

LET'S MAKE  
**GoDurham Bus Transit Better!**



Investments in GoDurham bus service and infrastructure provide a unique opportunity to:



**ADVANCE  
EQUITY**

for historically underserved Durham residents, including communities of color and low-wealth households



**SUPPORT  
JOBS**

for the majority of GoDurham riders who rely on dependable bus service to get to work



**STRENGTHEN A  
PROVEN PUBLIC  
SERVICE**

that is already being used by a growing number of Durham residents who deserve better shelters, stops, buses, and other infrastructure

# Let's Make GoDurham Bus Transit Better!



## What Investments Will Make GoDurham Bus Transit Better?

GoDurham bus riders have asked for and deserve:

- Buses you can count on that run on time
- Buses that arrive more frequently, lessening your wait time
- Better access to more parts of the city that connects where you live with where you need to go
- Buses that are cleaner and better-maintained
- New and maintained dedicated bus lanes, sidewalks, and crosswalks
- Shelters, seats, and other bus stop enhancements
- Traffic signals that prioritize buses



## GoDurham Bus

Provides residents and visitors with an affordable and reliable transportation option and is essential for riders, who are often workers, seniors, students, people of color, and low-wealth individuals.



## GoDurham ACCESS Coordinated System

GoDurham's paratransit service, ACCESS, is a transportation option for residents with disabilities who are unable to use the fixed route service.



## Why Now?

The Durham County Transit Plan is being updated and will determine how the \$1 billion voter-approved half-cent transit tax will be invested for the next 20 years.

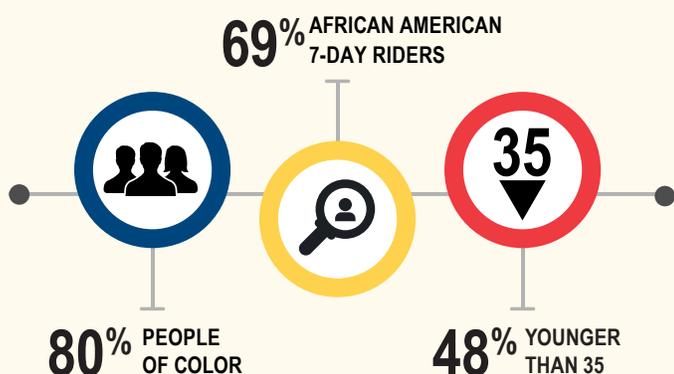
# Who Currently Uses GoDurham and Why?

## GoDurham is an Engine of Equity

Of the four regional transit systems (GoDurham, GoRaleigh, GoTriangle, GoCary), **GoDurham has the largest share of customers identifying as African American.**

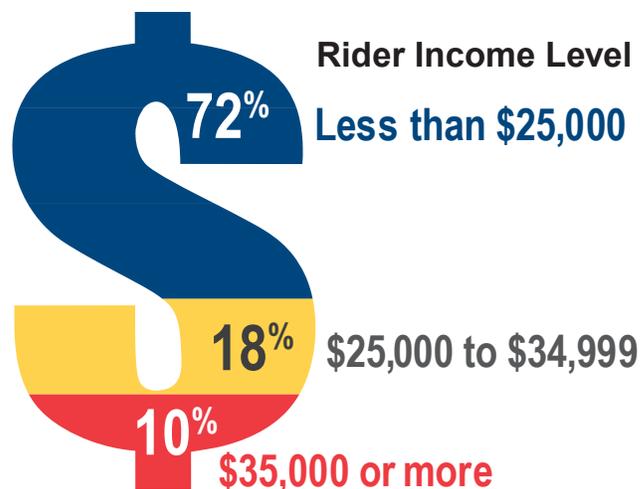
**GoDurham riders are younger than the national average.**

### Rider Demographics



## Many Godurham Riders Have Very Low Household Incomes

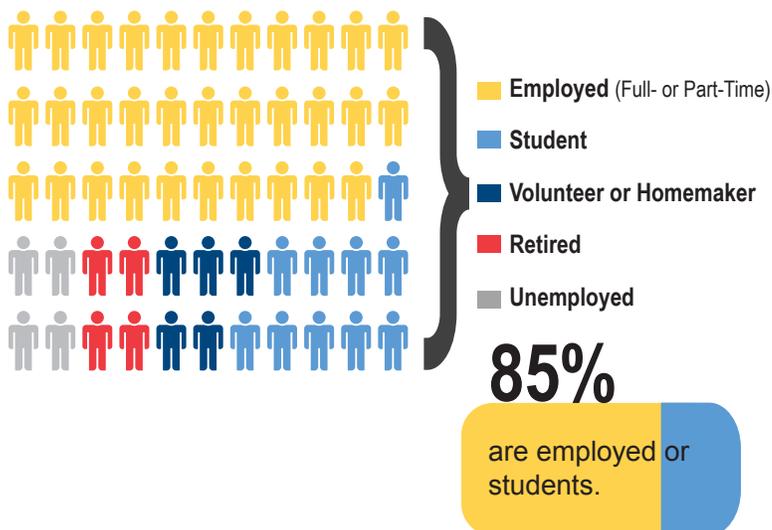
Relative to other regional transit systems, up to 26% more **GoDurham customers are at the extreme low end of the income continuum** (less than \$10,000).



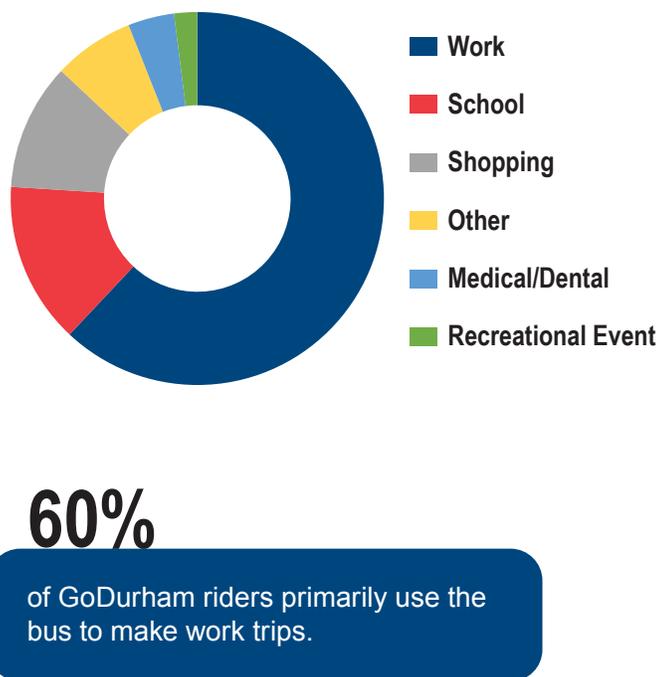
## GoDurham: A Lifeline to Opportunity

People use GoDurham for many purposes, but mainly as an economic engine to access work and pathways to work.

### Rider Profile



### Purpose for Riding the Bus

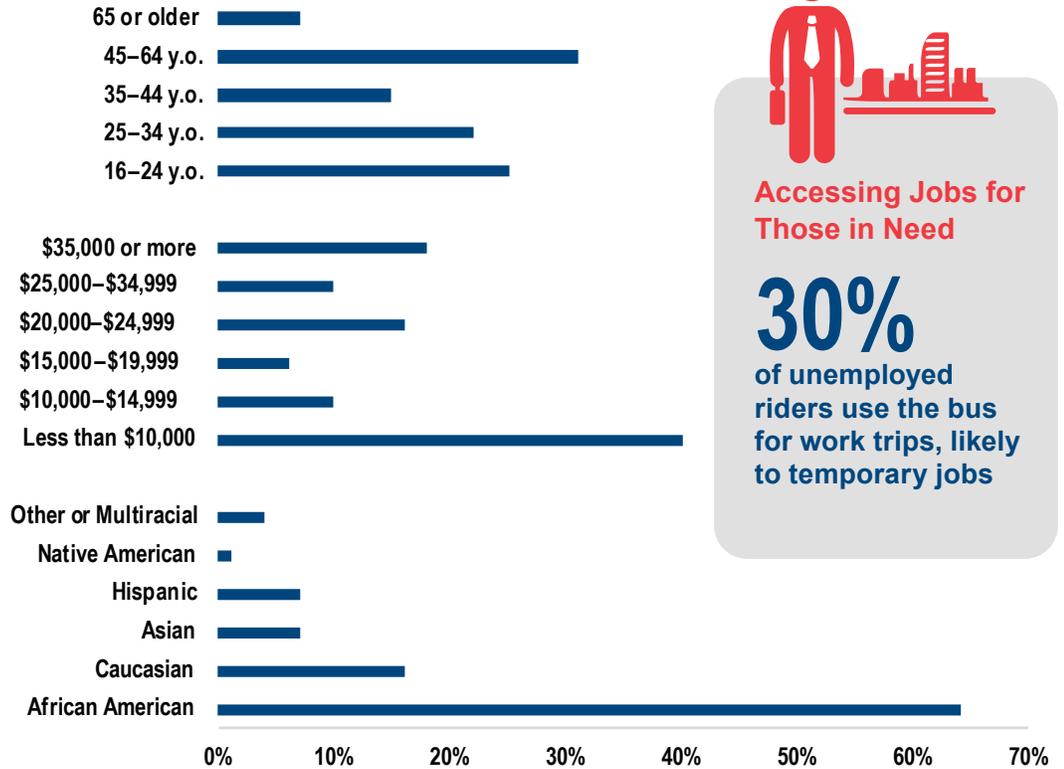


# Who Currently Uses GoDurham and Why?



**Improving GoDurham will have the greatest impact on the lives of our most vulnerable communities.**

## Rider Profile



**Accessing Jobs for Those in Need**

**30%** of unemployed riders use the bus for work trips, likely to temporary jobs

## Triangle Region

**81%**

Most work trips are by single occupancy vehicle (SOV)

**5%**

Regional use of Bus

**60%**

Triangle Region bus riders do not have access to a vehicle



**WORK TRIPS**



**BUS USE**



**CAR ACCESS**

## Durham

**73%**

Work trips by SOV in Durham are on the low end at 73%

**9%**

Use of Bus is greatest in Durham

**68%**

GoDurham riders have no vehicle available to them and rely on bus transit for their mobility

GoDurham serves communities that rely most on transit



Those who use GoDurham 6-7 days a week are least likely to have a vehicle available (22%)



Most riders (80%) walk to catch the bus

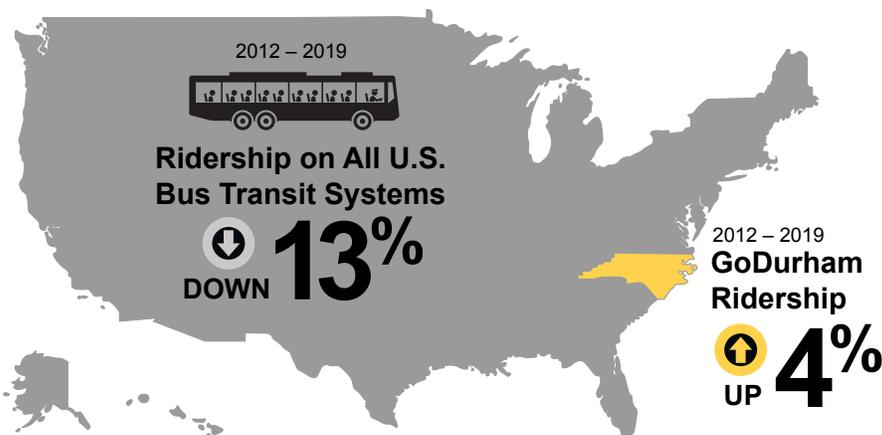
# GoDurham is an Essential Service

## GoDurham Ridership\*

GoDurham ridership has exceeded bus ridership trends nationally.

	2012	2019
GoDurham Ridership	6.33 million	6.61 million

Ridership on All U.S. Bus Transit Systems	5.36 billion	4.66 billion
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GoDurham ridership has exceeded expectations despite the COVID-19 pandemic.

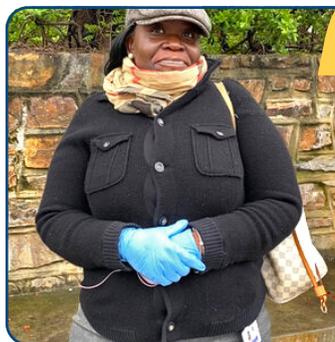


Photo by John Tallmadge

**I don't know what I would do if the bus system was to stop running. I wouldn't be able to get to work. Where I live and where I work was based on the bus route."**

— Jani Hale, Duke University Medical Center Employee

GoDurham provides an essential service for those in our community that we count on in a time of crisis.



## GoDurham's ridership

hasn't fallen like others because it provides essential services for workers in jobs critical to the COVID-19 pandemic response.



- The COVID-19 pandemic caused ridership to drop by 35% compared to pre-pandemic ridership levels.‡
- Other transit services saw substantially larger decreases with ridership down 72% in May 2020 compared to pre-pandemic levels.§
- Most of those who continue to ride are women and people of color traveling to healthcare and other essential service jobs.\*\*

\* Ridership Data Sources: 2019 Triangle Region Onboard Customer Surveys; 2019 Onboard Survey of GoDurham Riders; 2019 Community Survey of Adults in Wake, Durham, and Orange Counties; GoDurham October 2020 Performance Report; GoDurham Performance Trends FY18-Current; APTA Ridership by Mode and Quarter, 1990-Present; FTA National Transit Database. Note that the source of ridership data changed during the 2012-2019 period from farebox data to automatic passenger counter systems.

‡ 397,262 GoDurham riders in October 2020 v. 606,825 in October 2019.

§ Government Technology, "Transit Ridership Was Looking Good in 2020, Then Came COVID"; Transitapp.com, "How Coronavirus is disrupting public transit"

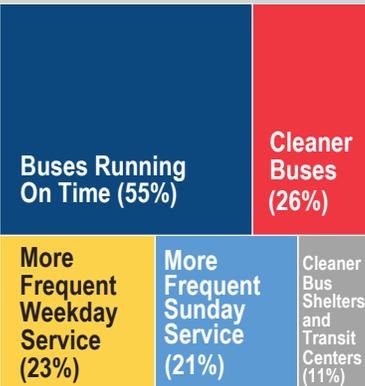
\*\* Medium.com, "Who's left riding public transit? A COVID data deep-dive".

# GoDurham Performance: Room to Improve

## What GoDurham Riders Are Saying

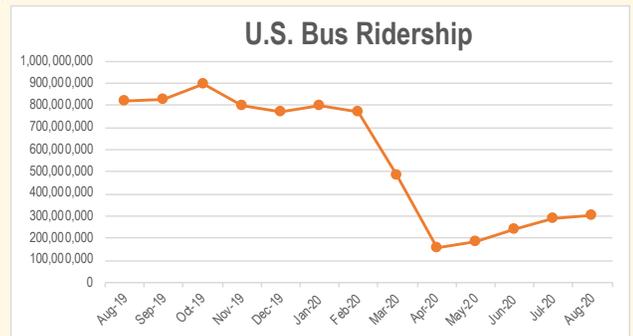
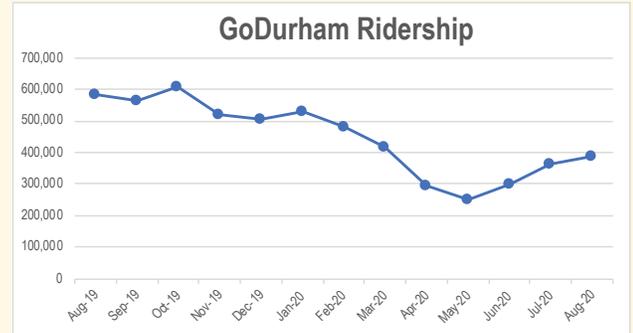
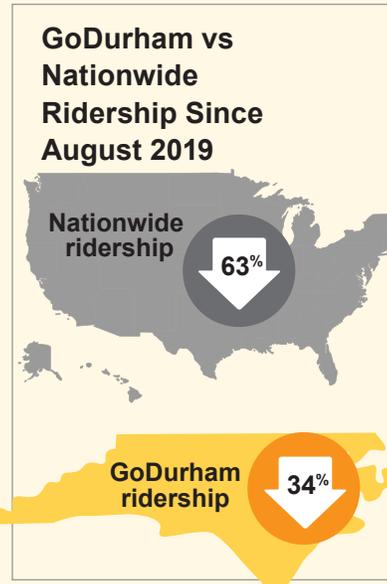
- Nearly half (46%) of riders give GoDurham **high satisfaction scores**
- GoDurham riders have identified **three areas for improvement**
  - Riders Spend Too Much Time Waiting** – “Buses running on time” is by far the most frequently cited aspect of service to improve
  - Riders Want Cleaner Buses, Shelters, and Benches** – 37% of riders want cleaner buses, shelters, benches, and transit centers
  - Riders Want More Frequent, Expanded Bus Service** – 44% of GoDurham riders want more frequent weekday and Sunday service

## What Are GoDurham Riders' Top Improvement Priorities?



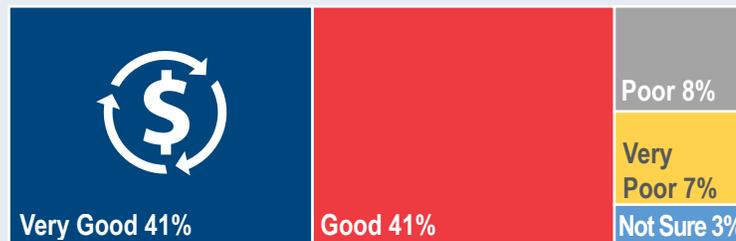
*While GoDurham ridership decreased during the pandemic, it is recovering at a faster rate than other bus systems across the nation.*

GoDurham ridership has been on the upswing since restoring normal service levels in June 2020.



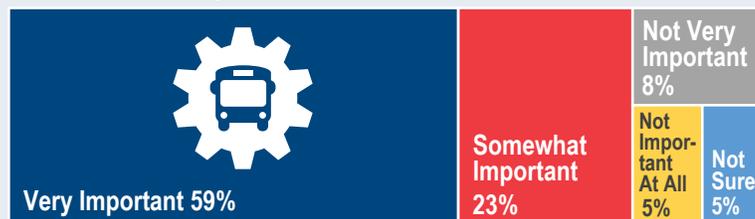
## Durham County Residents Support Transit and Bus Service Expansion

### Transit Improvements and Tax Dollars



*82% of Durham residents consider transit improvements to be a good or very good use of tax dollars*

### Bus Service Improvements



*59% of Durham residents rate bus service improvements as very important*

Sources: 2019 Triangle Region Onboard Customer Surveys; 2019 Onboard Survey of GoDurham Riders; 2019 Community Survey of Adults in Wake, Durham, and Orange Counties; GoDurham October 2020 Performance Report; GoDurham Performance Trends FY18-Current; APTA Ridership by Mode and Quarter, 1990-Present; FTA National Transit Database.

# Why We Should Invest in Better Bus Service and Infrastructure

## GoDurham Investments

Investments in GoDurham bus service and infrastructure provide a unique opportunity to:



**Advance Equity** — Intentionally direct resources to historically underserved communities of color and low-wealth households that depend on GoDurham as their main transportation option



**Support Jobs** — Provide a lifeline for the majority of GoDurham riders who need reliable bus service to get to work



**Strengthen a Proven Public Service** — Improve the existing GoDurham bus transit system that is already being used by a growing number of Durham residents who deserve better shelters, stops, buses, and other infrastructure

## GoDurham Funding

- Currently, \$30 million is being invested annually in bus transit services for Durham residents, which serves over 17,000 passengers per weekday, but with insufficient infrastructure and resources that result in 20% of buses not showing up on time and up to an hour waiting between buses.
- Doubling our investment in bus services will enable us to procure resources to obtain the buses, people, and technology that will vastly **raise on-time performance** and **reduce wait times**, while providing **better connections** across our community. This has the potential to increase and sustain GoDurham's ridership beyond today's levels. It will also allow us to invest in infrastructure to improve the availability and cleanliness of buses and shelters, as well as the safety and comfort of those walking to catch the bus.



## GoDurham Performance (FY 2020)

- **Average Weekday Ridership:** 17,473
- **On-Time Performance** (all stops): 79.9% (GoDurham) and 91% (ACCESS)
- **Average Trip Length:** 2.95 miles (GoDurham) and 8.9 miles (ACCESS)
- **Average Headway** (time between buses):

Monday-Saturday daytime (5:30am-7pm) on high-frequency corridors (routes 2/12/12B, 3/3B/3C, 5, 10, and 11/11B)

15 minutes

All times on routes 1, 2, and 4; Monday-Saturday nighttime (7pm-12:30am), Sundays, and major holidays on high-frequency corridors; Monday-Saturday daytime (5:30am-7pm) on routes 6, 7, 8, and 9/9A/9B; and peak hours on route 20

30 minutes

Monday-Saturday daytime (5:30am-7pm) on routes 3C and 12B; & Monday-Saturday nighttime (7pm-12:30am), Sundays, and major holidays on routes 6, 7, 8, and 9/9A/9B

60 minutes

# Why Invest Further in Bus Service and Infrastructure?

## What Will Doubling the Investment in GoDurham Buy?

### GoDurham Service Improvements

- More reliable buses that run on time
- More frequent service that reduces time waiting for buses on weekdays and weekends
- Better access and connections to places people need to go

### GoDurham Infrastructure Improvements

- **Transit Emphasis Corridors** – Roads with a combination of transit priority elements, such as:
  - **Dedicated Transit Lanes** – One or multiple lanes designated only for transit vehicles. Advantages include:
    1. Increases reliability and speeds, helping with consistent headways, and generally improving efficient operations
    2. Reduces delays and service interruptions caused by parked vehicles, freight deliveries, and drop-offs and pickups
  - **Transit Signal Priority (TSP)** – Traffic signal systems that reduce the delay buses experience at intersections.
  - **High-Quality Bus Stops** – Bus stops that serve multiple buses at a time with larger shelters that can accommodate more people, as well as real-time arrival information and off-board fare payment for speedier service.
- **Improved Conditions of Sidewalks and Crosswalks**
  - **Critical sidewalks and crosswalks** along key transit corridors are missing or in need of improvement for accessibility. Many present safety hazards for those walking to bus stops. Additional investments in GoDurham will help the City of Durham install new sidewalks and crosswalks and maintain those that are deteriorating to help bus riders safely reach their destinations.
- **Improved Condition and Quality of Buses**
  - **Additional investment in GoDurham** will help pay for new, more energy-efficient buses, and boost bus operations and maintenance activities to support fleet reliability.



Renaissance Parkway dedicated transit lane in Durham



Glenn View Bus Stop Installation Project



**Transit investments should be prioritized to maximize benefits to Durham residents and visitors.**

# What Makes Bus Service and Infrastructure Improvements a Wise Investment?



## GoDurham bus improvements will not cost much to build and maintain

- GoDurham bus service and infrastructure improvements would cost between **\$20–\$25** million to build and maintain.
- GoDurham bus improvements can be implemented with local funding and enhanced with federal formula dollars. They would not rely on discretionary federal transit funding, which is highly uncertain and costly to even compete.



## Bus improvements can be delivered quickly

- GoDurham bus service and infrastructure improvements could be built in 3 to 5 years with minimal construction impacts (noise, traffic, environmental).



## Bus improvements will benefit many riders who need it most

- Local and regional bus improvements will significantly improve transit access throughout the entire GoDurham service area.
- GoDurham serves 17,000 riders a day today. Bus improvements could grow ridership to higher levels.
- Demographics of GoDurham passengers indicate that driving and telework are not viable alternatives for most riders.



## Bus improvements will advance equity

- People of color make up 80% of GoDurham riders. Thus, GoDurham is a lifeline for non-white minority, lower-wealth, and disabled communities, which have been historically harmed by transportation decisions.
- Given the demographics of GoDurham riders, there is no better transportation investment to promote equity than improving GoDurham services and infrastructure.



Photo by John Tallmadge

**“ I use GoDurham almost exclusively. To pick up personal items, to get groceries, especially to get to Durham Tech’s campus to take classes. It’s a critical part of my daily life.”**

— Glenwood J., North Durham



Photo by John Tallmadge

**“ If the buses shut down, it would affect me in my responsibilities in going to see my kids, probably to go to work, everyday travel ... Education, health, doctor’s appointments, picking up medications, the post office. It would affect a lot for my everyday travel, everyday use. It would be very detrimental to my everyday life.”**

— Earl C., East Durham

# We've Delivered Significant Improvements



## We've Done It Before

*The City of Durham and its regional partners have worked with communities to improve the local bus system.*

### In recent years, we delivered the following:

**1 GoDurham increased service frequency:** improvements funded by \$3.2 million of Durham County Transit Plan taxes, including the voter-approved sales tax

**New 15-minute service:**

- Route 3 (Holloway St.)
- Route 10 (Chapel Hill Rd.)
- Route 5 (Fayetteville St.)
- Route 2/12 (E. Main St.)
- Route 11 (W. Main St.)

**New 30-minute night and Sunday service:**

- Route 1 (Northgate)
- Route 2 (E. Main St.)
- Route 4 (N. Roxboro Rd.)
- Route 2/12 (E. Main St.)
- Route 3 (Holloway St.)
- Route 5 (Fayetteville St.)
- Route 10 (Chapel Hill Rd.)
- Route 11 (W. Main St.)

**Other improved Service (frequency):**

- Route 2 (E. Main St.) - 30 minutes
- Route 12 (NCCU/NC 55) - 30 minutes
- New Route 20 (Woodcroft-Duke) - 30 minutes
- Route 8 (Lawson St.) - 30 minutes on Saturdays

**2 New vehicle purchases**

- \$6 million for electric buses for future service expansion
- \$540,000 for the purchase of Durham County ACCESS vehicles in FY 20 funded by Durham County Transit Plan taxes, including the voter-approved sales tax
- \$70,000 for the purchase of GoDurham vehicles in FY 20 funded by Durham County Transit Plan taxes, including the voter-approved sales tax

**3 50 bus stop improvements** completed, under construction, or in the design and approval processes in FY 20 funded from \$1.5 million in Durham County Transit Plan taxes, including the voter-approved sales tax

**4 50 bus stop improvements** to be designed and constructed annually from FY 21 forward, funded from \$2.5 million in Durham County Transit Plan taxes, including the voter-approved sales tax

**5 Development of the Chapel Hill Street, Fayetteville Street, and Holloway Street Transit Emphasis Corridors,** funded by \$57 million in Durham County Transit Plan taxes, including the voter-approved sales tax

**6 Mobile ticketing (2021)**



**The City of Durham Has Delivered Transit Improvements**

These projects demonstrate meaningful progress on transit infrastructure and bus speed and reliability improvements that the City of Durham can and should do more of.

**Let's Do More!**

**Other GoDurham bus improvements are currently being planned and designed. Additional funding will be needed to continue and complete the projects.**

Sources: "Durham County Transit Plan Existing Conditions and Pipeline Projects" Presentation to the Durham City Council, December 5, 2019.

# Durham Transit Plan Update Process



## What is the DCTP?

The Durham County Transit Plan determines:

1. How public transportation funds will be managed and spent
2. Which new projects will be funded from the 2011 transit tax
3. How we want to invest \$1 billion in transit over the next 20 years



## DCTP Timeline

- **2011:** DCTP developed and voters passed a transit-designated half-cent sales tax
- **2017:** DCTP updated, providing for investments in light rail, commuter rail, and bus facilities and service
- **2019:** Durham County Board of Commissioners voted to end the Durham-Orange Light Rail Project, which faced funding and other challenges



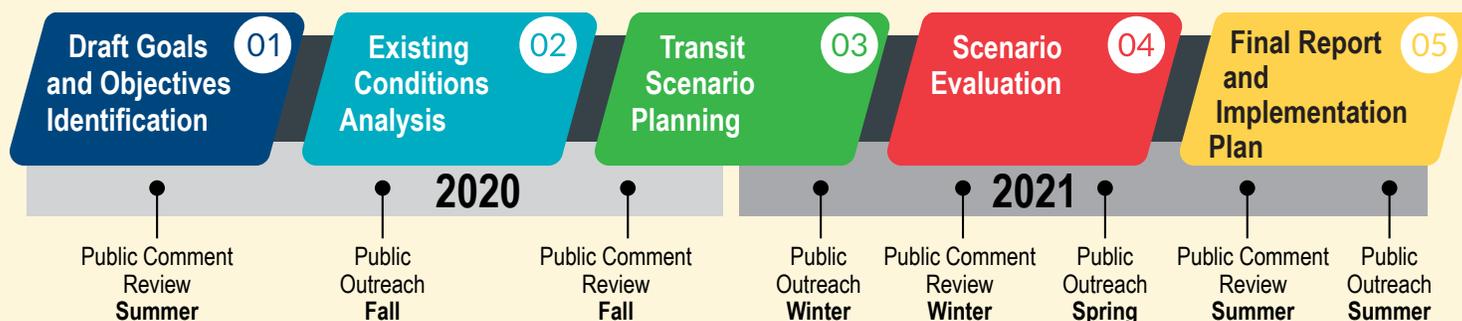
## Why is the DCTP Being Updated?

With the discontinuation of the Durham-Orange Light Rail project in 2019, the DCTP Update is needed to determine how the funds that would have been spent on the light rail project are invested

## DCTP Engagement Process



- **Draft Goals and Objectives Identification** – Through public input, draft goals and objectives are identified to establish performance measures and preliminary plan recommendations, and are expected to be shared with communities to see if they reflected their needs and priorities
- **Existing Conditions Analysis** (Fall 2020) – The current transportation system, demographic and land use trends, and existing routes were analyzed to identify opportunities and challenges of the current public transportation system
- **Transit Scenario Planning and Evaluation** (Winter – Spring 2021) – The goals and objectives will be used to create sets of potential transit projects and locations for community feedback, which will be evaluated and narrowed down to one preferred scenario
- **Final Report and Implementation Plan** (Summer 2021)
- **Public Input** (Summer 2020 – Summer 2021) – Communities will be engaged throughout the planning process for their input



# Making a More Equitable Transit System

## The Challenge

In spite of the city's renaissance, Durham's leaders in and outside of government are cognizant that **not all residents are sharing in the City's prosperity.**

## The Goal

- City and community leaders **share the goal of creating a Durham County Transit Plan** that will implement initiatives that **will help all Durham's residents** to take advantage of the economic opportunities that are being created by the city's resurgence.
- **Investments in GoDurham service and infrastructure provide the best opportunity** to intentionally direct local transit resources for the benefit of communities of color and low-wealth households with limited transportation options.

## The Equitable Community Engagement Blueprint

**The City of Durham's Equitable Community Engagement Blueprint:**

- Advances equitable community engagement across the city of Durham by offering specific guidelines that can be adapted and replicated across city initiatives

- Prescribes intentional engagement methodologies and procedures to ensure historically underrepresented communities are included in the city's planning and decision-making processes
- Ensures that outreach or information-gathering approaches include an intentional effort to engage a representation of the city's diversity

**The city of Durham's Department of Transportation has partnered with Neighborhood Improvement Services to apply the Equitable Community Engagement Blueprint to the transit planning process. We commit to:**

**Inclusion** – We will utilize Community Rooted Partners to ensure that transportation plans and projects benefit from input from communities historically excluded from decision-making

**Transparency** – We will communicate clearly and share information cooperatively so that your voice is heard and your participation matters

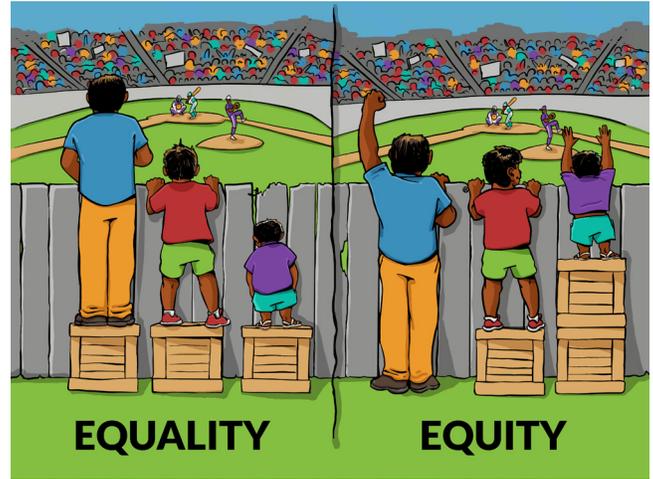


Image Source: Interaction Institute for Social Change | Artist: Angus Maguire.

## Partnering for Equity

The Durham County Transit Plan Update provides an opportunity for the city of Durham to partner with the Transit Equity Campaign ([bikedurham.org/transit](http://bikedurham.org/transit))

- Let's work together to ensure that we prioritize investments that create a higher-quality transit system with extensive benefits for Durham residents, especially communities of color and low-wealth households with limited transportation

Better connections to jobs, education, and services



More accessibility for residents without access to cars and persons with disabilities



Safer and healthier ways to get around, with fewer injuries and deaths



Improved environmental sustainability

