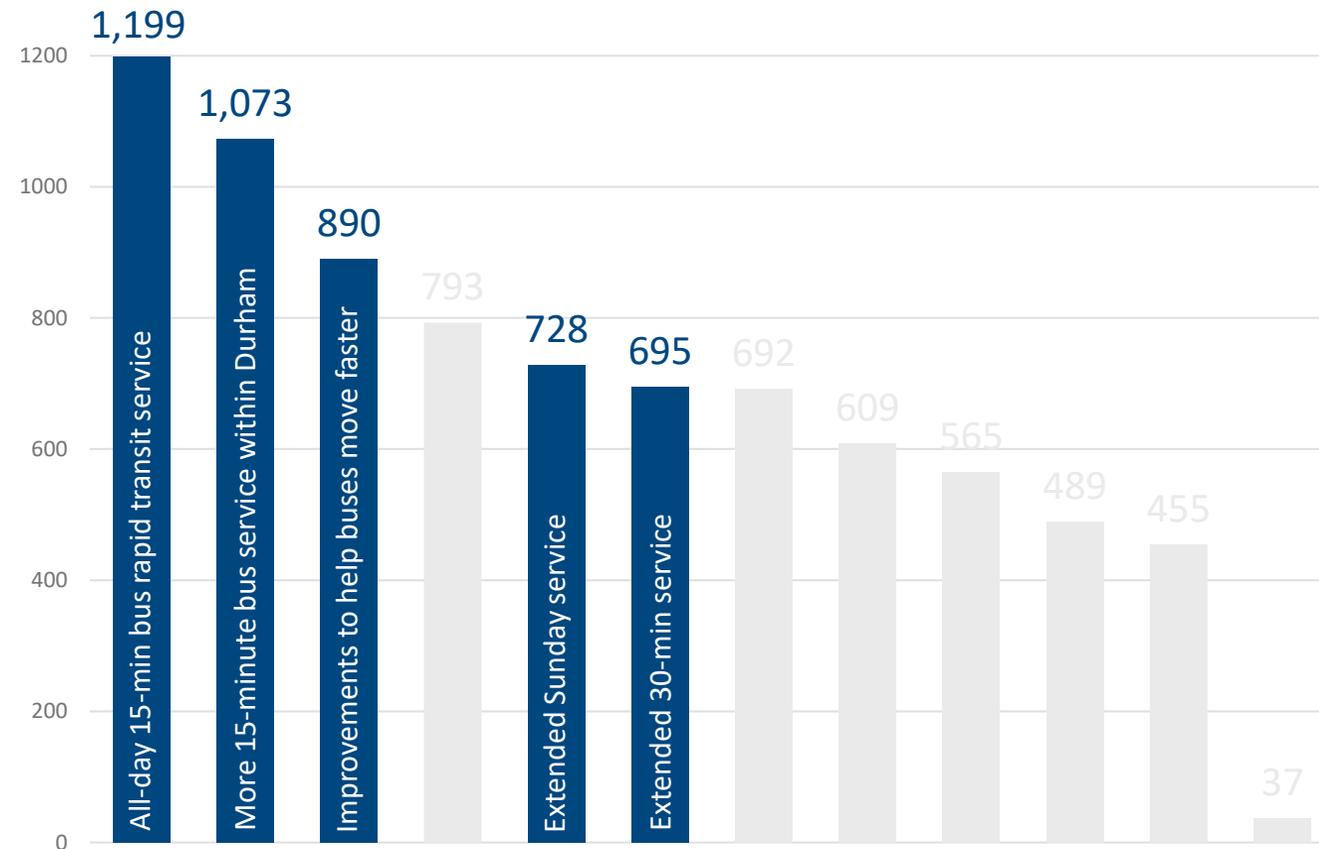
Daily + Weekly Transit Riders



Focus Group	1	2	3	4	5	6	7	8	9	10	11	12
Persons of Color	<del>1</del>	<del>2</del>	▼ 4	▼ 10	▲ 3	▲ 5	▲ 6	<del>8</del>	▲ 7	▲ 9	▲ 11	▲ 12
Daily Transit Riders	▼ 3	▲ 1	▼ 5	▼ 8	▲ 2	▲ 4	▲ 6	▼ 10	▲ 7	▲ 9	▲ 11	▲ 12
Daily + Weekly Transit Riders	▼ 2	▲ 1	▼ 5	▼ 8	▲ 4	▲ 3	▲ 6	▼ 11	▲ 7	▲ 9	▲ 10	▲ 12

# Key Takeaways: What do you like most about Option B?

- Overall, All-Day 15-Minute Bus Rapid Transit Service and More 15-Minute Bus Service Within Durham were top priorities for everyone who responded to the survey
- Focus Groups' top priorities were related to service frequency, later service, and reliability:
  - Extend Sunday Service
  - Extended 30-Minute Service
  - Improvements to Help Buses Move Faster through traffic



# What do you dislike most about Option B?

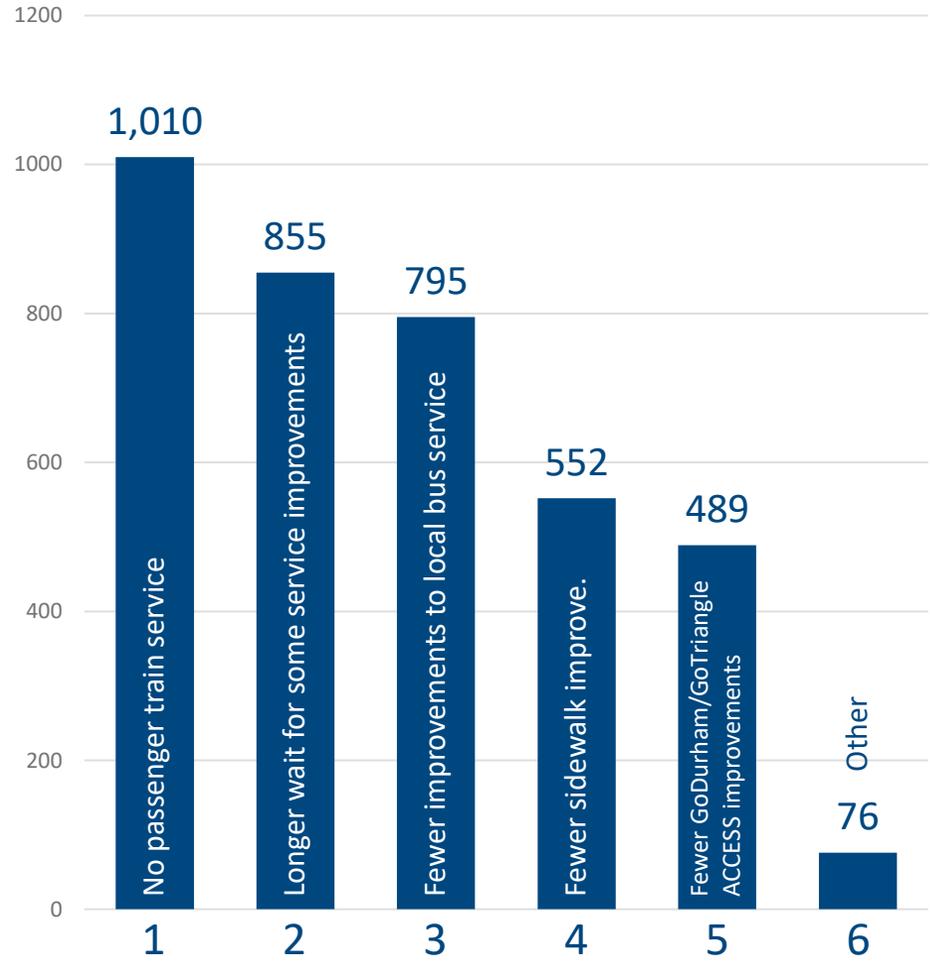
(Choose up to two)

Legend

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

Changes from Total by Focus Group

Persons of Color	▼ 3	▲ 1	▲ 2	▼ 5	▲ 4	— 6
Daily Transit Riders	▼ 5	▲ 1	▲ 2	— 4	▲ 3	— 6
Daily + Weekly Transit Riders	▼ 3	▲ 1	▲ 2	▼ 5	▲ 4	— 6



## Key Takeaway:

- Focus Groups prioritize improvements more quickly and more improvements to local bus service as additions to Scenario B



# What do you like most about Option C?

(Choose up to five)

## Legend

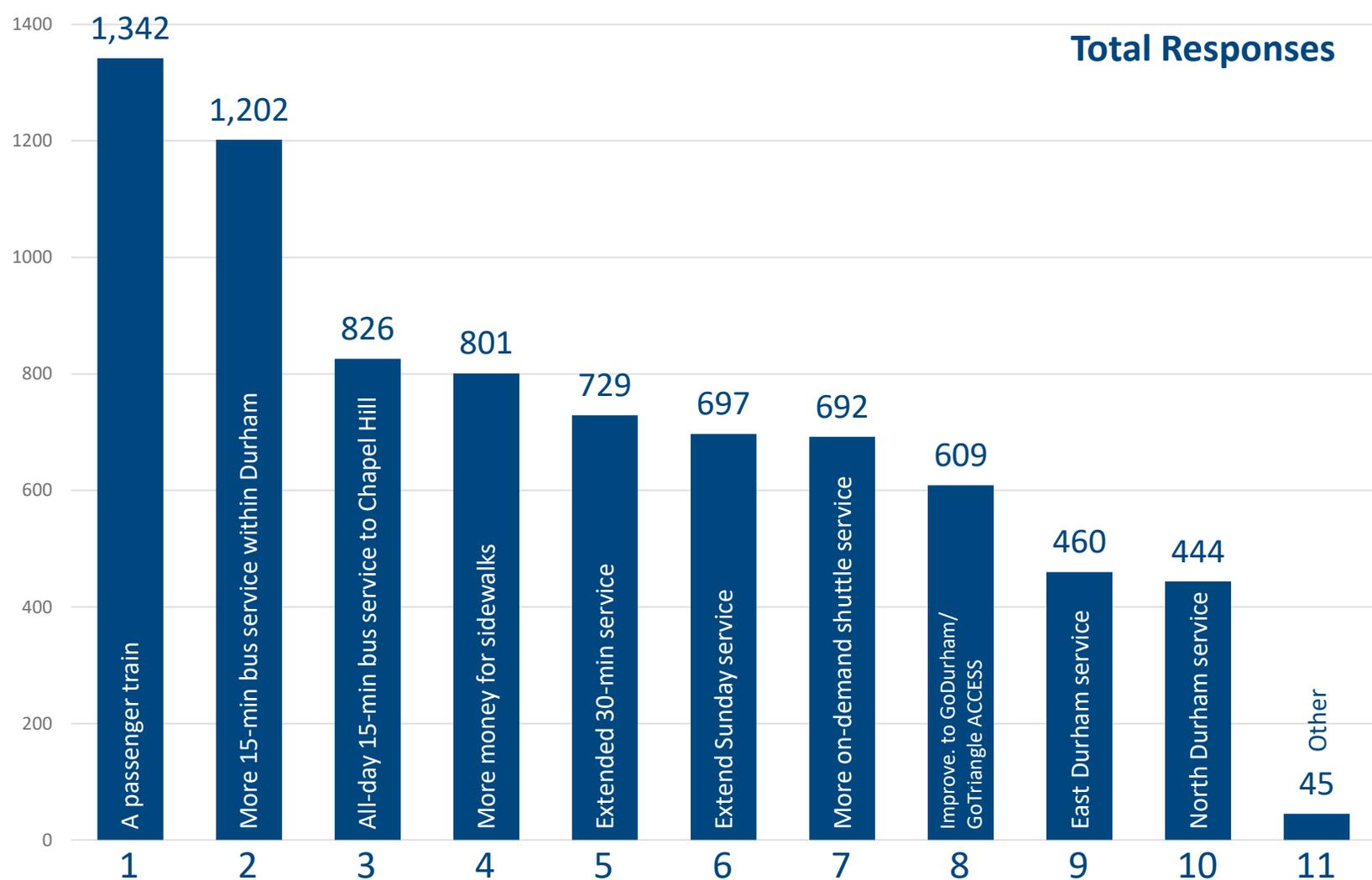
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

## Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

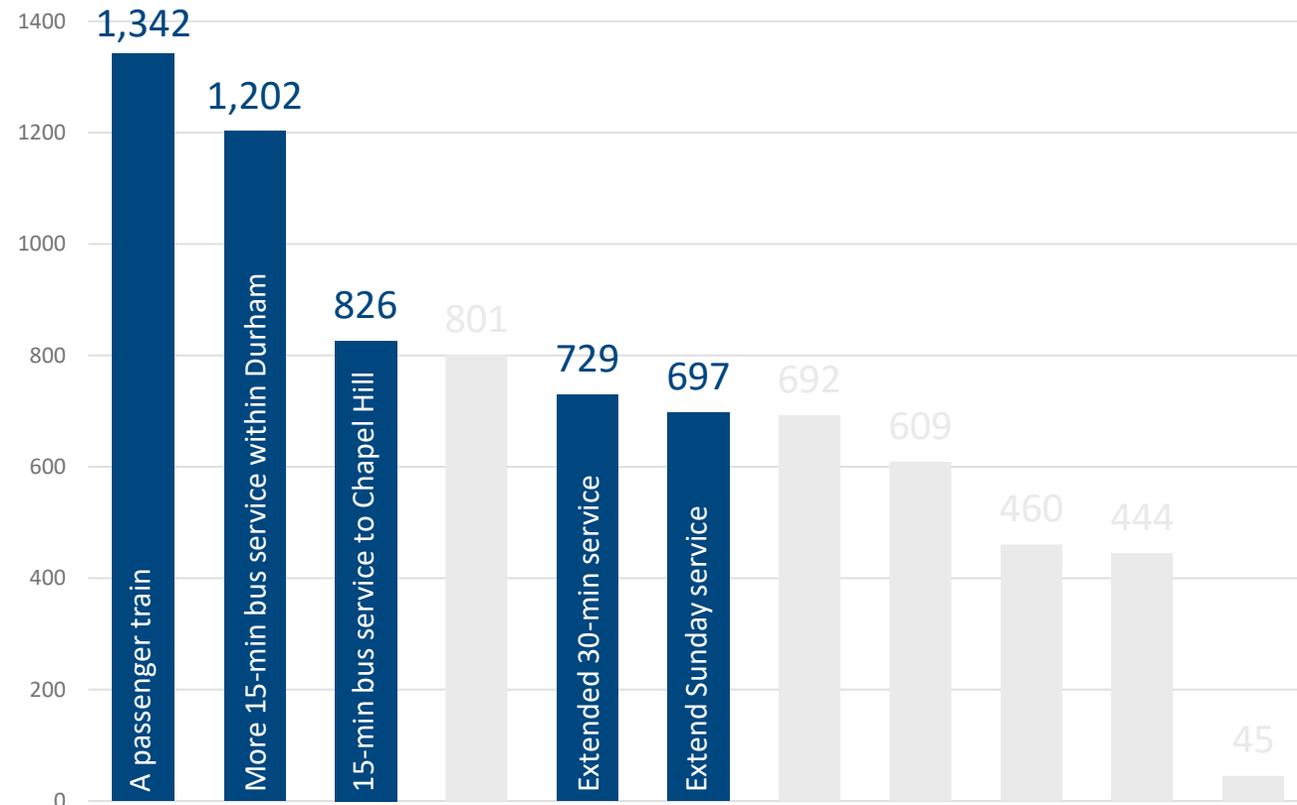
Daily + Weekly Transit Riders



Focus Group	1	2	3	4	5	6	7	8	9	10	11
Persons of Color	▼ 2	▲ 1	▼ 5	▼ 8	▲ 3	▲ 4	▲ 6	▲ 7	▼ 10	▲ 9	11
Daily Transit Riders	▼ 4	▲ 1	▼ 7	▼ 6	▲ 3	▲ 2	▲ 5	8	▼ 10	▲ 9	11
Daily + Weekly Transit Riders	▼ 2	▲ 1	▼ 5	▼ 7	▲ 3	▲ 4	▲ 6	8	▼ 10	▲ 9	11

# Key Takeaways: What do you like most about Option C?

- Overall, Passenger Train service, More 15-Minute Bus Service in Durham, and All-Day 15-Minute Service to Chapel Hill were the top priorities for everyone who responded to the survey.
- Focus Groups' also ranked Passenger Train service as a top priority but service frequency within Durham and later service were also top priorities:
  - More 15-Minute service within Durham
  - Extended 30-Minute Service
  - Extended Sunday Service



# What do you dislike most about Option C?

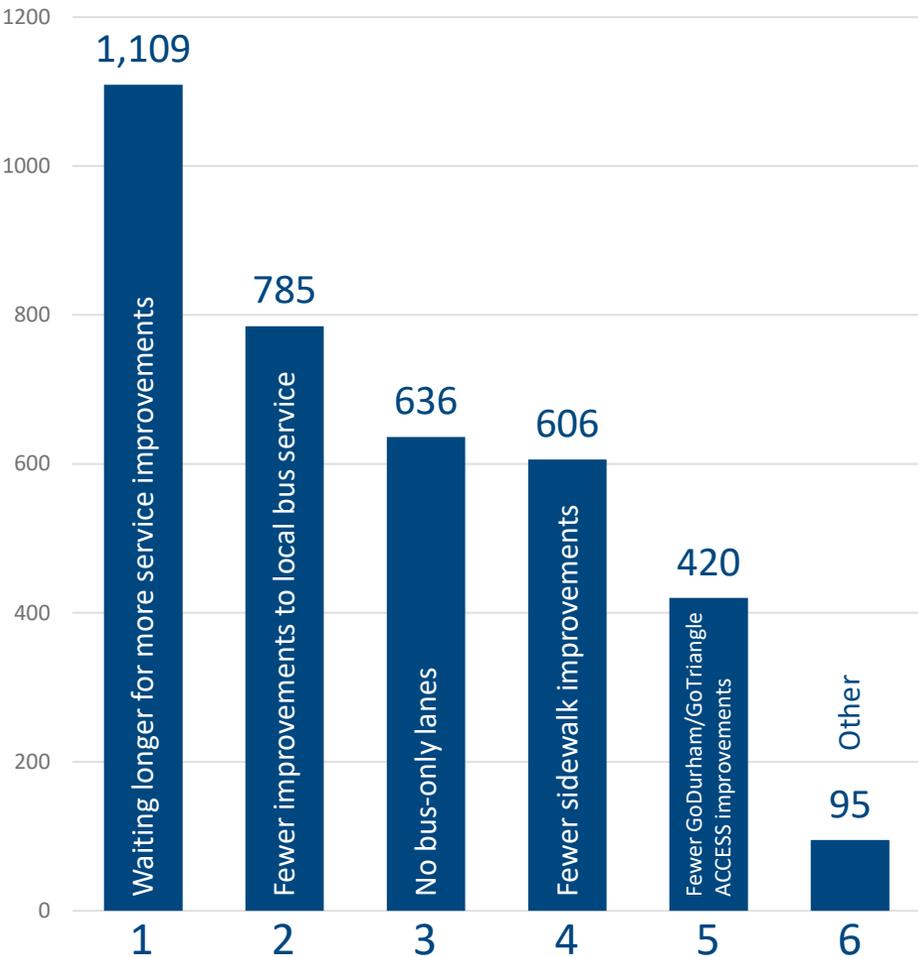
(Choose up to two)

Legend

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

Changes from Total by Focus Group

Persons of Color	<del>1</del>	<del>2</del>	<del>3</del>	5 ▼	4 ▲	<del>6</del>
Daily Transit Riders	<del>1</del>	<del>2</del>	4 ▼	5 ▼	3 ▲	<del>6</del>
Daily + Weekly Transit Riders	<del>1</del>	<del>2</del>	<del>3</del>	5 ▼	4 ▲	<del>6</del>



## Key Takeaway:

- All respondents prioritize improvements more quickly and more improvements to local bus service as additions to Scenario C

# If passenger train is included, what else do we need to fund?

(Choose up to five)

## Legend

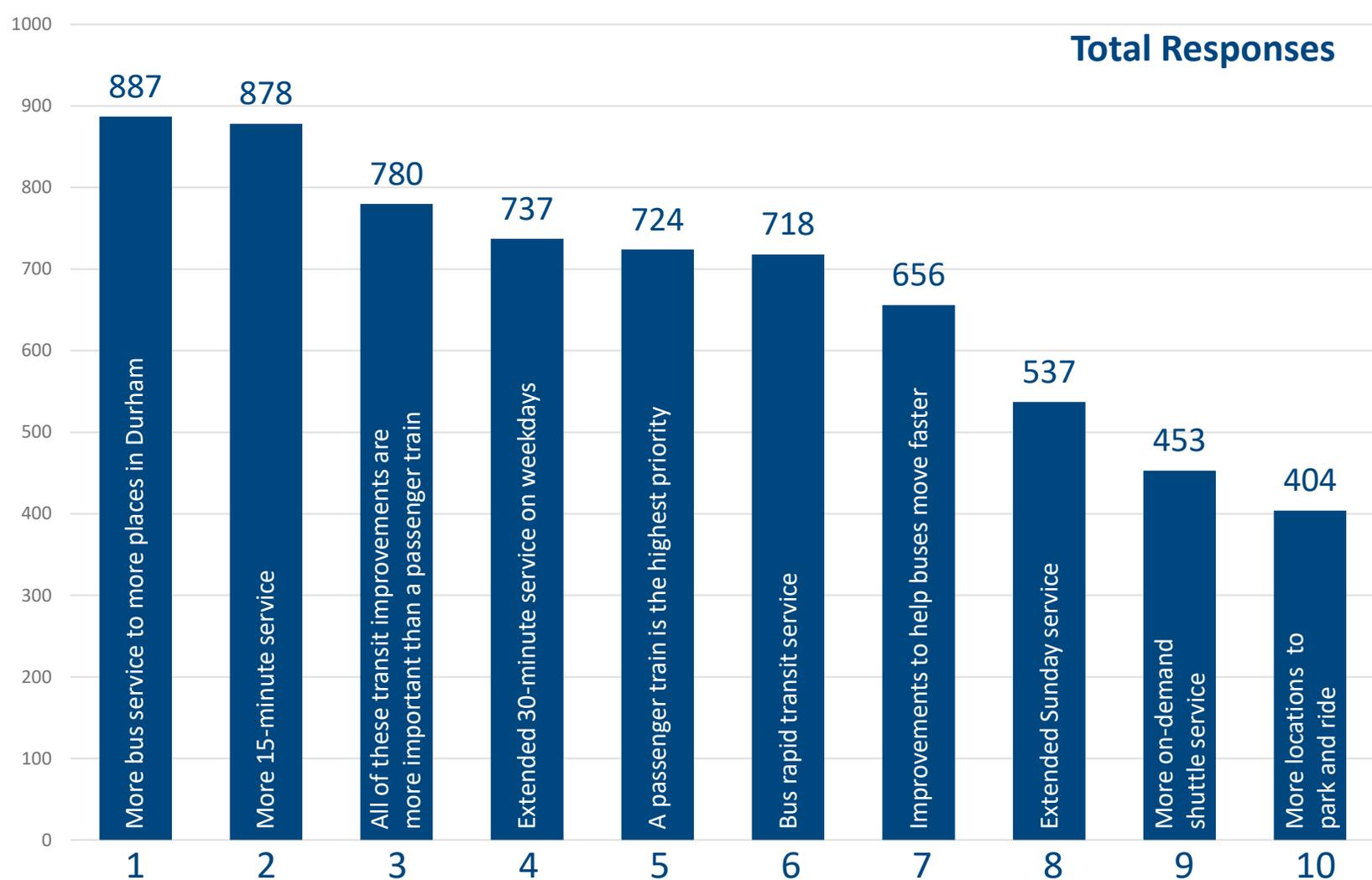
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

## Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

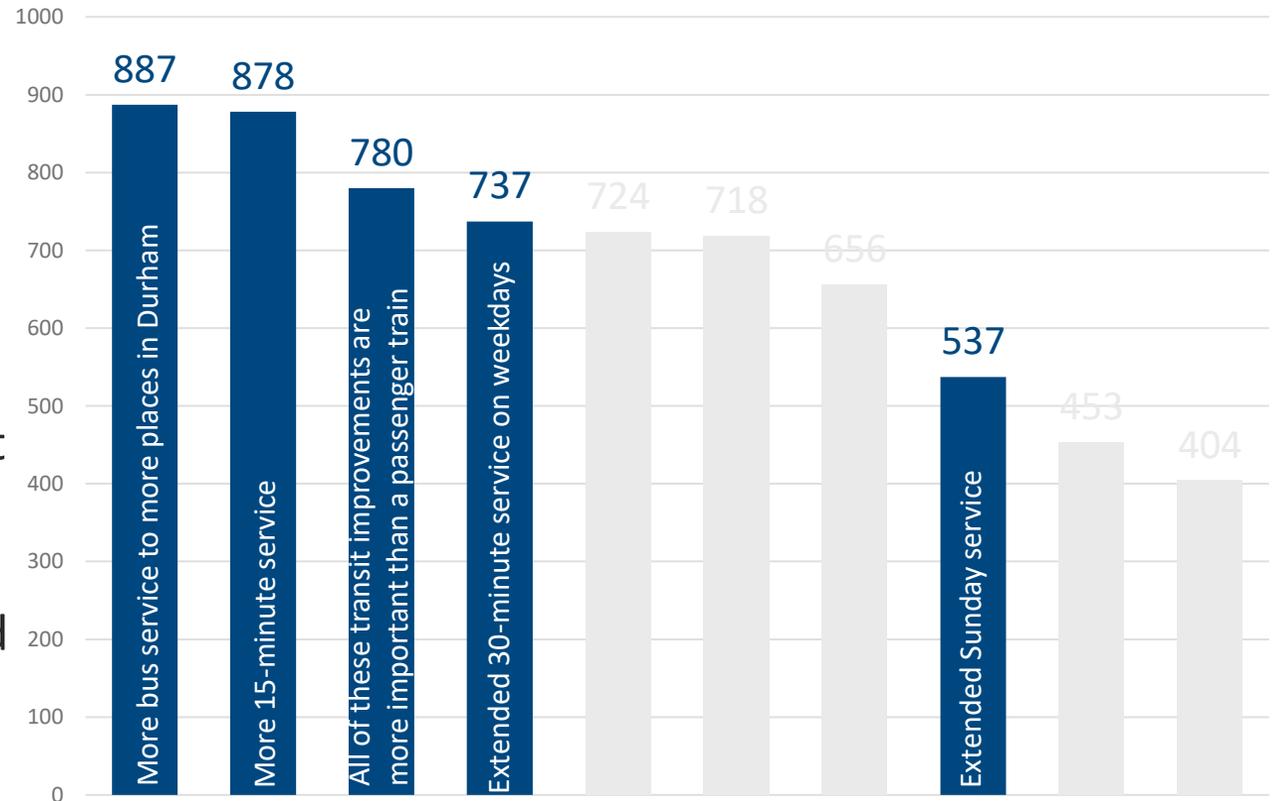
Daily + Weekly Transit Riders



Focus Group	1	2	3	4	5	6	7	8	9	10
Persons of Color	▼ 3	— 2	▲ 1	— 4	▼ 9	— 6	— 7	▲ 5	▲ 8	▲ 10
Daily Transit Riders	▼ 3	▲ 1	▼ 6	▲ 2	▼ 10	▲ 5	— 7	▲ 4	▲ 8	▲ 9
Daily + Weekly Transit Riders	▼ 2	▲ 1	▼ 4	▲ 3	▼ 9	— 6	— 7	▲ 5	▲ 8	▲ 10

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

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



# What outcomes are most important to include in your ideal transit option?

(Choose up to five)

## Legend

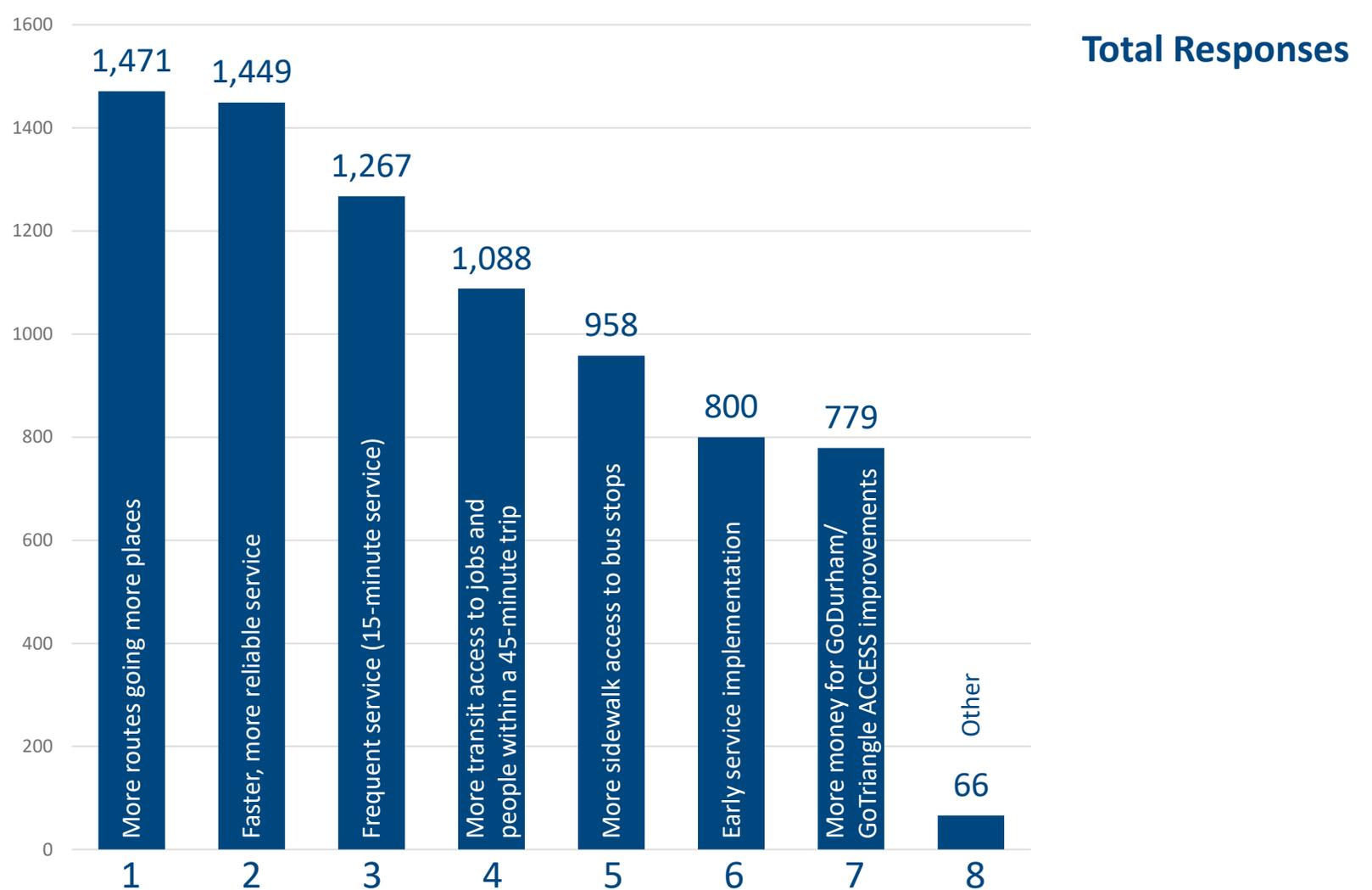
- ▲ Moved up in priority
- ▼ Moved down in priority
- Stayed the same

## Changes from Total by Focus Group

Persons of Color

Daily Transit Riders

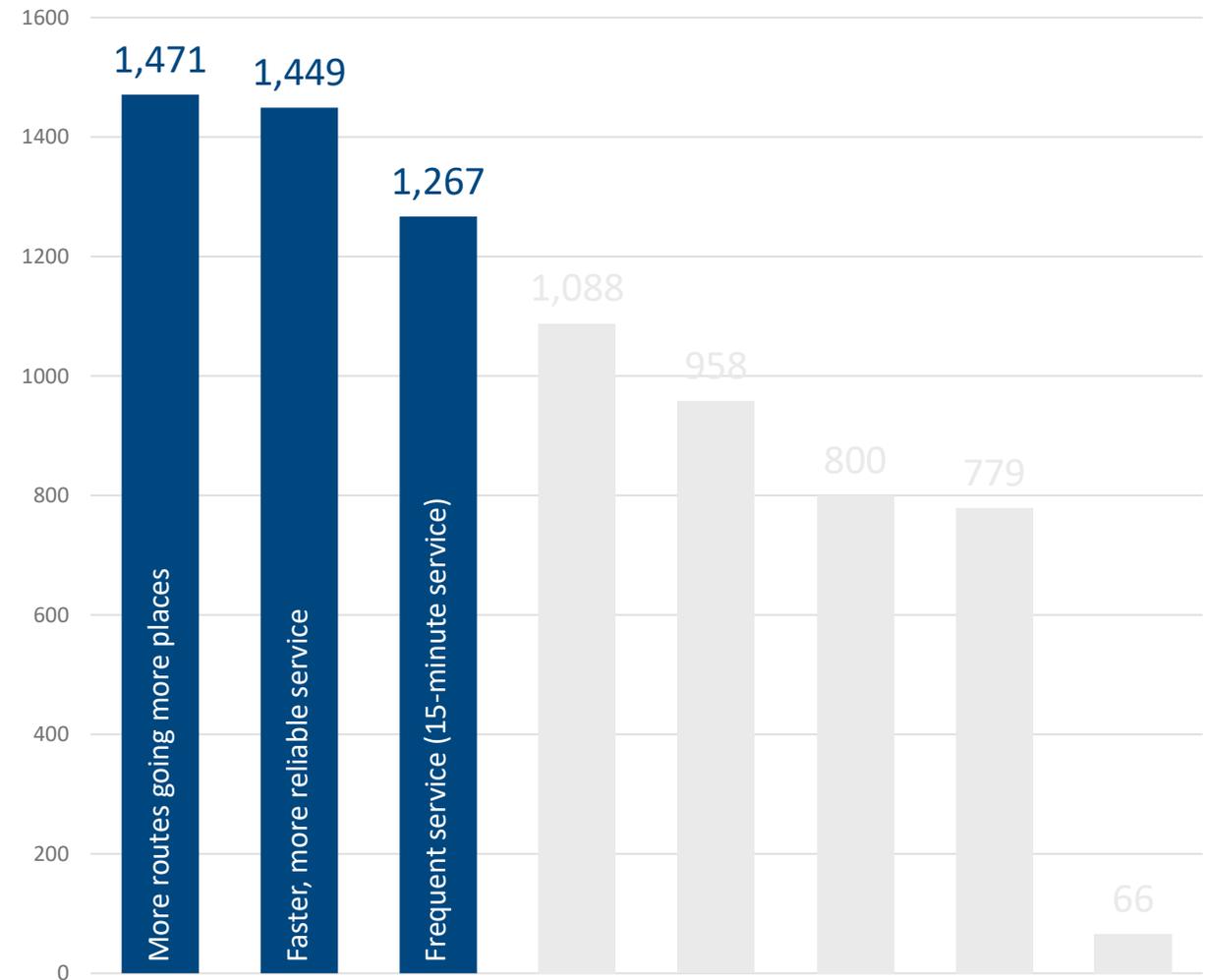
Daily + Weekly Transit Riders



Focus Group	1	2	3	4	5	6	7	8
Persons of Color	<del>1</del>	<del>2</del>	<del>3</del>	5 ▼	7 ▼	4 ▲	6 ▲	<del>8</del>
Daily Transit Riders	<del>1</del>	2	<del>3</del>	6 ▼	<del>5</del>	7 ▼	4 ▲	<del>8</del>
Daily + Weekly Transit Riders	2 ▼	1 ▲	<del>3</del>	<del>4</del>	6 ▼	7 ▼	5 ▲	<del>8</del>

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

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





207

Responses

# Summary of Respondents with a Disability

## *Comparison to Total Responses*

### What do you like most about Option A?

“Improve traffic signals” rose to be in the top three when compared to the total responses.

### If passenger train is included, what else do we need to fund?

The top three priorities were the same as those of the total responses.

### What do you like most about Option B?

“Extended Sunday service” rose to be in the top three when compared to the total responses.

### What outcomes are most important to include in your ideal transit option?

The top three priorities were the same as those of the total responses.

More Money for ACCESS rose to number four.

### What do you like most about Option C?

The top three priorities were the same as those of the total responses.

## Conclusion

The survey responses from those who identified as having a disability are largely reflected in the priorities identified by the total responses.

## Action

Durham Transit Plan will be responsive to the needs expressed by disabled residents.

## Key Takeaways from Option A, B, and C Questions

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

# Identifying Common Themes

The following two slides show common themes in a Word Cloud.

For each question:

- The similar responses were grouped together
- The size of the word corresponds with the number of times it was mentioned for each question
- Most survey respondents did not answer these questions

The Word Cloud shows that many survey participants want to be able to get to the Research Triangle Park (RTP)

**Daily Transit Riders (53)**

The number of Daily Transit Riders that answered the question

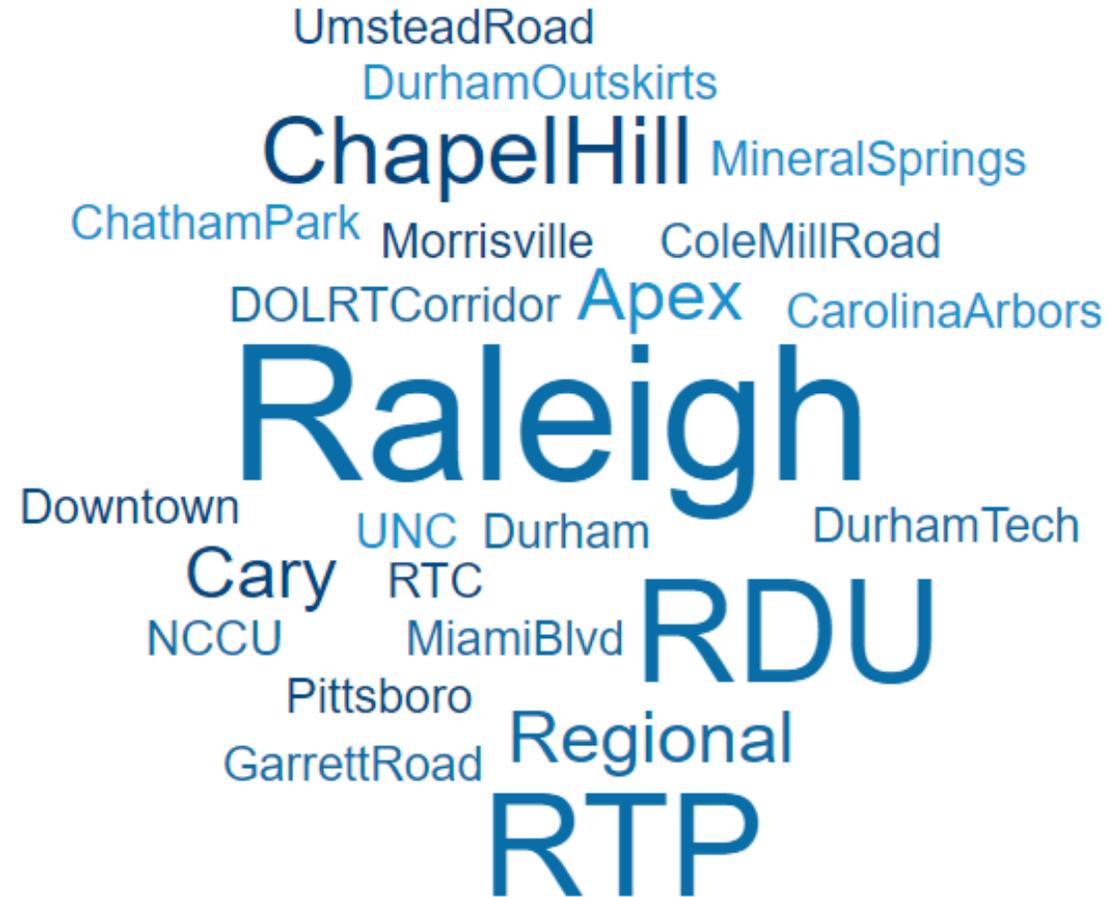
MineralSprings  
DurhamTech  
MiamiBlvd  
**RTP** Raleigh  
Regional  
RTC DurhamOutskirts

The Word Cloud shows that areas on the outskirts of Durham were also mentioned, but not as often

# What else would you like to tell us about public transportation?

*(Location/Destination based answers)*

**Total Responses (396)**



**Persons of Color (164)**



**Daily Transit Riders (53)**



**Daily + Weekly Transit Riders (126)**



*Similar responses were grouped for clarity. The size of the word corresponds with the number of times it was mentioned.*

# What else would you like to tell us about public transportation?

Total Responses (396)



Similar responses were grouped for clarity. The size of the word corresponds with the number of times it was mentioned.

Persons of Color (164)



Daily Transit Riders (53)



Daily + Weekly Transit Riders (126)



# Stakeholder Interview Summary

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

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

# Stakeholder Interview Summary

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

# Youth Perspectives about Durham Transit

- **Engagement summary:** Listening sessions by Office on Youth, Durham Youth Climate Justice Initiative/Transit Equity Campaign (combined **275+ engaged, ages 13-24** - majority Black/African American and Hispanic/Latinx/e; strong representation: LGBTQ+, transit riders, immigrant/ migrant, youth w/disabilities) + transit plan survey: **418 responses, ages ≤ 24** (plus comments)

## Safety

Barriers: bus stops without **shelters**; crossing high speed, busy roads; poor **lighting** for sidewalks + bus stops; feeling unsafe on bus

More **sidewalks/protected crosswalks** was high priority

Need **support person on bus**, trained to resolve conflict without engaging law enforcement

## Reliability + Frequency

Barriers: **inconsistency**; undependable for work/ school; **tracking app** often inaccurate, hard to use; takes too long to get around town

**Frequency (≤ 15 min)** was high priority, esp. within Durham and also to Chapel Hill + RTP

Improvements to **help buses move faster** also high priority

## Accessibility

Barriers: not convenient for work/school; no stop nearby; routes/times don't match youth needs; fees; hard to navigate

**More bus routes to more places in Durham** was high priority, including **extended Sunday service** and **30 min service**

**Free** for everyone, and **better promotion** of GoPass and youth ridership

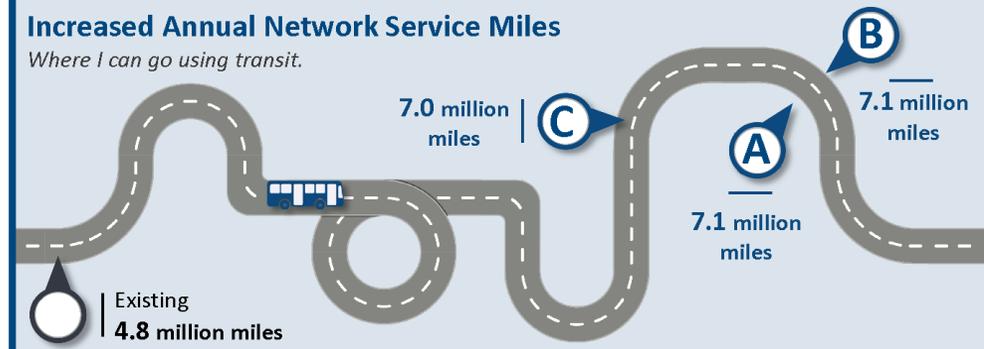
- **Other:** Very important to see **improvements quicker**; only few interested in passenger train, majority found it impractical for their needs and did not like tradeoffs for less local bus improvements; **environmental concerns** incl. eco friendly buses; trash/recycling cans at stops; bus cleanliness

# Performance and Equity Metrics

# Performance Metrics

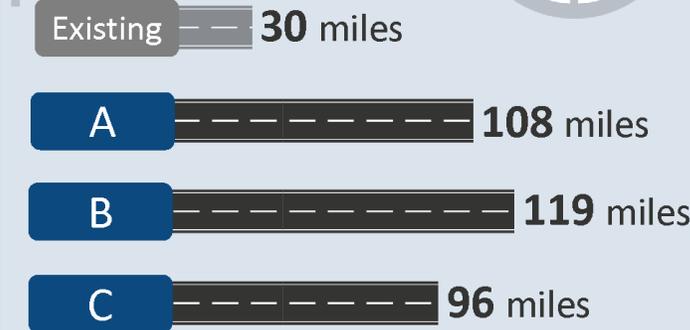
This infographic shows how Options A, B, and C improve transit service based on several metrics.

The Durham Transit Plan includes three options (A, B, and C) for how projects could be grouped into a package of recommendations. While the final set of recommendations will include a blend of these options, it is helpful to compare the set of recommendations to how existing transit systems in Durham perform.



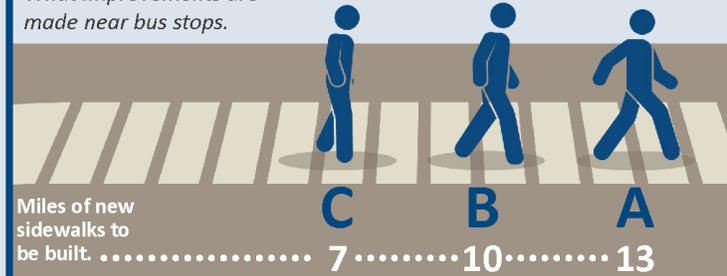
### More Frequent Service (15 minutes or less)

Total route miles operating at least every 15 minutes.



### Ease of Walking to the Bus Stop

What improvements are made near bus stops.



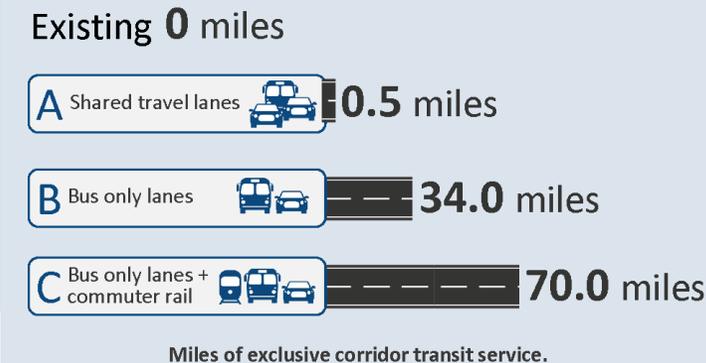
### Improved GoDurham/GoTriangle ACCESS Service

How we improve dial-a-ride options for persons with disabilities.



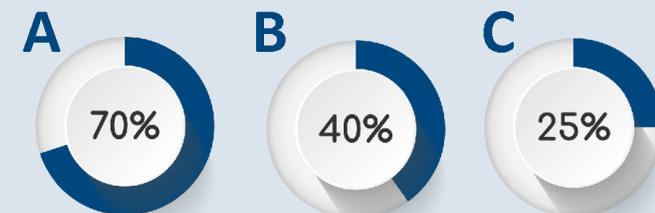
### Faster, More Reliable Services

Total miles of exclusive corridor transit service.



### Projects Implemented by 2027

What we can accomplish in the next few years.



Percent of Durham Transit Plan projects that can be implemented by 2027.

# Equity and Job Access

The City of Durham and Durham County are committed to racial equity. The Durham Transit Plan seeks to include the voices of people of color and low-income communities in the planning process. The plan also is evaluating how projects improve access to jobs from the area's most vulnerable residents.

The following two slides feature tables that summarize the equity data metrics.

# Equity and Job Access

## Jobs Accessible from Affordable Housing Communities

	Affordable Housing Community					
	McDougald Terrace	Oxford Manor	Damar Court	Shannon Road Apartments	Greens of Pine Glen	519 East Main Street
Existing	Jobs Accessible within a 45-min transit trip					
	91,404	21,194	76,720	82,375	50,405	102,842
Option A	Percent Change From Existing					
	41% 	138% 	53% 	23% 	88% 	11% 
	23% 	125% 	63% 	42% 	78% 	35% 
Option B	46% 	125% 	65% 	12% 	115% 	90% 
Option C						

### LEGEND

Percent change from existing

 Less than 50%

 50% to 100%

 More than 100%

# Equity and Job Access



## LEGEND

Percent change from existing

-  Less than 50%
-  50% to 100%
-  More than 100%

# Next Steps



# Development of the Preferred Transit Alternative

1

Analyze Outreach Results

2

Outreach Results and Technical Analysis used by Technical Team in Development of Financially Constrained Preferred Alternative

3

Public Comments on Preferred Alternative

4

Final Transit Plan Adoption

# Project Timeline



# Transit Plan Governance Study

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

# Additional Data

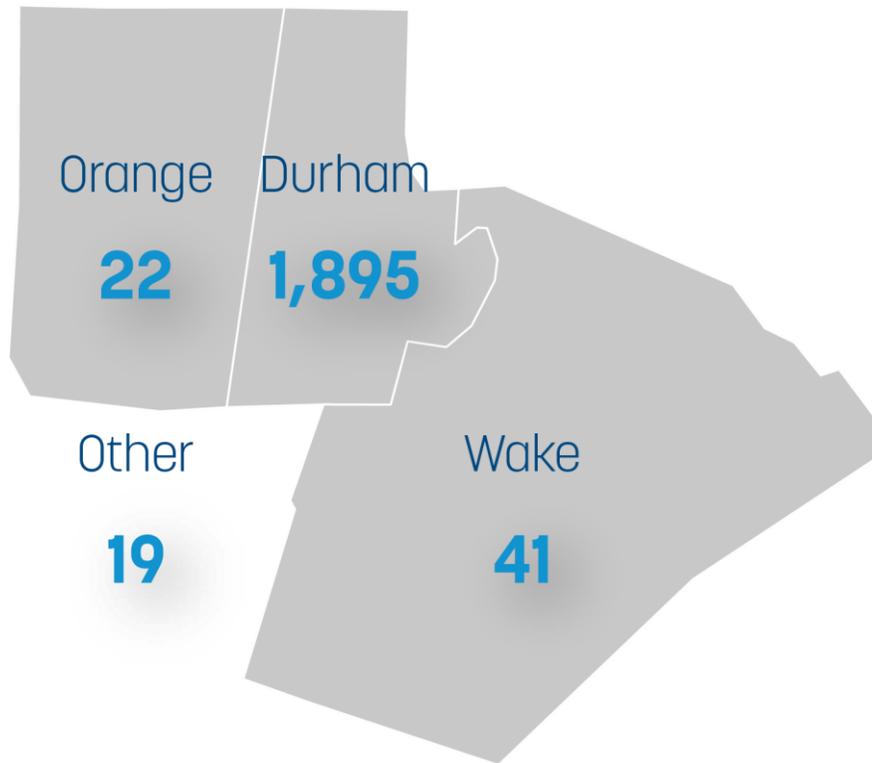
# What systems are transit riders using?

GoTriangle **100** survey respondents indicate taking a GoTriangle route

GoDurham **825** survey respondents indicate taking a GoDurham route

# Where People Live and Work

## Home



## Work

