



## Appendix B: Engagement Summary Reports



**GoDurham and GoTriangle  
Short Range Transit Plans**

# **Phase 1: Community Engagement**

**September 2023**

**N NELSON  
NYGAARD**



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# 1 Overview: Phase 1 Engagement

As part of developing their Short-Range Transit Plans (SRTPs), the project team, including staff from GoDurham and GoTriangle, engaged transit riders and members of the public on draft service proposals. This initial or “Phase 1” engagement was carried out between August 7, 2023, and September 1, 2023. The purpose of this phase of engagement was to share draft transit service ideas planned for the short term (i.e., between 2024 and 2028) with transit riders, stakeholders and Durham and Orange County community members. Specific goals of the engagement process were to receive feedback on:

- Increase awareness about the transit service improvements planned as part of the Durham Transit Plan. These improvements were more general in nature and primarily included expanding the hours and days of service (service span) and frequency of service.
- Collect specific feedback on proposals to change bus routes.

Given these goals, the project team used a variety of methods to increase awareness and collect feedback. The team met with GoDurham bus drivers, prepared a survey to collect feedback, arranged focus group discussions for detailed feedback, and held a series of pop-up and tabling events to reach transit riders and other target populations.

Methods used to promote these efforts included:

- Project website
- Social media and posts on agency platforms
- Media kit sent to agency partners.
- Transit advertisements and materials
- Direct stakeholder outreach via phone and email

## PARTICIPATION

The project team held more than 12 meetings and talked with hundreds of individuals. Some people stopped by the table to pick up information, while others filled out a survey. Other people learned about the project through social media and went directly to the website to learn more about the proposed changes.

The survey was designed to be simple and easy to fill out; it had a handful of open ended and structured questions about the bus service plus a series of demographic questions (see Appendix A). In total, 467 participants answered at least one survey question on the survey which yielded 3,357 responses and 532 comments.

## Participant Demographics

### Survey Responses

Responding to demographic data was optional but does give us a sense of who responded to the survey. The data shows that the profile of responses is different from GoDurham ridership and more closely aligns with GoTriangle. Note that the profile reflects only people who provided demographic information, not the total number of survey participants.

- Fifty-six (56) percent of survey respondents were white and 25% identified as Black or African American. Ninety five percent (95%) spoke English very well, 26% percent had an annual household income of \$100,000 and above.
- In terms of age, 22% were aged 18 to 24, 28% were aged 30-44, 33% were aged 45-64 and 13% were aged 65 or older.
- Just under half (48%) identified as female, while 41% identified as male and 4% identified as non-binary. The remaining portion preferred not to answer.
- Eighty three percent (83%) of respondents said that they did not have a disability, while 10% said they did have a disability. Seven percent (7%) preferred not to answer.

### In Person Events

The pop-ups and tabling events were well attended and accomplished the goal of reaching a diverse audience of transit riders.

The focus groups held at Durham Station were also well attended with 25 participants. Participation also more closely reflected GoDurham transit ridership, with a majority Black/African American participation, a broad range of ages, individuals with disabilities and a range of experience with transit service. The focus group held at the University of North Carolina, however, had lower participation with 2 attendees both of whom who were white, male and of a similar age.

## KEY FINDINGS

The following list includes key findings that are reviewed in detail throughout this report:

- Riders were excited about planned service expansions, including increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making the bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places without having to go into Durham Station.
- Riders talked about the importance of comfortable places to wait for the bus. They specifically talked about shade, lighting, and places to sit. They mentioned that they liked that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle. However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.

**Phase 1 Community Engagement**  
GoDurham and GoTriangle

- Several people expressed concern about the proposal to move the service from the Eubanks Park and Ride to NC-54. While there was some misunderstanding about this concept, people felt that the relocation would increase commuting times.
- Riders did not support the DVX and felt that the bus should travel all the way into downtown Durham. They also felt that while the 100X is a good concept, it would be slower than the DRX.
- Some riders felt proposed changes could reduce access to some areas, including downtown Chapel Hill, downtown Durham, and Regional Transit Center. There was also concern about the areas west of Durham.
- Riders specifically asked for more frequent and more direct access to Raleigh Durham Airport (RDU). At least one rider requested service on Ellis Road in Durham; another asked for service further west on Hillsborough Street to reach the Vocational Rehabilitation Services on Operational Drive.

There were also three points where respondents offered different points of view:

- Bus Fares - some respondents wanted bus fares to remain free, while others there should be fares. For some, charging fares reflects a desire to save taxpayer money and for others it was about discouraging particular groups from riding the bus (e.g., those experiencing homelessness).
- Some respondents liked the removal of bus stops to streamline their commute and make their rides shorter; others disliked the reduction of bus stops because it would make the bus difficult to ride or keep them from reaching key destinations (e.g., Durham Tech).
- Although most respondents supported the increase in frequency to every 15 minutes (see above). Others said buses should not run as often or at all if ridership numbers are low.

## **RECOMMENDATIONS FOR FUTURE ENGAGEMENT**

While the engagement was successful in attracting a broad range of opinions and ideas from diverse audiences, there are some lessons learned from the demographic analysis and engagement process that include:

- Continuing pop-up events at transit centers and bus stops as they helped create awareness and collect input from transit riders from all targeted demographic backgrounds.
- Future engagement should consider more ways to reach senior communities and populations with disabilities as those were hopeful targets of outreach.
- Partnering with a Spanish-speaking organization at all engagement events (e.g., pop-ups, tabling events, focus groups) could increase participation from Spanish-speaking audiences and incentivize them to take the online survey knowing it's available in Spanish.
- Consider more participation incentives to reach lower income populations.
- Investigating alternative focus group locations for Orange County as access to the University was challenging for many due to parking and difficulty finding the room on campus.

## 2 Engagement Approach

### OVERVIEW

Traditionally, transit riders disproportionately include disadvantaged populations, including racial minorities, non-native English-speaking individuals, individuals with low incomes, and individuals with disabilities. Data shows that these individuals comprise a significant share of Durham and Orange County’s population (see Figure 1). For instance, according to 2020 ACS Census data racial minorities comprise 61% of residents in Durham County and 72% of riders on GoDurham routes. GoTriangle ridership has a smaller percentage of racial minorities (56%) but still greater than the underlying population of either Durham or Orange County.

The project team developed tactics, tools, and outreach methods designed to include these groups given the importance of their input.

**Figure 1** Demographics of North Carolina, Durham County, Orange County and Transit Riders by Agency

	Total Population	White	Black/ African American	American Indian/ Alaska Native	Asian	Native Hawaiian/ Pacific Island	Two or More Races	Hispanic/ Latino
GoTriangle	---	44.0%	30.0%	1.0%	15.0%	---	---	7.0%
GoDurham	---	13.0%	72.0%	1.0%	4.0%	---	---	8.0%
Durham County	317,665	50.9%	35.6%	0.3%	5.0%	1.0%	5.0%	13.6 %
Orange County	146,354	75.2%	11.2%	0.5%	7.9%	0.0%	3.6%	8.5%
North Carolina	10,386,227	67.6%	21.4%	1.2%	3.0%	1.0%	3.6%	9.5 %

Source: U.S. Census, GoTriangle and GoDurham

### TACTICS AND TOOLS

The project team used a variety of tactics and tools which were designed to create awareness about the Short-Range Transit Plans and the engagement events and to encourage people to participate in the engagement events. The approach was also designed to encourage participation from individuals who more closely match GoDurham and GoTriangle transit ridership, including racial minorities, lower income individuals, older adults, and people with disabilities.

## Collecting Feedback

### Bus Operator Drop-in Session

A bus operator drop-in session was held to on June 21, 2023, to share project information and to gather their feedback on existing services and proposed route changes with current bus operators prior to the public outreach period.

### Focus Groups

The Phase 1 engagement activities included focus groups so that the project team would have an opportunity to explore proposed service changes in a more relaxed and detailed way. The team advertised the focus groups over social media, at pop-ups and through stakeholder.

Four focus group meetings were held on Monday August 21, 2023, and Tuesday August 22, 2023. The meetings were held at different times of the day, including lunchtime, late afternoon, and early evenings. Attendees signed up for a specific focus group meeting at their desired date and time via a Google Form. The focus groups were loosely organized by geography. Three groups were held at Durham Station, and one was held at the UNC Student Union building on the main campus.

There was a total of 27 participants that attended the focus group meetings. As compensation for their time, participants were provided snacks and given a \$20 cash stipend.

### Pop-Up and Tabling Events,

Pop-up events were vital in collecting feedback from transit riders. The team planned nine pop-ups and ultimately held eight at bus stop shelters and transit stations between August 15, 2023, and August 30, 2023. Pop-ups were conducted at different times of the day at the following:

- GoTriangle Regional Transit Center
- Durham Station
- Latino Community Credit Union
- UNC Chapel Hill Main Campus
- Durham Technical Community College Main Campus

Like the pop-ups, tabling events were held to inform the public of the GoDurham and GoTriangle SRTPs and potential route changes and to collect comment forms. Four tabling events were held at community gatherings throughout Durham and Orange County at the following events:

- GoDurham Monthly Meeting
- Trinity Hope Center Back to School Event
- IR Holmes Recreation Center Back to School Bash
- MAKRS Market at Durham Central Park

Each event included handouts and boards showing current transit routes, proposed routes, and a table of potential changes so participants could easily see and understand proposed route changes. Staff used these boards, and corresponding handouts, to assist with any questions or concerns. The handouts were available for participants to take home with them and included links



to the project website and survey, pertinent information about ongoing and upcoming engagement opportunities, and project contacts.

## Survey

A survey was used to gather feedback on which routes transit riders typically use and to get input on how the proposed route changes might impact them. The survey remained open to the public for four weeks. Paper comment forms were developed to allow those without reliable access to technology, or those who preferred hard copies, to participate. The survey was provided in English and Spanish, and other languages upon request. The hard copies included a link to complete it online should the participant wish to take it later.

## Creating Awareness

While the pop-ups and focus groups were successful in reaching a significant population of transit riders, to ensure a broader reach to more community members, the project team also relied on additional communication methods that included a project website, social media and email, transit advertisements, and direct stakeholder outreach.

## Project Website

The team used the GoForward website to share information and materials about the SRTPs. Information on the website included informational video on the SRTPs, online survey links, information on the proposed route changes, project area route maps, and upcoming opportunities for public participation. Links to the project website appeared on all engagement materials.

## Social Media and Email

The project team worked with SRTPs' partners and local municipalities to promote project activities, events, and engagement opportunities via email and social media, including Facebook, X (formally Twitter), Instagram, and NextDoor. The project team shared a media kit of advertising content and graphics with agency partners and encouraged them to share the information on their platforms. Share kits were available in Spanish and English.

## Transit Advertisements and Materials

Flyers and posters advertising the SRTPs' project details and upcoming engagement opportunities were posted on buses and at transit stops. Unstaffed informational boards were also posted at twenty-seven (27) transit stops along routes with many potential changes throughout the project area. These promotional materials included a QR code and/or project website link to complete the online survey. All materials included Spanish translations.

## Direct Stakeholder Outreach

The project team conducted outreach to local apartment complexes and community centers to inform them of the SRTPs and leverage their existing communication channels to help advertise the information and promote upcoming engagement opportunities. Eleven entities assisted in distributing the information where feasible and more than 1130 promotional materials were distributed among the apartment complexes and community centers. Materials were provided in Spanish upon request.

## 3 Engagement Findings

### OVERVIEW

The following list includes key findings that are reviewed in detail throughout this report:

- Riders were excited about planned service expansions, including increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places without having to go into Durham Station.
- Riders talked about the importance of comfortable places to wait for the bus. They specifically talked about shade, lighting, and places to sit. They mentioned that they liked that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle. However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.
- Several people expressed concern about the proposal to move service from the Eubanks Park and Ride to NC-54. While there was some misunderstanding about this concept, people felt that the relocation would increase commuting times.
- Riders did not support the DVX and felt that the bus should travel all the way into downtown Durham. They also felt that while the 100X is a good concept, it would be slower than the DRX.
- Some riders felt proposed changes could reduce access to some areas, including downtown Chapel Hill, downtown Durham, and Regional Transit Center. There was also concern about the areas west of Durham.
- Riders specifically asked for more frequent and more direct access to Raleigh Durham Airport (RDU). At least one rider requested service on Ellis Road in Durham; another asked for service further west on Hillsborough Street to reach the Vocational Rehabilitation Services on Operational Drive.

There were also three points where respondents offered different points of view:

- Bus Fares - some respondents wanted bus fares to remain free, while others there should be fares. For some, charging fares reflects a desire to save taxpayer money and for others it was about discouraging particular groups from riding the bus (e.g., those experiencing homelessness).

**Phase 1 Community Engagement**  
GoDurham and GoTriangle

- Some respondents liked the removal of bus stops to streamline their commute and make their rides shorter; others disliked the reduction of bus stops because it would make the bus difficult to ride or keep them from reaching key destinations (e.g., Durham Tech).
- Although most respondents supported the increase in frequency to every 15 minutes (see above). Others said buses should not run as often or at all if ridership numbers are low.

## **SURVEY RESULTS**

Four hundred sixty-seven (467) participants answered at least one question in the survey, there were a total of 3,357 responses and 532 comments received. The responses to the survey questions are summarized below.

As mentioned, the demographics of the survey responses was not representative of GoDurham or GoTriangle's ridership overall. But people who filled out the survey were transit riders. Half of the respondents (49%) said they regularly ride GoTriangle routes, while slightly fewer, 44% ride GoDurham routes. Among the people who filled out the survey and used GoTriangle service, the most frequently cited routes were:

- Route 400 (21%)
- Route 800 (15%)
- DRX (15%)
- 405 (14%)
- Route 700 (14%)
- ODX (2%)

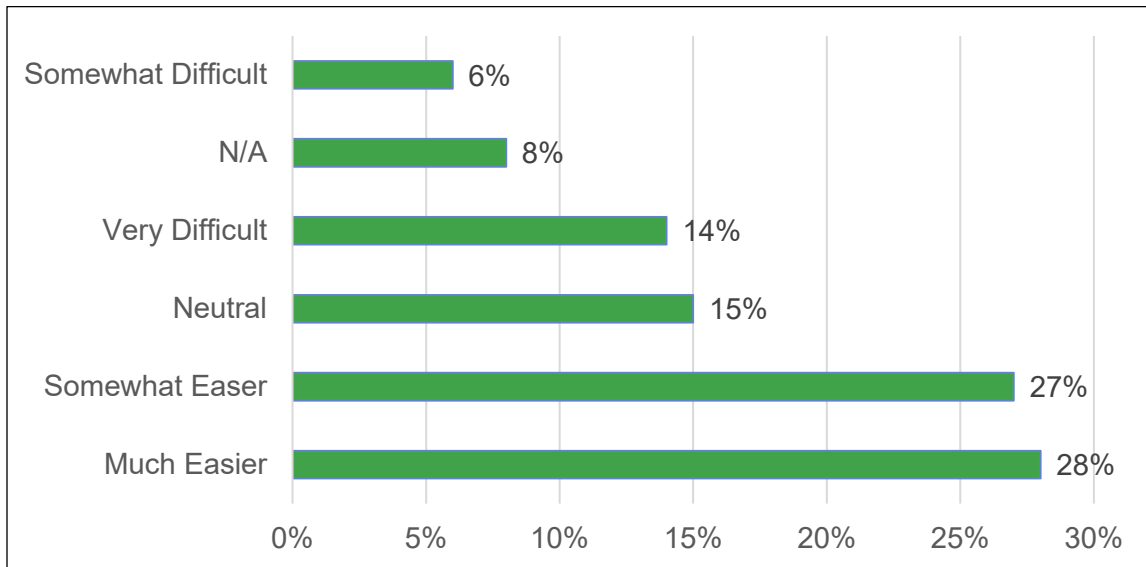
For survey responses that include GoDurham riders, the most frequently used routes included:

- Route 11/11B (13%)
- Route 5 (12%)
- Route 12/12B (11%)
- Route 20 (1%)

### **Transit Ease Associated with Proposed Changes**

Over half of respondents (55%) believe that the proposed route changes will make it much easier or somewhat easier to ride the bus, while 20% believe that it will make riding the bus more difficult for them. Another 15% remained neutral of the proposed changes.

Figure 2 Transit Ease Associated with Proposed Changes (All Responses)



Source: Public Participation Partners

## Responses By Route

Examining these results by route reveals differences in perceptions of the proposed changes. Specifically, respondents were more likely to say the changes would make their travel easier if they travel routes GoDurham Route 6 (89%), GoTriangle Route 700 (80%) and GoTriangle Route 405 (81%). In contrast, survey responses representing riders of other routes were more likely to say the changes would make their bus travel more difficult. These bus routes included GoTriangle 420 (74%), GoTriangle CRX (39%), and GoTriangle ODX (22%). Another group of riders were more likely to express neutrality, these included riders who use the following routes, GoDurham Route 7 (27%), GoTriangle 805 (20%), and GoTriangle ODX (22%).

## By Disability Status

Among those who reported having a disability, the majority (64%) said that the proposed changes would make it easier to ride the bus, while only four percent said that the changes would make it more difficult. However, survey commenters did note some concerns about how the proposed changes would affect those with mobility issues. For example, some are concerned that the GoTriangle CRX and GoTriangle 420 buses will be so crowded that riders will be forced to stand—something impossible or difficult for some riders. Respondents also mentioned that requiring riders to transfer buses can pose issues for those with disabilities or mobility issues.

Respondents without a reported disability were more likely to believe that the proposed changes would make their travel somewhat difficult (7%) or very difficult (16%).

## By Income

Respondents reporting annual incomes of less than \$35,000 were more likely than others to believe that their bus ride would be easier because of the proposed changes (63% among lower incomes and 96% higher incomes). Those making between \$35,000 and \$50,000 (30%) and

between \$75,000 and \$100,000 (42%) were more likely than other respondents to expect greater difficulty riding the bus.

## By Racial Identity

Non-white respondents were slightly more likely than white respondents to say that the proposed changes would make their ride easier (62% as compared with 56%).

## Bus Operator Comments

Sixteen bus operators offered suggestions via comment card. Several repeated the concerns of those expressed by survey respondents: fares should no longer be free, the RDU route should be more direct, moving the park and ride will create issues for many riders, and safety should be emphasized (especially pertaining to ensuring a safe network of sidewalks).

The most consistent comment among operators was that the number of stops along the GoTriangle 100 route should be reduced.

# FOCUS GROUP MEETINGS

## Overview

As mentioned, the Phase 1 engagement efforts included four structured “focus group” style conversations with riders. The conversations were designed to hear directly from riders about specific route proposals. The focus groups were held over two days (August 21 and August 22). Three meetings were held at Durham Station and the fourth was held at the Student Union at the University of North Carolina at Chapel Hill. People were encouraged to participate in the meetings through offering participants a \$20 cash stipend, plus pizza and drinks. P3 recruited participants in a variety of ways, including social media postings, sign-up sheets available at pop-up events and through the City of Durham’s community partners.

## Summary of Findings

In total, 27 people participated in the focus group conversation. Key findings from the conversations are divided into lessons for community engagement and comments about the draft service changes.

### Key Findings for Short Range Transit Plans

- Riders were excited and appreciated that GoDurham is planning to add service in the form of increased service frequency and longer hours of service on more days of the week.
- Riders also appreciated the broad goal of making routes straighter and more direct, so travel would be faster. They also liked the idea of making bus service more consistent.
- Riders liked the idea of cross-town routes that would provide connections between places without having to go into Durham Station. However, people were more supportive of Route 14 (?) that connected North Durham with Duke University and the VA Hospital than they were of Route 13 that connected the Village with NCCU and Durham Tech.

**Phase 1 Community Engagement**  
GoDurham and GoTriangle

- Riders talked about the importance of comfortable places to wait for the bus. They specifically talked about shade, lighting, and places to sit. They mentioned that they liked that GoDurham added places to plug in their phones at some locations.
- In general, riders were open to route changes that integrated GoDurham and GoTriangle. For example, most people in the focus groups felt that shortening GoDurham Route 12 (?) to stay on NC55 would be okay if GoTriangle Route 800 was available for east-west connections. However, riders said this arrangement would not be acceptable if GoTriangle charged a fare and GoDurham did not.
- Nelson\Nygaard asked riders for the preference about specific locations where routes converge and GoDurham was evaluating the potential for hubs that would be supported with enhanced bus stops. When asked about the importance of Duke Regional Hospital and North Duke Crossing, riders said both should be improved stops. Having connections and facilities at both locations would give riders more options to access services.
- Comments not related to service improvements included frustration with communications and late notice about detours and route changes.

## Implications for the Short-Range Transit Plans

1. Public information about the CRX changes needs to be clarified and shared in a way that will explain the proposal.
2. The project team should consider the DVX plans and potentially return to the DRX alignment.
3. Riders are open to transfer between GoTriangle and GoDurham routes but services need to be better coordinated and fares need to be integrated.

## Sub-Area Conversations

Focus groups were nominally organized around sub-areas. In most cases, each focus group had enough time to talk through the draft changes in each service area. The conversation, however, was structured such that the facilitator walked through the service changes in each sub-area.

### North Durham

Route changes for North Durham included minor changes to Route 4, so it would continue to the new high school, changes to Route 9 with new designations (9G and 9D) with Route 9G going into Glenbrook Drive and 9D serving Hebron Road and Danube Lane. Discussions also included a new Route 14 crosstown that would connect Duke Regional Hospital to the VA Hospital and Duke University. People were generally supportive of these changes. A handful of comments included:

- Riders wanted all buses to serve both Duke Regional Hospital and North Duke Crossing. There was a sense that the locations are close to each other and by having both routes serve both destinations, riders would have more options.
- Riders talked about the challenges associated with serving Glenbrook Drive and how buses have to double back. One person said that after the storm, the bus drove straight through the Club Boulevard Community; she suggested making that the bus route.

**Phase 1 Community Engagement**  
GoDurham and GoTriangle

- One rider currently uses Route 9 to get to Riverside High School. He noted that the route proposal would not be convenient for him.

## South Durham

Moderators highlighted bus changes in South Durham, describing that there would only be one Route 3, that would operate frequently between Durham Station, the Village and Walmart. Moderators also described how the current Route 3B would become Route 16 and there is a proposal for a new crosstown to connect the Village with NCCU and Durham Tech. Other changes included all serve on Route 100, which would be realigned to provide local service between Briggs Road and Durham Station.

- Riders were supportive of these changes and liked the idea of one simple Route 3, especially if it operated every 15 minutes with longer hours on more days.
- Riders were mixed about the Route 13 crosstown riders. While they liked the opportunity to travel north south without going into Durham Station, there was some concern about connecting student populations and the Village. Others were not sure there were enough destinations to make this a useful service.
- GoDurham riders were not opposed to the changes in Route 100X but at the same time, they were not overly enthusiastic about how useful this change would be for them.

## West Durham

Focus group moderators explained the proposed changes to bus service in West Durham, focusing on the realignment of the 6 to serve Constitution Drive instead of 11B, and the two service patterns on the 11 (11C and 11H) to provide 15-minute service to the VA. Participants expressed that the 11B was often late or unreliable, and any changes to the route that may improve on time performance were welcome. Riders expressed:

- Concern about Route 6, especially that it is often crowded and could use increased service (more frequency).
- Desire for Route 11 to travel further west on Hillsborough at least as far as the Vocational Rehabilitation Center.

## South Durham

Moderators explained the changes to bus service in south Durham, focusing on the proposal for Route 12/12B so it would travel north-south without going to Southpoint on NC54 and how riders could use GoTriangle Route 800 for these local connections. Focus groups also touched on the new Route 805.

- Rider approval for the changes to Route 12 were mixed. While most people thought the change made sense, there was concern about taking away east-west connections to South Point and RTC. Some riders felt like asking riders to transfer between two 30-minute routes is not fair.
- Support for the service change dropped, when riders learned that GoTriangle could charge a fare for the east-west connections. Some riders felt like if there was a way to let people make local trips for free that would help a lot.

**Phase 1 Community Engagement**  
GoDurham and GoTriangle

- Timing transfers and making transfers more reliable was a clear frustration for riders. Several people talked about the lack of coordination between GoTriangle and GoDurham routes at Southpoint.
- One rider said they supported the alignment changes to Route 8 and Route 12 but there needs to be good transfer facilities at Cornwallis where the two routes meet. This rider said a lot of people use Route 12 to get to NCCU or Durham Tech and now they'll have to transfer. This is okay but the transfer needs to be clean.
- There was desire for more service coverage in South Durham, including on MLK Parkway, to Jordon High School, and to the High School that was previously served by the 20.

## Regional Connections

### **Durham – Orange County**

Participants were in general supportive of the 400 and 405 proposals, with mixed reactions to removing service from University and South Square.

- One participant does not like losing the University/MLK 405/400 stop.
- With the removal of the 400 variants, no longer need to do the calculation of if waiting for a 405 that doesn't deviate would be faster.

### **Durham – Raleigh Connections**

Participants overall opposed the proposed changes to the DRX. Riders were frustrated that the bus would stop short of downtown Raleigh and expect them to transfer. Several riders said this would make a two or three step trip and the "cost" of transferring would make them stop taking transit. They also questioned how much time it would save.

## Orange County

Not all the focus groups discussed the Orange County routes at length and the focus group designed to focus on Orange County service was lightly attended. However, participants did have concerns about several of the proposals.

- There was a lot of misunderstanding and frustration about the proposed changes to the CRX and eliminating service to the Eubanks Park and Ride lot.
- There was concern about the changes to Route 420, especially because it just connects park and ride lots. There was a sense that there wasn't enough of an anchor on either end for the route to be successful.
- One rider said they understood the proposal but said it would be frustrating for riders to be dropped off at Eubanks Park and Ride lot, only to have to transfer to another bus to get to UNC. They suggested that at least one trip an hour travel all the way between UNC and Hillsborough – it could be Chapel Hill Transit or GoTriangle.
- Riders were also frustrated about the proposed changes to the ODX, citing that they want to keep the stop in downtown Mebane. There was also concern about not serving the Durham Tech Park and ride lot.



**Phase 1 Community Engagement**  
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- One rider suggested that GoTriangle routes stop at UNC Easttown and Wegman's in Chapel Hill. There was a sense that these are regional destinations that would be useful to riders.

## Non-Route Comments

Along with route proposal comments, other issues raised by participants included:

- Issue with bus drivers not stopping for people.
- All-day service on commuter routes would be great.
- Better communication during detours/changes: app notifications, social media, in all apps, LCD screens
- Would be nice for buses to make "next stop" announcements, show the next stop and what transfers are available there (like MTA buses)

## Lessons Learned for Community Engagement

- People were interested in changes to the GoDurham and GoTriangle services. They appreciated the opportunity to participate in the focus group conversation, share their opinions and talk with other riders.
- Durham Station was a successful venue for the focus group meetings. Although the meeting was in an open space, the environment was good for sharing information and working with groups between 10 and people.
- Riders appreciated being offered \$20 to participate in the meeting. It also proved to be an attractive enough incentive that the focus groups attracted a diversity of participants. Meeting participants represented a range of demographic characteristics and experience using transit.
- One hour was sufficient for meeting length. Even in cases where more than 10 people attended a meeting, there was ample time for meeting participants to speak and share opinions.

# Appendix A: Phase 1 Survey

## ENGLISH VERSION

### HELP US IMPROVE BUS SERVICE!

Share your thoughts on proposed bus service changes for the GoDurham and GoTriangle Short Range Transit Plans. Review the proposals on the attached handout, at a pop up event, or online at [GoForwardNC.org/srtp](http://GoForwardNC.org/srtp).

Comments are preferred by **September 1, 2023** through one of the following ways:

**Email** a scanned copy or picture of each page to: [info@pppconsulting.net](mailto:info@pppconsulting.net)

**Mail to:** Public Participation Partners  
8502 Six Forks Rd, Ste. 102  
Raleigh, NC 27615

**Complete Online:** [GoForwardNC.gov/srtp](http://GoForwardNC.gov/srtp)

Thank you for your input!



What bus routes do you ride? (Check all that apply)

GoDurham

- 1     2     3/3B/3C     4  
 5     6     7     8  
 9/9A/9B     10/10B     11/11B     12/12B  
 20     Other bus service (Chapel Hill Transit, Orange County Public Transit, GoRaleigh, etc.)

GoTriangle

- 400     405     420     700  
 800     805     CRX     DRX  
 Other GoTriangle Route  
 I do not take the bus

Will these proposed changes make it easier for you to ride the bus?

- |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Much Easier              | Somewhat Easier          | Neutral                  | Somewhat Difficult       | Very Difficult           | N/A                      |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What do you like or dislike about the proposed ideas for route changes? (Please reference specific route number(s) in your comment.)

Phase 1 Community Engagement  
GoDurham and GoTriangle

Subscribe for Project Updates: Would you like to be notified about project updates and opportunities to provide feedback? Please provide your email address below.

### Voluntary Demographic Questions

The following questions ask about you and your background. This information helps us work toward our goal of inclusive engagement. **Please note that your responses will be used solely for data collection, will remain CONFIDENTIAL, and are OPTIONAL.**

What is your home zip code?

-----

Do you have a disability?

- Yes
- No
- Prefer not to answer

What is your gender identity?

- Man
- Woman
- Non-binary
- Prefer not to answer

What is your age?

- Younger than 18
- 18-29
- 30-44
- 45-64
- 65 and older
- Prefer not to answer

How well do you speak English?

- Very well
- Well
- Okay
- Very Little
- Not at all
- Prefer not to answer

What language do you speak at home?

-----

Which of the following best describes you?

(Choose all that apply)

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or Alaskan Native
- White or Caucasian
- Prefer not to answer
- Other (please specify)

What is your approximate annual household income?

- Less than \$15,000
- \$15,000 - \$25,000
- \$25,000 - \$35,000
- \$35,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 and above
- Prefer not to answer



## SPANISH VERSION

### ¡AYÚDENOS A MEJORAR EL SERVICIO DE AUTOBÚS!

Comparta sus comentarios sobre los cambios al servicio de autobús propuestos en los Planes de transporte público a corto plazo de GoDurham y GoTriangle. Revise las propuestas en el folleto adjunto, durante un evento o en línea visitando [GoForwardNC.org/srtp](http://GoForwardNC.org/srtp).

Preferimos recibir comentarios antes del 1 de septiembre de 2023 por alguna de estas vías:

**Envíe por email** una copia escaneada o una foto de cada página a: [info@pppconsulting.net](mailto:info@pppconsulting.net)

**Envíela por correo a:** Public Participation Partners  
8502 Six Forks Rd, Ste. 102  
Raleigh, NC 27615



**Responda en línea:** [GoForwardNC.gov/srtp](http://GoForwardNC.gov/srtp)

¡Gracias por sus comentarios!

¿Qué rutas de autobús utiliza? (seleccione todas las que apliquen)

GoDurham

1

2

3/3B/3C

4

5

6

7

8

9/9A/9B

10/10B

11/11B

12/12B

20

Otro servicio de autobús (Chapel Hill Transit, Orange County Public Transit, GoRaleigh, etc.)

GoTriangle

400

405

420

700

800

805

CRX

DRX

ODX

RDU

Otro GoTriangle Route

No viaje en autobús

¿Harán estos cambios propuestos más fácil para usted viajar en autobús?

Más fácil

Algo más fácil

Neutral

Algo más difícil

Muy difícil

N/A

¿Qué le gusta o no le gusta sobre las ideas propuestas para cambiar las rutas? (favor de mencionar número(s) de ruta(s) en sus comentarios)

Phase 1 Community Engagement  
GoDurham and GoTriangle

Suscribase para recibir actualizaciones del proyecto: ¿Le gustaría recibir notificaciones sobre el proyecto y oportunidades para hacer comentarios? Escriba su dirección de email abajo.

### Preguntas demográficas voluntarias

Las siguientes preguntas se refieren a usted y sus antecedentes. Esta información nos ayuda a lograr una participación más inclusiva. Todas las respuestas serán utilizadas solo para recabar información, son CONFIDENCIALES y OPCIONALES.

¿Cuál es el código postal de su hogar?

-----

¿Tiene alguna discapacidad?

- Sí
- No
- Prefiero no responder

¿Cuál es su identidad de género?

- Hombre
- Mujer
- No binario
- Prefiero no responder

¿Cuál es su edad?

- Menor de 18
- 18-29
- 30-44
- 45-64
- 65 o mayor
- Prefiero no responder

¿Qué tan bien habla usted inglés?

- Muy bien
- Bien
- Más o menos
- Muy poco
- No hablo
- Prefiero no responder

¿Qué idioma habla usted en casa?

-----

¿Cuál de las siguientes le describe mejor? (seleccione todas las que apliquen)

- Asiático o isleño del Pacífico
- Negro o afroamericano
- Hispano o latino
- Amerindio o nativo de Alaska
- Blanco o caucásico
- Prefiero no responder
- Otra (favor de especificar)

Aproximadamente, ¿cuál es el ingreso anual de su hogar?

- Menos de \$15,000
- \$15,000 - \$25,000
- \$25,000 - \$35,000
- \$35,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 o más
- Prefiero no responder



## Appendix B: Survey Comments by Route

Route Number	Comment
1	Should be every 15 minutes, Will make commute longer
2	Like that it will be every 15 minutes, want more options at night and weekends to attend events downtown. Worry about loud music and youth hanging out at bus stop. Want a route along Ellis Road. Want a stop at Creekside at Bethpage
3	Run more frequently than every hour at night
4	Like that it will run more frequently. Routes for 4/4a are too long
5	Should be every 15 minutes, not every 30 minutes
6	"The 6 right now is short and stupid." Likes the changes Route should be extended further West Should service Duke Hospital/Erwin Road area Should run every 15 minutes, not every 30
7	Should extend to South Square, service Woodcroft, and Jordan High School Need better access via sidewalks
8	Should run every 15 minutes, not every 30 Confusion about evening hours
9	Like the increase in frequency Will serve more riders Keep stop at Riverside High School Shelter at Main & Dillard has been moved too far for the elderly to access it
10	Should go to Duke and Durham Academy More clarity on the route and direction Should run every 15 minutes Need safety and shade at stops along the 10 routes Need evening hours, especially to align with DRX schedule)
11	Like the increase in frequency Need to make sure stops have benches and shelter Want a stop at the intersection of Morena & Whitfield
12	No way to move east/west between Alston Ave. & Southpoint Like that the route is shorter and more direct (vs.) Don't want to lose access to the mall and the Regional Transit Center
20	Should connect directly to Southpoint Should run more frequently
400	Keep service to South Square and University Drive Need to go directly to Duke Like the increase in frequency and extended hours but need more weekend service Why does the 400 have the same route to Durham Station as the 405?

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GoDurham and GoTriangle

405	<p>Like the addition of Patterson Place</p> <p>Like the more frequent service</p> <p>Should be more streamlined with fewer stops between Durham and Chapel Hill</p>
420	<p>***do not move the park &amp; ride</p> <p>Like the frequency but should not come at the cost of a transfer</p> <p>Should run all day</p> <p>Should go to UNC Hospital and UNC Campus</p> <p>Should have more afternoon and evening hours to Hillsborough</p> <p>Keep express trip to MLK</p> <p>Buses here are packed---creates ADA issues</p> <p>Like that it extends coverage in Orange County</p>
700	<p>Like the increase in frequency</p>
800	<p>Like the increase in frequency but need to extend hours, especially on weekends</p> <p>Changes are unclear</p> <p>Need better midday service</p> <p>Don't avoid I40; running along NC54 will make commute longer</p> <p>Will increase travel time from RTC to Chapel Hill</p>
805	<p>Like that it will have extended hours and run all day</p> <p>Shortened route will hurt commute</p> <p>Could be detrimental to cut direct service to RTC</p>
CRX	<p>***do not move the park &amp; ride</p> <p>Need to service Downtown Chapel Hill</p> <p>Inconvenient for those in North Chapel Hill, Hillsborough, Carrboro</p> <p>Needs to be more frequent</p> <p>Change could make it more reliable and faster</p>
DRX	<p>Should run more frequently and later</p> <p>Like it going to NC54Needs to run along Ellis</p> <p>Need all day service between Duke Hospital and Raleigh</p> <p>Should go to DT Raleigh</p> <p>What is the point of renaming this?</p> <p>Looks like it will be faster and more reliable</p>
ODX	<p>Should run all day</p> <p>Do not remove stops, especially in Southern Hillsborough and DTCC (vs)Like that the commute will be shorter/route will be faster</p>
RDU	<p>Need more direct access</p> <p>Need more hours of service</p>

## Appendix C: Bus Operator Comments

- Increase ridership for who? Passengers that have a destination or the homeless people with nowhere to go but ride around ALL DAY
- Doesn't like split shifts
- Doesn't like the bid. too many splits and not enough straight shifts. wants to see better picks.
- Consolidate stops at Hillsborough on 100 Route, way to many stops too close together. Do not like bus routes in busy areas, bus can take easily over awhile to get back into traffic.
- Fares enforcement, smelly people, even poop and pee on body allergic and vaping. pre trip and post trip should not include cleaner people even bring pillows and blankets. Durham will get people off the bus. We have no polio, eagle eye does not do anything police and Raleigh at our platform, long response time.
- Shorter routes, go back to paying, raise, don't combine the routes. RDU likes this route the most, simple, on time, no issues with riders.
- Route 100x-should be limited stops in Raleigh. The current 100 makes local stops and is a local Raleigh bus. It should be a fast regional bus! RDU shuttle should be routed directly from slater road to Airport Blvd to better serve restaurants and hotels. The current routing via factory shops road is not convenient for these customers and it would be safer (no sidewalks on factory shops Rd). Routes 400/405 and 800/805 should have fewer stops on sections of routes shared with chapel hill transit.
- Will we have downtime to go to the bathroom and stretch our legs? Sometimes on these current combined routes with no downtime. Look at the other transit operators from other companies that have time to stretch at timepoints but not us. Seems like you are trying to get (2) drivers routes squeezed into (1) which is affecting our health (mentally/physically) with no downtime, when incidents cause us to be late, no room to make up the time, so late the rest of our run and that causes physical and mental stress on our drivers.
- 100-700 combined will be more successful after fairs are back in action. 300 would be better served as RTC-Cary, depot, Express 310 would better serve as Cary Depot-Apex express servicing 55 hwy. All routes will improve with fair implementation.
- Before adding any changed routes, we need to get more driver and get them trained on what we already have I have many passengers asking about changes that I really have no answer for and if you not customer service ready that can go left really fast, we are dealing with a whole new clientele and mentally ill. So, we must be prepared for that, it is difficult for a seasoned driver, so I imagine a new driver coming out of training.
- To many decisions are being made based off people's opinion that have never driven or road a bus to understand a driver you have to drive a bus and relate to a passenger if you haven't notice with the bus going free our job just became a lot more dangerous. Anywhere in the world pretty much you can walk into a freely has security from airport, grocery store anything and not only do we have to take a 40-foot bus and drive it on the highway but we transport people so we have the most pressure in the world but it seems our position is to ask lightly from pay to backup for security
- GET THE SLEEP HEAD OFF THE BUS at the end of the route.
- Route 100 currently gets slowed down by many stops around NCSU. Concern that 100x will be delayed by traffic on 147, 40 and many stops on the Hillsborough St by NCSU.



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GoDurham and GoTriangle

From TONY: ODX last trip of the day to Mebane, many riders board at duke VA and they need to transfer to part, but if ODX is late, they miss part connection (submitted by Austin)

- RTE-310 8min RTC to wake tech target goal miss transfer at Cary. ODX-MDT shows wrong directions, lose 10min to go on the MDT, if follow MDT gets you stuck on train. Most passengers coming from park and ride, they need a good alternative if we remove that stop. I47 shoulder driving.



**GoDurham and GoTriangle  
Short Range Transit Plans**

# **Phase 2 Engagement Summary Report**

**December 2023**

**N NELSON  
NYGAARD**



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# 1 Executive Summary

## PHASE OVERVIEW

The Durham Short Transit Plan (SRTP) included community engagement that was conducted between October 24 and November 14, 2023. This was the second engagement phase of the SRTP. It had two goals: 1) sharing information about the proposed changes and 2) gathering feedback on the proposed implementation schedule for route changes.

Targeting residents, transit riders, students, and specific communities, with a focus on historically disadvantaged groups, the phase employed various engagement methods, including:

- In-person pop-up events
- Tabling at community gatherings
- An online survey
- Advertising

A total of 521 participants attended in person events<sup>1</sup>, and 367 individuals contributed to the online survey, providing valuable insights into demographic factors such as zip codes, disability status, gender identity, age, language proficiency, racial identity, and income distribution. The engagement methods employed proved effective, ensuring a comprehensive outreach and inclusivity in participation.

## KEY FINDINGS

Key findings from this phase provide valuable insights for future transit planning. Notably, a strong alignment with GoDurham and GoTriangle ridership demographics was observed, with 272 out of 339 respondents identifying as transit riders.

Survey results indicated positive sentiments towards the proposed route changes, with sixty-three (63) percent believing it would make bus travel easier.

Open ended comments received through survey show:

---

<sup>1</sup> Includes pop-ups at transit centers as well as events coordinated by the GoTriangle team including an event at Raleigh Union Station (10/14), Treats N The Fleet (10/28), Move-a-Bull City (11/4) and an event at the university of North Carolina (11/14).

**Phase 2: Community Engagement Report**  
GoDurham and GoTriangle

- The most popular service change is increased service frequency along several GoDurham and GoTriangle routes, especially to every 15 minutes. Several respondents expressed frustration that this change was not made to all routes.
- Riders want buses to run for extended hours, especially during the evening and on weekends.
- There is a large degree of concern about the decision to change the CRX for serving the Eubanks Park and Ride to NC-54. Riders said they were concerned about reduced coverage in Chapel Hill. However, there were several respondents who supported this change.
- Riders want more frequent and more direct access to RDU.
- Respondents would like to see the proposed changes implemented sooner than the proposed timeline.
- The reliability of bus schedules is still a concern, even with the proposed increased frequency.
- Route 100X is liked by some respondents for its more direct route to RDU but others find it problematic in that it creates a “last mile problem.”

## **RECOMMENDATIONS FOR FUTURE ENGAGEMENT**

To enhance future engagement initiatives, the engagement team recommends the following strategies:

- Continuing the use of inclusive language in materials
- Establishing a feedback loop through ongoing community meetings, social media monitoring, and pilot programs.
- Collaborating with both GoDurham and GoTriangle so that specific ridership data is collected. This will facilitate accurate comparisons in future engagements.

## 2 Phase 2 Overview

### PURPOSE AND GOALS

Phase 2 engagement was conducted between October 24, 2023, and November 14, 2023. The purpose of this phase of engagement was to share and collect feedback on the implementation schedule for proposed route changes with transit riders, stakeholders and Durham and Orange County community members.

### TARGET AUDIENCES

The transit plans for Durham and Orange County are focused on a diverse range of populations, including residents, transit riders, and specific communities such as colleges, high school students, disabled individuals, and those in affordable housing and retirement communities. The primary focus was on historically disadvantaged groups, such as individuals with low incomes, racial minorities, people with disabilities, and non-native English speakers.

Traditionally, transit riders disproportionately include disadvantaged populations, including racial minorities, non-native English-speaking individuals, individuals with low incomes, and individuals with disabilities. Data shows that historically disadvantaged individuals comprise a significant share of Durham and Orange County's population (see Figure 1). For instance, according to 2020 ACS Census data racial minorities comprise 61% of residents in Durham County and 72% of riders on GoDurham routes. GoTriangle ridership has a smaller percentage of racial minorities (56%) but still greater than the underlying population of either Durham or Orange County.

### THE PROJECT TEAM DEVELOPED TACTICS, TOOLS, AND OUTREACH METHODS DESIGNED TO INCLUDE THESE GROUPS GIVEN THE IMPORTANCE OF THEIR INPUT.

Figure 1 - Demographics of North Carolina, Durham County, Orange County and Transit Riders by Agency

	Total Population	White	Black/ African American	American Indian/ Alaska Native	Asian	Native Hawaiian/ Pacific Island	Two or More Races	Hispanic/ Latino
GoTriangle	---	44.0%	30.0%	1.0%	15.0%	---	---	7.0%

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GoDurham	---	13.0%	72.0%	1.0%	4.0%	---	---	8.0%
Durham County	317,665	50.9%	35.6%	0.3%	5.0%	1.0%	5.0%	13.6 %
Orange County	146,354	75.2%	11.2%	05%	7.9%	0.0%	3.6%	8.5%
North Carolina	10,386,227	67.6%	21.4%	1.2%	3.0%	1.0%	3.6%	9.5 %

Source: 2020 ACS Census

## TACTICS AND TOOLS

### POP-UPS AND TABLING EVENTS

Pop-up events were vital in collecting feedback from transit riders. The team conducted six pop-ups at bus stop shelters and transit stations between October 24, 2023, and November 14, 2023. Pop-ups were conducted at different times of the day at the following locations:

- GoTriangle Regional Transit Center
- Durham Station
- UNC Chapel Hill Main Campus
- Durham Station
- Eubanks Park and Ride

Tabling events were also held during community events to get input from the public on draft SRTPs. Four tabling events were held at the following locations:

- Rus Bus Groundbreaking in Downtown Raleigh
- Treats N the Fleet at Walmart on Glenn Rd. in Durham
- Move-A-Bull City
- UNC Chapel Hill South Road at Fetzer Gym

Staff had a variety of materials available at the pop-up and tabling events, including descriptions of the proposed route and service changes, handouts, and boards.

Staff used these visual aids, together with corresponding handouts, to answer questions, respond to feedback and share information with riders. The team also had paper comment forms. The comment forms included a link to complete it online should the participant wish to take it later. All Information was made available in both English and Spanish for accessibility as well as other language upon request.

## ONLINE SURVEY

The team also administered a survey to collect feedback on commonly used transit routes. This survey was designed to gather input on whether adjustments made to the initial proposed routes were accurately represented in the draft SRTPs presented in this Phase. The survey was open from October 24 to November 14.

## ADVERTISING METHODS

The GoForward website was used to share information and materials about the draft SRTPs including an interactive map of the proposed route and service changes, link to the online survey, and schedule of engagement opportunities. Links to the project website appeared on all engagement materials.

## SOCIAL MEDIA AND EMAIL

The project team worked with SRTPs' partners and local municipalities to promote Phase 2 activities and engagement opportunities via email and social media, including Facebook, X (formally Twitter), Instagram, and NextDoor. A media kit, including a digital flyer, social media graphics, newsletter copy, and email content was created in English and Spanish and shared with stakeholders and agency partners to distribute through their communication channels. The media kit was also distributed to 143 community organizations in Durham and Orange County.

## TRANSIT ADS

Bus Placards advertising project details and upcoming engagement opportunities were posted on GoTriangle buses. Additionally, information boards were placed at GoTriangle bus shelters, Durham Station, GoTriangle RTC, and UNC further contributing to maximizing the overall project visibility. These promotional materials included a QR code and/or project website link to complete the online survey. All materials included Spanish translations.

## DIRECT OUTREACH

In this phase, the project team prioritized increasing participation from those living in affordable housing and senior apartments to ensure these populations were reached. This included phone calls to over 70 housing authorities and senior apartments and facilities in Durham and Orange Counties, along with the distribution of digital flyers for management to directly share with residents in their communities.



## PARTICIPATION

### EVENT PARTICIPATION

A total of 521 participants attended the pop-up events, comprising transit riders, students, and members of the public. The number of participants includes events staffed by the consultant team as well as events staffed by GoTriangle and/or GoDurham staff only.

People who stopped by the tables were encouraged to provide comments through a survey. In total, 97 people completed a paper survey at the in-person events. Among the surveys collected in person, only 15 participants (approximately 10.27% of the overall number of participants) indicated that they did not use public transit. The low percentage of participants not using public transit suggests that the target populations were effectively reached.

### SURVEY PARTICIPATION

A total of 367 people took part in the survey, sharing their thoughts through 3,517 responses and 427 comments.

### DEMOGRAPHIC RESULTS

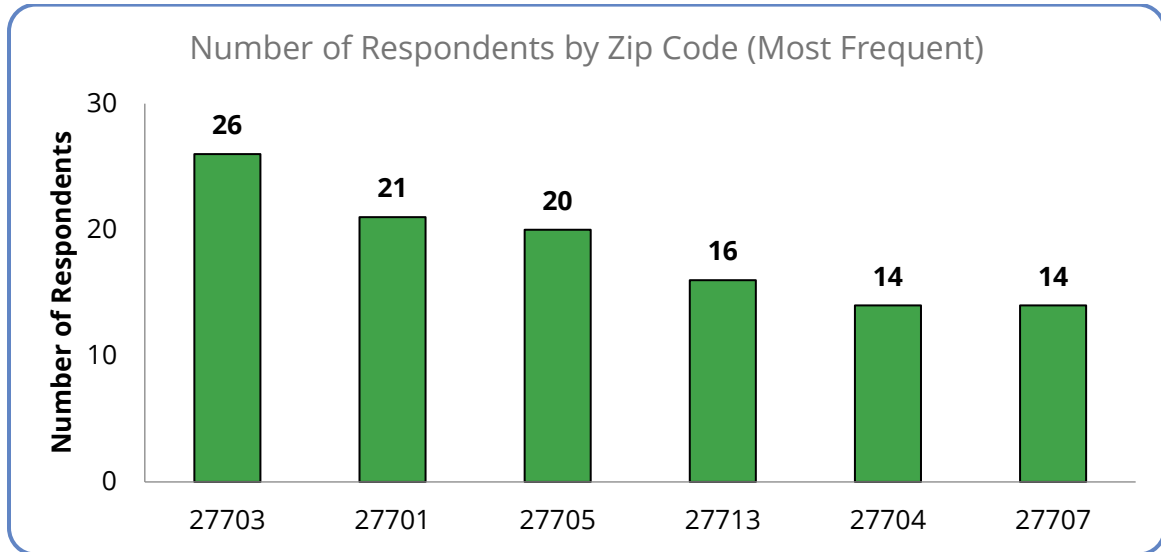
The survey included optional questions about participants' demographic backgrounds. These questions had response rates ranging from 49% for zip codes to 81% for language proficiency. We collected demographic information not only to learn more about the people taking the survey but also to explore if there were any differences in responses based on factors like disability status and income.

Findings included in the following section are based on the number of people who answered the demographic background questions, not the entire group of survey participants. So, the summaries and findings specifically relate to those who shared their demographic information, not everyone who took the survey.

### Zip Codes

More respondents live in the 27703, 27701, 27705, 27713, 27704, and 27707 zip codes than other parts of the Triangle (see Figure 2).

Figure 2 Zip Code of Survey Respondents

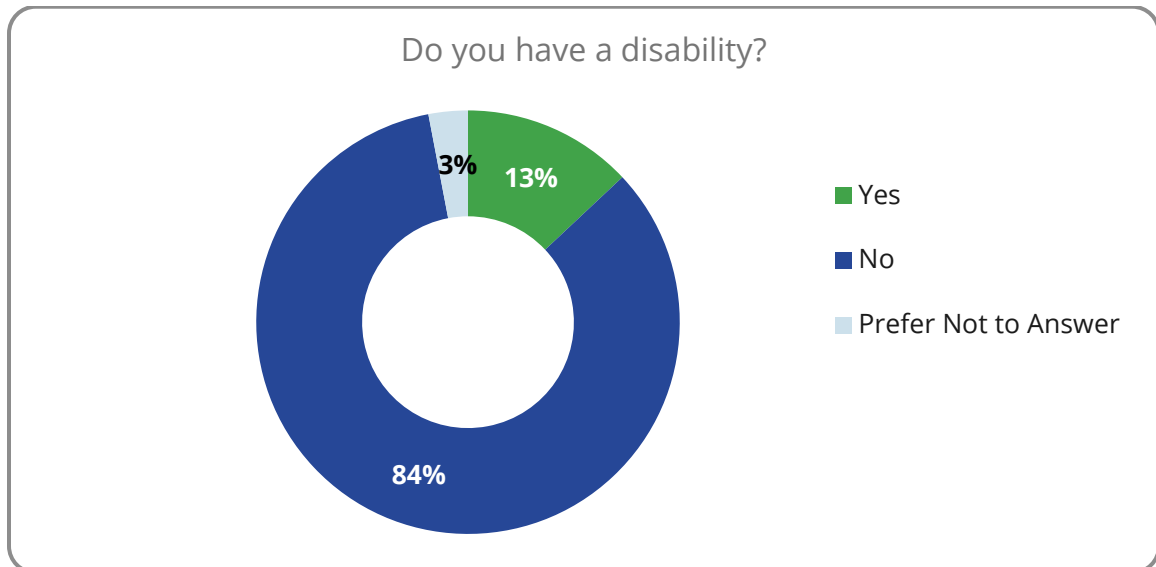


Source: Public Participation Partners

## Disability Status

Most respondents, 84%, said that they do not have a disability, while 13% said that they do have a disability (see Figure 3). The remaining 3% chose not to provide this information.

Figure 3 Disability Status of Survey Respondents

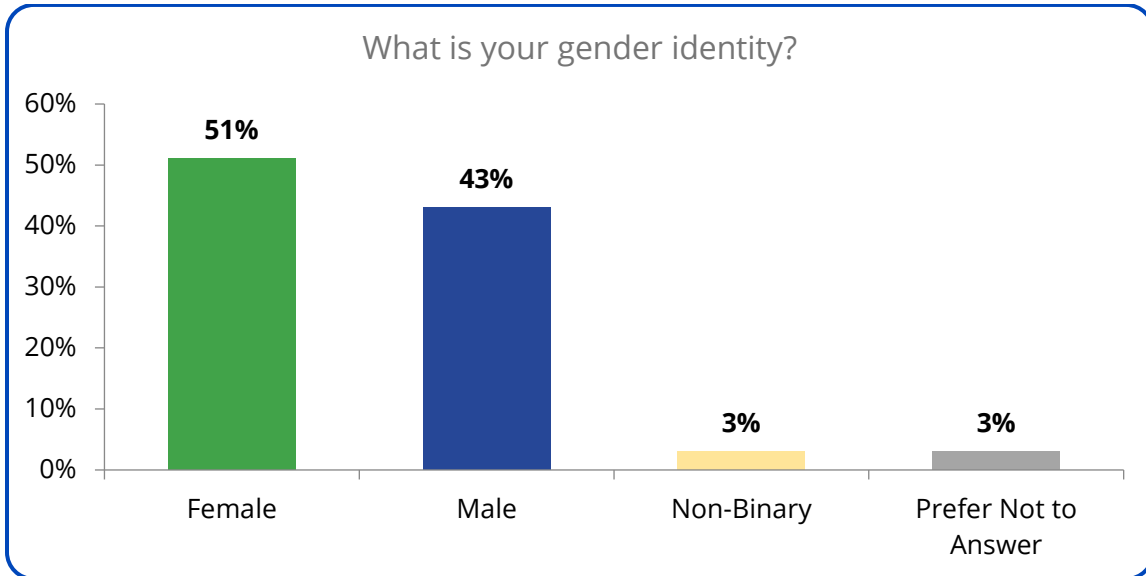


Source: Public Participation Partners

## Gender (or Sex)

Just over half, 51% of respondents identified as female, 43% identified as male, and 3% identified as non-binary or preferred not to answer (see Figure 4).

Figure 4 Gender Identity (Sex) of Survey Respondents

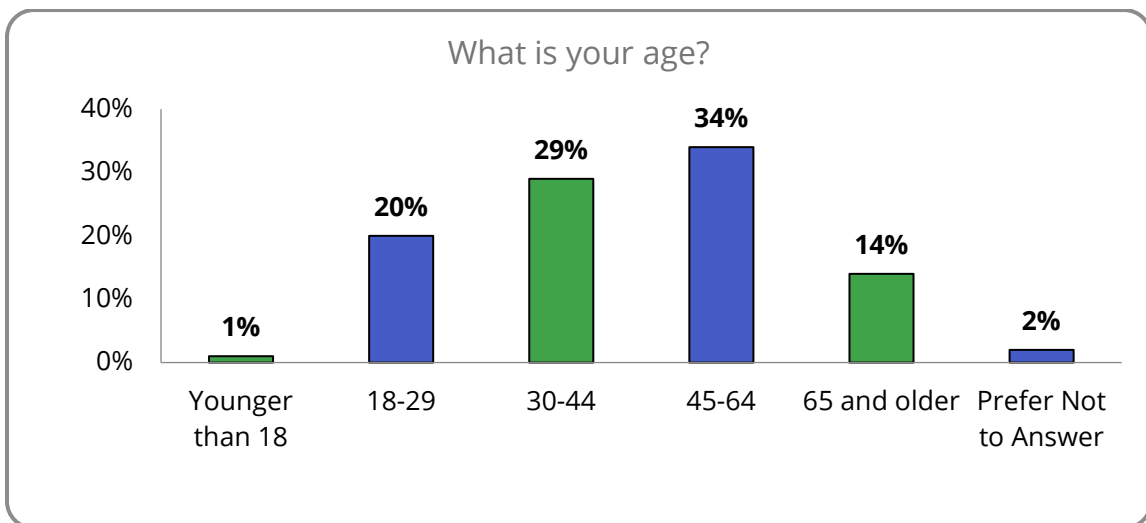


Source: Public Participation Partners

## AGE

Thirty-four percent (34%) of respondents fall in the 45-64 age group, 29% in the 30-44 age group, and 20% in the 18-29 age group. A small percentage are below aged 18, (1%), while 14% were aged 65 or older (see Figure 5).

Figure 5 Age Categories of Survey Respondents

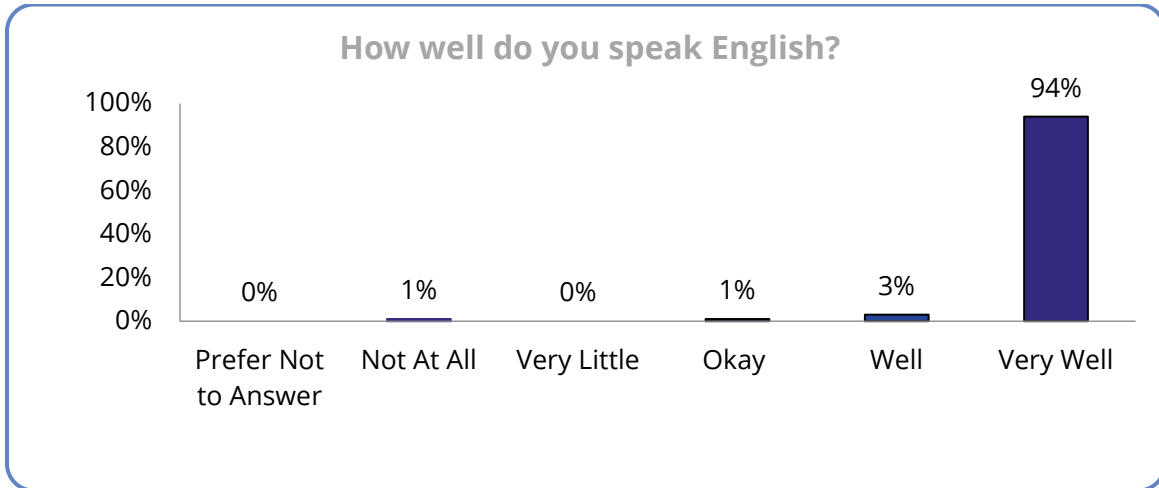


Source: Public Participation Partners

## LANGUAGE PROFICIENCY

Most respondents expressed proficiency in English, with 94% reporting that they were very proficient and another 3% reporting a good proficiency level (see Figure 6). Only 1% indicated an okay proficiency, and no respondents reported very little or no proficiency at all.

Figure 6 English Proficiency of Survey Respondents

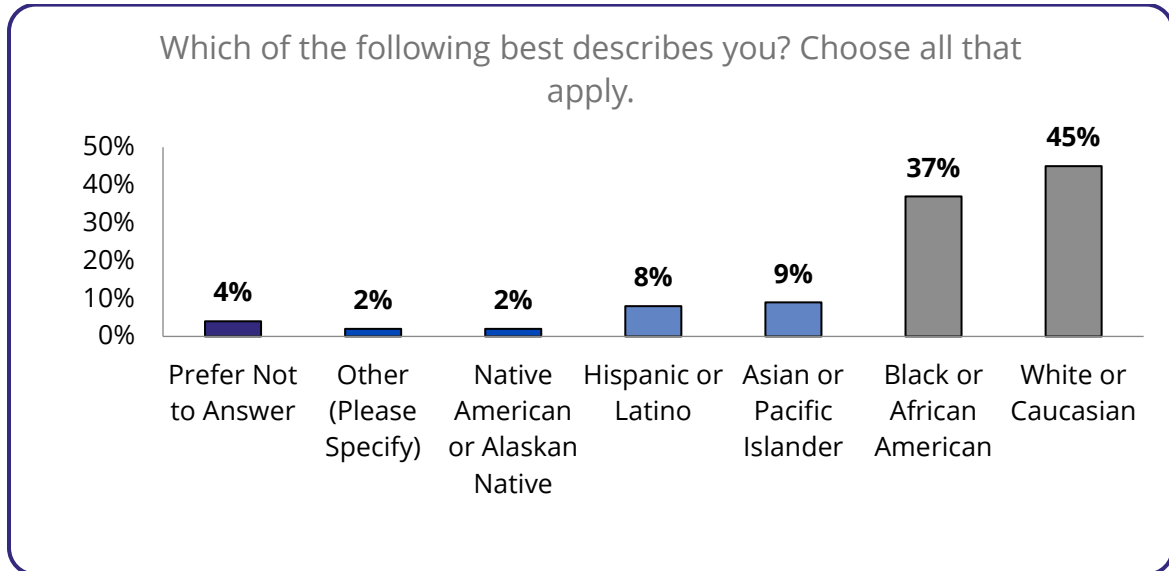


Source: Public Participation Partners

## RACIAL IDENTITY

Most question respondents racially identified as white/Caucasian 45% and/or Black/African American, 37% (see Figure 7). Nine percent (9%) identify as Asian or Pacific Islander, and 8% identify as Hispanic or Latino. Only a few respondents (2%) identify as Native American or Alaskan Native.

Figure 7 Racial Identity of Survey Respondent

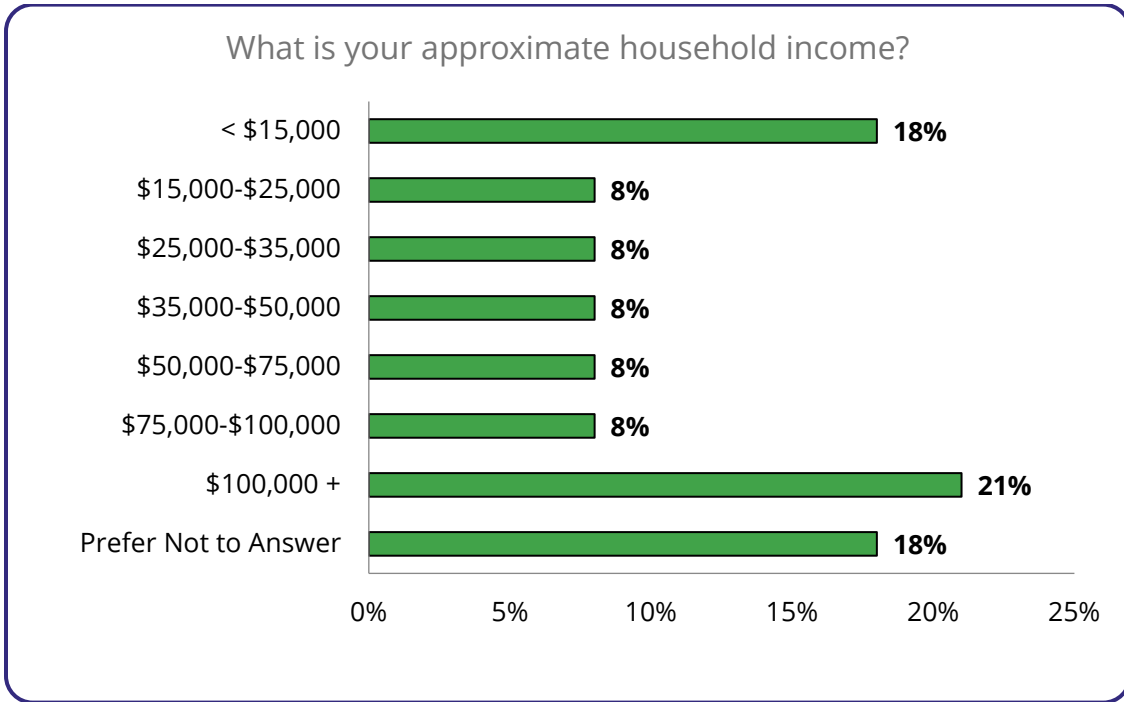


Source: Public Participation Partners

## INCOME

The income distribution among respondents shows that the highest and lowest income groups are the most common (see Figure 8). Specifically, 21% percent of participants reported an annual household income of at least \$100,000 and 18% reported making less than \$15,000 per year. Another 8% fell into the middle-income range of \$15,000 to \$100,000. Additionally, 18% of respondents chose not to disclose their income information.

Figure 8 Income of Survey Respondents



Source: Public Participation Partners

## 3 Engagement Findings

Findings from the Phase 2 Engagement are reflected in the results from the survey as well as comments received verbally at the events. A copy of the paper survey is included with this report as Appendix A.

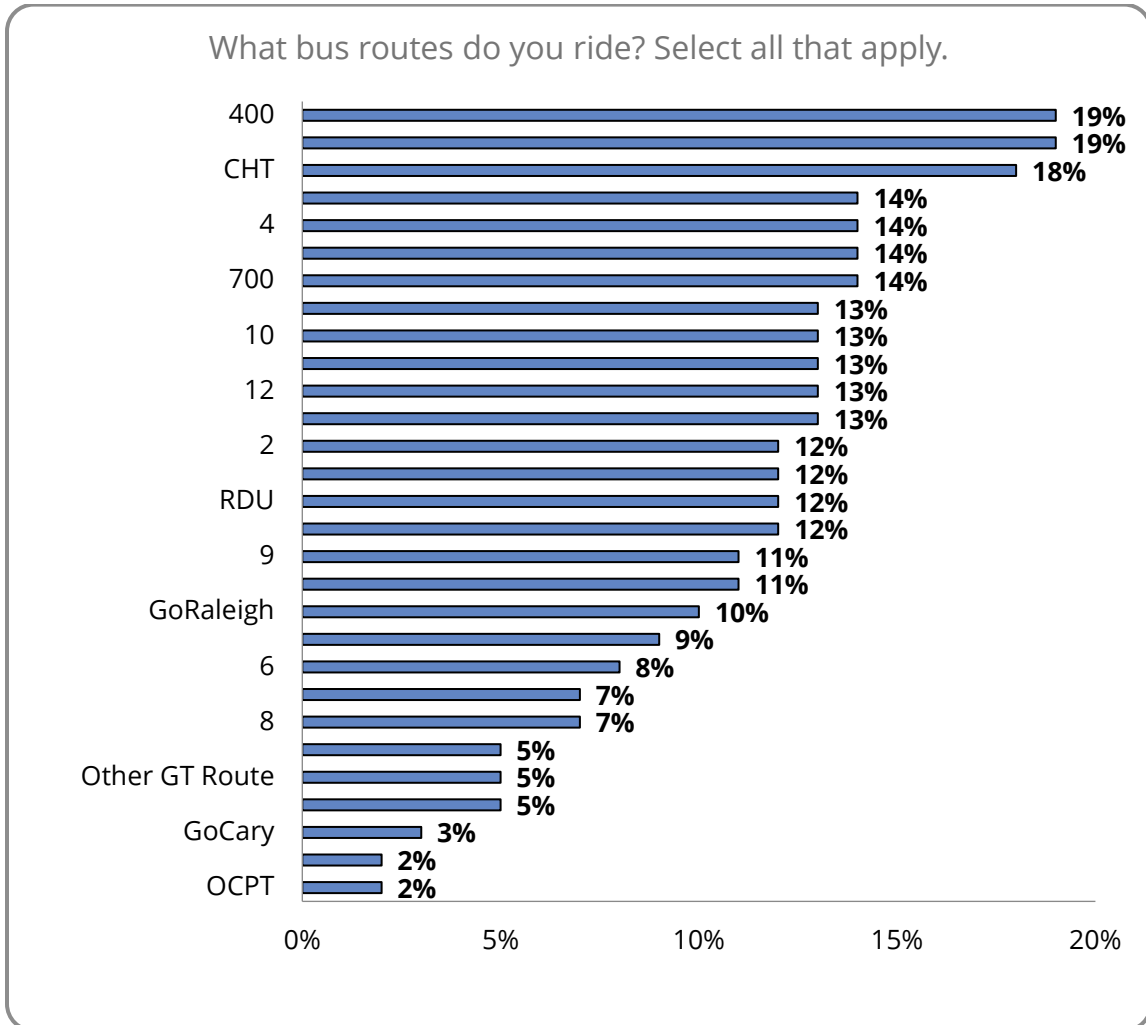
### Ridership

Overall, the survey participants demonstrated a high level of alignment with GoDurham and GoTriangle ridership demographics. Out of the 339 survey respondents, most of the participants (272 individuals) identified as transit riders. This finding indicates a strong representation of the target population actively using public transportation.

Among the people who filled out the survey, most used GoTriangle or GoDurham services. Another 10% said they used GoRaleigh and a handful reported using Chapel Hill Transit (CHT) and GoCary.

Among the GoTriangle riders, the more frequently cited routes included Routes 400 and 800 (19% each). The most traveled GoDurham routes are 3, 4, and 5 (14% each) (see Figure 9). Roughly 18% of respondents reported using CHT services, while another 3% reported using GoCary and 2% said they use Orange County Public Transit.

Figure 9 Bus Routes Used by Survey Respondents



Source: Public Participation Partners

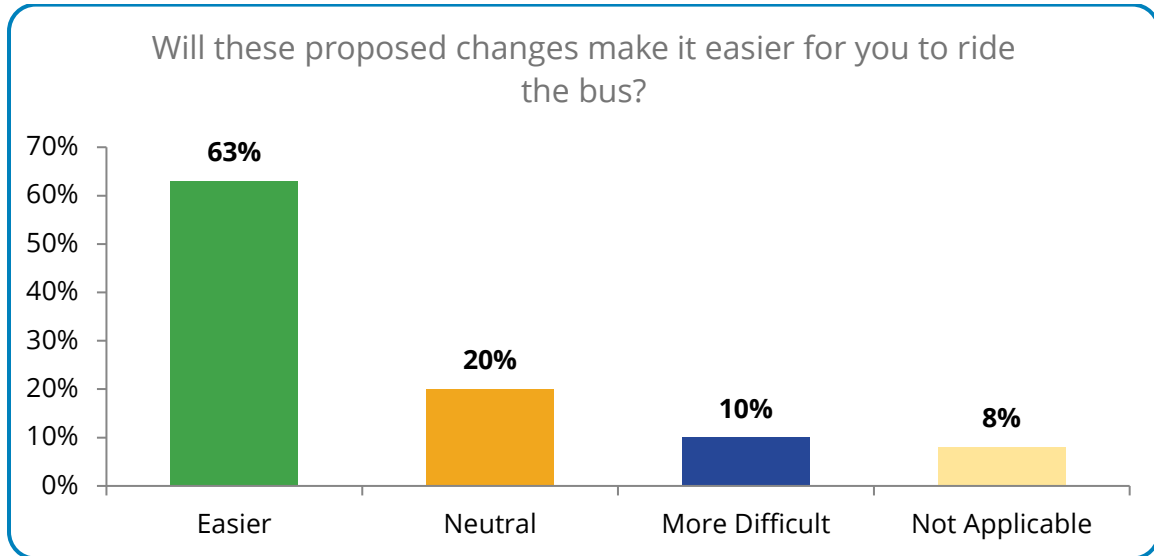
## Will the Changes Make Using the Bus Easier

Among the most important questions asked in the survey was “will the proposed changes make it easier or more difficult for you to ride the bus.” This question was evaluated for survey responses overall as well as by different categories.

A majority (63%) thought that the proposed route changes would make bus travel much easier or somewhat easier. Meanwhile, 10% believed that these changes would make bus travel somewhat more difficult. Another 20% were neutral in their opinions about the proposed changes (see Figure 10).



Figure 10 Attitudes about Proposed Changes



Source: Public Participation Partners

## Response by Route

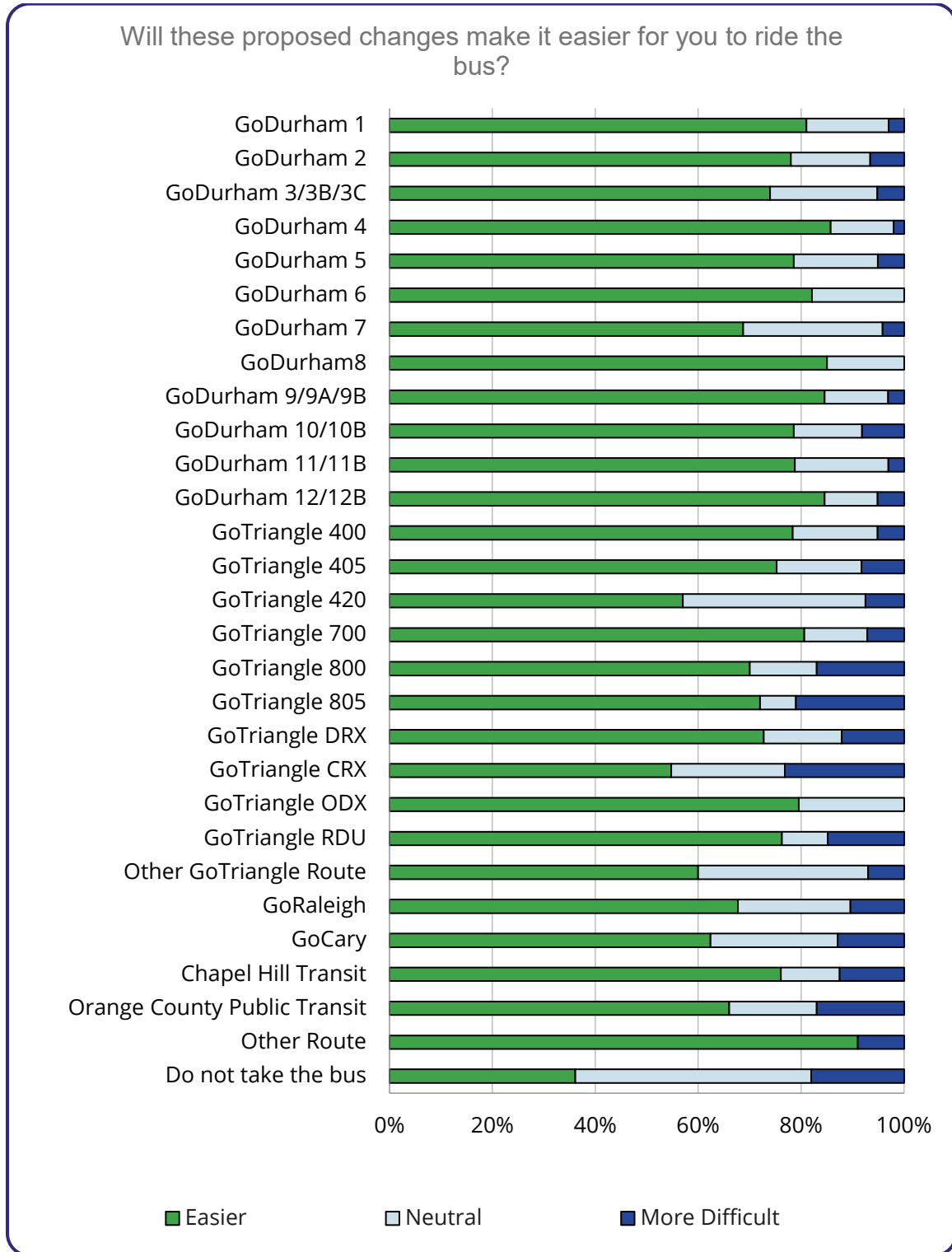
The survey results across the different routes revealed varying perceptions regarding the proposed changes (see Figure 11). On GoDurham routes 4, 8, 9, and 12, most commuters (between 82% and 85%) thought the changes would make their travel better. In all cases these bus routes had several changes, including changes to their alignments but also frequency of service and hours of operation.

However, riders on GoTriangle CRX, GoTriangle 805, and Orange County Public Transit were more worried. About 22% of GoTriangle CRX riders, 21% of GoTriangle 805 riders, and 17% percent of Orange County Public Transit riders said the changes might make their bus commute harder. There were also changes proposed for these routes.

Riders without a strong sense of the impact included people using GoTriangle 420 (33%) and GoDurham Route 7 (26%).

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Figure 11 Will Proposed Changes Make it Easier or Harder by Bus Route



Source: Public Participation Partners

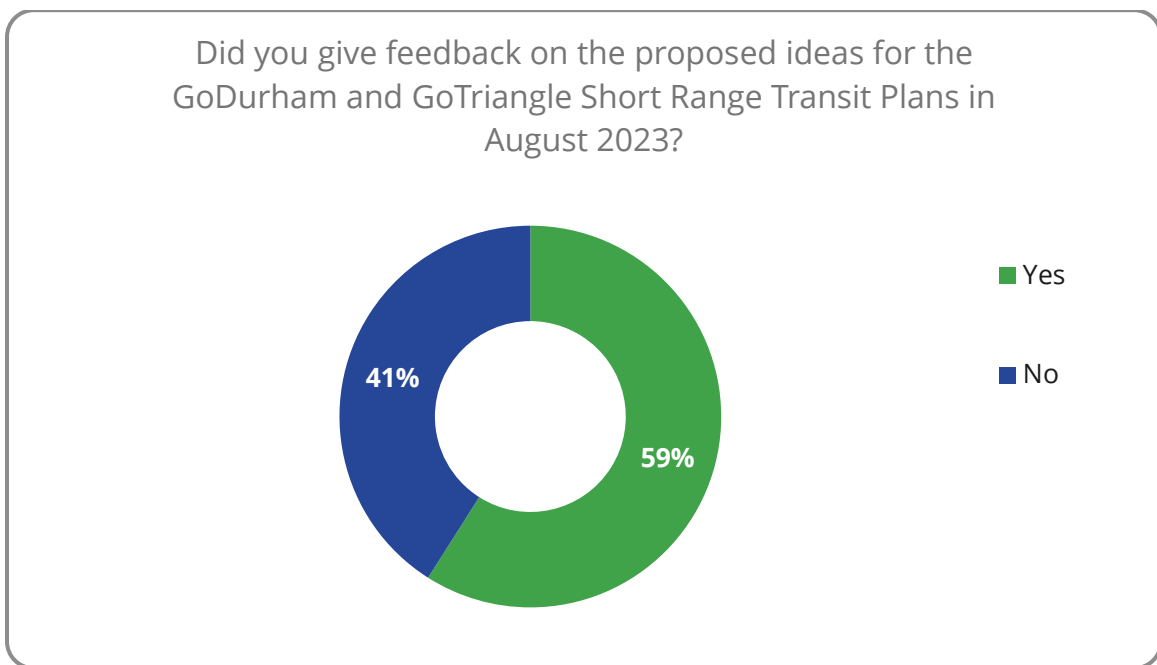
## Response by Disability Status

Among those who reported having a disability, the majority (61%) said that the proposed changes would make it easier to ride the bus, while 6% said that the changes would make it more difficult.

## PRIOR ENGAGEMENT

Over half of survey participants (59%) provided comments on the Short-Range Transit Plans during the previous phase of engagement in August 2023; 41% did not provide feedback.

**Figure 12** Respondents Who Participated in Previous Rounds of Engagement



Source: Public Participation Partners

## OPEN ENDED COMMENTS

The survey also included space for respondents to provide open ended comments. These comments are coded and summarized in Appendix A. some of the recurring themes in the feedback included:

- The most popular proposal is increasing bus frequency along several GoDurham and GoTriangle routes, especially to every 15 minutes. Several respondents expressed frustration that this change was not made to all routes.
- Riders want buses to run for extended hours, especially during the evening and on weekends.

- There is a large degree of concern about the decision to move the CRX from the Eubanks Park and Ride to a new park and ride lot near NC-54. The concern reflects reduced coverage in Chapel Hill. This sentiment contrasts with another cluster of respondents who expressed support for the change.
- There should be more frequent and more direct access to RDU.
- Respondents would like to see the proposed changes implemented sooner than the proposed timeline.
- The reliability of bus schedules is still a concern, even with the proposed increased frequency.
- Route 100X is liked by some respondents for its more direct route to RDU but others find it problematic in that it creates a “last mile problem.”

## **ENGAGEMENT LESSONS LEARNED**

The engagement approach demonstrated success through diverse outreach channels, including impactful in-person pop-up events and the distribution of paper surveys. This strategy effectively attracted a wide audience, including transit riders, students, and the public, resulting in a more representative sample. Clear and easy-to-understand communication played a crucial role in encouraging participation, clearly stating the survey's purpose and importance. The inclusion of a specific question on ridership was particularly helpful, offering valuable insights into the proportion of transit users among respondents.

However, there are areas for improvement. Ensuring the use of inclusive language in survey materials is essential for engaging diverse communities. Additionally, setting up a feedback loop to share survey results and show the impact of participant input on decision-making could enhance transparency and encourage future engagement. Examples of feedback loops could include ongoing community meetings, social media monitoring, and launching pilot programs that directly address transit users' concerns.

# Appendix A

## PAPER SURVEY

### Faster and more reliable bus service is on the way!

#### GoDurham and GoTriangle are looking for input on the draft 2024-2028 Short Range Transit Plans

**2024**

- More direct connections to key destinations** in North Durham, with alignment changes to Routes 1, 4, and 9 and the introduction of new Route 14 between North Durham and Duke.
- More service at night and on Sundays** with buses every 30 minutes on Route 9 at night on weekdays and Saturdays and during the day on Sundays.

**2025**

- Sunday service until midnight** on all GoDurham Routes.
- More direct connections to key destinations** in East, South, and West Durham, with alignment changes to Routes 3, 6, 8, 11, and 12 and the introduction of new Route 13 between the Village and NCCU.
- More service at night and on Sundays** with buses every 30 minutes on Routes 6, 7, 8, 12, and 16 at night on weekdays and Saturdays and all day on Sundays.
- More buses midday and better connections** through alignment and schedule changes on Routes 800 and 805.

**2026**

- Buses every 15 minutes** on Routes 4 and 9 until 7pm on weekdays and Saturdays.
- Buses every 15 minutes** on Route 400 on weekdays until 7pm between Durham and Chapel Hill.


**2027**

- More direct alignments** on Routes 5 and 7 to ensure reliable service that is easy to understand.
- Improved reliability and faster bus trips** on Routes 420, CRX, and ODX with new alignments and new park-and-rides.

**AFTER 2028**

- More frequent and reliable buses** connecting to more destinations citywide.
- Buses every 15 minutes** between Durham, Raleigh, and the Regional Transit Center through new Route 100X, and express Durham-Raleigh service at least hourly throughout the day on weekdays on the DRX.\*\*



Learn more about the proposed changes and provide feedback by visiting [GoForwardNC.org/SRTP](https://GoForwardNC.org/SRTP) or scanning this QR code.



**Take a short survey to share your input! (Back of this page)**

Comments are preferred by NOVEMBER 12, 2023 through one of the following ways:

<p><b>EMAIL:</b> a scanned copy or picture of each page to: <a href="mailto:info@pppconsulting.net">info@pppconsulting.net</a></p>	<p><b>MAIL TO:</b> Public Participation Partners 8502 Six Forks Rd, Ste. 102 Raleigh, NC 27615</p>	<p><b>COMPLETE ONLINE:</b> <a href="https://GoForwardNC.org/SRTP">GoForwardNC.org/SRTP</a> or scan the QR code above.</p>
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\* This proposed timeline is subject to the availability of bus operators and funding resources.

\*\* New Route 100X has funding allocated starting in 2031, but GoTriangle is currently working to identify resources to begin service on the route in 2026.

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## HELP US IMPROVE BUS SERVICE!

Feedback on proposed bus changes through 2028 for the GoDurham and GoTriangle Short Range Transit Plans.

Will these proposed changes make it easier for you to ride the bus?

- Much Easier
- Somewhat Easier
- Neutral
- Somewhat Difficult
- Very Difficult
- N/A

What bus routes do you ride? (Check all that apply)

GoDurham

- 1
- 2
- 3/3B/3C
- 4
- 5
- 6
- 7
- 8
- 9/9A/9B
- 10/10B
- 11/11B
- 12/12B
- Other Route

GoTriangle

- 400
- 405
- 420
- 700
- 800
- 805
- CRX
- DRX
- ODX
- RDU
- Other GoTriangle Route

GoRaleigh

GoCary

Chapel Hill Transit (CHT)

Orange County Public Transit (OCPT)

I do not take the bus

What do you like or dislike about the proposed ideas for route changes? Please reference specific route number(s).

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Subscribe for Project Updates (Optional): Please provide your email address below to be notified about project updates.

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Please check this box if you gave feedback on proposed ideas for the GoDurham and GoTriangle Short Range Transit Plans in August 2023.

### Voluntary Demographic Questions

The following questions ask about you and your background. This information helps us work toward our goal of inclusive engagement. Please note that your responses will remain CONFIDENTIAL AND ANONYMOUS, and are OPTIONAL.

What is your home zip code?

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Do you have a disability?

- Yes
- No
- Prefer not to answer

What is your gender identity?

- Man
- Non-binary
- Woman
- Prefer not to answer

What is your age?

- Younger than 18
- 18-29
- 30-44
- 45-64
- 65 and older
- Prefer not to answer

How well do you speak English?

- Very well
- Well
- Okay
- Very Little
- Not at all
- Prefer not to answer

What language do you speak at home?

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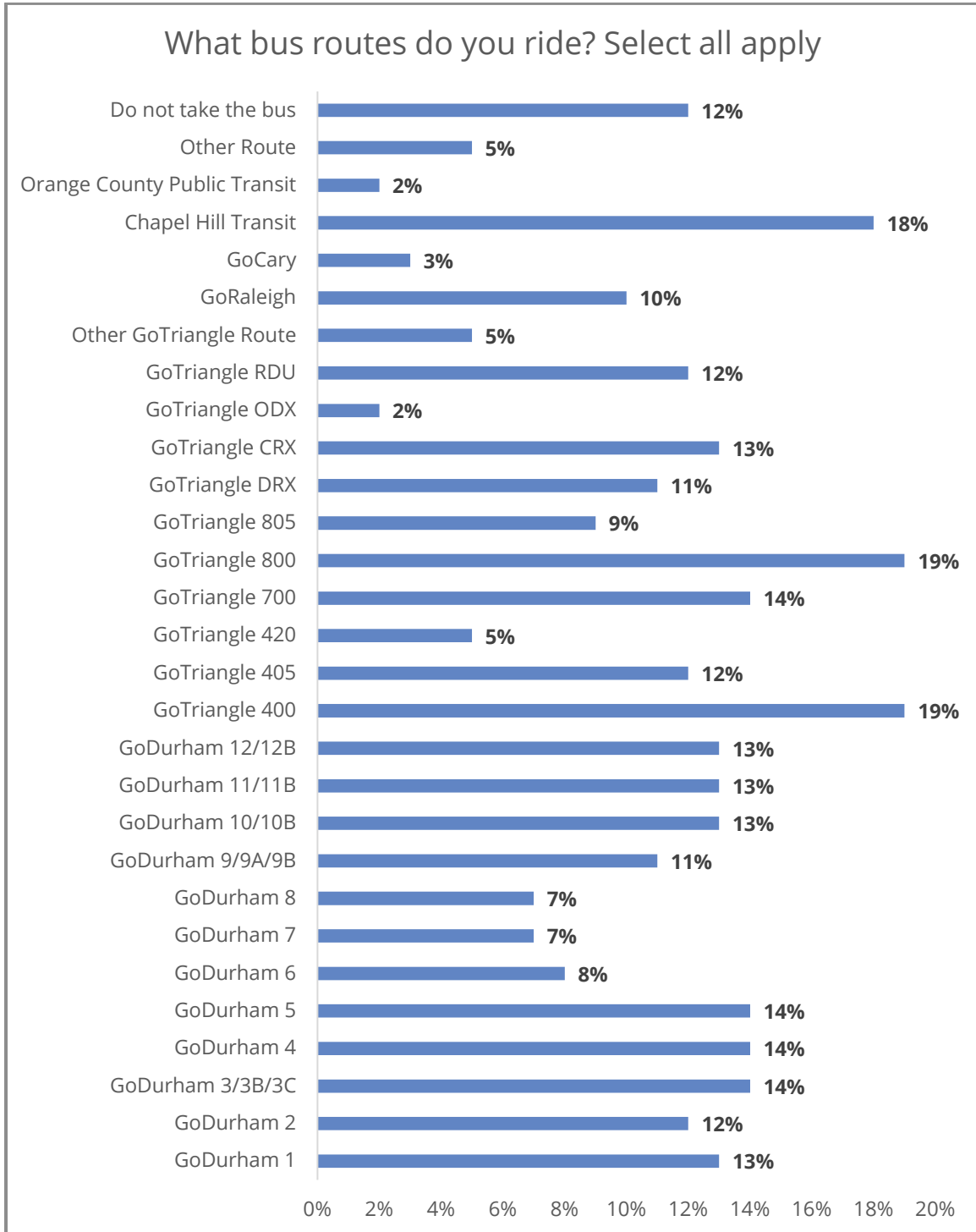
Which of the following best describes you? (Choose all that apply)

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or Alaskan Native
- White or Caucasian
- Prefer not to answer
- Other (please specify)

What is your approximate annual household income?

- Less than \$15,000
- \$15,000 - \$25,000
- \$25,000 - \$35,000
- \$35,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 and above
- Prefer not to answer

## SURVEY COMMENTS BY ROUTE



Residents living on the north side of Guess Road (Go Durham Route 1) have expressed concerns about the lack of access, emphasizing the need for improvements that would particularly benefit those residing on or near West Club Blvd and other points in North Durham. Ellis Road (GoDurham Route 2) has been identified as a critical area requiring a new route due to the current slow and inefficient service that results in prolonged travel times. There is a call for more frequent bus arrivals and fewer transfers, with specific mentions of a desire for buses to come every 15 minutes (Go Durham Route 3, 4, 5, 6, and 9). Other requests included extending service hours, with an overarching theme of desiring changes sooner rather than later. Additional concerns have been raised about potential difficulties in access, especially with proposed changes to Go Durham Route 10B. The long route of GoDurham Route 12, and the need for better access to Walmart on this route or GoTriangle Route 805, has also been emphasized. Additionally, it was expressed that the elimination of GoDurham Route 20 route has made it difficult for some passengers to access Duke University.

Specific route numbers such as 100X, ODX, and DRX lack detailed feedback, while others, like Route 400, 405, 420, 700, 800, 805, CRX, and RDU, have received both positive and critical comments. These include requests for additional stops (GoTriangle Route 400), improvements in reliability, and concerns about increased travel time to certain destinations. Overall, passengers are expressing a mix of positive feedback, urgent requests for changes, and specific concerns about access, efficiency, and reliability across various bus routes.

## ADDITIONAL CONSIDERATIONS

Comments mentioning a specific route were categorized to find common ideas about each route. We noticed a few recurring themes in the feedback. Since more than half of the participants shared comments in the last round of engagement, these themes resemble what we heard before. The main themes include:

1. The most popular proposal is increasing bus frequency along several GoDurham and GoTriangle routes, especially to every 15 minutes. Several respondents expressed frustration that this change was not made to all routes.
2. Riders want buses to run for extended hours, especially during the evening and on weekends.
3. There is a large degree of concern about the decision to move service away from Eubanks Park and Ride to NC-54 because it reduced coverage in Chapel Hill, though some respondents expressed support for this change.
4. There should be more frequent and more direct access to RDU.



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5. Respondents would like to see the proposed changes implemented sooner than the proposed timeline.
6. The reliability of bus schedules is still a concern, even with the proposed increased frequency.
7. Route 100X is liked by some respondents for its more direct route to RDU but others find it problematic in that it creates a “last mile problem.”