PROJECT UPDATE

December 9, 2020

PHASED APPROACH

PHASE 1 Introduces key transit planning concepts and frames choices in terms of easy-to-understand values to generate alternative conceptual transit scenarios

PHASE 2 Identifies proposed projects, prioritization criteria, and available revenues to produce implementation recommendations through 2040.

PROGRESS

- Task 2
  - Complete – Transit Choices Brochure and Regional Connections Opportunities report will be on the project website and distributed to steering committee after final review.
- Task 3:
  - Public survey – complete
  - Transit Summit – complete

NEXT STEPS (DECEMBER-JANUARY)

- Task 4:
  - Use findings from RCO, survey, Transit Summit plus financial assumptions and revenue forecasts to develop frameworks for conceptual scenarios

- Task 6:
  - Begin preparing for second Transit Summit

TRANSIT CHOICES BROCHURE

REGIONAL CONNECTIONS OPPORTUNITIES REPORT
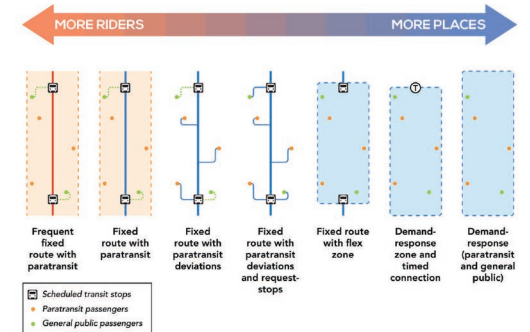
- Introduction
- Context and Project Area Description
- Current Transit System Performance
- Transit Trends
- Regional Travel Markets And Need
- Emerging Transportation Technologies
- Anticipating/Responding To The Impacts Of The Pandemic
- Public Survey
- Conclusion: Opportunities For Service Enhancements
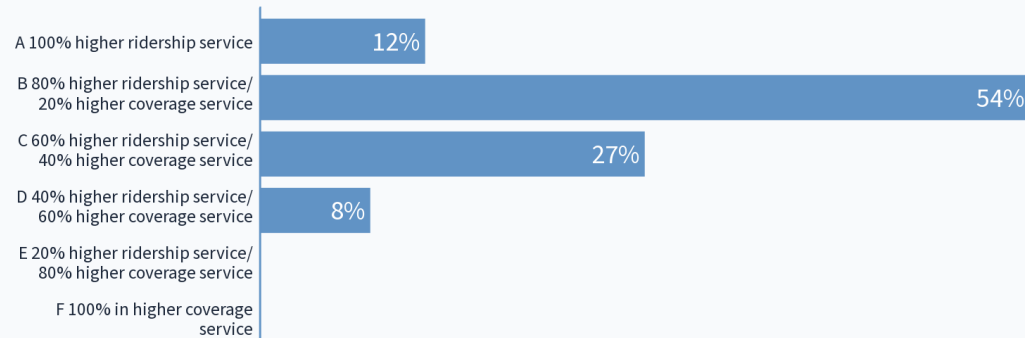
RCO: SELECTED OPPORTUNITIES

- Gaps between transit- and auto-trip-making potential are greatest for regional connections (Hillsborough/Efland to Duke Hospital; Efland to Chapel Hill/Carrboro; Hillsborough to RTP; and Chapel Hill to RTP; GoTriangle's express bus services are the most likely to serve these trip-making opportunities in the near term.

- Opportunities to enhance transit competitiveness in northeastern Chatham County, southeastern Durham County, and Efland; network components in southeast Durham County present the best opportunity for implementing enhanced transit service to Chapel Hill (as compared to northeastern Chatham which is characterized by circuitous networks off the primary road network).

- 15/501 is the longest corridor in the area with relatively high-density and linearity and relatively consistent development with key anchors at both ends (UNC and Duke campuses); despite some challenges (poor walkability conditions; regional fare-based service competing against free, local service) this is the ripest inter-county corridor for high-frequency, high-capacity transit service.

- Long-term, US 70 corridor from Mebane to Hillsborough/ Hillsborough to Durham could develop into a key regional corridor; current low-density development patterns within eastern Orange County limit the potential for high ridership transit to succeed in this corridor today.
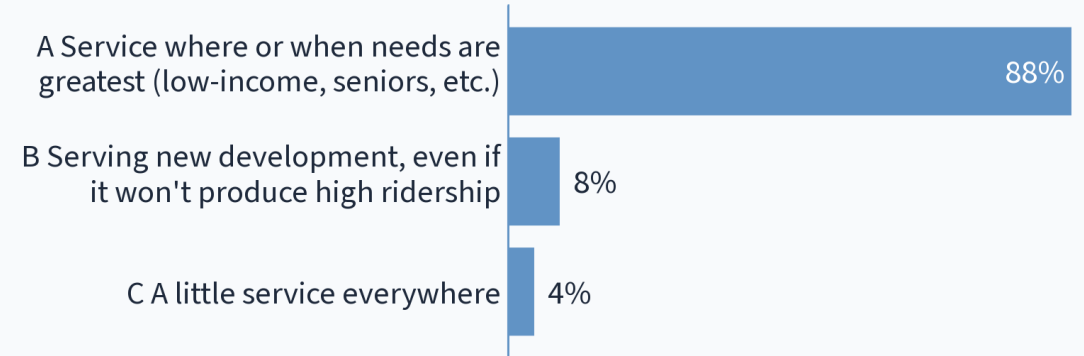
TRANSIT SUMMIT #1

- **October 1, 2020; 5-8 PM**
- **Format**: Zoom; participants pre-registered; simultaneous translation
- **Summary:**
  - 90 registrants, 58 unique viewers
  - Majority transportation/planning professionals
  - A few "usual suspects"
  - Meeting recording can be viewed on project website
  - Lots of Q&A
  - Live polling

FEEDBACK: KEY QUESTIONS

Ridership vs. Coverage: How should Orange County balance its investment?

- A 100% higher ridership service — 12%
- B 80% higher ridership service/ 20% higher coverage service — 54%
- C 60% higher ridership service/ 40% higher coverage service — 27%
- D 40% higher ridership service/ 60% higher coverage service — 8%
- E 20% higher ridership service/ 80% higher coverage service
- F 100% in higher coverage service

Coverage Priorities: When we deploy coverage service, is the priority...

- A Service where or when needs are greatest (low-income, seniors, etc.) — 88%
- B Serving new development, even if it won't produce high ridership — 8%
- C A little service everywhere — 4%

FEEDBACK

Operating vs. capital: How should Orange County balance investments in capital and operating?

- A Invest 100% in operating service
- B 80% in operating service/ 20% in capital improvements — 29%
- C 60% in operating service/ 40% in capital improvements — 25%
- D 40% in operating service/ 60% in capital improvements — 46%
- E 20% in operating service/ 80% in capital improvements
- F Invest 100% in capital improvements
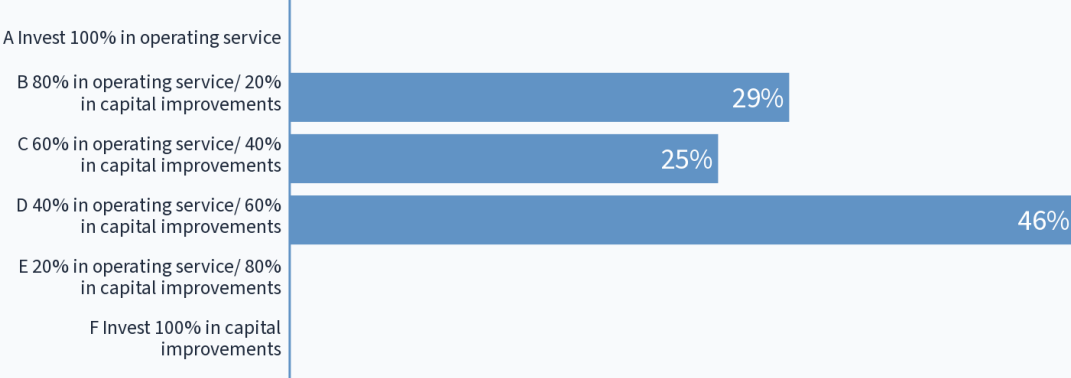
Which is more important to you: the number of lives touched, or the distances traveled?

- A More riders, shorter distances is of utmost importance. — 4%
- B More riders, shorter distances is a little more important. — 17%
- C I value them equally. — 46%
- D Longer distances, fewer riders is a little more important. — 33%
- E Longer distances, fewer riders is of utmost importance.
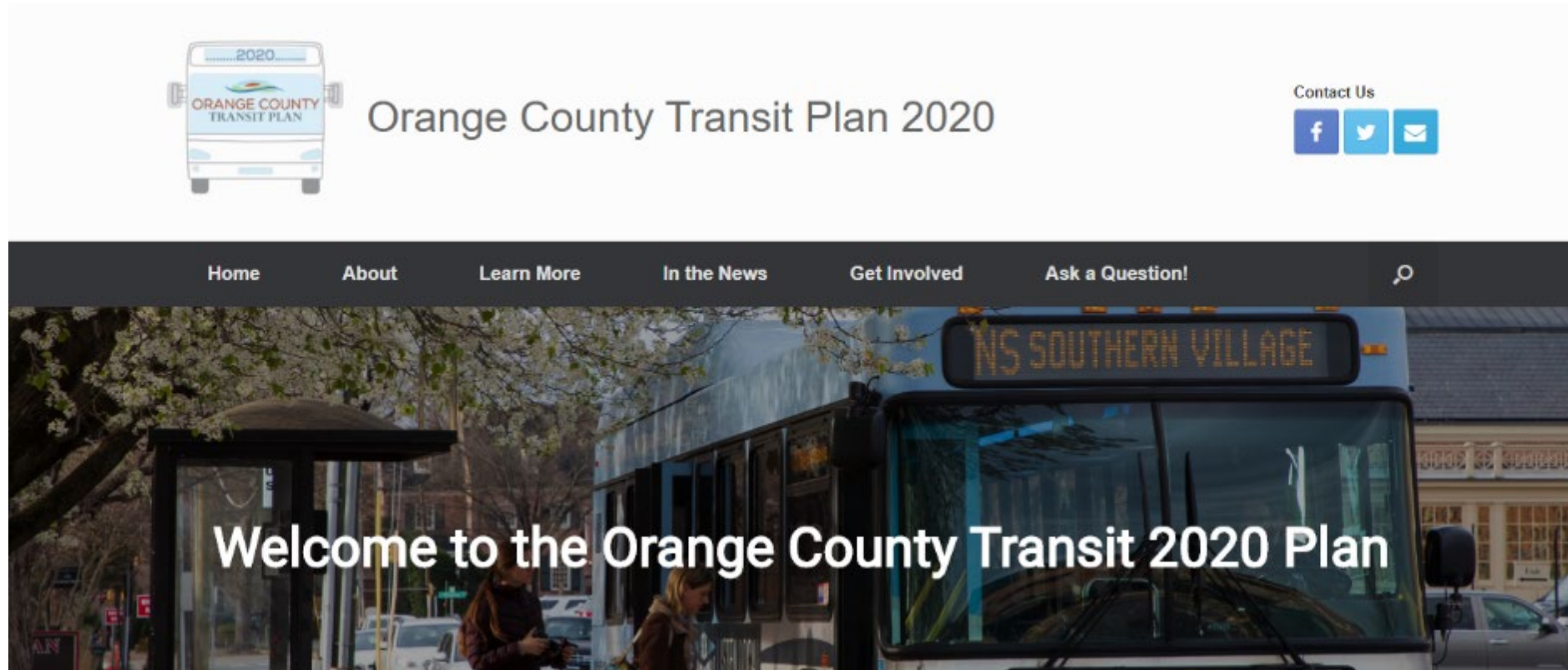- F I'm not sure.
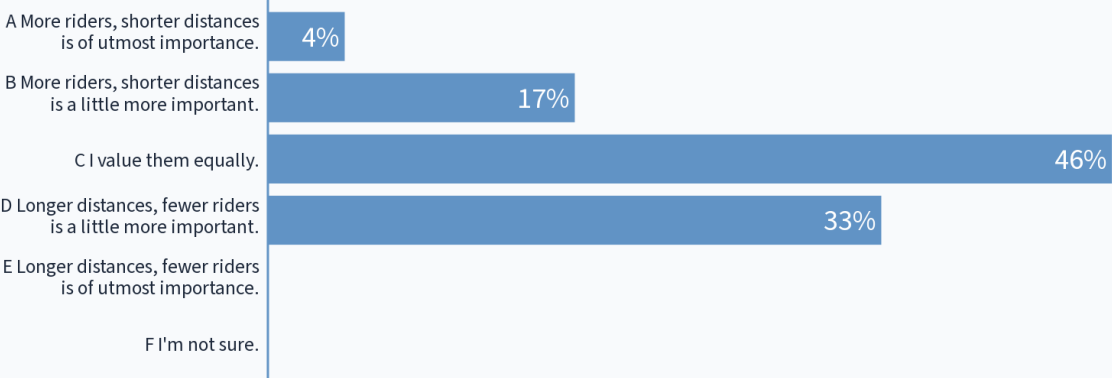
SURVEY: HIGHLIGHTS

- Lots of great info – full findings will be available on the project website soon.
  - 215 respondents: 93% live and/or work in Orange County; 62% currently ride transit
  - 40% would like service balanced between higher frequency and higher coverage service, even if it means less service overall
  - 19% would like more frequent service
  - 15% would like more coverage;
  - 17% have no preference
  - 9% responded "other" including investing in on-demand and AV/CV technology, redirecting transit funding to other priorities, and "whatever will increase ridership."

SURVEY: HIGHLIGHTS

- Respondents would like to see:
  - Saturday/weekend service (most common response)
  - Longer service hours
  - More frequent service
  - More amenities at stops (benches, shelters, lighting)
  - More accessible information about routes, arrival times,
- Also want to see:
  - More coverage
  - Less coverage
  - More stops
  - Faster routes

WEBSITE

www.octransit2020.com