Overview

The proposed changes to the DATA service aim to improve the experience for all current and future DATA customers.

The Final Plan will include 2 types of recommendations:

- Recommendations for DATA service changes without increasing the cost of the service (scenario 1).
- Recommendations for new routes and amenities that would be funded with additional revenues (scenario 2 and scenario 3).

What has been done already?

Staff began Designing Better Bus Service in Durham in March 2011 with a community survey and on-board passenger survey to determine customer needs and wants.

Public meetings were held in November 2011 to present the DATA existing conditions report and to collect further public comments.

In January 2012, staff presented initial recommendations for DATA service changes to the public at public meetings, neighborhood groups, and stakeholders. Over 100 comments were collected with the majority of comments being on the changes to the current service (scenario 1).

Why ask for comments now?

Staff is looking for public comments on the new bus routes and passenger amenities that would be provided when additional funding is available.

Upcoming Meetings

1. ***March 21, 2012 from 3pm-8pm***
   2nd Floor Durham Station
   Presentations at 3pm and 6:30pm

2. ***April 16, 2012 at 7pm***
   City Hall • Public Hearing with City Council

Next Steps

1. ***May-June 2012***
   Final Plan Public Comment Period

2. ***June 18, 2012 at 7pm***
   City Hall • City Council votes to approve Final Plan

How to give comments

- Attend a meeting
- Website: dbbs.gotriangle.org
- Phone: 919-485-PLAN (7526)
- Email: serviceplanning@triangletransit.org
- Mail:
  Jennifer Rogers
  c/o Triangle Transit
  P.O. Box 13787
  Research Triangle Park, NC 27709

New Bus Routes & Passenger Amenities

DURHAM AREA TRANSIT AUTHORITY

Designing Better Bus Service

DRAFT PLAN

For more info, visit ***dbbs.gotriangle.org***

**Folleto en español disponible*

Recommendations for New Routes and New Passenger Amenities

In November 2011, Durham County voters approved the transit referendum, which allows Durham County to raise additional revenue to fund transit projects. When the County Commissioners decide to raise the tax, the revenues will fund projects that will provide service benefits to all areas of the county.

List of Priorities for New Bus Routes

The new bus routes will help to achieve four broad goals for current and future DATA customers. Projects have been identified by staff and are prioritized along with other projects that meet the same goal. The goals and individual projects are:

Goal 1. Increase frequency on existing local and regional routes to meet ridership demand

Priority	New Bus Routes
# 1	15 min service to NCCU (Route 7)
# 2	30 min service to Southern High during school hours only (Route 16)
# 3	30 min service to NC 54/55 on weekdays (Route 12)
# 4	15 min service to Northgate Mall (Route 1)
# 5	15 min service to Durham Regional Hospital (Route 4)
# 6	30 min service on Durham-Raleigh Express (Route DRX)
# 7	15 min service on regional route from Southpoint to UNC-Chapel Hill during peak hours (Route 800)
# 8	15 min service to Durham Tech during peak hours only (Route 8)
# 9	15 min service on regional route to Regional Transit Center during peak hours (Route 700)

Goal 2. New commuter routes to access jobs and educational destinations

Priority	New Bus Routes
# 1	New commuter route from North Durham to Duke (Route 30)
# 2	New commuter route from Southpoint to Duke (Route 52)
# 3	New commuter express route from Rougemont to Duke and downtown Durham (Route 50)
# 4	New commuter express route from Hillsborough/Mebane to Duke and Durham Station (Route 51)

Goal 3. Improve the base level of service for local and regional routes

Priority	New Bus Routes
# 1	Additional midday and Saturday service on regional route to Chapel Hill (Route 405)
# 2	New Sunday service on regional route to Chapel Hill (Route 405)
# 3	New Sunday service to Brier Creek (Route 15)
# 4	Additional Saturday service on Triangle Transit routes (Routes 800 and 700)
# 5	New Sunday service on Triangle Transit routes (Routes 800 and 700)
# 6	New Saturday and Sunday service on the new Route 20 to South Square area
# 7	Extend Sunday service to 9:00 PM on all DATA routes

Goal 4. More service to rural parts of Durham County

Priority	New Bus Routes
# 1	More demand-responsive service in the rural areas of Durham County

New Passenger Amenities

The following capital projects (i.e. passenger amenities) will be with new bus routes when new funding is available.

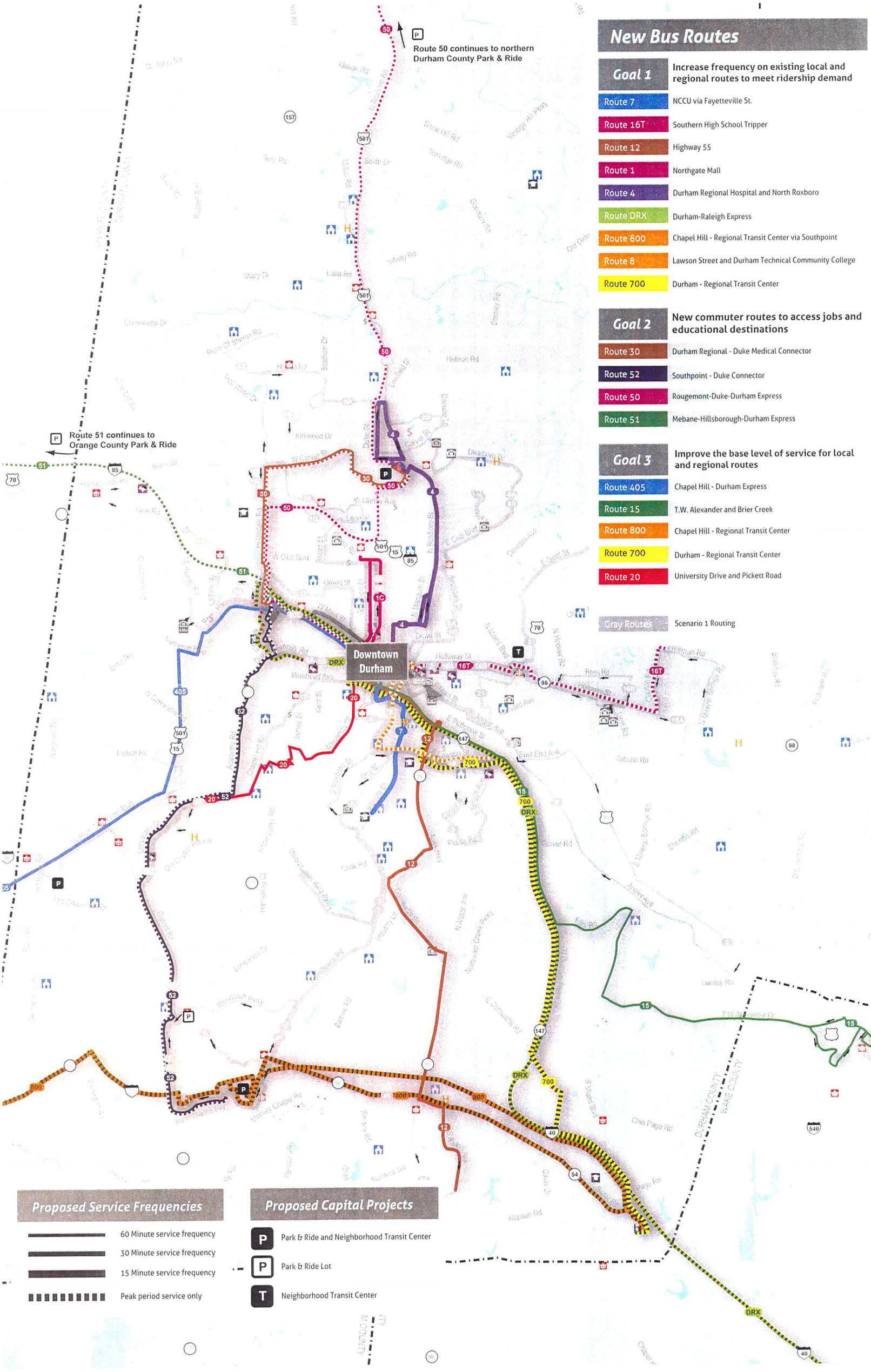
- ***Improvements to 200 existing bus stops***
- ***Park-and-Ride lots:***
  - Rougemont
  - Durham County Stadium
  - Southpoint Mall Area
  - Woodcroft Area
- ***3 Transit Emphasis Corridors:***
  - Holloway St/Liberty St between Alston Ave and The Village Shopping Center
  - Roxboro Rd between I-85 and Durham Regional
  - Fayetteville St between Lakewood Ave and Cornwallis Rd
- ***4 Neighborhood Transit Centers:***
  - Durham Regional/Durham County Stadium Area
  - The Village Shopping Center
  - Southpoint Mall Area
  - Patterson Place Area

What is a Neighborhood Transit Center?

In places where several routes meet outside of downtown Durham, better waiting areas will be built off the main street.

What is a Transit Emphasis Corridor?

Sidewalks, bus stop shelters, and benches will be installed on a street where the bus comes more than once or twice an hour.


Route 50 continues to northern Durham County Park & Ride
Route 51 continues to Orange County Park & Ride
Downtown Durham
DURHAM COUNTY
WAKE COUNTY
New Bus Routes
Goal 1
Increase frequency on existing local and regional routes to meet ridership demand
Route 7
NCCU via Fayetteville St.
Route 16T
Southern High School Tripper
Route 12
Highway 55
Route 1
Northgate Mall
Route 4
Durham Regional Hospital and North Roxboro
Route DRX
Durham-Raleigh Express
Route 800
Chapel Hill - Regional Transit Center via Southpoint
Route 8
Lawson Street and Durham Technical Community College
Route 700
Durham - Regional Transit Center
Goal 2
New commuter routes to access jobs and educational destinations
Route 30
Durham Regional - Duke Medical Connector
Route 52
Southpoint - Duke Connector
Route 50
Rougemont-Duke-Durham Express
Route 51
Mebane-Hillsborough-Durham Express
Goal 3
Improve the base level of service for local and regional routes
Route 405
Chapel Hill - Durham Express
Route 15
T.W. Alexander and Brier Creek
Route 800
Chapel Hill - Regional Transit Center
Route 700
Durham - Regional Transit Center
Route 20
University Drive and Pickett Road
Gray Routes
Scenario 1 Routing
Proposed Service Frequencies
60 Minute service frequency
30 Minute service frequency
15 Minute service frequency
Peak period service only
Proposed Capital Projects
Park & Ride and Neighborhood Transit Center
Park & Ride Lot
Neighborhood Transit Center