

Bull City Connector

First Year Report



Successful Service Design

- Public Engagement
- Direct. Frequent. Free.
- Distinctive Brand

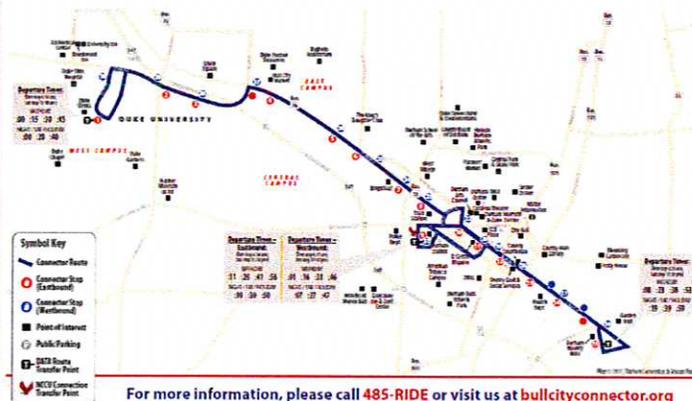


Public Engagement

- Funding partnership with Duke
- Route design owned by community members, Durham Area Designers



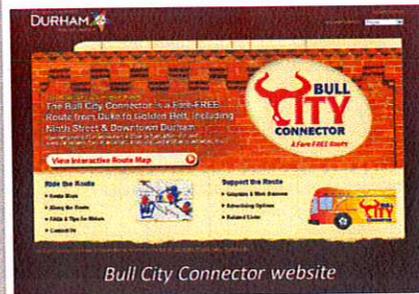
Direct. Frequent. Free.



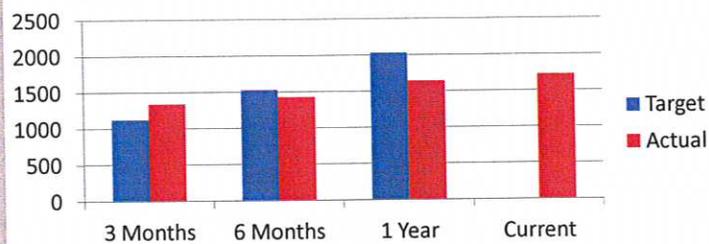
Every 15 minutes weekdays until 6pm
 Every 20 minutes nights and Saturdays

Distinctive Brand

- 86% brand awareness

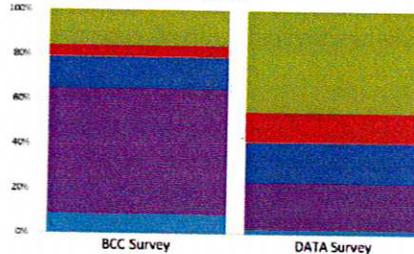


Ridership Continues to Grow



Attracting New Customers

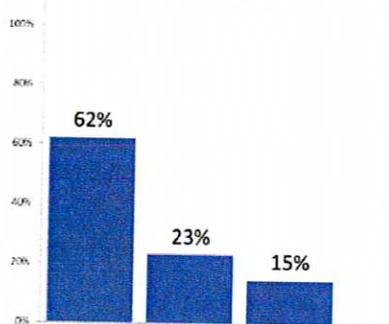
[Source: DATA Durham Onboard Surveys, 2011]



	BCC Survey	DATA Survey
More than 4 years	16%	45%
3-4 years	5%	13%
1-2 years	14%	18%
Less than 1 year	56%	21%
This is the first time	9%	2%



Serving Duke



Not affiliated with Duke Employee of Duke Student at Duke





- ## Upcoming
- Strategies to address on-time reliability
 - Pilot transit signal priority at 3 intersections on Main
 - Substitute bus at Durham Station
 - GoLive real-time arrival system
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Upcoming

- Building the Customer Base
 - Engaging the Bull City Advisory Council
 - Student tours
 - Started with Orientation tour to about 50 NCCU students in August
 - Social media strategy to align with Durham event calendars
 - Online advertising
 - Attracting first-time customers through promotions and special events



Upcoming

- Art shelters at 13 locations



To be located at E. Main St and Roxboro St.

Upcoming

- Collecting Better Data
 - Automated Passenger Counters on all 5 vehicles by January 2012
- Designing Better Bus Service
 - Decide whether to extend west along Erwin Road
 - Decide whether to extend east to either Driver Street or North Carolina Central University



Questions and Discussion



Thank You

