

PROJECT UPDATE

January 27, 2021



PHASED APPROACH

Tasks by Phase		
Phase 1	T1	PSC Coordination
	T2	Transit Choices Brochure
	T2	Regional Connections Opportunities Report
	T3	Engagement Preparations
	T3	Engagement Wave 1
Phase 2	T4	Conceptual Scenario Development
	T5	Identify projects
	T5	Prioritization process development
	T5	Preferred Scenario
	T6	Engagement wave 2 prep
	T6	Engagement Wave 2
	T7	Revenue forecasting
	T7	Implementation Plan
	T8	Final Report

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

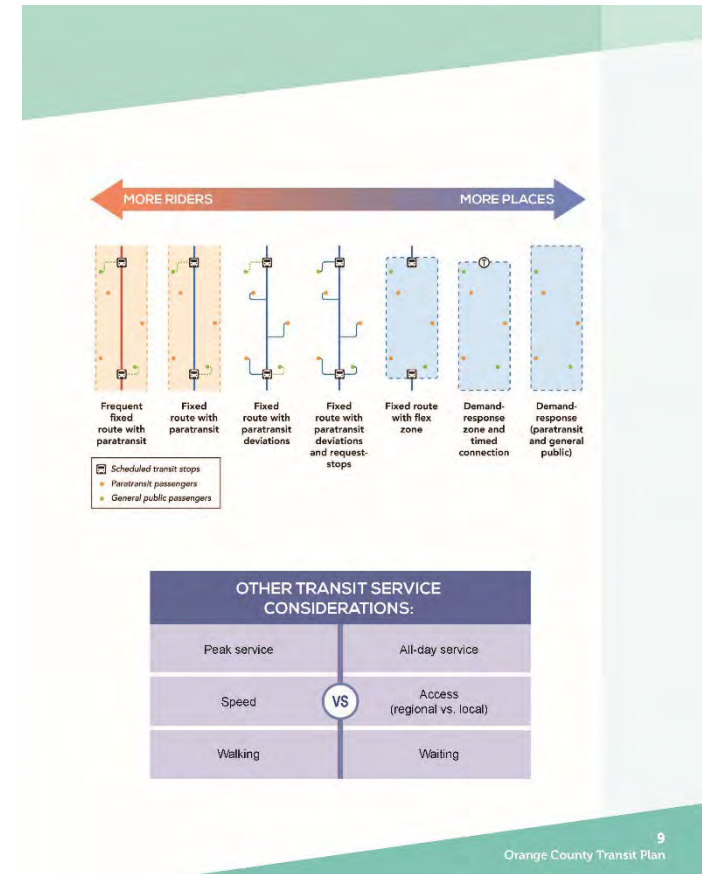
- Task 2
 - Complete – Transit Choices Brochure and Regional Connections Opportunities report are available on the project website.
- Task 3:
 - Public survey – complete
 - Transit Summit – complete
 - Full survey findings and a recording of the Transit Summit are available on the project website.

TRANSIT CHOICES BROCHURE



Orange County
Transit Plan Update

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

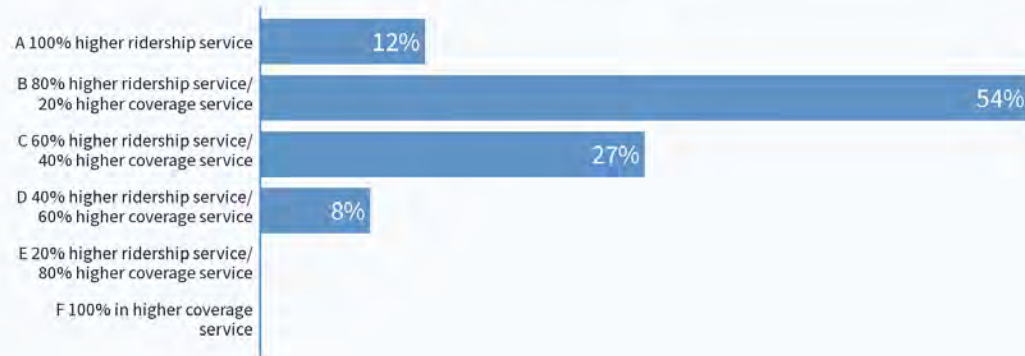
- Gaps between transit- and auto-trip-making potential are greatest for regional connections (Hillsborough/Efland to Duke Hospital; Efland to Chapel Hill/Carrboro; Hillsborough to RTP; and Chapel Hill to RTP; GoTriangle's express bus services are the most likely to serve these trip-making opportunities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

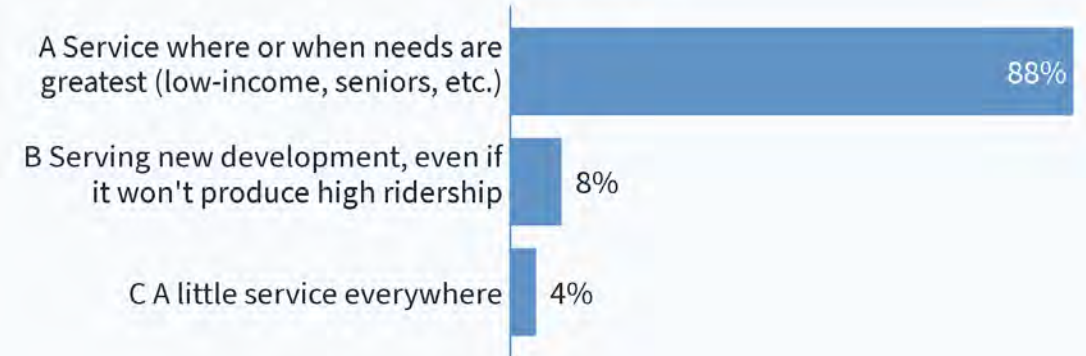
- **October 1, 2020; 5-8 PM**
- **Format:** Zoom; participants pre-registered; simultaneous translation
- **Summary:**
 - 90 registrants, 58 unique viewers
 - Majority transportation/planning professionals
 - Meeting recording can be viewed on project website
 - Lots of Q&A
 - Live polling
- **Goal for phase 2 engagement** – more feedback from general public and current/potential transit riders

FEEDBACK: KEY QUESTIONS

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

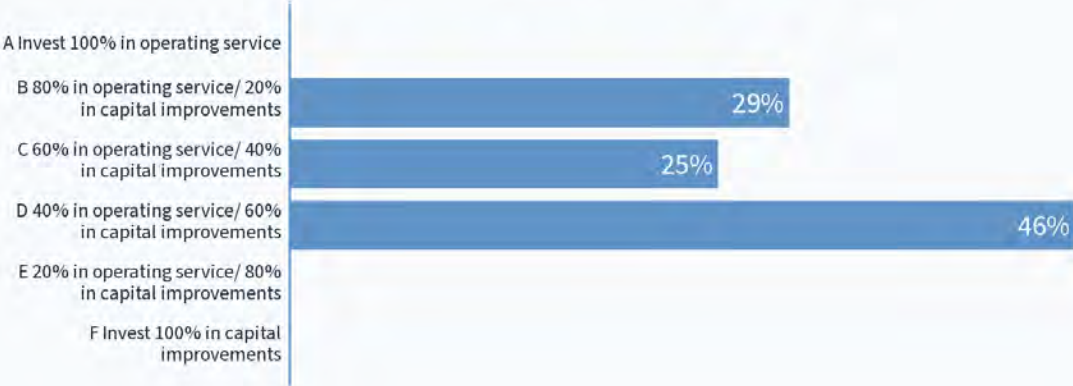


Coverage Priorities: When we deploy coverage service, is the priority...

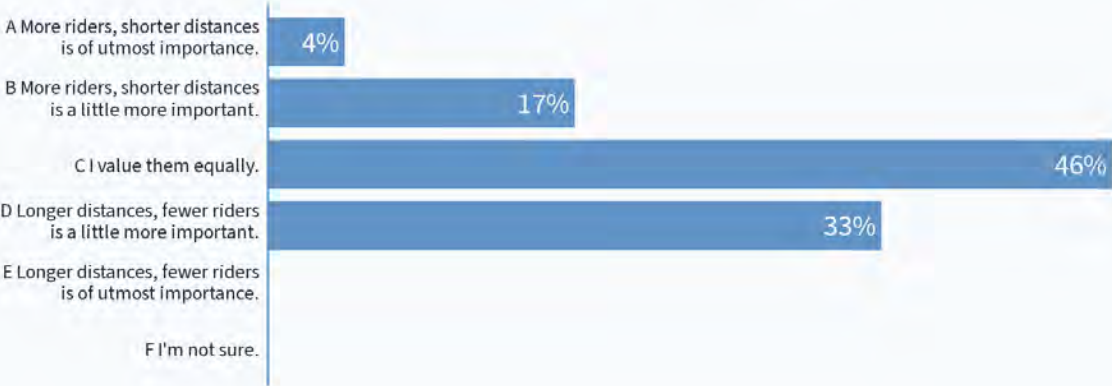


FEEDBACK

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



Which is more important to you: the number of lives touched, or the distances traveled?



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,
- Service will need to be balanced because respondents want:
 - More coverage but others want less coverage (and more frequent service)
 - And some want more stops, but others want faster routes

NEXT STEPS (JANUARY-MARCH)

Task 4:

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

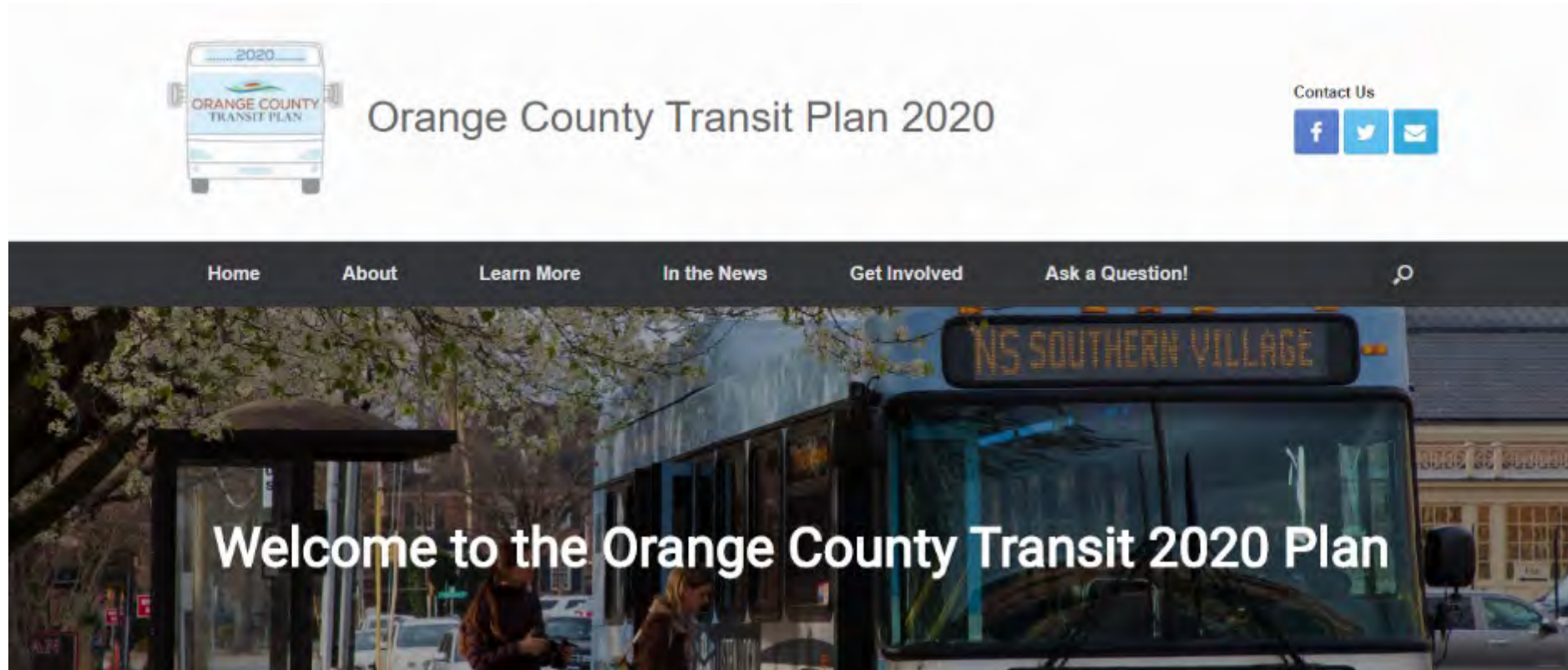
Task 5:

- Identify/confirm and prioritize projects for inclusion in Transit Plan update

Task 6:

- Prepare for and facilitate second Transit Summit (late March 2021)

WEBSITE



www.octransit2020.com