



DURHAM AREA TRANSIT AUTHORITY

**Designing Better
Bus Service in Durham**

CITY COUNCIL WORK SESSION

June 7, 2012

Today's Agenda



- Goals for DBBS
- Summary of Changes from Draft Plan
- Sounding Board Report
- Title VI Analysis
- Implementation Schedule

Goals for Designing Better Bus Service

- **Goal 1. Safety**
- **Goal 2. Service Quality** (90% on-time performance)
- **Goal 3. Fiscal Responsibility** (match service to demand)
- **Goal 4. Community Benefits** (improve connections)

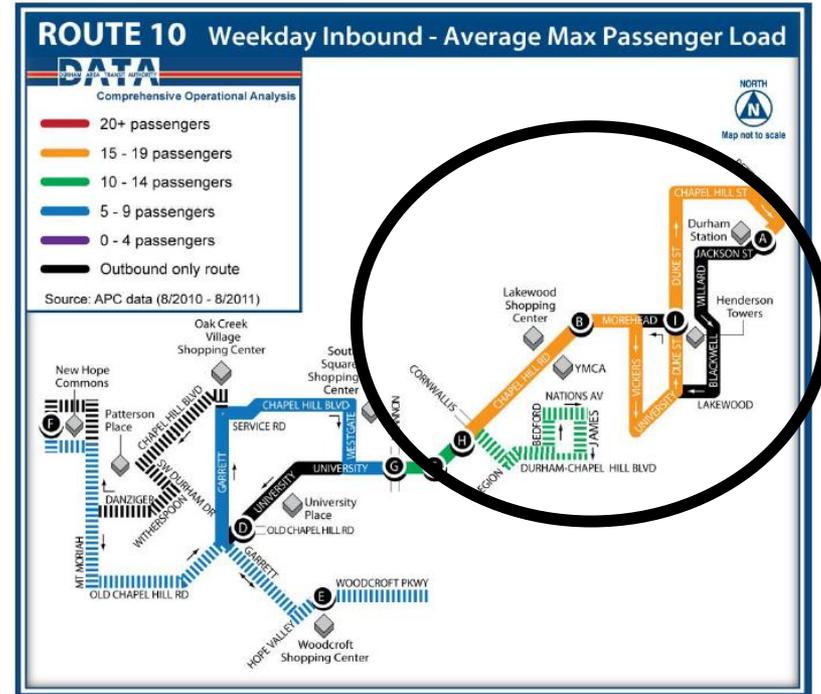
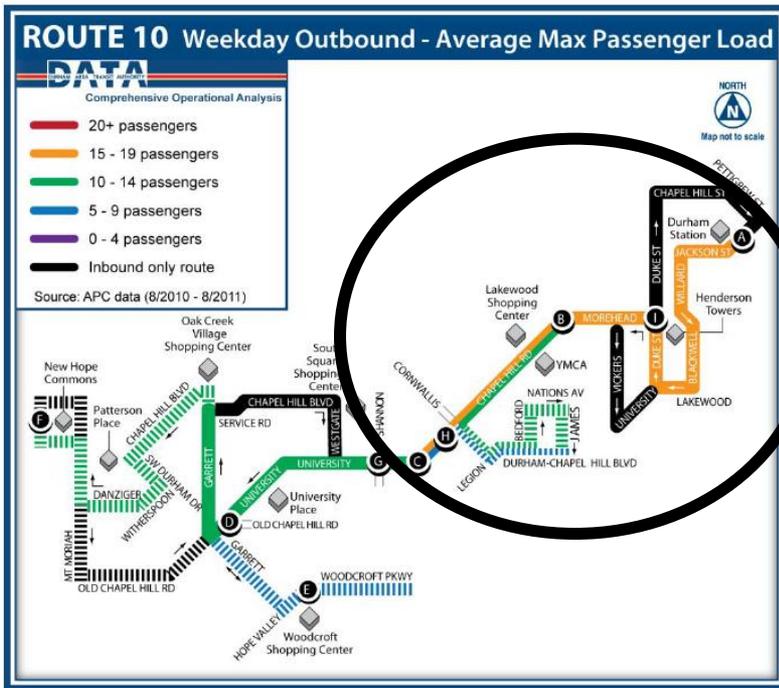
Scenarios

- 3 scenarios based on available funding
 - Scenario 1: Base Scenario
 - Current revenue sources
 - Scenario 2: Minor service expansion
 - Additional \$10 vehicle registration fee
 - Scenario 3: Major service expansion
 - 1/2 cent sales tax

Summary of Changes to Plan

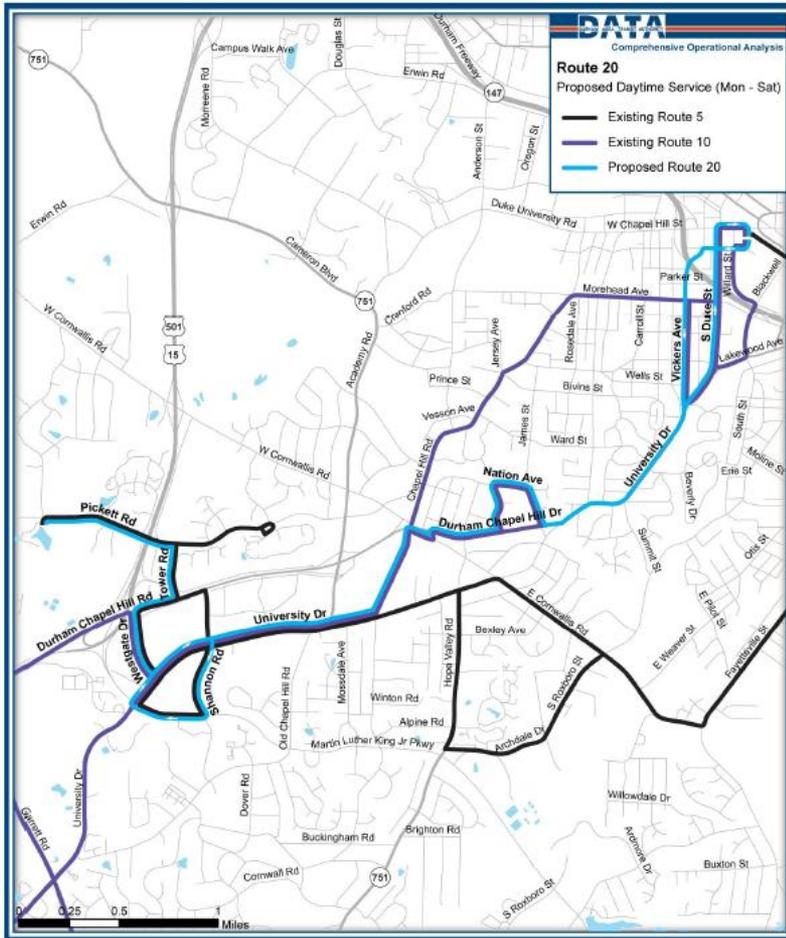
- Route 10B replaces Route 20 in Scenario 1
- Route 8 & 11 Saturday frequency in Scenario 1
- New services in Scenario 3 (some unfunded)
 - ▣ Triangle Transit DRX – 15-min service
 - ▣ Route 5 – crosstown
 - ▣ Route 1c – extension to Durham Regional Hospital via Central Professional Park

Route 10



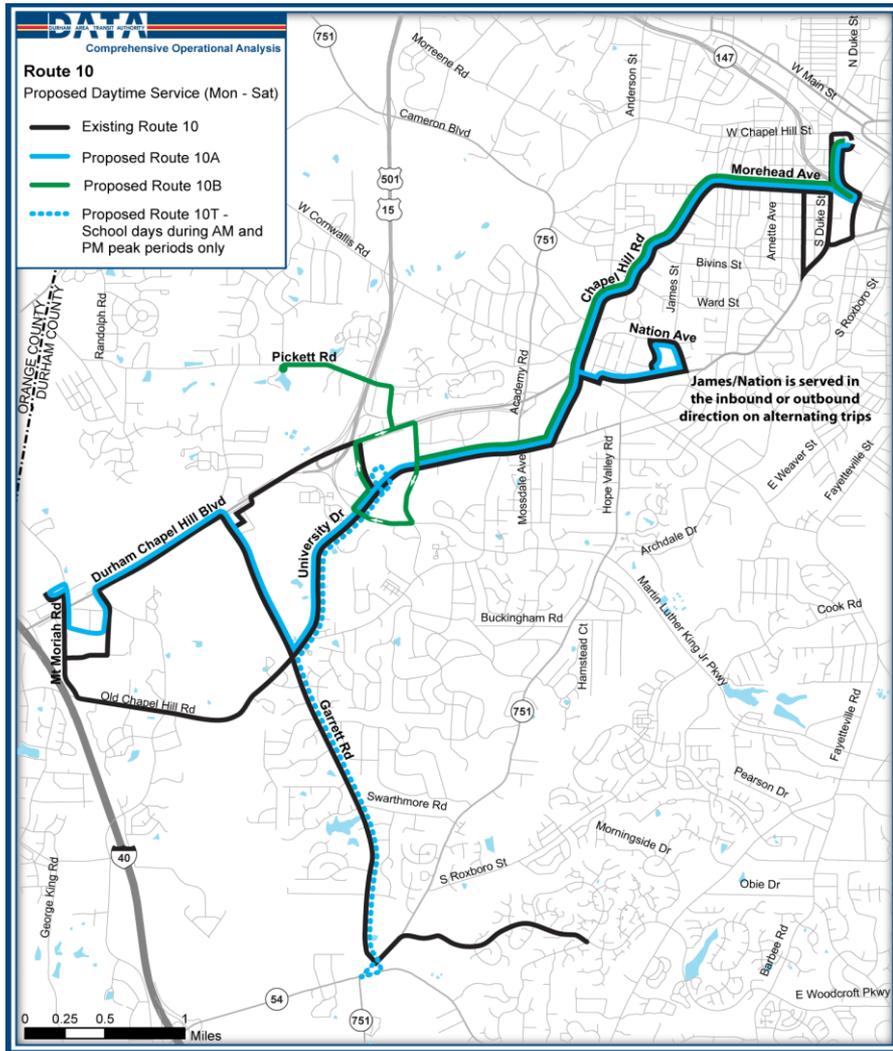
- Only route in draft plan with high ridership segment that wasn't proposed for 15 minute frequency

Draft Plan Route 20



- Weekdays 8am-7pm
- Route 10 serves James/Nation when Route 20 does not run
- Shannon Rd to access post office, library, and apartments
- Tower Blvd for social security office
- Also serves Westgate Dr, MLK Pkwy, University
- Sat and Sun service in Scenario 3

Route 10B



- Replaces Route 20
- Depart Durham Station at :15 each hour; 8am-7pm in Scenario 1
- Add trips departing at :45 each hour in Scenario 3
- Serves Chapel Hill Rd, University Dr to South Square area, Tower Blvd for Social Security office
- Route 10 will go to James/Nation hourly

Route 8 & 11 - Saturday

- Reduce frequency to once per hour
 - ▣ Much lower demand than weekdays
 - ▣ Consistent with frequency guideline used throughout plan
 - ▣ Offset departure of Route 8 with Triangle Transit 700 on Saturdays
- Monitor ridership for growth in demand

Route 8 & 11 - Saturday

Table 3-5: Ranked Passengers per Revenue Hour (PPH) by Day Type

Rank	Weekday		Saturday		Sunday		Holiday	
	Route	PPH	Route	PPH	Route	PPH	Route	PPH
1	3	53.71	3	46.17	3	45.86	3	49.72
2	1	45.62	1	40.42	1	33.43	4	47.51
3	4	45.31	4	29.83	4	32.47	1	38.15
4	16	39.44	16	27.48	6	31.47	6	33.94
5	8	38.94	5	25.34	5	27.05	9	30.13
6	5	38.05	2	25.01	2	26.19	5	24.17
7	6	36.24	12	24.58	9	25.93	16	23.53
8	2	33.52	10	24.49	16	22.33	10	22.56
9	10	32.57	7	23.01	11	21.44	7	22.36
10	12	32.03	11	21.22	10	20.35	11	20.94
11	11	28.51	6	20.97	7	20.33	8	20.92
12	7	25.98	8	20.94	12	19.53	12	19.62
13	9	25.91	9	19.38	8	19.29	2	17.31
14	BCC	24.67	BCC	18.02	13	8.68	13	8.95
15	17	16.38	13	12.64	17	7.39	17	8.06
16	13	16.31	17	11.36	15	-	15	-
17	15	10.83	15	7.51	12B*	-	12B*	-
18	12B*	4.61	12B*	-	16B	-	16B	-
19	16B	4.01	16B	-	BCC	-	BCC	**

* Route 12B was incorporated with route 12 beginning with the August 16, 2011 service period.

** Revenue hours unavailable for BCC for holiday service.

Sounding Board Report

- 25 members selected representing diverse backgrounds
 - 15 regular participants
- 8 meetings since Oct 2011
- Sounding Board Report will be presented today to City Council

Title VI Equity Analysis

- Title VI of the Civil Rights Act of 1964 protects against discrimination in the delivery of public services - whether intended or not
 - ▣ Updated guidance in 2007 and 2011
- Required for major service changes and all fare changes
- Intended to inform the Council of potential impacts on minority and low-income citizens
- Will be submitted to Federal Transit Administration for determination of compliance with guidance

Implementation – Scenario 1

- Assuming City Council approval on June 18, scenario 1 changes can be implemented in:
 - Aug 2012
 - Bull City Connector
 - Sep 2012
 - Routes 1, 6, 11
 - Jan 2013
 - Remainder of the routes (except Route 15)
 - Summer 2013
 - Route 15 additional trips

Implementation – Scenario 2 & 3

- Requires action by County to levy fees and sales tax
- First changes can occur after 6-12 months
- 3-year implementation

THANK YOU!